

# The Billboard

MAY 26, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## TV's Impact on Radio-Films Sparks Weird "Expanshment"

### CBS Caught With Channels Down Due to '43 Rainbow

By JOE CSIDA

NEW YORK, May 19.—Columbia Broadcasting System is presently trying to work its way out of what may yet prove to be one of the most expensive errors in judgment in the history of the broadcasting industry. That miscue was made under the William S. Paley-Paul Keston regime in late 1943

and early 1944, when CBS decided to go all out in its pitch for high definition color television. To avoid charges of duplicity, the network dropped its four applications for black and white television stations in key markets.

The ill-fated decision left CBS with owned-and-operated video outlets only in New York and Los Angeles, plus 45 per cent of WTOP-TV, Washington, as the Federal Communications Commission freeze set in. The National Broadcasting Company, as well as the American Broadcasting Company and DuMont have outstripped CBS in the important o. and o. element with proprietorship of five, five and three stations in key markets respectively.

It has become increasingly apparent in recent years that a radio network operation is hardly the most profitable form of enterprise, and many top traders believe that television webs, as network operations, will have an even tougher time turning in substantial net earnings. Individual stations ownerships in video, on the other hand, shape up as one of the most profitable investments on the entire business horizon these days.

When CBS's negotiations with ABC's Ed Noble collapsed, Columbia Board Chairman Bill Paley, Prexy Frank Stanton and other upper echelon brass started to kick around other possible approaches to acquiring television stations in key markets. What they have

found in making an analysis of the situation is hardly encouraging.

#### 1400C in "C" City

Just this week, for example, the market price on television stations was graphically demonstrated by the sale of Station WLAV-TV, Grand Rapids, Mich., owned by Leonard Versluis, to Harry Bitner, who already owns WFBM-TV, Indianapolis, for a reported \$1,400,000. Grand Rapids, according to J. Walter Thompson's highly respected market study is classified as "C" market, about on a par with such towns as Utica, N. Y.; San Jose, Calif., etc. It is the 64th video market, has a population of 287,000, with 89,000 homes. If a station in this kind of market brings \$1,400,000, it doesn't take an Einstein to arrive at the conclusion that stations in one of the top 15

(Continued on page 6)

### CLOCKWISE DIALOG IN GOBBLEDEGOOK

HOLLYWOOD, May 19.—In an effort to use daylight saving time as a plug for its current tune, *Syncopated Clock*, Mills Music reached into the gimmick barrel and came up with one of the oldest forms of humor—the pun. Radio stations and papers are about to be bombarded with such choice bits of pubbery as:

"Tick it From Me," says the *Syncopated Clock*, "it's just a lot of loose tock that I'm switching to daylight saving time. If I did switch, it would be to ragtime or swingtime. Maybe I'll go to Calverts so I can go 'hic tock.'"

The way we see it, Mills should not tock too much or the song might not crystalize into the ringing success it hopes it to be. Time to wind up before the readers get alarmed.

### Expansion and Retrenchment Simultaneous

#### Personnel Fired, Pay Cuts Imposed As Video Eats \$\$

NEW YORK, May 19.—Developments in recent weeks are bringing into sharp focus another aspect of the continuing evolution of the radio and motion picture business, caused substantially by television. Webster has no word for this phase of the evolution, since it is, in effect, a somewhat weird combination of expansion and retrenchment carried on simultaneously by many of the major operators in broadcasting and film. This "expanshment" is taking many forms.

The National Broadcasting Company, for example, has just finished a drastic tightening and slashing operation in AM and at the same time is purchasing millions of dollars' worth of talent and facilities. The Milton Berle, Red Skelton, Abbott and Costello pacts are examples as is the purchase of the Warner Bros.' Burbank tract for \$750,000.

Similarly, while major film producers like Warner Bros., 20th-Century Fox and others are letting out lesser personnel and cutting salaries of top echelon help (WB axed more than a dozen people in its advertising, publicity and promotion departments, while 20th sliced upper brass salaries in half), these same companies are making hefty investments in talent and facilities, too. Twentieth-Fox for

(Continued on page 6)

### Plums & Pills Make Unsettling AFM Diet

#### Progress Seen in Royalty Pacts With Film Producers But Not in TV Pact

NEW YORK, May 19.—Delegates assembling for the annual convention of the American Federation of Musicians, kicking off June 4 at the Hotel Commodore, will be confronted with what is at once a choice plum and a hard-to-digest pill. This two-in-one package, which virtually entails a major change in AFM traditional policy, is implicit in the AFM's impending wrap-up of the entire film-TV field.

That the AFM's progress in getting royalty pacts with film producers is in one sense a choice plum cannot be denied. AFM Prexy Petrillo, at the last convention in Houston, held out this prospect as a bright lure. Since then he has gone a long way, pacting some 20 indies, the networks, and

being on the verge of negotiations with the film studios.

That the progress in film-TV also implies a defeat of a major

(Continued on page 12)

### THOSE BMI BLUES

#### ASCAP Men Sharpen Ax Vs. Rival Org

NEW YORK, May 19.—Tin Pan Alley buzzed this week with reports that a group of songwriter members of American Society of Composers, Authors and Publishers is getting together to "do something" about Broadcast Music, Inc.

The writers, said by an informant to number more than 100, many of them high-bracket ASCAP clefters of long standing, are known to have conferred with attorney Robert Daru on the possibilities of seeking relief from what they allege are the restrictions of opportunity clamped on the song business by BMI.

Daru, who obtained a settlement for a group of a dozen songwriters in a suit against the radio industry during the "strike" against ASCAP music in 1941, had no comment to make on what direction the new movement may take. It is reported that the group is exploring several avenues—possibly an anti-trust suit or an attempt to maneuver BMI into a consent decree with the government.

Neither Daru nor any of the writers involved would indicate whether a bill of particulars has

been readied against BMI. A trader close to the group put it this way: "It's obvious that BMI is spreading further and further every day, and there are less and less opportunities for an ASCAP writer to bring his song before the public. This movement officially got under way a couple of

(Continued on page 10)

### Good Neighbor Turns 10% Sour

NEW YORK, May 19.—A new "closed door" policy affecting agents and performers has been implemented by the Province of Quebec which will prevent U. S. agents from booking acts direct into Montreal or any other city in Quebec without going thru a local agent.

The American Guild of Variety Artists' branch office, headed by

(Continued on page 39)

### DeMille Touch The Big Topper

WASHINGTON, May 19.—Ringling Brothers and Barnum & Bailey Circus may reap the benefit of a revolutionary new big top lighting system introduced by Cecil B. DeMille in making his Paramount film, *The Greatest Show on Earth*, the Paramount director disclosed here this week. Requiring less amperage and physical space, controlled more easily, 12 times less weighty, and giving off relatively no heat, the new lighting gear is four times more effective than anything yet used under canvas or, for that matter, in illuminating any big-scale interior, DeMille said.

The new system was devised by the General Electric and Westinghouse Electric companies expressly at DeMille's request for filming *The Greatest Show on Earth* under Ringling canvas, DeMille said. At present the lighting gear used by DeMille's crews is the only system thus far produced; but production of additional units can be made by G. E. and Westinghouse, depending on availability of scarce defense materials. DeMille said that the new equipment, ground-controlled and capa-

(Continued on page 46)

### LSU's "Noon" Shines Bright

NEW YORK, May 19.—*Darkness at Noon*, Sidney Kingsley's prize-winning, anti-Commie drama, got its first campus production last week. From all reports, *The Billboard's* suggestion to author Kingsley and the Playwrights' Company to permit such accredited groups to carry the play's message to their localities, royalty-free, has borne rich fruit. The department of speech of Louisiana State University at Baton Rouge presented *Noon* to packed houses for four performances as its final production of the year. Since Kingsley and the Playwrights accepted no royalty, no admission was charged.

It had been feared, to some extent, that a production of *Noon* might be too big a chunk for a student production bite. Its set is necessarily massive, and involves high technical skill in its manipulation in order not to mar the continuity which is the very core of the play, and obviously it calls for a high order of acting ability. Judging from local press notices, the LSU thespians and technicians hurdled these obstacles admirably.

Turner Spencer, *Morning Advocate*, called *Noon* perhaps the most

(Continued on page 42)

### 10-1 ERROR

#### Sniffs at 60G; Gets Six Grand

NEW YORK, May 19.—The Columbia Broadcasting System won an initial financial victory when writer Don Ettlinger yesterday (18) in New York State Supreme Court was awarded only \$6,250 of the \$250,000 claimed in connection with service performed for *Our Miss Brooks*. It is reported he turned down 60G recently offered by the web to settle out of court. His attorney, however, plans an immediate appeal to the

(Continued on page 6)

### K. Smith's TV Golden Harvest

NEW YORK, May 19.—If plans currently in the works materialize, Kate Smith will be on television next fall more than any one single performer. She will, by the same token, be responsible for more tele billings than any one single performer.

The newest deal afoot between Miss Smith and the National Broadcasting Company is to have her do her *Kate Smith Speaks* daytime strip as an AM-TV simulcast. She now airs this show, with her partner-manager Ted Collins, on the Mutual Broadcasting System, but it's reported the contract runs out shortly with NBC planning to claim the rights under the terms of her original video contract with the network.

Thus Miss Smith will be airing 1 hour and 15 minutes of TV programming each week should she

(Continued on page 4)



# Billboard Backstage

By JOE CSIDA

If you're going to be in or around New York between now and May 28, how about getting with it? I'm talking about the drive of show business and its people in New York (during the period mentioned) to get us all to uppsey with a pint of blood to hit a quota of 3,000 pints for the guys in Korea, and show business's own unfortunates. These drives are funny; not belly laugh funny, but funny as in peculiar.

Literally dozens of some of the industry's busiest people give scores of hours trying to organize the drive. People like Dorothy (Mrs. Dick) Rodgers, Tex McCrary, Manie Sacks, the heads of virtually every performers and crafts union in the field, newspaper guys, and whom have you. Ideas are proposed, kicked around, accepted or rejected. Some work is done, like Paul Whiteman, Bert Parks, Harry Wismer, Luella Parsons, Edward Arnold, Dick Powell, Ozzie Nelson, Ted Mack (and many more to come) all cutting minute spots to be played via disk jockey programs to plug the drive; like the full page ad we ran last week; like the jockeys who'll be playing those spots; like the poster the advertising agencies donated, which is now being placed around and about. All that's great. But, as of

this writing, the United Entertainment Industries' American Red Cross blood center in Suite 143 at the Astor Hotel (donated by the hostelry's Bob Christenberry) has accumulated less than 500 pints of blood.

### In the Family

A key committeeman called last week and asked did I think we better ring the general public in on this drive. I thought not; I thought it would be pretty shameful if busy, successful, jam-packed, hustling New York show business couldn't come up with 3,000 pints of blood. I meant that, and mean it now. It would be the kind of thing that would make you wish you'd gone into the stock brokerage, or the show-making business.

Come May 29 there will be one helluva show at the Center Theater, here in New York. This show will blow off the show business blood drive. As mentioned in the ad last week, such stars as Milton Berle, Victor Borge, Dorothy Collins, Perry Como, Jennie (Dagmar) Lewis, Laraine Day, Frankie Laine, Snooky Lanson, Sam Levenson, Frank Sinatra, Kate Smith, Gloria Swanson, Eileen Wilson, Walter Winchell (and added starters, since the ad appeared) Paul

Winchell, Clifton Fadiman, Steve Allen and Jose Ferrer will do bits. There'll be many more, not yet definitely set.

### Pint Per Dueat

Anyone who donates a pint of blood will get a free ticket to this show. The show will be great; the plans made at the meetings are fine; the plugging of the spots by the disk jockeys will be extremely helpful. But no comic bit, no baritone balladeering, no verbal 60-second cajoling ever saved the life of a shot-up G.I., or of a terribly sick performer, lying in a hospital bed.

That takes blood. Right now, from New York show business, it takes only 3,000 pints. As this is written, we've got about 10 days to deliver another 2,500 pints; 250 pints a day. That's quite a quota. But it can be done.

If you've got a phone handy, please pick it up now. The number is Judson 6-3000, extension 143. Or if you've got a couple of spare minutes, drop in at the Hotel Astor, Suite 143. The Red Cross ladies will be glad to set up an appointment for you. It's quick, painless and will give you a great glow. The kind of a glow you can get only when you've done something fine for a good cause. Let's get with it. Time's running out.

## TENT 35 ENDOWS NY BLOOD BANK

NEW YORK, May 19.—The Variety Club here has set up a blood bank in French Hospital. Tent 35, local chapter, has donated about \$5,000 for operation of the bank. Plans are under way to cover the entire industry for donations. To meet minimum requirements, 15 donors daily and 25 pints weekly will be needed.

## Showbiz Finds Tax Dog's Bark Worse'n Bite

WASHINGTON, May 19. — In the wake of tentative agreements voted by the House Ways and Means Committee this week, prospects are brighter than ever that Congress will scale down sharply the Truman administration's proposed stiff hikes in amusement taxes and, at the same time, will authorize sweeping exemptions in admissions and cabaret tax payments. Amusement excise agreements reached by the House Ways and Means Committee are:

1. Exempted ballrooms and dance halls from paying the 20 per cent cabaret tax.
2. Increased the tax on disks, phonographs, radios, TV sets and musical instruments from the present 10 per cent to 15 per cent (Treasury Department had asked for a boost to 25 per cent).
3. Increased the tax on cigarettes from 7 to 8 cents a pack (Treasury had asked for a boost to 10 cents a pack).
4. Exempted the Metropolitan Opera Company and all other non-profit opera groups from the admissions tax.
5. Exempted from the admission tax all agricultural fairs run by non-profit civic groups. The Com-

(Continued on page 14)

## Jose, Budd Get Red Probe Prod

WASHINGTON, May 19. — Jose Ferrer and Budd Schulberg are slated to take the stand next week as the House Un-American Activities Committee continues its hearings on Communism in showbiz. A committee spokesman indicated that at least a dozen witnesses are yet to be called, thus assuring continuation of the hearing into June and "possibly later as new ones are called."

This week's hearing was highlighted by testimony from Roy M. Brewer, Hollywood representative of the International Alliance of Theatrical Stage Employees (American Federation of Labor). Brewer testified that a clique of left-wing employees of the National Labor Relations Board helped encourage organization of a Conference of Studio Unions which Brewer described as "Communist-dominated."

The witness said that William Pomerance, who is now producing

(Continued on page 44)

## Index

Burlesque .....	41
Carnival .....	58
Circus .....	56
Classified Ads .....	68
Coin Machines .....	76
Fairs and Expos. ....	53
Fair Dates .....	52
Final Curtain .....	45
General Outdoor .....	46
Honor Roll of Hits .....	18
Legitimate .....	42
Letter List .....	67
Magic .....	41
Merchandise .....	68
Music .....	10
Music Charts .....	18
Music Machines .....	81
Night Clubs .....	39
Parks and Pools .....	54
Pipes for Pitchmen .....	74
Rinks-Arenas .....	43
Roadshow-Rep .....	44
Routes .....	50
Salesboards .....	75
TV-Radio .....	4
Vaudeville .....	39
Vending Machines .....	77

## London Dispatch

By LEIGH VANCE

LONDON, May 19.—The Festival of Britain's \$700,000 Pleasure Gardens, delayed by strikes and bad weather, are open at last. Eight thousand free tickets filled Friday's (11) opening with school children from all over England, rejoicing in the showmen's superstition that it's unlucky to start the take on that day. Packed into the eight-acre site are all kinds of entertainment, from a rocket to the moon thru the Big Dipper to cars that loop the loop, and hardy young women in swim suits frozen inside blocks of ice. Most popular is the exhibition of stereoscopic "three-dimensional" films, which leap into focus when you wear special spectacles.

### Producers-Gentlemen, Peace Is Wonderful . . .

A gentleman's agreement is operating on the usual cut-throat musical revue front. Laurier Lister, producer of those post-war revue hits, *Tuppence Coloured and Oranges and Lemons*, is bringing his *Penny Plain* to town. Rejected by the management as too costly, the show is being put on for just under \$11,000.

Now H. M. Tennents, for whom Lister produced the money-making *Oranges* and its sister show, are coming out with their own *Festival* revue for a cost of almost \$11,000. But the two shows will not cut across each other's public. Lister is bringing his team to an as yet not specified West End theater. Tennents have agreed to leave their revue at the neighborhood Lyric Theater, Hammersmith. With Graham Payne in the lead, and Noel Coward as their top contributor, they hope that West End audiences will rate the five-mile trip worth it.

### Oliviers To Alternate Shaw, Shakespeare . . .

The biggest test for the successful Laurence Olivier-Vivien Leigh team comes with their ambitious

## Paris Peek

By ART ROSETT

PARIS, May 19.—We attended a press opening of the Theater Agnes Capri. The general fare is what the French call *avant-garde*; a poet reads verses by Jean Cocteau, actors perform esoteric little skits that aren't too easily understood by the man on the street, and the audience is apt to have folks like Lady Duff-Cooper, Louis Jouvet and Louis Aragon spotted around. To everyone's surprise and delight, Jess Hahn, of La Parle, Ind., stepped on the stage and wowed 'em. A build like a football player (which he has), hair like a shock of wheat and a smile as ingenuous as Butch Jenkins' helped him put over his medley of American tunes. What sold him to the French, however, was his Yankee-accented version of the old Chevalier hit, *Valentine*. The warmth, the incongruity and the sincerity was irresistible.

Agnes Capri discovered Hahn for her combination theater-night club. She designed the room herself, directed the show, runs the organization, acts in the skits and does a program of songs. A former actress with the Dullin and Jouvet companies, she started her theater in 1938, lost it during the war and only recently has been able to start it again. She has a reputation for advanced entertainment and attracts an intellectual audience that can understand a show done in five or six languages (she counts English and American as two). We asked her about Americans and she said that not many came to her theater and that Hahn is the only American she's ever "discovered." Capri, a fem whose comedy and delivery is based on a sort of pixie-like ultra femininity, has been working the big American into more of her show as a contrast straight man and the combination is a natural.

### Keller-Dorian Pix Sues Eastman Kodak . . .

Keller-Dorian, a French film company, started suit May 10 in Paris against the Eastman Kodak

(Continued on page 44)

## Washington Once-Over

By BEN ATLAS

WASHINGTON, May 19.—Look for action soon on congressional proposals to re-examine State Department's *Voice of America*. Move to shift *Voice* from State Department to independent set-up is strengthening. . . . Radio-TV information branches in several federal agencies are facing stiff economy cuts. New radio-TV branch in office of Civilian Defense may even be wiped out completely by whopping appropriations slash sent to joint House-Senate Conference Committee. Defense Department's radio-TV branch is virtually the only one sure to survive the economy crusade with any kind of expansion. . . . Color TV decision may be out Monday (21) from Supreme Court which recesses June 1 for the summer. Outside chance is seen for week's delay. . . . Still in a whispering stage on Capitol Hill but likely to burst into headlines soon is a move to investigate hoarding of goods by outfits interested in sky-high prices. Among biggest victims of hoarding is show business, because of its low priority ratings.

### All About Controls, At 3c Per Copy . . .

The average little guy in the amusement industry who wants to

transact business with Uncle Sam without hiring a 5 per center couldn't do better than get a free copy of a booklet just put out by Defense Production Administration. Title is *Mobilization Guide for Small Business*, but don't let the weighty name throw you. Booklet runs only 31 pages; it's as easy to digest as a pocket magazine. It tells you how to be placed on government bid lists for free, how to appeal for hardship relief from government crackdowns, how to hurdle D. C.'s roadblocks in getting supplies and how to finance construction. Besides, it lists locations of field offices of all appropriate federal agencies which might help you. Without investing more than 3 cents postage you can get a free copy by writing to the Department of Commerce in Washington, D. C., or to any of Commerce's field offices.

### Scarcities Ahead, But All Isn't Gloomy . . .

Topsiders at National Production Authority are mixing sunshine with gloom in forecasts of supplies for amusement industry. Say the NPA'ers paradoxically: The going will be tougher than ever from now on, but a turn for the better is possible. Copper, aluminum and

steel will be scarcer as NPA sends industry deeper into the "second phase" of controlled materials plan. Nevertheless, NPA isn't closing the door on chances for makers of phonographs, radio and TV sets to come under the plan and get a rating. NPA Administrator Manly Fleischmann gave industry folk that encouragement at a confab here yesterday (18) with more than 500 representatives from the consumer durable goods industry. Ironically, NPA forgot to send invitations to radio-TV industry folk to attend the session.

### Truman Favors Plans For D. C. Theaters . . .

President Truman is ready to support a proposal for a federal commission to set up and run a theater and opera house in D. C., according to Rep. Arthur G. Klein (D., N. Y.). The congressman is sponsoring a bill to carry that out along with creation of a mammoth national stadium capable of seating 200,000. . . . Representative Heller (D., N. Y.) hopped a bill this week to assure protection of news sources by radio-TV newsmen and the press. . . . Chances are stronger than ever for amusement industry to get off with only mild boosts in excises this session.

## Picture Business

By LEE ZHITO

HOLLYWOOD, May 19.—Exhibitors crying the TV blues would see a brighter film future if they could see the multi-million dollar deals brewing here. If the top pic producers have that much confidence in the business, so should the exhibitors. For example, Samuel Goldwyn recently slated four features for production and scheduled a \$9,000,000 budget for the quartet.

And if you think that's hay, look at the little deal swung this week by Howard Hughes and the Jerry Wald-Norman Krasna team. It's a five-year contract calling for 60 features to be produced at a cost of over \$50,000,000. By the way, that's the largest indie film deal ever made in Hollywood's history. Can't be dark days ahead with such confidence in the business.

As one Warnerite said after the Lou Lurie-Warner deal fell thru: "Picture business must still be okay if Lurie had enough confidence in it to offer \$25,000,000 for the studio." Yeah, but think of the confidence the Warners have. They turned down the deal.

### Film Dough in Video? Lippert Sez No, No . . .

According to Bob Lippert, first film producer to close a deal al-

lowing a recent product to be re-leased to TV, Hollywood producers are being misled into thinking there's big dough in tele rentals. Reasons for this are the peculiar Los Angeles market conditions which have upped TV film fees far beyond the national proportion and which therefore tend to distort their video evaluation.

Stations here have paid as much as \$1,500 for a single film run. Producers sitting back with old products on the shelf dream of a gold-laden take from tele when they start multiplying the number of TV stations in the country by a hoped-for five-figure rental. However, Lippert, who just returned from a swing around the country, claims the pic outlook in other tele towns is disappointing.

Reason for the distorted local picture, Lippert says, is threefold. Town has seven stations scrambling for entertainment and pix lend themselves well to filling time. Market, unlike Eastern towns, is still unconnected by the microwave relay link and must rely only on fare that can be put on locally. And for his third point, L. A. has always been a strong movie town, showing far greater interest in film productions than

other cities. This interest in pictures is merely being carried over from theater attendance to TV viewing.

Incidentally, Lippert has turned down TV film distrib offers to take over the 26 features he will release to TV. His own firm will handle distribution and by so doing intends to control their playing schedule. Some of the 26 are still in theatrical distribution. As a theater owner Lippert doesn't want TV to compete with his b. o. Lippert is removing his production company's credit line from the films, altho their titles will remain unchanged.

### Peanuts or Plenty, It's B.O. Vs. Tele . . .

According to the producer's initial analysis of the TV market, video's money is peanuts when compared to the theater b.o.'s yield.

"I'll be lucky if I can get my money out of them," Lippert said, referring to the additional rescoring and retracking costs and the 5 per cent gross of the films earnings he'll have to pay the musicians' union under terms of his pact with James C. Petrillo.



# N. Y. PROF RAPS "STODGY" VOICE

## Political Scientist Asks Overhaul; Seeks Broader, More Realistic Policy

WASHINGTON, May 19.—Criticism of the *Voice of America* and other inadequacies in the way of facilities came this week from new source, Saul K. Padover, an expert of the Foreign Policy Association, and dean of the School of Politics, New School of Social Research, New York. In a pamphlet published by the Foreign Policy Association, Padover criticized the *Voice's* commentary features as "flat and obvious," rebuked the *Voice* for failure "to know its audience," deplored the *Voice's* plethora of "stodgy" "safe-and-sound bureaucrats" whose political propaganda, he said, is "marked by naivete, much of it due to incorrect evaluation."

Suggesting an overhaul and re-examination of the *Voice* Padover punctured the *Voice's* vaunted claims of reaching and persuading a vast global audience. Padover, who has taught at the Universities of Paris, California and Stanford, and who received the Bronze Star and a personal citation from President Truman for his work as a Psychological Warfare Division combat intelligence officer in France and Germany during World War II, found that the State Department has been vastly overrating the size of the audience reached by the *Voice*. He declared that, so far as Asia's hundreds of millions of people are concerned, media like the *Voice* "might as well not exist," and he asserted that as far as people in other foreign areas are concerned, accurate and extensive foreign-audience reactions have not been available.

The *Voice*, itself, has been recurrently claiming achievements in these areas, but these evaluations have been made by State Department personnel rather than by unbiased, outside observers. Padover's criticism of the *Voice's* programming and operations is the latest in a series which recently included an official report to the Senate by Sen. Theodore F. Green (D., R. I.) and Sen. Homer Ferguson (R., Mich.) (*The Billboard*, May 5).

The *Voice's* output, "quantitatively speaking," wrote Padover, "is quite impressive," inasmuch as it daily "pours out 70 programs of 200,000 words in some 48 languages."

### But the Content?

"What does the *Voice* say?" continued Padover. "The answer is that it both talks and sings. It has three types of programs—music, news, and analyses and features. In general, about 11 per cent of the total radio time is devoted to music, 32 per cent to news, and 57 per cent to features. The music, mostly American performers and composers, is a matter of taste that cannot be easily evaluated. The features are likely

to be regarded as amiable propaganda. They are not infrequently characterized by a bland assumption that what interests Americans is necessarily of interest to foreigners. The rather flat and obvious typescript samples this writer has read violated the first rule of good propaganda—Know thy audience."

Commenting on the *Voice's* news programs, Padover wrote: "Here again the *Voice of America* is not sufficiently psychological in its approach to the news. News is not an objective quantity like mathematics but one that necessarily depends on the hearers' background, general information and expectations. Still, the *Voice of America's* reporting of certain events—for example the trial of Cardinal Mindzenty—forces the totalitarian governments to publish news which they would prefer to suppress. In general, however, this is a field that still has to be worked over imaginatively by the combined insights and imaginations of journalists, social scientists and others."

### Who Listens?

Padover then raised the question: "Who listens to the *Voice of America*?"

"That is difficult to say," he commented. "This writer, who has travelled a great deal in Europe, has never heard it discussed or even mentioned by Europeans. However, the State Department says that it receives monthly about 30,000 letters from foreign listeners and claims to have a world audience of around 300,000,000. Some observers think this claim is overly optimistic, pointing to the limited number of radio sets in the areas under consideration."

"There are only about 43,000,000 short-wave receivers in the world outside of North America. The figure for all of Europe including Russia is 36,292,000—about 5,000,000 in the Soviet Union, 3,253,000 in Eastern Europe, and the rest in Western Europe. A total of 6,781,865 sets serve the remainder of the world. How many people listen to each set and how often they tune in the *Voice* are questions that are difficult to answer. The *Voice's* medium-wave broadcasts from stations abroad help to reach those who do not have short-wave receivers, but these do little to penetrate areas such as the Far East and Russia itself."

Pointing out that "the kind of audience the *Voice of America* has as well as its size is also important," Padover said, "It is known that many influence-wielders tune in on the *Voice*, but," he added, "until now, accurate and extensive foreign-audience reactions have not been available."

### Uneven Picture

Padover asserted that "one fundamental shortcoming which Washington cannot help is the uneven distribution of the world's radio receiving sets and the limitations of the radio reach." While Europe has nearly three-fourths of the radio sets outside the U. S. and Canada, Asia and Africa with almost half the earth's population possess only 18 per cent of the radios outside U. S., said Padover. What makes the maldistributions particularly serious, he wrote, "is that, precisely in the countries where it is most important to reach the people, it is virtually impossible to do so owing to a scarcity of radio receivers." China, for instance, with 460,000,000 inhabitants, has a mere 850,000 radio sets; India, with nearly 400,000,000 population, has only 268,000 sets; Turkey has only 250,000 radios, and Iraq has a mere 6,600.

Citing the dearth of radio sets in the Far East, which "is the crucial area" . . . where "conceivably the free world may win or lose the future," Padover declared: "Nevertheless, insofar as these hundreds of millions of (Continued on page 45)

## Review Index

Record Reviews	36
Classical Reviews	22
Album Reviews	36
Legit Reviews	42
Night Club Reviews	40
Radio Reviews	8-9
Television Reviews	8-9
Vaudeville Reviews	40

# Highlight Reviews

## TV-NEWSFILM

# Roberts's Chiang Soundfilm Report Best Timely Telefare Since MacA

By LEE ZHITO

This soundfilm report by newsman Cleve Roberts, one of his best from the Far East, serves as a noteworthy example of what can be accomplished by this approach to TV news treatment. In this film, Roberts interviews Gen. Chiang Kai-Shek with Mme. Chiang serving as interpreter. Soundfilms were shot on Formosa.

At a time when the country is torn between two opposing strategies in fighting Reds in the Far

East, Chiang's statements on the size of his troops, how much time he'll need to prepare them for the field, and what material will be needed to equip forces made this seg one of the most exciting subjects to hit TV since MacArthur.

Roberts occasionally injected personal observations during the interview, which incidentally, marked the general's and Mme. Chiang's tele debut. Also of timely interest were the general's com-

ments concerning the anti-Red fifth column at work on the China mainland. *World Report* has continued to develop as one of the most interesting news presentations on TV. In the past, Roberts featured soundfilm interviews with G.I.'s from this area and visited Far East hospitals for talks with Korean wounded.

(Wednesday 16), 11:30-12, KLAC-TV, Hollywood)

## LEGIT

# Overplotted Flahooley From Same Family But No Real Kin to Finian

By BOB FRANCIS

It looks as tho the Harburg-Saidy writing team, having hit a gold mine with their fantasy-social commet pattern for *Finian's Rainbow*, decided that the formula was good for a repeat. So they sat down and concocted *Flahooley* and put more of each ingredient into the yarn for good measure. In fact, they didn't seem to know when to stop, and the sad result is that *Flahooley* is no *Rainbow*.

It is too bad about *Flahooley*, since the notion about the invention of a doll, which laughs instead of cries and will thereby prove a world-wide boon to little

girls as well as a life-saver as a toymaker's Christmas-special, is a particularly happy one for a song-and-dancer. However, Messrs. Harburg and Saidy have decked it out in such an over-abundance of trimmings, that the musical goes ga-ga with plot and so does the audience. There is, for example, a romance between a boy and a girl who can't get married unless he comes up with an idea for the above mentioned Christmas-special. There is a toy manufacturer who is going broke unless the idea is forthcoming. There are a couple of Arabs and their princess who bring in the

original Aladdin's lamp for repairs and there is a genie who gets loose therefrom and really fouls things up for everybody.

From fantasy, matters move rapidly to social significance and the law of supply and demand. Like the parson who prayed for a barrel of pepper and got it, the genie spews out dolls by the carload until the market is surfeited and the toycoon on the way to the poorhouse. *Flahooley*, the name of the doll in question, finally comes to life and, in some manner as obscure as most of the plot, joins (Continued on page 42)

## TV-FILM PREVIEW

# Burl's Bluebeard Fine Tongue-in-Cheek Treatment of Horror Tale

By JUNE BUNDY

G-L Enterprises unveiled its first Burl Ives film, *Bluebeard*, at a New York trade press preview Wednesday (16), in a move to establish an advance trade review pattern in TV similar to that of the motion picture industry's comment card system.

G-L will stage a public TV prevue Saturday (26) at 1:30 p.m., when the Ives flicker is screened at Gimbels. On the basis of comments received from the two prevue audiences, the company will plot future production plans for the remaining 12 airers, and make any necessary operations on the finished product. The series is budgeted at \$1,250 per picture.

The initial half-hour show was a smooth, thoroly professional job, with Ives doubling as a strolling minstrel-narrator and the title character, Bluebeard. Tongue-in-

cheek production treatment of the horror fable should make it acceptable video fare for adults and children alike. In fact, the satirical slant actually makes the show a better bet for kids, since the laughs subdue much of the stinging sadism of the original (a delightful little yarn about a murderer who stashed away the seven severed heads of his late wives in a back room, and then led an eighth eager victim to the altar).

### Ives a Natural

As the video villain of the piece, Burl Ives chanted happy little nursery ditties while sharpening up his ax for No. 8 (Iris Flores). The chubby folk balladeer appears to be a natural for television. Judging by the initial airer, tho, the series could use more music and less "modernized" dia-

log. In an ill-advised attempt to jazz up the script, the writer injected a few cheap gag lines, which were definitely injurious to the childlike charm and imaginative good taste of the show overall.

Smart simplicity of staging and costuming provided excellent balance for Hugo Gianninni's striking never-never-land sets. The latter combined gingerbread frills with impressionistic design to evoke a perfect once-upon-a-time mood for viewers.

TELEVISION — Reviewed Wednesday (16). Producer-director, Marion Gering. Writer, Jay Victor. Cast: Burl Ives, Iris Flores, Ann Shaw, Dennis Dengeate, Douglas Grange. Music, Albert Hague.

## TELEVISION

# Carradine, Pitchmen, Ancient Pix "Appointment" Viewers Won't Keep

By PAUL ACKERMAN

If this program sells successfully, then it can only be said that the state of TV programming is at a frightfully low ebb. The show caught was an amateurish hash, compounded of low-grade film, pitchman-type commercials and John Carradine. The latter's function, presumably, was to give the proceedings some class via scholarly comment on certain phases of the film. The film itself, titled *One Frightened Night*, was a horrible exhibit, a low-class murder mystery of ancient vintage. At one point the sound track was silent; at another the film seemed to break, then resumed after a period—just like in the old days of the silent movies.

Every 20 or 30 minutes the film would recess, thus permitting Carradine to talk briefly on certain aspects of crime touched upon in

the picture—such as murder via poison darts, police methods of interrogation, etc. Carradine, lanky actor with a lean and hungry look, cannot jazz up the proceedings, for the basic program material, the film, is too utterly impossible.

### Crass Commercials

Some three or four commercial blurbs are delivered during breaks in the film. The commercials are crass affairs. One blurb tells you that the price for Quickie Pie, a cooking utensil, represents a \$5 value for only two bucks—and that's not all, there's a can opener thrown in. The can opener also sharpens knives and performs in other wonderful ways. Another commercial sells pants, one pair for \$7.98 and a second pair for 1 cent. The man who modeled the pants seemed to have a smirk on his

face. Other commercials were a Spanish-language album, a home utility set, etc. Telephone numbers are flashed on the screen for each item.

What's rough to take in this show is not so much the pitchman-like selling, but rather the complete failure from a programming point of view. The film is a disgrace to the film industry and is now exhumed for TV, and the attempt to buttress it via narration by Carradine is meaningless.

TELEVISION — Reviewed Wednesday (16), 11:15-1 a.m. EDT. Participating via WOR-TV, New York. Format: Film, with narration by John Carradine and commercials breaking up the film sequences.

## 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. Catto ..... Secy.  
Editors

Joseph G. Csida, Editor in Chief, New York  
C. R. Schreiber, Coin Machine Editor, Chicago  
Herb Dotten, 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: DUnbar 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 6-7671  
Sam Abbott, Gen. Mgr. West Coast Division  
8000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-5831  
F. B. Joering, Gen. Mgr. Southwest Division  
350 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: DUnbar 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 and sells the monthly magazine of automatic meter-changing; one year, \$3. 19



## AC Moves To Bar 2d Round Rate Cuts; Warns ANA

NEW YORK, May 19. — The Affiliates' Committee this week moved to fend off any chance of a second round of network AM rate cuts. Altho not openly stated, this was the major objective behind the AC's action in sending letters to the four networks presidents asking them, in effect, for a show-down on their attitude toward AM and giving them—the networks—a chance to assert and prove positively their continued faith in AM.

The committee, voted into existence immediately after announcement by the Columbia Broadcasting System that it was cutting rates, also took a second major step this week, sending a letter to the Association of National Advertisers and all its members (ANA has been pressuring for AM rate reductions on all levels) warning them, in effect, that further reduction of network rates could not only force national

networks out of business but would cripple top AM stations in TV markets.

One thing is becoming increasingly apparent. That is that the Affiliates' Committee is assuming an increasingly important function in the radio picture. Virtually assured continuance with some 400 stations pledging support, AC is carrying the AM fight on all levels; moving now to prevent more rate slashes; also moving to protect the national spot rate of stations, and carrying the ball in an area in which no other trade body can move.

The letter to the network presidents was delivered Thursday (17) and at press time none would com-

ment. In it the AC challenged the webs to make their position on AM known, citing letters from AC members who voiced the belief that "some major radio networks no longer have a vital interest in radio."

"We do not believe this to be true," the letter continued, in view of "your recent activities in research and promotion. Yet the network rate cut is difficult to rationalize."

The letter also questioned network failure to support Broadcast Advertising Bureau and concluded by requesting a prompt public reply with "respect to your

(Continued on page 9)

## Mutual Rate Slash Makes It Unanimous

NEW YORK, May 19.—Rate reductions by all four networks became a certainty this week. The American Broadcasting Company slashed its network radio rate by 15 per cent, and the Mutual Broadcasting System is expected to instigate a similar rate cut next Monday (28) at a meeting here of the web's newly created Mutual Affiliates Advisory Committee.

Topping cuts made by the Columbia Broadcasting System and the National Broadcasting Company, ABC is making the 15 per cent reduction applicable between the hours of 1 p.m. and 10:30. CBS and NBC specified a 10 per cent reduction from 1 to 8 p.m., and 15 per cent thereafter. The ABC reduction, based on changes in discounts, becomes effective July 1.

### Co-Ops Stet

Altho Mutual rates have been lower than any of the other webs, pending rate cuts may not cut the web's take as much as might be expected, since they will not affect Mutual's lucrative co-op sales set-up. Mutual is the leading co-op network, and the web reportedly coins from \$3,000,000 to \$5,000,000 from its co-op department, plus its regular gross billings. Co-op rates are sold at the stations' regular rates.

In addition to the rate cut question, the Mutual affiliate meet will discuss the development of stronger network affiliate relations, and set up a nominating group to form a permanent Mutual Affiliates Committee. The latter will be elected by MBS affiliate stations.

### Execs Convene

Mutual affiliate execs attending Monday's meet will include Gene L. Cagle, KFJZ, Fort Worth, John Cleghorn, WHBQ, Memphis; Grover Cobb, KVGB, Great Bend, Kans.; Robert P. Convey, KWK, St. Louis; Robert W. Ferguson,

## Campbell Quits Morgan Show

NEW YORK, May 19.—Campbell's Soup this week dropped the Henry Morgan video show. Series ends its run June 1. It airs on the National Broadcasting Company Friday nights, 9:30 to 10.

The replacement probably will be a dramatic series, as yet unidentified. The Morgan show recently underwent a format change, but still didn't satisfy the account. Agency is Ward Wheelock.

## Ronson Picks Up Sun. CBS-TV Slot

NEW YORK, May 19.—The Ronson Lighter Company this week took an option on Sunday evening 6:30-7 p.m. over the Columbia Broadcasting System's TV network for next fall. The time was recently canceled by Nestle's, which dropped its *Mr. Imagination*.

Ronson, the sponsor of *Twenty Questions* on WOR-TV here, is meanwhile searching for another show for its CBS-TV slot. Grey Agency handles the account.

## Food Stores Buy CBS Slot Opposite Berle

NEW YORK, May 19. — The Food Stores Corporation this week purchased the Tuesday night 8-9 p.m., slot on the Columbia Broadcasting System to program a new video hour extravaganza opposite Milton Berle. The Prudential buy of the same time slot on CBS-TV last season did not pay off, and was canceled after 13 weeks of alternate week sponsorship of a dramatic program.

CBS-TV this fall, however, will package a star-studded TV comedy-variety show in an effort to dent the *Texaco Star Theater*'s ratings. No names as yet have been signed. It is planned to kick off the new CBS-TV program in early September, well before Berle returns to fall TV.

## NBC Talks TV With Gardner, Olsen & Johnson

NEW YORK, May 19.—National Broadcasting Company this week was reported talking TV deals with Ole Olsen and Chic Johnson and Ed Gardner.

O. & J. may possibly do one or more stints on the *Four Star Revue*. Jimmy Durante this week bowed off the series for the season and the web needs a fill-in, since the series is scheduled to run until mid-July. A deal with Gardner would presumably videoize his *Duffy's Tavern*, which recently wound up a sustaining run on NBC AM.

Meanwhile, NBC also has set a new contract with Eddie Cantor, first of its big names to sign for fall.

## Benny Mulls Fall TV Plans

NEW YORK, May 19. — With Jack Benny certain at this time not to be presented on video regularly next season, Lucky Strike this week was discussing with the comic his fall TV plans. The current scheme is to have Benny do either four or eight TV shows for the cigarette company during the 1951-'52 season. He is in New York for his TV show tomorrow (20).

Benny leans toward the lesser number of programs and the client undoubtedly, toward the greater. Mary Livingston, Benny's frau, feels that he should curtail his TV work next season because of his health. The comedian would probably be slotted in the Sunday evening 7:30-8 p.m. time now occupied by the Lucky Strike-owned *This Is Show Business*.

## WOAI-TV SCANS DEAF SERVICES

SAN ANTONIO, May 19. — Church services conducted in sign language and a deaf choir was the unusual television presentation on "vespers" on WOAI-TV Sunday (13). Officiating was the Rev. Theo DeLaney, Lutheran missionary to the deaf in Texas and Oklahoma. With DeLaney interpreting the words in sign language, the choir sang *I'm But a Stranger Here*.

## NBC Puts 25 Affil Minimum On Cuffo Feed

NEW YORK, May 19.—The National Broadcasting Company has decided that it will no longer feed sustainers to its affiliates unless a minimum of 25 stations agree to air the program. The policy is to become effective in June.

NBC's step followed on the heels of an earlier decision by which the network eliminated a number of early morning sustainers. The network found that in some cases as few as five stations were carrying the shows, some of which included large orchestral groups and considerable talent raps.

The action is also part of NBC's recent AM retrenchments, both in personnel and operations. The network feels that it has eliminated considerable "excess baggage" and is now geared to faster and more economical operations.

## Kate Smith May Be TV's Busiest in Fall

Continued from page 1

add the video *Speaks* to her list. She now airs five times weekly, for one hour daily, and is also scheduled to go into the Wednesday night 8 to 9 p.m. spot replacing *Four Star Revue*, moving over to the same time Saturdays. The daytime strip has been sold out

for some time, vindicating NBC's first major gamble into daytime video. At the start, the show was guaranteed around \$30,000 weekly, both for the star and production costs.

The only comparable radio performers starting back around 25 years ago, as Miss Smith did, and still in action, are Bing Crosby and *Amos 'n' Andy* (Freeman Gosden and Charles Correll). The TV version of *A 'n' A* bows on the Columbia Broadcasting System next month, via film, for Blatz Beer, but the vets themselves won't be in it.

## AFRA Will Not Oppose CBS Loyalty Oath

NEW YORK, May 19.—American Federation of Radio Artists this week voted 541 to 303 against a resolution submitted to Leon Janney which would have put the local on record as opposing "the current practice by CBS and other employers of requiring statements of political affiliations of their employees."

In effect, therefore, according to trade sources, the radio artists have signified their acquiescence to the taking of loyalty oaths in the event sponsors, networks or packagers require them. It should also have the further effect, they claim, of silencing any of the talk outside the trade that the majority of radio performers are sympathetic to Communism.

## Sterling Quits "Sing It" Show

NEW YORK, May 19.—Sterling Drugs this week dropped its half-hour sponsorship of the hour simulcast, *Sing It Again* stanza on the AM-TV network facilities of the Columbia Broadcasting System. Program is on Saturday, 10-11 p.m. This leaves the show with one advertiser—Arrid—in the 10-10:15 period.

The web, however, is pitching a half-hour of an hour *Song for Sale* stanza at Sterling.

The program would replace *Sing It Again* next fall and moreover boast the services of the highly touted Steve Allen as emcee. Arrid would be expected to buy in too.

## No Sleep for 'Goldbergs' as Sanka Cancels

NEW YORK, May 19.—General Foods this week canceled *The Goldbergs* and indicated that further reshuffles are in the offing. Dropping of *The Goldbergs*, which airs from 9:30 to 10 p.m., Mondays via Columbia Broadcasting System, was done strictly "for business reasons," according to the bankroller, "because it was the least productive of all our evening television properties."

Ominously, the bankroller also said that "this is the first of several important changes in our radio and television programming." Known definitely to be on the spot are such National Broadcasting Company radio shows as *Aldrich Family*, *Father Knows Best*, and General Foods' two soapers, *When a Girl Marries* and *Portia Faces Life*. Of these, *Father Knows Best* is regarded as most secure. Any or all of the line-up, however, is subject to cancellation or replacement. On the TV side, video version of *Aldrich Family* is believed apt to go, while *Mama* is considered a cinch to be retained.

Some question still exists concerning the sponsor's Bert Parks TV show, airing 3:30 to 4 p.m. Mondays, Wednesdays and Fridays on NBC-TV. While General Foods definitely wants to keep this show, it has been agitating the web for a summer hiatus, which NBC thus far refused to permit. Another Class B sponsor already has served notice on the web that if General Foods gets a hiatus, it wants one too. If, out of pique, General Foods should cancel the Parks time, this other sponsor has put in a bid for it already.

## Motorola Quits NBC TV Slot

NEW YORK, May 19.—Motorola this week gave up its partial hold on the Wednesday 8-9 p.m. slot on the National Broadcasting Company's TV network facilities. Client shares the time with Norge and Pet Milk, but new NBC-TV plans are to put Kate Smith into the period next season.

Motorola, however, is not dropping out of video. The advertiser feels the medium has done an outstanding job for his product and will look over program availabilities for, perhaps, a more modestly budgeted stanza. Ruthrauff & Ryan is the agency.

## NBC Time Franchise to Texaco; Berle Stays Put

NEW YORK, My 19.—Just what it cost the National Broadcasting Company to retain Milton Berle and Texaco on its TV web next fall is the subject of differing opinion this week. At the very least, the sponsor came out ahead in a deal which reportedly started from an NBC attempt to jack up the price and wound up boom-eranging on the web. Texaco, after a long struggle, finally acquired a guaranteed franchise on the 8 to 9 p.m. Tuesday slot—on this all quarters agree. Some sources also say that NBC agreed to cut \$750,000 in production costs next year, but this the web itself denies.

That time franchise question is one which was a sore spot between the sponsor and NBC for some time. The web had assigned the time to Berle himself for a three-year period in the course of contract negotiations. To pacify Texaco, NBC had to retrieve the time from Berle, who waived it. NBC then granted it to the oil firm.

Story has it that NBC originally opened talks by asking for more money on the fall version of the Berle show. When Texaco got nowhere with its demand for the time franchise, it is said to have pointed out that Berle's long-term contract with the web doesn't take effect until next year and that other webs have time for sale.

After talks were initiated with the other three networks, with DuMont reported having the inside track, the story goes that NBC had a change of heart. Result was the agreement which, in any event, is favorable to the sponsor.

## Bar Live TV From Speedway

INDIANAPOLIS, May 19. — There will be no live telecasts of the 500-mile race this year, Wilbur Shaw, president of the Indianapolis Motor Speedway Corporation, said this week.

Commenting on earlier reports that "live" television had been offered to stations outside a 500-mile radius of the race, Shaw said "they are definitely untrue."

Kinescope or 16mm. film presentations to be televised 24 hours after the race have been offered, but no contracts have been signed, Shaw said. Any negotiations that might have been made were not authorized.

Race will be broadcast for the sixth successive year by the Mutual network.



# N. D.-PENN BOLT OF NCAA DUE TO 'TRADE RESTRAINT'

NEW YORK, May 19.—The basis for Notre Dame and the University of Pennsylvania breaking away from the National Collegiate Athletic Association "controlled" football plan (see separate story) is primarily a legal one. Essentially, it is grounded on the belief that adherence to the NCAA would constitute restraint of trade, both by the colleges and the networks agreeing to the proposal.

Counsel for the webs have completed an exhaustive study of comparable cases (involving sports and other industries) in which they cite cases claimed pertinent to the NCAA-network situation. The study concludes that networks and schools "joining in such a scheme" would violate the Sherman and Clayton anti-trust laws. They point to the following precedents in the cases listed:

Sellers must not "conform their terms of sale, even where price is not an agreed term." (Paramount Famous Lasky Corp. vs. W.S. 282 W.S. 30.)

Classically, a boycott exists when sellers agree not to sell a particular buyer if the buyer competes with a competitive seller. In the football issue, the gist of the proposed agreement "is that the college shall refuse to sell to any network other than the one successful bidder."

Removing part of the supply from the market has the purpose and effect of fixing prices, a point regarded as particularly pertinent here. In the U. S. vs. Socony-Vacuum Oil Company case, the sellers agreed to remove what was called "distress gasoline" from the market. NCAA wants to keep "distress TV games" off the market.

The mere limiting of production by agreement is condemned by the statute, without regard to price fixing.

Setting up a 75-mile radius is an illegal plan to share markets since the sellers of rights agree to use all outlets except those within that radius.

In rebuttal to any NCAA plea that its plan is not a commercial scheme but proposed only for protection of amateur athletics, the study notes that NCAA's enabling resolution "is not concerned with the absence of pretty girls from the stadium, but with the loss in attendance revenue not compensated for by the sale of the broadcasting rights." This makes it "strictly a commercial matter," according to web legalists.

The case of Danny Gardella vs. Happy Chandler was cited as proving that sale and exploitation of AM and TV rights represents inter-state trade and commerce. Justice Frank, in that case, decided, according to the study, that "broadcasting and telecasting of baseball games was so important an aspect of the game as to render all its features subject to the anti-trust laws." The study also maintains that the intent to sell the games only to one network unless the webs themselves make a pooling arrangement constitutes "a limitation upon the free market" of sale of TV rights.

# Video Feels Steel Shortage; ABC Loses Two Web Clients

NEW YORK, May 19.—Lack of product due to reduced steel allocations is costing American Broadcasting Company two video sponsors, according to indications this week, with a third TV client also slated to depart. Packard and Ironrite were regarded as most certain to drop their *Holiday Hotel* and *Hollywood Screen Test* shows respectively despite satisfaction with the programs. Packard has alternate weeks of the 9 p.m. Thursday show, sharing it with Cluett-Peabody, which will remain. Young & Rubicam, agency for both sponsors, is seeking a new bankroller from among its clients to replace Packard. ABC meanwhile made one new sale, with Ralston buying *Space Patrol* for 6 p.m. Saturdays.

*Hollywood Screen Test*, in the 7:30 p.m. Monday slot, also is regarded as likely to pick up a new sponsor quickly because of its excellent rating. However, Ironrite's renewal option holds until May 25 with the bankroller slated to make a firm decision early next week.

Best Foods is dropping *Penthouse Party*, now airing at 8:30 p.m. Fridays. Final show is June 1. The sponsor originally signed for 26 weeks, then added an extra 13 before bowing out.

The Ralston sale gives that sponsor two shows on ABC, since it already bankrolls *Your Pet Parade*

on Sunday afternoons. *Space Patrol* is a Moser package, coming out of Hollywood, and it was unresolved this week-end whether the show would go onto the web via kine or whether it will be transplanted to the East. Gardner is the agency.

# DuMont Web Comes 'n' Goes At Same Time

NEW YORK, May 19.—The DuMont TV network this week retrenched in one direction and expanded in another. Due to a program budget cut some shows and personnel were dropped. At the same time expansion of the web's activities in news programming was completed via addition of a new Washington interview series.

Budget cut, it was reported, stemmed from the general slackening off of TV receiver sales. Canceled shows include *Once Upon a Tune* and *Famous Jury Trials*, as well as two film programs. Personnel departures included Producer Dave Schooler and several other program staffers. It's also understood that a new staff set-up for program boss Jim Caddigan's department is being worked out.

New hype finds DuMont now airing 30 new shows weekly. Additions to the schedule include *Washington Report*, from WTTG, DuMont-owned Washington station; the Ed Thorgeron news strip, a noontime strip and a five-minute nightly sportscast. A news-reel will tee off Friday (24) from 8 to 8:30. The web has the only fem news editor in the business, Marion Glick.

As part of its general summer revamp, DuMont has also added the new Jacqueline Susann show; debuts a Chicago origination, *Down They Go*, a quiz, May 30; Big Joe Rosenfeld for May 31 and will probably be rescheduling Al Morgan's Chicago series. Morgan this week signed a new deal with WGN-TV.

DuMont is also shuttering the Ambassador Theater, New York, to permit rewiring of control rooms.

# CBS Outlines 7 New Airers

NEW YORK, May 19.—Seven new radio packages this week were in various stages of blueprinting, some for this summer and some for next fall, at the Columbia Broadcasting System.

They include *Rendezvous at Romanoff's* with Bill Goodwin; *Backstage*, a taped version of weekly legit highlights, featuring Bill Leonard; *For the Defense*, in which a crusading lawyer gets his chance to crusade; George Raft in *Rocky Jordan*; *Gunsmoke*, detailing the career of Sam Spade of the saddle; Audrey Totter in *Meet Millie*; *Operation Danger*, an espionage adventure yarn; and *How To*, which will star Roger Price and his homespun humor. This last program is also to be kined for possible fall run on video.

# Penn & Notre Dame Plan Joint Announcement on NCAA Bolt

NEW YORK, May 19.—Penn and Notre Dame universities, having definitely decided to disregard the National Collegiate Athletic Association ban on "uncontrolled" football telecasts (*The Billboard*, May 5), this week were working out careful plans to obtain the most favorable possible coverage of the story. For obvious reasons, no school wants to be the first to announce its bolt, so a joint announcement is being planned for the two schools.

Penn is slated to ink its contract next Thursday (24). It was learned this week by *The Billboard*. Notre Dame will make its decision about June 3. Announcement of both schools' TV plans is slated to follow the pacting of Notre Dame.

All four TV networks are still regarded in the running for the Penn games, which last year were carried by the American Broadcasting Company. The ABC hold-over contract gives that web the right to meet any offer made for this season's games, but the other networks are still pitching.

The Columbia Broadcasting Sys-

tem has first refusal rights to the games of Columbia, Army and Navy and therefore is not believed working too hard on the Penn games. The CBS theory is that once Penn and Notre Dame take the lead, the schools it has under op-

tion will follow suit. The National Broadcasting Company, however, is more serious about the Penn tilts, and may bid up the price.

DuMont, which has carried the Notre Dame games for the past couple of seasons, has the inside track again with that institution. High officials of the South Bend school are known to be especially pleased about the web's handling of the pre-game educational material. However, the other webs are known to be eying Notre Dame hopefully since, despite the mediocre record of the Irish gridders last year, they remain the glamour team of the game.

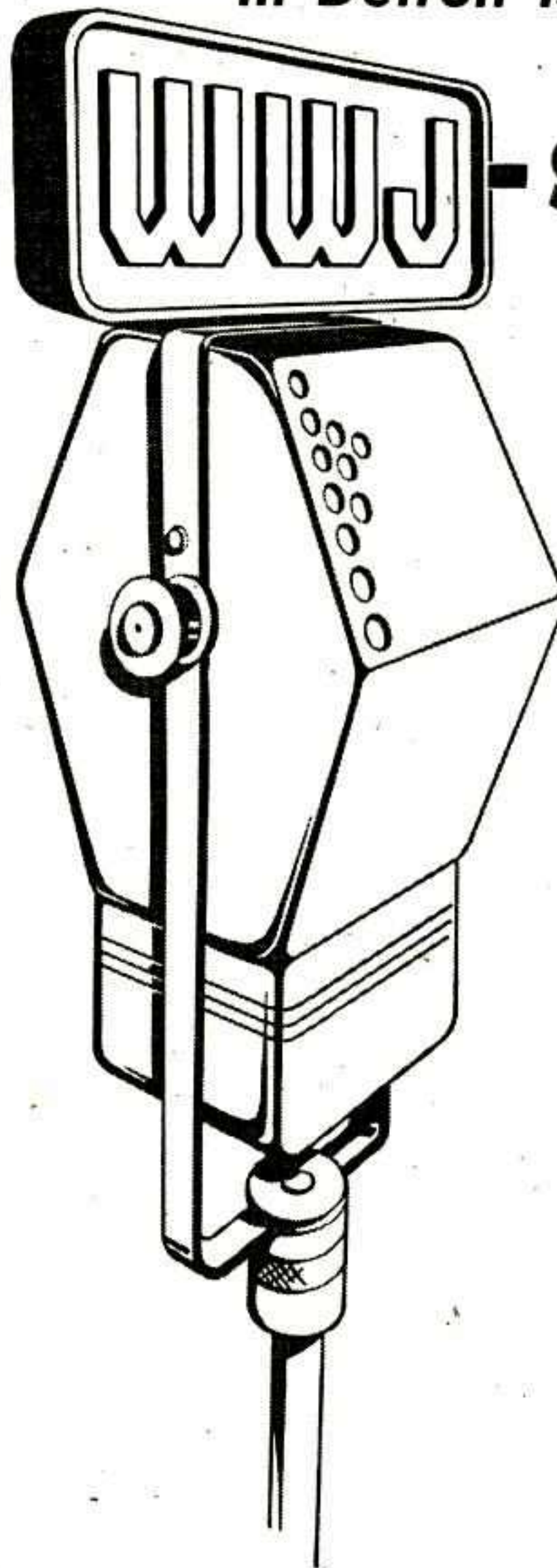
At least one web sports director is known to have a plan to capture both the Penn and Notre Dame games. His idea is to run them as a double-header, with Penn's games starting 30 minutes earlier than usual, and Notre Dame's starting 30 minutes later. Even this method, with the one hour time lapse between regions, would cause some overlapping, and would prevent use of the pre-game matter which is so important to the Notre Dame officials.

# DISENCHANTED BUT NOT TOO!

NEW YORK, May 19.—The National Broadcasting Company, which recently drew strong protests from the film industry because of its biog of D. W. Griffith, is leaning over backward to see it doesn't happen again. In its up-coming radio dramatization of Budd Schulberg's *The Disenchanted*, web is making sure the fictionalized Hollywood producer of the piece doesn't come out a triple-plated louse. In addition to the Griffith squawk, NBC also got beefs over a recent *Mr. District Attorney* portrait of Hollywood.

selling  
**YOUR PRODUCT**  
in Detroit is a

# WWJ - SIZED Job!



The fabulously wealthy Detroit market is easy to sell. Just include WWJ in your media buying to give your sales story the backing of a familiar voice that has been welcomed into Detroiters' homes for 30 years.

How effectively does WWJ sell? Just ask The J. L. Hudson Company . . . they've sponsored an hour-long morning program for 16 consecutive years. Ask Bond Clothes . . . they've sponsored the 11 o'clock news for 12 years. Ask Bulova Watches . . . WWJ was the first radio station to carry the now-famous Bulova time signals, and they've continued to do so for 24 unbroken years. Or ask the more than 200 other advertisers who, in 1950, spotted their sales messages on WWJ . . . with marked success.

You too can participate in the popularity of WWJ and give YOUR product story its maximum selling power.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



This One



L53W-PWT-61ZS

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



# CBS 1943 Color Pitch Backfires; Now Scrambling for O.-O. Outlets

(Continued from page 1) markets would be worth \$5,000,000 and upwards.

But the CBS difficulty is compounded by the fact that stations in the top 15 markets are, for the most part, owned by groups of people who have small use for large additional quantities of money. Particularly since the tax bite on any sale involving cash will be substantial, and because it is difficult to find better investment sources for big money than a key-city telestation, owners of present stations are figured to be loathe to sell at any price.

### They Want Stock

The one possibility which might lead to a sale—transfer and change of stock in a local station for stock in CBS—also presents many difficulties. In order to acquire full control in any key market video outlets, major CBS stockholders would have to part with so much stock that their control over the web itself might be jeopardized. Exactly this situation is reported to be, at least in part, responsible for the collapse of the ABC deal. Noble, who shunned cash but wanted stock, would have received so much stock that control of CBS might have been in danger of changing hands.

Such newspaper interests as *The Baltimore News-Post*, *Baltimore Sun*, *Buffalo News*, *Chicago Tribune*, *Cleveland Press* (Scripps-Howard) *Milwaukee Journal*, *Philadelphia Bulletin*, *Philadelphia Inquirer* and the *St. Louis Post-Dispatch* currently own stations in key markets. It isn't considered likely that any of these could be induced to sell their outlets to CBS at almost any price.

Otherwise stations in key markets are presently controlled by other wealthy operators in various industries such as Crosley, General Electric, Westinghouse, United Paramount Theaters, Paramount Pictures, etc. These aren't calculated to be eager to part with their important video holdings either.

It is possible that one or two operators of stations in key cities might be interested, for one reason or another, in permitting CBS to acquire stations such operators now own. George Storer's Fort Industries, for example, might be persuaded to part with its WJBK-TV station in the No. 7 market, Detroit, if CBS held out radio and/or other television lures of sufficient interest.

Similarly Herbert Meyer could conceivably be interested in making some kind of deal with CBS to take over his WXEL-TV in Cleveland, the No. 8 market. Hardly a pauper, the Meyer interests still do not rank financially with some of the newspaper and motion picture giants. Meyer also owns a coil and transformer plant in New Rochelle, N. Y., which conceivably could fit into CBS's recent manufacturing activities in some way.

All this, of course, is in the realm of pure speculation, but the alternatives to CBS are not encouraging. Not if the web hopes to stay on a competitive basis in video with NBC. Paley-Stanton and company, of course, could choose to sit out the freeze and hope their applications for stations in key markets then would get the FCC nod, over what must be figured to be formidable competitive bidding in all areas. And even should CBS win the FCC nod in one or more key markets, there is no certainty that facilities thus acquired will match the admitted quality of

the networks' present facilities. Sitting out the freeze, too, would give CBS's competition far too great a head start in video, time-wise, according to informed observers.

### The Rainbow

There is one faint hope that the CBS problem may be made a little easier. That is the possibility that, in the very near future, the Supreme Court may hand down a decision upholding the FCC ruling in favor of the CBS color system. Should this happen, and should CBS then be able to swing its Hytron and Air King set manufacturing facilities effectively into the production of color receivers, and should they be able to effectively promote and merchandise such receivers—it is possible that black-and-white TV advance could be slowed long enough to let CBS work its way into the owned-and-operated picture before too much ground has been lost. But that's a lot of ifs.

At any rate, CBS has not entirely given up on prying loose some of the ABC owned-and-operated video stations they were after in the recent negotiations. They are still exploring ways and means to get at those properties. They are also studying the entire picture from every angle. Tradesters feel that, if they work their way out of this one, Paley-Stanton and all will have executed one of the major coups of recent broadcasting history.

# Cottone Sizzles Richards' Counsel

## FCC Legalite Charges Opponent With "Sham"; Court Appeal Seen in Offing

WASHINGTON, May 19.—The next major step in the three-year-old G. A. Richards case will be an initial finding by Federal Communications Commission Examiner James D. Cunningham, but a long and tumultuous road is still ahead. The initial decision will be followed by an oral argument before the FCC tackles a final decision. Hugh Fulton, chief counsel for Richards, has indicated that the case will be hailed to court if the final decision is against Richards.

The case reached a white-heat climax in proposed findings of fact and conclusions filed this week (14) by FCC General Counsel Benedict Cottone. The proposed findings, which had been given a week's extension by Commission Examiner Cunningham from an originally-slated May 7 filing, constituted one of the most strongly-worded documents ever prepared by an FCC legal chief. As expected, Cottone not only urged the FCC to reject renewal applications by Richards' three stations (KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland), but also demanded dismissal of a motion filed earlier by Fulton in which Fulton had called for expunging all oral testimony based on disks and transcripts gathered by the FCC from Radio Reports, Inc. Cottone assailed Fulton's motion as "scandalous, scurrilous, sham and frivolous."

### Fulton Criticized

Cottone's latest proposed findings and arguments criticized Fulton for his condemnation of the FCC legal staff for alleged suppression of radio reports material which figured in the Commission's examination of complaints that Richards had ordered news-slanting on his stations' program in

violation of the Communications Act. "The false and deceitful nature of the assertions of applicant's counsel concerning our suppression of evidence is proved by the overwhelming amount of evidence showing their full knowledge of the whole subject matter of radio reports," stated Cottone.

The Cottone document summed up charges and arguments that Richards had offered slanting of news and criticized Richards' failure to appear as witness.

"Mr. Richards failed or refused to take advantage of the opportunity given him to state what his intentions were under conditions in which the sincerity or insincerity of his assertions on this score could have been judged in the light of his demeanor under oath and the nature of his sworn (Continued from page 7)

# UNION WORKERS PICKET UNION

NEW YORK, May 19.—Office employees of the American Federation of Radio Artists' local in New York went on strike Friday (18), picketing the radio actors' union office. AFRA and its white-collar employees had been unable to agree on salary hikes for three workers. AFRA, however, accuses its employees' union of refusing to arbitrate.

# Set Levenson For CBS Sun. Slot This Fall

NEW YORK, May 19.—A major opening in the important Sunday evening Columbia Broadcasting System radio line-up was filled this week by the slotting of the Sam Levenson show in the 8:30-9 spot that evening next fall. The comedy half hour, now to be sponsored by Tintair on AM as well as TV, will move into the gap created by Red Skelton's switch to the National Broadcasting Company.

The Levenson radio stanza will be a taping of the bespectacled comic's video program, thus saving the bankroller considerably in radio costs. Next fall the vital Sunday evening hours of from 7 to 9 p.m. will be occupied by Jack Benny, *Amos 'n' Andy*, Edgar Bergen (whose return to CBS next season is assured) and Levenson. Cecil & Presbrey is the agency for Tintair.

# Steel Sticks to NBC Guild Time

NEW YORK, May 19.—U. S. Steel this week decided to continue its AM business on the National Broadcasting Company and renewed its deal for Theater Guild dramatizations, with a summer stand-in by the NBC Symphony. Columbia Broadcasting System had been campaigning to get Steel to shift to Wednesday nights.

Agency is Batten, Barton, Durstine & Osborne.

# Longines Remains With Symphonette

NEW YORK, May 19.—Longines this week changed its mind and decided to remain on the Columbia Broadcasting System's radio network with its *Symphonette* during the summer. Client, however, intends to cancel its *Chorale's* and perhaps, if business holds up, return to the web next fall. Victor A. Bennett is the agency.

# Video Causing Dipsi-Doos in AM, Pic Fields

Continued from page 1

example, has been purchasing theater television equipment, and Warners have announced hefty new production plans following the collapse of the Lurie negotiations to buy out the brothers' stock in the company.

Theater circuits in many areas are operating on the same expansion policy. The Fox West Coast circuit, for example, dismissed 10 per cent of its 300 home office employees last week, at the same time as they pushed their video theater plans. And John Balaban, in the face of general retrenchment, has just set the most elaborate and expensive summer line-up of strictly television talent for his Chicago Theater. Scheduled to play the house during the dog days are Milton Berle, Sid Caesar and Imogene Coca, and Martin and Lewis. All attractions are in on percentage deals, which will enable them to take out about \$50,000 per week for their theater showings.

Columbia Broadcasting System, which has also been operating in many departments on a belt-tightening basis, at the same time recently borrowed \$15,000,000 and is shopping around for \$20,000,000 to \$30,000,000 video properties (see other story this issue).

The expansion development is hitting down into unions, too, with the Screen Writers' Guild announcing that it recognizes producers' problems, and may be willing to go along on salary slashes, provided the cuts are on a picture-to-picture basis and not run-of-contract. Screen Directors' Guild, on the other hand, has ordered its members to stand pat against salary cuts until the organization has a further opportunity to study the situation.

# Writer Rejects 60G Settlement, Gets 6G Award

Continued from page 1

Appellate Division of the Supreme Court.

The jury gave Ettlinger the maximum amount under his original contract with CBS, thus recognizing his part in the creation of the program. Judge Felix Bengva, however, did not agree that the scripter had an inherent property right beyond the contract in the material and instructed the jury that it could not grant more than \$6,250.

Ettlinger's contention is that CBS, by breaching his pact and dismissing him, couldn't therefore limit his reward by an agreement it didn't recognize. Consequently, he sought damages in line with the current value of the program. The validation of Ettlinger's point would mean that the original scripting creator of the program and situation would get a cut of the program during its life in that a breach of the pact would be cause for a damage suit. Former Judge Samuel Rosenman handled the case for CBS; Joseph Calderon, of Bergerman & Hourwich for Ettlinger.

# NO SUNDAY SHOPPING

## Rate's OK, But Soaper Seeks Peak Sale Day

NEW YORK, May 19.—If the current effort of Sweetheart Soap to move its TV stanza, *One Man's Family*, out of a Saturday time slot is any criterion, sponsors with grocery products are liable to shy away from time buying on that day. The Sweetheart program is on the National Broadcasting Company TV network 7:30-8 p.m. Saturdays.

The advertiser has found that in spite of the show's healthy rating, its soap does not sell enough because housewives don't buy on Sundays. This is the second instance of its kind, since Snow Crop recently bowed out of its bankrolling of a segment of the Jack Carter show, also programed Saturdays, for the same reason as Sweetheart. The soap company has had a survey made which claims that Thursday and Friday nights are the biggest shopping periods of

the week. Accordingly, it is searching for time either on a Wednesday or Thursday evening so that its sponsorship can be more productive of immediate sales results. Failing the unlocking of an NBC-TV slot, it is liable to move to another network where it would have to buy another show since its current package is owned by NBC-TV. Duane Jones is the agency.

union will continue to picket the Anthony outlet.

According to Prouse, TVA cannot give in on the union shop clause because it already has gained that point in its contracts with the area's six other stations. Any concessions it allows one station, it must grant to the others.

# Union Shop Balks KFI-TV-TVA Talks

HOLLYWOOD, May 19.—KFI-TV moved into its second month of operating under strike conditions as no end to the Television Authority walkout seemed in sight this week. Altho KFI Owner Earle C. Anthony has agreed to all the TVA terms, he refuses to give in on the union shop clause.

Peter Prouse, TVA Coast rep, said this week his union is prepared to picket KFI-TV "forever if necessary to win the union shop point." He said that the seven-station market here has absorbed TVA members formerly employed at KFI-TV. In the meantime the

ALL OVER ROANOKE AND WESTERN VIRGINIA RADIOS ARE TUNED TO... **610 FOR TOPNOTCH NBC PROGRAMS**

Bob Hope  
Theatre Guild On The Air  
Life of Riley  
The Railroad Hour  
The Big Show  
Phil Harris-Alice Faye  
Groucho Marx

PLUS AWARD-WINNING LOCAL PROGRAMS

- Farm and Home
- Devoted To Sports
- The Sports Desk

... awarded First Place by Virginia Associated Press Broadcasters.

**WSLS NOW NBC**  
IN ROANOKE AND WESTERN VIRGINIA

Winner of Billboard's Annual Public Service Competition Award In 1950.

NATIONALLY REPRESENTED BY WEED & COMPANY

**WLW**  
700 ON YOUR DIAL  
THE NATION'S MOST MERCHANDISE-ABLE STATION



# Record Summer Biz Seen for Coast TV

HOLLYWOOD, May 19.—Tele's cash register here will continue to ring through the summer as stations expect billings to keep climbing. Seven stations will experience their first million-receiver summer, which should establish a pattern for summer viewing habits in this area. Sponsors are going to gamble on a faithful following despite the lure of the outdoors, and shell out an all-time high in TV expenditures for this market.

One of the reasons why TV will take no hiatus is the fact that the audience is expanding too rapidly to permit sponsors a summer break. According to KLAC-TV's Don Fedderson, who offered this explanation, radio went to the hiatus system only after it reached

a saturation point. Tele is still five years away from that stage, and as long as its audience expands so will billings.

KTSL's Merle Jones said the local picture follows the national net pattern. Sponsors are usually held on the air by solid adjacencies. With 95 per cent of TV net shows remaining unchanged thru the summer, Jones claimed, adjacencies have not been upset, hence no local billings will be cancelled. Jones also expects biz to increase as a result of increasing set sales.

KECA-TV's Dick Moore also saw a sunny biz outlook. Reason for the anticipated increase can be found in the type of sponsors that dominate local TV, according to Moore. Top local bankrolling dollars are contributed by auto dealers, beer and soft drinks, along with food accounts. Many need an even stronger selling job in the summer than in the winter.

Strong reason for TV's year-round hold on both audience and sponsor, according to KTLA's Klaus Landsberg, is that tele is avoiding radio's mistakes by putting home entertainment on a seasonal footing. Radio loses its summer audience, Landsberg claims, by taking top shows off the air. With listener habits thus broken, dialers stray from the sets and bankrollers are reluctant to invest in summer radio. So long as TV keeps its top shows running thruout the summer, it will retain its audience, and thereby its sponsors, Landsberg claimed.

Other telemen found advertisers become TV minded. Some who stayed away from it, using either radio or black and white media, are finding they can no longer afford to keep off the tele screen. Sponsors are being won over either by their own experimental spots, or by convincing TV success stories of competitors.

# Stronach V.-P. For ABC's TV; Others Boosted

NEW YORK, May 19.—Alexander (Sandy) Stronach this week was named vice-president in charge of TV at the American Broadcasting Company, which also upped Slocum (Buzz) Chapin to the post of veepee for TV stations, and named Richard E. Moore the acting manager of ABC's Western division. Stronach's promotion is effective immediately; Chapin's and Moore's take effect June 1 and June 15 respectively.

Stronach formerly was veepee in charge of video programs. Chapin has been Eastern TV sales manager for the web, and in his new post replaces Otto Brandt, who is resigning to become vice-president and general manager of KING, Seattle. Moore has been manager of KECA-TV, ABC's o. and o. Los Angeles outlet, and director of television for the web's Western division. He succeeds Frank Samuels, who is joining the William Morris Agency's Hollywood office.

# CBS Contract To Hawthorne

HOLLYWOOD, May 19.—Comic Jim Hawthorne this week signed a five-year radio-TV contract with Columbia Broadcasting System which pays him a \$25,000 minimum the first year. Under terms of the pact, Hawthorne belongs to the web for local-regional-national net radio and TV. At the outset, Hawthorne's radio and tele talents will be limited to the local market.

He kicks off a TV seg Monday (21) via KTSL and will expand his midnight to 1 a.m., Friday-Saturday KNX series to Monday-thru-Saturday. Format of the TV show is a departure from Hawthorne's usual zany style, calling for him to turn emcee and present showbiz people as guests who intro tyro talent which they feel has a good chance to make the grade.

Guests on the opening show include Sarah Vaughan, Frank Fontaine and Stan Kenton. Show has made a special tie-in with the Las Vegas Thunderbird Hotel whereby each week's TV winner, as picked by the studio audience, will get a week's engagement at the hotel's room. This allows talent exposure to nitery and TV work. Other prizes (i.e., professional photos and negs) are similarly designed to suit the needs of new talent.

Deal was negotiated between General Artists Corporation's Harold Jovien and CBS's George Allen and Cecil Barker, with final contracts signed by net's Merle Jones.

**Glossy Professional 8x10 PHOTOS**

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

**MULSON STUDIO**  
BOX 1941  
BRIDGEPORT 1, CONN.

# "FIRESIDE," "PHILCO" IN LEAD

# Both Keep Place in Latest List Compiled by Videodex for April

NEW YORK, May 19.—Fireside Theater and Philco Playhouse still run one-two among sponsored network TV dramatic shows, according to April figures compiled by Videodex. The same two shows led the pack in the February Videodex ratings, as reported in the March 17 issue of *The Billboard*. The standings also show that where Kraft Theater, Studio One and Mama were third, fourth and fifth respectively in the February ratings, Studio One has dropped to seventh place, Mama has jumped to third, Kraft is now fourth, and the hour-long version of Somerset Maugham Theater has bounced from 11th to fifth.

The survey is one of a continuing series, prepared from Videodex studies and published exclusively in *The Billboard*. The series breaks down sponsored network TV shows by program categories, including dramas, comedies, children's and Western shows, mysteries and sports. The list below shows ratings, sponsor, agency, number of cities, homes reached and estimated cost.

The survey does not include all shows which air on alternate weeks, since the survey figures are for one specific week of April. Thus, while the chart shows the standings of Somerset Maugham Theater, it does not include the Robert Montgomery dramatic stanza, which alternates with it.

Rank	Program	Net	Time	Sponsor	Agency*	No. of Cities	Videodex Rating**	Homes Reached (000's)	Est. Prod. Cost
1.	Fireside Theater	NBC	Tues. 9-9:30	P&G	Compton	48	42.5	4595	\$14,500
2.	Philco Playhouse	NBC	Sun. 9-10	Philco	Hutchins	56	38.3	4145	3,000
3.	Mama	CBS	Fri. 8-8:30	Gen. Foods	B&B	33	36.7	3602	8,500
4.	Kraft Theater	NBC	Wed. 9-10	Kraft	JWT	41	35.5	3681	15,000
5.	Somerset Maugham	NBC	Mon. 9:30-10:30	Bymart	C&P	32	35.1	3023	12,500
6.	Lux Theater	CBS	Mon. 8-8:30	Lever Bros.	JWT	29	32.5	2581	9,000
7.	Studio One	CBS	Mon. 10-11	Westinghouse	McC-E	51	29.9	3293	16,500
8.	Circle Theater	NBC	Tues. 9:30-10	Armstrong	BBDO	47	29.7	3149	10,000
9.	The Goldbergs	CBS	Mon. 9:30-10	Gen. Foods	Y&R	23	25.4	2214	11,000
10.	One Man's Family	NBC	Sat. 7:30-8	Manh'n Soap	DJ	61	23.5	2750	9,000
11.	Ford Theater	CBS	Fri. 9-10	Ford	K&E	20	23.3	1895	22,500
12.	Aldrich Family	NBC	Sun. 7:30-8	Gen. Foods	Y&R	27	20.1	1676	9,500
13.	Pulitzer Playhouse	ABC	Fri. 9-10	Schlitz	Y&R	46	19.4	1994	30,000
14.	Beulah Show	ABC	Tues. 7:30-8	P&G	DFS	36	16.5	1421	15,000
15.	Starlight Theater	CBS	Thurs. 8-8:30	Johnson	NL&B	22	14.7	1232	12,000
16.	Stu Erwin Show	ABC	Sat. 7:30-8	Gen. Mills	DFS	56	14.1	1551	9,000
17.	Stars Over Holly'd	NBC	Wed. 10:30-11	Armour	FC&B	34	14.0	1185	10,000
18.	Bigelow Theater	CBS	Sun. 6-6:30	Bigelow-Sanford	Y&R	26	12.8	1130	8,500
19.	Two Girls Named Smith	ABC	Sat. 12-12:30	Babbitt	W	53	6.4	710	7,000
20.	The Ruggles	ABC	Wed. 8:30-9	Co-op		17	6.2	398	5,500
21.	Hollywood Screen Test	ABC	Mon. 7:30-8	Ironrite	BSF&D	13	6.1	419	4,000

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

- B&B—Benton & Bowles
- BBDO—Batten, Barton, Durstine & Osborne
- BSF&D—Brooke, Smith, French & Dorrance
- C&P—Cecil & Presbrey
- DFS—Dancer-Fitzgerald-Sample
- DJ—Duane Jones
- FC&B—Foote, Cone & Belding
- JWT—J. Walter Thompson
- K&E—Kenyon & Eckhardt
- McC-E—McCann-Erickson
- NL&B—Needham, Louis & Brorby
- W—William Weintraub
- Y&R—Young & Rubicam

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

# Pan American TV Sets Up Global Pix Distrib Org for Latin Countries

NEW YORK, May 19.—Pan American Television Company is currently setting up a global TV distribution operation, designed to handle the bulk of video film products used by stations in Mexico, South America, Cuba, Spain and Portugal, according to the firm's prexy, Frank Faucé. Faucé and Emelio Azcarraga, Mexico's top-radio-TV broadcaster and movie magnate, were in town last week to round up video film footage for the latter's new TV station, XEW-TV, in Mexico city.

Altho Faucé handled the actual buying, Azcarraga reportedly owns 40 per cent of Pan American, with the remainder shared by Faucé

and Cuba's Goar Mestre. With offices in Los Angeles, Havana, Mexico and Brazil, Pan American also maintains production facilities at Sao Paula, Brazil; Hollywood, and Mexico City where English, Spanish and Portuguese language films are dubbed and sub-titled for local and foreign consumption.

### Film Catalog

Pan American numbers about 2,000 hours of film in its catalog, including all of the Hal Roach shorts, 600 Mexican movies, 200 Argentina Flickers and others. The firm recently closed a deal for exclusive TV rights to 80 per cent of Mexico's movie backlog for the

last 15 years, plus a franchise to handle all films produced for the next 15 years, from two to four years after their initial release date.

Azcarraga will launch XEW-TV, Mexico City, on a full 10-hour daily schedule, via a formal opening in September. Meanwhile, the station is operating from three to six hours a day, while Azcarraga experiments with a new transmitter location at Cortez Pass, a 15,000-foot elevation site.

# Moore TV-er Puts Up SRO

NEW YORK, May 19.—The Gerry Moore daytime TV show will be s. r. o. next fall. The Columbia Broadcasting System this week sold the Monday, Wednesday and Friday 1:30-1:45 p.m. segments to General Electric. Tuesday, 1:30-2, and Thursdays, 1:30-1:45, were peddled to Best Foods, which has canceled *Penthouse Party* on ABC-TV.

The current Moore sponsorship alignment is Standard Brands, Monday, Wednesday and Friday, 1:45-2; Procter & Gamble, the 2-2:15 strip; Cavalier Cigarettes, Monday, Wednesday and Friday, 2:15-2:30; Quaker Oats, Tuesday and Thursday, 2:15-2:30.

# Skiatron Plans TV of Benefits In Subscriber-Vision Test

NEW YORK, May 19.—The Skiatron Corporation is readying a plan to televise all-star benefit performances and top legit musicals under the auspices of national charity organizations this fall via the firm's new video subscription service, Subscriber-Vision. Pending approval of a 90-day test run by the Federal Communications Commission, Skiatron plans to incorporate the charity gimmick in its regular Hollywood film programming schedule during September's trial run, along with special football telecasts and other sports events.

By hiking the subscription service rate up for special video benefit shows and donating all revenue to the organizations, Skiatron Prexy Arthur Levey estimates he could make the charities richer by about \$250,000 for a single performance.

### Future Prospects

If FCC approval comes thru and the test run is successful, Levey will launch Subscriber-Vision on a regular 10 hours-of-programming-per-week schedule. Negotiations are currently under way between Skiatron and the five major movie companies, and Levey is confident that they will supply him with sufficient high caliber films in the fall. However, he's upping his chances with the film men by setting up a scheme to cut movie house exhibitors in on the profits. Exhibs would sell the coded International Business Machine cards

(used to unscramble Subscriber-Vision's TV set attachment device) at their box offices, and realize a percentage of the profits within a two-mile radius of their houses.

Levey has paved the way to telecast football games this fall thru an agreement with Dr. Tom Hamilton, chief of the National Collegiate Athletic Association. The NCAA has gone on record as preferring box office video to live game coverages, and will air at least one game during Subscriber-Vision's test run this fall.

**Your Top TV Sales Opportunity**

# WDEL-TV

CHANNEL 7  
Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by  
**ROBERT MEEKER ASSOCIATES**  
New York Los Angeles San Francisco Chicago

**NBC**  
TV AFFILIATE  
A STEINMAN STATION



## Jimmy Powers

**TELEVISION**—Reviewed Saturday (12), following New York Giants game. Sponsored by Vin Stores thru William Warren, Jackson & Delaney agency via WPIX, New York; producer, WPIX program department; director, Pete Molnar; writers, Jimmy Powers and Daily News staff; cast, Jimmy Powers and Jean Alexander.

This, in effect, is a post-post-game program, since it follows Clubhouse Interviews, which airs immediately after the ball games. Jimmy Powers, who also has a nightly sports show on WPIX, here turns straight newscaster, with the station doubtless assuming that his name alone will keep the sports-minded fan with the channel.

The set used is that of an office with Powers's name prominently on the door. A gal assistant, Jean Alexander, pops in and out with late flashes, and tells Powers into what category each batch falls: Washington news, national news, local news, etc. The wind-up is the "picture of the day," a still photo of momentary receipt. Powers tends to editorialize a bit, both officially and unofficially. The former type was evident in his remark after reading an item about some Communist plane losses in Korea that it seems peculiar to him that the communiques never seem to note that American planes ever are lost or damaged, only enemy craft.

## Official Editorial

The official editorial of the day generally is concerned with sports. In this instance, it's dealt with the boxing victory of Walter Cartier over Eugene Hairston, with Powers noting that Cartier would not accept defeat altho floored for two nine-counts in the opening two rounds. The moral, he said, was that one never should give up, a point of view not likely to stir up any inquiry from the Federal Communications Commission or to agitate any viewers. Sam Chase.

## Clubhouse Interviews

**TELEVISION**—Reviewed Saturday (12), following New York Giants game. Sponsored by Thom McAn shoes thru Neff-Rogov agency and Barney's Clothes thru Emil Mogul, via WPIX, New York. Producer, WPIX program department. Director, Jack Murphy and Jack Felice. Cast, Win Elliot and guests.

This is the post-game counterpart to Laraine Day's pre-game outings on days WPIX covers the New York Giants. In this case, Win Elliot interviews one player from each team at the conclusion of each contest. The day caught, players involved were Dick Sisler, of Philadelphia, and Roger Bowman, of the Giants.

Elliot does a capable, if not overwhelming, job with the interviews, albeit he has a penchant for asking some silly questions. Thus, Sisler was asked what he thinks about as he patrols the outfield. Naturally, the response was non-committal. Bowman was used to good effect visually, as he demonstrated his rather elaborate wind-up for the camera. Each player was given a gift certificate for Barney's, the sponsoring men's wear store.

Plugs were via animated film, with one long live pitch delivered by Elliot himself, midway in the show, in which he invited the viewers' attention to the garment he himself wore as typical of the values offered. Other suits on dummies also, were utilized.

Sam Chase.

## Television—Radio Reviews

## Strike It Rich

**TELEVISION**—Reviewed Monday-Friday (14-18), 11:30 a.m.-12 p.m. EDT. Sponsored by Colgate-Palmolive-Peet thru William Esty via CBS-TV. Producer, Walt Framer. Stage manager and continuity writer, Joe Gottlieb. TV Director, Matthew Harlib. Music, Bert Berman. Announcers, Ron Rawson and Ralph Paul. Emcee, Warren Hull.

The TV camera is a great boost to the human interest angle of this quizzer. It's not only because it gives the home audience the appearance of the rather melancholy participants, each of whom tells a sob story before getting quizzed, but most effectively the camera picks up the faces of the mainly fem studio audience as they weep, root, mumble the answers to themselves and gloat as the contestants pull in the loot. The timing and selection of those audience shots couldn't be better if they were rehearsed.

The background against which the show is shot does not add very much. The interview of each contestant takes place amid rather stodgy furniture, an old-fashioned fireplace in back. For the quiz, the parties stand before a couple of "Strike It Rich" posters.

The format of the quiz is well known. Each participant gets five questions, each in a different category. He starts with credit of \$15 and may put up however much he wants on each query.

## Shy Education

Tho all the questions are quite easy, they frequently seem unfortunate, since so many of the participants, however grand they are as people, simply do not know that George Washington had been a surveyor, that Sidney Kingsley wrote *Detective Story*, or what the melody is to *In the Gloaming*. One woman, with two of her six tots in hand, frankly admitted she couldn't handle any questions since she'd never gotten past the third grade. However, jovial and congenial emcee Warren Hull is, it hurts to see these people lose dollars because they're short of education. After that, it's a welcome relief when sympathetic viewers come to the rescue with generous gifts, which Hull heaped into their arms.

There's a commercial after each contestant for the several Colgate-Palmolive-Peet products. Colgate used the *Howdy Doody* film, and Vel had a cartoon-jingle, and each contestant received big samples of Vel or Colgate as he moved over to face the questions.

Gene Plotnik.

## Commodore Club

**TELEVISION**—Reviewed Tuesday (15), 9:30-10 p.m. CDT. Sustaining via WENR-TV, Chicago. Producer-director, John Berg; emcee, Pat Dennie. Cast: Bill Meigs, George Sotos. Guest, Pat Russell; music, the Wagners.

This was a straight variety and interview show that just didn't quite hold together. The title presumably comes from the yacht club setting. Miss Dennie was emcee. Meigs sang and interviewed a student nurse in a plug for the nursing drive.

Miss Dennie is unusually energetic and gave a feeling of forcing the show. She both sang and danced, posed for a caricature, introduced Meigs and, for the wind-up, introduced a park blossom

## Manhattan Maharajah

**RADIO**—Reviewed Tuesday (15), 4:30-5 p.m. EDT, Monday thru Friday. Participation sponsorship via ABC, New York. Producer, Warren Sommerville; writer-emcee, George Ansbro.

Topping most of the recent gimmick dee jay shows, *Manhattan Maharajah* features a tongue-in-cheek East Indian poet spinning pop platter favorites of the new West.

Fems with a somewhat subtle sense of humor should also derive a few intellectual giggles out of the maharajah's (George Ansbro) deliberate, sonorous-voiced reading of mystic couplets, complete with college humor-type punch lines (i.e., "a gramophone, a Chinese gong and thou"). Writing on show caught (15) didn't always measure up to the format's inherent possibilities, but its imaginative incongruity alone was enough to put it far above the usual stereotyped wax session.

Musically, the maharajah's Tuesday tastes ranged from a lush arrangement of *Younger Than Springtime* to Betty Hutton's raucous waxing of *My Rocking Horse Ran Away*. A strong dialer incentive was the fact that the rajah played two or three platter straight thru in succession, sans the regulation gab fest in between each disk.

June Bundy.

## Play Ball

**TELEVISION**—Reviewed Sunday (13), preceding Giants baseball game. Sponsored by Winston Stores via WPIX, New York; thru Al Black Agency. Producer, Al Black; director, Al Florence; writer, Al Black. Cast: Hal Tunis, Marilyn Davies and panel of four, including, this show, Dick Buckley, Sherry Britton, Sammy Petrillo and Danny Wald.

This is a 30-minute telephone-plus-panel quizzer which precedes WPIX coverage of baseball. Questions all deal with baseball, mostly concerning various aspects of the preceding day's games. Viewers who have sent in postcards are called and given 15 seconds to answer a query; if it's successfully done within five seconds they get a crack at a jackpot prize. If they fail completely, a four-man panel has a go at it.

Hal Tunis and Marilyn Davies handle the quizmaster chores. Tunis does a smooth, persuasive job, but Miss Davies works so studiously at being charming that her efforts turn out pretty wooden. Panelists include Sherry Britton; Dick (Lord) Buckley, the vaudevillian, who supplies some humor altho he does little in the way of nailing down the answers, and a couple of others, in the case of the show caught, the comic team of Sammy Petrillo and Danny Wald.

queen and court. Sotos, a waiter captain at the Pump Room, has a wry but not particularly subtle wit and a good presence. However, his material on this session was nil. It consisted mostly of ogling the women. Miss Russell did some good hula dances. The organ and piano combination of the Wagners, who are a major attraction on TV in Milwaukee, was thrown away here.

The format of this show was okay and the variety was good. The pacing would improve if Miss Dennie weren't quite so breathless.

Jack Mabley.

## Gene Norman Show

**TELEVISION**—Reviewed Wednesday (16), 10:35-11 p.m. Participating via KNBH (Hollywood). Monday-Wednesday-Friday. Produced by Jim Jordan. Cast: Gene Norman.

Gene Norman, after 10 years as one of the town's top spinners (KFWB), uses his musical know-how to good advantage in emceeing this series of Snader Telescriptions. Norman fills in the background of the artists featured, which helps build interest. Spinner, who's built his local rep on jazz, picks his Snader films carefully, avoiding Western and comedy fare.

Show opens with Norman sitting at a desk working a prop turntable. After introing each number, films are faded in as Norman applies a tone-arm to a dummy disk. This gimmick gives Snaders a fresh treatment. Heretofore, Telescriptions were shown locally as a staged variety show, including curtains, audience applause, etc. No pretense is made to hide the fact that the numbers used are filmed.

For late evening viewing, Norman's easy approach and polished manner makes this series eye worthy. Bankrollers would do well to look into this series, for thru the past decade, Norman has built a strong radio following which reflect itself in a faithful video following.

Lee Zhitto.

## Ed Thorgerson

**TELEVISION**—Reviewed Thursday (17), 7:30-7:45 p.m. EDT. Sustaining via WABD, New York.

Ed Thorgerson, the veteran Movietone news sportscaster and occasional newsreel gag man, has made a tidy hop, skip and jump into the TV newscasting business. The Thorgerson voice and delivery, which should strike a familiar chord with any watcher who has ever seen a movie newsreel, is forceful, ringing and smooth. He certainly is the most professional of the several newscasters on the video scene at the moment.

His presentation follows the familiar pattern of the TV newscast. Still photos, brief movie strips and maps are used quite frequently to illustrate the news as he digs into the details of the headlines. To lend added authenticity to the presentation, Thorgerson has a ticker tape tapping out its messages as the background matter for his reading.

Thorgerson appears to be the class in his new field. He should be able to establish a steady household audience once it discovers he's hit the TV medium.

Hal Webman.

## A Day With the Giants

**TELEVISION**—Reviewed Sunday (13), preceding New York Giant game; sponsored by G. Krueger Brewing Company over WPIX, New York, thru Charles Dallas Reach agency. Producer, Laraine Day. Directors, Jack Murphy and Jack Felice. Writer, Art Susskind. Cast, Laraine Day, Kevin Kennedy and guests.

Laraine Day this season again does her pre-game show via WPIX on days when the outlet covers the home contests of the New York Giants. Miss Day, in view of the fact that her husband, a chap named Durocher, manages the team, has more than a casual interest in the sport and the success (or lack thereof) of the Giants. She makes no effort to conceal her partisanship; nor should she, for that adds to the charm of the show.

Miss Day, of course, dominates proceedings, altho she has the assistance of Kevin Kennedy, who, for the most part, is strictly scenery. The usual procedure calls for an interview with one member of the Giants and one player from the opposing club. It's probably no problem for Miss Day to assure herself a guest from the home team.

Her interviews are well done and informal to a point, but the Giant players somehow seem reluctant to get into any arguments with her. Not that she gives them cause; she's 100 per cent pro-Giants at all times, and inevitably uses the pronoun "we" when speaking of the team's doings.

Giant of the day, on the opus caught, was Bobby Thomson, the

(Continued on page 9)

## Stage Entrance

**TELEVISION**—Reviewed Wednesday (16), 7:45-8 p.m. Sustaining via DuMont. Producer, Ted Hammerstein; director, Dick Sandwick; writer, Earl Wilson. Cast: Earl Wilson and guests. Guests this show, Dagmar, Jackie Gleason, Bebe Shopp.

Earl Wilson, stem columnist, is headman on this show, which consists mainly of interviews with three showbiz personalities. The program is done from DuMont's Ambassador Theater and is introed by some excellent actuality shots along Broadway, sweeping onto 49th Street, to the front of the house, in the stage entrance and then, finally, onto the stage proper. Credit director Dick Sandwick (and sub-director Bill Seaman, who handled this show) with unusual execution of a standard idea.

Guests on this stanza included two gals of the titillating type usually associated with Wilson's column. One was Dagmar, the other Bebe Shopp, 1948's Miss America. If nothing else, their presence made this a well-rounded show. Comic Jackie Gleason was sandwiched in between the two, no small assignment.

## Dagmar's Revelation

Dagmar spoke frankly with Wilson about her start in the business and revealed that (A) one year ago she was earning \$75 weekly, and (B) her new contract with the American Broadcasting Company called for a \$10,000 bonus plus a starting scale of about \$2,500 weekly. Despite this open attitude, Dag remained in character thruout, telling Wilson that she took up "playwriting" because people need help in learning things and her works save them a lot of time in gaining an education.

Gleason told an amusing story about how he ducked out of a hotel room without popping for the bill during his impecunious days in the 1930's. However, he and Wilson went thru an obviously phony "surprise" routine at seeing each other, and that this kind of nonsense still persists in radio and TV is a source of wonder. Gleason also demonstrated some of his on-stage gestures and explained how he used them, an entertaining tidbit.

## No Drama, Please

As for Miss Shopp, she had very little conversation with Wilson before backing over to a vibe, which she proceeded to play. Up to that point, her appearance was an asset. But then, in addition to knocking out *I've Never Been In Love Before*, she spoke the lyrics, but dramatically and with fervor. Miss Shopp should stick to being beautiful and playing the vibes; her dramatic rendition was something less than successful.

Wilson himself shows increasing air ease. The badinage with the guests needs some sharpening up, and some of the exchanges seemed to get lost some place, with a question asked that was never answered before another topic was begun. Also, altho it's not a bad idea to have performing talent, Wilson may be a better judge of physical attributes than of ability if Miss Shopp is an example. More care here is needed, too, but the show as a whole has promise of developing into something quite interesting.

Sam Chase.

## Miss Barbara Sims

**TELEVISION**—Reviewed Thursday (17), 9:30-9:45 p.m. CDT. Sponsored by Dutch Mill Candies thru Schwimmer & Scott, via WBKB, Chicago. Director, Jim Harelson. Cast: Barbara Sims. Announcer, Jay Trompeter.

This show was a simple 15 minutes of Miss Sims sitting at a piano and playing and singing, and the announcer talking about and eating Dutch Mill Candy. Miss Sims' singing and playing was nothing that would build up a large following, and neither would it drive anyone to another station.

The show seemed a good format to present a couple of candy commercials. In addition to opening and closing announcements, the announcer stuck a box of candy on the piano, where it was visible during the show. He chewed the stuff for the whole 15 minutes and he easily worked into two commercials between songs. Miss Sims has looks and a quiet, easy manner. Shots were standard and competently handled. This is a low-budget operation, has a good time slot and should pay off. However, Dutch Mill included its ice cream in two of its commercials, and probably wasn't overjoyed to see during the station break immediately following a spot for Highlander Ice Cream.

Jack Mabley.

... the most exciting new voice on wax ...

HOWARD MILLER, WIND, CHICAGO

**LORRY Raine**

sings

"SOMETIME, SOMEWHERE"

By Harry Edlestein and Bill Palmer

and

"WHY CRY (Why Cry the Way You Do!)"

By Lew Douglas, Cliff Parman and Fred Quintan

... her latest, newest and greatest release on ...

**LONDON RECORDS**

Exclusive Personal Management: TIM GAYLE 451 Wrightwood, Chicago 14 • TV Direction, WM. MORRIS AGENCY





## Short Scannings

### Three Cincy TV Outlets In 376 Pubserv Chore . . .

Cincinnati's 1951 Cerebral Palsy Fund campaign collected \$37,000, more than half of its \$60,000 goal, thru a seven-hour telecast Saturday night (12) in which WLW-TV, WCPO-TV and WKRC-TV canceled commercial commitments, pooled talent and aired the program simultaneously. Film and TV comic Jack Carson emceed the show. Telephoned pledges during the airing were taken by students of a local business college and picked up by a motorcycle corps and taxicabs.

### Detroit Edison Buys City History on WWJ-TV . . .

The Detroit Edison Company has bought 10 Sunday afternoon half hours at 3:30, starting tomorrow (20), for "The Detroit Story," over WWJ-TV, as a major commercial sponsorship in connection with the city's 250th birthday festival, being celebrated during the next several months. The city historiographer, George W. Stark, one-time drama critic on The Detroit News, where he is now columnist, is scripting and doing the narration, with each program devoted to a 25-year period of the city history.

### Burton Preps Foreign Pix For September TV Release . . .

Al Burton whose Hollywood Marval Company recently acquired 161 foreign films for U. S. TV use, headed for New York last week to start processing English soundtracks on the pix. Films will be ready for domestic video release by September, and will be sold in blocks of 52 and 26. Stations will be charged a percentage of their hourly rate, ranging from a third to a half of rate cards, depending upon the market. Films acquired include products produced in Italy, Germany, France, Greece and Japan. English translation of the soundtracks will be dubbed in. Dubbing will be made over the foreign tongue track, leaving it audible but without interfering with the English translation.

### Pulse To Add New 'Bonus' Service . . .

Starting this month, Pulse will conduct quarterly surveys of the out-of-home television audience, similar to that of its quarterly radio studies of nomad dialers. The initial "bonus" audience TV report will cover the New York area, with other markets slated to be added in the near future. The new service, which will include viewing by video trade professionals as well as non-TV families, stems from a special out-of-home TV study Pulse conducted for WOR-TV, New York, last July. At that time, the average daily "bonus" audience was clocked at 732,400.

### Irving Gwirtz To Try Tele Film Field . . .

Irving Gwirtz, once proxy of Musicraft Records, will attempt an invasion of the tele film field, hoping to turn out series of three and five-minute musical pix similar to the Snader Telecriptions. Gwirtz calls his firm Teleclix, Inc.

### "Hayride" To Replace Coca, Caesar on NBC-TV . . .

"Midwestern Hayride," WLW-TV, Cincinnati, rural variety show, goes on the full National Broadcasting Company TV network June 16 as summer replacement for Imogene Coca and Sid Caesar's "Shows of Shows" in the Saturday, 8-9 p.m., EST, slot, it was announced last week by John T. Murphy, director of TV operations for the Crosley Broadcasting Corporation. The agreement marks the first regular telecast to be beamed out of Cincinnati to a national network. "Hayride" has had a consistently high local rating since its inauguration in August, 1948.

### FCC Opposes Jacksonville CP Court Appeal . . .

The Federal Communications Commission Friday (18) filed a brief with the Court of Appeals, Washington, opposing a plea by the city of Jacksonville for extension of a construction permit for WJAX-TV in Jacksonville, Fla. The city has appealed to the court not only against FCC's refusal to extend the permit but

also against the commission's transfer of the TV Channel 2 on very-high-frequency away from Jacksonville in the FCC's proposed TV allocations plan. The commission supported its position on the ground that the city was delinquent in exercising its construction permit and that the city's delay left the FCC no choice but to include the channel in the over-all national plan of proposed new allocations for TV.

### Ponds Seeks TV Slot For Lilli Palmer Show . . .

Pond's Angel Face last week was searching for a 15-minute network slot for its Lilli Palmer show, now on WCBS-TV, New York. Miss Palmer leaves for Europe shortly and will film her last four local shows.

## KRAMER HEADS HOSPITAL GUILD

NEW YORK, May 19.—Alex C. Kramer, songwriter, was elected president of the Veterans' Hospital Radio Guild Tuesday (15) when the group's new board of directors held their meeting here. Other officers elected were Eubie Willkie, radio-TV director for Roy Durstine Agency, veepee; Carl Rigrod, Donahue & Coe TV director, second veepee; Bob Brenner, A. W. Lewin TV director, treasurer, and Miriam Stern, secretary. The new board members elected at the Guild's annual meet May 9 include Catherine De Carlo, Benton & Bowles; John Stagwillo, paraplegic disk jockey at WNEW, New York; Bess Johnson; Beverly Smith, Young & Rubicam radio producer and the five officers.

## Another Look

Brief criticism and comment re tv shows previously reviewed in detail

### Twenty Questions

WOR-TV, Friday (18)

*Twenty Questions* makes concessions to the visual aspects of TV. The video version of the panel program is practically identical with the show's long-time radio format. This visual austerity is a blessing in some ways, since it eliminates the awkward contrivances utilized for sight values on many video panel airers. However, there's no reason why the series shouldn't have the benefit of a few extras on TV, via some sight gags in keeping with the program's general air of good-natured dignity.

With the exception of Herb Polesie, the panel on show caught (18) heroically resisted any temptation to flirt with the camera. Instead, they concentrated on the game, and the combined perceptiveness of the five-man board was amazing. The womanly intuition of Florence Renard in particular was downright clairvoyant at times. Emsee Bill Slater, who, of course, knew all the answers, also deserves kudos for managing to appear humble about it all.

The show is sponsored by Ronson Lighters, and judging by the length of the commercials Friday (film, live and slide), the firm is getting its money's worth.

June Bundy.

### Air Checks

Brief but important radio news

### ABC Ditches WORC in Worcester, Gets WAAB . . .

The American Broadcasting Company last week arranged a switch in radio affiliates in Worcester, Mass., taking on a 5,000 watt in place of the 1,000 watt which has been its outlet until now. Effective next October 15, WAAB will replace WORC as the Worcester ABC outlet. The affiliation deal was pacted by the web with Bruff W. Olin Jr., WAAB's president and general manager.

### Bruner Heads Indiana Newscasters . . .

Robert Bruner, of Station WIQU, Kokomo, Ind., has been elected president of Indiana Radio Newscasters at the group's two-day convention which closed here yesterday. Others elected were Allen Jeffries, WIRE, Indianapolis, first vice-president; Howard Stevens, WBOW, Terre Haute, second vice-president; Bill Haines, WTRC, Elkhart, secretary, and Ruth Dunagin, Indiana University radio journalism instructor, treasurer.

### Martin Off Summer "Hour"; To Play Night Club Dales . . .

Tony Martin will bow from Carnation's "Contented Hour," for the summer, leaving songstress Jo Stafford as the show's only regular vocalist, with various male warblers appearing as guests. Martin, who returns to the show in September, will be heard for the last time this season June 10. During the hiatus period, Martin will play club engagements, including Coconut Grove, Los Angeles.

### Johns Hopkins Science Review

DuMont, Tuesday (15)

Originating from Johns Hopkins University thru WAAM, Baltimore, this educational video series is still one of the networks' best arguments that commercial TV can successfully meet the programming demands of U. S. educators.

This particular ailer was twofold in purpose in that it demonstrated how TV has enabled science to create a valuable visual educational aid for biology and medical students, via a television microscope. The device, which saves both time and student eyesight, projects detailed enlargements of microscope slide views on a classroom TV screen.

The half-hour show was clearly stated, straightforward demonstration of the new microscope, minus any attempt to flash up the proceedings with sugar-coated self-conscious showmanship. Only step in the latter direction occurred when one of the professors prefaced one slide showing with the warning, "organisms can't be called in on cue." The stage-struck amoeba in question never did make an appearance.

June Bundy.

## AC Warns on Rate Cuts

Continued from page 4

continuing interest in and complete support of the radio medium."

The letter to ANA and its members, while couched in velvet tones, impressed as carrying an unmistakable implication to the effect that the ANA was acting against its own interest via its rate-cut attitude. The letter also restated AM's presently healthy position and pointed out that AM research has gone far beyond that of newspaper research; which was characterized as "child's play," but which "you seemingly accept without question."

Radio and advertisers have an inter-dependence, the affiliates declared, adding, "You really don't want to put us out of business, because . . . radio does such a tremendous job of moving merchandise for you, an important thing for America. . ." Continuing, the affiliates said that apparently, despite the wealth of radio research, "We've missed the boat because it would seem you now think radio is priced too high. In fact, it has been, and still is, underpriced both in relation to other media and also on the basis of returns."

Television, as radio was some years ago, is today's "glamour girl," AC wrote, and radio drove the debut newspapers into a frenzy, leading to creation of the Newspaper Advertising Bureau Newspapers since have done well, AC continued, and stressed, "There is a clear analogy here. TV, too, will take its orderly place in the scheme of advertising media."

Rather than continue advertiser-broadcaster skirmishes, the letter concluded, the two groups should meet and explore the problem fully.

A request to do so was the letter's final point.

### Third Letter to Webs

The Affiliates' Committee directed a third letter to all web affiliates, advising them of the dispatches to the webs and ANA, and

commenting that the response to membership bids had been "an eruption" of affirmation. It also stressed that AC does not intend to duplicate the activities of any other existing organization and urged expanded support of BAB.

There is no doubt remaining that AC will take permanent form.

What that form will be is now being studied by AC counsel, White & Case, who participated in the discussions held this week and approved the steps taken. AC is leaning over backward not to take any possible action which might lead to legal charges. Meanwhile, its next meeting will be set when counsel is ready with a plan for permanent operation.

Along tangent lines, NBC's affiliates' group this week named its committee to study the entire economic aspects of network AM operations, while Mutual, for the first time, set up its own affiliates' advisory committee, the fourth and last of the majors to do so.

### Day With Giants

Continued from page 8

Scot who hails from Staten Island, who opined that in listening to a radio broadcast of a Brooklyn vs. Boston game the preceding night, he had to hope for a Boston victory, altho that club was leading the league—simply because he was anti-Brooklyn. When Miss Day asked whether, during the "Dagmar Day" proceedings the day before, he was teaching the celebrated playwright how to bat, Thomson responded gallantly: "That gal don't have to know anything." Other guest was Jim Konstanty, Philadelphia pitcher, who told an interesting tale about how an undertaker friend of his, using films, had been showing him his playing errors over the years.

Plugs for the sponsor, Krueger beer, are via film jingles.

Sam Chase.

## Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

### The New York Times Youth Forum

WQXR, New York, 10:15-11 a.m. DST, Saturday (12)

The discussion here was really on the highest level. The six members of the panel, whose ages ranged from 16 to 18 years, were all well informed and eagerly interested in the question of the day, "Is the Point-Four program the pathway to peace?" Nelson Rockefeller, as chairman of the International Development Advisory Board, contributed valuable facts and figures and over-all findings of that body.

Dorothy Gordon, moderator of the program, started off the discussion by quoting from President Truman's inaugural speech, in which he first proposed the point-four program. One boy on the panel offered the opinion that the program would be contributory but is not the sole pathway to peace. Rockefeller pointed out that the program would embrace 46 per cent of the world's population, and cost \$27,000,000. One lad on the panel, confessing himself a Taft supporter, asked whether the U. S. could commit itself to a policy of global give-away. In answer, it was brought out that undeveloped countries have raw materials vital to us. And, since not only aggression but infiltration threatened peace today, the program would be a counter-measure in terms of propoganda.

### Questions, Answers

After 25 minutes, the meeting was opened to questions from the 700 high-school students in the audience. One of them asked if the program could be integrated with the United Nations' technical assistance program. Rockefeller said his board had pointed out the need for integration insofar that 23 U. S. agencies and 32 organizations in the U. N. were dealing with the problem. "What incentive was there for small capital to invest abroad?" one asked. Another iterated a previous question from the panel that Rockefeller had not adequately answered: "What will protect dependent countries from imperialism?"

On a cursory hearing this show may seem to be just a lot of talk

by a lot of kids. Younger listeners may think it's all very smart alecky. But careful listening will uncover intelligence, sincerity, and a freshness of viewpoint that is not as readily found among more hardened debaters. This show should be required listening for government officials.

Gene Plotnik.

### Mystery Theater

CBS Radio, Tuesday 8-8:30 p.m.

Titled *The Wife's Confession Murder Case* and featuring the British bloodhound, Inspector Hearthstone of the death squad, this episode in the radio mystery series, if it is an adequate example of those to follow, gives listeners more than enough reason for turning to television. The program's ponderous, pompous, uninteresting, pseudo-English manner of telling a tale of mayhem telegraphs every line, most of which are so cliché-ridden as to verge on the ridiculous. Who, for example, would say, "Threaten me, Billy Haley, we'll see about that," or "You have the oldest reason in the world for killing June Ridgeway?"

The fabrication concerned the wealthy ward of an older man who married him and then was found dead. Enter the inspector and his sleuthing pal, Sam, with the aid of the usual climatic office scene where the suspects were made to gather, they got the goods on the nefarious spouse in less time than it takes to eat a crumpet.

It should be obvious that, where accents are used, they should not clash. In this show, however, the dialects ranged from upper-crust fox-hunting British to damaged New England, with a smattering of "high-toned" New Yorkese.

Ford Bond's commercials plagued the children's size Bayer tablet and the acid hampering quality of Phillips Milk of Magnesia.

Leon Morse.

## "Racket Squad"

### Film Series on CBS for Morris

HOLLYWOOD, May 19.—Another TV film series will hit the nets when Philip Morris bows Hal Roach's *Racket Squad* via CBS early next month. Series, tagged *Don't Be a Sucker* in its pilot reel deals with the bunco operations of a metropolitan police department.

Films are being produced at an estimated \$15,000 budget per episode. Roach's deal with Philip Morris, whose options span a seven-year period, allows ciggie maker first run rights with succeeding re-issue rights reverting to the producer. Series is directed by Jim Tinning, with Reed Hadley playing lead as the bunco buster.

Philip Morris sale gives Roach two TV film series on the air. Other is Stu Erwin's *Trouble With Father* show. Roach's production budget this year will be unusually heavy, for in addition to the 104 TV films, he will produce 12 full length theatrical features in conjunction with Bob Lippert.

### U. S. Air Forces Split TV Dept. From AM

HEADQUARTERS, UNITED STATES AIR FORCES IN EUROPE, May 19.—Following the example of some of the major U. S. networks, the U. S. Air Forces in Europe this week split its TV department away from its radio division and set it up as a separate operation. This is the first such division of the AM-TV link in army staff structures. Maj. Robert G. Leffingwell was named chief of the new TV branch by Lt Col. Barney Oldfield, chief of public information of USAFE.

Major Leffingwell formerly was an animator with Walt Disney Productions and Max Fleischer Films. The major part of his division's activity is expected to be with films.



## TV Film Music Study Conducted by Fox

Uniform Synch-Rate Policy Expected After Survey of Practices, Potentials

NEW YORK, May 19.—During the coming summer the rate structure for tunes used on TV film programming may crystallize. Thus far, no uniform rate for these synchronization rights has been established. Harry Fox, publisher's agent and trustee, is making a study of the TV film potential,

preparatory to making a report to publishers. This report will recommend some course of action with regard to uniform charges for synch rights. Fox will not make his report until he covers the entire film TV field as it now exists.

Most active packaging operation now in the field is that of Louis Snader, who has already produced some 400 short subjects. An examination of Snader's degree of success will bulk large in determining what course publishers should take.

Pubber deals now vary widely. Some get a flat rate, ranging from \$50 to \$200 for use of a specified period. Many pubbers are getting \$50 advance against 5 per cent of the gross. Rates vary not only thruout the industry, but individual pubbers are getting varying rates for different tunes in their catalog. Many tunes, such as those stemming from films and shows, are being withheld.

### Potential Uncertain

Nobody at this point can fully ascertain the income potential of the TV film field. Many publishers, however, regard it as likely to become a major source of music income. As of now, some 20-odd-independent TV film packagers are licensed by the American Federation of Musicians. In addition, the AFM has concluded TV film contracts with the networks. The National Broadcasting Company, the Columbia

(Continued on page 36)

## Stockholders Affirm Faith In Wallichs

NEW YORK, May 19.—Glenn Wallichs has been re-elected president of Capitol Records for the next five years, and has been handed a contract to seal the election. Wallichs was elected at the last Capitol stockholder meeting.

The move can be construed as an affirmation of faith in Wallichs and the company's operation, and refutes the general trade impression that there was internal top-bracket strife in the diskery.

## Monroe Routes One-Niter Toot

NEW YORK, May 19.—Vaughn Monroe, currently sizzling on the platter mart with a brace of hits—*Sound Off*, *On Top of Old Smoky* and *Old Soldiers Never Die*—will hit the road with his crew for the first time since last October to play a series of one-nighters and a week at the Steel Pier in Atlantic City. He will kick off the tour July 19 and will play dates in New England, Pennsylvania, Ohio and Canadian areas. He will play the week of July 26 at the Steel Pier, pulling down his regular \$2,500-\$3,500 per night guarantee against the standard 60 per cent of the gross. His guarantees for the eight weeks will run over \$100,000.

Monroe currently is rounding out his TV season and will leave the video show for the summer after his July 3 shot. He will continue his radio show thru the summer, and will take the first two weeks of July as a vacation prior

(Continued on page 33)

## Col. Revives Okeh For Heavy R&B Bid

NEW YORK, May 19.—Columbia Records, in a move to make an earnest bid in the rhythm and blues market, will reactivate the Okeh label beginning with a June 4 release. The Okeh label will be exclusively a rhythm and blues disk tag and will also provide Columbia with a medium for regular release of reissues of cut-out masters from its huge catalog. Columbia Prexy Jim Conklin was notifying his distributing organization of the new set-up at press time.

## Benny, Sextet To 1-Nighters

HOLLYWOOD, May 19.—Benny Goodman, with a sextet, will begin an indefinite one-nighter junket this month, his first such trek since 1947. Associated Booking Corporation is skedding the dates. Goodman's first booking is May 28 in Quebec. Other dates, while not set, are skedded for Denver, Salt Lake City and Philadelphia. Other locations, keeping the orkster out thru most of the summer, are in the works.

The Okeh line will be merchandised thru the regular Columbia distributing network. The single 10-inch platters and 45 r.p.m. singles will retail at the standard 89-cent price. The line will be made available on three speeds. This will mark the first regular appearance of the Okeh label on the disk mart in about nine years. It was cut out about 1942 when war shortages put the disk business on a limited production basis. Since it was then a 35-cent companion label to Columbia, all talent and activity were concentrated on the single parent label for reasons of price and production economy.

### Staff Shifts

Columbia will shift its entire rhythm and blues department to the Okeh set-up. Danny Kessler, who has been heading the Columbia r. and b. department, will serve as combination sales manager and director of artists and repertoire for the reactivated label. In addition, all the r. and b. talent on the Columbia roster will be shifted to the Okeh label. Kessler has been on an intensive talent drive for the past two months and has rounded up quite an extensive stable to complement those artists

(Continued on page 33)

## AND WHAT'LL IT BE FOR XMAS?

NEW YORK May 19.—Some of the payola jockeys are moderate in their expectations, and helpful, too. Here, for instance, is a piece of prose from a jock affiliated with an up-State New York station: "Hello again! Am taking off next week to record interviews in New York City. Trouble is, the three or four rolls of tape I own are filled with stuff I want to transfer onto LP disks—but I can't find a place that does it. I hate to buy more rolls. E. D. Corporation at W. 44th Street has them at \$3.67—Scotch tape—plastic—1,200 feet . . ."

## Kenton Skeds Summer Tour

HOLLYWOOD, May 19.—A summer tour for Stan Kenton is in the works at General Artists' Corporation, getting under way June 18 when the orkster takes his crew into the Oasis for two weeks. Kenton returned from a one-nighter trek May 12, during which time he grossed nearly \$60,000.

Orkster is skedded to play the Casino, Catalina Island, June 3, for a fortnight and Steel Pier, Atlantic City, July 24, for two weeks. Between the Catalina and Steel Pier dates, Kenton will do several p. a.'s at army camps. The batoner is setting one-nighters for early August in the East prior to working the Paramount Theater, New York, with Frankie Laine. GAC is anxious to have Kenton work his way to the Coast following the Paramount stint, via army dates.

## Dealers, Distribs Caught Long On Stock, Short on Cash in Season Dip

NEW YORK, May 19.—For a number of reasons, the most immediate being the terrific slump in television set sales, the credit standing of many record retailers and distributors is at very low ebb. Reports from all levels of the disk industry and in all territories are consistent to the extent that dealers and distributors are finding it increasingly difficult to pay their bills on time—in some cases to pay them at all. On the optimistic side, however, is the belief of many that the condition is only temporary.

As expected, the slow-pay situation has hit the smaller labels and indie distributors hardest of all. The average dealer is more apt to pay his major label sup-

pliers and the distribs, in turn, pay their most active labels first. And in order to get out from under in the easiest possible way, the stronger dealers are pressuring distribs into taking returns far in excess of the standard 5 per cent, the distrib, where possible, putting the same pressure on the manufacturers. The fact is,

## Republic Inks AFM Tele Pact

HOLLYWOOD, May 19.—Republic pictures this week became the first major film company to break the TV line and sign an agreement with American Federation of Musicians' Prexy James Petrillo releasing theatrical film product to TV. Deal is identical to that closed by Robert L. Lippert and Petrillo a month ago, and calls for studio rescoring sound tracks and paying AFM a 5 per cent slice of the films' grosses.

Five per cent will be figured after studio recovers funds needed for retracking the product. In cases where separate musical tracks are not available, AFM will still demand rescoring but pix will be permitted to be released with the original music score.

Herbert Yates, Republic prexy, who negotiated the deal with Petrillo, was not available at press time, hence extent of his move into TV market could not be learned.

## RCA's MacRae In New Post

NEW YORK, May 19.—Bob MacRae, merchandise manager of the RCA Victor record division, is transferring from that post to become assistant to Russ Little, manager for the RCA Eastern region. The shift takes MacRae from the record division into the echelon responsible for all RCA consumer products—sound and theater equipment, TV and radio sets, etc. No replacement has yet been designated for the post MacRae is exiting.

## ASCAP CLEFFERS MAY HIT AT BMI

High-Bracket Writers See Daru, Plan Legal Steps Thru U. S. Help

Continued from page 1

weeks ago, but it really began in 1941 and it's been seething ever since. The boys are finally busting out."

### Last Straw

The straw that broke the camel's back, the informant said, was Buddy Morris' signing with BMI, which brought home to the writers the shrinking list of publishers with whom they can place songs. (The Morris deal is non-exclusive, of course, and he still owns a hefty ASCAP catalog, but the writers feel that any concentration on BMI activity leaves that much less opportunity for them.)

The theory is that only five or six important publishing doors are open to ASCAP tunesmiths today for plug activity; movie and show firms like Warners, Big Three, and Chappell have continual commitments which prevent them from plugging pops as a regular practice.

### Blame Broadcasters

The group also feels that BMI, wholly owned as it is by the radio and TV industry, has affected the potential performance income of ASCAP writers, and may affect it more in the future.

If the group is to carry thru, and the plan doesn't peter out in hot rhetoric in the Turf Restaurant and in Brill Building offices, money will have to be raised, and writers are being sounded on whether their feeling is strong

enough to stimulate them to contribute to a war chest.

It is too early to assess the strength and durability of this anti-BMI movement. The half-dozen prime movers are all respected ASCAP cleffers with high ratings. Their names are being withheld on request because of fear of "professional reprisal."

## Release Date Control Plan Seems Ready

Group Action Tied To Licensing Seen As Pubbers' Club

NEW YORK, May 19.—The publishers' plan to maintain control over release dates (*The Billboard*, May 19) is shaping up as a group plan under which no individual pubber would have the onus of litigating against a record company. To date, the plan is as follows:

A combination of responsible publishers would appoint a "nominee," most likely a lawyer, to whom they would delegate power of attorney. It would be obligatory upon the nominee to bring suit against any diskery that jumps a release date set by one of the group. The "handle," as discussed in last week's story, might well be the right of the publisher to control the arrangements of his song. That is, the licenses would be written authorizing the waxery to make

(Continued on page 33)

## Iucci Put Up For AFM Board

NEW YORK, May 19.—The executive board of Local 802, American Federation of Musicians, this week voted unanimously to support local Secretary Charles Iucci for election to the AFM international executive board. The New York local has never had representation on the international board, despite the fact that it is by far the largest in the country, with a current membership of more than 30,000.

The balloting will take place at the forthcoming AFM convention at the Commodore Hotel June 4-8. There will be a vacancy on the

(Continued on page 33)

## Big Diskeries Show Royalty Fluctuation

NEW YORK, May 19.—Major diskeries' statements to publishers on mechanical royalties for the first quarter of 1951 reveals considerable fluctuation, when compared with the similar quarter last year and with the last quarter of 1950.

RCA Victor's statement this quarter is 3 per cent over the same period last year, and 22 per cent over the three months which closed 1950.

Capitol's current pubber returns are 10 per cent under the same period last year, and 2½ per cent over the last quarter of 1950.

Decca pubber royalties are 16 per cent under the same period last year, and 16 per cent under the last quarter of 1950.

Columbia's pubber royalties this quarter are 10 per cent over the same period last year, and 18 per cent below the quarter closing 1950.

How one diskery is doing, sales-wise, as against another, cannot be ascertained from the above figures. Some publishers, for instance, stated they received their biggest royalty checks this quarter from Decca, despite the fact that Decca shows a dip when compared with other Decca quarters. The figures given for each company are significant only in relation to that company. Any company showing such a relative drop could still conceivably have racked up greater sales for that quarter than a company showing a rise in pubber royalties. This too is reflected in Decca's stockholder statement for the first quarter. The statement showed the diskery's earnings for the first three months of 1951 were slightly ahead of the smaller quarter in 1950, despite a 9 per cent increase in taxes.



*America's Fastest Selling Records*

ZINGO! A NATCHMO!  
EL BINGO & SATCHMO

# BING LOUIS CROSBY-ARMSTRONG

singing

# GONE FISHIN'

with JOHN SCOTT TROTTER and His Orchestra

coupled with  
WE ALL HAVE A SONG IN OUR HEART  
With Lyn Murray and His Orchestra

DECCA 27623 (78 rpm) and 9-27623 (45 rpm)



## NEW RELEASES—SINGLES

- |   |   |
|---|---|
| (Simple Words—Humbly Said)<br>With This Ring I Thee Wed<br>Here Ends The Rainbow<br>(I Found My Love)   | BING CROSBY With BETTY MULLIN<br>And Orchestra Directed by LYN MURRAY<br>Decca 27595 and *9-27595 |
| Hello Young Lovers<br>Getting To Know You<br>Both From Musical Production<br>"The King And I"   | GUY LOMBARDO AND HIS<br>ROYAL CANADIANS<br>Decca 27613 and *9-27613                               |
| Rhythm Of A New Romance<br>Happy Ending<br>Both From 20th Century-Fox<br>Picture "On The Riviera"   | DANNY KAYE<br>Decca 27596 and *9-27596  |
| On The Riviera<br>Ballin' The Jack<br>With Orchestra Under Direction<br>of Johnny Green<br>Both From 20th Century-Fox<br>Picture "On The Riviera" | DANNY KAYE<br>Decca 27597 and *9-27597  |
| Tahiti, My Island<br>From Shoestring Production<br>"Tahiti, My Island"  | DICK HAYMES With Orchestra<br>Directed by VICTOR YOUNG<br>Decca 27598 and *9-27598                |
| At The Bay Of The Rainbows<br>Love Me<br>Who Knows Love   | MILLS BROTHERS And VICTOR YOUNG AND HIS SINGING STRINGS<br>Decca 27615 and *9-27615               |
| Crawdad Song<br>Idle Rumors   | EVELYN KNIGHT And RED FOLEY<br>Decca 27599 and *9-27599   |
| Powder Blue<br>Vanity   | DON CHERRY<br>Decca 27618 and *9-27618  |
| Don't You Worry<br>Little Baby  | CECIL GANT<br>Decca 48212 and *9-48212  |
| Nuestra Cancion<br>Anabacoa   | CONJUNTO CASINO<br>Decca 21345  |

\*Indicates 45 RPM Version

## NEW RELEASES—ALBUMS

Gems From  
**VICTOR HERBERT ROMANTIC OPERETTAS**  
Played by  
**PETER YORKE**  
and His Concert Orchestra  
Selections include: Kiss Me Again—To The Land Of My Own Romance—  
Thine Alone—Romany Life—Italian Street Song—Indian Summer—  
Moonbeams—March Of The Toys  
Decca Album A-861 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-246 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5339 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

**REVERIES**  
Beloved Melodies Played by  
**FREDDY GARDNER**  
Saxophone Solos—Malcolm Lockyer at the Pipe Organ  
Selections include: Mighty Lak' A Rose—I Hear You Calling Me—Trees  
—The Kiss In Your Eyes—Songs My Mother Taught Me—None But The  
Lonely Heart—The Song Of Songs—Love's Old Sweet Song  
Decca Album A-853 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-253 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5332 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

## DECCA BEST BETS

- |   |   |
|---|---|
| Down The Trail Of<br>Aching Hearts<br>The Strange Little Girl | GUY LOMBARDO AND<br>HIS ROYAL CANADIANS<br>Decca 27607 and *9-27607                     |
| I'm Late<br>The Walrus And<br>The Carpenter                   | DANNY KAYE<br>Decca 27564 and *9-27564<br>Both From Walt Disney's "Alice In Wonderland" |
| Rose, Rose, I Love You<br>Unless                              | GORDON JENKINS AND HIS<br>CHORUS AND ORCHESTRA<br>Decca 27594 and *9-27594              |
| I Won't Cry Anymore<br>At The Close Of A<br>Long Long Day     | EILEEN WILSON<br>Decca 27546 and *9-27546   |
| Pretty Eyed Baby<br>I Cried Myself<br>To Sleep                | JANE TURZY AND HER TRIO<br>Decca 27479 and *9-27479                                     |

\*Indicates 45 RPM Version

## SEPTEMBER SONG

- 4 Great Versions
- By BING CROSBY (Coupled With "Temptation")  
Decca 23754 and \*9-23754
  - By WALTER HUSTON (Coupled With "Lost In The Stars")  
Decca 40001 and \*9-40001
  - By CARMEN CAVALLARO (Coupled With "Between The Devil And The Deep Blue Sea")  
Decca 24545 and \*9-24545
  - By TONY MARTIN (Coupled With "Begin The Beguine")  
Decca 25018 and \*9-25018

\*Indicates 45 RPM Version



# Mercury Sets Free Concert by Talent

Cream of Recording Stable Expected To Join in June 1 Event in Milwaukee

CHICAGO, May 19.—Plans were shaping up this week for what would probably be the biggest free concert ever staged by a diskery with its talent roster working with Johnny O'Brien Mercury's Milwaukee distributor, Art Talmadge, the firm's exec v.-p. in charge of flackery, is setting up a June 1 bash for the Beer City.

The event definitely would feature Ralph Marterie's 15-piece ork. Two-Ton Baker, Tony Fontaine, Doris Drew, Jerry Murad's Har-

monicats and Bob Connally. Talmadge intends to fly in at least one and maybe three other Mercury top stars, including Patti Page, Richard Hayes or Ray Barber. There's also a possibility that Eddy Howard and his band would make the date.

Idea for the huge Mercury bash stems from the fact that the recently completed Schuster's Music Festival, a 12-day promotion of music by a trio of Beer City department stores, caused a great deal of record furore. The stores were exploiting a \$800,000 expansion of radio-TV and record departments. Mercury, along with other diskeries, brought in top stars, such as Patti Page and Mindy Carson. The idea also is similar to the Mercury caravan of two years ago, when Mercury packaged Frankie Laine and la Page with an all-star band and toured on one-nights.

At press time O'Brien was scouting for a suitable location, with Million Dollar Ballroom and the Milwaukee Arena taking the inside track. It's planned to have the Milwaukee d. j.'s tell listeners that by writing in, they can obtain free duets. If a suitable community charity can be found, a small contribution for that charity will be asked in order to get duets. The d. j. who gets the most requests will receive a free Mercury TV set.

## Two New Labels In Low-Priced Record Field

NEW YORK, May 19.—Two more labels have been added to the growing list of diskeries turning out low-priced records. Bob Thiele's Halco Recording Company has re-entered the field with a 49-cent Hi-Tone label, while Dave and Jules Braun and Fred Mendelsohn, owners of the Regal label, are pressing a 49-cent Merit disk. In both cases, the diskeries are coupling current hits, concentrating sales efforts on chain stores and avoiding the use of name talent. Thiele's latest efforts also include a new 85-cent pop label, Advance, and an 89-cent rhythm and blues label, Mello Roll.

The Merit line will also be sold to regular disk outlets via distributors, tho the firm is placing special emphasis on selling directly to juke box operators. To combat the near-prohibitive costs of shipping via parcel post, Merit is trying to get the ops to form buying combines able to place minimum orders of 200 disks. Such a minimum order would permit the use of motor freight shipments at a much lower cost. According to the Brauns, the firm is meeting with some success in trying to get the ops to buy centrally rather than individually.

The Hi-Tone label will press on both 78 and 45 r.p.m. speeds. Sales will for the most part be direct to syndicate stores. The first Mello Roll release consists of four sides by Julian Dash, tenor sax man and his small group. The Advance line will consist of the Signature label masters, including such names as Ray Bloch, Alan Dale and Connie Haines. Diskings will be on all three speeds, with LP albums priced at \$3.

## Diskers, AFRA Huddles Face Final Issues

NEW YORK, May 19.—One of the last remaining obstacles standing in the way of a contract between the diskeries and the American Federation of Radio Artists was close to solution this week when negotiating parties seemed nearer to agreement on a scale for singers in the smaller choral groups. Scales for large groups were agreed upon in earlier negotiating sessions, but during later sessions AFRA reps argued for inclusion of scales for singers in group of one to five people. During the last talkfest this week one of the major diskeries suggested—and all parties took to the suggestion—that the scale for such groups be set at approximately \$17 or \$18 per hour per side, whichever is higher. This suggested scale is slightly higher than that set for larger groups (*The Billboard*, April 21).

### Group Scales

The latter scales vary from \$14 per side or per hour for groups of 16 or less, to \$9 per side or per hour for groups of 25 or over. In each of the group categories there is specified a minimum amount of payment "per call."

The next session of AFRA and the diskeries is scheduled for May 29. Frank Reel, AFRA exec, is now redrafting major sections of the proposed code.

## THEN THERE'S HOUSE OF DAVID

PHILADELPHIA, May 19.—Recognizing that jazzman Harry James has a baseball team, the classical musicians making up the Robin Hood Dell orchestra, all linked with the Philadelphia Orchestra as well, have issued a challenge to the trumpeting maestro's team. Apart from the publicity implications, the challenge calls for a game to "settle, once and for all, who's better, the long-hairs or the short-hairs."

## Capitol Prexy Skeds Eastern Bally Pitch

NEW YORK, May 19.—Capitol Records' Prexy Glenn Wallichs, who arrived here from the Coast this week for a three to five-week stay, will participate in a local institutional promotion campaign. Reasoning behind the campaign is that Capitol is more firmly entrenched as a major diskery on the West Coast, its headquarters, than it is in this sector. Theory is that Wallichs, as the diskery topper, is the appropriate party to spark a good-will campaign hereabouts.

Dick Linke, Cap's Eastern promotion topper, has set up a series of disk jockey show appearances for Wallichs for the next few weeks and the prexy also will make contact with distributors and dealers in the area as part of the campaign.

## ORK'S PHONY, MUSIC AIN'T

# Labels Hang High-Sounding Tags On Pick-Up Symphs To Lure Sales

NEW YORK, May 19.—For reasons ranging all the way from contractual commitments to pressure of competition and just plain old subterfuge, classical record labels have taken to the use of non-existent orchestras. At least, the orchestras credited with the performance on many disks are either masquerading under new names or are studio men on whom a high-sounding organizational name has been placed. While the practice is not new, it is certainly much more evident these days.

One of the reasons for the use of such names as National Theater Orchestra, the Austrian Symphony Orchestra, the Radio Symphony

Orchestra and the German Philharmonic Orchestra is the label's belief that it must present the front of having contracts with important performing groups. Name competition from the major LP firms has forced some of the smaller labels into tagging musical groups with arty monikers. In many cases the works are performed by well-known orchestras who are under contract to other labels. In other instances the label seeks to cover up the source of its music with a legitimate-sounding name.

### History Repeats

Tradesters point to the similarity of the current situation with what

happened some years ago when pop diskeries refused to allow artists to record for transcription firms. The artists at that time used to wax under assumed names even tho their sound was easily recognized. In the classical field, it is almost impossible to identify an orchestral sound. An important

(Continued on page 38)

## TV, ASCAP Reps Look to Last Talks

NEW YORK, May 19.—Representatives of the All-Industry Television Per Program Committee and the American Society of Composers, Authors and Publishers during the coming week will enter into more extensive negotiations in an attempt to arrive at mutually satisfactory music rates. It is known that Judge Simon Rifkind, who with Stuart Sprague represented the TV committee, and Her-

man Finkelstein, of ASCAP, are set for sessions Monday (21). The sessions now coming up are expected to be the final ones—leading either to a settlement or to court action. The 60-day final period of negotiation, called for in the consent decree, does not end on the same date for most stations. Generally, however, June 9 is the final day, with the exceptions varying little.

The TV committee met in New York (Continued on page 38)

## Prado Booked For 1-Nighters

CHICAGO, May 19.—Cuban band leader Perez Prado, will work his first one-nighters in this country May 26 at the Ashland Auditorium here. Prado's crew of American Federation of Musicians will be flown here to play the week-end benefit dance for the St. Francis Youth Center. Booking was set by Father Patrick McPolin, local priest who's been doing an outstanding job in working with the Windy City's Mexican youth. Prado, a hot disk property because of his modern jazz mambo etchings, will be working under AFM regulations and with union approval, tho New York's Local 802 had originally refused to issue a card. After working dates in New York on an American Guild of Variety Artists card, Prado was accepted for membership in AFM's Newark local.

## 10 RCA Toppers Off On 48-City Sales Junket

NEW YORK, May 19.—Ten key RCA Victor sales and merchandising execs take off for a nationwide series of distributor meetings in 48 major cities leaving from Camden and New York next Tuesday (22).

The junket, beamed at nipping traditionally sluggish summer activity (*The Billboard*, April 28), will stress three aspects: A new catalog-stocking plan, a six-week "blitz" on pop records during the hot months, and a hefty promotional push on the Disney cast album of *Alice in Wonderland*.

The catalog-stocking plan, details of which were not revealed by the diskery, will be facilitated

## Merc Rejects A-R Royalty Bid on 'Waltz'

CHICAGO, May 19.—Mercury Records this week turned down a request from Acuff-Rose Music to pay in full its royalty fees on the 2,300,000 copies of *Tennessee Waltz* disked by Patti Page. The total royalty from Mercury amounts to \$46,000. Acuff-Rose asked that the money be put in escrow, pending settlement of the suit between that firm and Hill & Range over legal right to the song.

It is understood that Mercury, told Acuff-Rose that it is holding the money until the courts decide which firm is rightful publisher of the tune, feeling that if Mercury makes payment in escrow to Acuff-Rose, it would also be legally responsible to make a similar payment to Hill & Range. It is the contention of Mercury that, at the present, Acuff-Rose has no legal right to a payment in escrow.

by the September *Music America Loves Best* catalog, which will itemize disks available on all three speeds, including the new Red Seal, pop and kid merchandise to be released thru September.

The six-week push on pops will utilize a number of media—trade paper and co-op local ads, dealer displays, radio time (see April 28 story for details). Syndicate store buyers will be contacted by salesmen in a special campaign.

The *Alice* album, a new storybook "giant," will get what the diskery characterizes as the "most comprehensive promotion campaign ever built" on its kid line. (Continued on page 33)

# AFM CONFABBERS PLUMS AND PITS

Film Royalty Pact Sweet, But Canned Music Defeat's Bitter

Continued from page 1

AFM tradition also cannot be denied. This became evident when it was ascertained that much of the AFM's progress in TV film was made at the expense of live employment. Truth of this was shown during the AFM's negotiations with the networks. The latter, first claiming they would never sign a 5 per cent royalty pact, finally did so, but only when AFM agreed to impose no restrictions on the use of canned music in AM and TV.

### Parry & Thrust

AFM, in other words, gave up its years' old cause celebre, canned music, in order to further crystallize the royalty principle which the AFM first instituted several years ago in the record business.

Acceptance of this principle is hard to take for many members and execs of the AFM, and it is felt that the AFM administration at the convention may find it necessary to develop some sort of apologetics. It's no secret, for instance, that members and execs of large locals did not take kindly to the AFM's apparent no-fight attitude on the matter of mechanical music. On the other hand, the AFM, since Taft-Hartley, has felt handcuffed, has struggled to maintain the status quo in AM broadcasting. Also, and very signifi-

cantly, it decided to edge into TV, the upcoming most important amusement genre.

It is not considered likely at this point that Petrillo will have much trouble allaying the wrath of some of the AFM malcontents who will be present at the convention. For even tho the TV-film contract form implies AFM withdrawal from the canned music battle, the advantages of the TV-film contract are obvious. Like the fund accruing from record royalties, the fund accruing from film royalties will be apportioned among all the locals—share and share alike—truly an operation designed to tickle the cockles of the small locals.

### Philosophic Pattern

The AFM philosophic pattern with regard to the radio picture has become clear. It is one of maintaining the status quo, if possible. This was brought out in the AFM network negotiations and in negotiations conducted on a local level with indie outlets. The recently concluded pacts between Local 802 and Class "B" outlets are further examples. The radio picture, in other words, shows little hope of improvement. This, plus other employment drops, as in vaudeville, bands, etc., will necessitate many huddles as to strategy, in order that delegates might take back to their locals some hope of alleviation.

One of the interesting reports at the convention will be the report of Samuel Rosenbaum, trustee of the Music Performance Trust Fund. This will mirror the generally prosperous year in the record business as well as showing how the royalty principle pays off. Other matters of much interest will have to do with the agitation for welfare and pension plans.

## Shuffle Outlets To Boost Sales For Discovery

HOLLYWOOD, May 19.—In a move designed to expand its distribution set-up and weed out unfavorable concerns, Discovery Records will reshuffle its 25 distributors in this country. This is the first action taken by the label since Good Time Jazz Records recently took over operation. GTJR topper Les Koenig will also concentrate activities on a few artists, rather than devote a lot of time to many artists. Initial session under the new regime is skedded for early June, with eight sides by the Red Norvo Trio.

Koenig admitted that the majority of Discovery outlets were doing well, but added that a few were not as alert as the label wished them to be, therefore, in areas where distribution has not been

(Continued on page 33)

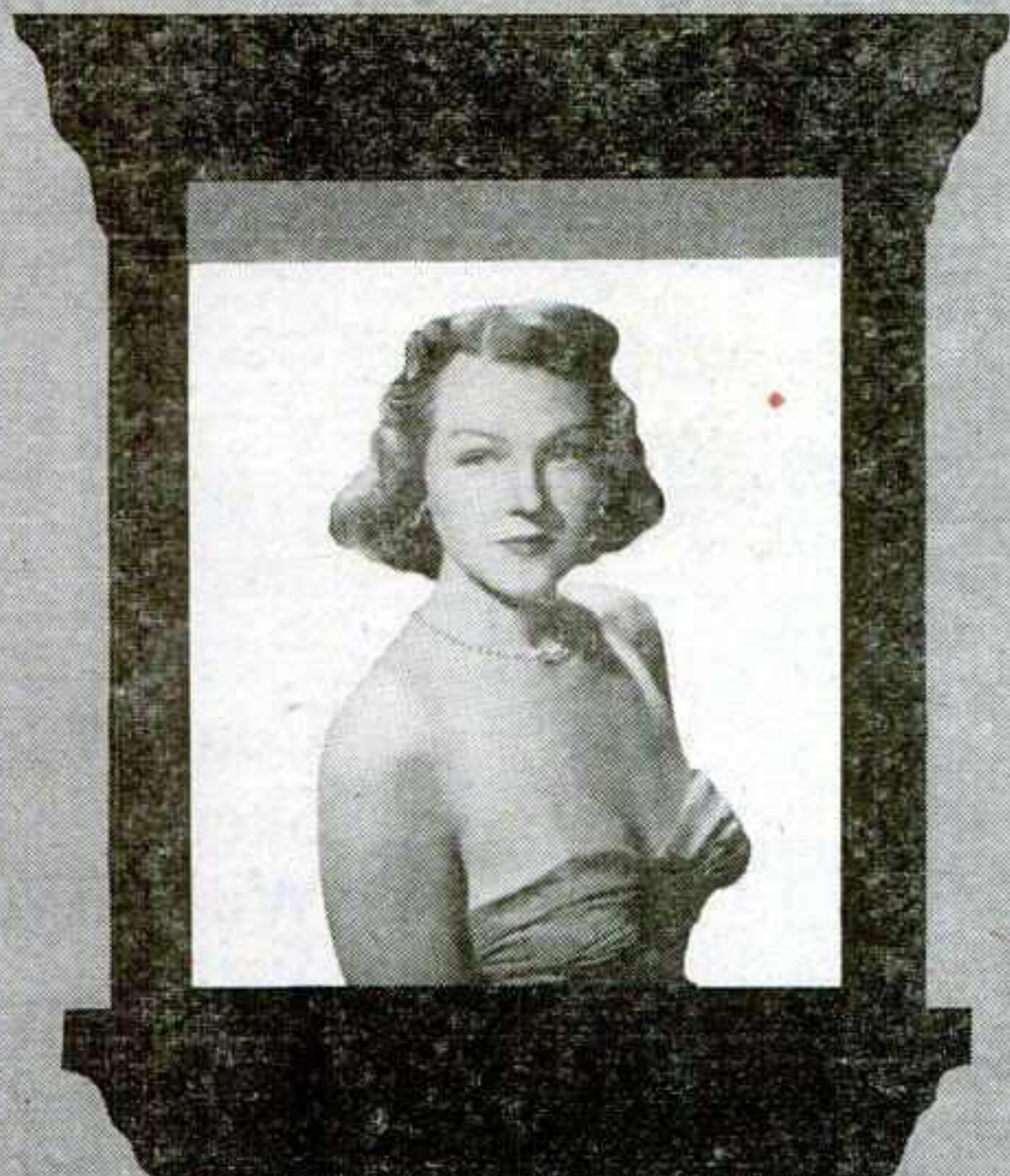
## Modernaires, Crosby Trek

HOLLYWOOD, May 19.—Bob Crosby and the Modernaires will team up for the first time next month on a series of location and one-nighter bookings. Trek kicks off June 22 at the Orpheum, Omaha. Tour will carry Crosby and the singers thru August. Music Corporation of America's Berle Adams is booking the junket.

Skedded so far are the Chicago Theater June 29 for two weeks and the Paramount Theater, New York in July. Crosby is expected to ink acts in the various cities and play some one-nighters in the East. Package gets a guarantee plus a 50-50 split of the b. o.

Crosby and the Modernaires are cutting plug platters at Columbia Broadcasting System which will precede the Eastern tour. Transcriptions include songs, with Crosby telling of forthcoming appearances. Disks will be played on radio stations, presumably sandwiched between platters of the vocal group and the singer.





**JO  
STAFFORD  
SINGS**

**"ALLENTOWN  
JAIL"**

with Paul Weston and his Orchestra



**AND  
"SOMEBODY"**

with The Norman Luboff Choir  
and Paul Weston and his Orchestra

78 rpm 39389 • 33 1/3 rpm 3-39389 • 45 rpm 4-39389

First, Finest, Foremost in Recorded Music



# Tax Outlook Rosier For Musical Segs

Continued from page 2

mittee, however, voted to continue tax coverage of carnivals, circuses, rodeos and other outdoor amusements operated for profit.

6. Exempted all community-supported symphony orchestras from the admissions tax.

7. Established a flat rate of 20 per cent for photographic equipment, film and the like, in place of the present rate of 25 per cent on apparatus and 15 per cent on film.

8. Rejected an administration proposal for a tax on house trailers.

9. Increased the tax on hard liquors, beers and wines by less than a third the amount sought by the Treasury Department.

10. Flatly rejected staff proposals to tax soft drinks, candy, chewing gum and fountain sirups.

11. Proposed an increase in the tax on gaming machines from the present \$150 to \$250.

The House Ways and Means Committee's agreement are seen favoring some revision before Congress completes action, but the over-all prospect is for moderation of practically all stiff amusement tax hikes asked by the Treasury Department. Also the recommended tax exemptions are sure to stand. Tentative agreements made by the Committee last week on rises in personal income taxes and corporation taxes are already being mulled for revision by the Committee itself, which is seeking to get a final tax program bill to the House floor with as little delay as possible. Acrimonious debate is likely when a final bill reaches the floor, with some members of the House Ways and Means Committee far from satisfied with the tax program thus far, and some broad changes are possible. Seen surest of survival are the Committee's recommended exemptions for several amusement industry groups from the admissions and cabaret taxes.

Viewed as a particularly signal development is the Committee's recommended exemption from the 20 per cent cabaret tax of ballrooms and dance halls where serving of food and drinks is incidental to furnishing music and dancing privileges. The Committee explained its action as based on the fact that Congress originally had intended the exemption for ballrooms but Treasury has had a tendency to interpret the law otherwise. The Committee felt the spelled-out exemption was necessary because courts in recent years have been interpreting the levy as covering ballrooms and dance halls.

### NBOA Wins Fight

The National Ballroom Operators' Association has fought the

## Levington Sets Chi Pubberies

CHICAGO, May 19.—Archie Levington, vet contact man who has been associated with Lou Levy's Leeds firm for 11 years here, this week put into gear his own Alton, a Broadcast Music, Inc., affiliate, and Midway, an American Society of Composers, Authors and Publishers' affiliate. Levington is shuttering his present Chi offices, but will retain an office in the city. The new Leeds set-up will be housed in smaller quarters. Chick Kardale will continue to rep Leeds in Chi.

Ted Browne will continue as general manager of Alton (*The Billboard*, May 12) while Levington will supervise both the BMI and ASCAP firms. Levington feels that the Midwest is a logical source for plenty of good new songs, pointing out that he made deals with writers for Leeds which brought in songs such as *Brush Those Tears From Your Eyes, It Is No Secret and Have I Told You Lately That I Love You?*

In addition, Levington intends to actively engage in scouting songs and talent for diskeries. At present he is working out a recording deal whereby Don McNeill, of American Broadcasting Company's *Breakfast Club*, will be paired with Fran Allison on McNeill's first waxing. Levington said a major diskery has taken an option on the waxing idea.

tax coverage year after year as "a serious inequity." In the last Congress the NBOA appeared to be almost in sight of victory in gaining the exemption, with the House Ways and Means Committee inscribing it into the tax bill headed for the floor, but the proposal was scraped in the defense tax rush after the Korean outbreak. The NBOA intensified its crusade this year when the Supreme Court refused to review a case in which a ballroom group was challenging a lower court decision upholding an Internal Revenue Bureau collector.

Also viewed as signal victories for important segments of the amusement world are the proposed exemption for non-profit-sponsored affairs, opera groups and symphony orchestras. Legislation for these exemptions has come before almost every Congress in the last decade.

The Committee's proposal to hike the current 10 per cent tax on disks, phonos, radio-TV sets and musical instruments to 15 per cent instead of the administration-proposed 25 per cent, came as no surprise to seasoned observers here despite the Treasury campaign for the stiffer hike. The administration wanted to raise an additional \$87 million from this tax source, but the House committee's action proposes to limit the increased revenue yield to \$55 million. Industry spokesmen had argued, in effect, that the 25 per cent hike would have defeated the administration's objective by threatening to "kill the goose that lays the golden egg."

## GIMMICKS ON THE LOOSE

### Coast Terperies Use Them To Boost Trade

HOLLYWOOD, May 19.—Local ballrooms are depending on an assortment of gimmicks to draw customers this summer. Ops must buck such competition as the Hollywood Bowl, Greek Theater and the Balboa, Laguna Beach, Santa Barbara and Palm Springs resorts. Ad campaigns, giveaway coupons and TV shows are planned to offset any dance drought.

Trianon, currently featuring Buzz Adlam, uses teaser coupons. On leaving the dancery, coupons are distributed which advertise the coming attraction. Each paper is numbered and the following Saturday a drawing is held, with the lucky ticket holder receiving cash prizes. Ada Leonard's girl ork returns for the four Saturdays in June.

Casino Gardens, reopening June 1 (see other story), with Tom Cavanaugh doing exploitation for Tommy Dorsey, will utilize extensive radio-TV promotion as well as full-page newspaper ads. Cavanaugh and Dorsey will huddle here Monday (21) on ad plans. Also in Ocean Park, both Aragon and Santa Monica terp houses

### Burke Ork Breaks In at San Diego

HOLLYWOOD, May 19.—Latest diskery staffer to turn orkster, Sonny Burke, broke in his band Saturday (12) at Pacific Square Ballroom, San Diego, in preparation for a Palladium date October 2. Newest addition to the ork is the Cheerleaders (two gals, three guys), who with vocalist Don Burke will handle the singing chores. Following book revision, Burke will take his band on local one-nighters, playing on week-ends so as not to interfere with his recording work at Decca.

Decca will try spot promotion of the band, hoping for future Decca waxings as the result of tests on the one-nighters. Should the gimmick prove commercial, the Burke band may base majority of platter sessions on popularity of numbers played on the week-end junkets. General Artists Corporation is booking the local dates.

Burke's band is being built especially for the Palladium, only other orks formed for such a date being Jerry Gray's and Frank DeVols.

## TOP FRENCH APRIL TUNES

PARIS, May 19.—The following songs, in order of importance, were the best sellers in France for the month of April:

1. Domino .....Arpege
2. La Petite Diligence (The Little Carriage) ....Arpege
3. Maria Chapdelaine (Wedding of Lili Marlene).....Francis-Day
4. Les Trappeurs De L'Alaska (The Trappers of Alaska).....Meridian (Southern)
5. Chanson Douce (Sweet Song) .....Raoul Breton
6. Premier Printemps (First Spring) .....Arpege
7. Maia .....Arpege
8. Malgre Toute (Despite All) ...Imperia (Peter Maurice)

## Hong Kong Eases Ban on U. S. Disks; 10% Now Allowable

HONG KONG, May 19.—Restrictions on the importation of American made disks have been lifted somewhat here, with the local officials now issuing import licenses for limited quantities. According to R. A. da Silva, head of Colonial Trading Corporation here, only 10 per cent of requirements can be filled under the new restrictions.

The Chinese have forbidden the importation of *Tennessee Waltz* in their latest move to assure that an American "propaganda" isn't smuggled into Red China from this international city. Colonial, says da Silva, could easily sell at least 2,000 copies of the disk to the teen-agers here among the population of 2,500,000.

# Capitol Renews "Bugs" Rights for Next 3 Years

NEW YORK, May 19.—Capitol Records has landed the renewal recording rights to "Bugs Bunny" for the next three years. Trade reports in the past three months had indicated that "Bugs" would wind up on any of several labels, except Capitol, shortly after the pact ran out with the Coast diskery. But the entire matter was settled quietly and rapidly, reportedly because Capitol has Mel Blanc, who provides the voice for "Bugs" and its affiliated comic cartoon characters under an exclusive recording paper. Without Blanc, the package would be worthless to competitor diskeries. Capitol's renewal deal has been agreed upon between the diskery and representatives of the Warner Bros.' pubbery and flickery, but the papers had not been signed at press time. The deal is being completed on the Coast by Alan Livingston, Cap's artists and repertoire veepee, with the Warners' legal eagles.

### Cottontail Talk

Since the early part of the year trade undercurrent indicated that "Bugs Bunny" was up for grabs when the Capitol pact ran out and that RCA Victor would get the cartoon character. With an awareness that "Bugs" had proved to be one of the more valuable kidisk entities on the market, Warners put "Bugs" on the open market and drew bids from Decca and Columbia as well as the Victor company. The asking price was \$30,-

## Daniels Wax A la Tucker

CHICAGO, May 19.—Following the success of the experimental Sophie Tucker nitery routine, recorded as an LP and later sold in portions on single 78 r.p.m. disks, Mercury this week set up a similar disking plan for Billy Daniels, the bistro warbler. Art Talmadge, firm's exec v.-p. in charge of a. and r., noting the response to Daniels's warbling in smart cafes, has decided to cut a 10-inch LP disk, carrying Daniels's complete nitery stint. Tabled *The Torch Hour*, name given to Daniels's cafe work, disk will be cut June 5 in the Reeves' studio, New York.

In order to approximate Daniels's nitery work, Joe Carlton, New York Mercury a. and r. rep, is setting up a d.j. contest, whereby approximately 100 Daniels fans will be at the session to act as a studio audience. Jocks will reward listeners who win the contest with a chance to personally attend the waxing session, and each will later be mailed an autographed LP disk. Studio will be equipped with a boom mike, enabling Daniels to move about, same as he does on stage. Outside of the current flood of jam session albums on the market, this is believed to be the first time a studio audience has been used on a disk. Accompanist Benny Payne and a studio ork will back Daniels.

## TV SETS AT AUCTION

### Monarch-Saphin Sells 7,000 in Four Days

NEW YORK, May 19.—A number of highly paradoxical moves and/or statements this week further pointed up the confusing state of the television set industry. The most dramatic action was the near-fabulous auction sale of more than 7,000 video sets held here by the Monarch-Saphin stores. The three-shop chain rented a large ballroom in the Hotel Capitol and via heavy newspaper ads announced an auction of its entire stock of sets. Prices at which the sets were finally sold created consternation on all levels of the industry.

And while the auction was going on, with sets being sold at prices far below dealer cost, Admiral President Ross D. Siragusa, issued a pronouncement to the effect that TV set sales have turned the distress corner and "are again headed in a more successful and orderly direction." This week, too, Emerson raised its set prices effective June 1. The firm had cut prices as much as \$170 May 1.

The Monarch-Saphin auction will probably go down in TV history as not only the most intriguing of all retail sales, but as the largest headache yet handed the infant industry. Dealers, distributors and manufacturers were frantic all week in attempt to find some legal method of halting the sale. Dealers screamed and threatened, distributors squirmed and blanched and manufacturers in most cases issued ambiguous statement or just refused to comment.

One of the auction sale facets which caused the great hysteria was the auctioneers' method of stating the list price of the set, the actual dealer cost and then starting the bids. To some observers it appeared as tho bids were being halted at extremely low prices so that the auctioneers would move groups of sets at one time to various purchasers. By the end of the week, Monarch-Saphin reported that it had sold out its entire stock in the four days instead of the expected four weeks.

000 per year guarantee, a considerable sum in view of the limitations of the kiddie market.

One of the most interested bidders was the Simon & Schuster Little Golden diskery. But the \$30,000 price was too steep for them and, on the assumption that Victor had the deal, approached the RCA waxery with a proposition to share in the responsibility for the guarantee in exchange for rights to "Bugs" for a seven-inch kid line. Victor's apparent interest in the character was for standard type kid albums.

When the Victor deal went to the attorneys, it turned up, according to responsible tradesmen, that Blanc had a firm exclusive wax pact with Capitol and that he couldn't be delivered with the cartoon characters for the diskings. The Blanc pact left no alternative but for the Warners to come to a new agreement with Capitol.

## Count Basie Skeds Tour With Revue

NEW YORK, May 19.—Count Basie sets out next week on his first serious big-band effort in almost two years. In addition to a 13-piece ork, he will take his own revue on tour. Personnel includes mimic George Kirby, dancer Bill Bailey, thrush Irene Williams, and the Norma Miller Dancers.

Basie winds up his current sextet after he concludes a week's engagement with the small group at the 400 Casino, Buffalo, Wednesday (23). The big-band revue tees off at the Howard Theater in Washington for a week. A week of one-nighters thru the South, booked by Ralph Weinberg, follows, tho it has not been settled whether the revue will accompany the ork on this junket. The one-nighters will continue on a swing thru Ohio and Indiana and into Chicago, where the band and revue open at the Regal Theater June 29 for a week. Itinerary calls for two weeks at the Flamingo, Las Vegas, opening July 12, and then a swing to the Coast.

Basie is booked by Willard Alexander. The orkster's first big-band disking in some time is on a Columbia release this week.

## BMI Sponsors Music Contest

NEW YORK, May 19.—Broadcast Music, Inc., is sponsoring a nationwide music contest for college and high school students, it was announced by BMI Prexy Carl Haverlin at a program clinic session at the Plankington Hotel in Milwaukee this week.

The contest will be carried thru by the various State broadcasting associations. BMI will publish and exploit the winning compositions. Ben Laird, prexy of the Wisconsin State Broadcasting Association, announced that his group was contributing \$1,000 in prizes each year for the next three years, the first of the associations to act on the BMI plan.

## Separate Actions In 'Third Man' Suit

NEW YORK, May 19.—Encore Music Publications, Inc., will have to make separate claims against each of five picture exhibitors and the distributor named as defendants in its infringement suit on the use of *Managua Nicaragua* in the film *The Third Man*. That was the decision of Federal Judge Vincent Leibel here this week in granting a motion by the Selznick releasing organization, City Entertainment Corporation, Loew's Theaters, Inc., Century Theaters, Inc., and Estates Theaters, Inc. *The Third Man* was produced by London Film Productions.

"It seems to me," Justice Leibel said, "that the complaint, in its present form, is good against the producer as alleged infringer of the so-called synchronization rights, because the producer would be responsible for its own acts of infringement and also may be liable for contributing to the alleged infringing acts by the distributor. . . ."



**SOARING TO THE TOP!**



*LIFE Magazine Says:*  
**"AMERICA'S TOP  
GIRL SINGER"**

**PATTI  
PAGE**

**"MISTER AND  
MISSISSIPPI"**

COUPLED WITH

**"THESE THINGS I OFFER YOU"**

MERCURY 5645 · 5645X45

**The Greatest Hit of the  
Summer!**



**VIC  
DAMONE**

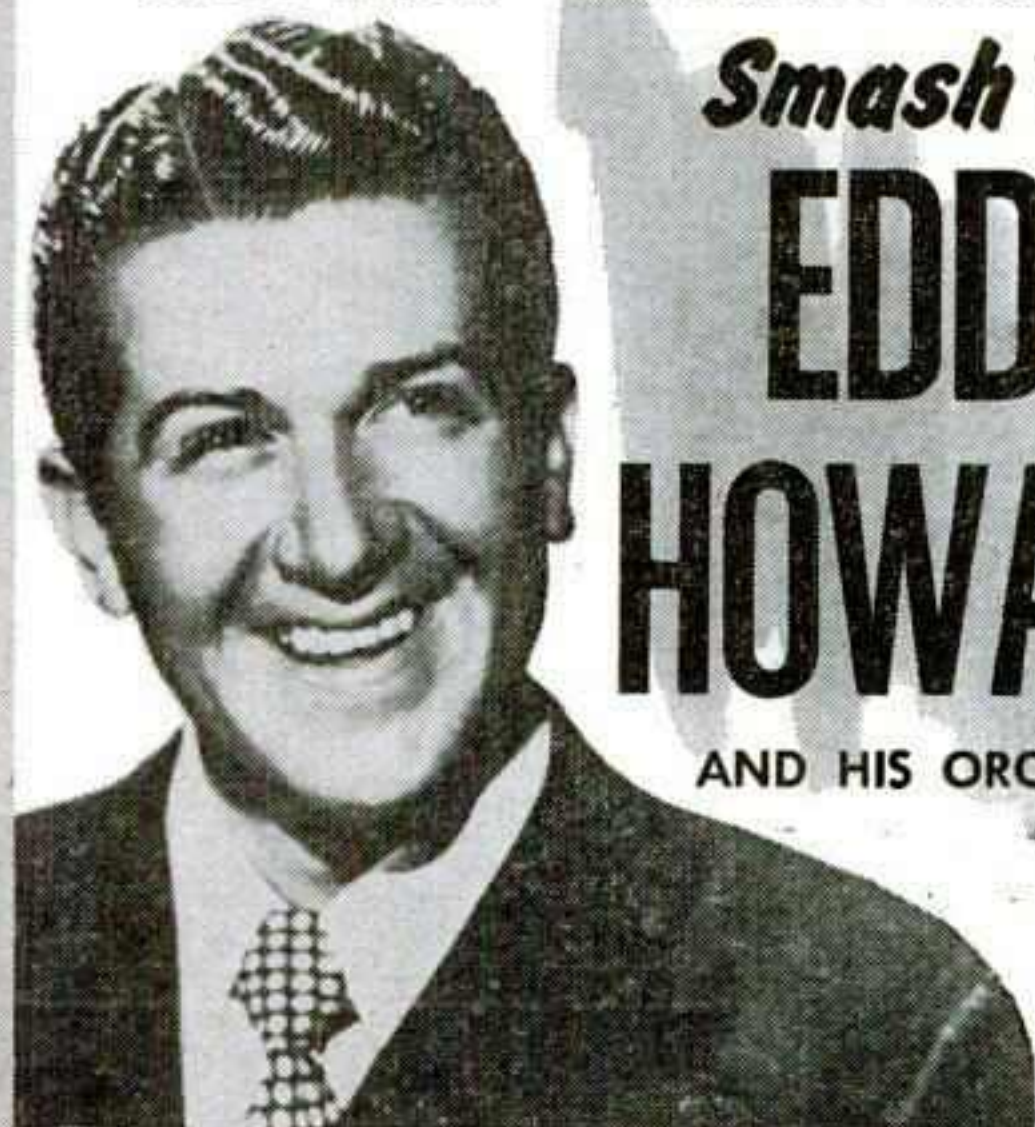
**"MY TRULY,  
TRULY FAIR"**

COUPLED WITH

**"MY LIFE'S DESIRE"**

MERCURY 5646 · 5646X45

**Another Double Barreled  
Smash for**



**EDDY  
HOWARD**

AND HIS ORCHESTRA

**"THE STRANGE  
LITTLE GIRL"**

COUPLED WITH

**"WHAT WILL I TELL MY HEART"**

MERCURY 5630 · 5630X45

**BIG! BIG! BIG!**



**AL  
TRACE**

AND HIS  
ORCHESTRA

**"PRETTY EYED  
BABY"**

FEATURING LOLA AMECHE

COUPLED WITH

**"THAT'S THE ONE FOR ME"**

MERCURY 5609 · 5609X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



## 15% TV Sets Have Players; 30%, Jacks

NEW YORK, May 19.—Of the more than 630 different television set models currently in the lines of 66 manufacturers, only 15 per cent are equipped with record players. And only an additional 30 per cent of the sets have phono jacks which permit the attachment of record players. More than half of all TV sets being made cannot play disks in any way. These are the highlights of a survey made by *The Billboard* this week.

The 66 manufacturers of both branded and private labels video sets produce a total of 632 different models in a variety of cabinets and finishes. Ninety-five of the sets have record players and 194 have phono jacks. Only 18 of the 66 firms equip all their models with either the players or the jacks. The other 48 manufacturers are apparently inconsistent in their attitude toward the inclusion of jacks or phonos. In many cases, a few of the sets in a single firm's line will be equipped with players, a few with jacks and many with neither.

## Mercury Gets Disk Rights To "Medium"

NEW YORK, May 19.—Mercury Records has secured the disk rights to the sound-track of the forthcoming movie version of Gian Carlo Menotti's opera, *The Medium*. The package, which will consist of two 12-inch long-play platters, will be issued in early fall to coincide with the premiere of the film. The movie version of the opera includes about 30 minutes of new music and two additional sequences. *The Medium* originally was presented on Broadway on a bill with *The Telephone* and both were recorded by the original casts for Columbia.

Marie Powers, who starred in the Broadway version, is cast in the movie along with the highly publicized young soprano Maria Anna Alberghetti, who since the movie was made has signed an exclusive recording deal with Columbia. The movie was directed by Menotti, who, of course, was responsible for music and libretto of the opera. Walter Lowendahl produced the flicker and the Symphony Orchestra of Rome Radio Italiano conducted by Thomas Schippers performed the orchestral choes. Recording of the sound-track was supervised by Bob Fine, who is a top engineer at the Reeves Studios here, which is the Mercury recording headquarters in this area.

David Hall, the Mercury long-hair artists and repertoire director, set the deal for the diskery. It marks the second major long-hair deal set by the firm in recent weeks. Diskery several weeks ago inked a term exclusive recording paper with the Chicago Symphony Orchestra.

## DESTO ISSUES "17TH CENTURY GUYS & DOLLS"

NEW YORK, May 19.—The first complete recording of John Gay's *Beggar's Opera* was issued this week by Desto Recording Company, newest LP indie firm. The set of three 12-inch disks, which retails for \$17.85, is being merchandised as "The 17th Century Guys and Dolls." Heading the cast of 40 people used in the waxing are Nancy Walker, Philip Bourneuf and Leon Janney. Max Goberman, currently music director for *A Tree Grows in Brooklyn*, handled the bating on the disks, and Frank Papp was dialog director.

The LP package was recorded several months ago using separate casts for the musical and dramatic portions of the English opera. The recording includes 69 songs. National distribution is thru J. B. Sales Associates here, with regional distributors being appointed.

# Music as Written

## Cap Inks Gisele McKenzie, Expanding Roster of Fems . . .

Capitol Records again expanded its fem artists ranks last week with the signing of songstress Gisele McKenzie. This brings Cap's thrush roster to a new high, coming on the heels of the inking of Lou Ella Robertson (*The Billboard*, May 12). Miss McKenzie, Canadian songstress recently inked for Campbell's "Club 15" air show, does not conflict with any of the label's present singing fems, according to artist-repertoire Veepee Alan Livingston.

## AFM Puts Bite on L. A. Symphony for 10% Hike . . .

Los Angeles Symphony Association is faced with an American Federation of Musicians' bid for a 10 per cent hike in pay. Instrumentalists are currently receiving a weekly minimum of \$92.50. However, many of the musicians' weekly take far exceeds the minimum, ranging as high as \$300 per week. Negotiations are being carried on between Local 47's veepee, Phil Fischer, and the symphony association's board.

## Vega Repackages LP's In Albufole Sleeve . . .

The low-priced LP disks issued by Vega Records have been repackaged in a new type of sleeve which opens like an album, but is so constructed as to hold the LP record from sliding out of the folder. The trade name for the new packaging is "albufole." Disks retail for \$1.59. In addition to the 32 disks in the firm's LP catalog, the Vega label is now issuing both 45 and 78 r.p.m. disks at 79 cents. The firm's president, Jim Bray, recently completed a coast-to-coast trip on which he named 21 distributors in the United States and three in Canada.

## Kenny Quits Ink Spots To Join Key Notes . . .

Herb Kenny, who has been handling the baritone chores and talking segments for the Ink Spots for many years, left the unit to take a featured spot with Buddy Hawkins and the Key Notes. A twin brother of Bill Kenny, leader of the Ink Spots, Herb Kenny cut solo sides last year for the Aladdin Records label. Under the managerial wing of the Jolly Joyce Agency here, he joined the Key Notes unit last week at the Red Hill Inn at Pennsauken, N. J.

## John Anthony Launches Tip Top Record Label . . .

Cleffer John Anthony has launched Tip Top Records, kicking off with "Where Can You Be," written by himself and Pinky Herman. Tune was cut by the Three Beaus and a Peep.

## Carlin To Coast For RCA Kidisk Line . . .

Steve Carlin, kidisk a. and r. topper for RCA Victor, planes to the Coast Tuesday (22) for a 10-day stay during which time he will dub Jerry Colonna and Sterling Holloway for the "Alice in Wonderland" album, cut a pair of single sides with Dennis Day and wax a "Christmas Carol" album with a movie star as yet not designated.

## New York

Debby Ishlon, of Columbia Records publicity, leaves for a month's trip to Europe and Israel Wednesday (23). . . . Buddy Basch is flacking the music from the Danny Kaye flick, "On the Riviera." . . . Music Publishers' Protective Association will meet the first week in June to discuss the proposed pension plan for contact men. . . . Freddy Miller's ork has been engaged for the summer season at the Waldmere Hotel, Livingston Manor, N. Y. . . . Capitol thrush Mary Mayo is featured on "Your Dancing Party," new Saturday night radio show on the American Broadcasting Company.

Gene and Kay Goodman had their third child, a boy, at Horace Harding Hospital Tuesday (15). . . . Pinky Roller, formerly with Jubilee Records, has set up as an indie disk flack. He is handling Jubilee and the Bernie Mann ork. Abbey Records' prexy, Pete Doraine, last week signed Chicago warbler Dick Paige to a

long-term diskery and personal management contract. Doraine also picked up a pair of Paige masters which will be released immediately. The chanter has been working on a series of Mid-west radio and TV shows. . . . Sidney Siegel, president of Seeco Records, Latin-American label, is back from a South American tour. Siegel signed the Desar Conception band in Puerto Rico and the Jose Luis Monero ork here to diskery pacts. Conception was formerly on the RCA Victor label. . . . Longhair disk names like Marian Anderson, Jennie Tourel, Erna Berger, Eileen Farrell, Blanche Thebom, Jan Peerce, Mack Harrell and Norman Farrow will sing in a series of three weekly Town Hall concerts beginning next December. Programs will be devoted to Bach music and also feature the Bach Aria Group. . . . Song-writer Sylvia Dee ("Too Young") had her third novel published last week by the Macmillan Company. Latest, "There Was a Little Girl," is a family comedy.

RCA Victor's pop musical director, Hugo Winterhalter, left for Chicago Sunday (20) evening to slice a session with Wayne King's ork. . . . MGM Records' distribution boss, Charles Hassan, took to the road Monday (21) to spread an advance exploitation campaign for the diskery's forthcoming sound track albuming of "Showboat." Hassan will cover the area in and around Minneapolis, Detroit and Cleveland. . . . MGM flickery musical director, Johnny Green, is in town. . . . Gene Williams' ork will hold down the podium at the Glen Island Casino for the summer beginning June 1.

Tutti Camarata last week began making the Eastern deejay rounds, with Decca promotion man Leonard Wolf guiding him. Camarata, promoting his first release on Decca, "Pizzicato Rhumba" and "Swedish Rhapsody," has already hit Philadelphia, Baltimore and Washington and will visit cities in the New England area next. . . . Abby Albert and a quintet have been set for an indefinite stand at the Stork Club here beginning next week. . . . Jerry Gray's band will not hit the East this summer. A change of plans will take Gray and his unit into the Edgewater Beach Hotel, Chicago, for four weeks beginning June 7. The date he was skedded to play at Frank Dailey's Meadowbrook has been set back from June to September.

Johnny Desmond flew in from Chicago and Monica Lewis from Hollywood to get together to slice a brace of duets for the MGM label. . . . Billy Eckstine, after a week's vacation, is slated to play a week at the Latin Quarter in Boston next week and will follow that with a week at the Town Casino in Buffalo. . . . Thrush Madelyn Russell, recovered from an emergency operation, returns to work next week as a member of the Jack Carson package, which breaks in at the Casino Theater in Toronto. . . . Louis Armstrong is slated for two weeks at the Standish Hall Hotel, Quebec, beginning July 30.

## Chicago

Tony Fontaine, Mercury warbler, recently married Toni Ferris, movie starlet. . . . The Kenny Myers (he's Eddy Howard's flack, working out of Sam Honigberg's office here) became parents of a son, Jeffrey Donald, May 10. . . . Al Nemetz's bistro, the old Russell's Silver Bar, is angling for a d.j. show, a la the Chez Paree show. . . . The Mack Twins, male identical twin piano duo, have been inked to a management pact by Jim Roberts, local percenter. Twins, who worked with Tex Cromer's ork, are set for the summer at the Villa Moderne, where they'll augment to five pieces for the week-ends.

Bill Snyder, the piano orkster, has turned over his "Chicago Blues" to Bobby Mellin. Tune already has been etched for London by Snyder. . . . Coleen Hofer, wife of George, the jazz scribe, has left flacking duties for Dave Garroway. . . . The Mayfair Room of the Blackstone Hotel has dropped its seven-day week policy, closing two nights per week. Hotel found that patrons wanted to hear only name bands and therefore dropped the off-night local orks.

Tony Fontaine is dickering with several booking offices, re-

garding management pacts. Mercury chirper has received two offers for screen tests during the past week. . . . Indications are that Lawrence Welk will not work the Aragon or Trianon ballrooms. Rumor is that Welk and Bill Karzas disagreed over pact money. Terpalaces have played Tex Cromer, a Welk styled band, with Leo Pieper, another Welk contemporary, set late in the summer.

## Hollywood

Capitol Records has issued a mag for people who sell platters, tagged "Pickups." Interviews with salespersons will be a regular feature. . . . Ada Leonard brings her all-gal ork back into the Trianon for four Saturdays in June. . . . Red Skelton and Ann Miller are set for top roles in MGM's "Lovely To Look At," skedded for summer lensing. Hermes Pan will supervise musical numbers. . . . Ike Carpenter and Sarah Vaughan Saturday (19) play Rainbow Gardens, Pomona, Calif. . . . Universal-International music department is scoring four feature pix and a trio of shorts. Full-length films are "Fine Day," "The Cave," "Fiddler's Green" and "One Never Knows." . . . Henry Berman and Don Weiss are completing final editing of the score for MGM's "Bannerline." At the same studio the Harry Warren-Johnny Mercer combo introduce three new tunes in "Belle of New York," "Naughty But Nice," "I Wanna Be a Dancin' Man" and "I Love To Beat the Big Bass Drum." . . . Max Steiner is to cleff the score for "Force of Arms" at Warners. . . . Leith Stevens does the musical chores on Paramount's "When Worlds Collide" with a 45-piece ork. . . . Paramount will stage a nationwide contest to choose a title for the new Bob Hope-Hedy Lamarr pic. . . . Benay Venuta switched from Abby Greshler to William Morris. Five arrangers are working on special material for the singer. . . . Edward J. Kay in town to pen music for "Let's Go Navy," a Jan Grippio production.

## Diskers Want Roll, But Without 'Back'

NEW YORK, May 19.—It was generally agreed in the disk industry that record manufacturers would be able to substantiate the first-of-the-year general price increases in their reports to the Office of Price Stabilization. Reports must be filed with the OPS before May 28. There has been talk of a price roll-back in the disk business as a result of the government's move to investigate price increases. Talk provoked one diskery to issue a statement to its distributors notifying them of the possibility of such an action. A spokesman for the industry went to Washington this week to

## Detroit's 250th Birthday Gives Impetus to Symp Orch Revival

DETROIT, May 19.—Detroit's 250th birthday year has provided a springboard for the re-establishment of the Detroit Symphony Orchestra which will provide jobs for some 90 musicians. After three years of uncertainties, the whole reorganizational project was accomplished within a three-week period.

John B. Ford Jr., a former member of the board of directors of the Detroit Symphony Society and widely known industrial and civic leader, is securing adequate financial backing, pledging three years of support to the new orchestra enterprise.

Pledges of \$250,000 a year from business, industry, foundations, labor and from the women's organization for the symphony now appear definitely assured. Each company or organization makes a \$10,000 pledge annually and has equal voice in the management's policy. The City of Detroit will be permitted to pledge in excess of the \$10,000 amount. For the first time in history, the city's recreation program has included the symphony

## RCA on WFIL "Swing to 45"

PHILADELPHIA, May 19.—RCA Victor this week concluded a promotional tie with WFIL, local American Broadcasting Company station, which becomes the first radio station in the country to adopt the waxery's 45 r.p.m. platter speed as standard equipment. In addition to putting the station's turntables on a 45 r.p.m. basis via a speed-gearing clutch, a speed switch and a tone arm, the "WFIL swing to 45"—as the move will be ballied—includes installation of a complete 45 r.p.m. record library.

The station is starting with a set of 5,000 selections at that speed. Standard 78's and 33's will be used only as required, with station music library eventually going the way of the single speed.

### Streamline Job

J. B. Elliott, RCA Victor vice-president in charge of consumer products, said the WFIL move was devised to make a dramatic impact on both the public and the radio industry in an effort to develop wider acceptance for the 45-speed. Roger W. Clipp, general manager of WFIL stations, said that the switch is a space saver and also enables the station to do a belated streamlining job on its bulging recorded music operation.

WFIL is believed to be the first station in the country designating the 45 speed as standard broadcast equipment. It will also be used by the adjunct WFIL-TV where disk music is called for. "Switch to 45's" starts Monday (21) with disk jockey LeRoy Miller's opening spin at 6:30 a.m. To focus attention on the move, a week-long intensive exploitation campaign has been planned. Raymond Rosen & Company, local RCA Victor distributor, joins in the promotional effort.

### Mindy Carson P. A.

Highlight of the starting week will be the personal of the label's Mindy Carson on Thursday (24). The songbird will do a guest on all the platter and interview shows on the station and its TV partner that day, also taking in a personal appearance in the morning at the record department of the Lit Bros. department store. In addition, RCA Victor is recording some 25 messages from its recording artists for broadcast use during the week. On its own, WFIL plans on giving at least 1,000 mentions to 45's during the promotional period.

RCA Victor has also scheduled daily tours of the city's neighborhoods for its 45 r.p.m. motor float. The Rosen Distributing firm has scheduled full-page newspaper ads heralding the station's swing to 45, plus window, counter and wall streamers for record dealers. This will make for the strongest promotional pitch for the speed since the 45's were introduced here.

discuss the price problem with OPS. It is believed that he was investigating the possibility of getting an industry exemption from the OPS order. If an exemption could not be obtained, it is said that a move will be attempted to expedite a rapid approval of the current industry price structure.

orchestra in this 250th birthday festival year.

In the over-all plan, the public support phase of the financing program calls for a minimum of \$100,000, likewise pledged on a three-year basis. The raising of this fund has been undertaken by official action of the Women's Association for the Detroit Symphony Orchestra. This campaign is to begin within a short time.

Incorporation of an entirely new organization to be known as the Detroit Symphony Orchestra, Inc., has been effected. There will be an organization meeting with the election of officers and appointment of the executive, finance, policy and music committees in the near future.


One important phase of the new corporation by-laws is written into the preamble which states that there will be no discrimination "in recognition of the brotherhood of man and the spirit of American institutions, to unite all groups in the community of metropolitan Detroit in support of its activities."



# THESE THINGS I OFFER YOU

A NEW HIT by the great team of -  
**BENJAMIN and WEISS with NEVINS**

**These Things I Offer You**  
(For A Lifetime)



A heart that longs for you, Two arms that will be true, THESE THINGS I OF-FER YOU for a life-time. To set your heart a-fire, THESE THINGS I OF-FER YOU for a life-time. co-zy lit-tle nest just meant for us to share, Per-haps a ti-ny guest will be ar-riv-ing there! My life, my love, my all, are at your beck and call, THESE THINGS I OF-FER YOU for a life-time.

*mp* *rall. p*

Chords: Cm7, F7, Cm, C#dim, Bb, Bb7, Eb, C7, G7-9, G7, Bb, F9, Adim, Bb, F+, F+, Adim, Bb, Edim, Bb

**Fully Recorded**

Copyright 1951 by Valando Music Corporation

Engraved & Printed in U. S. A.

- International Copyright Secured  
All Rights Reserved Including Public Performance for Profit

**VALANDO MUSIC CORPORATION**

6087 SUNSET BLVD. HOLLYWOOD      MIKE SUKIN, Prof. Mgr. 1619 BROADWAY, NEW YORK CITY      WOODS THEATER BLDG. CHICAGO





Mr. B's Big Three in a Row!

**BILLY ECKSTINE**

**I'M A FOOL TO WANT YOU · LOVE ME**

78 RPM—MGM 10982 • 45 RPM—MGM K10982

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

78 RPM—MGM 10944 • 45 RPM—MGM K10944

**I APOLOGIZE · BRING BACK THE THRILL**

78 RPM—MGM 10903 • 45 RPM—MGM K10903

A Barron Big One!

**BLUE BARRON**

and his Orchestra

**SQUEEZIN' POLKA**

**YOU'LL ALWAYS BE THE SWEETHEART OF MY DREAMS**

78 RPM—MGM 10952 • 45 RPM—MGM K10952



Zig's New Dance Hit!

**ZIGGY ELMAN**

and his Orchestra

**MOON NOCTURNE · LOVER COME BACK TO ME**

78 RPM—MGM 10955 • 45 RPM—MGM K10955



Don't Miss This Williams Winner!

**BILLY WILLIAMS QUARTET**

**PRETTY EYED BABY · YOU MADE ME LOVE YOU**

78 RPM—MGM 10967 • 45 RPM—MGM K10967



**M-G-M's BIG BEST SELLERS**

- |  |                                       |
|--|---------------------------------------|
| FRED ASTAIRE & JANE POWELL<br>THE LIAR SONG · TOO LATE NOW                 | 78 RPM—MGM 30316<br>45 RPM—MGM K30316 |
| DEBBIE REYNOLDS & CARLETON CARPENTER<br>ABA DABA HONEYMOON · ROW, ROW, ROW | 78 RPM—MGM 30282<br>45 RPM—MGM K30282 |
| GEORGE SHEARING QUINTET<br>I'LL BE AROUND · QUINTESSENCE                   | 78 RPM—MGM 10956<br>45 RPM—MGM K10956 |
| HANK WILLIAMS<br>HOWLIN' AT THE MOON · I CAN'T HELP IT                     | 78 RPM—MGM 10961<br>45 RPM—MGM K10961 |
| SHEB WOOLEY<br>COUNTRY KISSES · HOOT OWL BOOGIE                            | 78 RPM—MGM 10960<br>45 RPM—MGM K10960 |
| LUKE THE DRIFTER<br>JUST WAITIN' · MEN WITH BROKEN HEARTS                  | 78 RPM—MGM 10932<br>45 RPM—MGM K10932 |
| HANK WILLIAMS<br>DEAR JOHN · COLD, COLD HEART                              | 78 RPM—MGM 10904<br>45 RPM—MGM K10904 |

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

**THE BILLBOARD Music Popularity Charts**

**HONOR ROLL OF HITS**

**The Nation's Top Tunes**

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received May 16, 17 and 18.

Last Week | This Week

**2. 1. How High the Moon**

By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: C. Brown, Alladin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, MGM 10332; D. Brubeck Trio, Fantasy 515; O. Peterson, Mer 8943.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley Ork, Thesaurus; June Christy-Johnny Guarnieri Quartet, Thesaurus; Helen Forrest, World.

**3. 2. On Top of Old Smoky**

By Pete Seeger—Published by Folkways (BMI)  
RECORDS AVAILABLE: C. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612; Josh White, London 1028.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**1. 3. 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; Saddle Kings, MacGregor 653.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

**4. 4. Too Young**

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)  
RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World.

**5. Sound Off**

By Willie Lee Duckworth—Published by Shapiro-Bernstein (ASCAP)  
RECORDS AVAILABLE: J. Gray Ork, Dec 27854; V. Monroe, V 20-4113.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**7. 6. I Apologize**

(Appeared first in 4/21/51 issue)  
By Al Hoffman, Al Goodheart and Ed Nelson—Published by Crawford Music (ASCAP)  
RECORDS AVAILABLE: Champ Butler, Col 39189; D. Cherry-D. Terry Ork, Dec 27484; B. Eckstine, MGM 10903; T. Martin, V 20-4056; Anita O'Day, London 964; D. Washington, Mer 8209.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens, Associated; Johnny Desmond, Thesaurus; Monica Lewis, World.

**6. 7. Be My Love**

By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)  
From the MGM film, "Toast of New Orleans."  
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V(45)19-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus; Bob Eberly, World; George Wright, Associated.

**8. Loveliest Night of the Year**

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)  
From the MGM film, "The Great Caruso."  
RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darian, Standard.

**5. 9. If**

By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)  
RECORDS AVAILABLE: P. Como V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fortine, World; Vincent Lopez, Thesaurus; Mindy Carson Associated.

**10. Old Soldiers Never Die**

Publisher undetermined.  
RECORDS AVAILABLE: G. Autry, Col 39405; V. Monroe, V 20-4146; J. Wakely, Cap 1534; Bing Crosby, Dec 27606; Red Foley, Dec 46319; R. Hall Trio, Dec 48213; L. Holmes, MGM 10977; H. Jeffries, Coral 60478.  
(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!**

	<b>78</b>	<b>45</b>
	rpm	rpm
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie .....	1521	F1521
"HE'S ONLY WONDERFUL," "IT NEVER HAPPEN TO ME" Peggy Lee .....	1513	F1513
"SONG OF DELILAH," "BECAUSE OF RAIN" Nat "King" Cole .....	1501	F1501
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin .....	1508	F1508

## HOT SELLERS!

**POPULAR**

"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford .....	1451	F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole .....	1449	F1449
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford .....	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton .....	1480	F1480
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie .....	1521	F1521
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr .....	1484	F1484
"SONG OF DELILAH," "BECAUSE OF RAIN" Nat "King" Cole .....	1501	F1501
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely .....	1393	F1393
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole .....	1468	F1468
"A LETTER FROM HARRY," "ALL POOPED OUT" Yogi Yorgesson .....	1531	F1531
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony .....	1502	F1502
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul .....	1316	F1316
"NEVER AGAIN," "LADY OF THE NILE" Jan Garber .....	1515	F1515

**WESTERN & FOLK**

"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin .....	1508	F1508
"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie .....	1295	F1295
"GOODNIGHT CINCINNATI, GOOD MORNING TEN- NESSEE," "SUGAR COATED LOVE" Tex Williams .....	1540	F1540
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson .....	1528	F1528
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" "Big Bill" Lister .....	1488	F1488
"WHERE IS YOUR HEART TONIGHT," "THOSE THINGS MONEY CAN'T BUY" Hank Thompson .....	1444	F1444
"AS LONG AS YOU BELIEVE IN ME (LITTLE DARLIN')," "WHITE PETALS FROM A ROSE" Jimmie Davis .....	1510	F1510
"SCOOT, GIT AND BEGONE," "BLUES IS BAD NEWS" Skeets McDonald .....	1518	F1518



Week ending  
**MAY 26, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

# Kay Starr

The Beat of "Bonapart"—  
The Bounce of "Oh, Babe"

## "COME BACK MY DARLING"

coupled with

## "THEN YOU'VE NEVER BEEN BLUE"

CAPITOL RECORD NO. 1492 on 78 rpm • on 45 rpm F1492



## NEW RELEASES ON Capitol

POPULAR		78 rpm	45 rpm
<b>LINDY DOHERTY</b> <small>with Orchestra Conducted by Lee Beach</small>	<b>OO-LA-LA, MADALENA</b> (coupled with <b>PRETTY WORDS</b> ) <small>with Vocal Group</small>	1543	F1543
<b>PEGGY LEE</b> <small>with Orchestra Conducted by Sid Feller</small>	<b>IF YOU TURN ME DOWN (DEE-OWN, DOWN, DOWN)</b> <b>BOULEVARD CAFE</b>	1544	F1544
<b>GORDON MacRAE</b> <small>with Orchestra Conducted by Connee Boswell</small>	<b>CUBAN LOVE SONG</b> (From the M.G.M. Picture "Cuban Love Song") <b>LAST NIGHT WHEN WE WERE YOUNG</b> (From the M.G.M. Picture "In The Good Old Summertime")	1545	F1545
<b>LES BAXTER</b> <small>with Chorus and Orchestra</small>	<b>ON TOP OF THE FERRIS WHEEL</b> <b>ROLLER COASTER</b>	1546	F1546
<b>THE STARLIGHTERS</b> <small>with Buddy Cole's Quartet</small>	<b>A THOUSAND GOOD NIGHTS</b> <b>HONEYMOON HILL</b>	1547	F1547
<b>CHUY REYES</b> <small>and His Orchestra</small>	<b>QUIZAS, QUIZAS, QUIZAS (PERHAPS, PERHAPS, PERHAPS)</b> <b>LINDA MUJER</b>	1548	F1548
<b>BENNY STRONG</b> <small>and His Orchestra</small>	<b>ASK FOR MABEL</b> <b>THERE'S SOMETHING ABOUT AN OLD LOVE</b>	1549	F1549
<b>THE METRONOME ALL-STARS</b>	<b>EARLY SPRING</b> (George Shearing, piano; Sam Galt, tenor; Miles Davis, trumpet; Serge Chaloff, baritone; Lee Knott, alto; John LaForte, clarinet; Max Baugh, drums; Billy Bauer, guitar; Terry Gibbs, vibes; Ed Sefranicki, bass; Ed Winding, trombone) <b>LOCAL 802 BLUES</b>	1550	F1550
WESTERN COUNTRY			
<b>"BIG BILL" LISTER</b>	<b>THE LITTLE HOUSE WE BUILT (JUST O'ER THE HILL)</b> <b>COUNTRYFIED</b>	1551	F1551
<b>ZEBE MANNERS</b> <small>and His Gang</small>	<b>SATINS AND LACE</b> (Vocal by Zebe Manners and Quartet) <b>THERE'S A RAINBOW IN THE SKY</b> (Vocal by Corby Gribble and Quartet)	1552	F1552
<b>JOE ALLISON</b> <small>and His Washburn Boys</small>	<b>LET ME GIVE YOU A CLUE</b> <b>DOMINO GAL</b>	1553	F1553



THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received May 16, 17 and 18

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.

Table with columns: POSITION, Weeks Last This to date, Record Title, Artist, and Copyright info. Top entries include 'HOW HIGH THE MOON' by L. Paul-M. Ford and 'TOO YOUNG' by Nat (King) Cole.

VOX JOX

New Staffers

Joe Finegan and Bob Horstman are new staffers at WBUX, Doylestown, Pa. Al Coon, KOLO, Reno, Nev., has moved to Fairbanks, Alaska. Hal Mocker is a new announcer at WCOU, Lewiston, Me.

Sponsor Talk

Harry Light, WARD, Johnstown, Pa., has snagged six sponsors for his new "Milkman's Matinee" set. Jack Mills, KISB, Creston, Ia., has landed the Family Shoe Store as sponsor for his "Coffee Time" airer across the board.

Best Selling Sheet Music

Based on reports received May 16, 17 and 18

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.

Table with columns: POSITION, Weeks Last This to date, Record Title, and Publisher. Top entries include 'MOCKIN' BIRD HILL' and 'ON TOP OF OLD SMOKY'.

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.

Table with columns: Record Title and Publisher. Top entries include 'MOCKIN' BIRD HILL', 'BE MY LOVE', and 'ROSE, ROSE, I LOVE YOU'.

Songs With Most TV Performances (RH Tele-Log)

The Richard Humber (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.

Table with columns: Record Title and Points. Top entries include 'Be My Love', 'Loveliest Night of the Year', and 'If'.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date, Record Title, English Publisher, and American Publisher. Top entries include 'MOCKIN' BIRD HILL' and 'BE MY LOVE'.

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





**GUY**

**MITCHELL**

with

**MITCH**

**Miller**

and His Orchestra ...

**A  
TRULY  
GREAT  
RECORD ...**

**"MY  
TRULY,  
TRULY  
FAIR"**

**39415**



**COLUMBIA RECORDS**

First, finest, foremost in recorded music



# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

Based on reports received May 16, 17 and 18

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.

Week Last	Week This	Title	Artist	Label
9	1	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451, (45)F-1451-ASCAP
9	2	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515, (45)9-27515-BMI
7	3	TOO YOUNG	Nat (King) Cole	Cap(78)1449, (45)F-1449-ASCAP
6	6	SOUND OFF	V. Monroe	V(78)20-4113, (45)47-4113-ASCAP
15	5	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373, (45)F-1373-ASCAP
14	4	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595, (45)5595X45-ASCAP
4	8	JEZEBEL	F. Laine	Col(78)39367, (45)4-39367, (33)3-39367-BMI
24	7	BE MY LOVE	M. Lanza	V(78)10-1561, (45)49-1353-ASCAP
7	10	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300, (45)49-3300-ASCAP
3	12	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367, (45)4-39367, (33)3-39367-ASCAP
3	9	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146, (45)47-4146-ASCAP
4	14	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114, (45)47-4114-BMI
2	22	I LIKE THE WIDE OPEN SPACES	A. Godfrey-L. Anders	Col(78)39304, (45)4-39404, (33)3-39404
13	10	I APOLOGIZE	B. Eckstine	MGM(78)10903, (45)K-10903-ASCAP
20	12	IF	P. Como	V(78)20-3997, (45)47-3997-ASCAP
6	15	WHEN YOU AND I WERE YOUNG	Maggie Blues	Dec(78)27577, (45)9-27577-ASCAP
2	28	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645, (45)5645X45-ASCAP
9	16	SYNCOATED CLOCK	L. Anderson	Dec(78)16005, (45)9-16005-ASCAP
16	17	WOULD I LOVE YOU	P. Page	Mercury(78)5571, (45)5571X45-ASCAP
4	27	UNLESS	G. Mitchell-M. Miller	Col(78)39331, (45)4-39331, (33)3-39331-ASCAP
12	24	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212, (45)4-39212, (33)3-39212-BMI
9	21	HOT CANARY	F. Zabach	Dec(78)27509, (45)9-27509-ASCAP
4	19	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120, (45)47-4120-ASCAP
5	26	SEPTEMBER SONG	S. Kenton	Cap(78)1480, (45)F-1480-ASCAP
11	22	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477, (45)9-27477-ASCAP
1	—	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328, (45)4-39328, (33)3-39328-BMI
12	30	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061, (45)9-64061-ASCAP
1	—	PRETTY EYED BABY	A. Trace	Mercury(78)5609, (45)5609X45-ASCAP
6	24	MOONLIGHT BAY	Bing & Gary Crosby	Dec(78)27577, (45)9-27577-ASCAP
2	29	PRETTY EYED BABY	J. Stafford-F. Laine	Col(78)39388, (45)4-39388, (33)3-39388-ASCAP

## Best Selling Classical Titles

Based on reports received May 16, 17 and 18

Week Last	Week This	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(33)1LM-1127	
—	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)1LCT-1007	
4	2	Offenbach: Tales of Hoffman, Royal Philharmonic Ork, Sir Thomas Beecham, conductor	London(33)LLP-A-4	
2	4	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna State Opera Chorus, Vienna Philharmonic Ork	London(33)LLP-281-82	
2	5	Bizet: Carmen, Paris Opera Comique Soloists, Cluyten, conductor	Col(33)SL-109	
<b>Best Selling 45 R.P.M.</b>				
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506	
2	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11	
—	3	Rachmaninoff: Concerto No. 2 in C, Opus No. 18, S. Rachmaninoff, L. Stokowski, Philadelphia Symphony Ork	V(45)WCT-18	
3	4	Toast of New Orleans M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1395	
5	4	Offenbach: Tales of Hoffman, Royal Philharmonic Ork, Sir Thomas Beecham, conductor	London(45)LF-78	
—	4	Grand Canyon Suite, NBC Symphony Ork, A. Toscanini, conductor	V(45)WDM-1038	

## Advance Classical Releases

Macklin Marrow Conducts Album—M. Marrow-MGM Ork (1-10") MGM (33) E-539—Can Can; Fanciacia Mexicana; Rosenkavalier Waltzes; La Bamba De Vera Cruz; Danza Espanola; La Vie En Rose; Beyond the Sea

Mischa Novy & His Velvet Strings Album—(1-10") MGM (33) E-546—Old Gypsy Waltz; Love Is Gone; Gypsy Holiday; Two Guitars; Gypsy Heart Strings; Little Gate; Weeping Willow; Turkish Street Song

## DEALER DOINGS

### Trade Talk

"Even tho the cellophane covers on 45 albums are a nuisance, sure wish someone would devise a protective cover for the LP albums."—King & Folk, Port Angeles, Wash. . . . **Willis H. Ford**, Record Rack, Buffalo, claims to have over 700 Commodore, Blue Note and Key-note jazz disks, and will sell at 35 cents each. . . . Ferguson's Record Shop, Memphis, taking advantage of the RCA Victor and Columbia reissues of standards by promoting them via direct mail and in-store displays. The same dealer and both Hirzel's, Lewiston, Idaho, and Arends Radio & Records, Shenandoah, Ia., have naught but praise for Capitol's optional-center 45 disks. . . . **Laurence Beyer**, Pemberton Plumbing, Mineral Wells, Tex., believes that diskeries are missing a good bet in not issuing a sound-track album of the "Bird of Paradise" film music.

### Time for Tact

A note from Gates Home Appliances, Covington, Ky., tells of a customer who asked for "that hit record called 'Hound Dawg' that's on all the juke boxes." Clerk played a half dozen country and Western disks that he thought the customer would want but got no response. Ready to give up on the sale, the clerk suddenly realized that the customer was actually asking for Vaughn Monroe's "Sound Off." It took supreme tactfulness to show the customer the correct title.

### Not So Bad, But

A quote from a letter from the Salem Record Shop, Salem, Ore.: "Today's record business is both very interesting and fairly profitable. This has resulted from the new speeds which created additional volume. Problem is over-stock because of the same two new speeds. What dealers need right now is additional assistance from the manufacturers in the form of greater return privileges. At the present time the very minimum should be 10 per cent. We are sure that the distributors would also welcome the increase."

### News and Chatter

"Glad to see that shipments on 45-r.p.m. records have improved in the last few weeks."—Berkeley Music Company, Worcester, Mass. . . . "Capitol gives us the best service by far—better than all other labels put together."—Adrians, Hutchinson, Kan. . . . "We get top service from an independent, Southland Distributing of Atlanta."—G. & M. Jewelers, Tuscaloosa, Ala. . . . **W. Kelly**, The Disc, Troy, N. Y., garners loads of publicity, free ads and good will for his shop by supplying disks for the radio station on the local college campus. . . . Archie's Record Shop, Richmond, Va., reports that concentration of old standards has increased business 15 per cent. Shop plugs the oldies on its disk show over Station WXGI. . . . Jarvela Radio Service, Crosby, Minn., posts photos of disk artists in listening booths and attaches lists of the artists' disks to the photos. Shop claims that many additional sales result from customers reminded in this manner. . . . **Renee Manola**, Carlisle Radio Company, Carlisle, Pa., says there is a need for tunes based on seasonal sports such as fishing, hunting, etc. . . . Good Housekeeping Shop, Dayton, O., is plugging for fewer releases and more promotion of the potential hits.

## Best Selling Children's Records

Based on reports received May 16, 17 and 18

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.

Weeks Last	Week This	Title	Artist	Label
24	2	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
15	1	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
67	3	CINDERELLA (Two Records)	I. Woods & Others	V(78)Y-399; (45)WY-399
32	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
13	5	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
151	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
147	10	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance 'Pinto' Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
37	11	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
32	8	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
26	11	BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
7	6	LITTLE WHITE DUCK (One Record)	D. Kaye	Dec(78)27350; (45)9-27350
1	—	LONE RANGER, Vol. I (He Becomes the Lone Ranger) (One Record)	G. Trendle	Dec(78)K-29; (45)1-152
17	9	PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386
63	11	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	—	LONE RANGER, Vol. II (He Finds Siiver) (One Record)	G. Trendle	Dec(78)K-30; (45)1-153
1	—	RED CABOOSE (One Record)	Sparky-Ray Carter & CBS Ork	Col(78)M.IV-105; (45)4-105

## Best Selling Pop Albums

Based on reports received May 16, 17 and 18

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

Week Last	Week This	Title	Artist	Label
<b>Best Selling 33 1/3 R.P.M.</b>				
1	1	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
2	2	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CL-6168
4	3	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork	V(78)DM-1506, (33)LM-1127
3	4	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
5	5	CARNEGIE HALL JAZZ CONCERT, Vol. I and II	B. Goodman	Col(33)SL-160
8	6	MacARTHUR'S HISTORICAL SPEECH	D. MacArthur	V(78)P-317; (33)LP-5
7	7	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
6	8	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
—	9	KING AND I	Original Cast	Dec(78)DA-876; (33)DL-9008
10	10	MacARTHUR'S HISTORICAL SPEECH	General D. MacArthur	Col(33)PL-4410
<b>Best Selling 45 R.P.M.</b>				
1	1	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
3	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork	V(78)DM-1506, (45)WDM-1506
1	3	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)C-235; (45)B-235
5	4	ROYAL WEDDING (Four Records)	J. Powell-F. Astaire	MGM(78)MGM-70; (45)K-70
4	5	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
9	6	MacARTHUR'S SPEECH TO CONGRESS (Three Records)	General D. MacArthur	V(78)P-317; (45)WP-317
8	7	GUYS AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
6	8	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
7	9	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)MGM-61; (45)K-61
—	10	KING AND I (Five Records)	D. Shore-T. Martin-R. Merrill-P. Munsel-A. Goodman & H. Rene Orks	V(78)K-30; (45)WK-30
—	10	CARNEGIE HALL JAZZ CONCERT, Vol. I and II (Twelve Records)	B. Goodman	Col(45)B-250

## Classical Reviews

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

<p><b>75</b> BRAHMS: SYMPHONY NO. 4 IN E MINOR, OP. 98—The Berlin Philharmonic Ork—Victor De Sabata, Cond. (1-12") Decca (33) DL-9516</p> <p>This competitive waxings of this well-known work are by Krips and the London Symphony, Munch and the Boston Symphony and Ormandy and the Philadelphia Orchestra; this version by De Sabata and the Berlin Philharmonic is sufficiently strong both in name power and interpretive distinction to get sales action. The conductor's recent appearances in this country and baton work on other labels has built for him a name of no little import. The orchestra, of course, has always been considered one of the best. Recording and packaging are both excellent. This is first-rate catalog material.</p>	<p><b>66</b> BELA BARTOK: SONATA NO. 1 FOR VIOLIN AND PIANO—Isaac Stern-Alexander Zakin (1-12") Columbia (33) ML-4376</p> <p>Stern turns in a dedicated, warming rendition of this very difficult Bartok violin sonata—difficult both from the standpoint of execution and audience comprehension. His tone is beautiful—clear, sweet and medium large—and his technical performance is excellent. Purchasers will have to make-up their minds between this version and Menuhin's on a Victor LP. The latter, which has been out for some time, is passionate and fiery, in contrast with the quiet, assured lyricism of this one. Menuhin's name must get the edge for purely commercial considerations.</p>
<p><b>67</b> DVORAK: QUINTET NO. 3 IN E-FLAT MAJOR, OP. 97—Budapest String Quartet-Milton Katims (1-10") Columbia (33) ML-2173</p> <p>Written during Dvorak's stay in America, this simple, lyrical quintet utilizes American pastoral source material. Particular reference is made to American Indian rhythms. The Budapest, with Katims playing the additional viola, performs it with a blissful limpidity. So uncomplicated and easily melodic as to be almost ingenuous, this work can be digested by that large body of listeners who like piano concertos but are wary of chamber music. Recording close-up, clear and with excellent presence.</p>	<p><b>80</b> HEIFETZ CONCERT ENCORES—Jascha Heifetz-Emanuel Bay (1-12") Decca (33) DL-8521</p> <p>This collection of Heifetz solos demonstrates his masterful technique in quantity. The single disk contains 12 selections; each is a gem. Many had been previously withdrawn from the Decca catalog. And for many a collector this is indeed a welcome transference from the old shellac, accomplished with engineering skill. Selections range from Stephen Foster to Kurt Weill and Prokofiev. They include Chopin, Schumann and Tchaikovsky. Indeed a choice group of light selections delectably played and ideal for the Heifetz coterie.</p>

(Continued on page 86)





# TIMED TO THE MINUTE **SPIKE JONES'** **MY DADDY IS A GENERAL TO ME**

backed by

**"ILL BARKIO"**

RCA VICTOR RECORDS 20-4125 (78 rpm) 47-4125 (45 rpm)

\*\*\*\*\*

This week's

## New Releases ... on RCA Victor

Release 51-21

Ships Coast to Coast, Week of May 27

### POPULAR

- MINDY CARSON with ORCHESTRA  
conducted by Norman Leyden  
Lonely Little Robin  
You Only Want Me When You're  
Lonesome 20-4151—(47-4151)\*
- FRANKIE CARLE and His Orchestra  
I Feel Like Spaghetti Tonight  
Piano Polka 20-4152—(47-4152)\*
- DON CORNELL  
Why Don't You Tell Me So  
If I Had Another Chance  
20-4149—(47-4149)\*
- IRVING FIELDS TRIO  
The Wedding Song—Bolero  
West Indies 20-4153—(47-4153)\*

### COUNTRY

- ELTON BRITT and the Skytoppers  
Lonely Little Robin (with The  
Beaver Valley Sweethearts)  
Lookin' Around 21-0473—(48-0473)\*
- JIMMY MURPHY  
Big Mama Blues  
We Live a Long, Long Time  
21-0474—(48-0474)\*

### WESTERN

- JIM BOYD and His Men of the West  
Take Time To Pray  
Will You Be Mine?  
21-0475—(48-0475)\*

### RHYTHM

- HOT LIPS PAGE and His Orchestra  
I Wanna Ride Like the Cowboys Do  
Strike. While the Iron Is Hot!  
22-0129—(50-0129)\*

### POP-SPECIALTY

- BERNIE WYTE  
Mexican Polka  
Champagne Polka  
25-1197—(51-1197)\*

### RED SEAL SPECIAL

- JAN PEERCE with Orchestra  
conducted by Hugo Winterhalter  
What Is a Boy  
Because of You  
10-4325—(49-4325)\*

### NEW ALBUMS

- THE ORIGINAL BROADWAY COMPANY  
Make a Wish  
OC-2 (WOC-2)\* LOC-1002\*\*

### National Special Album

- JIMMIE RODGERS  
Jimmie Rodgers Memorial Album #2  
P-282

\*45 r.p.m. cat. nos.  
\*\*33 1/3 r.p.m. cat. nos.



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

- Old Soldiers Never Die/Love and Devotion  
Vaughn Monroe .....20-4146—(47-4146)\*
- Sound Off/Oh, Marry Me  
Vaughn Monroe .....20-4113—(47-4113)\*
- The Loveliest Night of the Year  
Mario Lanza .....10-3300—(49-3300)\*
- On Top of Old Smoky/Shall We Dance  
Vaughn Monroe .....20-4114—(47-4114)\*
- Be My Love  
Mario Lanza .....10-1561—(49-1561)\*
- Never Been Kissed  
Freddy Martin .....20-4099—(47-4099)\*
- I Have No Heart/Unless  
Eddie Fisher .....20-4120—(47-4120)\*
- Rhumba Boogie  
Hank Snow .....21-0431—(48-0431)\*
- Vesti La Giubba/Ave Maria  
Maria Lanza .....10-3228—(49-3228)\*
- Down the Trail of Achin' Hearts/Bluebird Island  
Hank Snow and Anita Carter .....21-0441—(48-0441)\*
- I Wish, I Wish/The Kissing Song  
Dinah Shore and Tony Martin .....20-4126—(47-4126)\*
- Kentucky Waltz  
Eddy Arnold .....21-0444—(48-0444)\*
- Lonesome/Poison Love  
Johnnie and Jack .....21-0377—(48-0377)\*
- I Get Ideas/Tahiti, My Island  
Tony Martin .....20-4141—(47-4141)\*
- There's Been a Change in Me  
Eddy Arnold .....21-0412—(48-0412)\*



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

- Rose, Rose I Love You  
Buddy Morrow and His Orchestra .....20-4135—(47-4135)\*  
Records Most Played by Disk Jockeys,  
May 19th Issue, Billboard.
- Hello, Young Lovers/We Kiss in  
a Shadow  
Perry Como .....20-4112—(47-4112)\*  
Both sides, the Retailers Pick, May 12th  
Issue, Billboard.
- Three Corned Tune  
Dinah Shore .....20-4107—(47-4107)\*  
The Disk Jockeys Pick, April 14th Issue,  
Billboard.

### TIPS

### LONELY LITTLE ROBIN/YOU ONLY WANT ME WHEN YOU'RE LONESOME

Mindy Carson with orchestra directed by Norman Leyden 20-4146-147-4146\*\*



EXPERIENCED RETAIL RECORD SALESMAN interested permanent position, excellent background, accurate, thoroughly responsible, can work twenty-four hours a day. Available now. Will go anywhere, rate low. Box C-862, Care RCA VICTOR.

At first blush you many think it strange that we donate space to help a willing worker get located. We have so much confidence in this salesman, though, that we gladly do so because we know that he will be worth his weight in gold to any dealer who can see his way clear to putting him to work.

We are so enthusiastic about this salesman that we are willing to go out on a limb in telling you something more of his qualifications. He is the type of worker you will never have trouble with.

Your customers will love him since he is not only courteous, well educated and capable of answering most any of the questions your prospects might ask.

His knowledge of Victor records is prodigious.

He has a memory like an elephant. Never forgets a selection, and what's more, he can name the artist or artists who did any selection as well as the composer's name.

At all times he is well dressed and neat.

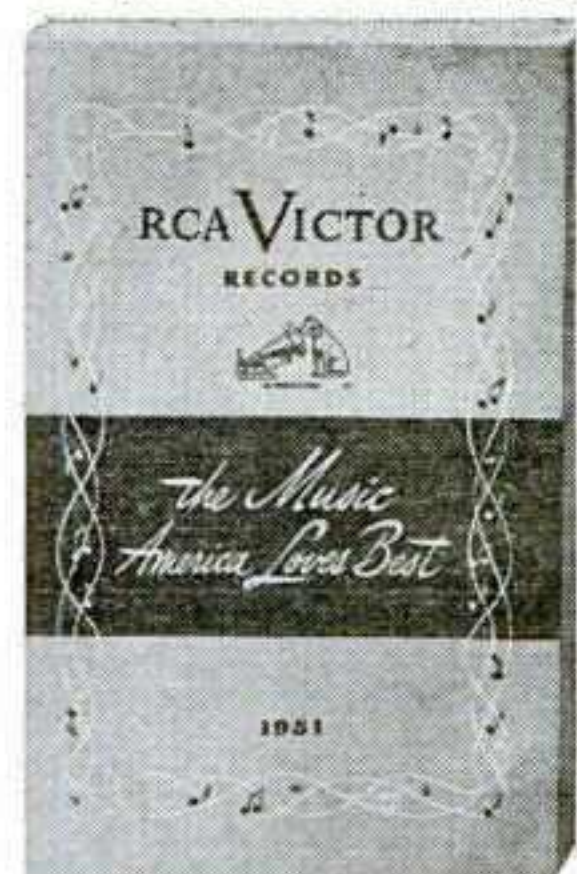
We can guarantee he will make a good impression on all of your customers, and a very important point in his favor is that he has on many occasions, through the power of suggestive selling, rung up many plus sales for those he has worked for.

As for compensation, you will find he is willing to work for little or nothing. In fact, to get him to work for you, we are willing to even pay a part of his cost.

If further recommendations are needed, the distributor that you secure your RCA Victor records from, I am sure, will give him the highest rating.

He is the most efficient and effective salesman that can be found on the market.

He is your RCA Victor MALB catalog.



The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





# Sinatra

Hit... and

SINGING

"I'm a  
fool to  
want you"



78 rpm 39425

**COLUMBIA**

First, Finest, Foremost



double hit!

and

# Dagmar

AND SINATRA SINGING

# "Mama will bark"

ZANIEST RECORD OF  
THE YEAR!

33 1/3 rpm 3-39425    45 rpm 4-39425

# RECORDS

In Recorded Music





# 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

1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
2. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
3. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
4. MOCKIN' BIRD HILL  
P. Page, Mercury (78)5595, (45)5595X45  
ASCAP (I Love You Because)
5. SYNCOPATED CLOCK  
L. Anderson, Dec(78)16005, (45)9-16005  
ASCAP (The Waltzing Cat)

#### Best Selling Albums

1. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008
2. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127

**WALTZ OF THE WIND**

RUBY WRIGHT  
King 15106

\*\*\*\*\*  
 "FAST FREIGHT"  
 "BEAUTIFUL BROWN EYES"  
 "CHRISTOPHER COLUMBUS"  
 \*\*\*\*\*

**AMERICAN MUSIC, INC.**  
 1576 Bway N. Y. • 9109 Sunset Blvd. Hollywood  
 CO 5-7880 CR 1-5254

**MUSIC BOURNE TO LIVE**

"UNLESS"  
 BILL SNYDER  
 LONDON

ABC MUSIC CORP. 799 7th Ave. N.Y. 20 N.Y.

Another BMI Pin-Up Hit!

"IT NEVER HAPPEN TO ME"  
 Published by Hollis  
 Recorded by  
 Peggy Lee.....(Capitol)

Licensed exclusively by  
**BROADCAST MUSIC, INC.**

The Hit Ballad from M-G-M's  
**"THE GREAT CARUSO"**

**THE LOVELIEST NIGHT OF THE YEAR**

ROBBINS MUSIC CORPORATION

- M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127
3. GUYS AND DOLLS  
Original Cast, Dec(78)DA-825, (45)9-203  
(33)DL-8036

### CHICAGO

#### Best Selling Pop Singles

1. TOO YOUNG  
Nat (King) Cole Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
3. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
4. JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367 (33)-  
3-39367 BMI (Rose, Rose, I Love You)
5. LOVELIEST NIGHT OF THE YEAR  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP  
(La Donna E Mobile)

#### Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244,  
(33)H-244
3. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008

### LOS ANGELES

#### Best Selling Pop Singles

1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
2. BE MY LOVE  
M. Lanza, V(78)10-1561, (45)49-1353  
ASCAP (I'll Never Love You)
3. JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 BMI (Rose, Rose, I Love You)
4. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
5. MOCKIN' BIRD HILL  
P. Page, Mercury (78)5595, (45)5595X45  
ASCAP (I Love You Because)

#### Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244,  
(33)H-244
3. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008

### DETROIT

#### Best Selling Pop Singles

1. MOCKIN' BIRD HILL  
L. Paul-M. Ford, Cap(78)1373, (45)F-1373  
ASCAP (Chicken Reel)
2. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
3. ROSE, ROSE, I LOVE YOU  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 ASCAP (Jezebel)
4. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
5. JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 BMI (Rose, Rose, I Love You)

#### Best Selling Albums

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

### WASHINGTON

#### Best Selling Pop Singles

1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
2. OLD SOLDIERS NEVER DIE  
V. Monroe, V(78)20-4113, (45)47-4113  
ASCAP (Love and Devotion)
3. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
4. I LIKE THE WIDE OPEN SPACES  
A. Godfrey-L. Anders, Col(78)39304, (45)-  
4-39404, (33)3-39404 (Love Is the Reason)
5. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)

#### Best Selling Albums

1. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008
2. MacARTHUR'S FAREWELL SPEECH  
General D. MacArthur, Cap(78)DAS-274,  
(45)CCF-274, (33)H-274
3. MacARTHUR'S SPEECH TO CONGRESS  
General D. MacArthur, Col(33)PL-4410

### DALLAS

#### Best Selling Pop Singles

1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
3. MOCKIN' BIRD HILL  
L. Paul-M. Ford, Cap(78)1373, (45)F-1373  
ASCAP (Chicken Reel)
4. BE MY LOVE  
M. Lanza, V(78)10-1561, (45)49-1353  
ASCAP (I'll Never Love You)
5. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)

#### Best Selling Albums

1. VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244,  
(33)H-244
2. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008
3. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127

### SEATTLE

#### Best Selling Pop Singles

1. SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113  
ASCAP (Oh, Marry, Marry Me)
2. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
3. BE MY LOVE  
M. Lanza, V(78)10-1561, (45)49-1353  
ASCAP (I'll Never Love You)
4. JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 BMI (Rose, Rose, I Love You)
5. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)

#### Best Selling Albums

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

### PHILADELPHIA

#### Best Selling Pop Singles

1. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
2. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
3. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
4. SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113  
ASCAP (Oh, Marry, Marry Me)
5. MOCKIN' BIRD HILL  
P. Page, Mercury (78)5595, (45)5595X45  
ASCAP (I Love You Because)

#### Best Selling Albums

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

### DENVER

#### Best Selling Pop Singles

1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL  
L. Paul-M. Ford, Cap(78)1373, (45)F-1373  
ASCAP (Chicken Reel)
3. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
4. BE MY LOVE  
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP  
(I'll Never Love You)
5. MOCKIN' BIRD HILL  
P. Page, Mercury(78)5595, (45)5595X45  
ASCAP (I Love You Because)

#### Best Selling Albums

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

### ATLANTA

#### Best Selling Pop Singles

1. LOVELIEST NIGHT OF THE YEAR  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP  
(La Donna E Mobile)
2. TOO YOUNG  
Nat (King) Cole Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
3. BE MY LOVE  
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP  
(I'll Never Love You)

4. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
5. SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113  
ASCAP (Oh, Marry, Marry Me)

### PITTSBURGH

#### Best Selling Pop Singles

1. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127
2. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008
2. VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244,  
(33)H-244

### PITTSBURGH

#### Best Selling Pop Singles

1. MOCKIN' BIRD HILL  
L. Paul-M. Ford, Cap(78)1373, (45)F-1373  
ASCAP (Chicken Reel)
2. JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 BMI (Rose, Rose, I Love You)
3. LOVELIEST NIGHT OF THE YEAR  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP  
(La Donna E Mobile)
3. OLD SOLDIERS NEVER DIE  
V. Monroe, V(78)20-4146, (45)47-4146  
ASCAP (Love and Devotion)
5. SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113  
ASCAP (Oh, Marry, Marry Me)

#### Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127
2. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008
3. MacARTHUR'S FAREWELL ADDRESS  
General D. MacArthur, Cap(78)DAS-274, (45)-  
CCF-274, (33)H-274

### ST. LOUIS

#### Best Selling Pop Singles

1. OLD SOLDIERS NEVER DIE  
V. Monroe, V(78)20-4146, (45)47-4146  
ASCAP (Love and Devotion)
2. ROSE, ROSE, I LOVE YOU  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 ASCAP (Jezebel)
3. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
3. I LIKE THE WIDE OPEN SPACES  
A. Godfrey-L. Anders, Col(78)39304, (45)-  
4-39404, (33)3-39404 (Love Is the Reason)
5. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)

#### Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244,  
(33)H-244
3. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008

### NEW ORLEANS

#### Best Selling Pop Singles

1. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
2. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
3. I LIKE THE WIDE OPEN SPACES  
A. Godfrey-L. Anders, Col(78)39304, (45)-  
4-39404, (33)3-39404 (Love Is the Reason)
4. MOCKIN' BIRD HILL  
P. Page, Mercury(78)5595, (45)5595X45  
ASCAP (I Love You Because)

## VOX JOX

Continued from page 20

WPEP, Taunton, Mass. . . . Dutch Bulbs is picking up a six-week deal with Paul Bartell, WFOX, Milwaukee. . . . A 26-week pact was signed with Friend's Beans for Ray Mercier, WPOR, Portland, Me. . . . Quaker Oats bought 32 weeks of spots with Bob Frahm, KAYL, Storm Lake, Ia.

### Gimmix

"What with the current 'MacArthur' situation," writes Jerry Hoiner, WTK, Meridian, Miss., "we're having quite a bit of fun around here by spinning a Willis Brothers record called 'Old Indians Never Die.' . . . In explanation of his previous enigmatic gimmix contribution, Dave Fentress, WTK, Durham, N. C., pens, "I asked listeners to time 'How High the Moon' as I played it on the air for a week; take the time in minutes and seconds; convert it into hundreds, multiply that by how old they thought I was (actual age: 19) and send the total to me. Winner received a free copy of the Les Paul disk. Most important result was that the Record Bar, local retailer, sold about 75 copies of the 'Moon' waxing during the contest week."

5. JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 BMI (Rose, Rose, I Love You)

### Best Selling Albums

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

### BOSTON

#### Best Selling Pop Singles

1. HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451  
ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY  
Weavers-T. Gilkyson, Dec(78)27515, (45)-  
9-27515 BMI (Across the Wide Missouri)
3. MOCKIN' BIRD HILL  
P. Page, Mercury(78)5595, (45)5595X45  
ASCAP (I Love You Because)
4. TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449  
ASCAP (That's My Girl)
5. ROSE, ROSE, I LOVE YOU  
F. Laine, Col(78)39367, (45)4-39367, (33)-  
3-39367 ASCAP (Jezebel)

#### Best Selling Albums

1. KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260,  
(33)DL-9008
2. MacARTHUR'S HISTORICAL SPEECH  
General D. MacArthur, Col(33)PL-4410
3. MARIO LANZA SINGS SELECTIONS FROM  
"THE GREAT CARUSO" RCA Victor Ork  
M. Lanza-C. Callinicos, V(78)DM-1506, (45)-  
WDM-1506, (33)LM-1127

**"I WON'T CRY ANYMORE"**

Col.—Tony Bennett  
 Cor.—Georgie Auld  
 Dec.—Eileen Wilson  
 Jub.—Dick Brown  
 Mer.—Dinah Washington  
 MGM—Billy Williams  
 Roost—Jimmy Scott

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

**LIGHT IN THE WINDOW**

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

JOHNNY MARKS'  
**"HOW LONG IS FOREVER?"**

ST. NICHOLAS MUSIC, INC.  
 1619 B'WAY, NEW YORK 19  
 CHICAGO HOLLYWOOD

The Great Victor Young Ballad—  
**LOVE ME**

Special Release  
 THE MILLS BROTHERS and  
 VICTOR YOUNG ORCHESTRA  
 (Decca)

WORDS & MUSIC, Inc.

BOB MERRILL'S  
 LATEST NOVELTY SENSATION  
**"My Truly, Truly Fair"**

SANTLY-JOY, INC.  
 1619 Broadway, New York 19, N. Y.



# Lorry Raine

BREAKS THROUGH WITH  
**2 SMASH HITS!**



## "SOMETIME SOMEWHERE"

By Harry Edelstein and Bill Palmer  
Vocal, with orchestra directed by Herman Clebanoff

and

## "WHY CRY"

(WHY CRY THE WAY YOU DO?)

By Lew Douglas, Cliff Parman and Fred Quinlan  
Vocal, with orchestra directed by Herman Clebanoff

LONDON 1081 (78 rpm) and 45-1081 (45 rpm)

### LORRY RAINE

London's "Lovely Refrain"

who started "STRANGERS,"

"HARBOR LIGHTS," and

"MUSIC, MAESTRO, PLEASE"

Exclusively on LONDON RECORDS



... THE FINEST SOUND  
ON RECORD!



**NEW RECORD STARS  
NEW RECORD COMPANY**



Three Beaus and a Peep

**"WHERE CAN YOU BE"  
and  
"SWEET, SWEET WILLIAM"**

Write . . . Wire . . . Phone #5002  
N. Y. Dist.: Alpha Dist. Co., 762 10th Ave

**TIP TOP RECORDS**

1619 BROADWAY, NEW YORK 19, N. Y. Circle 5-5976

**THE BILLBOARD Music  
Popularity Charts**

**• Most Played  
Juke Box Records**

... Based on reports received May 16, 17 and 18

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

POSITION	Weeks Last	This date	Title	Artist	Label
8	1	1.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
8	2	2.	ON TOP OF OLD SMOKY	Weavers-T. Gilkison	Dec(78)27515; (45)9-27515-BMI
14	4	3.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
14	3	4.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
6	7	5.	TOO YOUNG	Nat "King" Cole	Cap(78)1449; (45)F-1449-ASCAP
4	11	6.	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
19	5	7.	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
15	7	8.	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
10	6	9.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
4	12	10.	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-ASCAP
2	18	11.	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-BMI
5	10	12.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
3	21	13.	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-ASCAP
13	17	14.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
2	24	14.	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146-ASCAP
11	18	16.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393-BMI
21	13	17.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
11	15	18.	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
3	15	19.	MOONLIGHT BAY	Bing & Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
13	9	20.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
11	14	20.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477-ASCAP
12	18	22.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190-ASCAP
1	—	23.	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45-ASCAP
3	—	24.	DOWN THE TRAIL OF ACHIN' HEARTS	P. Page	Mercury(78)5579; (45)5579X45-ASCAP
2	24	25.	EVER TRUE EVER MORE	P. Page	Mercury(78)5579; (45)5579X45-ASCAP
1	—	25.	PRETTY EYED BABY	A. Trace	Mercury(78)5609; (45)5609X45-ASCAP
2	24	27.	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328-ASCAP
3	30	27.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
26	—	29.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
7	22	30.	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444-ASCAP
6	24	30.	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099-ASCAP
2	—	30.	UNLESS	E. Fisher-H. Winterhalter	Dec(78)27444; (45)9-27444-ASCAP

**RECORD DEALERS!  
Make Extra Dollars  
in Record Sales  
at Only 25c a Week!**

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real getter for extra record sales and profits—and at a low cost of only 25c a week.

You get an eye-catching, attention-getting, full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple . . . easy to handle . . . low in cost . . . a real extra salesman who really sells.

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

USE THE COUPON TODAY

**YERMIE STERN**  
545 FIFTH AVENUE, NEW YORK, N. Y.

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

NAME.....  
STORE.....  
ADDRESS.....  
CITY..... STATE.....

VAUGHN MONROE'S BIG RECORD HIT!



**SHAPIRO BERNSTEIN & CO., INC.**  
Music Publishers  
1270 Sixth Avenue New York 20, N. Y.

**NATIONAL HITS!!  
EILEEN BARTON  
"THE SYNCOPATED CLOCK"  
"LOCK THE BARN DOOR"  
National #9152  
Also available on 45 RPM**



**TEMPO  
TEMPO'S THEME  
Presents Two New Sparkling Recordings  
BRUCE HUDSON  
His Orchestra  
and Three Muffs and a Putt  
SHIVER MY LIVER  
JUST DREAMING  
Theme Release  
P 152**

**TEMPO  
RECORD CO. OF AMERICA  
8540 Sunset Blvd., Hollywood 46, California**

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  
Over 1,000 Satisfied Customers  
**VEDEX COMPANY**  
674 10th Ave., New York 19, N. Y.  
PLaza 7-0636  
Complete Inventories Bought

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 630 5th Ave. JUdson 2-5011  
CHICAGO Dept. 25-A 445 N. Lake Shore Dr. WHitehall 4-3215  
HOLLYWOOD Dept. 26-A 1016 N. Sycamore Ave. Hillside 5171

**3 SMASH HITS!  
JAMES WAYNE  
"TEND TO YOUR BUSINESS"  
"Love Me Blues" — SI 588  
LIGHTNIN' HOPKINS  
"GOTTA MOVE BOOGIE"  
"Prayin' Ground Blues" — SI 599  
JULIAN DASH  
"PREACHIN'"  
"Hot Rod" — SI 600**

**SITTIN' IN RECORDS** 733 11TH AVENUE NEW YORK CITY

**Subscribe Now!**  
ONE YEAR \$10  
**52 BIG ISSUES**  
Including 8 Special Issues



THE BILLBOARD  
2160 Patterson St., Cincinnati 22, Ohio  
Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues. 570  
Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....



"the  
Wondrous  
word"

and

"Blackball  
ferry  
line"



**PERCY FAITH**

and his orchestra

78 rpm 39426

33 1/3 rpm 3-39426

45 rpm 4-39426

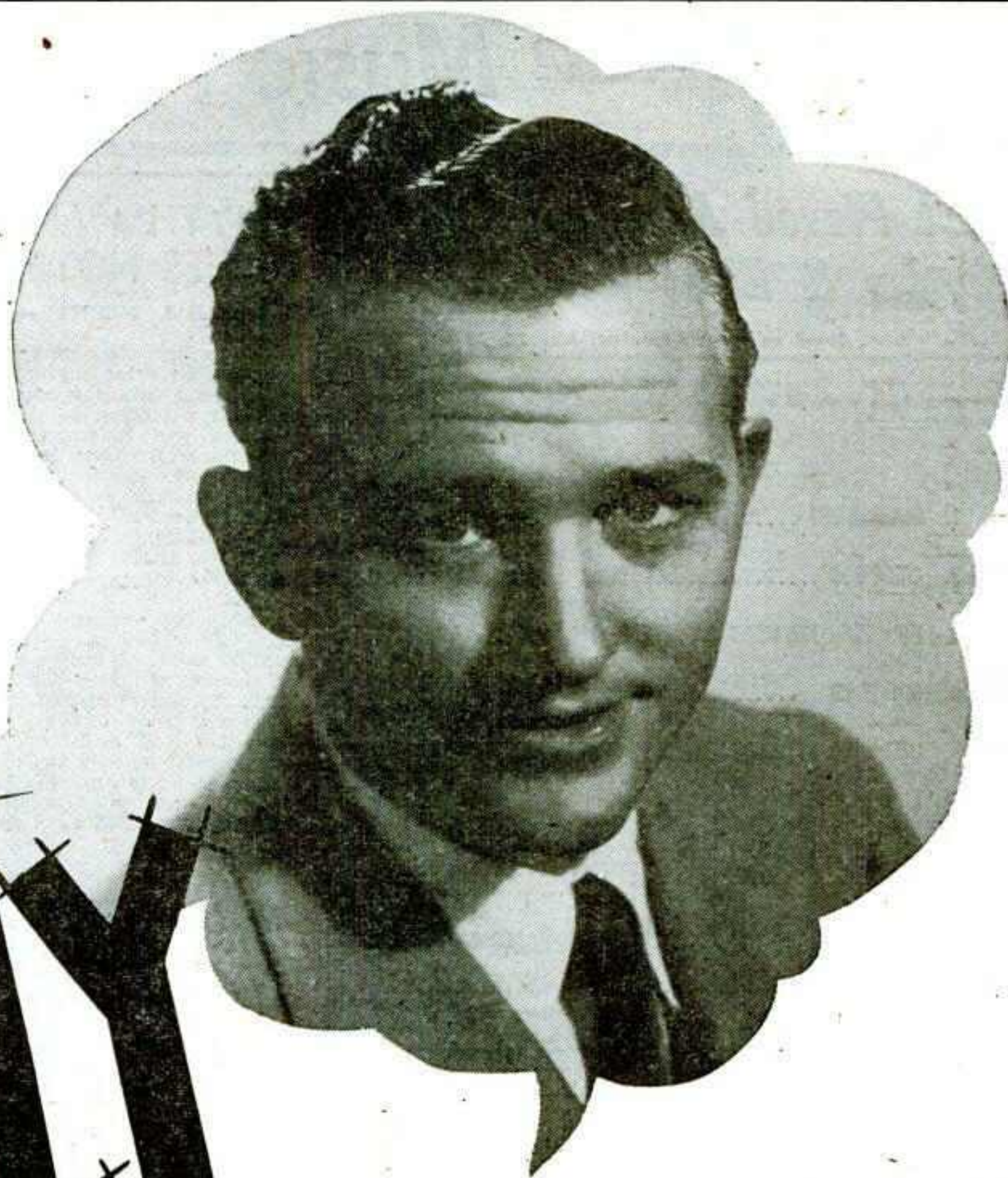
**COLUMBIA  RECORDS**

First, Finest, Foremost in Recorded Music









*Jimmie*  
**WAKELY**

**CELEBRATING**  
**5 Years on Capitol Records**

with  
**"DON'T BE LONELY"**  
**"I'LL NEVER DO A THING TO HURT YOU"**

OPENING  
**Capitol Theatre**  
New York  
MAY 24, 1951

- Recent TV Appearances
- ★ KEN MURRAY SHOW
  - ★ BOB HOPE SHOW
  - ★ ED SULLIVAN SHOW
  - ★ MILTON BERLE SHOW

Personal Manager  
**CHARLES WICK**  
342 Madison Ave., New York

Direction  
**M. C. A.**



# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received May 16, 17 and 18

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	Record	Artist	Label
to date/Week/Week				
16	1	1. BLACK NIGHT	C. Brown	Aladdin 3076—BMI
7	3	2. CHICA BOO	L. Glenn	Swingtime 254—BMI
3	2	3. HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
3	8	4. ROCKET 88	J. Brenston	Chess 1458—BMI
15	4	5. LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
22	6	5. ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
1	—	7. 60 MINUTE MAN	Dominoes	Federal 12022
7	8	8. RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI
6	7	9. TENNESSEE WALTZ BLUES	S. McGhee	Atlantic 926
4	4	9. I WILL WAIT	Four Buddies	Savoy 769—BMI

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

Columbia Records is making an all-out pitch for the rhythm and blues market with the reactivation of its old Okeh label. Columbia will shift its entire r. and b. activities to the Okeh label, including talent and direction. The Okeh set-up will be headed up by Danny Kessler, who will act both as sales manager and director of artists and repertoire. First release for the newly activated label will be out June 4 and will include a couple of diskings. Label will also provide Columbia with an outlet to release reissues of prime jazz items from its extensive catalog. Okeh platters will retail at the standard 89-cent tag and will be made available thru the regular Columbia distribution set-up. For complete details of the new set-up, see other story in Music Department.

Atlantic Recording star, Ruth Brown, tenorist Willis Jackson and his band, newly inked to an Atlantic pact, and blues shouter Roy Brown, of DeLuxe Records, have been packaged by Universal Attractions for a 21-day Southern tour. The one-nighters all will be promoted by Ralph Weinberg and will run in key city auditoriums from May 25 thru June 15. . . . Tiny Bradshaw and his ork are set for two weeks at Dykes Stockade, Washington, beginning May 25 and will follow that engagement with a return date at the Savoy Ballroom in New York beginning June 8 for two weeks.

Louis Armstrong may make a series of overseas concert tours beginning in late August. Plans being mulled at this point by Joe Glaser, topper of the Associated Booking Corporation, include concerts for Armstrong in Hawaii and in Europe. Meanwhile, he has been set for two weeks at the Standish Hall Hotel, Hull, Quebec, beginning July 30. . . . Lionel Hampton, who was in New York recently for a recording session for MGM Records, will head for the Coast for a summer stay. While there, Hamp will play a couple of one-nighters which will pay him among the highest guarantees on record. He will pull \$6,500 for the night of July 1 at the Auditorium in Oakland, Calif., against 60 per cent of the gross. On July 9, the band will play Wrigley Stadium for \$5,000 against the percentage.

Charlie Parker's Quintet has been set for one-week shots at the Hi-Hat Club in Boston beginning May 28 and at the 421 Club in Philadelphia opening June 4. . . . Providence's key r. and b. nitery, the Celebrity Club, will remain open for the summer but will cut its name policy down to local and low-priced attractions. . . . Art Tatum currently has returned to working with a trio and is holding forth at the Blue Mirror nitery in Washington.

Earl Bostic's band is set for the summer. The group has been booked to fill 10 weeks of the summer season at the Surf Club, Wildwood, N. J., beginning June 29. The group currently is on the West Coast, having made the jaunt as part of a one-nighter package with Dinah Washington. Bostic will one-night his way back East and will play the week of June 11 at the Celebrity Club in Providence and follow that with a week at the Club Harlem in Philadelphia beginning June 18. . . . Eddie (Cleanhead) Vinson and his band currently are being set for a series of Eastern one-nighters.

Little Esther and Johnny Otis' band booked solidly from May 11 thru August 19 on one-nighters. The package was sold at \$600 per night against standard percentage agreements. . . . Atlantic Records is readying a line of at least 25 LP titles for the forthcoming music merchant's convention. . . . Columbia r. and b. promotion and recording man Danny Kessler is back off the road

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received May 16, 17 and 18

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

15	1	1. BLACK NIGHT	C. Brown	Aladdin 3076—BMI
14	8	2. LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
20	—	3. ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
3	6	4. ROCKET 88	J. Brenston	Chess 1458—BMI
4	4	5. I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
2	—	6. TOO YOUNG	Nat "King" Cole	Cap(78)1449; (45)F-1449—ASCAP
1	—	6. I WON'T CRY ANYMORE	D. Washington	Mercury(78)8211; (45)8211X45
4	2	8. TEND TO YOUR BUSINESS	J. Wayne	Sittin' In—588
4	8	8. TEARS, TEARS, TEARS	A. Milburn	Aladdin 3080
11	4	10. DON'T TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923—BMI
1	—	10. HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
8	—	10. RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI
1	—	10. WRONG YO YO	Piano Red	V(78)22-0106; (45)50-0106

## • Advance Rhythm & Blues Record Releases

Alma—Cecil Gant (I'm Still) Dot 1053	Fool in Love, A—Earl Williams (If You) Col 39387
Bangin' the Boogie—Camille Howard (Schubert Serenade) Specialty 404	I'm Still in Love With You—Lee Richardson (There's a) DeLuxe 3316
Behind Closed Doors—Big Boy Grudup (Roberta Blues) V (45)50-0126	I'm to Blame—Steve Gibson (Sidewalk Shuffle) V(45)50-0127
Blues About Baby—Johnny O'Neal (Friday Night) King 4452	Little Baby—Cecil Gant (Don't You) Dec 48212
Day Will Come, The—Blind Johnny Davis (Magic Carpet) MGM 10976	Magic Carpet—Blind Johnny Davis (The Day) MGM 10976
Dill Pickles—John Maddox (Sweet Georgia) Dot 1057	Old Soldiers Never Die—Rene Hall Trio (How Long) Dec 48213
Don't You Worry—Cecil Gant (Little Baby) Dec 48212	Roberta Blues—Big Boy Grudup (Behind Closed) V(45)50-0126
Forget Me—Joe Bailey (The House) Federal 12024	Schubert's Serenade Boogie — Camille Howard (Bangin' the) Specialty 404
Friday Night Blues—Johnny O'Neal (Blues About) King 4452	Sidewalk Shuffle—Steve Gibson (I'm to) V(45)50-0127
House of the Lord, The—Joe Bailey (Forget Me) Federal 12024	Sweet Georgia Brown—John Maddox (Dill Pickles) Dot 1057
How Long Can You Take It—Rene Hall Trio (Old Soldiers) Dec 48213	There's a Lull in My Life—Les Richardson (I'm Still) DeLuxe 3316
I Just Can't Help It—Walter Davis (You Are) Bullet 341	Tonight of All Nights—Freddy Clark (Why Did) Specialty 405
If You Ever Had the Blues—Earl Williams (A Fool) Col 39387	Why Did You Do It—Freddy Clark (Tonight of) Specialty 405
I'm Still in Love With You—Cecil Gant (Alma) Dot 1053	You Are the One I Love—Walter Davis (I Just) Bullet 341

after recording Red Saunders in Chicago and Maurice King in Detroit. Upon his return, Kessler signed the Trenier Twins to a disking paper.

Savoy Records signed a pair of new artists. Thrush Allene Phillips, of Atlanta, and spiritual singer Little Willie Eason, of Philadelphia, were inked to term papers. The diskery also cut some new Billy Wright sides in Atlanta. . . . Arnett Cobb has left the hospital and currently is recuperating at home prior to taking to the road again.

Juke Box Jackpot!

### NUMBERS BLUES

by ROY MILTON #403

Specialty records

## Subscribe Now!

ONE YEAR \$10

### 52 BIG ISSUES

Including 8 Special Issues



THE BILLBOARD  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name .....

Address .....

City .....

Occupation .....

**WE'RE NOT GETTING POLITICAL . . .**  
BUT we think that even a Commie could become a Capitalist with these hits!!

<p><b>1. "TAB" SMITH</b> on Premium #874 "SPIDER ROCK" "MESSIN' AROUND"</p>	<p><b>4. MORNING ECHOES</b> on Premium #877 "SOMEBODY BIGGER THAN YOU &amp; I" "DEAR MOTHER"</p>
<p><b>2. ROBERT ANDERSON</b> on Premium #875 "GOD SPOKE TO ME" "JESUS"</p>	<p><b>5. MEMPHIS SLIM</b> on Premium #878 "FORE DAY" "FEELIN' LOW"</p>
<p><b>3. "TAB" SMITH</b> Vocal by Chuck Young on Premium #876 "ANYTIME FOR YOU" "JIMMY'S BLUES"</p>	<p><b>A Few Choice Territories Open for Live, Reliable Distributors. . . .</b></p>

**WRITE, WIRE or PHONE TODAY**

## PREMIUM

RECORD CORP.  
2326 S. MICHIGAN AVE.  
CHICAGO 16, ILLINOIS  
Phone: CAIumet 5-9202-3

# Welcome BILLIE HOLIDAY



How wonderful that your Talent, your Greatness is Exclusively OURS!!! We're so proud of you and your first release.

**"DETOUR AHEAD"**  
**"BE FAIR TO ME"**

AL 3094

Cordially,  
**Aladdin Records**  
BEVERLY HILLS



# THE BILLBOARD Music Popularity Charts

## Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT
<b>"SCAT MAN" CROTHERS (Red Callender Sextet)</b> Just Like Two Drops of Water INTRO 6017—Crothers chants with fervor, building to a rocking climax on this beautiful rhythm novelty.	74--75--74--73
<b>King Berman's Stomp</b> Lightweight novelty is apparently a plug for a California clothier—meaningless stuff everywhere else.	40--40--40--40
<b>"SCAT MAN" CROTHERS (Red Callender Sextet)</b> Free Samples INTRO 6016—Crothers wastes his time with a trifling novelty that doesn't get off the ground, tho he gives it a gallant try.	45--45--45--45
<b>A Gruntin' and a Croanin'</b> Another case of a good performance and flimsy material, here some nonsense about the wrestling matches.	45--45--45--45
<b>FRANK MOTLEY ORK (Jimmy Harris)</b> That's All Right With Me GOTHAM 6-272—Harris chants an ordinary medium-beat blues; his chanting and orking are sparkless.	50--50--50--50
<b>Duel Trumpet Blues</b> Jump blues instrumental gets a strictly routine performance and a dull recording sound.	40--40--40--40
<b>JOHN GREER (Rhythm Rockers)</b> When You Love VICTORY 22-0125—Greer turns in a topnotch vocal sales job on a slight, philosophizing love ballad. The winning performance could stir some action.	75--75--75--75
<b>Clambake Boogie</b> A rather pedestrian boogie blues is done well with spirit and beat. Good dance material.	70--70--68--73
<b>RAY-O-VACS (Lester Harris)</b> If You Ever Should Leave Me DECCA 48211—An original ballad falls ideally into the Ray-o-Vacs chunky rhythm format. Harris' breathless vocalizing also falls in gracefully to make a promising etching of the whole.	82--82--82--82
<b>You Can Depend On Me</b> This splendid oldie doesn't quite fit into this group's pattern; it loses effect as the melody line is chopped up in the group's rhythmic gimmick.	68--68--68--68
<b>AL JACKSON</b> Lonesome Lover Blues CORAL 65052—Warbler does a routine job with routine novelty blues material, with punching combo in back.	62--62--62--62
<b>That Was the Last Mistake</b> Better material here, performance fair.	66--66--64--68
<b>BIG THREE TRIO</b> Appetite Blues COLUMBIA 30239—Dull boogie blues job by vocal-instrumental trio using unlikely novelty material.	40--40--40--40
<b>Blip Blip</b> Another watered-down novelty effort palls.	40--40--40--40
<b>CHUCK WILLIS</b> Can't You See COLUMBIA 30238—Warbler shows a sincere, warm blues style, with combo chording effectively in back. Material is ordinary slow blues stuff.	70--70--72--74
<b>It Ain't Right To Treat Me Wrong</b> Same story—okay rendition, thin material.	66--64--66--68
<b>JOHN LEE HOOKER</b> John L's House Rent Boogie MODERN 20-814—J. L. and his guitar raise the rent money in a vigorous, southern boogie blues performance.	72--72--70--74
<b>Queen Bee</b> Warbler chants a slow southern blues with typical percussive guitar accompaniment. Nothing special materialwise, except some double entendre references possibly too blue for airing.	67--NS--67--67
<b>PEE WEE CRAYTON</b> Poppa Stoppa MODERN 20-816—Combo knocks out an okay jump boogie featuring Pee Wee's guitar work and a tenor. Title is a dedication to a New Orleans deejay.	64--62--64--66
<b>Thinking of You</b> Slight slow blues is pleasantly warbled and backed.	67--67--66--68
<b>RICHARD LEWIS (The Barons)</b> Believe in Me MODERN 20-818—Medium rock blues novelty swings invitingly, with neat effects from male duo chanting refrain in harmony.	76--76--74--78
<b>Forever</b> Dull chanting of a blues ballad.	50--50--50--50
<b>SUGAR CHILE ROBINSON</b> Baby Blues CAPITOL 1526—Cute novelty blues themed around "Rockabye Baby" showcases Sugar Chile's childish treble voice and piano, with combo backing.	69--71--69--67
<b>The Donkey Song</b> The young performer struggles with a novelty tune completely unsuited to him.	56--59--56--53
<b>AMOS MILBURN (Aladdin Chickenshackers)</b> Everybody Clap Hands ALADDIN 3090—Pop novelty of some months back gets an easy medium-beat rhythm go from Milburn and combo—doesn't sound too convincing.	71--72--70--72
<b>That Was Your Last Mistake—Goodbye</b> Milburn chants an okay blues to a tight shuffle beat.	83--83--82--84
<b>CHARLES BROWN ORK</b> The Message ALADDIN 3091—Chaz goes philosophical with a hard-hitting message about brotherhood. Could register.	83--83--83--83
<b>I'll Always Be in Love With You</b> Brown does a more typical slow, sleeky ballad reading on the standard. Another strong job.	83--83--83--83
<b>IRA AMOS</b> What You Been Doin' to Me? MODERN 20-817—Out-of-tune warbler sings a plodding blues.	38--38--38--38
<b>Blue and Disgusted</b> Another weak slow blues effort.	38--38--38--38

## Okeh Revived

Continued from page 10

who already were pacted to Columbia. His list will include The Ravens, Earl Williams, Maurice King, Red Saunders, Al Russell and the Do Re Mi Trio, Herb Lance, etc.

The reasoning behind the reactivation of Okeh is that the label change would give Columbia a fresh start in a field which is dominated by independent companies. In addition, Okeh is remembered in many circles as one of the original prestige labels in the r. and b. and hot jazz fields.

The Okeh set-up, to be treated as a newborn entity, will be handed an all-out promotion and merchandising campaign. Particular emphasis will be laid on deejay promotion in the r. and b. field.

The first Okeh release, skedded for June 4, will spot two new r. and b. disks: Red Saunders is coupling on *Stop, Pretty Baby*, *Stop with Four A. M.* and Maurice King and the Wolverines are featured on *I Want a Lavendar Cadillac* and *Spider's Web*.

## Shuffle Outlets

Continued from page 12

satisfactory, other firms will be taken on. Distribbers are to be added in other parts of the country, giving Discovery a distributional layout comparable to many of the leading diskeries. Complete plans are not yet concluded.

Koenig, California Record Distributors' prexy, last week joined with Discovery's Albert Marx in running the plattery. Both Koenig and Marx now hold equal shares in the label. Prior to Koenig's interest in Discovery, Marx bought up remaining stock from Phil Moore, who at one time was an active member in the indie's operations.

Musical Director Johnny Richards will huddle with Marx and Koenig this week regarding recording policy, of which in the past Richards has had complete supervision. Entrance of GTJR on the scene will bring more capital into Discovery, making it possible for more cutting and promotion.

## 10 RCA Toppers

Continued from page 12

The package is a 24-page story-book measuring 13 1/4 by 10 1/2 inches, the largest ever put on the market, and will be available on all three speeds—the first time a Victor kid album will be available on LP. Cast includes Kathy Beaumont, Ed Wynn, Jerry Colonna, Sterling Holloway and Pat O'Malley.

The record department execs making the junket are: Veepee and General Manager Paul Barkmeir, Assistant Manager Howard Letts, and pop Promotion Manager Henry Onorati, who will cover the Eastern region. Al Miller, of the blues and country sales section; Ed Dodelin, of the commercial sales, and Merchandise Manager Larry Kanaga will cover the Central region. Bill Bullock, manager of the sales planning section, will cover the East Central region. Merchandise Manager Bob MacRae will handle the Western region; Advertising Manager Dave Finn the Southwest, and Jim Lennon, syndicate coin operators sales manager, the South.

## Iucci Put Up

Continued from page 10

board by virtue of the resignation of John Parks, of the Dallas local. It is bruited that Federation Prexy James C. Petrillo would not be averse to the election of Iucci.

Local 802 will be the host at a party for all the delegates and their wives at the Grand Ballroom of the Astor Hotel June 6, and the local officials will be the hosts at a special dinner for Petrillo and other AFM officials at Delmonico's May 31.

## Release Date

Continued from page 10

its own arrangement on a tune provided only that it does not release the record before a certain date. Suit would presumably be brought on the grounds of damages—if the publisher should win even a token award, it might establish him as the controlling element.

Several diskery execs have reportedly been sounded out, and are said to be willing to co-operate with any such group.

## Dealers and Distribs Caught

Continued from page 10

claim that they have to ignore the bills from their small labels in order to send the required two checks a month to the larger indie firms. They also beef that too many indie labels "have big eyes for becoming majors" and, as a result, flood the market with "unnecessary" coverage records.

### Small Label's Point

The smaller labels, fully cognizant of the fact that they can expect few if any sales on their new releases, would like to forego the cutting of new records for the next three months. But, as explained by one smallie, "The only way I can keep my doors open is to put out a couple of records a month and live on the money I get from the initial sale—I'll worry about returns in the fall."

That the general credit situation is not critical tho certainly poor, is proved by the fact that bankruptcies by disk retailers and distributors are still rare. Despite

heavy inventories, slow sales turnover and a lack of liquid assets, most seem able to hold on until the fall selling season.

## Monroe Routes

Continued from page 10

to the tour. On tour, he will carry his regular big band as well as Ziggy Talent, the Moon Maids and the Moon Men.

Monroe also has been booked for the Waldorf-Astoria Hotel Starlight Roof here for the last three-and-a-half weeks of the season, beginning September 6. Willard Alexander, his agent, also reports that the orkster may take another fling at the movies in October. In the event a movie deal is forthcoming Monroe will probably film his TV show—which will resume in the fall—to make the Hollywood jaunt, unless the cross-country cable is completed by that time.

## DOT'S BLAZIN' HOT!

New Releases New Releases New Releases

- 1051 HOMELESS b/w GAMBLING BLUES Little Son Jackson
- 1052 YOU NEVER MISS THE WATER b/w TRYING, TRYING L. C. Williams
- 1053 ALMA b/w I'M STILL IN LOVE WITH YOU Cecil Gant

### STILL SELLING BIG ALL OVER

MARGIE DAY & GRIFFIN BROTHERS

- 1041 SADIE GREEN b/w ONE STEADY BABY
  - 1019 LITTLE RED ROOSTER b/w BLUES ALL ALONE
- CECIL GANT
- 1030 WAITING FOR MY TRAIN

### SPIRITUAL

THE FAIRFIELD FOUR

- 1003 TREE OF LEVEL b/w JESUS MET THE WOMAN AT THE WELL
- 1040 DON'T DRIVE YOUR CHILDREN AWAY
- 1045 NOBODY TO DEPEND ON b/w OLD TIME RELIGION
- 1046 TALKING ABOUT JESUS b/w NO ROOM AT THE INN
- 1047 I LOVE THE NAME JESUS b/w LEAVE THEM THERE
- 1048 ON MY JOURNEY NOW b/w LOVE LIKE A RIVER

WRITE, WIRE OR PHONE

## DOT RECORDS, INC.

GALLATIN, TENN.

Phones: 880-881

## SAVOY'S HIT PARADE

FAST SELLING RELEASES!

- SAVOY #769 THE FOUR BUDDIES #1
- I WILL WAIT
- SAVOY #766 J. OTIS WITH MEL WALKER #2
- ROCKIN' BLUES
- SAVOY #777 J. OTIS ORCHESTRA #3
- MAMBO BOOGIE
- SAVOY #780
- J. OTIS ORK WITH LINDA HOPKINS #4
- DOGGIN' BLUES
- SAVOY #779 THE FOUR BUDDIES #5
- SWEET SLUMBER

COAST TO COAST

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



## LYNN HOPE QUINTET

NOW on ALADDIN

FIRST RELEASE AND A SMASH HIT!!


"BLOW, LYNN, BLOW"

"BLUE MOON"


AL 3095

Aladdin RECORDS





**LEO DOES A FLIP OVER THIS ONE!**



*Billy Gilbert*

Sings ...

**"I'M A FOOL TO WANT YOU"**

*and*

**"LOVE ME"**

MGM 10982—78 rpm  
K10982—45 rpm

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

# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

**GONE FISHIN'** ..... Bing Crosby-Louis Armstrong ..... Decca 27623  
A pop tune, which didn't make it a year or so back, gets a brand new lease on life in a happy gab-fest treatment by Croz and Satch.

**SOMEBODY** ..... Jo Stafford ..... Columbia 38389  
A nostalgic new ballad gets the sweet and touching treatment from Miss Stafford with a handsomely blended background from Paul Weston's ork and the Norman Luboff Choir.

## • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. I GET IDEAS ..... Tony Martin ..... Victor 20-4141
2. DREAM ..... Walter Schumann ..... Columbia 39404
3. I LIKE THE WIDE OPEN SPACES ..... Laurie Anders-Arthur Godfrey ..... Columbia 39404
4. IT NEVER HAPPEN TO ME ..... Peggy Lee ..... Capitol 1513
5. MY TRULY, TRULY FAIR ..... Guy Mitchell-Mitch Miller Ork ..... Columbia 39415
6. TOM'S TUNE ..... Georgia Gibbs ..... Capitol 5644
7. WHAT WILL I TELL MY HEART? ..... Eddy Howard ..... Mercury 5630
8. THESE THINGS I OFFER YOU ..... Sarah Vaughan ..... Columbia 39370

## • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. MISTER AND MISSISSIPPI ..... Dennis Day ..... Victor 20-4140
2. THESE THINGS I OFFER YOU ..... Patti Page ..... Mercury 5645
3. WANG WANG BLUES ..... Ames Brothers ..... Coral 60489
4. I GET IDEAS ..... Tony Martin ..... Victor 20-4141
5. IF YOU COULD SEE ME NOW ..... Buddy Greco ..... London 987
6. DREAM ..... Walter Schumann ..... Columbia 39404
7. UNLESS ..... Gordon Jenkins Ork ..... Decca 27594

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. UNLESS ..... Guy Mitchell-Mitch Miller Ork ..... Columbia 39331
2. I LIKE THE WIDE OPEN SPACES ..... Laurie Anders-Arthur Godfrey ..... Columbia 39404
3. PRETTY EYED BABY ..... Jane Turzey Trio ..... Decca 27479
4. ROSE, ROSE I LOVE YOU ..... Gordon Jenkins Ork ..... Decca 27594
5. ROSE, ROSE I LOVE YOU ..... Buddy Morrow Ork ..... Victor 20-4135
6. DIANE ..... Tommy Dorsey Ork ..... Decca 27539
7. HAPPINESS ..... Guy Lombardo Ork ..... Decca 27516
8. MISTER AND MISSISSIPPI ..... Tennessee Ernie ..... Capitol 1521
9. PRETTY EYED BABY ..... Jo Stafford-Frankie Laine ..... Columbia 39388
10. WHERE THE RED ROSES GROW ..... Harry Babbit-Martha Tilton ..... Coral 60430

## • The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. MISTER AND MISSISSIPPI ..... Tennessee Ernie ..... Capitol 1521
2. IT MAY BE SILLY ..... Little Jimmie Dickens ..... Columbia 20809
3. I CAN'T HELP IT ..... Hank Williams ..... MGM 10961
4. OLD SOLDIERS NEVER DIE ..... Red Foley ..... Decca 46319
5. WITHOUT A PORT OF LOVE ..... Moon Mullican ..... King 947
6. TENNESSEE HILLBILLY GHOST ..... Dolph Hewitt ..... Columbia 39388

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





**"HER NIBS"**  
MISS  
**GEORGIA GIBBS**

THE TOP RECORD

**"TOM'S TUNE"**

COUPLED WITH

**"I WISH, I WISH"**

MERCURY 5644 • 5644X45



**BRAND NEW!**  
**FRANKIE LAINÉ**

REALLY ROCKS WITH

**"Out in the Rain"**

COUPLED WITH

**"HEART OF MY HEART"**

MERCURY 5656 • 5656X45

**OPERATOR'S SPECIAL!**

A GREAT NEW  
SINGING STAR



**REX ALLEN**

The Nation's  
New Hit

**"MISTER AND MISSISSIPPI"**

COUPLED WITH

**"LONELY LITTLE ROBIN"**

MERCURY 5647 • 5647X45

*America's Favorite  
New Band*



**RALPH MARTERIE**

AND HIS ORCHESTRA

**"You Better Stop Tellin' Lies"**

COUPLED WITH

**"DIDN'T YOUR MOTHER EVER TELL YA NOTHIN'"**

FEATURING DORIS DREW • BOB CONNALLY

MERCURY 5657 • 5657X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



# 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 firm, 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	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
----------------------	---------------	----------	-------------	----------	----------

### POPULAR

<b>THE BLENDERS</b> <b>The Busiest Corner in My Home Town</b> DECCA 27587—The group turns a direct and pleasant reading of a new schmaltzer. Nothing to get excited about here.	66--68--65--65
<b>All I Got To Do Is Think of You</b> Another pleasant, neatly harmonized job is handed a breezy bouncer.	62--64--60--62
<b>MACKLIN MARROW MGM ORK</b> <b>My Inspiration</b> MGM 30369—Marrow fashions a rich ork-choral job with a pleasant new ballad.	65--65--65--65
<b>Tahiti, My Island</b> Marrow offers a neat mood etching of this exotically conceived movie ballad.	67--68--66--66
<b>TED HEATH ORK</b> <b>Roumanian Roundabout</b> LONDON 1026—This crack English dance crew has built an arresting up instrumental on a couple of standard freilich licks. Beautifully played; excellent recording. Should draw deejay attention.	71--78--68--67
<b>London Fog</b> An original mood instrumental is quite interesting and, despite its brevity, succeeds in painting the title picture. This will provide further evidence of this band's excellence.	70--80--65--65
<b>GEORGE CATES ORK</b> <b>(I Can't Go To Sleep at Night) No More</b> CORAL 60479—The Cates ork, vocal group and soloist Charles Lind blend for a tasty waltz try on a light opus.	65--65--65--65
<b>A Riverderci</b> Another well-done job, this time on a polka-type novelty of slight substance.	65--65--63--67
<b>BING CROSBY (Ken Darby Singers)</b> <b>My Own Bit of Land</b> DECCA 27606—Bing spreads warmth and a homey flavor in warbling this pleasing chunk of homespun philosophy. Fine for the family trade.	79--81--79--77
<b>Old Soldiers Never Die</b> Taken off one of his broadcasts, Bing uses the "Wiffenpoof" approach to the MacArthur-inspired ballad revival. Should get a big share of whatever action the song stirs.	87--88--88--85
<b>BING CROSBY (Lyn Murray Ork)</b> <b>With This Ring I Thee Wed</b> DECCA 27595—A beautifully glowing reading of a recent ballad which will probably wind up a standard of its type. And this will probably be the standard waxing of it. A new thrust named Betty Mullin harmonizes sweetly with Bing on the second chorus.	78--80--80--73
<b>Here Ends the Rainbow</b> This is an Americanized version of a Hawaiian wedding song. Bing and Miss Mullin do a warm job with it. Makes the coupling a strong catalog bet.	76--78--78--73
<b>ROY ROSS QUINTET (Bill Andrews)</b> <b>How Long Is Forever?</b> CORAL 60481—An attractive new ballad is projected warmly by new singer Bill Andrews, who shows some striking qualities in this handsome warble. Ross' orking is light and simple in the Three Suns' organ-accordion-guitar plus rhythm section vein. A tasty slicing.	75--78--73--74
<b>Tumbling Tumbleweeds</b> Ross cooks up a neat instrumental reading of this evergreen, again in the Three Suns pattern. Designed for jukes.	73--73--72--75
<b>AMES BROTHERS (Roy Ross Ork)</b> <b>Who'll Take My Place?</b> CORAL 60489—An oldie, on a revival spin, could make it on the strength of this splendid bit of Ames' harmonizing. A glowing performance which sounds like a winner.	88--88--88--88
<b>Wang Wang Blues</b> The boys really do up this standard jazz piece brown as they rock the infrequently heard lyric to a real fare-the-well. Should be a big one for the brothers.	89--90--88--90
<b>BILL DARNEL (Roy Ross Ork)</b> <b>Mary the Prairie and I</b> CORAL 60480—Darnel does the best he can with a light bounce ditty.	67--67--67--67
<b>If You Were There</b> (Denny Vaughan ork) The singer displays style and warmth as he turns to a splendid old ballad. Vaughan's ork backing is excellent. The over-all quality of performance together with the quality song could provoke some "sleeper" attention for this side.	82--85--81--81
<b>DENNY VAUGHN ORK</b> <b>Love Tales</b> CORAL 60432—A bouncy instrumental reading of this lovely item is particularly well-suited for dancers.	69--70--67--70
<b>Mellow Mood</b> The title is perfectly suited for this mood instrumental which reminds strongly of the early Claude Thornhill band efforts. Vaughans plays the piano solo in addition to conducting and having written the arrangement. A good deejay bet for late hours.	75--78--73--73
<b>VOICES OF WALTER SCHUMANN</b> <b>Holiday for Strings</b> CAPITOL 1536—This rather unusual choral group idea does a neat job with the not-off-heard lyric to this David Rose gem. A deejay special.	82--85--80--80
<b>Fools Rush In</b> The group creates a deep mood in reading off this wonderful Bloom-Mercer oldie. A sensitive tenor sax bit sustains the mood and pace and offers contrast. A fine disk which could score some "sleeper" attention.	82--85--82--80
<b>PAUL NEIGHBORS ORK</b> <b>There She Was</b> CAPITOL 1537—A light and amusing 6/8 novelty about the guy who couldn't lose his chick no matter what he tries is done crisply and cleanly by this promising Coast ork.	75--78--73--75
<b>And I Was Kissing You</b> Neighbors and vocal trio turn on a Sammy Kaye-ish treatment for a pleasant schmaltz ballad with an easy, retentive line.	74--76--73--73
<b>MICKEY KATZ ORK (Anette Warren)</b> <b>Turkish Lullaby</b> CAPITOL 1538—Katz produces an amusing satire built on a typical Jewish lullaby refrain. Will be best suited for Jewish-American markets.	76--75--77--75
<b>Mona Liza</b> Katz himself kids the pants off of last season's smash ballad in a downright funny and skillfully drawn parody. Should do okay for Katz in that market which goes for his and Spike Jones' kind of thing.	83--83--83--82

(Continued on page 38)

## Album and LP Reviews

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

### POPULAR

**MISCHA NOVY AND HIS VELVET STRINGS (1-10")** 70  
MGM (33) E-546  
Old Gypsy Waltz, Love Is Gone, Little Gate, Gypsy Holiday, Two Guitars, Gypsy Heart Strings, Weeping Willow, Turkish Street Song.  
This is a collection of highly listenable, albeit Americanized, gypsy music. The Novy group of 21 strings and piano is fairly well known to the inhabitants of the plushier cafes in New York and Hollywood. Musically, the group is above reproach, tho it is hardly likely that such velvety music would intrigue a true gypsy. Nevertheless, this is near-perfect listening, dinner or background music.

**JUKES** Not suitable. **JOCKS** For the relaxed segs.

### CHILDREN

**SQUARE DANCE PARTY—Callis and In-** 75  
**struction by Les Gotcher (2-10")**  
Capitol (78) DBS-4010  
Here is a fine idea that's neatly packaged for youngsters ranging in age from 6 to 15. Simple gimmick is combining typical square dance music and typical sets, but with an eye to the younger barn-dancers. Instructions are sufficiently complete to teach the simple maneuvers and Gotcher's calling is at the proper tempo and in good diction. All in all, this should fill a definite need in both the square dance and kidisk markets.

**THE STORY OF LITTLE CHAMP—Story** 80  
**and Music by Peter Steele and Henry**  
Walsh, produced and directed by Hecky Krasno. Gene Autry with Wally Maher, Carl Cotner Ork (2-10")  
COL (78) MJV-104

Exactly as suggested by the title, this is a kid story about a little colt who looks and acts like Autry's well-known Champion. Autry and Maher, the latter as "Chin-Music," carry the tale with some fine sound-effects and some Autry chanting. For the cowboy fans, movie and TV, this is first rate material. The two-record package includes sketches and captions to help the moppets follow the story.

**JUKES** Not suitable. **JOCKS** For moppet shows.

### INTERNATIONAL

**LA CENICIENTA (Walt Disney)—Evan-** 77  
**gelina Elizonda; M. R. Armengal Ork**  
(2-10")  
RCA Victor (78) SY-4  
This is Walt Disney's "Cinderella" with the original cast and song taken from the Spanish language version of the cartoon film. Certainly for export to Central and South American countries, this is sensational material. In this country, there are still many Spanish-speaking areas in which the package would do well. Miss Elizonda's Cinderella is excellent. Production effects and orchestrations are full-bloom and equally excellent. Packaging in a hard-covered, album-box with wooden spine is top flight.

### HOT JAZZ

**NEW STARS—NEW SOUNDS, Vol. 2—** 60  
**Oscar Pettiford Quartet, Serge Chaloff**  
**and the Herdsmen (1-10")**  
Mercer Records (33) LP-1003  
Pettiford: Perdido, Oscalyppo, Take the "A" Train, Blues for Blanton. Chaloff: Chickasaw, Bopscotch, The Most, Chasin' the Bass.  
On one side of this LP, Oscar Pettiford offers some delightful exercises in pizzicato cello playing, backed by celeste, piano, bass and drums. Higher pitched than the bass fiddle, the cello makes for good jazz soloing, and Pettiford picks off the notes true as a good guitarist. It's different, intriguing—a new sound and a good one. But the flipover is strictly short change—tired, uninspired small-combo bop. The arrangements are flaccid, the solos dull, the ensemble sound poor. The names are good—Red Rodney, Barbara Carroll, Terry Gibbs, et al., but nothing happens.

**JUKES** Not suitable. **JOCKS** Single selections from the Pettiford grouping for the hip-per jocks.

**NEW STARS—NEW SOUNDS, VOL. 1—** 58  
**Eddie Shu Quintet; Joe Roland, His**  
**Vibes and His Boppin' Strings; Wild**  
**Bill Davis and His Real Gone Organ (1-10")**  
Mercer (33) LP-1002  
For the jazz collector, particularly the bop buyer, there is much here of prime interest. There are such intriguing items as a jazz harmonica, a jumping Hammond organ and Duke Ellington at the piano to interest even the casual jazz fan. Featured artists include Ellington on one Davis side, Eddie Shu on alto, harmonica, trumpet and clarinet; John Levy on bass, Denizil Best on drums, Davis on organ, Jo Jones on drums and Roland on vibes. Tunes range from original boppers to well-known jazz riffs and standard pop ballads. The Roland and Davis sides have previously been issued as singles. Recordings and packaging are only fair.

**JUKES** Not suitable. **JOCKS** Jazz jocks can pick up on several of the sides.

## 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

Allentown Jail—Jo Stafford (Somebody) Col 39389  
And I Was Kissing You—Paul Neighbors (There She) Cap 1537  
And Then I Prayed—Fran Allison (Light in) V 20-4104  
Andiamo—Ezio Pinza (Let Me) V 10-3391  
At the Bay of the Rainbows—Dick Haymes (Tahiti My) Dec 27598  
Ballin' the Jack—Danny Kaye (On the) Dec 27597  
Baby Blues—Harry James-Toni Harper (Peculiar) Col 39390  
Because of Rain—E. Fitzgerald (The Chesapeake) Dec 27602  
By George—W. Herman (It Isn't) MGM 10975  
Chesapeake and Ohio, The—E. Fitzgerald (Because of) Dec 17602  
Chicken in the Car—Ralph Flanagan (I Have) V 20-4147  
Circus—Jerry Gray (Sound Off) Dec 27608  
Come Back to Angouleme—S. Kaye (Please Don't) Col 39376  
Cool Train—L. Hampton (I Can't) MGM 10979  
Crawdad Song—E. Knight-Red Foley (Idle Rumors) Dec 27599  
Down the Trail of Aching Hearts—G. Lombardo (The Strange) Dec 27607  
Dynaflo—S. Kenton (Tortillas and) Cap 1535  
Faithfully Yours—Richard Tucker (Tell Me) Col 2 G  
Fools Rush In—Walter Schumann (Holiday for) Cap 1536  
Happy Ending—D. Kaye (Rhythm of) Dec 27596  
Here Ends the Rainbow—Bing Crosby (With This) Dec 27595  
Holiday for Strings—Walter Schumann (Fools Rush) Cap 1536  
How Long Is Forever—Gene Autry (Mr. and) Col 39371  
How Long Is Forever—Roy Rogers (Tumbling Tumbleweeds) Coral 60481  
I Believe in Dreams—Mary John (You'll Be) Bows 0.102  
I Can't Believe That You're in Love With Me—L. Hampton (Cool Train) MGM 10979  
I Fall in Love With You Ev'ry Day—Johnny Desmond (Mr. and) MGM 10974  
I Have Dreamed—R. Flanagan (Chicken in) V 20-4147  
I Love Just You—Mary John (I Never) Bows 0.105  
I Love You Dearly—Ralph Marterie (Santa Lucia) Mer 5634  
I Never Knew This Could Happen—Mary John (I Love) Bows 0.105  
I Want to Be With You Always—Andrews Sisters-Red Foley (Satins and) Dec 27609  
Idle Rumors—R. Foley-E. Knight (Crawdad) Dec 27599  
If You Were There—Bill Darnel (Mary the) Coral 60480  
I'm a Fool To Want You—Billy Eckstine (Love Me) MGM 10982  
I'm in Love Again—Henri Rene (Roller Coaster) V 20-4148  
It Isn't Easy—W. Herman (By George) MGM 10975  
It's Love, You Fool—Rex Hight (This, Too) Carnival C-5006  
Let Me Look at You—Ezio Pinza (Andiamo) V 10-3391  
Light in the Window—Fran Allison (And Then) V 20-4104  
London Fog—Ted Heath (Roumanian) London 1026  
Lonely Little Robin—Rex Allen (Mr. and) Mer 5647  
Love, I'd Give My Life for You—Art Mooney (My Truly) MGM 10984  
Love Me—B. Eckstine (I'm a) MGM 10982  
Love Tales—Denny Vaughan (Mellow) Coral 60432  
Mary, the Prairie and I—Bill Darnel (If You) Coral 60480  
Mellow Mood—D. Vaughan (Love Tales) Coral 60432  
Mister and Mississippi—Rex Allen (Lonely Little) Mer 5647  
Mister and Mississippi—G. Autry (How Long) Col 39371  
Mister and Mississippi—J. Desmond (I Fall) MGM 10974  
Mona Liza—Mickey Katz (Turkish Lullaby) Cap 1538  
Monkeyshines—Mr. Goon Bones (Tiger Rag) Mer 5641  
My Inspiration—Macklin Marrow (Tahiti My) MGM 30369  
My Own Bit of Land—Bing Crosby (Old Soldiers) Dec 27606  
My Truly, Truly Fair—Guy Mitchell (Who Knows) Col 39415  
My Truly, Truly Fair—Art Mooney (Love I'd) MGM 10984  
(I Can't Go To Sleep at Night) No More—George Cates (A Riverderci) Coral 60479  
Old Soldiers Never Die—Bing Crosby (My Own) Dec 27606  
On the Riviera—D. Kaye (Ballin' the) Dec 27597  
Peculiar Kind of Feeling—H. James-Toni Harper (Baby Blues) Col 39390  
Please Don't Talk About Me When I'm Gone—S. Kaye (Come Back) Col 39376  
Rhythm of a New Romance—D. Kaye (Happy Ending) Dec 27596  
Riverderci, A—George Cates (No More) Coral 60479  
Roller Coaster—Henri Rene (I'm in) V 20-4148  
Roumanian Roundabout—Ted Heath (London Fog) London 1026  
Santa Lucia Luntana—Ralph Marterie (I Love) Mer 5634  
Satins and Lace—Andrews Sisters-Red Foley (I Want) Dec 27609  
Somebody—Jo Stafford (Allentown Jail) Col 39389  
Sound Off—Jerry Gray (Circus) Dec 27608  
Strange Little Girl, The—Guy Lombardo (Down the) Dec 27607  
Sweet Geraldine—Mary John (When You) Bows 0.103  
Tahiti, My Island—Dick Haymes (At the) Dec 27598  
Tahiti, My Island—Macklin Marrow (My Inspiration) MGM 30369  
Tell Me—Richard Tucker (Faithfully) Col 2 G  
Thank God for America (Parts 1 and 2)—Mary John-Phil Ellis, Bows 0.104  
There She Was—Paul Neighbors (And I) Cap 1537  
These Things I Offer You—Three Suns (Tom's Tune) V 20-4150

This Too Shall Pass—Rex Hight (It's Love) Carnival C-5006  
Tiger Ray—Mr. Goon Bones (Monkeyshines) Mer 5641  
Tom's Tune—Three Suns (These Things) V 20-4150  
Tortillas and Beans—S. Kenton (Dynaflo) Cap 1535  
Tumbling Tumbleweeds—Roy Ross (How Long) Coral 60481  
Turkish Lullaby—Mickey Katz (Mona Liza) Cap 1538  
Wang Wang Blues—Ames Bros. (Who'll Take) Coral 60489  
When You Are Near—Mary John (Sweet Geraldine) Bows 0.103  
Who Knows Love—Guy Mitchell (My Truly) Col 39415  
Who'll Take My Place—Ames Bros. (Wang Wang) Coral 60489  
With This Ring I Thee Wed—Bing Crosby (Here Ends) Dec 27595  
You'll Be Thinking of Me—Mary John (I Believe) Bows 0.102

### POPULAR ALBUMS

Alice in Wonderland Album—Richard Hayes-Roberta Quinlan-H. E. Perette Ork (3-10") Mer (78)  
A-89—All in the Golden Afternoon; Alice in Wonderland; Caucus Race; I'm Late; Twas Brilling; In a World of My Own; The Un-birthday Song; March of the Cards

### LATIN AMERICAN

Broadway Mambo—Perez Prado Ork (Paso un) V 230-5414  
Cao Cao Mani Picao—Tito Puente (El Baile) V 23-5418  
C'est Si Bon—Luis Arcaez Ork (Mambo en) V 23-5416  
El Baile Del Pinguino—Tito Puente (Cao Cao) V 23-5418  
Estoy Triste—Roy Diaz Calvet (Refran) V 23-5422  
La Cenicienta Album (Cinderella) — Evangelina Elizonda (2-10") V (78) SY-4  
Los Ojos de Concha—Emilio Caceres (Me Voy) Dec 10555  
Mambo de Paris—Perez Prado Ork (Mona Lisa) V 23-5415  
Mambo en Trompeta — Luis Arcaez (C'est) V 23-5416  
Me Voy—Emilio Caceres (Los Ojos) Dec 10555  
Mona Lisa—Perez Prado (Mambo de) V 23-5415  
Raso un Lucero—Perez Prado (Broadway Mambo) V 23-5414  
Refran—Roy Diaz Calvet (Estoy Triste) V 23-5422

### RELIGIOUS

Believe On Me—Reverend Rimson (Living Waters) Specialty 801  
Hometown USA—Ken Carson (Wondrous Word) Biletone 770  
I Thank the Lord—Brother Joe May (Your Sins) Specialty 803  
Living Waters—Reverend Rimson (Believe On) Specialty 801  
Peace in the Valley—Le Fevre Trio (Swing Down) Biletone 7027  
Swing Down Chariot—Le Fevre Trio (Peace in) Biletone 7027  
Wondrous Word—Ken Carson (Hometown USA) Biletone 770  
Your Sins Will Find You Out—Brother Joe May (I Thank) Specialty 803

### HOT JAZZ

Avaton—Charlie Ventura (Confessin') Mer 8942  
Castle Rock—Johnny Hodges (Jeep's Blues) Mer 8944  
Confessin'—Charlie Ventura (Avaton) Mer 8942  
Heart and Soul—Dave Brubeck Trio (Too Marvelous) Fantasy 516  
How High the Moon—Dave Brubeck Trio (Squeeze Me) Fantasy 515  
How High the Moon—Oscar Peterson (Nameless) Mer 8943  
Jeep's Blues—Johnny Hodges (Castle Rock) Mer 8944  
Nameless—Oscar Peterson (How High) Mer 8943  
Squeeze Me—Dave Brubeck Trio (How High) Fantasy 515  
Too Marvelous for Words—Dave Brubeck Trio (Heart and) Fantasy 516

### TV Filmusic

Continued from page 10

Broadcasting System and the American Broadcasting Company have long-range plans for film production. None of the networks has started any actual production at this point—altho each of the networks occasionally commissions a packager to produce a film. The bulk of pubber income from TV film, however, may stem from negotiations which are likely to be completed this fall. On August 31, the AFM's contract with film studios expires. Some time prior to this date, the AFM and studio reps will enter negotiations for a new contract. The forthcoming talks, according to AFM, must, of necessity, take up the matter of product for television. Whatever deal is finally made will probably be patterned after the 5 per cent royalty pacts set with the networks, indies and the recently concluded contract with Lippert Productions.



The Fat Man Has A New Hit!



**TINY HILL**

AND HIS ORCHESTRA

**'PICK UP TRUCK'**

COUPLED WITH

**"Two Letters"**

**MERCURY 5635**

The One & Only!

**SOPHIE**

**TUCKER**



**FIRST MERCURY SINGLE**

**'my mother's Sabbath Candles'**

**MERCURY 5642-5642X45**

Moving Up Fast!



**RICHARD HAYES**

**"FAST FREIGHT"**

COUPLED WITH

**"My Prayer"**

**MERCURY 5603-5603X45**

Dramatic! Exciting



**ALEXANDER BROTHERS**



SINGING

**"JEZEBEL"**

COUPLED WITH

**"Pennsylvania Dutch"**

**MERCURY 5620**



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



# TV-Phono Merchandising

NEW YORK, May 19.—That there are insufficient FM-AM table model radio receivers to meet public demand is indicated by the results of a survey recently completed by the nation's FM broadcasters, it was announced this week by National Association of Radio and Television Broadcasters. The survey was made under the direction of NARTB's FM department and covered the period April 1-May 1, 1951. A total of 123 wholesale radio distributors, located in 41 cities of 18 States,

were canvassed. Thirty-six of the distribution centers reported manufacturers' shipments inadequate.

Of the distributors interviewed, 29 per cent stated that their need for FM-AM table model sets would be greater during the balance of the year than in 1950. Nearly half of those queried reported that demand for FM-AM table models exceeds supply, and the majority agreed that demands for this set are proportionately greater than for any of the other types included in the inquiry. The others were: AM only; FM only; FM-AM-phonograph; TV only, TV-FM.

Seventy per cent of 123 distributors believe the demand for FM reception is greater in rural than in metropolitan areas the report stated. Among the reasons sustaining this opinion were: Better reception in rural areas; manufacturers shipping greater percentage of FM output into non-TV areas; FM provides coverage in small towns located 40-50 miles beyond range of major network reception; existence of State-wide FM networks.

# JOCK VS. P.A. MATCH ON KFWB

HOLLYWOOD, May 19.—A question of long standing—whether the silver-tongued disk jockey or the verbose press agent has the more prolific gift of gab—will be settled Wednesday (23) on Don Otis' late-hour show from Bob Dalton's in Beverly Hills, Calif. Occasion is Press Agents' Night on the nightly gabfest from this intimate eatery.

Skedded to appear on the KFWB remote are Jo Brooks, Red Doff, Jules Fox, Gene Howard, Jerry Johnson, Barney McDevitt, Bob Stearn and Bobby Weiss. Praisers will be afforded the opportunity to outdo one another in boosting their clients. Otis' role as moderator will undoubtedly be reduced to that of a mere bystander.

him. However, should he buy a set, the understanding would be that it be purchased from the retailer with whom he made his savings deposits. Burnquist, in an opinion to the State Business Research and Development Department, said such practices put the retailers in the banking business for which they must be licensed. He said his opinion will not affect the legality of lay-by or installment buying.

# TV Receivers Total 1,814,767 in 1st Quarter . . .

Television receivers shipped to dealers in the first quarter of 1951 aggregated 1,814,767, the Radio-Television Manufacturers' Association reported. Shipments in March totalled 595,042 compared with 619,122 sets shipped to dealers in February.

# Set Trial in 150G Waring Slander Suit

NEW YORK, May 19.—Trial has been set for Tuesday (22) for the \$150,000 suit brought by singer Glen Moore against Fred Waring for alleged slander. The complaint, filed in Southern District Court here, charges that Waring used abusive and damaging language about Moore in front of the orkster's assembled organization.

The plaintiff, who was one of the Four Squires, singing and comedy group employed by Waring, claims that for 21 weeks during 1945 he wrote material used by the ork on a morning radio show and that Waring did not pay him for his writing services. He brought suit against the orkster for \$25,000 in 1947; upon receipt of the summons and complaint Waring held him up to abuse before the orchestra, Moore alleges. The following year, 1948, Moore instituted the second action, for slander. The first, for services, is still pending, also in Federal Court.

Waring's answer is that Moore was fully compensated both for his performing and writing activities, and that Moore brought the action after Waring discharged him. As to the charges of slander, the defendant states that the summons and complaint in the first suit was served just before a broadcast at a time designed to harass him. He admits dressing down Moore in front of the organization, but maintains that he had good provocation, and also states that Moore was in no way damaged by the action.

Moore's counsel is William J. Rapp; Waring is represented by O'Brien, Driscoll, Raftery and Lawler.

# Dorsey Nears Gardens Bow

HOLLYWOOD, May 19.—Tommy Dorsey plays Mission Beach Ballroom Sunday (20) in San Diego, thus turning into the last lap of a cross-country tour prior to opening his Casino Gardens June 1. Orkster leads into the Gardens three-weeker with dates in Bakersfield, Fresno, San Jose, Vallejo, Sacramento, Salinas, Oakland, Stockton, Santa Maria and Santa Barbara. Dorsey will be here briefly Monday afternoon (21) to wax sides for Decca.

Appearance of Dorsey for the reopening of the Gardens is expected to bolster biz. Should the terper do well, he will undoubtedly bring in another band to follow his three-week stay.

# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULAR
● Continued from page 36			
<b>POPULAR</b>			
WOODY HERMAN ORK	By George	MGM 10975—Woody produces a big band reading of George Shearing's "Bop, Look and Listen." It comes off as the orkster's most commercial medium jump instrumental in some time and his best effort to date for MGM. Fans and dancers alike should find this to their tastes.	77--80--77--75
	It Isn't Easy	Woody warbles a rather attractive ballad in his distinctive style but his tempo is a shade too rapid for a fully effective sales job.	73--76--72--72
JOHNNY DESMOND	(Ray Charles Singers-Tony Mottola)	MGM 10974—Desmond turns in a sturdy reading of this fast-stepping oatune production piece. Good coverage against some tough competition.	79--82--78--78
	I Fall in Love With You Every Day	Desmond's in peak form for this breezy beat opus. The Ray Charles' group splendidly imaginative background effort rounds out a really top-notch production. The performance's high caliber should help stir action.	86--87--85--86
LIONEL HAMPTON ORK	I Can't Believe That You're in Love With Me	MGM 10979—Hampt debuts on MGM with a thoroly pleasing and subdued beat reading of the oldie. Janet Thurlow sings a pleasant chorus but it's the tasty cleffing and Hamp's vibes which stand out.	76--78--75--75
	Cool Train	The emphasis continues on the subdued medium jump side as the Hamp crew tackles a neat semi-bop original and delivers a fairly clean and convincing orking.	72--73--72--71
BILLY ECKSTINE	I'm a Fool To Want You	MGM 10982—Billy spreads a warm glow as he croons an attractive minor ballad. Case's orking fills in prettily. Should prove a profitable effort for Mr. B.	86--87--86--85
	Love Me	(Pete Rugolo ork) A lovely ballad revival is warbled richly and with warmth by Eckstine. Bound to stir action among his large following.	86--87--86--85
STAN KENTON ORK	Dynaflow	CAPITOL 1535—The Kenton crew returns to its medium jump riff instrumental ways with this frothy Ray Wetzel opus. This is the kind of thing which could make Stan the collegians' delight anew.	79--83--78--76
	Tortillas and Beans	A rather silly but ear-attracting Mex-Tex novelty jingle is handed a spirited and crisp Latin beat reading. The band bites and drives hard thruout this effort, a plainly commercial try which should do okay with old and new Kentonians alike.	80--82--78--80

(Continued on page 84)

# Ork's Phony, Music Ain't

● Continued from page 12

European symphony orchestra could record for several labels under various names. At the same time, a longhair diskery exec could pick up tapes or dub radio concerts and then issue the works as performed by a high-sounding but actually anonymous orchestra.

While in most cases, there is no desire on the part of the label to fool the record buyer, there are instances of the diskery inventing an arty name for a second-rate group of pick-up musicians.

Many labels have a select list of musicians spotted for use in orchestral recordings. The RCA Victor Symphony, the RCA Victor Orchestra, the Vox Chamber Orchestra, the Stokowski Symphony Orchestra, the Columbia Orchestra, the Concert Hall Society Chamber Orchestra and others are house bands which perform only for recordings. Such well-known names as Morton Gould, Macklin Marrow and Andre Kostelanetz front recording bands for classical and semi-classical dates.

**Off-and-On**  
Several orchestras used for recordings were organized groups at one time. Typical are such various music festival groups as the Salzburg, Casals, Florence and Dumbarton Oaks orchestras. No matter the category, some

orchestras which exist only in the minds of the diskery execs are the Kingsway Symphony, National Theater Orchestra, Paris Chamber Orchestra, Hamburg State Orchestra, National Orchestra, Vienna Radio Symphony Orchestra and Vienna Symphonette. It must be pointed out that the musical quality is rarely affected in any way by the name given to the performing group. The fact is, some of the "non-existent" symphonic orks have turned out first-rate classical records.

# TV, ASCAP Repts

● Continued from page 12

York Wednesday (16) to consider the situation. Dwight W. Martin, committee chairman, stating he was delighted with the work of the Committee in the effort to secure reasonable rates, added: "Considerable progress has been made in procuring factual information from stations, and this activity will be stepped up at once. Research analysts have been consulted and they are now engaged in reviewing material furnished by counsel."

Martin pointed out that first-quarter subscription payments received by the Committee from about 40 stations exceed \$19,500. This war chest is based upon the stations' nighttime card rates.

According to the statistics of the TV committee, 53 stations have sent in rejection letters to the Society and 13 others have either expressed their intention of so doing "or are taking other appropriate steps adverse to ASCAP." This makes 66 out of a total of 107 in the industry. The Committee further estimates that 36 stations are known to have signed blanket contracts. Of these, about 20 consisting of network-owned-and-operated outlets, plus a sprinkling of independents, signed licenses about 18 months ago. Four or five other stations have not decided upon licenses.

# Eckstine Reported Set for Musical

HOLLYWOOD, May 19.—Billy Eckstine, currently at the Latin Casino, Philadelphia, will fly to the Coast early next month for work on a musical at MGM. Singer recently finished a color screen. Eckstine opens at the Town Casino, Buffalo, Sunday (20), then has a week at Boston's Latin Quarter May 27 and goes into Steel Pier, Atlantic City, July 15. Following the Boston date, the singer heads Coastward for huddles with MGM execs.

**LONG PLAYING RECORDS**  
COLEMAN HAWKINS . . . LAP 101  
GEORGIE AULD . . . . . LAP 102  
SIR CHARLES THOMPSON . LAP 103  
CY WALTERS . . . . . LAP 100  
HARRY HORLICK . . . . . LPS 500  
ALL 10 INCH APOLLO LP's  
RETAIL \$3  
**APOLLO RECORDS**  
457 West 45th St., New York 19, N.Y.

RELIABILITY - QUALITY  
**RECORD PRESSING**  
Originators of the  
**NON-SLIP FLEX**  
(Pat. Pending)  
**Research Craft Co.**  
1037 NO. SYCAMORE ST.  
LOS ANGELES 38, CALIF.

**RECORD MATRIX WORK**  
For Manufacturers of Phonograph Records  
**MASTERS . . . MOTHERS . . . STAMPERS**  
Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship . . . high fidelity reproduction . . . mirror-like appearance to your plates. Write today for our rate card.  
**THE CHARLES ECKART COMPANY**  
4800 Santa Monica Blvd.  
Los Angeles 27, Calif. OLYMPIA 2901

**VOICE DEVELOPER!**  
Your voice, if weak, thin or throaty, can be made Strong, clear, magnetic and Powerful with "Oz" Voice Developer and Diaphragm Exercises—Amazing new invention. A strong voice quickly improves one's personality. Details Free. Write **VOICE DEVELOPER**, Box 665, St. Louis 12, Mo.

**BALLROOM MANAGER WANTED**  
For one of Southern California's largest most popular policy Ballrooms. Guarantee plus percentage of profits. Write in detail concerning your experience.  
**BOX A-114, THE BILLBOARD**  
6000 Sunset Blvd. Hollywood 28, Calif.

**RECORD PRESSINGS**  
Shellac—Vinylite—Flex  
78 RPM—45-33 1/2 L.P.  
Test Pressings Free  
Small or Large Quantity  
Labels—Processing—Masters  
**SONCRAFT, INC.**  
1450 Broadway New York 19, N.Y.

Let Today's TOP TUNES HELP YOU SELL!  
The top 20 tunes each week from The Billboard



The Billboard  
2160 Patterson St., Cincinnati 22, Ohio  
Until further notice please print and ship copies of TODAY'S TOP TUNES for which I enclose \$ . . . . .  
 Weekly  Twice Monthly  Monthly  
Send cash and we pay postage.  
IMPRINT AS FOLLOWS  
NAME . . . . .  
ADDRESS . . . . .  
CITY AND STATE . . . . . PHONE . . . . .  
Ordered by . . . . .

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

.. PLUS POSTAGE ..

**The New Record Smash!**  
**TIME HAS PASSED**  
**IVORY JOE HUNTER**  
ON  
**MGM Record No. 10963-B**



## CAP STUDIES KAYO OF STAGE SHOWS

Booking Kept Short in Event of Sudden Withdrawal; Hollywood Vaude on Upswing

NEW YORK, May 19.—The Capitol Theater is the latest of the Stem presentation houses to consider seriously the dropping of stage shows. Instructions have already been issued to chain booker Sidney Piermont not to book too far ahead, in the event that flesh is discontinued. The house is booked up to June 14. No additional shows beyond this date are skeddled.

Joe Vogel, Loew topper, admitted that the chances of the house's continuing with stage shows were slim. He also emphasized, however, that no decision would be made until next week.

Among his arguments for closing were that "bands getting \$3,000 in a hotel want \$10,000 from us and don't draw flies. . . . A show costs us more than we take in. . . . If we have a poor picture, grosses are way down and the stage show doesn't help. If we have a good picture we do business anyway."

Vogel also said that when Loew's dropped stage shows years ago at the Paradise, Metropolitan and other deluxe houses, "we saved \$2,500,000 and our grosses remained the same. I think if we dropped shows at the Capitol the gross picture would be unimpaired. Besides, we'd save a great deal in operating expenses."

Capitol, one of the first houses to use stage shows in the city, has been especially hit hard in recent weeks. A 4,627-seat house, its grosses in the past few weeks have fluctuated between \$25,000 and \$40,000.

Showbiz insiders attribute the sharp decline to Loew's distribution policy of selling away the company's best pictures to the Music Hall. Traders claim that if the Capitol does drop flesh, the

competitive picture on the street will force it to bring it back. Tho Capitol has no set budget, it spends an average of \$25,000 on its stage shows.

HOLLYWOOD, May 19.—Vaude is on the increase here, a paradoxical fact in the face of many closings in the East (*The Billboard*, May 19). Avalon Theater, in the Negro neighborhood, is negotiating to reopen with a stage show, thus becoming the fourth house here to announce plans to hypo stage fare. Others contemplating flesh, on a part-time sked to begin with, are the Paramount, RKO Hillstreet and Lincoln. Latter is in the vicinity of the Avalon.

HOLLYWOOD, May 19.—Biltmore Bowl, in the Biltmore Hotel here, will bring in a line (12) June 19, marking the first time this class niter has experimented with a chorus. With the gals comes Hal Derwin, who will front a house ork. Addition of the line is expected to hike the spot's weekly talent budget 25 per cent to about \$6,250.

Room's op, Joe Faber, is prepping three production numbers which will use the fems. New policy follows the current show spotlighting the music of Henry Busse.

## Act Competish Looms Keen For Atl. City

Ritz Carlton Leads Way With Names; To Preem June 21

NEW YORK, May 19.—A competitive picture for talent, similar to that experienced among the Miami Beach hotels at the start of last season, is looming in Atlantic City for the coming summer, with the Ritz Carlton in the fore as the first contender for name attractions.

The Ritz, a Schine hotel, now being booked by Tony Cabot and Dave Michelin, will preem June 21 with its first show which, incidentally, is the first time the hotel has had a show. Eric Thorsen will be the first attraction. After Thorsen will come Rudy Vallee, Frances Langford and others. All shows will be booked on a single-week basis.

The Ritz policy is looked at by talent agencies as the opening wedge for a general buying splurge on the beach by the other hotels. So far only a few of the big hotels have made inquiries, but the trade expects these inquiries to jell into buying programs before July 4, thereby opening a new market for talent.

## Quebec Slams Door On American Agents

Begins Enforcing 1941 Employment Law Barring Acts Booked Direct From U. S.

Continued from page 1

Armand Marion, was given an ultimatum Thursday (17) to pass on to all American-franchised agents warning them that, starting immediately, all acts crossing the border into Quebec will be stopped unless they carry approved employment contracts issued thru Quebec agents.

The law further provides that acts will not be permitted to pay commissions to even local agents. The commissions will have to be paid by the employer. It is assumed the employer will deduct commissions from salaries.

The law, called the Employment Act, was originally passed in 1941 but was generally unobserved. In recent years, however, Quebec showbiz has grown to the point where the province has 64 spots using talent, and local agents have pressured authorities to put teeth into the old law.

The reasoning for the law is that

Yank agents aren't taxpayers or voters and by doing business in the area are taking business away from local agents.

It is assumed that American talent offices booking Quebec spots will either open offices in the province or go thru Quebec agents on a split commission basis. At present area has about 10 agents, with May Johnson the only one with a New York as well as a Montreal office.

### FAIR SHAKE

## Negro Group Asks AGVA Help End Bias

NEW YORK, May 19.—A left-handed poke at discrimination against Negro performers was handed the American Guild of Variety Artists in conjunction with the coming celebration in which the New York branch of the National Association for Advancement of Colored People will honor Josephine Baker.

A committee of 17, headed by Ameil Brown and Elaine Ravel, charged in an exhaustive report that during the 20-month period ended February, 1950, out of 1,800 acts used in the metropolitan area, only 87 were Negro. It also claimed that one deluxe house used only one Negro act during that period. Television, the report says, has seven outlets in New York, none of which have all-Negro shows and only rarely are Negro guest stars used.

The report further demanded that AGVA employ more Negroes in the union, insert clauses in employment contracts against discrimination and forbid segregation.

## Hwd. AGVA To Push Revisions

HOLLYWOOD, May 19.—Local delegates to American Guild of Variety Artists conclave in Detroit, June 7-10, will take with them three resolutions for change in constitution and proper representation. Trio of law changes was filed this week at national headquarters, Friday (18) being the deadline for additions to the confab agenda.

First resolution asked that the constitution be changed and reworded so that individual branches only will vote for convention reps, instead of national voting. Second deals with local autonomy, which this office has been promoting since early this year. Last request is for AGVA delegates to withdraw if unable to attend the convention and give way to the next highest in voting, thus insuring branches proper representation. Of the seven local reps, only one will definitely attend. Switch in site has made it impossible for others to get out of current commitments.

At a recent membership meet, (Continued on page 40)

## Sarah Vaughan Reopens Ciro's

HOLLYWOOD, May 19. — San Francisco's Ciro's will reopen June 13 when Sarah Vaughan bows there for three weeks. J. C. Herd Trio will back the thrush.

Miss Vaughan gets the entire door charge (\$1.50 per person), while the trio inked for a flat \$400. Deal was set by Associated Booking Corporation.

## Hilton Plans Units To Beat MCA Prices

NEW YORK, May 19.—A booking feud involving Merriell Abbott, Hilton Hotel chain booker, and Music Corporation of America has grown into an I'll-do-business-my-own-way position by the former and a stand-pat position by the latter.

The latest explosion came from an offer to MCA for Dinah Shore, Lena Horne or Frank Sinatra, to open the Wedgwood Room of the Waldorf next fall when it preems as the Empire Room. Miss Abbott offered \$3,000 for one show a night and MCA turned it down. Figure was subsequently raised to \$3,500 but again MCA nixed it. Agency argued that Miss Shore had the record for the spot and Sinatra was runner-up. In both cases it could get \$7,500 upwards; prestige was unimportant, and turned offers down cold. It was said further that Miss Horne, who had never played the room, could be sold anywhere for \$7,000 to \$10,000, and, like the others, prestige played a small role.

The battle for position started originally over the booking of Freddie Martin's band into the Astor. Miss Abbott offered \$4,000 for Martin but wanted to see him

first. MCA turned the offer down and sold him to the Astor. Then came an offer for Sammy Kaye which MCA was in the process of signing. But instead of selling him to the Hilton chain, MCA sold him to the Astor.

Miss Abbott, probably the biggest talent buyer in the country, became furious at MCA and threatened to build her own shows around units, refusing to pay what she termed outrageous prices for bands and acts.

Tho her fall plans are still nebulous, she is thinking of using some production units at the Waldorf for the first show and a name attraction for the second show. If the productions come off okay she'll route them thru the Hilton chain.

## FRIARS' FUNFEST A WHAM

### Or Is It in Face of 20G And Willing Will's Fear

By FRIAR BILL SMITH

NEW YORK, May 19. — The Friars had a financial frolic Friday (11) with Lou Walters as the Friar honored, and his Latin Quarter as the site of the big brawl.

As a Friar, the writer had better say that the show was stupendous, great, wonderful and all the rest of the adjectives so freely used in the biz. It started off with fruit salad, segued into roast beef and finished with cutty sark on the rocks. Then came the second course teed off by Abbot Milton Berle in a new tuxedo.

But before Berle came on, Fr. Henry Dunn, in a brown monk's hood and cowl, hit 'em with the Friar's Song. So Henry can't sing so good no more. So wadda ya want? Blood? Besides Alan Cross, his old partner, is out on the Coast cutting salami or something, and he wasn't there for the big Paramount finish that Cross and Dunn used to do so well.

Then came a lot of broken-down bags in chorus that obviously wasn't cooked up by Walters, and would've had Flo Ziegfeld burning up Western Union. The cast included all the Friars in drag sporting falsies you could've hung your hat on. The voices ranged from cracked tenor to broken bass. The way they looked would've guaranteed them a couple of mornings at the Metropole.

The chorus gave out with special

lyrics to a *South Pacific* number that Rodgers and Hammerstein could sue 'em for. It got more yocks than everything in *South Pacific* put together. Who was in the chorus? About every Friar who was either laying off, always wanted to work in drag, or wanted an excuse to visit the ladies' powder room.

### Came the Berle

Then came Berle to cover up for Dunn. It seemed that, whoever the offstage announcer was, he forgot to give big Henry billing. So Berle brought him back for a bow; Henry, not the announcer.

Berle? Well, you know Berle. Besides he's the Abbott, and a lot bigger than your reporter, so I'll brush him off with he was only great. There were two black-outs. The first was the old *Get-Out-the-Car* number; the second was the *Wolf Larsen* routine.

The first one had Berle as the baggy pants-red nosed comic, Bob Alda as the straight, and the two dames were Vivian Blaine and Marion Carter. Sure it was right out of the old Minsky files by way of the silo, and everybody blew their lines, but it got yocks. It was so good, it's a bet Berle'll use it on one of his Texaco shows (if he hasn't done so already).

The second black-out had 'em all losing lines like an astigmatic dame dropping stitches. The fluffs (Continued on page 40)

## EMA-ARA, AGVA Co-Op Against Balky Agents

CHICAGO, May 19.—First indications of co-operation between the American Guild of Variety Artists and the Entertainment Managers' Association, Midwest branch of the Artists' Representatives' Association, came to light this week following parleys between Jack Irving, AGVA chief, and EMA-ARA members.

Irving said that within 10 days he intends to call in agents who have not collected the \$1 per-club-date-per-member-of-an-act insurance fee and take drastic steps against them, if necessary.

EMA-ARA plans to stringently police its own membership regulations, too. A prominent Chi agent has been given two weeks in which to pay a claim, which EMA-ARA's grievance committee has ruled is due a fellow agent. Irving said he will back EMA-ARA in not granting this agent a franchise if he fails to pay.

## MH Big, But Stem Staggers

NEW YORK, May 19.—Stem takes slogged along last week with only the Music Hall as the big grosser of the de luxe houses.

Radio City Music Hall (6,200 seats; average \$138,000) did \$155,000 for the opening frame with *Great Caruso*, Larry Storch and Myrtille and Pacaud.

Roxy (6,000 seats; average \$70,000) did \$57,000 for its opener with the N. Y. Philharmonic Ork and *Climb the Highest Mountain*.

Capitol (4,627 seats; average \$70,000) wound up with \$20,000 for the first week with the Frankie Carle band, Percy Kilbride and *Ma and Pa Kettle* (see separate story this section).

Paramount (3,654 seats; average \$61,000), with Louis Jordan band show plus *Appointment With Danger*, did \$57,000 for the first week.

Strand (2,700 seats; average \$45,000) wound up with \$30,000 for its second and last week with *I Was a Communist for the FBI* plus the Count Basie show.

Palace (1,700 seats; average \$15,000) did \$16,000 for its second week of a 10-act bill plus *Air Cadet* against \$17,000 for the previous week.

## H'wood Strip City Wins Over Police

HOLLYWOOD, May 19.—Strip City this week became the first local burly house to win a major decision from the police commission. Strip spot will be allowed to reopen June 1. Disclosure followed a lengthy hearing on an indecent show rap during which time the strippery was shuttered for serving a minor.

Strip City was skeddled to relight Wednesday (23), but received a slight penalty of nine days. Bentley Harris repped the club and owner Maynard Sloate. House will undergo a paint job and bows with the same show it had when darkened, Gay Dawn, Ruby Lee, Jo Ann Michaels, Stacey Farrell and Rod Rogers.



## Billy Gray's Band Box, Hollywood

(Monday, May 14)

Capacity, 250. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Booking, non-exclusive. Press, Maury Foladore. Estimated budget this show, \$1,500; estimated budget last show, \$1,500.

Renovated spot offers an entertaining show but one lacking in continuity. Once the rough spots are smoothed out it should give customers their money's worth.

Bill is built around Patti Moore and Ben Lessy, favorites here for many years. They knock themselves out and have to beg off almost from sheer exhaustion. Offer a conglomeration of slapstick and risqué patter throwing in sharp new parodies on *South Pacific* and a dilly of a hillbilly bit. Stand-outs are take-off on singing groups, *Wait Till the Sun Shines Nellie*, *Dry Bones* and *Breakfast in Bed*. Lessy's one-handed piano antics plus keyplunking with his schnozz builds titters into yocks. Miss Moore is her ever-charming self.

Making his Coast bow, Lenny Kent shows a definite Berle delivery. Got off to a weak start with too-blue material but hit his stride with his Texas routine and a clever aping of Billy Daniels.

Show opens with the Double-daters who, while a presentable foursome, offer little in the way of voicings. Best was a harmonic rendition of *You're Just in Love*.

Noticeably missing was Billy Gray, off on a short vacation. Show was cut by Cliff Whitcomb, who does well with any act. Bill Howe plays and sings during intermission. *Joe Bleeden.*

## Tic-Toc Club, Milwaukee

(Friday, May 4)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa. Booking, Phil Tyrrell. Manager, Armin Weinberger. Estimated budget this show, \$1,650. Estimated budget last show, \$1,300.

New faces are being featured on this bill at the Tic-Toc. Walley Dean, comic; Ginny Scott, singer, and the five Lindsay Lovelies are playing Milwaukee for the first time. Held over is Frank De La Font, rich-voiced baritone.

The chorus lines definitely help build up the shows here, and Manager Armin Weinberger has plans for using more of them in the future.

The Lovelies open with a top hat and cane number, *On the Town*. Their other offerings were *Scotch Magic* and *Pennsylvania Polka*, with the latter rating the biggest palms.

Frank De La Font improves with *(Continued on page 41)*

## The Langs



## THRILL-A-BATRICKS

### DESERT INN

Las Vegas

MAY 15-28

#### Representatives

Harry Greben Miles Ingalls  
Chicago New York

#### ★ America's Most Versatile Quartet ★

### The VIBRA-TONES

4 Voices & Comedy  
Play 10 Instruments

FOR AVAILABLE DATES

Write Wire Phone  
JOLLY JOYCE

2005 Paramount Theater Bldg.  
New York City LACKAWANNA 4-9469

Earle Theater Bldg., Philadelphia, Pa.  
WA 2-4677 and 2-3173

# Night Club-Vaude Reviews

## Radio City Music Hall, New York

(Thursday, May 10)

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

Current show is built on the exotic and weird, with two good outside acts sparking the lighter side. Larry Storch was outstanding. His impressions of an English boxing announcer, a Brooklyn gal at a bar or a man running to catch the Fifth Avenue bus got heavy and constant yocks. Hoofing team of Jesse, James and Cornell, the other outside act, got big hands for their splits and tray whirling.

The Rockettes opened the show with a hula number in black light, a huge idol god making the back ground. Then a male quartet gave out from stage right while a float moved in from the left, from which alighted Jesse, Jones and Cornell.

Following the dancing trio, the curtain opened on a Hawaiian bar setting, where the glee club gave songs about old times and Carla Willyoung and Frank Seabolt did some obsolete dances. A quick run-thru of an old silent film and a sextet of can-can gals completed the nostalgic impression.

A gal hawking a telegram then introed Larry Storch.

An under-the-sea setting made the big finale. It opened with wide shots of clouds and water while narrator, James Cosmos, standing before a small lighthouse which threw its beam around the house, told of the sailor who dived into the ocean to find a princess. Then, thru the scrim the underwater setting appeared on which Myrtil and Pacaud did an effective pas de deux with a few contortionist angles, while the ballet corps moved in and got billowing effects from huge silky blankets. Silver, spark-

The symphony ork under Rayling costumes brightened it up. mond Paige led off the entire show with a Gershwin medley.

Pic, *The Great Caruso*. *Gene Plotnik.*

## The London Palladium

(Monday, May 7)

Capacity 2,422. Prices, 49 cents-\$2.03. Two shows nightly. Moss Empires chain booker, Val Parnell. Chief of production department, Charles Henry. Press representative, John A. Carlsen. Show played by Woolf Phillips' Skyrockets ork.

The biggest question of the night was: Could Danny Kaye continue to hold his place as crowned king of British vaude? And for the first time 35 minutes of his act it looked as if he couldn't.

It wasn't until he stopped singing straight and branched into his own brand of fooling in a daffy dance routine with the high-speed dancing Dunhills that he came into his own.

Nervous, pale under light make-up and sniffling with a heavy cold, he started slowly. Then—crash! bang! He found his form with a mad-mime routine with the Dunhills and it was the old Kaye magic in the air. The reason for the straight singing routine was his fear of repeating himself. But like so many stars who get to the top on a certain easily recognizable formula, he thought that just being Danny Kaye was enough to hold the house. It wasn't. Without the formula of gobble de-dook he was just an average singer singing average songs in an average voice.

Old Favorites  
Later he brought a craggy, barnacled walking stick on, given him by Sir Harry Lauder, and sang *A Wee Doch and Doris* followed by *Glascow Belongs to Me a la Will Fyffe*.

The best of a mediocre supporting bill was the rapid-fire Dunhill routine. The Trampo-Loonies brought a couple of new twists to acrobatics. The Beverly Sisters said it all over again in their own soft and sweet style, while the Dolin-offs and Raya Sisters staged a clever dance illusion marred only by sloppy timing in the first half. The best attack came from radio mimic Peter Sellers, who managed to bring a little life and vitality into the old business of gagging well-known radio voices.

With practically every seat sold for the eight-week season, there's no question that Danny Kaye is a financial success again. Perhaps, with a little pruning of the earlier

## Strand, New York

(Wednesday, May 16)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer. Show played by house ork.

For this one, the house used a full stage instead of the elevator, and put the ork into the pit. Tagged *Parisian Follies*, show runs about 65 minutes, most of it fair to dull with the only high spots being a few of the individual acts.

A 12-girl line, including two show girls, do a number of productions which were more notable for their costuming than their execution of routines. Part of the fault must be attributed to the music. Practically every production number, and many of the acts, raced against the music. The latter won.

In the act department, Lucienne and Ashour's standard a p a c h e toss-arounds were as solid as ever, getting hands and cheers. An adagio act, billed as the *Compagne Acrobatique*, tho better known as the *Four Hurricanes*, (three guys, one gal) turned in a sensational job. The girl's a looker, and the underlanders are unusually deft. Gaston Palmer, comedy juggler, held down the comedy spot in a mixed-up fashion. A short, fat guy with a French accent, Palmer went in for "cute" gags and deliberate fluffs. Trouble is that latter were mishandled so they looked accidental, a condition that his gags didn't relieve. After a while, his act became embarrassing rather than funny.

The singing department was a little better, tho it, too, showed improper production. Jeffery Clay (for this date he's a Frenchman billed as Jeffers Clay) sang well and lustily and looked good. A little more drive and he'd be a singer to watch. His partner, Kathe Barr, was very young, very pretty, and very nervous. Her soprano voice on a long-hair number showed quality, but audience unaccustomed to arias became confused and began applauding midway. The resultant laughter didn't help her. On pops, the girl showed possibilities, tho she obviously needs more experience.

Geneve Dorn, a modern dancer, showed a lot of fire, technical ability and a stacked chassis that pulled the wolf calls. Gal, a blond looker, can move, but seemed to be hampered by a billowy skirt and high heels.

Leila and Stefan did a couple of dance numbers that meant little. Pic, *Along the Great Divide*. *Bill Smith.*

## Alameda, San Antonio

(Friday, May 11)

Capacity, 2,500. Price range, 9 to 60 cents. Three shows daily. House booker, Ognacio Torres. Show played by Melvin Winters and his ork.

The current show is packed with some solid entertainment. Pepe De Rio, emcee had the crowd with him all the way. His local humor got laughs.

The show opens with Terri Stevens with a giant whip which he cracks in true cowpoke style. He has a bit with a boomerang and then closes with several routines with cowboy lariat. His two-lasso close pulled big with the kids. Shavo Sherman, pint-size comedian, had to beg off. His big name take-offs got big hands.

The Carle & Michell balancing turn finishes in good style, despite some opening fluffs. The man uses the top of a piano and balances atop a small board placed across a barrel. The act closed smartly with the women astride his shoulders as he teters across the board to keep his balance.

The Pastor Trio, two men and a women, a mambo dance act dressed in typical costumes, got big hands.

Ish Kabbible, former Kay Kyser band member, and Michael Douglas steal the show with their comedy, songs and impersonations. Douglas did straight chanting and then sock impressions of many male singers. Ish Kabbible did his novel poems and a comedy routine. His costume won big laughs. The pair closed with Douglas on a vocal and Kabbible on trumpet. The team's effort to thank the crowd in Spanish was a clever bit. Pic: *El Amour No Es Negocio*.

half of his turn, and a few more of his old lunatic tricks, he will continue to be an artistic one. *Leigh Vance.*

## Palace, New York

(Thursday, May 17)

Capacity, 1,700. Price policy, 50 cents to \$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

This one stacks up as the tightest, fastest-moving and best bill that house has had in a long time. There are few, if any, weak spots in the 10-act show. Robey and Dells, acro-terp routine, impressed with good costuming and a smoothly paced series of acro lifts and ballet-like poses. Otto Eason's roller-skating tap work was okay in the deuce, tho not drawing any reaction until his closing skate-tap down a flight of stairs. Roy and Vickie Douglas, in for a repeat, drew some big mits for Roy's fine ventriloquism. Their material was sharper than last time around.

The Impressionaires, a new act, came on in tux for a fast operatic aria medley which gave each of the three lads a chance to show okay legit pipes. The boys came close to being socko with a routine which included some impressions, take-offs on radio commercials and okay chanting bits by the tenor, baritone and bass voices.

Ramona and Leon, a youthful flamenco team, got a big assist from some good drops and colorful costuming. Their heel tapping and castenet clicking were well received. Fanny and Kitty Watson doffed their Western garb this time in for WAC and WAVE outfits. The act is basically the same, tho a few new laugh-getting lines have been added. They went off to big mits.

The outdoor act on the bill is the Five Amandis, a slickly timed teeterboard quintet, which nearly stopped the show with their bouncing, tumbling and precision-like movements. Nick Lucas sold nostalgia for big returns. He gave the house exactly the tunes it expected in okay voice. Good special lyrics for *It Seems Like Old Times* and *Side by Side* sold well, too. Steve Evans' standard drunk act and impressions of people laughing drew the usual bellies and yocks for a good next-to-closing turn. Bud Carlell and Rose wound it up with rope tricks, Western costumes and deft handling of bull whips. *Joe Martin.*

## Cafe Society Downtown, New York

(Thursday, May 10)

Capacity, 200. Price policy, \$3.50 minimum. Shows at 10, 12 and 2. Booking, non-exclusive. Estimated budget this show, \$2,000.

Josh White and Pearl Primus, prime favorites of this Greenwich Village basement, should keep the cash register ringing pleasant airs at Cafe. Their arty efforts, peculiarly effective for that circle of niteries which deals in the aesthetic, are spelled by the warbling of Buddy Greco, who also doubles as leader of the sextet which provides the between-shows dance music. Cliff Jackson fills the remaining gaps from the keyboard.

White, always the compelling and slick performer, does his by-now familiar run-down of un-hackneyed folk and blues material to his own guitar accompaniment. The Cafe Society crowd found that he could do no wrong for them. However, a lot of the guts and spark of originality of his work has given way to patterned, studied mannerism and delivery, while the material has lost a good deal of its one-time stinging sharpness, tho the wit, humor and occasional pathos still is present.

Miss Primus, just as much a regular of this niteria as is White, is her colorful, energetic self in displaying her uninhibited brand of primitive dance creations. She's an exciting performer whose work would stir pulse beats no matter the environs. As usual, she carries her drummer, Moses, whose work is no mean aid in rounding out a truly fine act.

Greco, currently recording for London Records, does a brace of pop songs in a pleasing, distinctive style, more mature in delivery than he was the last time caught. In addition, he's an expert 88'er and generally an exceptionally amiable emcee. His sextet provides some neat music for dancing, as well, serving up excellent accompaniment for the acts wherever it's demanded. *Hal Webman.*

## Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, May 8)

Capacity, 960. Prices, \$1.50 cover. Shows at 10:30. Owner, Hotel Ambassador. Operator, Ashton Stanley. House bookers, Tony Cabot, Dave Michlin. Press, Bud Lewis. Estimated budget this show, \$7,000. Estimated budget previous show, \$4,500.

One of the largest audiences in Grove history greeted Lena Horne on her return after an absence of three years. Miss Horne, looking radiant, begged off after more than an hour's work and an 11-song barrage.

From the moment she took the floor until she concluded, she was a smash. While some of the Horne repertoire was noticeably absent, she nevertheless socked home such classics as *Frankie and Johnnie*, *Lady Is a Tramp*, *Deed I Do*, *Love*, and *Let's Fall in Love*. *Frankie and Johnnie* is particularly outstanding, the singer utilizing a choral backing and sharp lighting to the best advantage. Miss Horne works with her own rhythm group, together with a full ork under hubby Lennie Hayton's baton. Singer made the mood change easily, handling up-tempo and jazzy vocals with equal brilliance.

Show gets under way with the fine piano work of Walter Gross, who gives a more modern touch to Gershwin's *Rhapsody in Blue*. Eddie Berman's ork (15) does its usual job of creating smooth dance rhythms plus an okay bit of show backing. *Joe Bleeden.*

## Latin Casino, Philadelphia

(Tuesday, May 15)

Capacity, 500. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12. Operator, Harry Steinman. Booking policy, non-exclusive (but Morris Office has the edge). Estimated talent budget, current show, \$4,500.

Since last caught, room has had a major plastic job. It now looks like a class spot with a chi-chi flavor. Show caught had Jackie Miles in the top spot, Maurice Rocco as the opener, and Blackburn Twins with Pam Cavan in the middle.

Miles was the same affable raconteur whose don't-pick-ome stories almost fractured them. That Miles is one of the top comedians has long been recognized. If only he didn't do that all-gone scat singing!

The Blackburn Twins' precision two-part hoofology and mirror bits are standard. But it was their new act, with a very pretty brunette, Miss Cavan (a ringer for Janet Blair), that makes them a potential box-office bet. Group now has coherence and all-around presentation that makes it a solid eye-and-ear attraction. Their standard comedy *Baby, It's Cold Outside* number was funny. Their new one, *Movies Are Better Than Ever* has punch, timing and movement. Their *Amy* gets the soft shoe dancing it needs. Miss Cavan, besides being a singer, can also dance. Result is a good looking, hard working act. It needs better choice of songs for the gal, but that is about all. Team carries its own conductor, Milton Sherwin, who helps considerably.

Maurice Rocco opened with his standard stand-up piano playing and after a few minutes had the jammed house in an uproar. His solid boogie beats and infectious selling style got the mob and held them all the way. *Bill Smith.*

## 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  
MINUTE 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

## "THE COMEDIAN"

Fun-Master's Monthly Gag File  
(Not a magazine)  
10th issue (May) now ready! \$10 per year.  
Available ONLY to those who purchase  
ALL 35 issues of Billy Glason's Fun-  
Master Gag Files, \$25.00.

PAULA SMITH  
200 W. 54th St., N. Y. C. 19, Dept. BB

GIVE TO THE  
RUNYON CANCER FUND



# Hocus-Pocus

By BILL SACHS

**LORING AND KATHRYNE CAMPBELL** concluded their 26th annual cross-country tour at Eunice, N. M., May 7, and have returned to their home in Burbank, Calif., for a rest. Campbell described the trek as very successful despite the higher prices and generally unsettled conditions. In the 39-week tour, the Campbells presented over 400 performances in 19 States and Canada, covering over 20,000 miles. Prior to last Christmas they were managed by School Assembly Service, Chicago, and for the last half of the season played under the direction of Southern School Assemblies, Dallas. It marked their third season with both bureaus. Kathryne, off the road the last two seasons, again assisted Loring and presented her own vent turn. . . . **Paul Stadelman**, the Blue Grass State magus who has been making Chicago his headquarters in recent years, is hustling dates in the Windy City area with a mimeographed mailing piece headed "Is Television Hurting Show Business?" Then he goes

on to ask: "If it is, could it be because the television bookers are giving the public the type of entertainment it wants? Let's review one week of television programming in the Chicago area, beginning April 23." Stadelman then outlines the fact that 11 ventriloquists and three magicians appeared on TV over Chi stations during that period. He lists them as **Shirley Dinsdale**, vent; **Blackstone the Magician**; **Paul Winchell**, vent; **Walter Walters**, vent; **Edgar Bergen**, vent; **Jimmy Nelson**, vent; **Max Terhune**, vent; a 10-year-old girl vent; **Gali-Gali**, magician, and **Jerry Lester**, who presented a comedy magic turn. "And that's not even a complete list," Stadelman explains. Ventriloquism and magic are not coming back. They have never been away. However, these TV appearances will stimulate more than ever the interest in these two fine arts. This is something to think about. . . . An all-magic show, held May 7 at the Mosque Theater, Newark, N. J., for the Bendix Corporation and Allied Distributors of New Jersey, featured **Renee and Nichols**, **Doc Weiss** and **Miss Terry Lee**, **Carlton King** and **Dorothy**, **Norma Krieger**, **Lee Maines** and **Al DeLage** and **Shirley**.

**THE GREAT VIRGIL** and Company grossed \$2,500 in two performances under auspices of the Kiwanis Club at the Henry Clay High School Auditorium, Lexington, Ky., May 10-11, with the printed program grossing another \$500, according to **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police, who set the Virgil troupe on the date. **Lieutenant and Mrs. Estes** tossed a party at their Lexington home for Virgil and Julie, his wife and chief assistant, after the show Friday night. . . . **C. R. Tracy** advises that his Directory of Magicians will go to press June 15. It's still time to be listed, at no charge, by writing to Tracy at 3318 Virginia Street, Sioux City 18, Ia. . . . **The Great Lester (Noel Lester)** has his Illusion Show on the midway of the James E. Strates Shows. The shows' snitch, the veteran **Starr DeBelle**, reports that Lester, an indefatigable worker on the bally, has been packing 'em in since the opener. . . . **George Schindler**, Brooklyn baffle, did his special kiddies' show for the Children of the United Nations at the Labor Temple, 242 East 14th Street, New York, May 17, a break-in date after several weeks' vacation. Schindler says he's sporting a new mystery turn geared for niteries, theaters and TV. . . . During a recent fortnight's stand at **Harry Sigmund's** Bevedere Club, McKeesport, Pa., **George Marquis** and members of his company entertained 100 kiddies who gathered there at an afternoon party to celebrate the 10th birthday of **Harriett Sigmund**, daughter of the owner. Marquis closed his magic unit last week until September. . . . **Tom Auburn** is doing two performances a night with an hour's show twice weekly at **Piazza Tomasso's** restaurant in Montreal, with the idea clicking handily. . . . **Billy Aaron**, youthful Montreal trixster, is trying out a new magic act at the Mayfair Theater, St. Johns, Que., this week.

**Hollyw'd AGVA**  
• Continued from page 39

members made it known they would like to split from AGVA and set up their own union. Move was quickly halted by Coast rep **Irvin Mazzei**, who told the gathering such action would be impossible.

# Tic Toc, Milw'kee

• Continued from page 40

each show. His well-trained tonsils drew rapt attention from the customers, especially the ladies. All of his numbers were well received, particularly *Granada* and *Some Enchanted Evening*.

### Top Song Seller

Blond canary **GINNY SCOTT**, nicely gowned and well upholstered, rated peak mits. She displayed top song selling style and a pleasing voice in *Let a Smile Be Your Umbrella*, *The Man I Love* and *Put the Blame on Mame*. She begged off with *Maharaja of Magadore*.

Comic **Wally Dean** should find plenty of cafe work in the Midwest. He's clever and has some good material. His take-off on the tough army sarge giving instructions on the use of the mop was yock-loaded. His clincher, a bit with a cute marionette that does magic tricks and smokes cigarettes, made for a sock finish.

An excellent show cutting job was performed by **Johnny Davis**, ork, which also delivered danceable tunes. **Ben Ollman**.

## Chicago, Chicago

(Friday, May 18)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows weekdays, six shows week-ends. House booker, **Harry Levine**. Show played by **Louis Basil's** house band.

This is a fast 50-minute package with a terrific pace all the way. **Wells** and the **Four Fays** get it off speedily with their tumbling. Four gals and the boy mix in novelty with their parade doll and the contortionistics by the tall gal to hold sharp attention.

**Rex Ramer** got fine response, altho there was no change in his act. With his mimicking of musical instruments he should at least have new music.

**Rudy Cardenas** is the fastest juggler around and he doesn't sacrifice speed for facility. His enthusiastic handling of everything from clubs to top-hats scored big, with his handling of rubber balls tops.

The **Sportsmen**, the **Jack Benny** radio harmonizers, are offering their best act yet. Boys are good showmen and have fine material. Their *Tear Bucket Jim* and parody on *Adobe Hacienda* show that **Benny** is missing a bet by not using them on his TV segs. **Johnny Sippel**.

## Olympia, Miami

(Wednesday, May 16)

Capacity, 2,170. Prices, 62 cents-\$1.03. Four shows daily. House booker, **Harry Levine**. Show played by **Les Rohde's** band.

Right from the beginning **Mindy Carson**, with a gay *You're the Cream in My Coffee*, captured the crowd like few fem warblers have ever done here. Used to jump-style vocalists—of whom many have played this house during the past year—the customers quickly went for **Mindy's** relaxed manner and sincere song selling.

Following langorous renditions of *Would I Love You* and *I've Got a Crush on You*, **Miss Carson** changed pace with a cute intro to *Boutonniere*. Concealing a hand mike in a bouquet of posies, she leaned over the foots and punched the tune right to the seat-holders for a big hand. She scored even bigger with *Be My Love* and had to beg off.

**Craig Collins** and **Ames**, a comedy trio playing Miami for the first time, showed a fast act, moving swiftly from one "shtickle" to another between the laughs, which, incidentally, came frequently and loud. Songs, gags and hilarious imitations are their forte. Their impressions of President Truman, Winston Churchill and Mrs. F. D. R. were solid yockers. If a local night club doesn't pick 'em up, then **Miami Beach** bistro biz is really in summer doldrums.

Show opened with **Enrica** and **Novella**, ballroom dance stylists, who copped a good mitt for their footwork despite similar acts here in recent weeks. **Humorist-cartoonist Crayon** followed with fast and clever caricatures, punctuating his art work with comedy patter.

Comic **Archie Robbins** emceed and also did a comedy solo. Scored big with a well-delivered satire on TV commercials, but many of his gag lines have been heard frequently and recently in the theater. Did an exceptionally able emsee job, however. **Pic, Lemon Drop Kid**. **Herb Rau**.

# Burlesque Bits

By UNO

**FREDDIE FULTON**, talent scout and show producer on Broadway for 30 years, was tendered a birthday party at his New York studio May 12. Among those attending were **Arthur Treacher**, **Maxie Rosenbloom**, **Richard Korbel**, **Leigh Whipper**, **Allan Dale**, **Saxi Holtzworth** and his TV models, **Noble Sissle**, **Marcia Morris**, **Walter Quish**, **Barney Ross**, **Sam Taub** and **Dorothy Soloman**. A feature was the presentation of a citation to **Housing Commissioner Frederick S. Weaver** for his contributions to the civic welfare of Manhattan. . . . **Lorraine Cooper**, Hirst Circuit strip and talker, is a **Paul Morokoff** promotion out of the chorus at the Follies, Kansas City, Mo. She recently did strips in stock

at the Follies, Los Angeles. . . . **Burly world** mourns the passing of emsee-comic **Harry Foster**, who died recently on the Coast. His last date was at the CLC Club, Hollywood. . . . **Joey and Vinl Faye**, **Mandy Kay** and **Patsy Breene** introduced a new vaude act at the Palace, New York, week of May 10. . . . **Lew Heartz**, comic, is newly teamed with **Guileena**, a miss who sings in six languages. **Oscar Leese** is agoriv.

**EMPRESS**, Detroit, forced to close for a few days as a result of the transportation strike which killed downtown nighttime (Continued on page 43)

## Friars' Funfest

• Continued from page 39

were funny in themselves. Let's be kind, this one was only—well—it wasn't bad. But even the Dow time wouldn't give it an opening spot.

### Solid Acts, Too

In between the black-outs there were a couple of really solid acts. **Johnny Johnston** did his *Old Black Magic*, and right away was hustled into becoming a Friar. Two hundred bucks is two hundred bucks. And besides **Johnny's** a handsome lad, in a hit show, and the gim players are sick of looking at **Benny Davis**.

Then came **Myron Cohen** with a couple of new ones that really belted 'em. **Berle** introduced **Cohen** for big giggles. **Larry Storch** moved on for a few quickies; **Vivian Blaine** threw 'em a couple of numbers, and then came **Berle** (in case you think **Berle** was in everything—you're right) with the busy **Dagmar**. **Berle** and **Dag** had an act, but the gal decided to ad lib. And brother, the gal has more than a figger and a TV show! She belted our **Abbott** with a couple showing a glib tongue besides her other equipment. The payola, however, was **Berle's** when he asked **Dag** to bow low and boomed out, "Wow, I haven't seen so much since I was a baby!"

The show started at 12:30 or thereabouts. **Walters** came on for a gift of cuff links and his responding speech. Incidentally, d'ya know **Walters** can do a lot more talking than let's play one more sheet? **Bobby Gordon Adler-Elevated** on for a tie pin. It was then about 3:30, and your reporter decided to call it a night. What went on from then, you'll have to find out for yourself.

Oh, yes. Tickets went for \$15 for **Burma Road** to \$25 for ring side. **Walters** got \$5.75 per ticket for his cut, and the **Friars** grossed close to \$20,000.

Such fun we Friars have!

## Extra Added

Brief but important night club-vaudeville news

### New York

**Ken Murray** will play the Paramount in the near future. . . . **Arki Yavensonne**, Sheraton Hotel booker, doing two legit shows, one in Boston and the other in Montreal. Also in a deal for one-nighters in the Midwest. . . . **Blue Angel** closing back room June 24 and **Herbert Jacoby** will run a spot in Provincetown for the summer. . . . **The Ink Spots** suit against the Las Vegas Frontier has more shennanigans behind it than meets the eye.

### Cincinnati:

**Clarence Loos**, local base fiddler turned comic and a youngster who bears watching, heads the new show at **Jules Clayton's** 19th Hole, suburban cocktailery. . . . **Mr. and Mrs. Lindsay Masteron** have reopened their **Crestview Inn**, near Mount Washington, destroyed by fire several months ago. Spot will continue to use music and an occasional act. . . . **Al Morgan**, finished with a p. a. road trek, has returned to his **Glenn Rendezvous** in Newport, Ky., where he will confine his activity henceforth to the cocktail lounge, while the main dining room shutters for the summer. . . . **Cat and Fiddle** nitery opened at its new location on West Fifth Street, just a few (Continued on page 43)

**SELAN'S**  
World's Largest Creators of Hair Styled Pieces

Write for FREE CATALOG Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLE SALE PRICE LIST on latest style Hair Pieces.

**SELAN'S HAIR GOODS CO.**  
32 N. State St. Dept. 1, Chicago 2, Ill.

Waterfalls • Braids • Chignons • Page-boys • Top Curis • Switches • Transformations • Wigs • Toupees.

**Burrelle's**  
PRESS CLIPPINGS

News items, advertisements from U.S. newspapers and magazines.

**BURRELLE'S PRESS CLIPPING BUREAU**  
Telephone: 165 Church St., BA 7-3771 New York 7

**SCENERY**  
Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

**Schell Scenic Studio**  
581 S. High Columbus, O.

**ACTS WANTED**

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Also want **OUTDOOR ACTS** for Fairs, Outdoor Celebrations, etc. Write, wire, come in!

**RAY S. KNEELAND**  
75 1/2 W. Chippewa St., Buffalo 2, N. Y.

**IMPROVE YOUR ACT WITH NOVEL STROBLITE MASKS**

Durable, sensational—Appear in natural flesh instantly. Reasonably priced. Tricky effects.

**JOSEPH RALSTON**  
168 Dartmouth St. Boston, Mass. (Originator of Stroblite Masks)

**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 BURLESQUE PERFORMERS and STRIP GIRLS 6 DAYS A WEEK—TOP SALARIES**

Write or wire **FRANK CROWE**

**EMPRESS THEATER**  
540 Woodward Detroit 26, Mich.

**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.

**GLOSSY PHOTOS IN 1 DAY!**

5¢ EACH In 5,000 Lots 57¢ in 1,000 Lots 77.99 per 100

Postcards 123 per 1000; Mounted Enlargements (30x40) \$3.85

Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous **James J. Kriegsmann**.

**COPYART** Photographers  
Plaza 7-0233 165 West 46th St. New York 19, N. Y.

**WE DELIVER WHAT WE ADVERTISE!**

**EXECUTIVES**

Save time, money, blood-pressure. Leave it to your assistant

Here is a one-man staff, office boy to personal representative. Theatre and Music background plus Business experience.

Young, 27, personable, good appearance, superior intelligence, cultured, 3 years college; sales and promotion-minded, theatre-wise, showmanship, enterprise, high idea-potential, adaptable. Ex-musician, radio copy, stage manager, tavern owner, real estate agent, etc. N. Y. area or free to travel. Salary high; will stooge but not slave. Executive ability scientifically proven. Write

**BOX #646, Billboard, New York 19, N. Y.**

**Comic Singles—Emcees**

**WEEKLY GAG LETTER**

A new, weekly source of timely and standard laugh matter for comics, emcees and jocks. Loaded with short bits, lines, verse, parodies, anything that's funny! First issue airmails June 1st, weekly thereafter.

Single Copy, \$1.00. 4 Issues, \$3.50.

**Tennessee Schmaltz**

A yock-laden talking bit suggested by the song hit, *Tennessee Waltz*. Good for five or six minutes of laughs with a high quota of bellies. Price tagged at \$1.00, you can't lose.

**JACK W. SPRINGER**  
20 West 22nd St. New York 10, N. Y.

**EMCEES—COMICS**

**TELEVISION PUNCH LINE GAGS**

Laffable punch line gags about television that you'll want to use in your routine. Send one dollar for T.V. Punch Line File.

**STEIN**  
216 Clinton St. New York 2, N. Y.

**Wanted Immediately**

Top-Notch Club Date Acts

Television, Night Club and Cocktail Lounge Units, rush complete information.

**Entertainment Corporation of America**  
414 W. Wells St. Milwaukee, Wis.

**WANTED**

**Exotic Dancers and Strips**

Be a booster for

**MILTON SCHUSTER**  
127 North Dearborn St. Chicago 2, Ill.

**PHOTOS in MILLIONS**

QUALITY PHOTOS IN QUANTITY

8 x 10—3¢, Postcard—2¢, Blowups, 20x30—\$2.30x40—\$3. NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes. Write for FREE info & list 88

**MOSS PHOTO SERVICE** 350 W. 50, N. Y. 19

**WANTED**

**EXOTIC DANCERS**

BOOKING 10 WEEKS IN FLORIDA

**SAMMY CLARK AGENCY**  
540 West Avenue Miami Beach 39, Florida

**WANTED—WANTED**

Chorus Girls, Strips, Novelty Acts, Burlesque People in all lines.

Wire, Phone or Write

**FRED JAYNES**  
Joy Theatre West Memphis, Ark.



## City Center Healthy Despite 72G Deficit

NEW YORK, May 19.—The incorporators of the City Center of Music and Drama met for their annual meeting Wednesday (16) at the City Center executive offices. Newbold Morris, chairman of the board of directors, presided.

Morris announced that an auditors' report for this fiscal year showed an operating loss of \$72,-338.47. He pointed out that it is becoming increasingly difficult to balance a budget between enormously increasing operating costs and the maintenance of the low admission tariffs, which has been the keystone of the org's policy since it was started eight years ago. He commented on the fact that in spite of this, the theater, which was once a white elephant on the city's hands, has grossed well over \$3,000,000 in the past eight years for an attendance of close to 5,000,000 patrons. During that time, no matter what the picture, no subsidy has been received by the theater nor any appeal made to the public for funds.

After the meeting, Morton Baum, chairman of the executive committee, told *The Billboard* that the red ink on the report was not quite as thick as indicated. He explained that the fiscal report does not include the remainder of the spring drama season, which currently is packing the playhouse with Judy Holliday in *Dream Girl*, and has racked up a hefty advance sale for the subsequent two-week run of *Idiot's Delight*, with Lee Tracy and Ruth Chatterton. Baum figures that profits on these two items will shave at least \$40,000 from the current deficit.

Another phase of the situation, Baum pointed out, is not shown in the report. The Center's biggest losses come via opera and ballet, since new productions require heavy cash outlays. However, sets and costumes and other physical assets of these, when once produced, are carried on the books as a \$1 reserve. Actually, the org is in possession of some \$300,000 worth of sets and costumes, which have accumulated since its beginning. Even allowing for reasonable depreciation, that is still a heavy asset accruing from these items.

The real problem will have to be faced at the end of June, when a final season's balance is taken. Obviously, the org could go on, repeating its old reps and laying out no money for new productions. This, says Baum, in a project like the City Center means stagnation. He is emphatic on the point that prices cannot be raised. Therefore, while the Center has never gone to the public for funds, and doesn't want to, if it is to function progressively as in the past, some such step may have to be taken.

## GOAT FOR SALE

### Prudes Give G.I. 'Roberts' Shortest Run

NEW YORK, May 19.—The 7th Army in Germany is currently stuck with 38,000 theater programs—and one goat. It seems that Joshua Logan, co-author of *Mister Roberts*, recently granted permission for an army production of the show in Germany, royalty-free. A G.I. troupe was cast and the goat, an important company member, procured. After four try-outs the show had a gala opening in Stuttgart to rave notices. Then it moved to Heidelberg to play for top brass. Then censorship lifted its ugly head. The wife of a four-star general walked out at the end of the first act, complaining of the salty dialog, and the show was shuttered the next day.

#### Won't Drop Salt

Logan was asked to drop the salty lines but flatly refused. He said that *Roberts* had played to over 4,000,000 people thruout the U.S.A. without a complaint. He felt very sorry for the G.I.'s who will lose an opportunity to see a fine play and excellent entertainment, but he felt sorer still for people with such small, closed minds that their prudishness led them to object to a few off-color words.

So *Roberts* winds up the shortest run in its history with nobody happy about the whole thing—except perhaps the goat, who hasn't made a statement.

## "Aisle" Extends Philly Season

PHILADELPHIA, May 19.—The local legit season, which was scheduled to wind up next Saturday (25) with the curtain on *Oklahoma* at the Forest Theater, will get an added call next month.

At the same house, Arthur Lesser is due to bring in his new *Two on the Aisle* revue with Bert Lahr and Colette Marschand for a preliminary fortnight starting June 18.

## Dramatic & Musical Routes

Borschtcapades (Blackstone) Chicago.  
Kiss Me, Kate (Royal Alexandra) Toronto.  
Mr. Roberts, with Henry Fonda (Geary) San Francisco.  
Mr. Roberts (Gayety) Washington.  
Moon Is Blue (Harris) Chicago.  
Oklahoma (Forrest) Philadelphia.  
South Pacific (Shubert) Chicago.  
Where's Charley (Philharmonic Auditorium) Los Angeles.

## BROADWAY SHOWLOG

Performances Thru May 19, 1951

DRAMAS		
Affairs of State.....	9-25, '51	271
(Music Box)		
Bell, Book and Candle.....	11-14, '50	215
(Barrymore)		
Darkness at Noon.....	1-13, '51	145
(Royale)		
Dream Girl.....	5-9, '51	13
(City Center)		
Getting Married.....	5-13, '51	9
(ANTA Playhouse)		
Gramercy Ghost.....	4-26, '51	28
(Morosco)		
Season in the Sun.....	9-28, '50	268
(Booth)		
Stalag 17.....	5-8, '51	15
(48th Street)		
The Autumn Garden.....	3-7, '51	85
(Coronet)		
The Country Girl.....	11-1, '50	219
(Lyceum)		
The Happy Time.....	1-24, '50	550
(Plymouth)		
The Moon Is Blue.....	3-8, '51	84
(Henry Miller's)		
The Rose Tattoo.....	2-3, '51	121
(Martin Beck)		
Twentieth Century.....	12-24, '50	169
(Fulton)		

MUSICALS		
A Tree Grows in Brooklyn.....	4-9, '51	36
(Alvin)		
Call Me Madam.....	10-12, '50	252
(Imperial)		
Flahooley.....	5-14, '51	8
(Broadhurst)		
Gentlemen Prefer Blondes.....	12-8, '49	604
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	203
(46th Street)		
Kiss Me, Kate.....	12-30, '48	986
(Shubert)		
Make a Wish.....	4-18, '51	38
(Winter Garden)		
South Pacific.....	4-7, '48	800
(Majestic)		
The King and I.....	3-29, '51	60
(St. James)		

**CLOSED**  
The Taming of the Shrew... 5-7, '51  
(City Center)  
(Opened 4-25, '51)

**COMING UP**  
(Week of May 20, 1951)  
*Idiot's Delight*..... 5-23, '51  
(City Center)

**Penthouse Corp. In Bankruptcy**  
ATLANTA, May 19.—Penthouse Theaters of Atlanta, Inc., filed a petition in bankruptcy in the U. S. District Court clerk's office here May 8.

Bankruptcy pleadings, filed by Attorney Sidney Haskins, list assets of the company as \$11,277.39 and debts as \$23,991.54.

The company produced a series of plays at the Ansley Hotel during the winter season. The petition named Elsbeth Hofman Gibson, New York, president; Gerrard L. Appy, Atlanta, vice-president; Marshall Mantle, Atlanta, secretary-treasurer, and Robert M. McBride, New York, general manager.

## "NOON" PAY-OFF

### BB-Inspired Campus Action Draws Raves

Continued from page 1

distinguished production of the year. . . . Despite grave handicaps imposed by the nature of the play, the student actors managed to give a memorable performance. . . . The setting was cleverly designed and the lighting masterly.

Martha Wilson, *State Times*, said: "They are intrepid artists who attempt to translate Koestler's masterpiece into the medium of the theater. . . . The LSU players seemed to be equal to the challenge. . . . The settings had to contend with the almost insuperable problem of flashbacks. . . . Couldn't have been finer."

The college paper opined that "permission to produce Kingsley's current Broadway success was not given in vain." The cast received warm personal notices, with special salutes directed to Ed Daugherty's playing of Rubashov.

## INSURE YOUR VOTE

Each year for the past seven years voting on the part of the people of the theater for the Donaldson Awards has increased. Now, as preparations for the Eighth Annual Donaldson Awards gets under way, the awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

In May, ballots and instructions are delivered by hand to the theaters for all players appearing on Broadway at that time.

In order to get ballots to players not appearing on Broadway, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that ballots may be mailed them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard  
Donaldson Awards Committee  
1564 Broadway  
New York 19, New York

Please forward ballot and eligibility list for the Eighth Annual Donaldson Awards.

Name .....

Address at which mail will be sure to reach you in May .....

Note: If you are working in a Broadway theater in May don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

## Broadway Openings

### FLAHOOLEY

(Opened Monday, May 14)

#### Broadhurst Theater

A musical. Book by E. Y. Harburg and Fred Saily. Music by Sammy Fain. Lyrics by E. Y. Harburg. Staged by the authors. Sets by Howard Bay. Costumes by David Folkes. Dances by Henlen Tamiris. Musical director, Maurice Levine. Orchestration, Ted Royal. General manager, John Yorke. Stage manager, Perry Bruskin. Press representative, Wolfe Kaufman. Presented by Cheryl Crawford in association with Harburg and Saily. A March of Time Voice . . . Stanley Carlson Clyde . . . Bl Baird  
Mirabelle . . . Cora Baird  
Sandy . . . Barbara Cook  
Sylvester . . . Jerome Courtland  
Griselda . . . Fay DeWitt  
Switchboard Operators . . .  
Vicki Barrett, Jane Fisher, Laurel Shelby, Tafi Towers, Urylee Leonardos, Annaliese Widman.  
K. T. Pettigrew . . . Edith Atwater  
Board of Directors:  
Quimby . . . Stanley Carlson  
Peabody . . . Ted Thurston  
Evans . . . Rowan Tudor  
Farquarson . . . Richard Temple  
Lovingham . . . Andrew Aptea  
Hastings . . . Edgar Thompson  
The Voice on the P. A. . . . Tafi Towers  
Ernest Truex  
B. G. Bigelow . . . Ernest Truex  
Miss Buckley . . . Marilyn Ross  
Clayfoot Trowbridge . . . Rowan Tudor  
Fowl . . . Nechemiah Persoff  
El-Akbar . . . Louis Nye  
Najja . . . Yma Sumac  
Buyers . . .  
Lee Ballard, Ray Cook, Clifford Pearl, Franklin T. Syme, Laurel Shelby  
Abou Ben Atom . . . Irwin Corey  
Elsa Bullinger . . . Lulu Bates  
Citizens of Capsulant . . .  
Norval Tormsen, Ray Cook, Clifford Pearl, Sheldon Ossosky  
Arabs . . .  
Stanley Carlson, Andrew Aptea, Ted Thurston, Anthony Tudor  
Doctor Smith . . . Franklin T. Syme  
Nurse . . . Laurel Shelby  
Flahooley . . . Elizabeth Logue  
A Radio Voice . . . Edgar Thompson  
SINGERS: Vicki Barrett, Carol Donn, Urylee Leonardos, Laurel Shelby, Lois Shearer, Tafi Towers, Andrews Aptea, John Anderson, Lewis Bolyard, Ray Cook, Clifford Pearl, Franklin T. Syme, Norval Tormsen, Edgar Thompson.  
DANCERS: Sara Aman, Jane Fisher, Annaliese Widman, Normand Maxon, Joe Nash, Sheldon Ossosky, James M. Tarbutton.  
MARIONETTE OPERATORS: Bl Baird, Carl Harms and Franz Fazakas.  
PUPPET SINGING VOICES: Mirabelle, Cinderella, Foodle, Lois Shearer, Clyde, F. O. R., John Anderson, Hen: Carl Donn, Rhino, Ted Thurston, Cat: Fay DeWitt, Lincoln: Stanley Carlson, Lion: Franz Fazakas, Tom Payne: Carl Harms.  
SONGS: "You Too Can Be a Puppet"; "Here's to Your Illusions"; "B. G. Bigelow Inc."; "Najja's Song"; "Who Says There Ain't No Santa Claus?"; "Flahooley"; "The World Is Your Balloon"; "He's Only Wonderful"; "Arabian for Get Happy"; "Jump, Little Chillum"; "Spirit of Capsulant"; "Happy Hunting"; "Enchantment"; "Scheherazade"; "Come Back, Little Genie"; "The Springtime Cometh"; "Sing the Merry"

Continued from page 3

the lamp sprite in getting the youthful lovers church-bound. In all, it is one of the most confusing song-and-dance plots on record and has had little help via the general tone of its writing

#### Fine Tunes

Sammy Fain has come up with some nice tunes. Such items as *Here's to Your Illusions*, *Who Says There Ain't No Santa Claus* and *The World Is Your Balloon* should make a staunch bid for popularity, and *Flahooley*, *He's Only Wonderful* and *Happy Hunting* have catchy melodies Harburg's lyrics are serviceable. What dancing there is has been ably staged by Helen Tamiris, but the stepping sequences are far too curtailed, presumably to make room for excessive dialog, much of which is progressively tiresome.

Castwise, Ernest Truex does the best he can with the comedy assignment as the toy manufacturer. The authors have given him little with which to work. Barbara Cook and Jerome Courtland make pleasant stem bows as the love interest, and Fay DeWitt and Marilyn Ross add their singing help as members of the toy plant's staff. Edith Atwater makes a capable factory manager, and Irwin Corey is mostly amusing as the imp of the lamp. Elizabeth Logue dances ingeniously as the doll who comes to life. Also to be mentioned is a lady from Peru, named Yma Sumac, possessing a voice doubling anywhere from bassoon to a piccolo. She sings 'n Peruvain—or maybe Arabian. A reporter wouldn't know.

#### Marionette Highlight

However, there is one terrific highlight to *Flahooley*—the Bl and Cora Baird Marionettes. These get a splendid play in the proceedings, and since each one is cuter than a button, give the show a lot of bright moments. Unfortunately, they make it tougher than ever for the actors to try to keep up. Despite its pictorial brilliance—

### GETTING MARRIED

(Opened Sunday, May 13)

#### ANTA Playhouse

A comedy by George Bernard Shaw. Staged by Peter Frye. Setting and costumes by Paul Morrison. General manager, Jack Schliessel. Stage manager, David Pardoll. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by Marjorie and Sherman Eqing for ANTA play series.  
Mrs. Bridgenorth . . . Margaret Bannerman  
Collins . . . Bramwell Fletcher  
Maid . . . Frances Greet  
Maid . . . Michael Myers  
General Bridgenorth . . . Dennis Hoey  
Lesbia Grantham . . . Edith Meiser  
Reginald Bridgenorth . . . Arthur Treacher  
Leo . . . Barbara Britton  
Alfred Bridgenorth, Bishop of Chelsea . . .  
Guy Spaul  
St. John Hotchkiss . . . John Buckmaster  
Cecil Sykes . . . John Merivale  
Edith . . . Dora Sayers  
Soames . . . Frederic Warriner  
The Beadle . . . Ronald Telfer  
Mrs. George . . . Peggy Wood

Unfortunately, it cannot be reported that ANTA exactly winds up its 10-play series in a blaze of glory. Of course, it is a very fine thing to include a Shaw item on the menu, but why resurrect a tired, bebarncled specimen which at best contains a minimum of the sage's wit and wisdom? In addition, last spring a very knowing corps of players took *Getting Married* on tour with a final stem goal in mind, and even in expert hands the comedy petered out on the Coast. To put it on all over again just doesn't seem to make theater sense.

#### Everything But Play

It is not that this edition has not been given the best of everything in every department. It is played by a really brilliant cast against a setting which is ANTA's most elaborate to date. It has been cannily divided into three acts by the use of tableaux, and all the fun there is in it has been underscored via canny direction by Peter Frye. The trouble with *Getting Married* is that it is completely circa 1908. The barpoons that Shaw flings at the holy state of matrimony, dim-witted military brass and the clergy were likely vastly titillating at the time. But the sting has gone out of them with the passage of years, and about all that remains is a windy collection of tired jibes at conditions unimportant today.

Even at that, *Married* wouldn't seem so bad, if Shaw had quit two-thirds of the way thru, and left his characters in a splendid snarl. But the maestro had to build up for the entrance of a sort of omnipotent Mrs. Fix-It, who is expected to—and presumably does—solve all problems. "Presumably" is used advisedly, since both the lady's methods and sudden changes of department swiftly put everything into a fog of obscurity. Likely, Shaw knew what the lady is meant to convey. A reporter confesses she is over his head

#### Banner Cast

Obviously, with a banner cast *Married* does have its moments. John Buckmaster creates a delightful portrait of a young man who glories in snobbery. Crowding him for entertainment honors is Edith Meiser's perennial spinster, and Arthur Treacher's more-or-less complacent husband is likewise effective. Other good contributions come from Branwell Fletcher's philosophical green grocer, Dennis Hoey's pompous general, Guy Spaul's somewhat mundane bishop, Barbara Britton's spirited Mayfair matron and Frederic Warriner's barrister-turned-curate. Peggy Wood labors valiantly with the lady mystic. It is about as confusing and ungrateful an assignment as can fall to an actress's lot, requiring about everything from a Nell Gwynne to a St. Joan approach, and including a most extraordinary: trance sequence. It is amazing to one pew-sitter that she brings it off at all.

In sum, any fun that still remains in *Married* stems from its actors and not from its text. Maybe, a thoro, slashing cutting could take some of the wheeziness out of its joints. But who'd know where to begin? Bob Francis.

and Howard Bay and David Folkes have done handsomely by sets and costumes— *Flahooley* doesn't boast any of the qualities of a sticker. A moderate run at best is indicated.



## Oaks Skatery Builds Floor To Lick Flood

PORTLAND, Ore., May 19.—Management of the roller rink at Oaks Park here is prepared (while hoping not to need it) to meet a crisis such as the 1948 flood which, aside from destroying the city of Vanport, wrecked the floor of the Oaks rink.

Manager Robert Bollinger explained that the rink now has a floating floor which can be cut away in the event of flood so that the center part would rise within the big building to escape damage from water. The building itself is built on pilings, and some 500 steel drums have been installed beneath the rink floor. In the event of high water, it would be necessary only to saw thru some stringers to release the floating section and allow it to rise on the water.

Altho Oaks is on the Willamette River at the south city limits of Portland, the park is at the mercy of the Columbia River, which backs up into the Willamette. When the Columbia rose to the second highest level in history in 1948, it backed up the Willamette until water was shoulder high in buildings at Oaks Park. This year, altho the river is above flood stage, it still has several feet to go before Oaks goes under water.

## New Skatery For Waterloo

WATERLOO, Ia., May 19.—A new roller rink will be opened in the flower and garden building at the Dairy Cattle Congress grounds here by Mr. and Mrs. Donald Gray and Mr. and Mrs. Robert Collier.

The owners will close their Uptown rink when the new rink opens. The Cattle Congress rink will have a skating surface of 75 by 144 feet and will operate thru-out the year except during the annual Cattle Congress.

## Burlesque Bits

Continued from page 41

biz, reopened May 11 with new personnel and policy. House will be dark each Tuesday. Principals are Abe Gore and Noma Niles, featured; Michelle Stein, Helen Gray, Erby Wilson and wife, Peggy, and Jo Jo Jordan, the last named a holdover. Frank Crowe is manager for Joseph Ellul. . . Marie Winston, of the Gayety, Detroit, threw a surprise birthday party for husband Johnny, house singer, last week. Festivities started backstage and continued afterward in local clubs. Both worked USO shows before going into burly. . . Cy Walker continues to supervise all of Jacobs Bros.' Sportservice Corporation units at indoor and outdoor locations. Alfreeda (Mrs. Walker) is vacationing at the new family home in Hollywood, Fla. . . Diane (Frosty) Winters, after four weeks at the Orchid Room, New York, shifted to the Skylight Club, Rochester, N. Y., for two weeks. . . First unit headed by Tiny Fuller and George Murray wound up the season. Murray and Eileen Hubert go to their Atlantic City home for a brief vacation and then open May 25 for four weeks at the Roxy, Cleveland. Carol LeClaire migrates to the Troc, Philadelphia, for a week, to be followed by a spot-booking tour.

## FOR SALE

250 pairs used Clamp-On Skates, in good condition, reasonably priced. Write or phone  
**HOLLYWOOD ROLLER BOWL**  
1452 No. Bronson Ave.  
Hollywood 28, Calif.  
Phone: Hollywood 9-5831

**BEST BUILT FLOORS AND RINKS**  
Any size new, #1 northern hard maple, interchangeable, sectional floor or complete 29'-70", 38'-90", 40'-100" portable rink. Our rinks and floors can be enlarged by adding more interchangeable floor and tent sections. Buy a small rink and enlarge it as it makes money.  
**GOLD BROS.**  
409 N. 5th St. Longview, Texas  
Phone 2443-W

## Mineola Sets Summer Sked, Plans Dance

MINEOLA, N. Y., May 19.—The 1950 season at Earl Van Horn's Mineola Roller Rink comes to a close June 16. During the remainder of June and in July and August the rink will operate on Wednesday, Thursday and Friday nights.

During the summer there will be Tuesday night dance classes, from 7 to 9 and from 9 to 11, under the supervision of George Werner, with Gladys Werner and Louise Campbell assisting. Price for the classes is \$1 each.

Plans for the Earn Van Horn Dance and Figure Club's summer dance are virtually completed. The event, to be held June 23 at the rink, will offer two hours of skating, buffet-dinner and two hours of ballroom dancing at a cost of \$1.50 per person. A raffle held in connection with the affair will offer a prize of a \$500 savings bond or a two-week expense-paid vacation.

Frank Ferrara, formerly of Mineola and now operating Skateland, Everett, Wash., was a recent caller at the rink. He and Mrs. Ferrara are in New York on a four-week visit with relatives.

Bobbie Weeden, Mineola organizer, is starting her sixth year with the rink. Before coming to Mineola she played at the White Plains (N. Y.) Rink, with the Phil Spitalny orchestra on radio and in theaters.

## Extra Added

Continued from page 41

blocks off the main drag, last Tuesday night (15). . . George W. Engelbreth (Cincinnati George), who for many years has hustled The Billboard around town, is seriously ill at his home, 2313 Highland Avenue, Mount Auburn.

## Philadelphia

Nitery singer Lee Bartel, arranging to take over her dad's restaurant here (he's Sam Brown, former band leader) and will re-name the spot after her own professional name. . . Iz Bushkoff, operating the New Town Tavern at near by Delair, N. J., negotiating for a summer spot in Wildwood, N. J. . . J. Frank Beaman, first editor of "Holiday" mag, and William Farren, former program chief of WFIL, publishing an amusement "Where to Go in Philadelphia" guide, distributing via the town's hotels. . . Henry (Dutch) Schmalz, one-time owner of the Purple Derby Cafe in the Frankford sector of town, is looking for a return to the after-dark business in that neighborhood again. . . Al Bozzacco, manager of the Click nitery, granted license to set up a private detective agency. . . Lew Dileo, former sportscaster in Utica, N. Y., has opened a theatrical agency in this city. . . Mike Oliver takes over as manager of the midtown Palm Room. . . Ted Szostok, ex-Golden Gloves champ, is the new op of the Lynnwood Musical Bar, with Charlie Gaines' band on tap. . . Latin Casino scheduled a Saturday matinee for teen-agers for Billy Eckstine. . . Marty Goldberg adding floorshows to his Tahiti Bar in the downtown scene.

## Philadelphia

Cafe Owners' Association, newly formed org of nitery ops, had such a financial and social success at last week's industry dinner that it was agreed to make it an annual event. . . Bernie Rothbard, associated with the Eddie Suez Theatrical Agency here, has become personal manager for Tirza, who just closed her wine-bath routines at Ciro's here. . . Sam and Mac Lerner, father-and-son team operating Lou's Moravian, musical spot, are associated with Weasel Hogans', newest musical spot in the downtown sector. . . Manny Jenkins, who recently inaugurated an entertainment policy at his Black Cat, extending show time to start with the cocktail hour.

## Hollywood

English mystic Paul Goldin is at the Double-H Club, Eagle Rock, Calif. . . Cafe Gala has replaced Fifi D'Orsay with Felice Shaw, Larry Carr and the Bando da Lua (4). . . Dave Brubeck is recuperating in Vet's Hospital,

## Badger RSROA Competitions Win Publicity

MILWAUKEE, May 19.—Phil Hays' Pallomar Roller Rink here attracted one of the largest fields of entries in the rink's history for its 1951 annual State Roller Skating Rink Operators' Association competitions Monday (14) when 123 skaters from Milwaukee, Racine, Kenosha and Janesville vied for honors.

A full house of spectators and visitors were on hand to take in the events which received generous newspaper coverage and were also filmed for the Milwaukee News-reel television ailer over WTMJ-TV. In addition shots were taken by photographers for use in a forthcoming issue of the Sunday Milwaukee Journal rotogravure section.

Judges were Herbert Ing, Panel 74, Detroit, and Robert Butlich and Fred and Dorothy Wickman, Chicago Panel 9.

Results:  
Junior girls figure skating, Mary Ann Hohl, Milwaukee. Junior girl's free skating, Donna Lyman and Judy Ann Gleissner, Milwaukee. Novice ladies free skating, Joyce Wapp, third. Novice ladies figure skating, Joyce Wapp. Junior pairs, Colleen Carnahan and Kenneth Goodermote, Milwaukee. Juvenile girls free skating, Kathleen Wolbach, Milwaukee; Judith Lui, Racine. Junior boys free skating, Danny Gleissner, Milwaukee. Intermediate pairs, Janet Durand and Gordon Dombrowski, Milwaukee; Betty Prondzinski and Eugene Forcucci, Milwaukee. Junior boys free skating, Alois Dombrowski and Kenneth Goodermote. Junior boys figure skating, Alois Dombrowski.

Junior dance, Donna Lyman and Alois Dombrowski, Milwaukee; Judy Ann Gleissner and Quinn Pleyte, Milwaukee. Juvenile dance, Pennie Rae Graham and Ronald Freeman, Racine. Novice dance, Sally DeWitt and Ronald Ladwig, Milwaukee; Mary Ann Hohl and Ronald Lenzke, Milwaukee. Intermediate dance, Toni De Stefano and Norman Pannenbacker, Milwaukee; Janet Durand and Gordon Dombrowski, Milwaukee. Novice men's figure skating, Dave DeLore, Milwaukee; Ronald Ladwig, Milwaukee. Intermediate ladies figure skating Christine Gojmerac, Milwaukee. Intermediate ladies free skating, Janet Durand, Christine Gojmerac. Intermediate men's figure skating, Eugene Forcucci. Intermediate men's free skating, Eugene Forcucci, Gordon Dombrowski. Senior ladies figure skating, Norma Drohec, Milwaukee. Senior ladies free skating, Norma Drohec, Sally DeWitt.

## May Recapitalize Cincinnati Garden

CINCINNATI, May 19.—Directors of the Cincinnati Garden Tuesday (15) announced a proposed recapitalization plan under which 2,500,000 shares of \$1 par value common stock would be issued, and notified its 133 shareholders of a special meeting to be held Monday (21) at which the proposal will be discussed.

Directors also propose to change each share of \$15 par value preferred stock, most of which is held by them, into 15 shares of the new common. An additional proposal would exchange shares of common for the Garden's outstanding indebtedness.

Honolulu, following injuries sustained in a freak surf accident. . . Jimmy Wakely has left for New York for his Capitol Theater date, opening Thursday (24). . . Louis Armstrong leaves this territory in June following seven months of one-nighter and location bookings. . . Bob Savage, at Charlemagne's, San Diego, skedded for Las Vegas' Flamingo and the Paramount in Gotham. . . Dorothy Dandridge and Phil Moore open July 1 at Cafe de Paris, London. . . Erroll Garner, pianist, broke the house record at the Blackhawk Club, San Francisco, during his first week's run, resulting in a return date in the fall.

## Warnoco Clinic Set For July 23-Aug. 4

All Phases of Skating To Be Probed By Outstanding Staff of Instructors

GREELEY, Colo., May 19.—Warnoco Roller Rink here will again sponsor its annual Roller Skating School and Clinic, according to J. W. Norcross, Warnoco proprietor. The third annual school will be in session July 23-August 4.

The clinic, which last year drew enrollees from Florida to California and from the Dakotas to Texas, will be conducted for amateur skaters, professionals and rink operators. Its purpose is to provide the finest skating instruction for those amateurs who do not have it available at their home rinks, to provide an inspirational refresher course for teaching professionals, and to provide an educational course for operators who are interested in a knowledge of skating.

For this instruction, the teaching staff will again be headed by Fred J. Bergin, dean of the Society of Roller Skating Teachers of America, and Arthur Russell, former United States novice and senior men's figure and free style champion and current professional at the Greeley rink. Bergin is now president of the Roller Skating Rink Operators' Association and has coached many of the country's outstanding skaters in all phases of the sport. He also has sponsored many of the nation's top flight instructors, including Danny McNeice, Marysville, Calif.; Irene Seifert, Omaha and Betty Reickoff Hand, Springfield, Mo. For 12 years he has been the dean of the SRSTA.

## Russell To Instruct

Russell is a member of many committees of the SRSTA and is recognized as one of America's outstanding teachers and skaters. During the past year the Greeley professional coached J. W. Norcross Jr., to four gold medals in the senior division of the national championships with wins in figure, free style, pairs and fours skating. Russell won the national novice men's figure and free style titles in 1943, then followed with a national crown in senior competition in 1944. Bergin and Russell will be assisted by an outstanding staff of experienced instructors.

Sessions will be divided into two sections, elementary and advanced, with lectures scheduled for morning hours and practice skating and instruction set for afternoon sessions. Hours have been set for 10 a.m. to noon and 1 to 5 p.m. daily.

The curricula will include rink and class promotion, publicity, show production, music and programming, class schedules and teaching methods, rink newspapers, mailing lists, party promotions, direct mail promotions, children's classes and sessions, skating tests, and skate care and mounting. Practical skating and instruction will include every phase of figure, free style, dance and speed skating.

At the conclusion of the clinic tests will be given to all skaters, operators and professionals who wish to take them.

One of the highlights of the school will be an analysis of the skating of J. W. Norcross Jr., who is recognized as the nation's outstanding figure and free skater. He is three times the senior men's national champion.

Enrollment will be limited to 100.

## Newcastle Given Sinclair Iceery

NEWCASTLE, N. B., May 19.—Formal presentation of the Edward Sinclair Rink by Right Honorable Lord Beaverbrook to Newcastle was made with appropriate ceremonies Thursday (10).

The rink is a one-story structure of concrete blocks. It will have an ice surface 190 by 85 feet and will have stands around three sides and seating capacity above 1,600. The ice surface will be lighted by 105 500-watt lights.

The rink is a gift by Beaverbrook, British tycoon, to his boyhood town. Mayor John D. Creaghan officially accepted the keys on behalf of Newcastle.

## CURVECREST RINK-COTE

The skating surface for wood and masonry 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.

## WE BUY AND SELL

New and Used Rink Roller Skates  
Advise make, size, condition and quantity. Also best price.  
**JOHNNY JONES JR.**  
Agents for Chicago Roller Skates  
51 Chatham St. PITTSBURGH, PA.

It's a PLEASURE to ROLLER SKATE on



No. 987

**"CHICAGO"**  
RINK SKATES  
They're true and easy with a wide range of action . . . TRY THEM!  
CHICAGO ROLLER SKATE CO.  
4427 W. Lake St., CHICAGO, ILL.  
Manufacturers of All Kinds of Roller Skates

For Details See Page 51

Your Own Competitors Tell You . . .  
(and they ought to know because they've done it)

GIVE TO DAMON RUNYON CANCER FUND



# ONE ROADSHOWMAN TELLS ANOTHER

## "Just Look at the New I. C. S. Film Parade"

Yes! I. C. S. films really pack a WALLOP—Color Features like TULSA, ADV. OF GALLANT BESS, NORTHWEST STAMPEDE, RED STALLION IN THE ROCKIES AND... films like THE CHASE, LET'S LIVE A LITTLE, REPEAT PERFORMANCE, OUT OF THE BLUE, THE GREAT JOHN L. MR. ACE, SWEETHEART OF SIGMA CHI, T-MEN, DARK WATERS, THE GLADIATOR, LOST HONEYMOON, MAN FROM TEXAS, SUNBONNET SUE and many, many more your audience will go for in a big way... AND

GET ACQUAINTED WITH OUR SPECIAL SUMMER RATES

**Free!** Write today for free catalog listing hundreds of Roadshow Bookers. **INSTITUTIONAL CINEMA SERVICE, INC.** 1560-B Broadway New York 19, N. Y.

## WANTED

Colored Musicians and Performers for Platform Medicine Show. Musicians, all instruments; Comedians and Teams. Positively no drunks. Will send tickets anywhere but no money, so don't ask for any. Wire, no time to write. Pay your own bill. I'll pay mine.

**DR. G. W. EDWARDS**  
Kinston, N. C.

# Drivin' 'Round the Drive-Ins

**JOHN BLOCKER** has announced plans for the construction of a \$75,000 twin drive-in in El Paso, Tex. It will be the second of its type in the State. The first also was built by Blocker at Wichita Falls, Tex. New spot will be called the Carlsbad Drive-In, with an 800-car capacity... The 310-car Rice Drive-In has been opened at El Campo, Tex., by the Frels Theater Company. T. A. Wilkinson is manager... **Cliff Turner** and **B. L. Hagle** have reopened the Parkway Drive-In at Mexia, Tex... **Royal Drive-In**, Marlin, Tex., has reopened for the season... The new \$165,000 Osage Drive-In has been opened at Corpus Christi, Tex., by **Chester Kyle** and **Lester Miller**... **Joe Green**, manager of the Long Theater Circuit, announces that the chain circuit will build a drive-in at Texas City, Tex., soon... **Paul West**, manager for Video Theaters, last week announced that the Pampa Drive-In and Top o' Texas Drive-In, Pampa, Tex., have reopened for the season. The circuit also has opened the Skyvue Drive-In, at Haskell, Tex... **Phil Isley**, theater circuit owner with headquarters at Dallas, has purchased the Riverside and Western Drive-Ins, Fort Worth. Isley has placed **Gene Kenyon** in charge of the spots... **Tom Griffing**, of Abilene, Tex., has purchased an interest in All-State Theaters, operators of drive-ins at Marlin and Graham, Tex., and **Hobbs, N. M. Griffing** currently

is constructing several drive-ins in Boston... **Mrs. B. S. Ferguson** reports that the Malin Drive-In has been opened at Hamlin, Tex., altho construction on the \$75,000 spot has not been completed... **Twilight Drive-In**, Gonzales, Tex., recently reopened by Video Theaters, will operate on a year 'round basis.

**ARCHIE ALDMAN**, manager, buyer and booker for Eastern Medina Enterprises, is making bids for first-run picture product for newly opened Medina Drive-In between Easton and Bethlehem... A new 600-car drive-in is being erected on Route 611, at Bartonsville, Pa., by **Melvin Heinback** and **Alfred Mazarcavage**, and is expected to be ready for operation before the end of May. Heinback also operates **Brandonville Drive-In**, Brandonville, Pa., which he opened last summer... **Atlantic Drive-In**, Pleasantville, N. J., largest of the six open-airers operated in the State by **Walter Reade**, opened its season with a major change in picture policy, which provides for the showing of foreign films as well as a better run of the Hollywood product. **Merwyn A. Sargent**, who managed the circuit's big Eatontown Drive-In, Eatontown, N. J., last year, is manager of the Atlantic. He succeeds **Jack Hamilton**, who was promoted to city manager for the Reade Theaters in Red Bank, N. J.

# Jose, Budd Red Probe Prod

Continued from page 2

TV films in New York, was in this group. Brewer also named **Robert Muir**, **Maurice Howard** and **Michael Kameroff**, NLRB field examiners; **Mortimer Reiner**, NLRB trial examiner; **Robert Rissmand** and **William Esterman**, NLRB employees. Brewer said the main power of Hollywood Communists was broken in 1946-'47 at a time when they exercised great influence in the film colony. He said the Communists never recovered from an unsuccessful strike in 1946 and exposure of their activities by the House committee the following year. He said the Communists had a dual drive, one operating thru CSU under **Herbert K. Sorrell**, and the other on an "intellectual level" with writer **John Howard Lawson** allegedly leading enlistment of actors, writers and producers. Brewer said the aim was to organize the whole movie industry along lines of industrial unionization.

**Four Hedge** Earlier, character actor **Lloyd Gough** declined to answer questions relating to his associations. Screen writer **Leonardo Bercovici** testified that he was not now a member of the Communist party. But he refused on grounds of possible self-incrimination to discuss any of his past associations.

Two other witnesses declined on the same grounds to say whether they are or ever were Communists. They were **Alvin Hammer**, night club entertainer, who has appeared in a number of films, and **Bea Winter**, former motion picture studio secretary. Hammer answered some of the committee's questions with an attempt at humor. Asked if he ever was a member of the Young Communist League, Hammer in an

apparent reference to the committee's list of subversive organizations started to say, "Since that organization is listed in your sordid catalog..." Chairman **John S. Wood** (D., Ga.) banged his gavel, and Rep. **Francis E. Walter** (D., Pa.) asked: "Did you call those organizations sordid?"

"Assorted," Hammer said quickly.

According to reports here, the committee has sent a record of testimony of screen actor **John Garfield** to the Justice Department for examination. Garfield, on the witness stand April 23, denied emphatically that he had ever been a member of the Communist party.

# Paris Peek

By ART ROSETT

Continued from page 2

Company, alleging that the American company failed to exploit a color process developed by the French concern as per terms of contracts entered into in 1927 and 1939. The French outfit maintained in court that the American company had arranged with Technicolor to maintain a color monopoly.

The French process, described by the attorney for **Keller-Dorian** as costing only half again as much as black and white, consists of the stamping of 2,000 prisms on each square millimeter of movie film and requires only a special filter on the projector to become screen color. The French company is asking \$36,420,000 for non-payment of royalties and non-delivery of film between the years 1930 to 1950 and 2,000,000,000 francs for moral damages.

## Paris To Get Wild West Nitery, "Crazy Horse"...

To Parisians, the Far-West (as they call anything that concerns American Western life) is as glamorous as the court of Louis the 14th is to most Americans. The word cowboy has become a part of the French language and horse operas are as much a part of a French moppet's life as they are an American kid's. So it's no surprise to learn that someone is finally opening up a Far West type club in these environs. The guy's name is **Slim Briggs** and he's already won local fame for a square dance party he staged for the stylish **Jacques Fath** last season. The new club will be called **The Crazy Horse** and is scheduled to open the end of May with a Texas gal, **Julia Rouge**, as star. Guests of honor (according to a Parisian press story) will be **Bing Crosby** and **Betty Grable**. If ya see 'em, pardner, will ya tell 'em?

# London Dispatch

By LEIGH VANCE

Continued from page 2

double program of **Bernard Shaw's Caesar and Cleopatra** and the Shakespearean **Anthony and Cleopatra**, to be played alternate nights. Housed at the St. James Theater which **Olivier** has made his home, the two parts will come as a cross-roads for **Vivien Leigh**.

The change from **Shaw's** kittenish, provoking 16-year-old **Lady of the Nile** to the deep-voiced Shakespearean **Cleopatra** will show whether she can continue to be classed as one of Britain's leading actresses and not just a screen beauty. Advance notices from Manchester where the shows took their tryouts say she brings a new maturity to both roles.

## 700G for BBC Shows During Festival...

Splashing a hard-fought-for \$700,000 on making Festival programs easier to listen to, the British Broadcasting Corporation has managed to snag some top talent who otherwise wouldn't bother to cross the road to pick up the check. A star-spangled Festival show featuring names from **Gracie Fields** to **Danny Kaye** launched their new season of plenty. But following the old BBC middle-way Director **General Sir William Haley** has had second thoughts about the one show which all critics agreed rated with the best the BBC ever aired: **Argument**—a fortnight, outspoken political platform in which one Conservative and one Socialist member of Parliament lashed out at each other with no words barred which is to be shelved this week because "we want to slow down the tempo of political controversy during the Festival."

With a top listener rating of over 12,000,000, **Argument** became in its short life the soap box of the nation. Hard-hitting Tories like **Dr. Charles** (Radio Doctor) **Hill M. P.** and **Winston's** son, **Randolph**, trounced Laborite **Tom Driberg** and were hit back at with gusto, making one of the most exciting, adult programs the BBC has ever had the nerve to put on. Far better than toning down such stuff, the BBC would score by continuing the program to let as many visitors as possible hear what makes democracy tick.

## "After the Show" Takes Pokes at Showbiz...

That breezy, late-night romp, **After the Show**, which comes on at the St. Martins when the current play there finishes at night has run into trouble. Transferred from the tiny **Watergate Theater**, where its acidity won quick fame, **After the Show** specializes in deflating expanded theatrical egos.

## ROADSHOWMEN!

SEND FOR BIG FREE CATALOG!

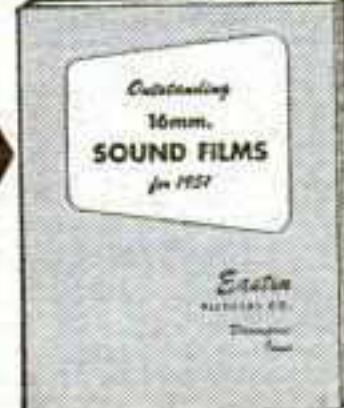
Many new features in CINECOLOR and TECHNICOLOR!

Eight new ZANE GREY classics  
Originally Distributed by Paramount!

Send for Big Free Catalog BB-10

LOOK TO **Eastin Pictures** FOR THE BEST IN 16mm.

Colorado Springs, Colorado  
Chattanooga, Tennessee  
Des Moines, Iowa



9'x12' CLOTH ROADSHOW SCREEN \$17.95

## Subscribe Now!

ONE YEAR \$10

### 52 BIG ISSUES

Including 8 Special Issues

THE BILLBOARD  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....



## Your Own Competitors Tell You...

(and they ought to know because they've done it)

For Details See Page 51

GIVE TO DAMON RUNYON CANCER FUND

## Roadshow Rep

**BRUNK'S COMEDIANS**, who opened their 1951 season in Boise City, Okla., late last month, have jumped into Colorado where they will spend most of the summer. They are playing three-day stands. Roster includes **Henry L. Brunk**, owner-manager; **Bert Denny**, **Julie** and **Connie Griffin**, **Nan Wilson**, **Helen** and **Walter Price**, **Mercedes Brunk**, **Ruth Smith**, **Wally Marks**, **Monte Montrose**, **Don Lasley**, **Al Russell**, **Alyce** and **Verge Lester**, **Bill Hendryx** and **Jim Cantrell**. **Jack and Irene Vivian** are doing the advance work. Show is being transported on new trucks. One, a new Dodge, has been made into a stage. Personnel of **Plunkett's Stage Show & Circus** Combined visited the show recently.

"I've been in Northern New Hampshire most of the spring, except for a few days in Canada," writes **George Spicer** from **Colebrook, N. H.** "The weather has been off but business has been fair. I met **Raoul Torrino** in **Stanstead, Que.** I knew him years ago around Toronto. He told me he has been in Western Canada in recent years and from the looks of his outfit he's been doing okay. He was doing an old Sherman bill called 'The Girl From Montana' and I waited over to see it. It smacked of the old days when I was in and out of Chicago and brought back the memories of **Brown's Hotel** there. **Torrino** also reminisced over the days when he played 'Oliver Twist' on one-night stands with **Tom Shea**."

"THERE'S no point in trying to hang on to expensive small-town flesh units, so I'm going to the platform show," advises **Clarence (Chid) Bailey**, from **Boerne, Tex.** "In fact, I have been giving it a whirl off and on while playing halls the past year and plan to go to it in earnest this summer. I have a tent here but will not take it out of storage. Ran into the **Gray Family Show**, a good outfit, which does business. It is a widely traveled unit, having come to Texas from Oregon. I also met **George Nalo**, solo show performer, who has a fine show and is cleaning up. He is an all-round performer with a background of old-time road experience with **Stair & Havlin**. I saw him at one church date and he played to capacity..." **E. N. Comerford** has been promoting indoor fairs in Northern New Hampshire to fair returns and soon will move into Pennsylvania where he will have a summer platform show.

## ROADSHOWMEN

Plan now. Write for 21st Edition Catalog. "Just Off the Press." Rental Rates as low as \$4.00 first day.

**MANSE FILM LIBRARY**  
2514 CLIFTON AVE.  
CINCINNATI 19, OHIO

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

\$12.00 Per Month

Advertising paper loaned free.

**ACE CAMERA SUPPLY**  
462 W. Evans St. Florence, S. C.

## WANTED

For J. O. A. Kelly's Mighty Minstrels Featuring "Diamond Tooth" Billy Arnte. Can always use Musicians and Colored Performers in all lines. Can place a good Tuba. This Show will play two and three-day stands, with a chain of theatres for all winter work. Show opens June 4th. All Replies to CAROLINA THEATRE P. O. Box 364 Sanford, N. C. "DIAMOND TOOTH" BILLY ARNTE Producer

## MEN WANTED

Go into the Show Business. Make big money. We furnish Sound Projectors and Films. Small weekly rates. No experience is necessary. Write

**SOUTHERN VISUAL EQUIPMENT CO.**  
(Dept. B-1)  
486 Shrine Bldg. Memphis, Tenn.



# NY Prof Raps "Stodgy" Voice

Continued from page 3

Asians are concerned, political warfare-and-information media like the *Voice of America* might as well not exist."

### Personnel Weakness

"One of the serious weaknesses in the American political propaganda program is personnel," Padover wrote. "It is unfortunate that the whole operation has not been worked out by the foremost specialists, especially those with creative imaginations, in the general fields of political sociology, social psychology, history, cultural anthropology and communications."

"In this connection, one must mention a widespread misconception. There exists in the United States the belief that psychological warfare or political propaganda is just the same as advertising. And Americans are supposed to be smart advertisers. All you need to do, far too many people in this country believe, is to hire a few high-pressure advertising executives and fast-talking public relations counsels, give them the green light and, bingo, they will produce the goods."

### No Hucksters Wanted

"It cannot be emphasized too strongly that political propaganda is not the same as selling soap. It is not a job for slick 'operators' trained in the art of 'putting over a campaign' and 'selling the customer.' We are not dealing with that kind of campaign or customer; we are dealing with a world revolutionary situation involving a complex interplay of cultures. Advertising and public relations men have their important function inside the American economy and on the American scene. Some of their skills and gadgets, indeed, can be used in political propaganda on operating levels. But political propaganda and warfare, a task of extraordinary complexity, require intellectuals, scholars, specialists, journalists and—in the final analysis—political philosophers."

Padover suggested creation of a "high-level" Washington staff to run a political and operational training center to recruit the ablest candidates. He suggested the need for "free-wheeling" minds with "a lively imagination" and "a free spirit." "This kind of work," stated Padover, "is not for the stodgy conformist, 'safe and sound' bureaucrat; and yet we are in danger of being reduced to just such types."

### Points To Shift

Pointing out that Congress would be wise to examine the feasibility of shifting the *Voice* from the State Department to an independent agency, as suggested by Sen. William D. Benton (D., Conn.), Padover declared: "One of the practices which American political propaganda must revise is the tendency to disregard the basic interests and outlooks of the foreign audiences to which it addresses itself." Padover asserted that effective propaganda "must take into account the hopes, demands and expectations, not of the propagandist but of the audience."

"Instead of telling a Malayan, for example, about the daily life of a worker in the Ford factory, or a Turk about the Christmas spirit in America," stated Padover, "it would be more fruitful to inform him about his own plight and what the American democracy is ready to do for him."

Padover warned that American propaganda "even in Western Europe fails in its effects when it describes—truthfully, to be sure—the gleaming kitchens, labor saving devices and assorted gadgets which the United States housewife has at her disposal. Since the overwhelming majority of European housewives believe they could not possibly afford or even hope to possess such equipment, the result is either disbelief or resentment," stated Padover. He added that Soviet propagandists have been capitalizing on this, and he asserted that "even the most truthful statement can boomerang if it is not geared to the range of the audience's beliefs and experiences."

"This," he stated, "has been one of the serious weaknesses of American propaganda."

### Raps Naivete

Emphasizing the need for talented use of satire and humor, he asserted that "American political propaganda has been marked by naivete, much of it due to incorrect evaluation." He said U. S. propaganda fails to appreciate "Asia's age-old mistrust of the big imperialist or capitalist powers," and he stated that "unless we take all this upsurge of hopes and fears into consideration, our propaganda

becomes but a mere exercise of the vocal chords."

"The United States," he asserted, "is in serious danger of losing what friends it still has in Asia, particularly in India, if it does not propose a bold social program or support progressive leadership in that part of the world." Padover added, too, that "our political propaganda has not succeeded in dispelling European suspicions of the United States."

### Stresses Ideals

"Mere broadcasts about how good and righteous our side is, and how unspeakably wicked the Communists are, will not do in this situation," he stated. He stressed that "a serious shortcoming of the American political propaganda program is the lack of a dramatic formulation of an over-all ideal. America is a highly successful democracy in practice; and the hows and whys of free men at work and at play need to be expressed in terms that would stimulate the imagination everywhere. . . . Without a general ideal of wide appeal to mankind, and without exciting leadership in Washington, a political propaganda campaign is in danger of being reduced to a mere exercise of salesmanship techniques."

"The best radio transmitters in the world and the most far-flung organization of information specialists are no substitute for policy and leadership," he stated.

Padover emphasized that "what may seem like the truth to an editor in Oklahoma would appear to be a rank falsehood to a coolie in Chungking." He asserted that "our political warfare suffers from intellectual and spiritual emptiness," and he added:

"Perforce it must continue to do so until such a time as the United States shall have formulated a positive program for action, an ideal around which to rally men. Short of that, we are in danger of talking only to those of our friends who already share our expectations, and of losing the great majority of mankind that is still searching for a hope and a vision."

### Ceylon Transmitter

WASHINGTON, May 19. — The *Voice of America* has added a radio relay for broadcasts beamed to South Asia under an agreement just concluded between the government of South Ceylon and the government of U. S., State Department announced this week. Under terms of the agreement, the U. S. will furnish and install certain radio transmission and associated equipment for use by Radio Ceylon in return for certain facilities to be used by the government of Ceylon for the broadcast of VOA programs over Radio Ceylon," State said.

The Radio Ceylon facilities began relaying 30-minute *Voice* broadcasts Tuesday (15) in Hindi to India, and English to South Asia.

## Births

**CHAMBERLAIN—** A daughter, Patricia Ann, to Mr. and Mrs. Tom D. Chamberlain May 14 in Hugo, Okla. Father is with the Al O. Kelly-Miller Bros. Circus.

**CREAMER—** A son to Mr. and Mrs. Jack Creamer May 9 in Philadelphia. Father appears in television programs on WPTZ, Philadelphia.

**HENDRICKS—** A daughter, Linda, to Mr. and Mrs. Eddie Hendricks May 4 in Baton Rouge, La. Parents have the Eddie Hendricks Troupe of riders on the Barker Bros. Circus. Mother, Helaine, was formerly with the Polack Bros. Circus.

**JONES—** A daughter to Mr. and Mrs. Mason Jones May 8 in Philadelphia. Father is French horn player with the Philadelphia Orchestra in that city.

**KENNEY—** A son, Peter Jr., to Mr. and Mrs. Peter Kenney recently in West Hartford, Conn. Father is manager of Station WKNB, New Britain, Conn.

**MOORE—** A daughter to Mr. and Mrs. Dick Moore May 15 in Los Angeles. Father is acting manager of American Broadcasting Company's Western division.

**MUNN—** A son, Matthew Randel, to Mr. and Mrs. Matthew C. Munn May 8 in Asheville, N. C. Father is a member of the engineering staff of Station WISE in that city.

**NEALES—** A daughter to Mr. and Mrs. Marshall Neales recently in Stamford, Conn. Father is a staffer with Station WSTC in that city.

**WOOD—** A son, Daniel Morris, recently to Mr. and Mrs. Edward L. (Pete) Wood at Swedish Covenant Hospital, Chicago.

# The Final Curtain

**BRITTON—Ramona,** burlesque dancer for the past 15 years, having recently been working at the Mutual Theater, Indianapolis, May 16 in that city of a heart attack. Survived by her husband, W. J. (Doc) Britton, well known to med pitchmen.

**BROAD—Jerry,** 29, female impersonator, known professionally as Jerry Clark, May 16 in San Francisco. A sister, Eleanor Goodman, survives.

**CAVALLY—Mrs. Roberta T.,** 42, fashion artist and wife of Robert N. Cavally, faculty member of the Cincinnati College of Music and a flutist with the Cincinnati Symphony Orchestra, May 16 in Bethesda Hospital, Cincinnati. She also leaves a son, Christopher, and her parents, Mr. and Mrs. George F. Timmers, Carthage, O., Cincinnati suburb. Burial in Oak Hill Cemetery, Cincinnati, May 19.

**CHESTER—Harry,** 49, member of the tight-wire act known as the Three Chesters, May 10 in Wiloughby, O. Survived by a daughter, Lorna, dancer; a sister, Ruth, and two brothers, Dick and Joe.

**CULPEPPER—William L.,** 67, retired railroad man and pioneer showman and theatrical manager, May 14 in Mercy Hospital, Denver. At one time and for several years he was associated with Jerry Mugivan, in the American Circus Corporation, and he had been with the old Barnum & Bailey Circus. Survived by his widow; a son, Gideon, Las Cruces, N. M., and three sisters, Mrs. Connie Reed, New Preston, Conn., and Mrs. Lucie Campbell and Mrs. Adine Mercer, both of Memphis. Burial in Crown Hill Cemetery, Denver, May 16.

**EDGAR—George Marriott,** 70, actor and dramatic author, May 14 at Battle England. He appeared in New York vaude sketches in a career that took him around the world. He wrote many monologs.

**FREY—George O. Sr.,** 69, bandsman, suddenly May 12 at his home in Ardmore, Pa. He had directed the Philadelphia Plaza Band, the Philadelphia Symphonic Band, the Aberfoyle Band of Chester, Pa., and the Ocean City, N. Y., summer band, as well as high school and college bands. Frey had played in the Arthur Pryor and Patrick Conway bands, with Leopold Stokowski's Philadelphia Gold Band and the Philadelphia Orchestra. He was founder and honorary life president of the Pennsylvania Bandmasters' Association. Survived by his widow, Dr. Marie Currie Frey, a son and a daughter. Burial in Keyport, N. J., May 17.

IN MEMORY OF MY LOVING HUSBAND  
**ROBERT H. GOEKE**  
Who Passed Away May 26, 1950  
Rest in Peace  
Mrs. Robert H. Goeke

**GOLDKETTE—Millie M.,** 80, former stage thesp, May 14 in Los Angeles. She appeared in "Ziegfeld Follies," "Follies Bergere" and on the Orpheum circuit, and played title role in a production of "Salome." A sister, Elaine, survives. Interment in Rosedale Cemetery, Los Angeles.

**GREGORY—George,** 72, former musician, May 13 in St. Mary's Hospital, Cincinnati. He leaves two sisters, Mrs. Mamie Walters and Mrs. Ella Fleming, Cincinnati. Burial in New St. Joseph Cemetery, Cincinnati, May 16.

**HILLO—Ruby V.,** for the past eight years associated with her husband, Severin Hillo, in the operation of the Down River Amusement Company, May 17 in Ann Arbor, Mich., of a stroke. Services in River Rouge, Mich., May 19.

**HUDSON—Frank E.,** for 13 years a member of the balancing act known as Jan Claire and Hudson, recently in Portland, Ore.

**JOHNSTONE—William,** 76, cartoonist and former radio actor burned to death May 13 in a fire which destroyed his home in Newtown, Conn. In radio, he played the original LaMont Cranston in "The Shadow." Survived by a son, William Jr., Los Angeles, and two sisters, Mrs. Marguerite Tavendale and Elizabeth, both of Canada. Services at Ferndale Crematory, Hartsdale, N. Y., May 15.

**KOBER—Mrs. Margaret F.,** 37, wife of playwright and short story writer Arthur Kober, May 16 in Los Angeles. A daughter also survives.



**ELI N. LAGASSE**  
Founder of the Lagasse Amusement Company of Haverhill, Mass.  
Died May 25th, 1949  
Never to be forgotten by his wife and daughters

**LEE—Mrs. Anna,** 71, formerly with the juggling team of Hanvar and Lee, May 14 in New York. In addition to the juggling act, which worked throught this country and Europe, she was in charge of the Lomas still-walking troupe about 15 years ago. Her husband and son survive.

In Memory of America's Greatest Showman and a True Friend  
**ELI N. LAGASSE**  
Founder of the Lagasse Amusement Company  
Died May 26, 1949  
AL MARTIN

**MARKEE—Vince,** 53, theatrical press agent and former vaude actor, May 17 at his home in New York. He handled publicity for band leader Louis Prima.

**McGLYNN—Frank,** 84, retired actor who scored in John Drinkwater's "Abraham Lincoln" in New York over 30 years ago, May 18 at his daughter's home in Newburgh, N. Y. Born in San Francisco, he made his first New York stage appearance in "The Gold Bug." He toured for many years in "Under the Red Robe," and after playing many roles in stock he joined Charles Frohman's companies in "The Only Way" and "Rupert of Hentzau." While playing in the latter work he met his wife, Rose Sheridan McGlynn, who died four years ago. After appearing in the Drinkwater play for three years in New York and other cities he took part in "Steadfast" in 1923 and "Catskill Dutch" and "That Awful Mrs. Eaton" the following year. He appeared in movies from 1934 thru 1940. He was a member of the Friars, Actors' Equity Association and was president of the Catholic Actors' Guild in 1937. Three other daughters and a son survive.

**MENDELSSOHN—Prof. Felix Robert,** 54, concert cellist and great-grandnephew of Composer Felix Mendelssohn-Bartholdy, May 15 while giving a concert at Cadoa Hall in Baltimore. He was the son of Composer Ludwig Mendelssohn and appeared successfully on the concert stage at the age of 10. He toured Europe to acclaim at 12 and later taught at the Stern Conservatory in Berlin and conducted its orchestral school. His passion opera, "Christus," was presented by the Philharmonic Orchestra of Berlin when he was 18. He fled Germany in 1936 and in 1942 played with the Baltimore Symphony Orchestra. In 1946 he was named principal of the Baltimore Institute of Musical Arts.

**MOBERG—Cyril E. R.,** 6, recently in Lestock, Sask., of injuries sustained when hit by a car. Father is a former musician.

**MOORE—Happy (Edward Thompson),** comic who appeared in "Hellzapoppin" for the run of the show, May 13 in New York. Services were conducted in New York May 17, with arrangements made by American Guild of Variety Artists. Burial was in Kensico (N. Y.) Cemetery. No survivors.

**O'CONNOR—Eerrance O.,** 76, Connecticut fire manufacturer and instructor, recently in Naugatuck, Conn. Survived by his widow, five daughters and a son.

**RADTKE—Mrs. Nora,** well known in outdoor show business, May 18 in Miami. Funeral services at the Lithgow Funeral Center, Miami, May 21.

**RENARD—Frank,** 82, composer, pianist and music teacher, May 9 in Dallas. He appeared with the Dallas and Chicago symphonies as guest soloist.

**ROGERS—Francis,** 81, baritone who was the first singer to give public performances of "The Rosary" and "Invictus," May 15 at his home in New York. After studying in Boston, Paris and Florence Italy, he made his professional singing debut in 1898 in Boston, where he was a successful performer in concerts and recitals for many years. In that same year he introduced Ethelbert Nevin's "The Rosary" at Madison Square Garden in New York. He appeared thru 1900-'01 with the Castle Square Opera Company in St. Louis in German and Italian works and made a tour of the country during 1909-'10 with Mme. Marcella Sembrich. Shortly before World War I he premiered "Invictus," a poem by William Ernest Henley, with music by Bruno Hahn, at Mendelssohn Hall in New York. From 1924 to 1947 he was on the teaching staff of the Julliard School of Music, New York, also teaching at the Yale School of Music and giving private lessons. He was a past president of the American Academy of Teachers of Singing, a member of the New York Musicians' Club, the Beethoven Society and the National Singing

Teachers' Association. He was the author of "Famous Singers of the Nineteenth Century" and a frequent contributor on musical subjects to magazines. His widow survives.

**SIMON—S. Sylvan,** 41, producer-director for Columbia Pictures, May 17 at his home in Hollywood. He produced "Born Yesterday" after going to Hollywood in 1937 to direct "A Girl With Ideas" and succeeding films. In his first eight years he handled 31 pictures. He did "Son of Lassie," all Red Skelton's "Whistling" flickers and two Abbott and Costello movies. Survived by his widow, a son and a daughter.

**SIMONETTE—Paul F.,** 46, Cleveland band leader and operator of the Hollywood Booking Agency, May 13 in Lorain, O. He was a trombonist in several Cleveland bands and organized his own group in 1931 under the name of Paul Sims. His widow and a daughter survive.

IN LOVING MEMORY

**EUGENE RANDOW**  
Producing Clown 1925-1948  
Polack Bros. Circus  
Who Passed Away  
May 23, 1948 at  
Amarillo, Texas  
**OUR BELOVED HUSBAND AND FATHER**  
We Miss You Very Much and You Will Never Be Forgotten  
MRS. EUGENE RANDOW  
Son GENE and  
Daughter-in-Law VIVIAN

IN MEMORY OF OUR SON AND BROTHER  
**OTTO BEROSINI**  
WHO DIED MAY 25, 1950, IN WACO, TEX.  
Father, Mother and Sister.  
The ones who love you, will never forget.



## End of 20% Admish Tax on Ag Fairs Gets Strong Chance

### House Comm. Approves Lifting Levy On Non-Profit Org-Sponsored Events

WASHINGTON, May 19. — A strong chance of congressional approval is seen for a proposal agreed upon by House Ways and Means Committee this week to exempt non-profit agricultural fairs from the 20 per cent federal admissions tax. The committee's recommendation was inscribed in a tentative draft of a tax bill being readied for submission to the House floor.

If passed, the legislation will bring to a successful climax a long crusade by agricultural groups, county and State officials, and others to bring about the exemption. Altho legislation to effect the exemption has been introduced year after year in the last several congresses, the House Ways and Means Committee's action this week marks the closest the move has ever come to what appears to be unified support.

#### Orgs Benefiting

The committee in reporting its action stated that it wants to exempt from the federal admissions tax "admission to benefit performances when proceeds inure to the following: Non-profit agricultural fairs, opera companies, concerts conducted by non-profit civic associations; non-profit religious, educational and charitable institutions; community-supported

symphony orchestras; non-profit co-operative or community center motion picture theaters; national guard organizations; reserve officers' organizations and veterans' organizations, and police or fire departments, and funds set up for the benefit of their members and their dependents."

The report also stated that the exemption would cover "swimming pools and other places providing facilities for physical exercise . . . if operated by governmental units."

#### Not Exempted

The committee specified that the following would not be exempted: Carnivals, rodeos, or circuses "where professionals participate for compensation"; admissions to wrestling and boxing matches, or to athletic contests "unless the proceeds inure exclusively to the benefit of elementary or secondary schools."

A committee spokesman said that while the proposal insures admissions tax exemption for any agricultural fair sponsored by a non-profit group, it should not be interpreted as having "too broad a meaning" for outdoor shows in which "professionals participate for compensation." He said that the criterion intended by the committee is that the show is wholly sponsored by a non-profit group, including veterans' organizations, reserve and national guard organizations, and police and fire department benefits."

## NICE WORK IF YOU CAN GET IT

JERSEY CITY, N. J., May 19.—Fred C. Murray, general manager of the International Fireworks Company, staged a special pyro show last night on the firm's premises in the suburbs for *Time* magazine photographers assigned to get appropriate illustrations for a July 4 yarn. Periodical paid the pyro firm \$600 for the *Battle of Bunker Hill, 1776*, and a set piece featuring the American flag, plus a few aerial bursts.

## Pennsy Solons Mull Stringent Auto Race Bill

HARRISBURG, Pa., May 19.—Legislation to regulate auto race tracks in this State and license them at \$150 per year has been introduced in the State House of Representatives.

Measure would prohibit auto tracks within one mile of any school, church, cemetery, public or private hospital or convalescent home, public institutions or within a mile of the boundary of any municipality. The proposed law would require track operators to carry at least public liability insurance in the amount of \$10,000 for each person that might be killed or injured as the result of negligent operation of the track.

Penalties extending to a \$1,000 fine and a year in jail are provided by the bill for persons violating the proposed law. Officials said the measure would stop Sunday races on tracks in townships that have not specifically authorized Sunday sports.

## R-B TENT TOUR IN BIG DC START

### Movie Filming, Menagerie in Big Top Features; Biz Outstrips '50

By TOM PARKINSON

WASHINGTON, May 19.—Ringling Bros. and Barnum & Bailey Circus launched its outdoor season here this week to big business under a new canvas layout and at the same time played the title role in Cecil B. De Mille's *The Greatest Show on Earth*.

In a history-making move, the Big One has eliminated its menagerie tent and now displays its animals at one end of the new blue and red big top, longer than last year's by a fourth 50-foot middle piece.

Movie scenes were filmed during most night performances and some matinees. Top stars, scores of technicians and much movie equipment were in evidence in the tent and on the lot. Filming will be resumed on the show in Philadelphia Monday (21).

#### Sellout Week-End

Business for the circus, hyped by use of movie star names in ad-

vertising and news articles, quickly moved ahead of last year's Washington score. The run began Tuesday (15) with a late matinee for a half house and a night show of the same size. Wednesday (16) gave a three-quarter matinee and near capacity at night, while in hot weather Thursday (17) both houses were nearly full. Temperature dropped sharply Friday (18), but the matinee was about three-quarters filled and the night house began a sellout pace which was expected to hold thru the end of the stand Sunday (20).

Frank McClosky, assistant general manager, said the show was well satisfied. Gross was running 6 per cent better than 1950's, with allowances being made for two additional days in the stand this time, he said.

#### New \$4 Top

Factors figuring in this year's Ringling business include a higher price for best seats and a reduction in the number of reserved chairs. Center reserves this time go for \$4, an increase of \$1 over last year's tab. Side reserves remain at \$3, marking a return to an earlier policy of graduated chair prices.

The higher price is being tried in an effort to offset the loss because of space of two reserved seat wagons in the newly designed big top. The wagons now are in Hollywood but they would not be used in any case because of the space problem resulting from the new menagerie set-up. Eight blues wagons and 18 reserves wagons are on the show.

This year's big top presents a massive appearance on the lot and from outside most circus goers are not likely to miss the menagerie tent. Entrance is via a standard marquee. However, it leads directly into the single tent. The forward round end houses the 25  
*(Continued on page 56)*

## Houston Expo Names Johnston New President

HOUSTON, May 19.—Ralph A. Johnston, oilman and rancher, has been elected president of Houston Fat Stock Show and Livestock Exposition here. W. Albert Lee, former president, was named chairman of the board.

Vice-presidents include W. A. Smith, W. D. Sutherland, Archer Romero, Leslie O. Tarrant, Charles Heyne and Dave W. Cunningham. James D. Sartewelle and Clarence M. Malone were named secretary and treasurer, respectively. J. W. Sartewelle and Earl T. McMillian were elected directors for life and 33 other directors were named for three-year terms.

The 1951 event's profit of about \$30,000 was off from last year because of an ice storm the first four days. Gross receipts this year were \$81,000. Next year's event is slated for January 20-February 10.

## Award Wirth D. C. Thriller

NEW YORK, May 19. — Talent contracts for the 14th annual Night of Thrills, skedded for Griffith Stadium, Washington, June 8, again has been awarded to the Frank Wirth agency.

Wirth said that a huge military spectacle again will be staged in conjunction with a big assortment of thrill features. With good weather, the show annually draws upward of 40,000.

## DISK DATA

### L. A. Park Carousel Recorded

LOS ANGELES, May 19. — Something new for outdoor amusement operators seeking traditional atmosphere for their enterprises has emerged in the form of recordings of Ross Davis's Lincoln Park carousel here on the label of Vega Records.

Six selections are available, with 14 more scheduled to be released. The authenticity of the recordings is notable, and the sides would seem to be a boon to ops desiring the final touch for an alfresco establishment.

Titles available on single shellac disks include *Boston Commandry March*, *She Was Just a Sailor's Sweetheart*, *That Certain Party and Always*. On a single long-play, 33½ record, the four above mentioned tunes plus *Waves of the Danube* and *Clap Hands, Here Comes Charley* can be had. Long-play edition is called *On the Merry-Go-Round*.

Sides were cut from a tape recording made at Lincoln Park. Vega also has some 40 sides of music box tunes and about 25 waxings of player piano rolls.

## Hartford, Mich., Strawberry Fete Sets Attractions

HARTFORD, Mich., May 19. — The annual Strawberry Festival, designed to attract and hold migratory fruit pickers in the Hartford area, will open for six days here June 26 at Van Buren County Fairgrounds, Paul M. Richter Jr., manager, announced. Richter is secretary of the fair and president of the Michigan Fair Association.

Midway attractions will be provided by the Gooding Amusement Company. Grandstand features will include Roy Acuff and the *Grand Ole Opry* for two nights; Hank Williams and his troupe for as many nights, wrestling matches one night and dancing each evening to the music of Emory Wayne's ork.

Stock car races will be staged Saturday and Sunday afternoons.

## New Lighting May Aid Ringling, Others

### DeMille-Sponsored System Gives More Light With Less Equipment

• Continued from page 1

ble of producing daylight intensity "without much glare," has already proven practical for the Big Show during Paramount's use of it.

#### Wide Adaptability

Asked whether Ringling has requested adopting the new lighting system permanently, DeMille said: "Well, I've been asked to leave the lamps behind." He added that scarcity of materials makes it necessary for him to keep the lighting gear. He said that altho the system was designed for Paramount, he has agreed to let G. E. and Westinghouse produce the same system for any other purchasers.

He voiced belief that the system could prove revolutionary in illuminating with "cold light" any big-scale indoor show or spectacle. As an example, he pointed out that in filming "Samson and Delilah," a lighting system capable of 48,000 amperes was employed to get sufficient illumination for the great temple used on the set. The temple's length was 365 feet. Length of Ringling's big top is 435 feet. DeMille said that complete filming of the circus would have been prohibitive without the new lighting system which, he said, avoids heat and is controlled from the ground. The new system consists of only 100 special incandescent lamps, each weighing 12 pounds, compared with 150 pounds for the old system.

The lamps, 50 of them astride high poles and the rest scattered around the big tent, produce about 2,000 amperes covering four times wider an area than can be done by hot and none-too-easily-controlled lamps ordinarily used under canvas or in auditoriums. Each lamp is equipped with special reflectors. The lighting is so "cool," said DeMille, that the lights can be kept on throughout the entire performance. In conjunction with this new gear, Technicolor, Inc., added a wing to its factories and

produced a new type of film capable of greater color fidelity despite the fact that less lighting is needed than for ordinary monochrome.

Although DeMille's *The Greatest Show on Earth* has been two years in the making and will require almost another year before distribution will commence, actual shooting under canvas during regular on-the-road performances did not get under way until this week during the Big Show's run here. The Paramount staff, consisting of three camera crews and totaling more than 100 technicians in addition to a score of actors and top officials, will continue shooting on location during the circus' run in Philadelphia next week. Actual filming did not get under way on the lot here until Tuesday night (15).

## Transit Fair Permit Nixed for Second Time

ARCADIA, Calif., May 19.—Application of Ira W. Curry to stage the World Transportation Fair at Santa Anita Park here in August was denied by city council, thus ending a controversy which started last June. Altho the council ruled against staging the event, Curry has a suit pending against the city.

Opposition to the WTF was spearheaded by the Arcadia Residents League, who opposed the fair at two recent public hearings and with a petition bearing 7,000 signatures.

#### Council Action

Council action came when Curry applied the first time for a business license under the terms of a recently adopted business ordinance. With the permit denied

after a lengthy public hearing, Curry resubmitted his application which was discussed at hearings May 1-2. Following this session the council took the matter under advisement, reporting its decision Tuesday night (15).

Curry, in his suit, charges that the ordinance under which he was denied a permit came after initial plans to launch the fair had been started and the proposed event had been publicized. The promoter estimated that the fair would bring about \$175,000 into the city's funds, about one-third of the annual operating cost. Curry estimates that over \$200,000 has been spent in initial preparation for the fair originally scheduled for 104 days, then cut to 72 and later 32.

## Horan Unit Contracts 18 Quebec Dates

NEW YORK, May 19. — Bob Conto, general representative of the Irish Horan Lucky Hell Drivers, this week reported signing 18 dates in Quebec during a recently completed booking trip thru the Canadian Province. Tour opens June 8 in Quebec City and runs thru July 2, Dominion Day.

While the thrill unit played several Quebec dates last year, a number of additions have been made, Conto said. Show dates include Montreal, Sherbrooke, St. Jerome, Sorel, St. Hyacinth and Rivere du Loup. Show leaves Canada for a repeat engagement at Presque Isle, Me., July 4 celebration.

Season opens here June 3 with a date under sponsorship of *The New York Daily Mirror* and the Dodge Motor Company.

Horan last week was in Indianapolis preparing to again announce the 500-mile Decoration Day race classic.

## Video Circus Wins Awards

NEW YORK, May 19. — *Super Circus*, the American Broadcasting Company's (ABC) Sunday afternoon video offering for kids, has won three top awards within three weeks.

Last citation was made by the Chicago Federated Advertising Club which termed the seg one of the four best shows in television. On Monday (7) it won a Michael Award as the best children's show on video. On April 29 the Lion's Club of Illinois tagged it the best children's television program.

Program featured Claude Kirchner as ringmaster, Mary Hartline, clowns Cliffy, Scampy and Nicky and Bruce Chase with the band. Phil Patton produces, Ed Skotch directs and Bill Adams writes the show.



**ATTENTION PARK MEN!!!!**

Consider a No. 16-BIG ELI Wheel for your park this Season. The most dependable of all Amusement Park Rides. It pays a profitable return on your investment year after year. For long life and certain net profits your park needs a BIG ELI No. 16. The No. 16 is without a doubt one of the most beautiful rides you can have in your park. Get a high Ride that advertises your park and gets money every day. Ground space required is 38 feet width by 38 feet depth. You cannot afford to be without one. Don't wait longer, write for details today.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Case Avenue Jacksonville, Illinois

**HIGH PROFITS**



with **LITTLE CHIEF FIRE ENGINE**  
The New Kiddie Ride

Its glossy red finish and authentic fire engine accessories make it a ride of unique glamour. Rides 16 kids. Safe, dependable, amazingly cheap to operate. Is the most profitable of all rides. 17' 7" long overall with specially built Fire Engine Body. Standard Crosley Chassis, Cab and Motor with wheel base lengthened to 132". Parts obtainable from Crosley dealers throughout the country.

With 2-faced 2'x8' signs mounted on each running board (clearing the passengers' heads), the Little Chief can also be used like a sound truck, providing the most powerful advertisement ever offered the amusement field. No other ride gives its operator this money-making extra.

Price \$3,150  
F.O.B. Memphis  
Write, Phone or Wire Wilson Fly Collect.  
**FLY & HARWOOD, INC.**  
296 Madison Memphis, Tenn.  
Ph. 5-6647

**TRAILER MOUNTED JEEP and FIRE ENGINE RIDE**



- Hauls behind your car
- Ready for operation in 30 minutes
- All steel trailer—platform lifts forming sides, equipment securely carried inside
- Top and Sidewalls optional



Also Builders of:  
Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane and Boat Rides, Ocean Waves.

**SMITH AND SMITH INC.**  
SPRINGVILLE, NEW YORK

**NEW LOCATION CLARK MFG. CO.**

4801 WEST SHORE BLVD.  
NORTH TAMPA 3, FLORIDA

- Manufacturers of
- ★ TOM THUMB STREAMLINERS
  - ★ KIDDIE FERRIS WHEELS
  - ★ KIDDIE BOAT RIDES

in **CHICAGO** it's the **Sheridan Plaza**

Uptown Chicago's finest hotel . . . only 15 minutes from the loop.

4600 NORTH ON SHERIDAN ROAD  
400 Rooms 400 Baths Moderate Rates

**MINIATURE GOLF** COMPLETE PLANS \$7.00  
IT'S PORTABLE IT'S PERMANENT IT LOADS IN A TRUCK

18 HOLES—Sets up in 45 by 45 ft. Low cost. Translucent Bag Shape Ticket Box. Lights, Fence, etc. BRILL, P. O. Box 875, Peoria, Ill.

**GIVE TO THE RUNYON CANCER FUND**

**CLOSE-UPS: FRED M. WEIDMANN**

**Persuasive Talking Paves Way Thru Colorful Career**

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By **SAM ABBOTT**  
**THE ABILITY** of Fred M. Weidmann to talk persuasively has, like most everything, both advantages and a disadvantage.

The benefits to him during the nearly 40 years that he has been speling include jobs as a youth on the John Robinson Circus, a three-year hitch in the cavalry, the building of a successful soap business and his selection as president of Show Folks of America, San Francisco.

The drawback is the criticism that Weidmann talks too much when discussing club affairs. Weidmann however, accepts the criticism philosophically.

Tall, strapping and with thinning brown hair, Weidmann was born with a silver spoon in his mouth 66 years ago. His grandfather was a Brooklyn brewer and a relative of Robinson's. As early as 1894, the nine-year-old Weidmann left the family's summer home in Ohio and joined the Robinson show. He had heard his



FRED M. WEIDMANN

grandfather, who also was interested in Coney Island, New York, talk of show business and had decided that it was for him.

For the next nine years Weidmann worked spasmodically on the show, but in 1903, deciding that the cavalry offered more of

(Continued on page 61)

**25TH MEET DRAWS 175**

**Knecht Named CFA Prexy; New Constitution Delayed**

WASHINGTON, May 19.—Circus Fans of America, here this week for their 25th anniversary convention, elected Karl K. Knecht, charter member of Evansville, Ind., as president. More than 175 persons registered, giving the CFA the largest turnout in its history. The convention was held in conjunction with Ringling Bros. and Barnum & Bailey Circus appearance here.

The meeting will be climaxed tonight with a party to which Ringling personnel and actors in *The Greatest Show on Earth* have been invited. Earlier the fans attended the circus in a group.

The convention got under way Thursday (17) with a tour of the Washington Zoo, of which Dr. William M. Mann, CFA, is director, and an evening lawn party at the home of Past President Melvin Hildreth. Friday's program included a tour of the city and a get-together of the informal Koo Koo Klub. Most members visited the Ringling lot daily.

**No Site Named**  
Directors amended a proposed new constitution, which will be circulated among members, and it was decided to postpone voting on it until next year's convention. Site for the 1952 meeting was not selected.

High point in the series of resolutions passed by the CFA was one in which newspapers, radio stations and television stations as well as public officials were urged to "guard the use of the word circus to prevent its degradation."

CFA spokesmen said this was aimed at critics of Congressional investigations and similar procedures who have complained that such events "disintegrate into a three-ring circus."

The group also voiced disapproval of municipal officers who make excessive demands for circus passes in return for routine services for which they are paid from tax funds. Other resolutions commended Cecil B. DeMille and Paramount Pictures for their circus movie work and petitioned President Truman to authorize a stamp honoring circus business.

**Knecht Led Formation**  
Knecht was one of the prime movers in organization of the CFA in 1926. He is cartoonist for *The Evansville Courier*. Other officers for the year include James Harshman, Frank Higgins, Tom Scaperlanda and Richard Wareing, vice-presidents; Gil Conlinn, secretary-treasurer; Col. C. G. Sturtevant, historian; the Rev. Edward Sullivan, chaplain; Rev. Doc Waddell, chaplain emeritus, and Bill Montague, publicity director.

Directors elected here are James Hoyer, Schuyler Van Cleef, Milo Smith, Fred Rodell, Herman Linden, Herbert Georg, Don Francis, Arthur Hatch, Dr. David Reid, Harry Chipman, Walter Loughridge, Paul Van Pool, Hunter Jarreau and George L. Chindahl. Five past presidents were present. They were Harper Joy,

Hildreth, William Judd, Tom Gregory, Dr. H. H. Conley and the retiring president, Jim Tomlinson. Both Knecht and Bill Brinley appeared on WTOP-TV programs to describe their circus hobbies, the CFA and the convention.

Winners in the second annual circus photo contest included Tom Gregory, best photo in the show and best color photo; Roger S. Brown, Sioux Falls, S. D., best black-and-white photo, and Floyd McClintock, best special subject photo. This year's special subject was Mills Bros.' Circus. Ringling will be the 1952 subject. Joe Hoyle was contest chairman, assisted by McClintock, Don Francis and Waldo Faucett.

Special award winner in the model circus wagon contest was Milo Smith. First place winners and the scale of their displays were Don Francis, quarter-inch; George Barlow III, half and three-quarters inches, and Smith, one-inch. Carl Baekle Sr. was winner in the class for models not built by the owner. Bill Brinley and Jim Hassan were in charge.

**Morris Pacts 2 Picnics for Indian Point**

PEEKSKILL, N. Y., May 19.—Cut-rate outings for the Canada Dry beverage firm and Sweets Corporation of America at Indian Point Park here have been arranged by promotion head, Charles (Doc) Morris, Ed Kelmans, fun-spot operator, announced this week.

Fridays and Saturdays are involved in the deal, which will see each company take two days in June and July. Morris is negotiating with the Joe Lowe Corporation for that firm to stage eight outings at Indian Point.

Over all, Morris expects to arrange 25 or 30 special days thruout the season. Total anticipated draw is between 125,000 and 200,000.

**Gonzales, Tex., Cele June 14-16**

GONZALES, Tex., May 19.—Third annual Gonzales Country Fryer Frolic here June 14-16, will include a parade, beauty contest, water show, rodeo and midway.

Event, which expects over 1,000 entries, will honor the broiler chicken, leading industry in this area.

**Ride for Saskatoon Park**  
SASKATOON, Sask., May 19.—A Merry-Go-Round which was once owned by J. W. (Patty) Konlin, has been acquired by the Kinsmen Club here for use on the club's playground. Previously, it had been owned by a resort near Saskatoon.

**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.

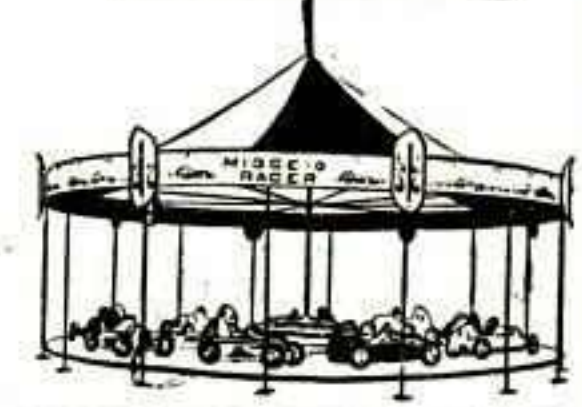
Proven BEST by Performance TEST

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, Rackoplane, Midge-o-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

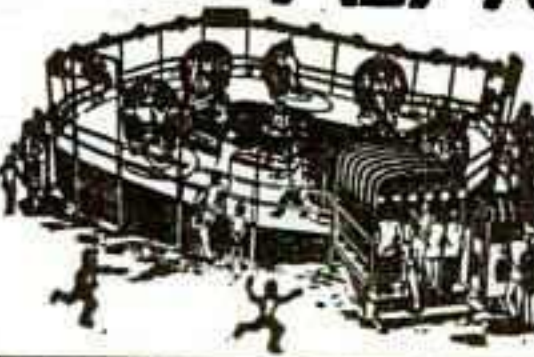
KING AMUSEMENT CO. • MT. CLEMENS, MICH.

*The World's Greatest Amusement Rides Bear the Name* **ALLAN HERSCHELL**

MAJOR RIDES: Caterpillar, Carrousel, Whiz Bang, Moon Rocket, Looper, Hurricane, Water Scooter. KIDDIE RIDES: Sky Fighter, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write for free descriptive literature.

**ALLAN HERSCHELL COMPANY, Inc.**  
North Tonawanda, N. Y.

**The TLT-A-WHIRL Ride**



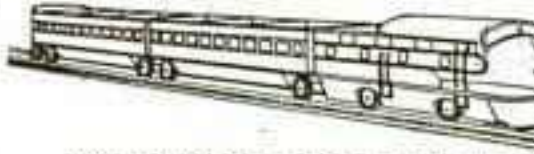
- Prominently
- ★ Attractable
  - ★ Popular
  - ★ Profitable
  - ★ Enduring
  - ★ Practicable
  - ★ Modern
- SELLNER MFG. CO.**  
Faribault, Minnesota

**LOOK! PARKER DOES IT AGAIN**

New Kid Rides for your Theatre Drive-In and Kiddie Park. We now offer a complete package unit for your location, consisting of one or a dozen rides. For particulars write

**C. W. PARKER AMUSEMENT CO.**  
World's Leading Manufacturer of Amusement Devices  
LEAVENWORTH, KANSAS, U. S. A.

Note: This is a completely new idea and Note: We built our first Kiddie Rides in plan of operations. Another first for Parker. 1918.



**MINIATURE STREAMLINERS**  
MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes, 12 and 20 inch gauge. Prompt delivery at present.

WRITE TODAY FOR FREE ILLUSTRATED CIRCULARS AND PRICES.  
**WILLIAMS AMUSEMENT DEVICE CO., 2820 NO. SPEER BLVD., DENVER-11, COLO.**

**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 Phone: NEmark 1-0808—NEvada 6-1976 COMPTON, CALIFORNIA

**REFRESHMENT STANDS**

Mounted on steel channel base. Size to specifications. 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



### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 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, 23, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 7 1/2, 10¢ ea.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers, extra, 75¢.

Set Numbered Ping Pong Balls, \$15.00  
Replacements, Numbered Balls, ea. .40  
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 1.25  
Middleweight Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow, 100 w. Per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M. 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M. Scallop Edge, Green only, M. Smaller Size, 3/8" diam, Red or Green Plastic, M. 1.50  
Adv. Display Posters, size 24x36, Ea. .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3 piece layout for. 15.00  
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M. 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M. Round White N. J. Cardboard Markers, 2 sizes, 1/4 inch diam., 1800 to lb.; larger size, 1/4 diam., 1000 to lb. Either size, lb. 85  
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢. Send for illustrated circular. For 135.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd. Chicago 4, Illinois

# Beatty Biz Good In Post-L.A. Stands

## Personnel Changes Highlights First Week After Los Angeles Engagement

MODESTO, Calif., May 19.—Switching of personnel, addition of animals and generally good business marked the week for the Clyde Beatty Circus.

The exodus of personnel was expected and occurred principally with the show leaving behind the Los Angeles members who had joined for the dates in that section. Most of the changes took place following the Glendale engagement Friday (11). Clowns George Perkins, Eddie Emerson and Carlo Waddell completed their contracts here and moved off as did Jack Sherry, wrestler, and the Wild West concert which included Randy Brooks, Don and Hope McLennon, Ben Petty, Sylvester Braun and Barbara Beebe. En route from the coastal dates, Dutch Werner was named to replace Scotty Stafford as trainmaster and Ted Gallup took over boss property post held by William (Hammerhead) Dwyer.

In Glendale the show played a new lot that had to be continued before the show could go on. Matinee was light but the evening performance had a three-quarter house. Menagerie top was not used.

### Lions Roar for Tape

While here, the last stand in the Los Angeles area, tape recordings of the lions roaring were made for background for the Clyde Beatty radio show. Mikes were placed near the arena during Beatty's act and at the cages during feeding time.

Shirley Thomas, vice-president of Commodore Productions, radio show producers, was accompanied by Frank Tassig and Robert Smith, writer of the series, on the Southern California tour. They gathered atmosphere and story material for the Beatty segs.

The date in Mojave Saturday (12) had to be passed up because of a windstorm. The show did not unload, moving into Bakersfield for the Sunday performances. Scheduled for delivery in Mojave were five big male lions from the World Jungle Compound in Thousand Oaks. Failing to catch the show at that point the animals were delivered in Bakersfield.

William Richards, of the Compound, said the lions were from a seven-lion act trained by Melvin Koontz, WJC's head trainer. New animals are en route to replace those sold with the act being boosted to eight within the next two weeks.

### Bakersfield Biz

Bakersfield business included a full matinee and a light evening performance. Rain in the late afternoon and early evening was given as the reason for the small attendance at the second showing.

Hanford, Monday (14), was marked by three-quarter houses at both shows and Visalia the following day had a sellout matinee and 75 per cent night house. Fresno went strong with a capacity matinee and a 1,500 turn-away that night.

Adding color to the Fresno date was the arrival on the show of three tigers bought from Noel Rosefelt. The shipment included two Bengals and a Sumatra. Animals were flown from the East into Los Angeles and were accompanied by George Emerson, head trainer at Metro-Goldwyn-Mayer. A fourth cat was scheduled for delivery but was delayed in shipping.

Here in Modesto other personnel changes occurred with Harry Brown, in charge of tickets, leaving the show. Pete Arbocus, head of the transportation department, was succeeded by Robert Maxwell. Delivery of the canvas ordered from the United States Tent & Awning Company is not expected until shortly before the circus enters Canada. Order includes new tops for the show, menagerie and cookhouse.

### CROWD BOOSTER

## Rocks' Ops Hope City Will Run Railroad

NEW YORK, May 19.—Rockaways area of Long Island, where Rockaways Playland and other beach and amusement enterprises are located, received encouragement this week when a special committee, headed by Robert Moses, recommended to Mayor Vincent Impellitteri that the city buy the Rockaway branch of the Long Island Railroad and make it part of New York's rapid transit system.

Committee suggested that the city offer \$7,000,000 for the branch. Over-all cost of purchase and conversion to rapid transit was estimated at \$40,000,000.

If the offer is turned down, it was suggested that the city should try thru the Interstate Commerce Commission and the State Public Service Commission to compel the road to rebuild the Jamaica Bay trestle destroyed by fire May 8, 1950, and restore adequate service without delay. If both alternatives fail, the committee held that the city should condemn the Rockaways facilities.

### Straight 20c Fare

Under the committee's plan, the line would operate on a 20-cent, one-way fare. In most cases this would mean that persons traveling from the city to Rockaways would pay 30 cents, with the extra dime representing passage on connecting bus and rapid transit routes. Present cost of a one-way ticket from the city to the beach area via railroad is 80 cents.

Playland officials have been grouching for a year over the city's failure to take action on the destroyed trestle. They have admitted that the lack hurt business. Representing both the funspot and the Rockaways Chamber of Commerce in discussions on steps to be taken was A. Joseph Geist, park president.

Committee recommended that one-third of the cost be taken out of the city's capital budget each year over three years without passing up any other necessary public improvement.

## Int'l To Stage Daylight Pyro

NEW YORK, May 19.—Contracts for a daylight pyro show to be staged in conjunction with its air show have been awarded to International Fireworks Company, Jersey City, N. J., by The New York Daily Mirror. The Irish Horan Lucky Hell Drivers will also participate in the June 6 promotion at Idlewild Airport.

Fred C. Murray, general manager of the pyro firm, said that his sales are fast-approaching the saturation point and that it has already been necessary for him to turn down a number of dates. The supply of chemicals offers no problems as yet, he said.

## Out in the Open

Four members of the Michigan State Fair Board reappointed by Gov. G. Mennen Williams for four-year terms are Sidney Smith, Lake Orion, a member since 1927; Charles J. Wartman and Peter L. Buback, Detroit, and Joseph H. Kurka Jr., Ovid.

Julian Jack, who once handled promotion for Rockaways' (N. Y.) Playland, is an exec with a women's clothing firm in New York.

Dick Sullivan, Boston publicist, rejoined the B. Ward Beam hell driving unit Wednesday (16) after handling exploitation for the New England Exposition of Progress and Home Show, a Fred Pittera promotion staged in Mechanic's Hall, Boston. Stanley W. Wathom returned to New York after attending several performances of the Ringling circus in Boston. Jim Muldowney, general manager of the Rhode Island State Fair,

is planning extra-curricular activities at the Kingston plant.

L. R. Huckstead, former manager of Peoria (Ill.) Fair and more recently associated with Illinois State Fair, Springfield, in a publicity capacity, has become affiliated with Ralph Ammon, former manager of Wisconsin State Fair, Milwaukee, in a feed-milling service to farmers. Art Briese, of Thearle-Duffield, Inc., Chicago, planned to Miami after firing the pyro show at the Cotton Carnival, Memphis. A flashy, two-color covered souvenir program, just off the presses, is to be sold at all Joie Chitwood thrill show performances this year. The book runs 16 pages and is profusely illustrated.

Publicist Max Rosey landed a photo thumping South Jersey State Fair, which opens Thursday (24) at Camden, in "The New York Daily News" two days after his firm, Gray Associates, got the job of handling national publicity from Sam Burgdorf, manager of the new event.

Eddie Arnold, the Tennessee Plowboy, and his hillbilly troupe gave a performance at the Florida Tuberculosis Sanatorium, Orlando, recently, arrangements being handled by Tom Parker, troupe manager, and William O. Perrott, formerly of the Royal American Shows. Perrott is entertainment chairman at the sanatorium. Thearle-Duffield fireworks at Chicago's General MacArthur Day Celebration are featured in a full-page color photo in the May 21 issue of Life. The Spencer (Ia.) Times published a special section in its Thursday (17) issue devoted to the Sunday (20) stock car races staged by Frank Winkley at Clay County Fairgrounds.

## WLW Affil Sets 36 Dates

CINCINNATI, May 19.—With three or four more contracts pending, WLW Promotions, Inc., thru its manager, Ken Smith, announced this week that 36 Ohio and Indiana fairs have signed for the booking office's grandstand shows, *Midwestern Hayride* and *WLW-Television Revue*.

The season kicks off July 2 at Anderson County Fair, Anderson, Ind., with *Hayride* as the attraction, and the same show closes the season September 26 at Guernsey County Fair, Old Washington, O. *Hayride* will play 32 fairs, while *Television Revue* is inked for four dates, including an August 24 showing at Ohio State Fair, Columbus. The revue will play Dearborn County Fair, Lawrenceburg, Ind., July 25; Shelby County Fair, Shelbyville, Ind., August 8, and Fayette County Fair, Connersville, Ind., August 16.

Four of the *Hayride* dates will serve as Saturday night broadcast origination points. They are Bartholomew County Fair, Columbus, Ind., July 16; Fayette County Fair, Washington C. H., O., July 28; Delaware County Fair, Muncie, Ind., August 4, and Wyandot County Fair, Upper Sandusky, O., September 15.

Smith said that 12 to 16 park dates will be played this season by *Hayride* and individual WLW acts.

## Repair Work At Suburban Nearing End

MANLIUS, N. Y., May 19.—Roller Coaster at Suburban Park is being rebuilt by Andrew Vettal, Springfield, O., and is scheduled to be back in operation before Decoration Day (30). Fred W. Searle, park operator, said the project will cost about \$10,000.

The Coaster was severely damaged in a storm last November and repair work began in April.

Week-end business has been satisfactory in view of cold weather, Searle reported. Operation began May 5. Some rides have been moved to new locations and all have been overhauled and repaired.

Barn dances are scheduled for Friday and Saturday nights and roller skating is offered on other nights. Picnic bookings are on a par with last season's, Searle said. His staff includes Ruth Searle, treasurer; Harold Hadley, ride superintendent; Ed Little, promotion, and Harry Hope, Kiddieland.

## Wish Gets Exclusive On Rocky Glen Games

MOOSIC, Pa., May 19.—Al Wish reports he has been given the exclusive on game concessions at the Sterlings' Rocky Glen Park here. Wish formerly was with Playland Park, South Bend, Ind.; Joyland Park, Lexington, Ky., and Cedar Point, Sandusky, O.

Among Wish's concessions, operating under the name of Al Wish Amusements, will be Over 12, fish pond, balloon game, coupon wheel, under and over, punk rack, cork gallery, Coca-Cola game, milk bottle game, glass pitch and duck pond.

**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.

**600 VOLT ELECTRIC UTILITY WIRE**  
3300 feet to Reel. 2 Conductor #14 gauge. Black Mica, Braided Cover. Heavy Rubber Insulated, 7 Strand Tinned Copper. U. S. Gov't replacement cost \$250.00 per reel. Our price F.O.B. N. Y. \$66.00 per 3300 feet reel. Have bank wire funds to Chase National Bank, N. Y. Payable against R.R. or truck bill of lading and certified invoice for your purchase! Immediate shipment.  
**ZINC TRADING COMPANY**  
244 Riverside Drive  
New York 25, N. Y.  
MO 6-3438

**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.

**THE NEW ROMAN TARGET**  
One of the finest stock concessions ever built. Write for prices and free literature.  
**C. A. WOODIN**  
Rt. 1, Joplin, Mo.  
Phone 2784-M

**BINGO**  
Heavy Cards, Special Cages, Blowers, Transparent Markers.  
Write for bulletin  
Amusement Industries, Box 2, Dayton 1, O.

Advertising in the Billboard Since 1904  
**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.50  
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.  
**STOCK TICKETS** 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

**TELL & SELL WITH POSTERS**  
RINKS PARKS ORCHESTRAS  
FAIRS RODEOS CARNIVALS  
AUTO & MOTORCYCLE RACING  
TRAVELING SHOWS THEATRICALS SPORTING EVENTS & OTHERS  
**Posters INCORPORATED**  
835 CHERRY ST. PHILA. 7, PA.  
Union Shop-Phone LOmbard 3-2000

**AFRICAN DIP GETS TOP MONEY**  
This is the original Cooley "African Dip" as formerly mfd. by Cooley of Chicago.  
  
FAIRS-PARKS-CARNIVALS  
\$40 per hour or more possible. Small expense to operate; easy to put up and take down. Only \$250 complete, plus 3% sales tax. With 2 nets, 12 balls and choice of steel tank or canvas tank with frame OR \$220 WITHOUT TANK. \$150 cash with order, balance C.O.D., F.O.B. shipping point.  
**A. M. COOLEY**  
1725 North-West 18th St. Miami, Fla.

**Shooting Galleries**  
and Supplies for Eastern and Western Type Galleries. Write for Circular.  
**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

**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.

**CARPET GOLF**  
Exclusive County Rights Under U. S. Patent. Blue-Prints, Photos, etc.  
**R. W. DAVIS, Patentee**  
Certon, N. C.



# Dressing Room Gossip

## Capell Bros.

Show had a full house at the matinee and three-quarters at night in Brookfield, Mo. Org day and dated American Beauty Shows there. Both orgs had the same sponsor. The Brookfield Argus gave show a front-page write-up with pictures.

Terry Cappell celebrated a birthday with a party. Guests included Mr. and Mrs. N. H. Capell, Mr. and Mrs. Bill Capell, Mr. and Mrs. Bill Dunn, Mr. and Mrs. Jerry Pastell, Mr. and Mrs. Charlie Webb, Mr. and Mrs. Charlie McCarthy, Mr. and Mrs. Fred Brad, Patty Dunn, Barbara Capell, Mr. and Mrs. Jack Harris, Mr. and Mrs. Wesley Geist, Mr. and Mrs. Leon Snyder, Frenchie LaBluff and family, Mr. and Mrs. Ed Moore, Mr. and Mrs. Jimmy Connors and the Wells. Francis Duran is new in the Side Show annex. The Wells doing perch in the big show.—BARBARA AND TERRY CAPELL.

## Billers Bros.

Al Dean is scoring with his steak dinners in the lunch stand. Chuck Taylor joined as steward in the cookhouse. On Mother's Day Winn Partello was visited by Mrs. Partello; Martha Smigea, by her mother; Betty Biller, by her five-month-old son, David, and sister, Frances. Mr. and Mrs. Deacon, Dave McIntosh and Sylvia Gregory paid tribute to Urselene Grant and Shorty Gilson by placing flowers on their graves in Ellwood City, Pa.

Robert Lorraine is doing film work in Hollywood. Duke Kama-kua is doubling in the Side Show with his act and doing inside lecturing. Visitors included Paul Ambill, Mr. Frisiel, Philip Enos, Merel Cook and Mr. and Mrs. Howard Y. Bary.—IRA GASKILL.

## ASTRO FORECASTS

All Readings Complete for 1951  
Crystal Balls Imported  
On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.  
Single Sheet, 8 1/2 x 14, 100, 75¢; Per M., \$4.00  
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12  
Signs, Any Quantity, Each \$1.50  
WHAT IS WRITTEN IN THE STARS... 1 1/2¢  
Folding Booklet, 12-P., 2 1/2 x 5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample 10¢  
FORECAST AND ANALYSIS, 10-P Fancy covers, 8 1/2 x 11. Each \$1.50  
Samples of each of the above 5¢  
Items for 10¢  
No. 1 45 Pages-Assorted Color Covers. 50¢

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers, Good Quality Paper, sample 20¢  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24p. Well bound, 8 1/2 x 11... 25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 60¢  
Sign Cards, Illustrated, Pack of 30 15¢  
Graph Charts, 9x17, Sample 5¢. Per M., \$7.50  
**MENTAL TELEPATHY**, Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% deposit. Our name or ads do not appear in any merchandise. Sample postpaid prices. Orders are P.P. Extra.

**SIMMONDS & CO.**  
19 West Jackson Blvd. CHICAGO 4, ILL.  
Send for Wholesale Prices



**SANI-SERV**  
WRITE FOR FREE CATALOG  
**GENERAL EQUIPMENT SALES Inc.**  
824 S. WEST STREET  
INDIANAPOLIS 2, INDIANA



**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**  
We also handle Snow Supplies.  
P. O. BOX 7803, Fair Park, Dallas, Tex.

## Polack Eastern

San Angelo, Tex., promoted by Clyde Harrison and Al Perry for the police association, was a winner, the citizenry turning out with folding money due to the high price of wool. Bill Webster and Jim Hyslop visited. The Cocktail Trio played the first date of the season at Longview, Tex. Visits were exchanged with the Campa Circus at Jefferson, Tex. Mrs. Jimmie Troy had a birthday party and was presented with a Coffee-master. One of Dick Berg's seals likes to play drums and can be found around Whitey Boyd's outfit at rehearsal time. Edythe Boyd has a new hairdo. Mrs. Polack's sister is visiting. Valerie Antelek visited Kriss Krenkle and her fiancé.

The Hanel is riding the train while their trailer is being repaired. Bobby Courtney has gone Western with a Hopalong outfit. George Cutshall is serving box lunches on the long hikes. Horace is now selling programs. Some of the Aussies are practicing a wire act. Charlie Hamburg keeps track of time schedules on the railroad moves. Bobo Barnett is lipping up on the solo B cornet. Sport shirts and straw hats are much in evidence. Jascha, the midget, is injecting new comedy in the boxing match. Janet has a new monkey in the dog and pony act. Fred Proper is getting to be quite a cook in the new trailer. Betty Proper celebrated her birthday in Longview. Henry and Clare Barrett and Ben Yearty were on hand at Longview. Restaurant cranks are arguing on the proper recipe for chili. One of the Aussies was quite surprised meeting a pigeon face to face during a roundoff flip flap. Bobo Barnett now has a cat bite. Red Carter's dog, Susie, has a summer haircut. Fishy Brownie is in clown alley with King Bros. Harold Conn was visited by relatives at Longview. London, Ont., was the biggest yet for the writer, musicians there throwing a party for over 100 people. — HENRY KYES.

## Ringling-Barnum

Boston stand closed to big business. Annual hospital show was given with many clowns and acts participating. Prince Paul treated a number of his show friends to a sea food dinner. Ernie Burch got in a lot of publicity and pictures in connection with the Queen for a Day program. Bob Tommer, last year with the show and now in the armed services, visited with his parents. A number of circus folks visited Phil Hall at Norfolk County Hospital, Braintree. Father Ed Sullivan showed his movies at the Garden. Run from Boston to Washington was made in good time with one stop at Maybrook, N. Y., to feed and water.

A bright warm day greeted show at its first day under canvas in Washington. The big tent has a new layout this year with the menagerie occupying the front. Cecil De Mille and his Hollywood crew and equipment arrived.

Web number has a new layout for the road. Four girls work on each of the center poles from long arms in addition to the usual girls on the track. Dolly Copeland celebrated her birthday with a dressing room party. Others celebrating birthdays were Al Schwartz, Freddie Bennett and Uko Kurka. Bill Yesky is back on the show.

Visitors included Doctor Holland, Pop Hausmann, Claire Fawcett, Mr. Fawcett, Sophie Hodge Murphy, George Emmerson, Mr. and Mrs. Gene Roy, Ed Rommel and mother, Muncie and Jimmy Mooney and sons, Vince Orlando, Jimmy Gardner and Helen and Charley Geiger. — MARY JANE MILLER.

## Siebrand Bros.

Six inches of snow greeted the show at Silver City, N. M., and we have had high winds ever since. At Santa Fe a new pony was foaled to bring Mr. and Mrs. Clark's string to 16. Phil and Bonnie Bonta nearly lost their trailer while pulling onto a lot in Gallup when the back wheel slid off the road. It took Pancho Roche and his boys three hours to get them out.

The writer was a dinner guest of the Benny Houkins Trio, who were playing at the Club Lariat, Santa Fe. Recent visitors included Olga and Beverly Zineth, Herbie and Gene Keene and Benny Houkins. — MAURICE MARMOLEJO.

## Cole & Walters

Frank Ellis has a new truck. Mr. and Mrs. Ernest Wiegand attended the funeral of Wiegand's father in Oquawka, Ill. Mrs. Doyle and son visited Mr. and Mrs. Frank Ellis. Show encountered plenty of mud last week. Alta Vista, Kan., matinee was lost but night business was capacity. Rocky C. Arthur left the cookhouse. Shirley Cole's son, Kenny, is visiting his mother and grandparents, Mr. and Mrs. Walters. Beverly Divine, Tiny and Tom Twist, Muggsy Galligar and Doris Hoyt have new wardrobe.

Mr. and Mrs. Rusty Plunkett and daughter visited in McPherson, Ill., and Wallace Bruce at Lyons, Ill. Mr. and Mrs. Harrison and Mr. and Mrs. Al Banard and son saw the show in McPherson. Banard Junior juggled in the ring with Al Connors and Muggsy Galligar. Red Folker celebrated his birthday by breaking a blood vessel in his leg. Ellsworth gave with a light matinee and night show was lost to rain. Mr. and Mrs. Walters celebrated their 32d wedding anniversary. Roza Parker and Shirley Cole are learning ladder routines. Beverly Divine celebrated her 17th birthday with a surprise steak dinner at her mother's trailer.—MILDRED WELBES.

## King Bros.

Personnel had its first party in the Cumberland (Md.) Hotel. Mrs. Freddy Canestrelli and baby and Mama Cristiani joined. Mrs. Harry Thomas has returned to her home in Albuquerque, N. M. Frank Sattario, Side Show boss canvasser, is back after an illness. Johnnie Williams has a lunchroom on the midway. Mystery Novelty Girl turned out to be the daughter of Jimmie Karro. Micky Dales visited in Winchester. Mrs. Norma Cristiani left to spend a few weeks with her mother in Quincy, Ill. A. Lee Hinckley has a full band of musicians.

Three new trucks were added last week. Mrs. Dave Fineman and son have joined. Red Dingle bought a new trailer. Reo Cristiani is practicing his rope catching with Shellia Marchette and Barbara Sadowiski. Bobby Miller day and dated with his Wild Life recently.—MARIA ESPANANZA.

## Kelly-Miller

Frank Francois presides over the cookhouse, assisted by Tom D. Chamberlain; Emma Francois, purchasing agent; John Kogin, chef; Dave Freeze, second cook; George Sander, head waiter; Bert Rocco, Louis Kohler, George Kelly, waiters, and Lightning Hill, commissary. At Emporia, Kan., the band and personnel held a memorial service at the grave of Bud E. Anderson. A beautiful floral spray was placed on the grave, as were individual offerings from the Miller families. Rusty Bader blew taps.

Harry Rooks sustained an injured wrist when kicked by Chief, lead horse in the spotted Liberty act. Jimmie Rossi has been on the sick list with a severe throat infection. Joe Lewis continues to draw big crowds with his ape exhibition. Jimmie Hamiter with the town kids get sidewalk and seats up and down in fast time.

Jimmie O'Donnell has 20 youngsters practicing tumbling daily in (Continued on page 50)

## Mills Bros.

John Anderson, Rockford (Ill.) attorney and friend of Edgar (Doc) and Ivy Wilson, Rockford fans, was initiated into sawdustland by playing nursemaid to two additions to the Mills elephant herd on the trek from Sarasota, Fla., to the show at Oxford, Mich., where they arrived Thursday (17). Anderson made a flying trip to Florida to handle the deal that brought the bulls and trainer Baptiste Schreiber to the show. Upon his return to Rockford, Anderson was greeted by reporters, photographers and members of the sheriff's department. Latter will sponsor the show later in the season.

The Wallabies, Rickerts and clowns Jack La Pearl, Al Sherwin, Shorty Schreiner, Steve Crowe and Gene Warnke put on a bang-up show at Mt. Clemens Crippled Children's Hospital. The day previous 30 crippled youngsters attended the performance at Wyandotte. Paul and Jinx Nelson were (Continued on page 50)

## Clyde Beatty

California weather has lived up to press notices the past few days with plenty of sunshine and high temperatures that makes for good circus weather and big crowds.

At Santa Barbara our lot was on the beach, with the dressing room just a few feet from the water. Most of the personnel donned bathing suits and took advantage of the surf. Jack Gibson, boss of ringstock, also took advantage of the water to wash the stock. Johnny Cline did some fishing and returned with two large sea bass.

The menagerie has been enlarged by five tigers, five lions, an ocelot and a buffalo, and Clyde Beatty is working the new cats into the act in daily rehearsals.

A strong wind prevented the show from setting up in Mojave so the day was spent shopping. Ted Gallup joined as prop boss. Carl Erickson showed movies of the show in Hanford. Cheena Esquida and Eva Barton recently celebrated birthdays.

Dutch Warner has taken over the train due to Scotty Safford's illness. Mama Caudilla is under the care of a doctor in Los Angeles but is expected back soon.

Charles Hilderra is looking forward to playing Monterey, his home town. Arden Beecher and the writer were dinner guests of Alex Tiers. Even though some jumps have been long ones, George Smith and his department have been getting the show up in time.

Recent visitors included Eddy Polo, Helen Jones, Joe Applegate, Happy Henry and Poodles Hanford.—LAURENCE CROSS.

## Polack Western

Oakland, Calif., engagement was a success, with promotion handled by Mickey Blue. A party was held for Frank Dougherty on his induction into the army. He received gifts from show members. Vivian Nelson Randow leaves for England May 24. Vern Maston, of the Chatterbox Lounge, staged a party for personnel. Virginia Powell, the writer's cousin, entertained with a party at her Alameda home. All clowns and dog acts made a hospital show. Sing Lee Sings have new wardrobe.

Visitors included Joe Priest, Virginia Powell, Jack Ross, the Casells, Delbosq Family, Aletha and Jimmy Eyster, Leonard Christensen, Evelyn Joyce Cook, Mrs. Jack Joyce; Louie Mendoza and partner, Hazel; Bud and Edna Jeffries, the Three D's, Claude McDermott, Don Hammond, Nicki Galluchi and Ronnie Ferguson.—HARRY DANN.

## Rogers Bros.

The writer is taking over the column from Billy Barton. Mr. and Mrs. Corley and baby visited Mrs. Corley's father, Al Harris. Frank and Ann Loving, former circus folk residing in Panama City, Fla., were on the lot two days. Sonny Morales is making a collection of live snakes. Arizona Jack has joined the Wild West. Pee Wee McClelland, Shipley, Fla., visited the band and sat in for a few lessons.

Gus Anchia, of the Anchia Troupe, is doing carpenter work in off-hours. Gabby Happy Davis is back in harness. The clowns and a few ground acts gave a performance at Veterans' Hospital, Gulfport, Miss. Lew Barton has taken over the grease joint. The soldier son of Cheerful Gardner and Willie Rawls were visitors.—HARRY VILLEPONTEAUX.

## Campa Bros.

Show opened at Eagle Lake, Tex., May 5. Program is under direction of Ed Martin, of the Riding Martinis. Emma Valdez is in charge of aerial ballet. New wardrobe was designed and made by Mrs. Campa. Arumai Singh, lion trainer, is presented by six Oriental girls, who offer a dance prior to his entrance.

Visitors included J. V. Archer, Roy and Mary Valentine, Speedy Powell, Bill Bonner, Eddie Clark, Johnny Woods, W. A. Schaffer, Charles Gayton, Mr. Luth, Professor Leonard and Florence Henry.—MILDRED PYLE

## THE NEW SUPER DELUXE

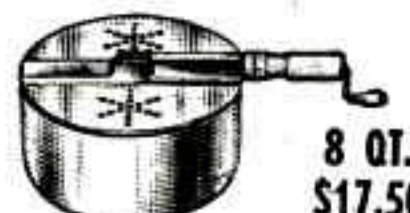


The candy floss machine you will eventually buy, so why not start out with the BEST? You get a spinnerhead that is different and works like magic. New style bowl—different and larger brushes, holders, spindle, smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big 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.

## "THE BEST BUY!" CONCESSION

### POPCORN EQUIPMENT AND SUPPLIES



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

## SIGNS



**DELICIOUS REFRESHING**  
**SNOW CONE**

Baked Enamel—3 Colors: Red, White and Blue. Size 17 1/2" x 23 1/2". Price, \$2.95 Pr. Pd. P.P.  
DEALER BUSINESS SOLICITED.  
**SNOW CONE MACHINES** and Other Concession Equipment.  
**FRANK & FRED EDWARDS**  
P. O. Box 7306 Dallas, Tex.

## 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 Warning Cabinet.

**Excel Mfg. Corporation**  
DEPT. B-526 MUNCIE, INDIANA



**STEEL OR WOOD CHAIRS**  
Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.**  
1140 B'way, N. Y. (27 St.), Dept. 5. MU-3-1385

## 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.



Local Warehouse Stocks ALL ALONG YOUR ROUTE

America's Largest Selling Popcorn Oil popsit plus!

gives you these advantages

Butter-like flavor, color and aroma that sell popcorn... more volume and fewer 'duds'... liquid in all weather... no need to pre-heat... convenient gallon can, easy to handle and to take with you... less cost to use... no waste.



Write for Names of Distributors Along Your Route

popsit plus!

Made by C. F. Simonin's Sons Inc. Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

FOR MAXIMUM POPCORN PRODUCTION

CRETORS Giant Model 41

Here's a fast, efficient auxiliary popper that pops corn direct in the seasoning and salt. Patented popper pan construction keeps heat where needed... patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission—gears run in oil. Heated by manufactured bottle or natural gas. Gasoline extra.

- Also Available: Super 60, Hollywood 48, Cadet 51, Giant 42 & 48, Official Volume Tester

C. CRETORS & CO.

602 W. Cermak Rd. Chicago 16, Ill.



CAPACITY

Pops 2 lbs. raw corn each popping, about 13 bushels popped corn per hour.

B & B Wire Rope FOR YOUR RIDES

- Prompt Shipment for: FERRIS WHEEL, CATERPILLAR • WHIP, TILT-A-WHIRL, HEY DEY • LINDY LOOP, RIDEE-O-RIDE

Broderick & Bascom Rope Co.

4203 N. Union Blvd. St. Louis 15, Mo. 32-30 43rd Avenue Long Island City 1, N. Y. Airport Way at Edmunds St. Seattle 8, Wash.

Or Order B & B Wire Rope from Your Ride Manufacturer



Midway Mike Says: Ride men with an eye for biz Use our service—it's a whiz.

Subscribe Now! ONE YEAR \$10

52 BIG ISSUES Including 8 Special Issues



THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Form with fields for Name, Address, City, State, and Occupation.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Odessa, Tex. American Bazaar: Woodbury, N. J.; Riverside 28-June 2. American Beauty: Ottumwa, Ia. American Midway: Granbury, Tex. A. M. P.: Buchanan, Va. Badger State: Red Wing, Minn. Baker United: Beech Grove, Indianapolis, Ind. B. & C.: Wellsville, N. Y. Becht, Lee: Norwood, O. Beam's Attrs.: Tyrone, Pa. Bee's Old Reliable: Hazard, Ky. Belle City: (N. 3d & W Capitol Drive) Milwaukee, Wis. Bernard & Barry: Sudbury, Ont., Can.; Sault Ste. Marie 28-June 2. B. & H. Am.: Blacksburg, S. C., 28-June 2. Big Four Am.: Melrose Park, Ill., 25-June 3. Big State: Meridian, Tex. Black Diamond: Elizabethtown, Pa.; Milton 28-June 2. Blue Grass: Belleville, Ill. Bohn & Sons United: (Singleton Blvd.) Dallas, Tex., 21-June 2. Boone Valley: Tama, Ia.; Oelwein 28-June 2. Borderland: Jal, N. M.; Goldsmith, Tex., 28-June 2. Buck, O. C.: (Fair) Camden, N. J., 24-June 2. Burdick's Greater: (Fair) Oza, Tex., 21-25. Burke, Harry: Independence, La. Burkhardt: Jacksonville, Ill.; Braidwood 28-June 2. Capitol City Am.: Indianapolis, Ind. Capital City: Monticello, Ky.; Danville 28-June 2. Carpenter Bros.: St. Marys, O.; Spencerville 30-June 2. Casey, E. J.: Norwood, Man., Can.; East Kildonan 28-June 2. Cavalcade of Amusements: Evansville, Ind. Cavalcade of Fun: Oregon, Ill., 23-26; Cherry Valley 30-June 2. Central States: Greeley, Colo. Cetlin & Wilson: Altoona, Pa.; Turtle Creek 28-June 2. Chanos, Jimmie: Germantown, O. Cherokee Am. Co.: Chanute, Kan.; Osawatomie 28-June 2. Coleman Bros.: New Britain, Conn. Collins, Wm. T.: (78th & Chicago Ave.) Minneapolis, Minn., 21-27; South St. Paul 28-June 2. Colonial Shows: Oliver Springs, Tenn. Columbia: Livermore Falls, Me. Coney Island: Sunbright, Tenn. Continental: Rome, N. Y. Cote: Pontiac, Mich. County Fair: Gordon, Neb. Crafts Expo.: Yuba City, Calif., 22-27. Crafts Fiesta: Pasadena, Calif., 21-27; Wilmington 28-June 3. Crafts 20 Big: Glendale, Calif., 23-27. Crescent: Victoria, B. C., Can.; Kamloops 28-June 2. Dan-Louis: Carrollton, Ky.; Muldraugh 28-June 2. Del-Mar: Webster, Pa. Delta Am.: Mayersville, Miss. DeLuxe: Plainville, Conn. Dobson's United: Stillwater, Minn.; (Date & Minnehaha Sts.) St. Paul 29-June 3. Douglas Greater: Roseburg, Ore. Down River Am. Co.: River Rouge, Mich. Drago: Elwood, Ind.; Tipton 28-June 2. Drew, James H.: Portales, N. M. Dudley, D. S.: Portales, N. M. Eyer's Greater: Chester, Ill. Eastern Am. Co.: Pittsfield, Me. Eddie's Expo.: McDonald, Pa.; Brownsville 28-June 2. Evans United: Slater, Mo.; Brunswick 28-June 2. Fairway: Bismarck, N. D., 26-June 2. Ferris, Carl D.: Clearfield, Pa. Fidler United: Prairie du Chien, Wis., 26-31. Fleming, Mad Cody: Baxley, Ga. Forsythe & Dows: Boulder, Colo.; Colorado Springs 28-June 9. Francis, John: Alton, Ill. Franklin, Don: (Will Rogers Coliseum) Ft. Worth, Tex. Garden State: (Fair) Collegeville, Pa., 21-June 2. G. & B. Rides: Bobtown, Pa. Gem City: Granite City, Ill.; Belleville 28-June 2. Gentsch, J. A.: Greenwood, Miss. Georgia Am. Co.: Black Mountain, N. C. Gladstone Expo.: Owensboro, Ky. Gold Bond: Rockdale, Joliet, Ill. Gold Medal: Richlands, Va. Golden Nugget: Jerome, Idaho, 23-27. Golden Rule: Upland, Pa.; Bridgeport 28-June 2. Gooding Am. Co., No. 1: Chillicothe, O. Gooding Am. Co., No. 2: Springfield, Pa. Gooding Am. Co., No. 3: Canonsburg, Pa. Gooding Am. Co., No. 4: Lorain, O. Gooding American Expo.: Washington, Pa. Gooding Greater: Logan, W. Va. Gooding Park Attrs.: (Memphis & Fulton) Cleveland, O. Grand American: Kirksville, Mo. Granite State: Syracuse, N. Y.; Whitesboro 28-June 2. Great Zenith: New Bedford, Mass. Greater Dixieland: Natchitoches, La. Groves Greater: New Iberia, La.; Franklin 28-June 2. Hagensick's Rides: Mulberry, Ark.; Wagoner, Okla., 28-June 2. Hannum, Morris: Lancaster, Pa. Happy Attrs.: Weirton, W. Va.; Beaver Falls, Pa., 28-June 2. Happyland: Ferndale, Mich. Harrison Greater: Hertford, N. C. Heart of Texas: Abilene, Tex.; Haskell 28-June 2. Heller's Acme: Jersey City, N. J. Hennies: Decatur, Ill. Heth, L. J.: Murfreesboro, Tenn.; Owensboro, Ky., 28-June 2. Hiawatha: Roanoke, Ind. Hill's Greater: Walsenburg, Colo. Home State: Pierre, S. D.; Moberge 28-June 2. Hottle, Buff: (Nicholson Drive) Baton Rouge, La., 22-June 3. Howard Bros.: Athens, O.; Nelsonville 28-June 2. Imperial: Steger, Ill.; Dowagiac, Mich., 28-June 2. Inland: Yates Center, Kan. Interstate: Williamson, W. Va. J. & B. West Point, Va. Johnny's United: Nashville, Tenn. Jollytime: Appomattox, Va. Keystone Expo.: Biscoe, N. C.; Bayboro 28-June 9. Kile, Floyd O.: Alexandria, La. LaCross: Bennington, Vt. Lagasse Am. Co., No. 1: Hudson, Mass.; No. 2: Cranston, R. I. Lane, Sammy: Anderson, Mo.; Granby 28-June 2. Lee United: Adrian, Mich. Lewis, Ted: (Delaware & Christian) Philadelphia, Pa. Lone Star: Kings Mountain, N. C., this week; High Point-Thomasville next. Magic Valley: Pyote, Tex.

- Magic Empire: Madisonville, Ky. Manning, Ross: Bergenfield, N. J. Marion Greater: Chester, S. C. Marks: (Patterson & Broad Sts.) Philadelphia, Pa. Marvel: Milan, Ill., 25-June 3. M. D. Am.: Shillington, Pa. Meeker, Kennewick, Wash. Merriam's Midway: Marshalltown, Ia.; Charlton 28-30; Colfax June 1-2. Merryland: Portland, Mich.; (Ecorse Road) Allen Park 28-June 10. Midway Expo.: Franklin, Neb. Midway of Mirth: Centralia, Mo. Midwest: Ephraim, Utah. Mighty Hammontre: London, Ky. Mighty Hoosier State: Marion, Ind. Mighty Page: Spray, N. C. Midway, Curly: Gunnison, Miss. Model: Seminole, Okla. Model Shows of Canada: Belleville, Ont. Modernistic: Pocomoke City, Md. Moore's Modern: Henryetta, Okla. Motor State: Maumee, O.; Port Clinton 28-June 2. Motor State, No. 2: Roanoke, Ind.; Antwerp, O., 28-June 2. Mound City, No. 1: Winchester, Ill. Mound City, No. 2: Farmington, Mo.; Perryville 28-June 2. Myers, Lithonia, Ga. Nelson, George W.: Okabena, Minn., 22-23; Alpha 25-26; Tracy 27-30. New England Am. Co.: East Pepperell, Mass.; Gardner 28-June 2. N. Y. Gaiety: Kill Buck, N. Y. North American: Danielson, Conn. Page Bros.: Russellville, Ky.; Central City 28-June 2. Palmetto Expo.: Alpharetta, Ga. Pan-American: San Pedro, Calif., 23-27; Bellflower 30-June 3. Parada: Baxter Springs, Kan. Paul's Am.: Boonville, Ark. Peck Am. Co.: Princeton, Ill.; Rockford 28-June 2. Penn Premier: Newton, N. J.; Dover 28-June 2. Pioneer: Berwick, Pa.; Williamsport 28-June 2. Playtime: Wakefield, Mass. Powelson Expo.: Newcomerstown, O.; Philo 30-June 3. Powelson Greater: New Lexington, O.; Wellston 28-June 2. Prell's Broadway: Trenton, N. J. Raines Am. Co.: Mena, Ark., 24-June 2. Rainier: Everett, Wash.; South Tacoma 28-June 2. Redding Am.: Pottstown, Pa., 23-June 3. Redwood Empire: Elko, Nev., 22-27; Burley, Idaho, 28-June 3. Reid, King: Herkimer, N. Y. Rockwell: Russell, Kan., 25-30. Rogers Bros.: Fergus Falls, Minn.; Valley City, N. D., 28-June 2. Rose City Rides: Licking, Mo.; St. Marys June 3. Royal American: (Grand & LaCade Sta.) St. Louis, Mo., 21-27; Peoria, Ill., 29-June 3. Royal Crown: East Liverpool, O. Royal Duke: Seneca, S. C. Royal Midwest: Defiance, O. Royal United: Mapleton, Minn., 23-24; Gaylord 25-27; Truman 28-29; New Ulm 31-June 3. San Valley: Welch, Okla.; Westmoreland, Kan., June 1-2. Schafer's Just for Fun: Greenville, Tex. Siebrand Bros.: Provo, Utah. Skerbeck's: Spaulding, Mich.; Escanaba 29-June 3. Smith, George Clyde: Coalport, Pa.; Houtdale 28-June 2. Snapp Greater: Neosho, Mo. Southern Valley: Forrest City, Ark.; Newport 28-June 2. Standard: Thermopolls, Wyo., 25-30. Star Am. Co.: Melbourne, Ark. Star-Lite: Fairfield, Ia., 28-June 2. State Fair: Liberal, Kan.; Guymon, Okla., 28-June 2. Stephen's: Centerville, Ia.; La Plata, Mo., 28-June 2. Stephens, C. A.: Wheelwright, Ky. Strates, James E.: Jersey City, N. J.; Schenectady, N. Y., 28-June 2. Sunset Am. Co.: Freeport, Ill.; Winona, Minn., 28-June 2. Tatham Bros.: White Hall, Ill.; Lewis-ton 28-June 2. Tennessee Valley Am.: Lafayette, Tenn. Thomas Joyland: Clarksburg, W. Va. Tidwell, T. J.: Sheridan, Wyo.; Billings, Mont., 28-June 2. Tip-Top: Syracuse, N. Y., 28-June 2. Tivoli Expo.: Nevada, Mo.; Fort Scott, Kan., 28-June 2. Tri-State: Cassville, Mo. Turner Bros.: Streator, Ill.; Ottawa 28-June 2. 20th Century: Kansas City, Kan.; Junction City 30-June 2. Twin City: Midway, Ark. United Expo.: Duncan, Okla. United States: Valdesa, N. C. Veterans United: Watertown, S. D. Virginia Greater: Fairview, N. J.; Monsey, N. Y., 28-June 2. Wade, W. G.: Ann Arbor, Mich. Wade, W. G., No. 2: North Lansing, Mich., 21-30. Wallace Bros.: Metropolis, Ill. Wallace Bros. of Canada: Hamilton, Ont., Can.; Winnipeg, Man., 28-June 9. Wallace & Murray: Covington, Va. West Coast: Santa Rosa, Calif., 21-27. West Coast Expo.: Sacramento, Calif., 21-30; Jackson June 4. Wilcox, Dick: Kittery, Me. Wilson Famous: Canton, Ill.; Silvis 28-June 2. Wilson Greater: Ft. Defiance, Ariz.; Albuquerque, N. M., 30-June 3. Wolf Greater: Mankato, Minn. Wolfe Amusement: Front Royal, Va.; Woodstock 28-June 2. World of Mirth: New Brunswick, N. J. World of Pleasure: Muskegon, Mich., 21-June 2.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Santa Cruz, Calif., 21; San Jose 22; Richmond 23; San Rafael 24; Vallejo 25; Napa 26; Concord 27; Marysville 28; Redding 29; Montague 30; Medford, Ore., 31; Grants Pass June 1; Roseburg 2; Cottage Grove 3. Beers-Barnes: Lebanon, Tenn., 21; Gainesboro 22; Livingston 23; Celina 24; Tompkinsville, Ky., 25; Burkesville 26; Albany 28; Monticello 29; Whitley City 30; Oneida, Tenn., 31; LaFollette June 1; Jellico 2. Biller Bros.: Warren, Pa., 23; Bradford 24; Jamestown, N. Y., 25; Olean 26; Ithaca 28; Auburn 29; Cortland 30. Capell Bros.: Farmer City, Ill., 22; Rantoul 23; Gibson City 24; Hoopston 25; Onarga 26. Cole & Walters: Madison, Neb., 24. Gould, Jay: Charles City, Ia., 28-30 Eagle Grove 31-June 2. Hagan-Wallace: Waynesboro, Tenn., 23. Hagen Bros.: Chambersburg, Pa., 31; Carlisle 22; Millersburg 23; Shamokin 24; Tamaqua 25; Prackville 26; Lansford 28; Hazleton 29; Berwick 30; Nanticoke 31; Wilkes-Barre June 1; Scranton 2.

- Hamid-Morton: Ottawa, Ont., Can., 21-26; Quebec City, Que., 31-June 4. Hunt Bros.: Morristown, N. J., 23. Kelly-Miller: Hiawatha, Kan., 24. Kelly-Morris: Plymouth, Ind., 23. King Bros.: Wheeling, W. Va., 21; Weirton 22; Duquesne, Pa., 23; Greensburg 24; Johnstown 25; Vandergrift 26; Butler 28; Punxsutawney 29; DuBois 30; Clearfield 31; State College June 1; Lock Haven 2; Williamsport 4. Mills Bros.: Jackson, Mich., 21; Lansing 22; Grand Rapids 23; Battle Creek 24; Elkhart, Ind., 25; Niles, Mich., 26; LaPorte, Ind., 28; South Bend 29; Gary 30; Blue Island, Ill., 31; Homewood June 1; Cicero 2. Polack Bros.: Eastern: (Schepp Field) Corpus Christi, Tex., 24-27; (Baseball Park) Albuquerque, N. M., 31-June 3. Polack Bros.: Western: (Auditorium) San Francisco, Calif., 24-June 3. Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 21-26; Easton 28; Reading 29; Lancaster 30; Wilmington, Del., 31; Baltimore, Md., June 1-2. Rogers Bros.: Houma, La., 21; Gretna 22; Covington 23; McComb, Miss., 25; Westwego, La., 26; Wallace & Clark: Quincy, Calif., 22; Susanville 25.

Kelly-Miller

Continued from page 49

the big top between shows. Ernesto Sobrino and Jimmie Rossi celebrated birthdays recently. Jose Deleon is doing a good job with his marimba solos. Ione Stevens and Donnie MacIntosh, with the assistance of several other members, held a party in Red Rumble's pie car.

Recent visitors included Fred and Bette Leonard, Mr. and Mrs. Don Heltzel, Mr. and Mrs. Dana Stevens, Dr. E. L. Cooper; Claudine Banta (sister of Jack Banta, show performer; Jack Edmondson, son of Harry Edmondson, concession department; Mr. and Mrs. Tucker, Mrs. Goldie Edmondson, Barbara Frydendall, niece of Isla Miller; Mr. and Mrs. J. W. Biggs, Mr. and Mrs. Ike Newton, Frank Parker, Mr. and Mrs. Bill Phillips; several relatives and friends of Clair Ratley, with the Conley riding act, including Clair's mother and brother; several relatives and friends of Pete Smith, big top boss. A girl was born to Mr. and Mrs. Tom D. Chamberlain, May 14 in Hugo, Okla. Daughter will be named Patricia Ann. — EDDIE DULLUM.

Mills Bros.

Continued from page 49

entertained royally in Mt. Clemens, their home town, with Paul's mother, relatives and friends on hand to welcome him. Visitors at Mt. Clemens included Mr. and Mrs. Dan Payne. George Stoneman, with the press staff last year, has rejoined that department. High temperatures at Wyandotte and Mt. Clemens had the gals out sun bathing. Flashy fleet of Whitley trailers on the show is drawing much comment. Again, as last year, Wayne Ward's wardrobe is sparking raves. Rev. Doc Waddell preached in church at Monroe. Burt Wallace has the program running with precision.— JACK LA PEARL.

Advertisement for Fluorescent Posters, Kleen-Stik Car Signs, Cards-Banners-Dates. Includes contact info for Central Show Printing Co., Inc.

Advertisement for Chas. A. Lenz Insurance Man, featuring a portrait of the man and contact information.



Your own competitors tell you . . .



**"IF YOU'VE GOT SOMETHING TO SELL TO  
OUTDOOR SHOWBUSINESS DO IT NOW THRU  
THE BILLBOARD'S BIG, IMPORTANT, TIMELY  
Summer Special"**

**. . . because**  
*Advertising in  
 The Billboard Summer Special*  
**Really Pays Off!**

**These Facts  
 and Figures  
 Tell You What  
 Your Competitors  
 Think of  
 The Billboard  
 Summer Special**

*(Actual figures from last  
 year's edition of The Bill-  
 board's Summer Special.)*

**701 Advertisers  
 Spent  
 \$33,641.75  
 in this one issue  
 of The Billboard  
 alone!**

**254**

Sold one or more types of  
 premium, prize, novelty and  
 promotional merchandise for  
 concessions;

**50**

Sold rides and ride equipment;

**33**

Sold heavy show equipment  
 such as trucks, tractors, trail-  
 ers, power plants, generators,  
 motors, bleachers, etc., etc.

**53**

Sold beverages and food  
 products—or dispensing  
 equipment for beverages and  
 food;

**51**

Sold outdoor show supplies  
 such as amusement games,  
 tickets, poster services, uni-  
 forms, fireworks, flags, etc.,  
 etc.—and . . .

**260**

Sold other miscellaneous  
 items covering virtually every  
 conceivable product or service  
 used by outdoor showbusiness.

★ **Advertisers come back year after year . . .**

**83%** of all 1950 Summer Special advertisers used adver-  
 tising space in previous editions of The Billboard  
 Annual Summer Special.

★ **Advertisers know The Billboard's  
 salespower in Outdoor Showbusiness . . .**

**87%** of all 1950 Summer Special advertisers are also ad-  
 vertisers in regular weekly issues of The Billboard.

**DATED      AD DEADLINE      DISTRIBUTED**  
**JUNE 30      JUNE 20      JUNE 26**

**CONTACT ANY OF THESE OFFICES . . .**

Cincinnati 22, Ohio 2160 Patterson St. DUnbar 6450	New York 19, N. Y. 1564 Broadway PLaza 7-2800	Chicago 1, Ill. 188 W. Randolph St. CEntral 6-8761
Hollywood 26, Calif. 6000 Sunset Blvd. HOLlywood 9-5831	St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 0443	Detroit 1, Mich. Fox Theatre Bldg. WOOdward 2-1100

**or USE THE COUPON TODAY!**

Mr. C. J. Latscha, The Billboard  
 2160 Patterson St., Cincinnati 22, O.

I am interested in advertising in The Billboard's Big  
 1951 Summer Special.

Reserve . . . . . space     Send literature and ad rates

Have a salesman call on me

Signed .....

Company .....

Address .....

City ..... State .....



**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

**FOR SALE  
NEW SIDE WALL**

Water and Mildew Proof  
7x100 Feet ..... \$43.00  
8x100 Feet ..... 72.00  
9x100 Feet ..... 81.00  
**MAIN AWNING AND TENT CO.**  
230 MAIN ST. CINCINNATI, O.

Multiplex Faucet Co. Serving the Trade 46 Years

... a 3 1/2% Profit on a 5 Cent Sale!  
**The Multiplex  
ROOT BEER BARREL**

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.  
It Advertises Ice Cold Root Beer to attract a large  
volume of sales at an Exceptionally Large Profit.  
Capture volume business and profits with a  
Multiplex.

**Exclusive!** Draws any size drink  
continuously without turning  
lever off—10 to 15 drinks per minute. Draws  
delicious solid drink with slight amount of foam  
when handle is turned to one side and a creamy  
drink when turned to other side.

Also DISPENSERS for COCA-COLA,  
ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



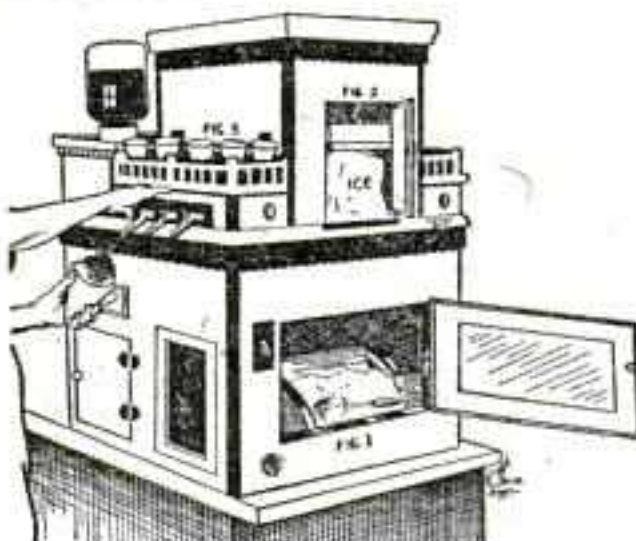
STURDY OAK STEEL HOOPS  
4325-B Duncan Ave.  
St. Louis 10, Mo.

**BIGG'S**

Beautiful Red, White, Blue &  
Yellow Enamelled  
**SNOW CONE CABINET MACHINE**  
Speed Volume.  
Economy—Extra Profits.

Write for information.

**Dubey & Edwards**  
5234 Maple Dallas, Tex.



**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.



**Parks Beaches Carnivals**

**YOU'LL MAKE MORE MONEY WITH  
"THE NEW TRIPLE THREAT TURF"**

(all electric race horse derby)

New features eliminate faults found in other group games. Automatic Sound System—  
Saves 1 salary, no caller needed. Robot Control—Adds 25% to gross. Registers—Give  
gross at all times. 10, 15, 20-unit sizes ready for immediate delivery. Write for free  
photo and information.

**ELECTRONIC GAMES, Greensburg, Pa.**

**TICKETS**

**SPECIAL PRINTED**

Cash with order

PRICES  
2,000 ..... \$4.95  
10,000 ..... 7.90  
100,000 ..... 26.70

**KANSAS CITY TICKET CO.**  
Dept. B, 109 West 18th St., Kansas City 8, Mo.

**Popcorn, Snow Cones, Candy Apples, Cotton Candy**

Our 1951 Catalogue listing a complete line of supplies for the above items will be  
mailed to all of our customers about April 15th. If you bought from us last year,  
you will get one automatically. If you do not get one, a postal card request will bring  
it to you. A lot of Concession Items will be scarce this year—line up with a company  
that can take care of you.

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD STREET CINCINNATI 2, OHIO

**T-E-N-T-S**

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

**JIMMY MORRISSEY**

**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST. (Phone: HARRISON 6867) KANSAS CITY, MO.

**Talent Topics**

By CHARLIE BYRNES and JIM McHUGH

McConnel and Moore, jugglers, are working a four-week engagement at the New Tivoli Cafe, Juarez, Mex. Act recently did a special show for a Brazilian military mission, headed by that country's war minister, Maj. Gen. Newton Estillac Leal. Jose Casanova, manager of the cafe, was host to the party. . . . Peejay Ringens, bicycle high dive, infom from his Miami home that he has recovered from injuries sustained in a fall last season and will go out again this summer.

Bob Garry and Miss Camille, high act slated to come to this country from Denmark, has canceled its U. S. tour because of Mrs. (Camille) Garry's recent operation. . . . Siegrist Troupe, flyers, will be the free attraction at the Riverdale, Ill., Legion celebration the week of June 24. . . . Additions to the line-up at the Detroit Police Circus, August 4-5, include the **Skating Macks; Wimpy**, clown; **Sonny Moore's** dogs; **Frank Torrence**, high pole; **Chick Yale**, table rock, and **Four Whirlwinds**, skates.

The Lamonts, of the Lamonts' Cockatoos and Macaws act, are leaving Tampa, where they have spent the past six months, for

Louisville. They plan to play Southern territory until the start of fair dates. . . . **Art and Marie Henry** have completed a series of indoor dates for E. R. Gray Enterprises and open their outdoor season with a two-week engagement at Pontchartrain Beach, New Orleans. They have added a miniature pony and riding dog number to their act.

Talent featured at the Binghamton (N. Y.) Rotary Club circus Tuesday (8) included **George Barvinchack**, juggler; **Gonzales Sisters**, dogs, booked thru the George A. Hamid office and **James M. Cole** and his elephant, Dorothy. All props were furnished by **Clayton Hawkes**, of Clayton Circus Enterprises, Castle Creek, N. Y. Clowns from the Clayton Combined Circus also appeared at the show.

**Lester Cole** and the **Debutantes**, singing group that played fairs for Barnes-Carruthers last season, recently wound up a series of night spot engagements in Fairbanks and Anchorage, Alaska. . . . **Ala Ming**, tight wire, was on the bill at the Palace Theater, New York, last week. . . . **Novellos**, hand balancing, closed recently at the Olympia Theater, Miami, and **Emil and Evelyn**, teeterboard, did the same at Seville Theater, Montreal.

**LeBrac and Bernice**, unicyclists, have moved from Forest Park Trailer Camp, Park Ridge, Ill., into their new six-flat apartment building on Chicago's North Side. . . . **Bozo Harrell**, clown-juggler, was unhurt in a recent automobile accident near Birmingham, but several hundred dollars worth of damage was done to his house trailer. . . . **Noble Hamiter** recently took delivery on a new Chevrolet tractor to haul his elephant trailer.

The **Harstens**, teeterboard, have left the United States to return to their native England. . . . **Gil Miller**, of the **Two Chords**, musical act, escaped serious injury while driving to the Tulsa (Okla.) Home Show. As he sped along the highway, a bystander hurled a rock thru his windshield. Miller suffered a few cuts from glass splinters.

The **Strato-Stars**, sway pole and lean-away pole act, has been framed by **Billy Senior** with **Ray and Yvonne Jones** performing. The duo are with **Barker Bros.' Circus** for a three-week stint. . . . **Lucky Lady**, another Senior swaypole act, with **Cecil O'Dell** the performer, is working out at Lovington, Ill., getting ready for its outdoor bow.

Following their close with **Barker Bros.** in Birmingham, the **Flying Wards** headed for an engagement at **Kennywood Park**, Pittsburgh. . . . **Beatrice Dante** and her chimps motored from Birmingham to New Orleans to play the American Legion sponsored circus.

**Curly Ducharme**, cannon ball for **F. O. (Fearless) Gregg's** cannon act, has recovered from injuries sustained last July in **Adrian, Mich.**, when he bounced out of the net, breaking his neck for the second time. **Ducharme** recently made his first jump since the accident at **Gregg's Plymouth, Wis.**, quarters.

**Paul R. Lemery**, animal trainer, is serving as director of the **Hawthorne-Melody Farms** dairy-zoo, **Libertyville, Ill.**, but will go out this summer with an act composed of five trained bears.

**Harry Clark**, featured in the cast of the Broadway legit hit, "Kiss Me, Kate," was set to do the commentary on the military air show scheduled for **Rockaways' (N. Y.) Playland** today. . . . The **Alcidos (Edna, Louie and Wilfred)** are the free attraction on **Coleman Bros.' Shows**.

**Jose Moeser**, high school rider, recently lost five days of work in **Copenhagen** when one of his horses fell on him.

**Stanley W. Wathon** reports that the **Sensational Denvers**, impalement act, will play a string of Canadian fairs for **Joe Hughes**, **George A. Hamid** office rep, after completing a four-week run in **Montreal**. Act also is set for **Hamid's Steel Pier**, **Atlantic City**, in September. . . . **Billy Creedon** reports that his **Four Rays** are booked solid for fairs. . . . **Eddie**

**Fair Dates**

The following corrections and additions to the list of Fair Dates were received during the week ended May 18. The complete list of Fair Dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

**COLORADO**

Craig—Moffat Co. Fair. Sept. 7-8. W. J. Gregory.  
Eads—Kiowa Co. Free Fair. Sept. 13-15. T. T. Robinson.

**GEORGIA**

Rome—Coosa Valley Fair Assn. Oct. 15-20. Arthur Ragsdale.  
Vidalia—Kiwans Two-County Fair. Sept. 24-29. W. D. Warthen.

**ILLINOIS**

Benton—Franklin Co. Fair. July 30-Aug. 3. Joe Bauer.  
Cambridge—Henry Co. Fair Assn. Aug. 7-10. Esther B. Werbach.  
Carlyle—Clinton Co. Fair. Aug. 2-4. Eldon E. Hazlet.  
Decatur—Macon Co. Fair. July 25-27. Melvin J. Nicol.  
Ottawa—LaSalle Co. Junior Fair. Aug. 7-9. Virgil J. Knight, Sheridan, Ill.

**INDIANA**

Akron—Akron Fair Assn. Sept. 12-15. Ivan Boylan.  
Aurora—Aurora Farmers' Fair Oct. 5-6. Robert Wright.  
Bloomington—Monroe Co. Fair. Aug. 22-25. Guy L. Baker.  
Brazil—Clay Co. Fair. Aug. 14-17. R. D. McHargue.  
Brookville—Franklin Co. 4-H Fair. July 31-Aug. 3. Mrs. Betty Naylor.  
Carlsale—Sullivan Co. Fair. Aug. 14-18. Mrs. Edith Knotts.  
Crown Point—Lake Co. Central States Fair. Aug. 19-25. George H. Neises.  
Denver—Denver Community Fair. Sept. 19-22. Mrs. Harry Allman.  
Hamlet—Starke Co. 4-H Fair. Aug. 8-11. Tom Bell, R. R. 2. Knox, Ind.  
Huntingburg—Dubois Co. Fair Assn. Aug. 6-10. Kermit R. Rutkar.  
Jasonville—Tri-County Fair Assn. July 23-28. D. C. Wood.  
Lafayette—Tippecanoe Co. 4-H Club Exhibit. Aug. 13-17. Mrs. Sarah J. Norris, Buck Creek.  
Martinsville—Morgan Co. Fair Assn. Aug. 20-24. W. J. Hardy.  
New Castle—Henry Co. 4-H Club Exhibit. Aug. 6-9. W. G. Smith.  
Peru—Miami Co. 4-H & Livestock Assn. Aug. 7-11. Richard Case.  
Petersburg—Pike Co. Fair. July 25-28. William Brand.  
Rochester—Putnam Co. 4-H Fair. Aug. 6-10. J. G. Newcomb.  
Rockport—Spencer Co. Fair Assn. July 23-27. Harold L. Hargis.  
Swayzee—Grant Co. 4-H Club Fair. Aug. 8-11. Guy T. Harris, Marion, Ind.  
Washington—Davies Co. 4-H Club Assn. Aug. 6-9. Mrs. William Hauser.  
Williamsport—Warren Co. 4-H Fair. Aug. 14-17. Mrs. Ernest Banning, W. Lebanon, Ind.  
Windfall—Tipton Co. 4-H Fair. Aug. 8-10. Mark Patterson.  
Woodburn—Allen Co. 4-H Club Fair. Aug. 14-16. Mrs. Carl Salomon, R. 13, Ft. Wayne.  
Worthington—Greene Co. Fair. Aug. 7-11. Robert G. Pryor.

**MICHIGAN**

Barryton—Barryton Community Fair. Oct. 17-18. Forrest N. Armock.  
Caro—Caro Fair. Aug. 20-26. Carl F. Mantey.  
Cheboygan—Northern Mich. Fair Assn. Aug. 13-18. H. L. Hopkins.  
Chelsea—Chelsea Community Fair. Oct. 3-6. Gertrude C. Young.  
Croswell—Croswell Agri. Soc. Aug. 8-12. Wesley J. Hurley.  
Goodells—St. Clair Co. 4-H Fair. Aug. 23-25. C. S. Parsons, Smiths Creek, Mich.  
Grand Rapids—Kent Co. 4-H Agri. Assn. Aug. 21-24. Einer G. Olstrom.  
Harrison—Clare Co. Agri. Soc. Sept. 11-15. Ray Harold, Gladwin, Mich.  
Hart—Oceana Co. Fair. Sept. 5-7. George W. Powers.  
Ithaca—Gratiot Co. Fair Assn. Aug. 22-25. John W. Baker, Alma, Mich.  
Manchester—Manchester Community Fair. Sept. 20-22. Clifford Walsh.  
Marshall—Calhoun Co. Fair. Aug. 20-25. Roy Brigham, Battle Creek, Mich.  
Monroe—Monroe Co. Fair Assn. Aug. 6-11. Pearl K. Quermbach.  
Peck—Peck Agri. Fair. Sept. 27-29. J. L. Whitaker.  
Pickford—Pickford Dist. Fair. Sept. 6-8. F. Elwyn Smith.  
Pontiac—Oakland Co. 4-H Agri. Assn. Aug. 14-17. Mrs. Thurman Bowers.  
Richmond—Richmond 4-H Fair. Sept. 1-3. Vern Krause.  
Saline—Saline Community Fair. Sept. 26-30. Charles H. Osgood.

**MISSOURI**

Thayer—Oregon Co. Fair. Sept. 17-22. N. R. Taylor.

**NEW JERSEY**

Branchville—Sussex Co. Farm & Horse Show. Aug. 7-11. John W. Raab, Newton, N. J.

**NEW MEXICO**

Las Cruces—Dona Ana Co. Fair. Sept. 19-22. Doris Mardis.

**OKLAHOMA**

Duncan—Stephens Co. Free Fair. Sept. 12-15. Fred Huffine.

**SOUTH CAROLINA**

Marion—Marion Co. Fair Assn. Oct. 29-Nov. 3. D. M. Harper.

**SOUTH DAKOTA**

Webster—Day Co. Fair. Sept. 13-15.

**TENNESSEE**

Fayetteville—Lincoln Co. Fair Assn. Sept. 10-15. E. C. Templeton.  
Lawrenceburg—Middle Tenn. District Fair. Sept. 10-15. Hiram W. Holtsford.  
Woodbury—Cannon Co. Fair. Sept. 13-15. Mrs. James H. Cummings.

**TEXAS**

Bellville—Austin Co. Fair Assn. Oct. 11-13. Mrs. Anita Coker.

**Mullins' Sons** of the Western Swing, featuring **Frankie Mullins, Johnny Pruitt** and **Charlie Bungo**, are playing parks, shows and dances around **Wilmington, Del.**

Bryan—Brazos Co. Am. Legion Free Fair. Oct. 15-20. J. C. Goldsmith Jr.  
Caldwell—Burleson Co. Fair Assn. Oct. 4-6. Frank Jubik.  
Center—Shelby Co. Fair Assn. Oct. 9-13. Guy Cowser.  
Clifton—Central Texas Fair. Sept. 27-30. E. K. Parker.  
Harlingen—Valley Mid-Winter Fair. Nov. 17-24. Ed Slaughter.  
Haskell—Central West Texas Fair. Oct. 1-6. Ralph E. Duncan.  
Junction—Hill Co. Fair. Aug. 9-11. Omer C. Wright.  
Liberty—Trinity Valley Expo. Oct. 17-20. Paul Crutchfield.  
McKinney—Collin Co. Fair. Sept. 25-30. Paul Hardin.  
Nacogdoches—Nacogdoches Co. Fair. Sept. 4-8. Curtis Ainsworth.  
Pampa—Top o' Texas Fair. Aug. 7-11. E. O. Wedgeworth.  
Rising Star—Free Fair Assn. Mid-Sept. J. F. Robertson.  
Seminole—Gaines Co. Fair. Oct. 10-13. K. C. Kyle.

**WEST VIRGINIA**

Grantsville—Calhoun Co. Fair Assn. Sept. 5-8. B. A. Hensley.

**WISCONSIN**

Gilmanston—4-H & P. F. A. Free Fair. July 14-16. Community Club.

**WYOMING**

Buffalo—Johnson Co. Fair. Aug. 22-24. William B. Long.

**CANADA**

**MANITOBA**

Carberry—Carberry Agri. Soc. July 12-14. H. L. Dempsey.  
Deloraine—Deloraine Agri. Soc. June 19-20. M. A. Ready.  
Morris—Morris Agri. Soc. July 6-7. J. G. Priesen.  
Russell—Russell Agri. Soc. July 19-20. J. A. Burgess.  
Swan River—Swan River Agri. Soc. July 26-27. S. J. Wray.

**Form New Conn.  
Auto Race Group**

HARTFORD, Conn., May 19. — A certificate of organization has been filed with the secretary of state here for Connecticut Speedways, Inc., Winstead, Conn. Officers are **Phil Bilodeau**, president; **William Mund**, treasurer, and **Harry M. Risedorf Jr.**, secretary and general manager.



**Flamefoil Tent Fabrics**  
Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities have approved.

Flamefoil . . . flameproofed, resistant to water, weather and 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  
Narristown, Pa.

**SHOW TENTS**

ALL SIZES—NOW IN STOCK  
Also have material to make. All colors dyed. Also Flame, Water and Mildew treated ducks.  
"CHEXFLAME" Underwriters Approved Finish.  
WRITE TODAY  
S. T. JESSOP GEO. W. JOHNSON

**UNITED STATES  
TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

**SHOW TENTS  
CENTRAL  
Canvas Company**

516-518 EAST 18th ST.  
Kansas City 6, Missouri  
Phone: Harrison 3026  
**HARRY SOMMERVILLE**



**BIG TOP FOR SALE**

120 ft. diameter—round top. 5 50 ft. middles. 10 ft. wall. White, flame, water, rot repellent. Used only 3 times at Canadian National Exhibition. PRICED TO SELL. Can be seen at

**U. S. TENT & AWNING CO.**

2315-2321 W. Huron St. Chicago 12, Illinois

**FIREWORKS**

Let us make your dull nights pay dividends by using fireworks from the doors of our factory direct to you

**KNOWN EVERYWHERE FOR SERVICE, QUALITY, PRICE**

**ILLINOIS FIREWORKS CO., INC.**  
DANVILLE, ILL. PHONE 1716 BOX 792

**NATIONAL SHOWMEN'S ASSOCIATION**

**GREET'S YOU**

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month  
Palace Theatre Building,  
1564 Broadway,  
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information  
Initiation.....\$10.00  
Dues.....\$10.00 Yearly

**WANTED**

Medium-sized Carnival needed for

**BOONE COUNTY FAIR**

August 9-12, inclusive  
C. J. WOLF  
111 Logan Ave. Belvidere, Ill.

**THE ADAMS COUNTY FAIR, INC.**

Will operate at the same admission price of 50c. Concessions will be booked by the corporation. Fair date August 14-18 inclusive. For concession space contact

**N. A. TRIMMER**  
R. D. 21 YORK, PA.

**RIDE SHOW WANTED**

Nine or Ten-Ride Show and legitimate Concessions for established KIWANIS SPONSORED COUNTY FAIR that is expanding to a Two-County Fair. Date Sept. 24th thru Sept. 25th. Write

**W. D. WARTHEN**  
Vidalia, Ga.

**Millersburg Farmers Fair**

SEPTEMBER 6, 7 AND 8, 1951

Concessions solicited  
**M. A. ROMBERGER**  
Chairman  
Millersburg, Pa.

**CARNIVAL WANTED**

Giles County Fair, Sept. 3-8, 1951

**J. O. ROBINSON, Mgr.**  
c/o Robinson's Hatchery  
Pulaski, Tenn.

**WANTED**

Complete small Carnival, or will accept single pieces of equipment, on a percentage or rental basis. Particularly interested in Merry-Go-Round. MUST have same for the period of June 30th to July 4th, inclusive.

**NAPA COUNTY FAIR & HORSE SHOW**  
CALISTOGA, CALIF., CALISTOGA 114

## Okla. City Mulls Nat'l College Rodeo

OKLAHOMA CITY, May 19. — Oklahoma State Fair & Exposition here is mulling plans for a National Collegiate Rodeo as part of the program at this year's fair, September 22-29, C. G. (Pete) Baker, secretary, announced.

If plans are completed the rodeo will be staged at four matinees with participants to come from 31 various colleges and universities which hold rodeos of their own. Stock would be obtained thru a local producer and trophies would be awarded top performers in each event.

Other attraction plans are set, Baker said. Royal American Shows will be on the midway. Barnes-Carruthers Theatrical Enterprises will provide the night grandstand show. Auto races by Al Sweeney and Gaylord White, and Aut Swenson's Thrill Show round out the grandstand program.

## Angels Camp Pushes for 25,000 Gate

ANGELS CAMP, Calif., May 19. — Annual Calaveras County Fair and Jumping Frog Jubilee, headed by Carl T. Mills, secretary-manager, opened a three-day run here yesterday. Attendance goal this year is 25,000.

Event features a 12-act vaude show titled *The Frog Town Variety Show* and includes Jimmy Muir, emcee; Arthur Nolan, Irish tenor; Ford and Harris, dance duo; Vern Vincent, accordionist; Diane D'Arcy, dancer and contortionist; Charles Newman, harmonica player; John O'Dell and Jackie, acrobatic team; Jack Reece, impersonator; the Jesters, quartet, and Cycling Saxons. Jack Shafton's puppets are an added attraction.

**Second Year on Midway**

Playing the midway for the second straight year are West Coast Exposition Shows. Added this year is an all-night dance. Capital City Boys of Sacramento play tonight following the fireworks display by Pat Lizza, of Golden State Fireworks Manufacturing Company. Chester Smith and His Cactus Kids take over at 1 a.m. and play until 4 a.m.

Christensen Bros., of Eugene, Ore., are supplying the rodeo stock. Purse is \$1,500.

## Madison, Wis., Sets Program For Revival

MADISON, Wis., May 19. — Revived Dane County Junior Fair here July 27-29 will operate with a free front gate, George E. Rodgerson, manager, announced.

Mickey Stark's Gold Bond Shows will provide the midway. Other features include a two-day horse show, the only paid grandstand entertainment on the program, movies by the county police, an amateur theatrical production and a king and queen contest.

Junior exhibit premiums total \$5,600, in addition to horse show prizes, Rodgerson said. Four buildings were turned over to the fair last year by the University of Wisconsin and will be used as dormitories and dining and exhibit halls.

## Marshalltown, Ia., Acts To Eliminate Still-Date Races

MARSHALLTOWN, Ia., May 19. — City Council has ordered the city attorney to take action to eliminate non-fair auto races at Central Iowa Fairgrounds here, as the result of a protest by residents who complained about the dust.

The same complaint was registered a year ago on the same grounds and the fair board eliminated the still-date races. Present complaints started after the first race Sunday (13).

## D. MOINES GATE, STAND RATES UP

Choice Seats Hiked 25-50 Cents; End Grandstand Remains a Buck

DES MOINES, May 19. — The Iowa State Fair this week joined the growing list of fairs which have increased admission prices by boosting its gate from 50 to 60 cents and scaling most of its grandstand tickets 25 to 50 cents higher. The grandstand boost will apply

to center sections, boxes and bleachers, with end seats remaining at \$1. Boxes will be upped from \$1.50 to \$2; center grandstand seats from \$1.25 to \$1.50, and bleachers from 75 cents to \$1, all taxes included.

The dime increase at the front gate will result in an actual 8 cents for the fair as the federal tax was included in the former 50-cent charge.

The fair board is considering a plan to allow patrons to enter the north parking lot by paying the usual 50 cents auto charge and then enter the grounds thru turnstiles. The plan calls for fencing off the parking grounds and setting up 15 turnstiles to speed up individual admissions in order to eliminate the long lines of traffic which in the past have backed up for a considerable distance.

## Dixon, Calif., Pulls Record 16,723 Gate

DIXON, Calif., May 19. — Solano County District Fair, which concluded a four-day run here Sunday (6), shattered all previous attendance records with 16,723. The mark surpassed 1950 by nearly 1,500 people. West Coast Shows played the midway.

Patrick T. McCarthy, secretary-manager, termed the new record a remarkable achievement in the face of inclement weather. The first two days' crowds were held down because of cloudiness, cold and rain.

Friday (4) was Children's Day and schools were dismissed at noon. BeBe (Bill Gerard) the clown presented a grandstand show followed by the lamb scramble and other events. Approximately 2,000 kids were admitted free. A feature of the day was sheep dog trials followed by a Western horse show.

Saturday's program included a parade with 20 floats, 10 marching bands, sheriff's posse and other mounted units. The get-away day's rodeo pulled well with Bob Doner, Portland, Ore., the big money winner.

## Rodeo, Wagon Races To Get Trial Runs At Edmonton Ex

EDMONTON, Alta., May 19. — Edmonton Exhibition Association will present a rodeo in June and have chuckwagon races as an evening attraction during the fair in July. If both ventures are successful, they will be combined as a fair feature next year.

Herman Linder, Cardston, Alta., will manage the rodeo and Dick Cosgrave, Rosebud, Alta., arena manager of the Calgary Exhibition and Stampede, will handle the chuckwagon races. Edmonton's chuckwagon purse will be \$7,500, compared with Calgary's \$9,000.

## Kingston Sets Ward Beam, Stock Cars

KINGSTON, R. I., May 19. — A number of show business events are again scheduled for Rhode Island State Fairgrounds, Jim Muldowney announced this week. Stock car racing, a popular feature for several seasons, will begin May 30 and continue on Wednesday nights thru the season. B. Ward Beam's auto thrill show unit will play a still date here Saturday, June 2.

Dates of the fair have been set for August 12-19. Usual show features will be used, but plans have not yet been completed, Muldowney said.

## Kyburz, Calif., Adopts By-Laws, Names Officials

KYBURZ, Calif., May 19. — By-laws were adopted and a permanent organization set up for El Dorado County Fair Association here at a meeting of the board of directors.

A special committee was named at the session to confer with the El Dorado American Legion Post No. 119 relative to operations under the beer license which the Legion holds at the fairgrounds.

Fair officials are Ed Norton, Kyburz, president; W. T. Henderson, Placerville, first vice-president; A. W. Ashford, Camino, second vice-president, and Carl Weeks, Pleasant Valley, treasurer. Other directors are Edmund Cheek, Georgetown, and Mrs. Jack Phegley, Smith Flat. S. E. Ronzone is secretary-manager.

## West Plains, Mo., Sets Revival, Pacts Talent

WEST PLAINS, Mo., May 19. — Talent contract for Howell County Fair here has been awarded to the Jimmy O'Neill Theatrical Agency, St. Louis. Dale Sisters, St. Louis, will handle the musical portion of program. Fair did not operate the last two years and is being revived by a reorganized board.

Any Type of Audience . . . Will Thrill to a

**BARNES-CARRUTHERS PRODUCTION**

Because the important ingredient of showmanship goes into the making of each and every show we produce.

**BARNES-CARRUTHERS**  
Theatrical Enterprises, Inc.  
159 N. Dearborn St. Chicago 1, Ill.

**FIREWORKS DISPLAYS**

FOR FAIRS, PARKS AND CELEBRATIONS

Professional Fireworks Displays Our Specialty. Special Programs Made Up for Fairs. Expert Operators Available for Large Shows. Insurance Coverage on Operated Displays if Desired. No Show Too Big or Too Small. Send for Free Catalog.

**WISDOM FIREWORKS CO.**  
2356 Michigan Ave. St. Louis 4, Mo.  
Phone: GRand 1596

"SENSATIONAL"

Cris-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. I.

*Swing & Sway the Orton Way*

**FIREWORKS DISPLAYS for All Occasions!**

CELEBRATION COMMITTEES! FAIR SECRETARIES!

Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$669.50

Expert operators available for large shows! Full insurance carried on all operated displays!

**WRITE FOR FREE CATALOG!**

**RICH BROS. FIREWORKS CO.**  
DEPT. B-1 BOX 411 SIOUX FALLS, SOUTH DAKOTA

**SAMPSON COUNTY FAIR**

Clinton, N. C., September 24 to 29, incl., 1951

Want to hear from Joie Chitwood, Tony Vitale. Very important! Want to hear from party who has bleachers to seat 2,000 people. Will book Free Acts who do two or more acts. Prell's Broadway Shows have the Midway. All inquiries

**EDW. E. COOPER, Secy.**  
Care of Chamber of Commerce, Clinton, North Carolina

**WANTED**

For **LAWRENCE, INDIANA, FREE FAIR**

JUNE 30 THRU JULY 8

RIDES AND NOVELTIES. CONTACT:  
**EDWARD HOELTKEMEYER, 229 NORTH ILLINOIS ST., INDIANAPOLIS, INDIANA**  
Phone: LI. 9564

For Details See Page 51

Your Own Competitors Tell You . . .

(and they ought to know because they've done it)



## Costly L. I. Moppet Spot Preem Is Okay

Grosses Build at 500G Fairyland Which Seeks Trade From Wide Area

By TOM O'CONNELL

NEW YORK, May 19.—Metropolitan area's newest kiddie spot, Fairyland Park in suburban Queens Borough, bowed for daily operations this week, and altho daytime business was expectedly light, operator Bernard Berkley quoted, a 25 per cent daily gain for Monday (14) on and talked of big grosses garnered thru winter months when the spot ran week-ends.

Formal opening came Thursday (17). As with any new operation, details remain to be smoothed out. Press notice on the bow was spotty, *The New York Times* and *The New York Post* giving the park brief mention.

However, Sid Schechtman, handling publicity and promotion, said a campaign was set to go that would include car and bus cards, one-sheets and newspapers. The latter medium will embrace both suburban and in-town, publications, and releases will stress the fact that Fairyland is for all New Yorkers and not just a neighborhood location. Berkley is considering 10 per cent of gross for his ad budget.

Combo Ducat Deals

Price scale is five rides for 49 cents, with single rides for adults and children alike going for 12 cents plus 2 cents tax. Pony track trip costs moppets 15 cents or

twice around for a quarter. A 28-ride ticket is offered for \$2.50.

Ride line-up includes: Roller Coaster, Boat, Roto-Whip, Buggy, Carrousel (kid and major), Fire Truck, Century Flyer, Sky Fighter, Water Boat and Ferris Wheel. Concrete bases are ready at one end of the spot for a No. 12 Ferris Wheel, expected to be delivered this week, and an Allan Herschell Jeep. Another moppet device is to be selected.

Berkley has been a real estate operator, with Fairyland Park his first venture into amusements. He originally intended to build a small sports arena on the five-acre site, but the deal did not jell. He investigated the possibilities of a kid park in mid-June last year, with Fairyland the result.

Subway Transportation

The location is excellent. The spot fronts on Queens Boulevard, a main artery, and is but a matter of yards from a subway stop on Woodhaven Boulevard, another much-used highway. The subway angle is pushed by Schechtman, who points out that Fairyland can be reached from almost all points of New York for a dime in a comparatively short time. Advertising will feature this thought.

The park is a model of neatness.

(Continued on page 75)

## TUNNEL OF LOVE OP A TV ROMEO

NEW YORK, May 19.—John Delaney, operator of the Tunnel of Love at Palisades (N.J.) Park, appeared on Columbia Broadcasting System's TV ailer, *What's My Line*, Sunday (13). During the course of the questioning as the panel of experts sought to establish his line of work, Delaney brought down the house with his emphatic "yes" to the question, "Do you use this service yourself?"

## Big Week-End Takes Scored At White City

WORCESTER, Mass., May 19.—Earnings from two week-end operations prior to the full-scale opening scheduled for today indicate that White City Park can look forward to a banner year. All units reported good business despite the generally cool weather that prevailed thruout the Saturday-Sunday operations.

Jack Morris, who joined the staff a week ago to aid Sam Hamid manager, and to handle promotions, reported that two outings already have been booked. Prospects for additional pacts with firms in this highly industrialized area are excellent, he said.

## Bradley Named Mgr. Of Long Beach Spot

Succeeds Pop Ludwig at Virginia Park; Will Continue To Operate Own Kiddieland

LONG BEACH, Calif., May 19.—David Bradley, owner-manager of Beverly Park, Los Angeles, has been named to succeed H. A. (Pop) Ludwig as manager of the Pacific Mutual Insurance Company's Virginia Park amusement center here. Ludwig had served in that post since 1936. Transfer took effect Thursday (17), with Bradley assuming charge the same day.

Ludwig, who directed the fun-spot's activities the past 15 years, said he would announce his future connections following a fishing trip.

Bradley, who purchased the Los Angeles kiddieland at Beverly and Lacienga boulevards here six years ago and built it into one of the most prominent in the country, said that he and Mr. Bradley will continue to operate the moppet spot. He added that expansion is

planned for the local fun zone, with a number of major rides to be added. The area was recently expanded by four acres by means of a dredging project.

Bradley was formerly road manager for Freddy Martin, orchestra leader. His contract with the insurance company is for three and one-half years.

## Weather Aids Boff Week-End At Palisades

NEW YORK, May 19.—Business was building and considerably ahead of last year's pace as Palisades (N. J.) Park racked up another high-grossing week-end, Irving Rosenthal, co-owner, reports.

He attributed the good fortune in large measure to the much better weather experienced to date than thru the comparable period in 1950. Tommy Reynolds' ork was at the park over the week-end, and aerial dancers Lynn and Linda, booked thru the George A. Hamid office, were held over for a second week-end.

When the Ringling-Barnum circus made its April-May stand here, Palisades worked a coupon deal with the show, and Rosenthal claimed that he received a 14 per cent return on them. The coupon, inserted in the R-B program, and a quarter gave the user admission and five rides at the park. With coupons still trickling in, Rosenthal envisioned a return as high as 20 per cent. On the basis of this year's score, he was amenable to repeating the tie-up next year.

Outing of the 442d Regimental Combat Team, whose exploits are offered in a new Metro-Goldwyn-Mayer film, *Go for Broke*, was scheduled today at Palisades. Various members of the team who appear in the flicker will be at the spot, and Miss Hawaii, recently chosen for the Miss America beauty pageant, also will appear.

## Bicep Cuties Pull 3,000 To Playland

NEW YORK, May 19.—The estimated 3,000 drawn to Rockaways' Playland midway Saturday (12) via a Mr. Muscles contest was highly satisfactory, as was week-end business, park officials reported. Weather both days was excellent.

National Broadcasting Company, which has a tie-up with Rockaways, has taken films of the physique event and will distribute them to all of its TV outlets. Scheduled for today is a demonstration over the park by military aircraft from Mitchel Field.

A new kiddie boat ride was unveiled over the week-end to good returns, and the new cocktail lounge got a heavy play.

## Fritz Comes Close To One-Day Record

MELROSE PARK, Ill., May 19.—Business on Sunday (13), Mothers' Day, at Kiddieland here came within \$150 of the spot's all-time high, Owner Art Fritz said this week. The record was set on the corresponding Sunday a year ago.

Fritz said he anticipates a banner year with grosses likely to be 20 per cent higher than last season.

Plans for use of a doubleheader on his steam train were delayed a week by Fritz in order to allow time for making adjustments on the new locomotive. He said the doubleheader will be in use next week.

## Vierings Prep New Kiddieland Near Akron, O.

AKRON, May 19.—Jack and Ray Viering, outdoor showbiz veterans, will launch a new Kiddieland in suburban Cuyahoga Falls Saturday (26). Spot will be in a municipally owned picnic grounds.

The Vierings will have five new rides, including a Merry-Go-Round, Boat Airplane, Fire Truck and Supersonic Rocket. Jack said the plan is to charge 10 cents per ride on the theory that the large population of young families in the area will go for the lower rate. A single ticket box will be used.

Special rates will be carded for church and school picnics and bargain weeks will be instituted. Rides will be operated adjacent to a municipal pool which draws business from Akron as well as Cuyahoga Falls. Hours will be from noon to 10 p.m. daily.

The Vierings have been with Summit Beach here, where Ray was superintendent for 15 years. Jack also has been in promotion work and is business agent of the billposters' local.

## Olympic Tabs Okay Week-End

IRVINGTON, N. J., May 19.—Olympic Park's second pre-season week-end (12-13) measured up to the previous one's good takes, according to Robert Guenther, park treasurer. Sunday score was a bit weak, with the fact laid to dipping temperatures.

Olympic's twice-daily free act policy will commence today with the start of daily operations. Booked by the George A. Hamid office, opening line-up, in for nine days, includes Lynn and Linda, aerial dancers; Nelson's trained pigs; Walton and Simonds, comedy acros, and Jack Meyand and Janet, comedy cyclists. Succeeding bills will play the customary week.

Park swim pool opens May 26. An anniversary party, featuring free coffee and cake for patrons and marking Henry A. Guenther's 35th year of operation, will be staged June 5.

## Ops Angle To Ride Savin Rock Boom

NEW HAVEN, Conn., May 19.—With crowds close to 100,000 visiting Savin Rock on the week-ends, and 120 licenses already issued, this amusement park, is looking forward to one of its biggest years.

Savin Rock, which issues licenses running from March to October, has far exceeded its usual 100 concessions, and the latest figures of 120 operators is still "only the beginning," officials said. The town license bureau has revealed that at least 50 more have made inquiries, and every week brings in additional requests for operating information.

Thus far, the operators who have jumped the gun and opened the stands in advance of the season report a definite building up of busi-

ness, and no particular shortage of spending. While the majority of rides are holding off, notably White City and the Grove, the rides that have opened are enjoying steady play

Concessions Okay

Basket and skill games have strong followings and the coming of stock car and midget races is expected to bring traffic up considerably.

Savin Rock lists between 45 and 50 rides, from Kiddie Park to roller coasters. Some have remained open all year. Landlords report extremely good rentals, with the tab running about the same.

Consensus among operators is that 1951 should be a big year, with money apparently a bit looser than last year. Parking meters recently installed on Beach street keep motor travel moving, and the excellent weather here for three week-ends have given early openers a good start.

## Outlook Good For Westview; Outings Gain

PITTSBURGH, May 19.—Westview Park owner-manager George M. Harton is optimistic over prospects for 1951 and expects the spot's 45th season to be a record one, according to Alan F. Leonard, advertising manager. Harton said that picnic bookings to date are better than they have been for many years in the past, and expects the addition of several attractions, new landscaping, resurfacing and redecorations to improve the gross.

Added this year are a Kiddie Jeep with 450 feet of track in the Kiddieland, together with Rocket ride. Part of this area has been paved, giving the park a completely dustless surface.

Free acts will be presented daily, the following having already been booked: George J. Keller, Flying LaVals, Billy Outten and the Diving Sensations, and the Aerial Sniders. Sunday operations got under way April 29. Daily operations start Wednesday (16).

Harton, who also owns Station WPGH, has linked the operations in an advertising campaign. The station carries spot announcements at a saturation rate for the park, (Continued on page 72)

## Hoppy's Two-Day P. A. Set To Open Kid Spot

VENICE, Calif., May 19.—The much-heralded opening of Bill (Hopalong Cassidy) Boyd's Hoppyland is scheduled here next Saturday and Sunday (26-27), with the moppets' favorite returning from a tour to make a personal appearance. The two-day celebration will tee off the fun zone, with additional improvements being made to park for a second but informal opening after schools close.

In addition to the appearance of Hopalong Cassidy and his horse, KNBH will do a roving-mike telecast from the park Sunday. Mark Brenneman will announce the show for the bakers of Barbara Ann bread. The bakery's magazine, *Troopers News*, is highlighting the park, with the message going to 300,000 kids by distribution thru 6,000 groceries.

According to Robert Stabler, Boyd's personal manager, the campaign to open Hoppyland with a bang started May 13 when *The Los Angeles Examiner* broke with a five-column, 24-inch ad with coupon. Three coupons entitle a child to one ride on any device. Ads are to appear daily for 12 days prior to May 26.

## Revere Beats Cold To Tab Solid Takes

REVERE BEACH, Mass., May 19.—Despite cool winds and low mercury readings, a pre-season throng gave amusements and rides along the beach front a good play Sunday (13).

Mother's Day found many from Boston and near-by cities and towns visiting the beach front in the afternoon, with the kiddies in tow. Biggest takes were registered by kiddie rides. Bulk of the business came between 3 and 6 p.m. after a slow start.

## Chi Dairy Zoo Opens June 5

LIBERTYVILLE, Ill., May 19.—Hawthorn-Melody Dairy, Chicago, will open an enlarged zoo at its farm here June 5 and has purchased a variety of animals, including a young elephant. The elephant is being broken by James Reynolds and will be used in a performing routine as well as for rides for children.

The zoo was started three years ago by John F. Cuneo, farm owner, and its operation is tied in with promotion of the dairy. Visitors may tour the dairy plant as well as the zoo. A building constructed to resemble Noah's Ark houses many of the smaller animals.

In addition to the Los Angeles metropolitan dailier, community papers will be used, with nearly \$10,000 being earmarked for a promotion drive. Radio and television will be utilized.

The park has undergone many improvements, with picnic area, lake and baseball diamond being installed. Due to cold weather here in recent weeks, the picnic grounds and the lake will not be completed for the opening.

Equipment Line-Up

Clifford Eager, manager, said that a Skooter and Tilt-a-Whirl had been installed this week. The equipment line-up will include 14 major rides, 9 kiddie rides, 6 games and 6 food stands. Walter Nilsson's funnycycles, a recent addition, will be ready in time for the formal opening.

Special days are being arranged for the summer, with the Hopalong Cassidy-endorsed products and services featured. Boyd has a tie-up here with Security First National Bank on kids' saving accounts and this, as well as merchandise, will be highlighted in future promotions.



**THE WORLDS Safest**

**The Outstanding Amusement Parks did not buy Toys, they purchased**

**MINIATURE TRAINS**

Write for Free 1951 Catalog



**MINIATURE TRAIN CO.**  
REASSELLAER, INDIANA

**STROBLITED DARK RIDES**

**Mystifying! Amusing!**

Stroblite will add new thrills to your Pretzel and Dark Rides. Countless intriguing and spectacular effects can be attained with Stroblite Luminescent Colors (that glow in the dark) and Stroblite U.V. Lamps (Black-light).

Write for Information

**STROBLITE CO.** Dept. 85, 35 W. 52d St. New York 19

**FOR LEASE**

These Concessions on a percentage basis — Archery, Photos, Kat Rack Baseball.

**SEASIDE PARK**  
Virginia Beach, Virginia

Large military installations in area as well as well-established resort. Opens May 26th. Write

**DUDLEY COOPER**  
431 Granby Street Norfolk, Virginia

**SKOOTER CARS FOR SALE**

15 LUSSE CARS

Just repainted. Can be seen in operation. 10 years old, good condition. Sell lots 5, 10 or 15, \$200.00 each. Terms: Cash, F.O.B. Manlius, N. Y.

**EDWARDS FALLS AMUSEMENT CO., INC.**  
Fred W. Searle, Mgr.

**WANTED**

Rides, Shows and legitimate Concessions for permanent park location. Opening June 1st. Terrific location. Quarter million people to draw from. 4,000 soldiers. Five months' work. No moves. Work seven days a week. Will book Free Acts and organized Vaudeville Show for stock in 40x130 top.

**TOMMY STEVENS ENTERPRISES**  
**ATOMIC PARK**  
101 Provident Bldg. Waco, Texas

**MINIATURE TRAINS**

The custom built to order line. Steam, Diesel, Gas, Amusement and industrial types. Track gauges, 12" to 36"; portable, permanent. Up to 300 passenger cap. Light rail. Trade-ins accepted. Photos and details, \$1.00.

**IRON HORSE LINES**  
106 Main Street Wareham, Mass.

**WANTED TO BUY**

Large Scale for Guess Your Weight or will book Agent with own Scale.

**E. S. STARR**  
Cedar Point on Lake Erie, Sandusky, Ohio

**KIDDIE LAND EQUIPMENT FOR SALE**

Auto Ride, Airplane, Train, steam type engine, gas power, 14 in. gauge, four cars, seats 32 adults or 40 kids, plenty of track, also Wurlitzer band organ dual player. Write for price and photo.

**A. D. SHARPE**  
55 North Sierra Madre Blvd. Pasadena, California

**WANTED**

Good, reliable, sober Maintenance Man for most beautiful Kiddieland in So. Calif. who can also operate big Eli Ferris Wheel. All year round job and if you have trailer to live in accommodation right on the spot. State lowest salary.

**UNCLE BEN'S KIDDYLAND**  
8439 Van Nuys Blvd. Van Nuys, Calif.

**WANT LOCATION**

IN PARKS OR DRIVE-IN THEATRES

Tom Thumb Streamline Portable Train, accommodates 30 children or 15 adults. 60 to 800 ft. or Track. No phones. Will not operate in small parks.

**C. P. CONERTY**  
U. S. Hotel Mt. Holly Springs, Pa. Telephone 63R

**BIG MONEY**

In Miniature Golf. Up to 200 customers an hour is not exceptional for our skillfully engineered courses, with their layout designed to capture interest and eliminate bottlenecks in your particular location. Send for literature NOW.

**HOLMES COOK COMPANY**  
302 State St. New London, Conn.

**Coney Island, N. Y.**

By UNO

With weather ideal the past few week-ends, ops and concessionaires got off to good start.

Chamber of Commerce promotion committee met May 15 with directors and decided to set up a promotion budget. Discussions of the Latin-American beauty pageant, skedded for the last week of the season, was deferred until next month. If the project goes thru there will be no Mardi Gras. Other propositions discussed were an accordion parade up Surf Avenue; a series of trips by residents of Baltimore, and outings by employees by a linoleum plant in Kearney, N. J. F. & M. Schaefer Brewing Company will finance weekly Tuesday night fireworks displays to start June 19 and run to mid-September.

Steeplechase Park opened May 19 with a new price schedule. For weekdays 70 cents pays for eight rides. Heretofore it was 50 cents for six and \$1 for 12. For weekday sightseers the admission is 25 cents. Saturdays, Sundays and holidays the charge will be 70 cents for 8 rides. Thursday will be Bargain Day, customers getting 12 rides and admission for 70 cents and any extra six rides for 35 cents. A TV tie-in is being formulated by Charles Henderson and Mitzie Mayfair. Manager Jimmie Onorato, who did a face-lifting job on the pool, reports bathing contracts way ahead of previous seasons.

Feltman's Park has a new tenant in Nat Faber, who has taken over the Penny Arcade. Former ops were Herbert Weaver, now associated with a park in Baltimore, and Ben Herz, who is managing for Faber at the arcade and a poker roll. Other newcomers are Ehrman Berger and Albert Lenkey, who bought the boat ride from the Jackman brothers. Lenkey also operates the Speedboat on Surf and the Boomerang and Caterpillar on the Bowers.

Nathan Handwerker has enlarged his Surf Avenue possession with the addition of a sea food emporium alongside his hot dog and hamburger spot. To commemorate the May 19 opener Handwerker gave away 36,000 shrimp in sandwiches. A feature is an \$8,000 ice box and ice plant. Son Murray is general manager and nephew Joe Handwerker is his assistant. In prospect for next season is an addition to take in the rest of the block on Surf now tenanted by Eddie's 5-Star Final and to convert another piece of property into a bowling alley.

**SHORTS.** Monroe Ehrman, in his 44th season as publicity chief for the Chamber, is also special correspondent for The New York Daily News and Standard News Service. . . . Johnny Ward is entertaining a proposition to tie in his Boardwalk attractions with Ted Wonder & Associates, dealers in live aquarium oddities. . . . Edward Hagan is the new police captain. He succeeded Walter Winterhalter, retired. . . . Mary Cox, after a two-week battle with pneumonia, is back selling tickets for Fred Sindell's Colored Show. She was formerly with Dave Rosen's Freakery.

Play the Races, almost destroyed by fire January 14, reopened with a palatial interior. Loss of 20G was covered by insurance. Stanley Gersh is prexy of Races, Inc.; William Lee, treasurer, and Dave Oxfeld, secretary. Mrs. Ceil Gersh is vacationing in Asbury Park, N. J. . . . Surf Avenue is undergoing resurfacing to facilitate bus travel. . . . Fred Sindell's Stable on Surf has been converted into a girlie show. His

Cavalcade Variety Revue makes a total of four similar attractions. The others are a Colored Show, Frank Garto's Variety Show on Stillwell, and Tirza's Wine Bath on Surf. . . . Sam Wertheimer's Pleasureland, a walk-thru, has a concession addition in "The Girl in the Iron Lung," operated by Thomas Norner. Ella Webb is the feature. Another newcomer is Don Hayes with shoot-til-u-win.

**Many Changes Prep Hampton For Top Year**

**HAMPTON BEACH, N. H., May 19.**—An expanded beach amusement section, with many new concessions and mechanical devices, is being readied for a May 30 opening here. New buildings have replaced those gutted in last year's fire.

John J. Walsh and John E. Hines have built a large cinder block structure, which with its unusual modernistic yellow scored plywood exterior and provision for brilliant indirect lighting, will draw plenty of attention. Concessions include an ice cream stand, candy store, and Playland, a Penny Arcade. The last-named includes two new mechanical units, coin operated mechanical horse, and a rifle range, plus new Skee Ball and voice recording units.

The Hobbs Estate of Northampton has built another cinder block building containing five store units which has been leased to the Dunfy Brothers. Central section of the business area on Ocean Boulevard has been rebuilt with new hotels, motels and cottages prominent.

John Dineen's Casino has undergone additional remodeling. The front of the 400-foot structure now bears modernistic design. Heated ballroom features dancing every Saturday. Casino also houses 16 bowling alleys, Penny Arcade, movie theater, table tennis, indoor golf, gift shop and a number of refreshment and dining units.

**Detroit Strike Cuts Park Biz**

**DETROIT, May 19.**—Continuation of the city's month-old public transportation tie-up is an indirect cause for a decline in business for two major parks here. While neither Jefferson Beach nor Walled Lake is served by the city-owned transport system, park ops believe need for family cars elsewhere has restricted the travel to funspots.

Business over the May 12-13 week-end was down, with chilly weather seen as one of the causes. By mid-week, however, temperatures had returned to the 80's.

Walled Lake switches to full-week operation this week after running several week-ends.

**Brandon To Get Zoo**

**BRANDON, Man., May 19.** — Brandon Kinsmen Club has decided to build a zoo on the provincial exhibition grounds here. Exhibition officials have promised full co-operation and say they will maintain the zoo.

**WANTED AT ONCE AGENTS**

For Skillo, Dart Balloon and Ball Games in largest amusement park in the South. Write to

**PARK CONCESSIONS CORP.**  
Ocean View Park, Norfolk, Va.

**WANTED**

For Florida's Only Year Around Amusement Park

Ferris Wheel, Merry-Go-Round and other Rides that do not conflict. Also Concessions and Games. Percentage rate very low. We draw from Bay Pines, Tampa, Tyrone Gardens, Laurel Bus Line and Clearwater, Fla.; also the Garden Drive-In Theatre. Want Dance Hall at 10¢ per dance; free parking. Can also use a lot of help.

**DICK H. KRATZ, Mgr.**  
General Delivery St. Petersburg, Fla.

**IF IT'S PROFITS YOU WANT BUY SKEE-BALL**

REG. U. S. PAT. OFF.

**DON'T CONFUSE OUR NEW 1951 SKEE BALL ALLEYS WITH OLDER TYPES OR IMITATIONS.**

Unique play features make Skee-Ball the best skill game for any Park, large or small, Arcade and Resort everywhere.

Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

**A 15 ALLEY OPERATOR REPORTS \$64,000 GROSS RECEIPTS FOR THE 1949 AND 1950 SEASON AT 5c PER GAME.**

**CAPACITY 80 GAMES PER HOUR. 5c or 10c COIN SLOTS ARE OPTIONAL.**

For the operator—Profits—without headaches.



14 FT. LONG, 30 IN. WIDE

**IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—**

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL STREET PHILADELPHIA 44, PA.  
AMUSEMENT DEVICE MANUFACTURERS  
**COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS**

**MINIATURE STEAM TRAIN**

Train grosses next to Coaster in three big parks. 85 Trains now in operation.

**GROSS \$2,500 TO \$15,000 A SEASON**

Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population. Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip. Ask your customers which trains they like BEST.

**OTTAWAY AMUSEMENT CO.**  
Mfrs. Miniature Steam Trains  
224 W. DOUGLAS WICHITA 2, KANSAS

**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.**

**WANTED**

Good, clean, small Carnival for week of July 16 through 21, or July 23 through 28.

**BAYSIDE SPORTS CLUB**  
ST. LEONARD, MARYLAND

**Miniature Golf Courses Outdoor Bowling Alleys**

Two Big Profit Makers  
Designed and Built by

**ARLAND**  
Builder of America's Most Beautiful Miniature Golf Courses  
Largest Builder in the U. S.

**ARLAND**  
444 Brooklyn Avenue  
New Hyde Park, N. Y.

**NEW LIBERTY PARK**

Union Road & Williams Street  
Buffalo, N. Y.

Telephone: Humboldt 6065

Can place immediately. Superintendent of Rides for finest amusement park in western New York Year round proposition for capable man. (John "Tiny" Dempsey, if at liberty wire or call collect.)  
Want experienced ride help. No tear downs. Address

**S. Percy Morency, Mgr.**

**For Details See Page 51**

**Your Own Competitors Tell You...**

(and they ought to know because they've done it!)



# RINGLING MOVES ANIMALS TO BIG TOP; BIZ HIKED

DeMille Film Work Predominates; Running Order Changed; Acts Out

• Continued from page 46

elephants, 14 cages and the giraffe corral. The baby gorillas are shown, but Toto is absent.

## Wagon Total Cut

Four seat wagons are spotted back-to-back with the central string of cages, and entrances to the performance "room" of the big top are at each side of those seats. Three rings are used, and beyond the forward end of the tent the changes are not apparent.

McClosky said the menagerie change was not connected with the show's dropping of 10 cars from the trains this season. Nor is the cut apparent in the performance. Greater use of baggage space in the seat wagons, combination of time-keeper's and commissary quarters into a single wagon, use of a shorter cookhouse canvas wagon and similar economies account for the removal of eight flats, it was reported. The number of pieces of rolling stock has been decreased from 172 to 139, McClosky said. One sleeper and one stock car also were dropped. He reported some economies in manpower, such as combination of the Side Show and menagerie layout crew.

The new layout will enable the show to play some towns where finding an adequate lot has been a problem in the past. The menagerie change clips two or three acres from the size of the area needed, and in Detroit and other spots the show now will be able to use better locations.

## Program Altered

Running order of the performance has been changed under canvas. In addition, it varies sharply from show to show here because of the movie work. Pinito Del Oro and Hubert Castle are out of most evening shows because they have not contracted with Paramount Pictures. Franklin and Astrid closed with the show after the Boston engagement. Emmett Kelly this week is working for Paramount rather than Ringling, and clowns only under De Mille's direction. In addition, De Mille has altered the running order on occasions to fit filming needs. And movement of camera equipment and crews sometimes causes slight delays in the performance.

Leoni, new sway-pole act, and the Rodry Brothers, new traps team, require different rigging for under-canvas and have not worked here.

Making up for the omissions is the De Mille act. Lyle Bettger, film actor, worked elephants here. During the web number Thursday Dorothy Lamour went thru the motions of singing a Hawaiian song for which the sound will be dubbed in later. Emmett Kelly appeared with her. Betty Hutton, Cornel Wilde, Charlton Heston and Gloria Grahame also have worked, mostly in spec scenes. James Stewart was detained in California by the illness of his wife but is expected to join soon.

De Mille's work is rough competition, and Friday's matinee audience watched the photographing of a minor scene without stars in an end ring, altho two high acts were in progress.

## Trucks for Filmmakers

Movie crews Friday also were recording the talking of concessionaires during the come-out, but no

## HOPALONG JOINS R-B FILM CAST

WASHINGTON, May 19.—Bill (Hopalong Cassidy) Boyd joined the cast of the Paramount-Ringling movie, *The Greatest Show on Earth*, here Thursday (17) as a surprise feature of the spec.

Boyd, in town to lead a youths' parade, and Cecil B. DeMille, film director, worked out deal by which the cowboy star of television received minimum union pay and appeared only in one scene. In the circus spec Thursday night, which was filmed, Boyd was pictured in the full regalia of Hopalong Cassidy.

pictures were made then. Paramount equipment will be moved overland to Philadelphia, where the current work is scheduled to be completed. About 10 semi-trailer trucks are on hand for the job. Paramount also has its own dining tent.

Not until after Philadelphia is the performance likely to settle into a routine for performers, and it will need some tightening then. The opening display, Albert Rix's bears, Roland Tiebor's sea lions and Peterson's dogs, is notably slow

## SRO Matinees Give Ringling 260G in Hub

BOSTON, May 19.—Ringling-Barnum in its six-day stand in the Hub had the SRO sign out for Wednesday, Thursday, Friday, Saturday and Sunday (9-13) matinees and did an estimated 4 per cent increase in gross business over last year.

In 1950 the Big One grossed an estimated \$250,000. This year it topped that mark by about \$10,000. The Garden seats 13,909 for the circus. Friday and Saturday night performances were solid. Tuesday, Wednesday and Thursday nights approximated last year's stand.

Circus officials said they were jubilant over the increase here, after reportedly being off about 6 per cent at the New York Madison Square Garden.

New for the local stand was a 10-minute intermission which helped increase concession takes.

This year's stand of six days (12 performances) followed the same pattern as last year. Org has demonstrated that it gets all it can in six days and playing beyond that limit is not profitable.

## Air of Mystery Shrouds R-B, AGVA Pact

NEW YORK, May 19.—Mystery of the contract between the Ringling-Barnum circus and American Guild of Variety Artists (AGVA) continued this week as show legal counsel dummied up and an AGVA spokesman said no pact had been signed. He would not reveal terms of the paper.

However, the union rep did say that practically all performers with the circus are now AGVA members and that he expects the few not in the fold to pick up their cards when the show opens its Philadelphia stand Monday (21). Negotiations are continuing on a friendly basis, the AGVA man said.

## Film Actors Join Ringling

HOLLYWOOD, May 19.—A chartered plane with 52 members of the *Greatest Show on Earth* film cast left here Tuesday (15) for Washington, where work on the Cecil B. De Mille circus film will be done. A total of 125 cast and crew members will work for Paramount Pictures on the Ringling-Barnum show in Washington for five days and in Philadelphia for six days.

Among those on the plane were Gloria Grahame, Charlton Heston and Lyle Bettger. De Mille, Dorothy Lamour and Betty Hutton went via train. Cornel Wilde will come to Washington from New York.

and unevenly timed. Outstanding spot in the performance is the combined Liberty, menage and equipage number, and costumes throughout still have their brand-new look.

## Big Press Spread

Washington papers have run volumes of special features and layouts ranging from the movie stars to construction of the tent and arrival of the 34-car section from Sarasota. Frank Braden handled the date.

For departments starting their season here, all bosses remain the same as last year with the exception of the train electrician's post, where John Kitter replaces the late John Nash. Contrary to expectations, the show has no labor shortage of importance. Only one department is slightly under full strength.

Equipment newly painted for the road looked good here. However, the cut to 70 cars is noticeable in the backyard by the absence of the usual clutter of baggage wagons.

Old sidewalling is used on the big top, reportedly to aid in controlling light for film work. It is to be replaced later. The big top is equipped with the same air vents at the peaks as was last year's. The gimmick gets a line in the newspaper ads for taking 20 degrees off of hot days. Aluminum ring curbs are back in use as are aluminum quarter poles. The cookhouse poles are sectional aluminum models, new this year. Menagerie cages are fitted with jungle scenery, but poles there don't have the palm tree effect of 1950.

## Weather Break Brings Crowds Back to Mills

MONROE, Mich., May 19.—Mills Bros.' Circus got a break in the weather here Monday (14) and played to a three-quarter matinee and near-capacity at night. Earlier business was hurt by rain, however. Optimist Club sponsored the local date.

At Ottawa, O., Friday (11), show drew two handful houses for the Kiawanis Club. A heavy rain began the day before and continued thru the date. Ankle-deep mud discouraged patrons and showfolk. Some of the rolling stock was not taken on the lot.

Rain at Van Wert, O., Thursday (10), flooded part of the show grounds and forced elimination of some acts. A weak half house was on hand for the matinee and about 300 persons caught the night show, under fire department auspices.

## KELLY-MILLER USES AIRPLANE FOR TOWN BALLY

JUNCTION CITY, Kan., May 19.—Al G. Kelly & Miller Bros.' Circus this week became the first circus to use an airplane for uptown advertising. The plane, purchased late last season by D. R. Miller, co-owner, has been equipped with loud-speaker and tape recording equipment. It will be used regularly for "over-town" bally. An original plan to put it into service on the show's second stand this season was delayed.

The aerial broadcasts will augment Kelly-Miller's heavy advertising schedule, which includes liberal use of billing and heralds, uptown appearances by the elephants and a six-horse hitch.

While other circuses have carried airplanes, including World War I models, these were for ground exhibition only. As early as the 1870's circuses were using balloons and airships as free acts.

## TERRELL JACOBS BUYS ACT BACK FROM COLE ORG

PERU, Ind., May 19.—Cole Bros.' Circus has sold the Terrell Jacobs animal act, including cats, props and cages, back to Jacobs, and it has been moved to Harrisburg, Pa., where Jacobs joins James E. Strates Shows.

At the same time it became increasingly apparent that the Cole show will play no further dates this season but that elephant and horse acts may be booked for fairs.

At Cole quarters here, crews are repairing some wagons and discarding others. Plans call for readying a shop where new wagons will be built. The Columbia tableau wagon and America calliope wagon will be retained.

Frank Orman, show manager, confirmed that the sale to Jacobs had been completed. He said that it included 15 cats, three cage wagons, the arena and props. Jacobs already owned considerable other show equipment which will be used on the Strates shows.

## Kelly-Miller Biz Holds Up In Kan. Towns

Ice Show Competes At Emporia; Iola, Herington Score

ABILENE, Kan., May 19.—Kansas business continued good this week for Al G. Kelly & Miller Bros.' Circus with the exception of the night house at Emporia.

Iola, Kan., Friday (11) was good for two near-capacity houses in good weather, and on Saturday (12) Emporia gave near-capacity in the afternoon. However, the show competed with *Icelandia*, ice show, that night and came off with about a half-house. The matinee-only Sunday (13) at Council Grove, Kan., provided a capacity house.

Show added two more near-capacity houses at Herington, Kan., Monday (14). Weather worsened at Abilene Tuesday (15), but show played to a three-quarter matinee and half-house at night in rain.

## Four Full Houses In 1 Day for King

Track, Rings Crowded at Cumberland; Other Stands Give Strong Attendance

CUMBERLAND, Md., May 19.—King Bros.' Circus won the full treatment here Monday (14), when the town turned out to fill the top four times during the one-day stand. Two matinees were turn-aways, with children sitting in the track and two rings. The performance was held in the remaining ring. Business at two night shows nearly equaled the afternoon trade.

Shrine auspices backed the date and good weather helped. Parade of elephants downtown was augmented by a 90-piece school band. School children were dismissed early in order to catch the show.

At Ronceverte, W. Va. (9), the show followed Biller Bros. by 10 days and drew a three-quarter matinee and full night house. Pete Pierce was injured in a fall from a horse there.

Clifton Forge, Va., Thursday (10), gave two near-capacity houses, and Harrisonburg, Va., Friday (11), provided a better-than-half matinee and a straw house at night. A 94-mile jump delayed arrival in Harrisonburg about an hour.

Winchester, Va., Saturday (12), contributed a near-capacity matinee and three-quarter night house

despite obstacles which included a change in the lot and presence of Ringling-Barnum paper for the latter's Washington stand. A heavy rain a day before the stand flooded the original lot and the show switched to a speedway grounds. Press and radio co-operated in publicizing the change. However, ground was soft and the bareback act was eliminated.

## Wallace-Clark Works in Snow

ELY, Nev., May 19.—Wallace & Clark Circus set up in five inches of snow at Cedar City, Utah, and played to a quarter matinee and half night house. At Caliente, Nev., Saturday (12) the Side Show top was blown down by a freak wind.

Business for the org was only fair in Utah. Most crowds were at the half or three-quarters level. After some Nevada stops the show returns to California at Portola Monday (21).

The program now lists Escalante Brothers, bar; Ward Hall, juggling; Todd Henry, wire; Dale Petross, ponies; Miss Aerialta (Jennier), traps; Jean Prince, Betty Escalante and Ann Griggs, ladders; JoAnn Jennier, contortion; Henry Duo, tables; Leta Bernice, loop; Hermaline Griggs and Dale Petross, menage; Bounders, trampoline; Walter Jennier and "Buddy," seal; Peggy Henry, elephants, and Dale Petross, Liberty horses. Clowns are Bernie Griggs and Jack Prince.

Ward Hall is equestrian director and announcer. Harry Fitch has joined as legal adjuster. Mrs. Whitey Owens is working in the office wagon.

In the Side Show are Wendell, vent; Jean Prince, magic; Harry Leonard, Punch; Two Leonardos, knife throwing; Iris Christy, electric act; Mysto Miles, fire; Gloria Gayl, dancer; Prof. Edward, animal lecturer, and Don Gayl, Bill Christy and Clarence Fisher, tickets.

## Rain Clips Biz For Biller Bros.

ALIQUIPPA, Pa., May 19.—Biller Bros.' Circus scored two half-houses here Friday (11) when rain marred the stand. Both performances were delayed and a soft lot interfered.

Sponsored by the Chamber of Commerce, the date coincided with a move by city officials to repeal an ordinance banning outdoor shows. However, the city's final decision is still in the air.

## Beers-Barnes Org Cancels Athens

ATHENS, Tenn., May 19.—Beers-Barnes Circus canceled its stand here Friday (11) and played Sweetwater, Tenn., instead. The change was necessitated by a city-wide school event here on that date which the auspices had overlooked. General Agent Gene Christian booked the Sweetwater date under high school auspices and used the football field for show lot.

The show moves into Kentucky at Tompkinsville Friday (25).

## GE Monogram Traced To Circus Musician

SCHENECTADY, N. Y., May 19.—Design for the monogram of General Electric Company has been traced to the violin bag of a former circus musician, according to a recent issue of a General Electric publication.

In the article, A. L. Rich, a former GE employee, related that G. E. Gebest, circus musician, settled in Zanesville, O., and became leader of a theater orchestra. Gebest wanted his initials inscribed in silk on his violin bag and Rich, then an advertising artist, did the work. About eight years later Rich used the same design for the General Electric monogram.



**SIGN PAINTER WANTED**

Must be fast and thoroughly experienced. Jack Arnott or Allen King, if at liberty wire. Can place Elephant Men, Candy Butchers, Pole Riggers, Seat Men and Big Top Pushers. Meals and sleeper berth furnished. Accommodations the best. Address:

**KING BROS.' CIRCUS**

May 24, Greensburg, Penna.; May 25, Johnstown, Pa.; May 26, Vandergrift, Pa.; May 28, Butler, Penna.

**3 PHONEMEN**

Block Tickets, Banners, UPC's. This is a Mills Bros.' date sponsored by Ft. Wayne's oldest social organization, Sheriff Harold Zeis, president. If you can stay sober and work clean, contact

**J. F. SHAFER**

616 W. Superior, Ft. Wayne, Indiana  
Anthony 2553  
(Phones in and office ready)

**PHONE MEN**

Can place 4 more good men. Book, Banners, U.P.C. Tickets—standard commission. Best auspices—steady work. This is top money crew on King Bros.' Circus.

**PHIL STREIT**

Colonial Chambers Hotel  
Paterson, N. J.

**2 PHONEMEN 2**

PROGRAM—BANNERS—TICKETS  
(25% Commission)  
Grotto Deal, Contact

**DICK ADAMS**

Masonic Temple Rock Island, Ill.  
Phone: 6-8060—No Collect Calls

**PHONEMEN**

Will give a permanent connection to one good Phoneman. Have good deals going all the time. Need one good man who is sober and reliable to supervise. Must be able to finance himself, collections made daily, your P.C. paid same day. If you drink, don't answer. Married man preferred. Write, wire, phone  
JOE KURY, 520 Empire Bldg., Pittsburgh, Pa. Phone: GRant 1-6411.  
No reverse Charges.

**PHONEMEN**

Have opening for one Man. Year round work with Polack Bros.' Circus.

**Contact BILL KAY**

Shrine Circus Office,  
Grand Junction, Colorado

**ADVANCE MAN-BOOKER**

Able to handle outstanding attraction. Auspices, coast to coast. Able party will earn 400-600 dollars

N. Y. phone Schuyler 4-6100, or Box 55,  
350 West 88th Street, New York City.

**PROMOTER WANTED**

To handle advance ticket sales to organizations, and program advertising on percentage for Summer Theatre, with new show each week near New York. Opening June 12th. Write only, don't wire.

**HOME CO.**

97 ARCH ST. BUTLER, N. J.

**HARRY W. LAMON**

**AT LIBERTY**

Legal Adjuster  
Replies to Milner Hotel,  
Ninth & Central,  
Kansas City, Mo.

**TIGHTS**

**by KOHAN**

17 EAST 16 STREET  
NEW YORK 3, N. Y.

**FOR SALE—VERY REASONABLE COMPLETE TRAINED LION ACT**

5 young lions in perfect health, 5 cages built on floats with wheels, 1 large steel arena with overhead net, all necessary props for act, and routine on request. Act is now working with Circo Loyal in Puerto Rico. Can not use same in other countries. If interested, wire me immediately.

**GIUSTINO LOYAL**  
P.O. BOX 4611

**CIRCO LOYAL**  
SAN JUAN, PUERTO RICO

**WANTED**

Agent with car and circus experience who can book auspices, Legal Adjuster, Banners open, Combination Billers, Family Acts doing two or more, Jugglers, Ground Acts, Clown, Wild Animal Act, Calliope Player, Big Show Musicians, Concert People, Side Show Acts, Musicians, Man to work Elephants, Liberty Act. Can use framed Pit Show on P.C. Working Men all departments, drivers given preference. Custard, Mug open. Long season's work, indoor dates following.

**MOON BROS.' CIRCUS**  
DODGE CITY, KANSAS

**Ben Davenport Opens Campa; Early Texas Biz Only Fair**

JEFFERSON, Tex., May 19.—Ben Davenport's new Campa Bros.' Circus opened at Eagle Lake, Tex., Saturday (5) to two fair houses and moved rapidly across Texas. In Jefferson Saturday (12), org drew a light matinee and half night house. Best stand of the first week was at Trinity, Wednesday (9) with two three-quarter houses.

Backbone of the show is the Campa family, headed by Alphonso Campa and including 30 other members. The change-over from Davenport's 1950 Dailey Bros.' railroad show to the present outfit was nearly complete. However, some Dailey printed matter, including program booklets still were being used here.

Org moves on 34 show-owned trucks, including three cage semis. Paint work was being continued on the road. Davenport has eight elephants, which make daily trips

downtown and an air calliope with a four-horse hitch for additional bally. Some of the semi-trailers are reconverted Dailey Bros.' wagons.

Performance is given in an 80-foot top with four 40s. Three rings are used and an arena for cat acts is spotted at one side. A cage is located adjacent to the arena to eliminate need for a chute.

One end of the big top is curtailed off to create a menagerie area in which four big elephants are staked out. Other animals, including four smaller elephants and a fighting lion are in the Side Show top, a 50, with four 20s and the only other top on the lot.

**Staff**

Ben C. Davenport, owner-manager; Paul Pyle, general superintendent; Pete Lindemann, general agent; Francis Kitzman, brigade agent; Joe Baker, legal adjuster; Jack Turner, assistant adjuster; Ed Martin, equestrian director; Paul Pruitt, ring stock; Frank (Streamline) Fizzle, elephants; Ray (Red Dog) Friezogl, menagerie; Henry (Heavy) Rohlfing, boss canvasman; Alfonso Muerrillo, bandmaster; Bertha Drane, organist; Milt Robbins, side show manager; Millie Curtis, Side Show lecturer; Al Dennis, snakes pit show; Harry Hammond, superintendent of concessions; Johnny Mitchell, light plants; Charlie Scales, cookhouse; Shorty Bueist, privilege car; John Parsons, superintendent of transportation, and Abelino Monson, painter.

**Program**

Display 1—Spec; 2—Trampoline; 3—Traps; 4—Donna Mitchell, dogs; 5—Lions (10); 6—Blanca, Carmen and Bertha Campa, contortion; 7—Frank Fizzle, riding lion and elephant; 8—Walter Schuyler and W. H. Jackson, comedy mule; 9—Jerry Phillipus, Ginger Lee and Emma Campa, traps; 10—Clowns; 11—Riding Lawrence (6); 12—Elephants plus horses and dogs; 13—Concert announcement; 14—Swinging ladders; 15—Clowns; 16—Elephants (8); 17—Clowns; 18—Blanca and Carmen Campa, tight wire, and Willie Campa, bounding rope; 19—Donna Mitchell, balloon-breaking dogs; 20—Tony Martini and Willie Campa, menage; 21—Dancing elephant; 22—Concert announcement; 23—Web (5); 24—Clowns; 25—Tony Martini, Liberty ponies; 26—Alphonso Campa Family (16) acro.

Rambling Tommy Scott's Hillbilly Jamboree (6) gives the concert. Big show band includes five members of the Campa family and Bertha Drane at the organ. Side Show has a four-piece band, three platforms and a half-and-half in addition to the menagerie.

The big show goes for \$1 and reserved seats, Side Show, concert, and program booklets are 25 cents each.

The show moved from Jefferson into Louisiana for one stop and then to Arkansas. It is booked into Kentucky for early June.

Producing clown is W. H. Jackson and with him are Rodolfo Muerrillo, Willie, Lewis and Alfonso Campa, Berto Drobles and Alfonso Muerrillo.

**Mecklenburg, N. Y., Sets Cele Program**

MECKLENBURG, N. Y., May 19.—Fourth annual Firemen's Celebration will be held here July 13-14, A. J. Furcha, committee chairman, said this week. Furcha said that the event draws from seven counties and that he expects a big play from personnel at the Sampson Air Base nearby.

Current plans call for a parade opening night, with a fireworks display to be presented the final night. Either a circus or carnival will be featured at the event, Furcha reported.

**Coleman, Alta., Rodeo Switches to July 21**

COLEMAN, Alta., May 19.—Date of the Coleman Rodeo here has been changed from June 23 to July 21. Herman Linder is arena director.

A queen contest is planned.

**DRESSING ROOM GOSSIP APPEARS ON PAGE 49**

**2 PHONEMEN-2**

Circus deals, Police, Shrine, Fire and Civic Club deals. Strong auspices. Books, Banners, U.P.C. and Tickets. Contact

**HARRY MASON**

Hotel Troy Troy, N. Y.  
No phone calls or collect wires accepted.

**20 PHONEMEN**

More men—more towns. Everybody works every day. "100 towns a year or bust."

**JIMMY SMITH**

Mills Bros.' Circus, Anderson, Ind.  
Phone: 2-7934

**CAPELL BROS.' CIRCUS WANTS**

Capable Help on Side Show. Concessions. Also capable Player (Eff Kiser and Sperlock, answer), Want 2 Billposters. ADDRESS: Rantoul, May 23; Gibson City, 24; Hoopston, 25; Onarga, 26; all Illinois.

**Mass. Solons Mull Mini Wage**

BOSTON, May 19.—The Senate Ways and Means Committee is deliberating a bill that would set minimum wages in Massachusetts at 75 cents an hour. Current rate is 65 cents. Also, under this bill, no wage board could recommend rates below 65 cents an hour, except for service people who regularly receive gratuities, whose rate shall not be below 50 cents per hour.

Because of the seasonal nature of their business and the unusual, but necessary, hour schedules, amusement park operators always have shown particular interest in wage legislation in this State.

**Bad Weather Forces Schmidt Back to Barn**

COPENHAGEN, May 19.—Circus Schmidt Bros., first of the larger Danish tent circuses to hit the road this season, has been unable to buck the rainy and cold weather which has jinxed it from the start and was forced to close last week Thursday (10) at Nastved, Denmark.

Circus Schmidt, which opened at Elsinore March 26, had most of the big animal acts of the Swedish show, Zoo Circus, whose owner, Trolle Rhodin, has been touring Sweden with a skating revue this spring.

Rhodin has taken over his animal acts and signed up all the circus acts on the Schmidt program. Performers left for Sweden on Friday (11) and will tour that country with Rhodin's Zoo Circus. Schmidt Bros. expect to reorganize their show and resume their tour with new line-up of acts shortly.

Chilly nights have cut attendance of several tent circuses in Denmark but that's not unusual as outdoor season here doesn't hit its full stride until after middle of May.

**Under the Marquee**

Mechanical operations necessary to get the Ringling-Barnum circus thru a 24-hour stretch provide the meat of a story by William J. Slocum in the May issue of Nation's Business. Paid admissions during 1950 for the Big Show are quoted at 3,179,000.

Ringling-Barnum will be in Syracuse June 22 at Meachem Field. The old lot, McCarthy Is- (Continued on page 75)

**La-dies and Gentle-men**

PROUDLY PRESENTS AND FOR THE KIDDIES

"The Greatest Music on Earth..." Its New Album of Tanbark Tunes by **RINGLING BROS. BARNUM & BAILEY CIRCUS BAND**

Conducted by **MERLE EVANS**

78 rpm No. DC-265  
45 rpm No. KCF-265  
33 1/2 rpm No. L-265

The Greatest Mirthmaker In The World **The One and Only BOZO** "The Capitol Clown"

**BOZO AT THE CIRCUS**  
78 rpm No. DBX-114  
45 rpm No. CBXF-3030  
**BOZO'S CIRCUS BAND**  
78 rpm No. DC-253  
45 rpm No. CCF-253  
33 1/2 rpm No. H-253

With These Capitol Records—You're At The Circus EVERY DAY  
Write Capitol Records, Inc., Box No. 2391, Hollywood 28, Calif., for FREE Circus Band-and-Show Sheets—Tells you what is going on in the ring as the Music Changes.

**WANTED AT ONCE**

★ COWBOYS ★ COWGIRLS ★ INDIANS  
★ WILD WEST PERFORMERS  
WITH OR WITHOUT OWN STOCK

Also SIX or EIGHT HORSE LIBERTY ACT. R. V. LEWIS WANTS COLORED TRUMPET, WIND INSTRUMENT, SNARE DRUMMERS doubling in Comedy to strengthen Side Show Band. WIRE, DON'T WRITE. Also need SAIL-MAKER, PROPERTY MEN, TRANSPORTATION WORKMEN IN ALL DEPARTMENTS. All replies to

**ARTHUR STURMAK, General Manager  
BILLER BROS.' CIRCUS PER ROUTE**

Warren, Pa., May 23; Bradford, Pa., 24; Jamestown, N. Y., 25; Olean, N. Y., 26; Ithaca, N. Y., 28; Auburn, N. Y., 29; Cortland, N. Y., 30.

**WANT**

**NORTH AMERICAN CIRCUS MIDWAY FEATURING THE GREAT WILNO**

**THE HUMAN CANNON BALL**

SHOWS: Illusion, Wax, Snake, Crime or any other not conflicting for the best show territory in the country.

Want Penny Arcade, Hanky Panks of all kinds, Agents for Pin Store, Razzle. Particularly interested in any type Animal Shows. Circus Men, this is "duck soup" for you. We play 6 day spots.

Will Hill, Mat Larish, Buck McClain, contact.

Want Major Rides. This is real territory.

Address: Danielson, Conn., this week; Framingham, Mass., next week.

P. S.: Want Diesel Man.

**WANT**

**EXPERIENCED CATMAN**

**WANTED**

TO ASSIST IN BREAKING A MIXED GROUP

**JULIE ALLEN**

DIRECTOR CRANDON PARK ZOO, MIAMI 45, FLORIDA

**CLYDE BEATTY CIRCUS SIDE SHOW**

**WANTS**

Act that can handle inside lecturing (no Magician). Also Ticket Seller who can make second openings. Any unusual Acts, please contact. Wire as Per Route: Clyde Beatty Circus Side Show.

**PHONEMEN**

Fireman Deal, Wheeling, West Virginia. Office ready, usual commissions, pay every day.

**TOM & JANETTE TERRILL**

Windsor Hotel, Wheeling, West Va. or Western Union

... For Details See Page 51

Your Own Competitors Tell You...

(and they ought to know because they've done it)



## St. Louis Opening Night Biggest Yet For Royal American

### Claxton Revue Doubles '50 Gross; All Departments Get Whopping Biz

ST. LOUIS, May 19. — Royal American Shows Wednesday night (16) racked up the biggest St. Louis opening night gross in the many years Carl Sedlmayr's organization has still-dated here. Weather was ideal and the Grand and Laclede lot was jammed early and biz continued strong until the late hours. Negro patronage was extremely heavy and spending was free. Leon Claxton's *Harlem in Havana*, perennial favorite here, reported business double that of last year. *Moulin Rouge*, gal revue, outgrossed by a considerable mar-

gin the 1950 revue which was headed by Bonnie (*Oh, Johnny*) Baker, even tho the current revue carries a 60-cent admission. The Baker-headed unit last year was priced at \$1.

#### Siamese Twins Draw

Lorow Brothers' Side Show, featuring the Negro Siamese twins, Yvette and Yvonne Jones, had an excellent night's patronage. The Lorow unit's grosses are expected to climb progressively during shows' 12-day local stand once word of the appearance of the Jones twins spreads in the densely populated Negro area surrounding the lot.

Rides and concessions shared in the record-breaking first night's business and concession ops, noting the free spending, were far more optimistic than at shows' opening stand at the Memphis Cotton Carnival. Latter event closed Saturday night (12) after getting business that was substantially lower than last year. Memphis drop-off was attributed to the fact that the Cotton Carnival had reduced its run, the number of its traditional parades and the strength of its advance build-up.

Carl Sedlmayr was skedded to plane to Oklahoma City this week to lend his requested advice on how to lay out the midway area of the new multi-million dollar plant to be built for Oklahoma State Fair and Exposition.

Shows move to Peoria, Ill., when they closed here Sunday (27).

## Marks Scores Strong Takes In Philadelphia

PHILADELPHIA, May 12. — Good business was scored here by John H. Marks Shows. The new lot at Erie Avenue and I Street is only a few blocks from the old Yellow Jacket location at G Street, which for years harbored nearly all alfresco units playing the town. Solid matinee business was registered Saturday (12) with a bicycle giveaway aiding in building a sizable moppet crowd. Promotion was set by George W. Leonard, publicity-exploitation chief.

Shows have several more dates in the city, including a day-and-date spot adjacent to the Ringling circus next week on South Broad Street.

Earnings have been pretty well distributed among all units. Slim (Callahan) Kelly's Side Show has topped the tented units. Harry Weiss is tabbing big grosses with his new bingo. Joe Marchiano's new short range, managed by Jimmy Smith, joined here.

New banners, painted by Snap Wyatt, have been added to the Blondie Mack Monkey Show. Eddie Halpern is making openings on the Girl Show.

Michael Roman is sole owner of the cookhouse, having bought out his partner, Maxie Glenn.

## Harry Alkon Org Joins Royal Duke

MACON, Ga., May 19.—Harry Alkon's Graceland Shows, which laid off the road for several weeks here, moved out Monday (14) for Gastonia, N. C., to become a part of Royal Duke Shows. Org includes five rides.

Alkon reported that he found most of his Georgia spots good only on Fridays and Saturdays, and he decided to book his rides, shows and concessions with Royal Duke.

## Gooding Spring Biz Tops 1950 Grosses

COLUMBUS, O., May 19. — If early spring grosses are an indication of what the season will bring, the Gooding Amusement Company should substantially top '50 business this year, Floyd E. Gooding, president, declared here this week.

With seven of its eight units on the road, industrial locations as well as rural spots have yielded bigger takes than a year ago. Only disappointing area has been the West Virginia coal region where employment is off, with miners working a three-day week.

#### Auto Scooter Goes Big

The Auto Scooter ride has been racking up the biggest ride grosses

thus far, with the Rock-o-Plane and Hurricane following in that order. Shows are sharing equally. With more stringent regulations on bingo in Ohio, the game has been suffering. Other concessions, however, report business on the up-grade.

The Gooding units will play more than 120 fairs and celebrations this year. Recent additions to the routes include the West Side Nut Club Festival, Evansville, Ind.; Fall Street Festival, Henderson, Ky.; Sahara Grotto Fun Week, Indianapolis, and the Lorain, O., VFW Fiesta.

Gooding recently took delivery on two new Ferris Wheels.

## Detroit Fair Sets Concessh Rules

DETROIT, May 19.—Concession rules for the 1951 Michigan State Fair were set here this week, with games concessions to be reduced to 900 front feet, compared to 1,200 last year.

Concession regulations, worked out by the fair's board of managers and Inspector Herbert W. Case, police censor, will require the daily posting of a list of concession employees, empower the censor to close any concession found "cheating," and fix a penalty of 1 per cent of the carnival's take for the day from rides, shows and concessions.

The regulations, which set specific bans on some types of games, also require the posting of games prices, with 25 and 50-cent limits; prohibits doubling and the use of tokens and coupons.

The Cavalcade of Amusements holds the midway contract and this year for the first time will have the exclusive on games concessions.

## Coleman Aids Palsy Fund

NORWICH, Conn., May 19. — Coleman Bros.' Shows gave one-half of the net proceeds from a special matinee Thursday (10) to the Norwich Cerebral Palsy Campaign. Collections for the campaign also were taken inside the main gate at every performance.

Business here was reported good by Owner Dick Coleman. This was the org's second stand, the first having been Middletown, Conn., where Coleman reported the 10-day showing resulted in grosses averaging 30 per cent above 1950 figures.

## WOM Scores Okay Biz at Early Stands

WILMINGTON, Del., May 19.—With one new town and two new locations behind them, World of Mirth Shows execs reported the outlook for the season is good. Despite the loss of some show time to rain, crowds and spending have been good.

Org by-passed its winter quarters town, Richmond, Va., to preem in Washington April 26. The 10-day stand on the Bennings Road lot, the first appearance in that city, paid off satisfactorily, owner Frank Bergen reported. Date will be scheduled in again for next season, L. Harvey Cann, general representative said.

For the week ending Saturday (12), shows played at Price's Corner on a lot broken in several weeks ago by the James E. Strates Shows. Lot was termed equally as good as the Maryland Avenue location used in former years. Attendance was satisfactory and per capita spending was up to average for this town.

#### Good Transportation

Lot is a sloping one and altho this made for extra work in setting up, it proved advantageous from a drainage standpoint. Heavy rain

washed out Friday (11). Excellent bus service made the lot easily accessible to most town and suburban residents. A strong billing campaign supervised by Gerald Snellens aided the build-up.

Featured Girl Show attraction this season is Dorita, a dancer. Costumes and settings are still being fabricated.

Unit has trailed the Strates org in both Washington and here, playing the same lots. After a date in Chester, Pa., where it also is in a follow-up position, the org heads into familiar Jersey territory where it holds several shut-out dates.

## W. E. West Exonerated In 40G Suit

MACON, Ga., May 19.—W. E. West, vet show owner, now operating Delta Amusements in Mississippi, was victorious in a court trial here in which he was being sued for \$40,000 damages as a result of a fatal highway accident.

Suit grew out of the death of Mrs. Nina Mae Hutto, May 1, 1948, when the car in which she was riding collided with a cookhouse trailer on a highway about nine miles southeast of Macon.

It was contended that Frank Schell, cookhouse owner, was acting as agent for West, who was operating W. E. Attractions at the time. Schell reported he was booked with the shows. West denied that Schell was acting as agent or within the scope of his employment when the accident occurred.

A co-defendant, Hubert Barwick, Macon, driver of the car, also was freed of responsibility by the jury at the trial here (16).

West was represented by Paul M. Conaway and Barwick by Ed F. Taylor. Schell, who was not present or represented, had a verdict against him in the sum of \$20,000.

## WEATHER BETTER, BIZ IS UP FOR CAVALCADE

### Columbus, Ga., Take Big for Spring As Fort Benning G.I.'s Throng Out

ATTALLA, Ala., May 19.—Al Wagner's Cavalcade of Amusements, now in their fourth week out of quarters, have been getting far better weather and business than they did for the same period last year.

Of the first four spots, Columbus, Ga., proved a red one and Dothan, Ala., the only blank. Opener at Mobile, org's winter base, yielded so-so biz in line with that city's spring potential. Show was holding its own here thru Wednesday (16), third day of a six-day stand, despite strikes that closed textile mills in the area.

While weather on the whole has been excellent compared to last year, Cavalcade has taken one tough jolt from the elements. At Columbus a blow-down demolished the Posing Show front and new Merry-Go-Round top. Replacement of the demolished equipment will be made at Evansville, Ind., shows' next stand.

Banner business at Columbus stemmed largely from heavy patronage of soldiers from near-by Fort Benning. Spending by the G.I.'s was heavy, with all departments enjoying an excellent week.

New gal revue which will be featured for the remainder of the season is slated to join at Evansville.

## N. Y. Stands Continue Lush For Continental

UTICA, N. Y., May 19.—Business in New York continues good for Roland Champagne's Continental Shows despite chilly nights which have been sending crowds home early.

Date at suburban Whitesboro here was good, altho Tuesday night (8) was lost to rain. A 10-day stand at Kingston, N. Y., also was good and Champagne reported that his grosses to date have been running consistently ahead of last season.

The season's outlook continues good, altho there has been a clamp on bingo operations at all dates played so far. Encouraging is the fact that patrons have disregarded the expected cold nights in this up-State section to attend in sizable numbers. Patrons also are spending much more liberally this year than last, Champagne said.

Utica papers gave prominent notice to Champagne's \$100 gift for the purchase of equipment for a children's playground which will be established in Whitesboro. Several years ago Champagne also bought and installed the rest rooms at one of the local playgrounds.

## Cold, Rain Hit Hannum's Take

HARRISBURG, Pa., May 19.—Week-long stand of Morris Hannum Shows ending here Saturday (12) proved to be the worst of the season so far, with cold and damp weather primarily to blame for the slump. Saturday matinee, while not as profitable as the two previous, was satisfactory.

A new Girl Show was planned for the stand at Lebanon, Pa., ending today. Suicide Simon, free attraction, continues to draw well, and Life Show and pony ride, operated by Mr. and Mrs. Schmid, are doing good business.

Office wagon has been redecorated. Owner Morris Hannum has returned from a trip to Philadelphia.

## Weather, Short Help Baffle Va. Greater

FORDS, N. J., May 19.—Business for Virginia Greater Shows was only fair thru the week here because of a combination of wind, rain and low temperatures. Org came in here from Roebling, N. J.

Fly in the ointment for the shows since opening the season has been a lack of help. At this date, kids furnished muscle power. Helen Ashley closed here, and Walt Roberts with wife, Dixie Lee, is operating both girl shows.

J. D. Goodrich returned as head mechanic after spending a few days at his Suffolk, Va., home. General Manager Rocco Masucci visited Anthony Longo, of Silk City Shows, in Jersey City and contracted for Longo to furnish four of his rides for Virginia Greater's fair line-up.

Scenic Artist Walt Roberts will complete redecoration of shows' three wagon panel fronts soon.

## Great Zenith Inks Festival

BRISTOL, R. I., May 19.—Midway contract for a celebration to be staged here July 2-7 has been awarded to Great Zenith Shows, Frank Allen, business manager, announced this week.

Vaudeville turns, fireworks, ball games and boxing matches also are scheduled for the event, which reputedly draws 40,000. Great Zenith pact calls for the shows to supply seven rides and five shows.

## SUPER SEASON AHEAD

## Coleman Takes Top Plush 1948 Grosses

NEW LONDON, Conn., May 19.—A phenomenal growth in business that has already boosted earnings beyond the comparable period of the plush 1948 season resulted in cautious Dick Coleman predicting that the current term would likely add up to super proportions.

A sure-fire combination of ideal weather and free money has prevailed at each of the three engagements played to date by Coleman Bros.' Shows. The opener at Middletown, Conn., the org's home town, was a honey with grosses averaging 30 per cent more than last year. Last week at Norwich, Conn., the take was also spectacular. Business here has been excellent and all units are in the money.

It should be noted that all dates are industrial centers, all of which have already benefited from a heavy influx of defense dollars.

This town with its submarine base has long been noted for heavy takes when production of the underwater craft is in high gear.

Coleman has a tight check on his figures, since he has played the same towns for a number of years. Current results bear out his pre-season analysis, altho at the time of gauging the future he was naturally inclined to hedge in his predictions which at the time might have sounded like wishful thinking.

Besides the good weather and free spending, Coleman has had an additional advantage in that his org has broken the ice in each of the towns played.

For the past several years Coleman has been a partner in the operation of a group of rides at city-owned Ocean Beach here. The results last year were so good that the operation was expanded.



# Midway Confab

**George Golden**, assistant manager of **Eddie Young's** Royal Crown Shows, is Cadillacing to the West Coast for a business visit with **Elmer and Curtis Velare** at Long Beach, Calif. . . . **Jack Lampton**, agent and promoter, formerly with the **Floyd E. Gooding Amusement Company**, **Mills Bros.' Circus** and other outdoor attractions, has taken over and is operating the **Shively Hotel** at London, O. . . . **Show Folks of America**, Chicago chapter, will hold an old-fashioned style show Friday night (25) in Chicago's Masonic Temple, with **Mrs. Peggy Richards** as chairman of the event. Cards, games and entertainment are on the program.

Down River Shows' Notes: **Frank Cook** is prepping a new house trailer and **Mrs. George Shvinberg** is framing a traveling pet shop. . . . **Betty Ann Merritt**, infant daughter of **Benny and Freda**, was christened at the Roseville, Mich., stand. . . . **Harold Van Housen** has enlarged the cookhouse. **Barry Byrne**, chef, has launched his 45th year in show business. . . . **Charles Holliday** joined as a helper on the Rocket. . . . **Mrs. Severin Hilo**, wife of shows owner, entered the hospital at Ann Arbor, Mich.

**Ellis Hendry** joined Crafts Exposition Shows in Sonora, Calif., to take over the long range gallery. **Leroy Nugent**, with African dip, is another recent addition to the shows. . . . **Arthur Williams** is in charge of the front gate on the Robertson & Caler Shows. . . . **Bill Ellis** is operating the office-owned bingo on **Sammy Lane Shows**. . . . **J. D. Goodrich** has returned to his Suffolk, Va., home after closing with the mechanical department on Virginia Greater Shows.

Recent additions to the Meeker Shows include **Henry Roat**, photo gallery; **Lee Porter**, three concessions; **El Segundo**, novelties, assisted by **Bob Manley**; **K. S. Peterson**, candy floss; **Jack and Goldie Lee**, hats, and **Ray and Maude Hodges**, grab stand and ice cream. . . . **Jim Moran** joined **Page Bros.' Shows** in Waverly, Tenn., as general agent recently, replacing **C. C. Leasure**, who closed with Page to join **L. J. Heth Shows** in the same capacity. . . . **Flash Lang** is assisting **Ellis Hendry** in the operation of the long range gallery on Crafts Exposition Shows.

**Doc White** joined **Royal Duke Shows** in Lexington, N. C., with his Side Show. . . . **Mr. and Mrs. Coach Kasin**, concessionaires, joined **Blue Grass Shows** at Henderson, Ky., recently. . . . **Harry and Lula Slauson** have the root beer, floss and candy apple stands on **Sammy Lane Shows**.

**Mrs. Jack Murphy**, of the Royal Midwest Shows, who spent a recent week-end with **Mr. and Mrs. Bud Birchman** on the **Drago Amusement Company**, reports the **Birchmans' kiddie rides** in good shape. **Mrs. Murphy** has added a ball game. **Al Gray** has taken over sound car and billposting duties for **Royal Midwest**, while **Mrs. Gray** is operating the office jewelry store. Recent visitors included **Earl Kelly**, **Chanos Shows** concessionaire; **Mr. and Mrs. Duke Hall**, **King Bros.' Circus**, and **Pfc. Duane Ollendorph**, former **Ferris Wheel** foreman, who is now stationed at **Camp Atterbury**, Ind. . . . **Jean Nadja**, of the **B. & C. Shows**, recently purchased scenery, spots and costumes. Owner-Manager **Colegrove** bought three trailer trucks to haul three searchlights.

**Slim (Callahan) Kelly**, Side Show operator on **John H. Marks Show** and operator of a trailer business on the side, reports the sale of two mobile living units in recent weeks. **Bennie Weiss** visited brother **Harry** on the **Marks org** last week. **Paul Lane** entertained friends on the same lot. . . . **J. Raymond Morris** stopped off in **New York Tuesday (15)** en route to take over advance billing chores for **B. Ward Beam's Congress of Hell Drivers**. **Morris**, who has posted paper for many orgs, including the **Ringling circus**, **World of Mirth Shows** and **Cavalcade of Amusements**, has been convalescing for over a year from injuries sustained in an auto accident. In **Boston** where he makes his home, **Morris** cut 'em

up with the **Big Show's** billing crews. . . . **L. T. (Pete) Christian** journeyed from **Richmond, Va.**, to **Washington** to catch the **Big One** in its first under-canvas date. . . . **Sid Goodwalt**, concession op with **O. C. Buck Shows**, was a **New York visitor Tuesday (15)**. . . . **Dan Mannix**, author of "Step Right Up!" a yarn involving his experiences with carnivals, and his wife will spend the summer in **Africa**. . . . **Doris and Slim Blankenship** and **Peggy and Duke Wright** closed with **Lawrence Greater Shows** to join **Cetlin & Wilson Shows**.

**Max Goodman**, former owner of the **Wonder Shows of America** and midway concessionaire, has taken over the **Greystone Hotel**, 20th and Collins Avenue, **Miami Beach, Fla.** . . . **Mrs. Louis J. Berger**, wife of the **Cavalcade of Amusements** general agent, is in **Augustana Hospital**, Chicago, recovering from an arm infection. . . . **Floyd Sheik** and his brother joined the **Peck Amusement Company** with a short range gallery at **Brownsville, Tenn.**

Among visitors to **Merriam's Midway** during their stand in **Grinnell, Ia.**, were **John Scott**, **Don Richie**, **Mr. and Mrs. Amos Youngblood**, **Mr. and Mrs. Bob Robinson**, **Mr. and Mrs. Howard Kremaloe** and **Mayson Santos**. . . . **Herman Sepler** and family joined **J. A. Gentsch Shows** in **Winona, Miss.**, with their wire act. . . . **Marty Reno** has his block pitch on the **B. & C. Exposition Shows**.


**Willie Lish**, who handled concessions at the **Boston Garden** during the **Ringling circus** appearance there, reported business the best in several years. . . . While **Virginia Greater Shows** played **Fords, N. J.**, visitors included **Patsy Carleo**, brother of cookhouse boss, **Frank Carleo**; **Ted Lewis** and **John Schwartz**, of **Ted Lewis Shows**; **Harry Heller**, Heller's **Acme Shows**; **Phillip Minelli** and **Mr. and Mrs. T. Agrilla**, relatives of General Manager **Rocco Masucci**.

**C. Lee Carawan** is in the hospital at **Columbus, Ga.**, and would like to hear from friends. . . . **Pfc. Aaron Cooper**, formerly candy man for **Irving C. Miller's Brown Skin Models** on the **James E. Strates Shows**, is stationed in **Japan** with the **981st Field Artillery Battalion**. He was inducted into the army **October 26, 1950**, spending six months at **Camp Cooke, Calif.**, before going overseas.

**Mrs. Edmund F. Perls**, of **Prono Pups** note, has been elected president of the **Flamingo Chapter** of the **National Children's Cardiac Home**, **Miami**. **Mrs. Perls** was skedded to be installed at a dinner dance **Sunday (20)** in the **Miami Beach Athletic Club**.

**Dick O'Brien** and **Eddie Rahn**, of the **James E. Strates Shows**, visited the **Morris Hannum Shows** while the latter org was playing **Harrisburg, Pa.** . . . **Ethel Weinberg**, executive secretary of the **National Showmen's Association**, is vacationing in **Miami**. . . . Close proximity of a number of shows to **New York** has resulted in a number of touring residents adopting a commuting schedule for the dual purpose of enjoying the comfort of their own homes and avoiding hotel tariffs. . . . **Royal American Shows** are pictured in the **June** issue of **Holiday** magazine as part of an article authored by **Debs Myers** about **Kansas**. Pix by **Ernest Kleinberg** include one of the shows title in neon tubing taken at **Topeka Free Fair**.

**J. C. Weer** has been appointed decoration and concession manager for the **American Legion's** national convention in **Miami**, **October 15-18**. . . . **Edward McDonnell**, a member of **Miami Showmen's Association**, has returned to **General Pratt Veterans Hospital**, **Miami**, for a second operation. . . . **Milton Cohen** returned to **Chicago** last week from **Rochester, Minn.**, and reports that he is recovering from a recent illness. . . . **Mr. and Mrs. Ned Torti** and **Mr. and Mrs. Ed Walls**  
(Continued on page 60)



30 CAR RAILROAD SHOW ON TRUCKS

## WANT

Side Show Manager with People and Acts to join at once. Must be tops in the business.

We have complete, well framed Side Show and a top fair route starting July 4 at Jamestown, N. D., and including the State fairs at Minot, N. D.; Heron, S. D.; Austin, Minn.; Spencer, Iowa, with 18 fairs in all.

Closing the last week in October in the South.

All Address

### 20TH CENTURY SHOWS

Kansas City, Kan. (Kansas Ave. at Mill St.), this week.

# CETLIN & WILSON SHOWS

## Week May 28. Big Celebration, Turtle Creek, Pa.

**CAN PLACE:**—Dark Ride, Little Dipper, Fly-o-Plane or any other ride that doesn't conflict.

**CAN PLACE:**—Grind Shows of merit. Special terms to those with own equipment and transportation.

**WANT:**—Show Painter and Artist.

**WANT SHOW ELECTRICIAN** who understands Diesel Plant. (On account of illness.)

**WANT AN ASSISTANT ELECTRICIAN** who understands this business.

**CAN PLACE ALL HANKY PANKS, NO EXCLUSIVES.**

*All Address This Week:*

## CETLIN & WILSON SHOWS, Altoona, Pa.

**W. R. GEREN Presents**

# MIGHTY HOOSIER STATE SHOWS

**INDIANA'S MOST MODERN**

Diesel Light Plants—10 New Rides—6 Light Tower Searchlights

Want Hanky Panks, stock only; Fish Ponds, Basketballs, Hoop-la, String, Fish Bowl, Pitch-Till-You-Win, Custard, Ice Cream, Snow and Foot Longs. We have sold exclusive on Corn and Apples, Candy Floss and Photos. All others open midway; come on. Privilege \$26.50 stills; \$36.50 fairs and celebrations.

Shows—all open. No Girl. What have you? You will make money in Indiana this year as there will be no racket in this State. Want to hear from bona fide show people. Indianapolis 20-milers, this show has no place for you. There might be another show in the State where you can congregate and agitate and tell the show owners where to go and make money.

This show booked solid with fairs and celebrations from July 1 to October 15. All replies—wire

**BILL GEREN, Marion, Ind.**



"Our Prompt Attention Whether a One Day Picnic or the Texas State Fair"

Permanent Mailing Address:  
390 ARCADE BLDG., ST. LOUIS 1, MO.

### WE HAVE FOR SALE!!

(1) set of 5 Fat Show Banners, \$50.00. (1) set of (10) Banners suitable for Side Show as per W-O-N-D-E-R-L-A-N-D, lettered with freaks in background—used part of season, \$200.00. (1) set of Side Show Banners as per M-U-S-E-U-M, used 3 fairs last fall, \$100.00. (1) set SATAN'S CHILDREN (3), in very good shape, 3 weeks old, \$100.00. A set of (3) banners for Snake or Ceek Show, \$25.00. All banners a steal at the present prices at Banner Studios. Send half with balance collect. Ray E. Thomas, W. C. Wade Shows, now Ann Arbor, Wk. May 28, Pontiac, Mich.

**WANT TO OPEN WEEK JUNE 4TH**—a complete organized Colored Show. Must be worthy of featuring. State number of people, band, chorus, etc. You must have own transportation. State salary for entire troupe. Don't misrepresent.

**WORLD'S FINEST ILLUSION SHOW** opens June 4th. Acts and People of all kind, write **TONY MARINO**, c/o this show. Canvasmen, Truck Drivers needed. Also real Show Carpenter with tools. A-1 sober Electrician. In order to complete the W. C. Wade midway, can place to open Pontiac May 28 (best Decoration Day spot in Michigan) Penny Arcade, Wild Life, Iron Lung, Lord's Last Supper, Working World, Mechanical City, Class House, Fun House, Motor Drome. All must be well framed. In writing contact me direct, as I will place you at all 7 big Fairs following the Wade route, including Dallas.

All reply to

**RAY MARSH BRYDON, Ann Arbor, Mich., this week; week May 28, Pontiac, Mich.**



## Evans' New Cigarette Wheel

**NEW FLASH! TOP EARNINGS!**

Great new fast playing cigarette stool! 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.

## AMERICAN UNITED SHOWS, INC.

Can place for the finest route of Celebrations and Fairs in the Pacific Northwest. Concessions—a wonderful opportunity for Custard, Derby, Glass Pitch, Pitch-Till-You-Win, Ball Games, or any other LEGITIMATE concessions. Jim Willis—your wire was returned. Wire me if you are coming. All wires sent me at the Wilhard Hotel, Seattle, were mislaid. Please wire again. Experienced Ride Help who can drive semis—top pay and good treatment, if you can cut it. Drunks stay away. Shows for the finest Show territory in America. Want Manager for 10-in-1 Show who has acts that will measure up to the standards of this show—we have all the equipment. Also reliable party to take over Athletic Show. Any other Show with own equipment, such as Big Snake, Fun House, Monkey Drome. BONES HARTSELL, answer—good proposition for your Shows here. All concessions contact Danny Ferguson, Concessions Manager. All Shows contact O. H. Allin, also Ride Help.

**AMERICAN UNITED SHOWS, INC.**  
 Seattle, Washington

## Want Due To Disappointment BIG ANIMAL OR MONKEY SHOW

Will supply tent, other equipment and arrange entry into Canada. Guaranteed Circuit of 18 BIG WEEKS with CANADA'S SECOND LARGEST SHOW.

Opening Halifax, N. S., for two weeks starting May 29.

DO NOT WRITE—PHONE OR WIRE ONLY

**BILL LYNCH SHOWS, LTD.**  
 P. O. BOX 582 PHONE: HALIFAX 44603 HALIFAX, N. S.

## Percell's PIONEER SHOWS

high class midway attractions

Williamsport, Pa., May 28 to June 2nd. Want Shows not conflicting. Concessions—Custard, Photos, Jewelry, Striker, Hanky Panks. What have you? Help—Lot Man and Electrician, come on, Caller and Counter Man for Bingo, useful Show People. "Stretch" Rice wants Agents for Wheel and Grind Store. Ride Help—Octopus, Wheel; Semi Drivers preferred. Want Girl Show Talker, good proposition; Candy Butcher, Dancer, Grind Show Talker, Teddy Rogers, contact Buddy Bernstel. All address STRETCH RICE, Business Manager or Mickey Percell, General Manager, Berwick, Pa.

## GOLD BOND SHOWS

JOLIET, ILLINOIS, MAY 21-26

**GIRLS — WANTED — GIRLS**

Girls for Girl Show—Hula, Strippers and Specialty Dancers. Experienced or will teach. Guaranteed salary and P.C. Also want Ticket Sellers and Canvas Man. Agents for Concessions—Slum Blower, Add-Em-Up Darts, Hoop-La and Slum Spindle, Sherry and Joe Borgia, "Red" Naylor, Tony Ling, Libby, Blackie, Frankie and Skippy, all those who worked for me before, come on; will place you.

All Wires and Mail to  
**Frank "Whitie" or Jerry Vasulka**  
 JOLIET, ILLINOIS

## IMPERIAL SHOWS

**WANT WANT**

Ferris Wheel Foreman and Roll-O-Plane Foreman. Also dependable Ride Help—No drunks. Agents for Photos and Penny Pitch. Also Counter Man for Derby. Address Steger, Ill., this week; Dowagiac, Mich., next week; then the Big One—Buchanan, Mich.

## BINGO HELP WANTED

Callers and Countermen: Two Units Open May 23d  
 Collegeville, Pa.; Saratoga, Pa.

**JACKIE'S BINGO**  
 Box 53, Yerkas, Pa.

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Write for "Early-Bird" Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N. Y.

## Midway Confab

Continued from page 59

have taken up residence in their summer homes at Lake Delavan, Wis.

Bill Brown joined Robertson & Caler Shows in Macon, Ga., with his Snake Show and long range gallery. . . . Visitors to the Mighty Hamontree Shows' midway during their stand in Johnson City, Tenn., included Bill Page, owner Mighty Page Shows; C. A. Stephens, owner of the shows bearing his name; Mrs. J. J. and Dorothy and Dale Page, owners of J. J. Page Shows, and Bob Stewart and George Kelley, of Interstate Shows. . . . Sammy Crable, son of Mr. and Mrs. George Crable, of Twin City Shows, celebrated his eighth birthday Tuesday (15) with a party on the midway during the org's stand in West Plains, Mo. Fifteen children from the shows attended and Sammy was presented with numerous gifts from relatives and friends.

Vince Nielsen is The Billboard sales agent on Twin City Shows. . . . Herman Weiner and Stanley (Butch) Plas joined the Morris Hannum Shows in Harrisburg, Pa., with their concessions. . . . Gene O'Donnell has the bingo stand on O. C. Buck Shows. . . . Lucille Lamkin has returned to Mighty Hoosier State Shows after spending three weeks with her daughter, Emma Jean Dreschel, who underwent an operation in Clark Memorial Hospital, Jeffersonville, Ind. . . . Line-up of Ray Garrison's Side Show on the George Clyde Smith Shows includes Ray Smith, fire eater; Shirley Garrison, blade box; Jessie Garrison, tickets; Joe Bronhorn, front; Tom Towner, tickets; Rose Davies, annex attraction, and Mary Lee Stewart, girl with horse mane. . . . Charlie Lamkin and his bride of a month, the former Rosaria O'Bryan, are operating their concessions on Mighty Hoosier State Shows. They were married during the shows' opening date in Jeffersonville, Ind.

Robert Bradburn closed with American Eagle Shows prior to being inducted into the armed forces. . . . Mrs. Scott, of Georgia Amusement Company, is visiting her mother at the latter's home in Kentucky. . . . Richard Sieman is operator-manager of the cookhouse on American Eagle Shows. . . . Hank Stuken, electrician with Georgia Amusement Company, also is operating two concessions there this season. . . . Capt. E. H. Hugo has his cookhouse and concessions on Gust Karas Shows. . . . George Hawk, well-known concessionaire, has his stands at Fairyland Park, Kansas City, Mo.

Bill Welsh received a severe leg injury while erecting the Ferris Wheel on the Gooding Amusement Company midway in Girard, O., May 14 and underwent an operation in St. Elizabeth's Hospital, Youngstown, the following day. His stay in the hospital is indefinite. Cards from friends will be appreciated.

Sal Terracina, organist with the Dorita show, is again assisting Gerald Snellens in publicizing the World of Mirth Shows.

Line-up of Princess Tiny's and Stan Wrisley's Side Show on the C. A. Stephens Shows is as follows: Wrisley, talker; Frank Marshall, tickets; Shanda, magician and emcee; Monica Wrisley, sword barrel; Oudie Gibson, smoke pictures; Arlie Hall Jr., fire-eater; John Maynor, torture act; Martin Levy, fat man; Louise Wrisley, smallest mother; Princess Tiny, girl with four hands; Janet Joyce, four-legged girl, and Lola Conklin, annex. In the Girl Show are Bob Dale, talker and manager, and Stella Mason and Thelma Piker, dancers. The Snake Show has Jack Cameron, manager and talker, with Henry Foster Jr., working the pit.

## FOR SALE — EQUIPMENT — FOR SALE

**KIDDIE AUTO**—ALLAN HERSCHELL 10-Car, Late Model, New-Type Cars, Factory Overhauled, Like New, Price \$2,000.00.

**#12 BIG ELI WHEEL**—Seats Refinished, New Paint and Upholstery, Factory Overhauled. All in First Class Condition, Including Eli Power Unit. Looks Like New. Price \$6,000.00.

**1951 MINIATURE TRAIN**—Mfd. by Miniature Train Co.—New in December. Used very little. Has Locomotive, 3 Center Cars and Observation Car. Capacity 20 Children. 270 Feet of Track. A Real Buy at Only \$3,000.00.

WRITE—WIRE—PHONE

**GOODING AMUSEMENT CO., INC.**  
 1300 NORTON AVE. UNIVERSITY 1193 COLUMBUS 8, OHIO

## 61st ANNUAL SOLDIERS AND SAILORS FAIR AND PICNIC

HARPER'S MEMORIAL PARK, SHADE GAP, PA., JULY 30 TO AUGUST 4

All Concessions wanting space at the picnic, contact now. Can use two or three Grind Shows suitable for family patronage. No Girl Shows. All old Concessions, contact for your locations. Mr. Leavengood, Wild Life, contact. Can use two American Palmists, two Custards, two Cookhouses, two Sit Down Grabs and all Hanky Panks. Can use Ride Help for all Rides. Upland, Pa., week of May 21-26; Bridgeport, Pa., week of May 28. All replies for picnic to

**A. L. BLACKMON**  
 818 N. 32ND ST. CAMDEN, N. J.  
 Others GOLDEN RULE SHOWS as per route.

## WANT ★ KEYSTONE EXPOSITION SHOWS ★ WANT

Legitimate Concessions of all kind. No exclusive. Want Ride Help for all Rides, must drive Semi-Trucks. Office wants Stock Store and P.C. Agents. Have very good route of still dates. Playing through the potato section of North Carolina and a big American Legion Fourth of July Celebration at BELHAVEN, N. C. Good proposition for small Bingo. Have a two-abreast ALLAN HERSCHELL MERRY-GO-ROUND in A-1 condition for sale; can be seen at any time in operation. Write or wire KEYSTONE EXPOSITION SHOWS, this week, BISCOE, N. C.; then BAYBORO, N. C.

## KIDDIE RIDES AND EQUIPMENT

SELL, TRADE OR LEASE

Four-car Electric Train, excellent condition, plenty extra parts, complete, \$950. Smith & Smith Airplane, loaded on four-wheel Trailer, four new 6-ply Hood tires-tubes; extra motors, tires, wheels; ready to go, \$1,000. 1949 Studebaker Ton-Half Truck, body over cab, canvas covered, extra new tire, lots tools, etc., \$1,350. Want to lease from owner other Rides. Wire—See—Telephone 12

**R. M. CRUMLEY**  
 c/o Western Union, Wilton Junction, Iowa, Hawkeye Lumber Yard, until May 26.

STOCK TICKETS	ROLL TICKETS	PRINTED TICKETS
10 Rolls ... \$ 5.00	Printed to Your Order ACE FORMS MFG. CO., INC. 65 Bleeker Street New York 12, N. Y.	10,000 ..... \$ 8.50
50 Rolls ... 19.00		30,000 ..... 14.00
100 Rolls ... 37.00		50,000 ..... 17.00
Rolls are 2,000 each. Size 1"x2".		100,000 ..... 28.00
Double Coupons. Double Prices.		

'America's Finest Show Canvas'

**TENTS—SIDESHOW BANNERS**

ONE 24x36 CORN GAME TOP—Blue Flameproofed—Striped Awning—BRAND NEW.

**USED CONCESSION TENTS**

Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
 4862 N. CLARK ST. CHICAGO 40

## HOOP GAMES

WE MAKE 7 VARIOUS TYPES

- ★ HOOP-LA BOXES
- ★ LAMP HOOP-LA BLOCKS
- ★ HEART SHAPED GAMES
- ★ PITCH TILL YOU WIN BLOCKS
- ★ BEAR BLOCKS
- ★ WATCH-LA BLOCKS
- ★ INTERMEDIATE BLOCKS FOR PITCH TILL YOU WIN

We also have on hand at all times HOOPS for all sizes of blocks that we manufacture. WRITE FOR CATALOG LISTING ALL OUR GAMES.

**RAY OAKES & SONS**  
 BOX 106 BROOKFIELD, ILL.  
 Phone: Brookfield 8860

## PENNY PITCH GAMES

Size 46x46". Price \$42.50.  
 Size 48x48". With 1 Jack Pot, \$50.00.  
 Size 48x48". With 5 Jack Pots, \$55.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price ..... \$27.50

**BINGO GAMES**

75-Player Bingo, Complete ..... \$4.00  
 100-Player Bingo, Complete ..... 8.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
 116-122 W. Illinois St. CHICAGO, ILL.

## 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 spindle. 36 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

## WANTED

Rides and Concessions

For 12TH ANNUAL HOMECOMING CELEBRATION, Blue Hill, Nebraska, on July 26th, 27th and 28th, 1951. Has proven to be a very good spot. Contact

**PAUL C. ARNDT, CHAIRMAN**  
 Blue Hill, Nebraska Phone 51

SHRUNKEN HEADS, LONG HAIR LIKE PHOTO, PREPAID \$12.00

Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby, many others. Write for Latest Circular Showing Photos and Prices.

**TATE'S CURIOSITY SHOP**  
 3858 E. Van Buren St. Phoenix, Arizona

## 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

## POP CORN

Send us your check for \$9.50 and we will ship you 100# of Indiana Triumph (the guaranteed Pop Corn) Yellow Hybrid. For 26 years we have served the outdoor trade with fine Yellow and White Pop Corn. Phone—Wire—Write.

**INDIANA POP CORN CO.**  
 Muncie, Indiana

Producing America's Best Carnival and Circus Side Show

## BANNERS

**SNAP WYATT STUDIOS**  
 RT. 3, BOX 1180 TAMPA, FLA.  
 Phone, Write or Wire

## WILL BOOK

Smith & Smith Chairpane, have Chev. Truck to haul ride. Playing West Virginia, Kentucky, Virginia, Tennessee and Georgia. State lowest percentage or will sell Truck and Ride.

**A. HARTZBERG**  
 4420 N. Hesperides St., Drew Park Tampa, Fla.



### RIDES FOR SALE

#5 ELI WHEEL, 1943 Model  
1946 SPITFIRE

FUN HOUSE, Built on Semi

LIGHT PLANT, 66 K.W. GMC Diesel

Good transportation for all if wanted. Seven extra truck tractors. All the above is surplus, set up for inspection. Will trade for 16-car Portable Scooter.

#### Don Franklin Shows

Will Rogers Coliseum, Ft. Worth, Texas, thru Aug. 12th.

### COLE & WALTERS CIRCUS

A KELLY-MILLER UNIT

Want Acts for replacements. Long season—Join now or in next four weeks. Ground Acts, Clowns with Acts and Work, come in, Assistant Elephant Man, Punch, Vent, Magic for Side Show. Can use white Workmen who drive. Good sleeping accommodations and best Cookhouse on the road. Madison, Neb., May 24; Pierce, 25; Bloomfield, 26; Lynch, 28. P.S.: Frank Ellis can place couple Butchers.

### JOHN P. CIABURRI WANTS AGENTS

Commencing May 27th, Jersey City, New Jersey, at Roosevelt Stadium plus twenty Celebrations to follow. Duck Pond, Darts, Cork Galleries, Milk Bottle, Ball Game using plush toys. Agent must be courteous and capable of getting results in big time. Contact Charles Sheehan at Roosevelt Stadium, care J. C. Harlacker Circus Enterprise.

### WANT

Athletic Show Manager who will get money. Frankie Morrison, contact. Cliff, call.

#### Boone Valley Shows

Tama, Iowa, May 21-26; Oelwein, May 28-June 2.

### Want To Book

Photos, Mitt Camp, Long and Short Range Gallery, Auto Bumper, Glass Pitch, Balloon Dart, Bucket Store, Set Spindle, High Striker, Want—Funhouse, 5-in-1 Show, Mechanical Show, Want—Second Man on Ferris Wheel.

#### Boone Valley Shows

Tama, Iowa, May 21 to 26; Oelwein, May 28 to June 2.

### MERRIAM'S MIDWAY SHOWS

Want Concessions

Ball Games, Coke Bottles, Basket Ball, Balloon Darts, or any other Hunky Panks. Want Help—Electrician and Second Men. Shows—Any Show of merit. Marshalltown, Iowa, now.

### WANTED AT ONCE

Colored—Trumpet, Tenor Sax, Band Men, 4 Chorus Girls who can dance, Dancing Act. No drunks. Wire, you pay yours, I'll pay mine.

**HARLEM CUBANA REVUE**  
BILLY CORNELL, Stage Mgr.  
Cavalcade of Amusement Shows  
Evansville, Ind.

### AGENTS WANTED

For Heart Pitch, Roman Target, High Striker and other Hunky Panks.

#### JACK E. VINSON

c/o JOHN FRANCIS SHOWS  
Alton, Ill., this week.

### WANTED

Readers for Mitt Camp (no gypsies). State all in first letter.

Address:

#### W. CHESTER MAYS

c/o The Hennies Shows, Per Route

### FOR SALE

One complete Electro-Freeze Frozen Custard outfit mounted in factory built trailer. Fluorescent lighting throughout. Can be pulled in back of any car. Ready for operation. Can be purchased very reasonable for cash. Also have few cases of gallery type Ammunition. Make offer per case. D. CHUDY  
772 Farmington Ave., W. Hartford, Conn.  
or Call Hartford 32-7054

### MOTORDROME RIDERS

Can use Male or Female Riders for 17-week park season—opening May 15th. Write or wire

#### THRILLS, INC.

Riverview Park Chicago, Illinois

### WANTED

Large Carnival, July 4, 5, 6 and 7 at Riverside Park, Eminence, Mo. Sponsored by V.F.W. Contact Post Commander

#### PAUL W. ATCHISON

Eminence, Mo. Phone 50

## Persuasive Talking Paves Way Thru Colorful Career

Continued from page 47

a future, he joined the 15th Cavalry, commanded by Capt. John J. Pershing.

Weidmann's career as a talker did not start until 1912, but he displayed latent talent in 1903. No sooner had he signed for the cavalry, than he convinced officers that he should have a furlough. During this leave he toured Europe with the Buffalo Bill show, receiving wages plus his Army stipend.

#### Cavalry Show

Upon his return to the U. S. in 1905 and the Army's horse division, he was transferred to Troop G, which was the exhibition department, and was instrumental in the 15th Cavalry's putting on an exhibition in Madison Square Garden, New York.

His discharge came in 1906 and Weidman was employed for a short time by a sporting goods firm. However, indoor work had little appeal for him, and when it was announced that Buffalo Bill would play the Garden in 1907, Weidmann went with the show. He rode in the soldiers' string and did Roman riding, claiming to be the only man to ride the five-horse hitch.

When the show closed that year, Weidmann switched to the Pennsylvania Police and was assigned to breaking horses. When Buffalo Bill opened in 1908, however, he returned to his old job, and that winter joined the original Shrine Circus in Peoria, where he worked with Rhoda Royal.

#### Buffalo Bill's Secretary

The association with Buffalo Bill, Weidmann recalls, was very friendly and later he became the showowner's confidential secretary. However, when the two Bills—Pawnee and Buffalo—joined, Weidmann moved on to Zack Miller's 101 Ranch in Ponca City, Okla. In 1910 Weidmann returned to the Buffalo Bill organization.

Weidmann liked his Roman riding days, but there was an accident that could have ended disastrously. In one performance the horses turned over on the jump, and Weidmann took a spill that broke 19 bones and his back in four places. The mishap landed him in the hospital for five months.

#### Sails as Cook

Seeking work less strenuous, Weidmann took a job as cook on a barge sailing out of Perth Amboy, N. J. However, he soon drifted to Boston and a job with a wholesale liquor dealer. While the commissions were high, the pay was \$12 a week. When the employer told him that he had too much education to be working for that money, Weidmann did look for another job and hooked on as a lecturer on the convict ship Success. Here he met with success, moving from a job as talker to that of chief officer and lecturer in three years.

The Success, after traveling the Mississippi and Ohio rivers, moved thru the Panama Canal to the West Coast, where it tied up January 1, 1915, at the foot of Howard Street, San Francisco. Since Weidmann liked the town, he resigned from the ship job in June of that year, when the boat was preparing to move, and joined Eddie Vaughn, who was handling the "Stella" painting for his brother, Norman. Panama Pacific International Exposition was going strong and Vaughn invited Weidmann to become a partner in a September Morn show. The association was profitable and later Weidmann sold his interest. While these deals were in the air, Weidmann met and married Ethyl Buckley, a cashier and checker at the Chinese Village.

#### Wonderland Museum

Next came jobs as manager of the Wonderland Museum, owned by Mike Golden and Charlie Smith, and a tour with the Abe Hender Shows. In 1917 Weidmann worked in a shipyard and the construction department of an oil concern.

While Weidmann was with the oil company he read an advertisement in *The Billboard* asking that he come to Ambridge, Pa. The convict ship had moved east and had torn out its topmast. Captain Smith asked that Weidmann help direct reconstruction work. When the job was completed he found temporary employment as a magazine salesman. A brief stay in Atlantic City returned him to show business. Then the Weidmanns decided to try their luck at Michigan State Fair. En route to the annual they framed the mental act they used until 1925.

#### Launches Soap Biz

On the road Weidmann had watched soap pitchers, especially Doc McKay, work, and decided to step into this line. When Crystal Market opened on Market Street, San Francisco, 26 years ago, one of the stands was operated by the Weidmanns. When not pitching there, they made fairs. This led to establishment of a mail-order soap business that is still profitable. Mrs. Weidmann died in February, 1950.

The beginning of Show Folks of America, which Weidmann heads, had its origin in 1915 when Charlotte Greenwood, Sophie Tucker, Jim Hathaway, Ike Tucker and others attended a meeting in the old Hofbrau. When SFA was organized in 1944 he was No.2 member, following only Mary Ragan, the group's first president.

Having served on nearly every committee, Weidmann is familiar with the club's needs. He sets as club goals increases in memberships and benefits. He believes that clubs, to justify their existence, should be of assistance to one another and offer a ready welcome to trouper members of other associations.

### CUMBERLAND VALLEY SHOWS

Opening in South Pittsburg, Tenn., June 18th

Want Motordrome or any capable Show with own outfit, except Funhouse and Snake Show. All legitimate Concessions open except Cookhouse, Corn Game, Diggers, Custard, Popcorn and Peanuts. Nice flashy Photo Gallery, Caller for Bingo, Talker on Funhouse, A-1 Electrician, good Ride Men on all rides and a few who can drive trucks. You are positively paid every Monday night. This show carries no Girl Shows, Gypsies, Flats, Drunks or Agitators and opens with 12 Rides. Holds contract for a big Fourth of July Celebration and thirteen County Fairs beginning the last week in July. All who have contacted acknowledge this ad. Show moves on lot June 4th. Earl, Head, Georgie Boy and Mary, answer. Address all mail to:

ELLIS WINTON

108 E. McLean St., Manchester, Tenn. Phone 3284

### CUNNINGHAM EXPOSITION SHOWS

Want legitimate Concessions of all kinds except Bingo, Cookhouse, Popcorn. Ride Help on all rides. Want Shows of all kinds. Larry Mitchell, Bud Lilly, Preacher, J. D. Faulkner, come on. Opening May 26, two Saturdays, New Martinsville, W. Va.; Man-nington, W. Va., to follow. Address all mail to

MR. OR MRS. JOHN CUNNINGHAM

New Matamoras, Ohio Phone 89

### COLEMAN BROTHERS' SHOW WANTS

Ride Help, Pin Cushion. Doc Jones wants Side Show Acts, Inside Lecturer, Bill Shaw, contact. 3 Girls for Hawaiian Revue, Talker for Girl Show.

Berlin, Conn., May 21 to 26; Keene, N. H., May 28 to June 2.

### ST. RITA'S GOLD RUSH OF '51-C. Y. O. STADIUM

ALL DAY . . . . . ALL NIGHT

MAY 29

SIXTEENTH STREET  
INDIANAPOLIS, INDIANA

You will also work balance of the week.

Where a jillion people are bumper to bumper for the

500 MILE SPEEDWAY CLASSIC

Want all legitimate Concessions. No exclusives . . . plenty for all. No fair weather booking on Monday, May 28. All privileges must be in by this Saturday, May 26.



Attention, E. E. Sterner. Hoppy is here. Happy home, come on.

SHOWS: A very attractive proposition to clean legitimate Shows. RIDES: No Rides needed. Have 14 of our own, including Dual Wheels. This is not a promotion, but an annual Catholic sponsored celebration featuring

LIONEL HAMPTON

and all the trimmings.

Call me Wabash 1010  
BARON PAUL, Owner

## Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

## W.G. WADE Shows

PONTIAC, MICH., MAY 28 to JUNE 3  
at our usual good Downtown Location

CAN PLACE—Stock Wheels, Grocery Wheels, Gold Fish Bowl, Ball Games, String Games and other Legitimate Concessions.

RIDE FOREMEN: Can place you if you are capable and reliable. Best of treatment and you get what you have coming.

Concessionaires all know Pontiac and there is a limited amount of space, so for location act quick. WIRE NOW!

W. G. WADE SHOWS, ANN ARBOR, MICHIGAN, ALL THIS WEEK

### MEEKER SHOWS

WANT

To join immediately for the best route in the Northwest. 15 consecutive Fairs and Celebrations starting the middle of June.

Electrician, Mechanic, Fun House Operator, Ride Men who drive semis. Good treatment, top salaries. Can place three more Grind Shows with own equipment. Few Concessions open. Useful Show People in all departments always welcome.

WIRE—RALPH MEEKER, MEEKER SHOWS, SUNNYSIDE, WASHINGTON



CAN PLACE

Photo Gallery, Short Range Gallery, Coke Bottles, String Game and any other Concessions not conflicting. Can also place Fun House. Want Second Men who can drive semis. Roland Porter needs Canvasman and Candy Butcher for his "Scan-Doll" Girl Show. Address: KANSAS CITY, KANSAS (Kansas Ave. at Mill St.)

### WANT WANT WANT

FOR 8 FIREMEN'S FAIRS

ALL 10-DAY SPOTS—2 SATURDAYS AT EACH LOCATION. GOOD PROPOSITION FOR BABY RIDES, TILT-A-WHIRL, OCTOPUS, ROLL-O-PLANE WITH SINGLE PHASE MOTORS, WITH OWN TRANSPORTATION. OPENING MAY 23.

Phone: Pottstown, Pa., 2790-J, or Collegeville, Pa., 7882.

Write or Wire: Valley Forge Hotel, Norristown, Pa.

JOE REDDING

### SUNSET AMUSEMENT CO.

Wants C-Cruise Foreman who drives semi. Want three Second Men on rides who can drive. Freeport, Ill., this week, Winona, Minn., next.

### WANTED RIDES

for Greensboro Fairgrounds—Summer season—Must be first class. Contact

CLYDE KENDALL, Mgr.

Greensboro Fair, Phone 3-2083, Greensboro, N. C.

STOCK TICKETS	Even if you are on the right track you will get run over if you sit there.	SPECIAL PRINTED Cash With Order Prices:
One Roll . . . . . \$ 1.50		2,000 . . . . . \$ 6.90
Five Rolls . . . . . 4.50		4,000 . . . . . 7.80
Ten Rolls . . . . . 8.50		6,000 . . . . . 8.70
Fifty Rolls . . . . . 22.00		8,000 . . . . . 9.60
100 Rolls . . . . . 40.00		10,000 . . . . . 10.50
ROLLS 2,000 EACH		30,000 . . . . . 15.50
Double Coupons		50,000 . . . . . 20.50
Double Prices		100,000 . . . . . 33.00
No C. O. D. Orders		500,000 . . . . . 133.00
Size: Single-Tkt., 1x2		1,000,000 . . . . . 258.00
<b>TICKETS</b> of every description		Roll or Machine
<b>THE TOLEDO TICKET COMPANY</b> 114-116 Erie St. Toledo (Ticket City) 2, Ohio		Double Coupons, Double Price



250TH ANNIVERSARY CELEBRATION  
**DETROIT, MICHIGAN**  
 EAST SIDE OPTIMIST CLUB  
 PRESENTS  
**ITS 5TH ANNUAL SUMMER FESTIVAL**  
 AT  
 FERRY & CHENE MARKET JUNE 1-10  
**WANTS**  
 LEGITIMATE CONCESSIONS OF ALL KINDS  
 HAM & BACON, BLANKET, POULTRY, PLUSH TOYS and GROCERY WHEEL, OPEN. CAN PLACE JEWELRY, PHOTO GALLERY, ICE CREAM. WANT HELP FOR FOLLOWING RIDES: MERRY-GO-ROUND, FERRIS WHEEL, TILT-A-WHIRL, ROLL-O-PLANE, AUTO SCOOTERS, LOOPER and KIDDIE RIDES. Ralph Keith, Harold Gary, Edward Ferrier, wire.  
 Write or wire C. D. MURRAY, Mgr., W. G. WADE'S GREATER SHOWS, North Lansing, Mich., until May 30.  
 The following is list of Fairs and bona fide Celebrations to follow this one:  
 ROMULUS, MICHIGAN, Chamber of Commerce & Rotary Club Fair, June 12-June 16.  
 DETROIT, MICHIGAN, Guardian Angel Orphanage, June 20-June 24.  
 NORTH WEBSTER, INDIANA, 6th Annual Mermaid Festival, June 26-June 30.  
 ARGOS, INDIANA, Centennial Celebration, July 2nd-July 7th.  
 CAMDEN, OHIO, Progressive Club Annual Home Coming, July 10-July 14.  
 CARLETON, MICHIGAN, Rotary Club 10th Annual Fair, July 17-July 22.  
 MILAN, MICHIGAN, Rotary Club Free Fair, July 24-July 28.  
 HASTINGS, MICHIGAN, Barry County Free Fair, July 31-August 4.  
 LAGRANGE INDIANA, Corn School, August 7-August 11.  
 MASON, MICHIGAN, Ingham County Fair, August 13-August 18.  
 SANDUSKY, MICHIGAN, 4-H Free Fair, August 21-August 25.  
 MARNE, MICHIGAN, Berlin County Fair, August 27-August 31.  
 WAUSEON, OHIO, Fulton County Fair, Sept. 3-Sept. 8.  
 COLDWATER, MICHIGAN, Branch County Free Fair, Sept. 10-Sept. 15.  
 BOURBON, INDIANA, Fulton County Fair, Sept. 18-Sept. 22.  
 Others to follow.

**JAMES E. STRATES SHOWS**  
 AMERICA'S BEST MIDWAY  
**Want for Long Route of Fairs Starting August 1**  
 Native South American Show with real entertainers, no Cooch. Nate Eagle wants best Talker in America for Hollywood Midget Movie Stars. Will book and furnish wagons for Tilt-a-Whirl, Fly-o-Plane or any Ride that does not conflict. Can place experienced Custard Operator, Ride Help, Canvasmen and Carpenters. All replies to  
**JAMES E. STRATES, MGR., JAMES E. STRATES SHOWS**  
 Jersey City, N. J., this week; Schenectady, N. Y., week May 28.

**PLAYLAND SHOWS WANT**  
 Ride Help for Caterpillar, Merry-Go-Round, Roll-o-Plane and Wheel. Do not have to drive trucks. Caterpillar Foreman, very attractive deal, top salary and percentage of ride.  
 Concession help wanted. Contact Kenosha.  
 Now showing at 140th and Bartlett streets, Cleveland, Ohio. Playing city all summer.  
 Jeffries and Blink, contact Kenosha.  
**JACK GALLAGHER, MGR.**

**NEW ENGLAND AMUSEMENT CO.**  
**WANTS**  
**GARDNER, MASS., MAY 28 TO JUNE 2**  
 All Hanky Panks, Long and Short Range, 2 Merchandise Wheels, one Grind Show. Foreman for Whip and Autos, must drive. For space wire to  
**HARRY KAHN, Mgr., East Pepperell, Mass., now.**

**EDDIE'S EXPO SHOWS**  
 Want Frozen Custard, Guess Age or Scales, Photo, String Game, Bumper. Want Octopus or Tilt or Spit Fire. Want Manager for Girl Show. Must have three girls. Answer:  
**EDDIE DIETZ**  
 May 21-26, McDonald, Pa.; May 28-June 2, Brownsville, Pa.

**For Details See Page 51**  
**Your Own Competitors Tell You...**  
 (and they ought to know because they've done it)

# Initial Dates Earn Top Takes for Buck

Click Engagements Keep Org Well Ahead of 1950 When Weather Behaves

NEWBURGH, N. Y., May 19.—The weather took its toll last week at Menands, N. Y., but with that exception O. C. Buck Shows have been sailing along in high gear drawing bigger crowds and earning higher grosses than for the corresponding period a year ago. Opening at Troy, N. Y., shows winter quarters, gave the org a grand send-off. Increases in all departments were registered in multiple percentage points even though the weather was such that it might have turned into a bloomer. Schenectady, N. Y., which followed, outpaced last year by a wide margin. Minimum wages in that town's numerous industrial

plants don't go much below \$2 per hour, according to shows personnel, and the enthusiastic spending of the populace would seem to bear this out.

Menands, with Albany, Cohoes, Troy and other area communities to draw from, promised to outstrip Schenectady, shows execs said, but the weather turned into a winning opponent and only fair grosses were racked up.

With the warmest weather of the year prevailing at mid-week here, this date should help boost the average. Spending at the early sessions was nominal, in keeping with the reputation of the town, with the bulk of the gross looked for last night and today when payroll dough should be in circulation. The gate was sizable thruout the week, with warm nights making for a solid play for the juvenile units.

### Little Competition

To date the shows have been first in at each of their stands, a hoped for but seldom achieved advantage. Competition this season has been less keen than in previous years with only five units listing dates in the State. At least double that number have been in attendance for early dates in the past while virtually inaugurating a shuttle service between down-State towns, including Newburgh.

Reported tighter operational controls are believed to have curtailed the usual influx of Southern-based units. Another contributing factor was the periodic revival of the trend to by-pass early openings and premature junkets to the North at a time when frigid temperatures could still be expected.

Next week could be one of the season's big ones when shows take over the midway of the first annual South Jersey State Fair, Camden. Unit shutters here tonight and will use the several days preceding the Thursday (24) opening at Camden to put on its best face. Personnel credits the date with no in-between possibilities, maintaining that it will either be tremendous or a floperoo.

Chances are that Buck will exit Jersey after Camden for familiar New York stands. Unit customarily limits its engagements to the Empire State except for fair dates.

Shows made a fine appearance herewith three new Downey light towers lined up behind the Courtney-built main entrance which features revolving light towers.

Units and their managers include Side and Reptile shows, Whitey Sutton; Motordrome, Orville Hagen; Monkey Show, Walter McCracken; Funhouse and Mermaid Show, Clayton Campbell; Singer's Midgets, Bob Drake; Revue and Posing Show, Roxie Lee and Life Show, Joe Sevich.

Rides are Merry-Go-Round, Twin Ferris Wheels, Whip, Caterpillar, Tilt-a-Whirl, Little Dipper, Rolloplane, Loop-o-Plane, Fly-o-Plane, Hi-Ball, Live Ponies, Sky Fighter, kiddie boat, train, buggy and pony cart.

Staff includes Oscar Buck, owner-manager; Jim Quinn, general agent; Dick Tolman, secretary; Roy Peugh, publicity; Luke Siekirt, Diesels and William Beldock, ride superintendent.

## Boyette Leaves Magic Empire for Ala. Fair Post

MADISONVILLE, Ky., May 19.—Paul Boyette resigned this week as legal adjuster and manager of Magic Empire Shows to become executive director of five Alabama fairs. He assumes his new duties June 1.

Fairs include Covington County, Andalusia, Dale County, Ozark, Escambia County, Brewton; Tri-County, Enterprise, and Geneva County, Geneva. Boyette will also assist the directors of Pike County Shrine Fair, Troy, Ala. A central office will be located in Andalusia and a staff of five experienced promoters will be used to operate the circuit. New set-up includes a unit of five rides that will play Alabama until fair time. Four additional rides will be placed on a park location at Fort Walton, Fla. The two units will combine for the fair season, Boyette says.

## C&W Corrals Okay Gross At Baltimore

BALTIMORE, May 19.—With excellent weather, Cetlin & Wilson Shows garnered good business here for the week ending Saturday (12). Shows, located just inside the city limits, were only three blocks off Ritchie Highway in the Brooklyn section. Area is densely populated and sizable crowds attended nightly.

Good weather has prevailed for most of the still young season and grosses and attendance have been encouraging, Owners Jack Wilson and Issy Cetlin reported.

Richmond Cox, publicity-exploitation chief, is working in national ads. Coca-Cola billing was added to the sides of one of the show wagons recently.

Raynell has augmented her Girl Show line-up. Charles Sheesley, general superintendent, has inaugurated a continuing refurbishing program.

A tractor trailer unit, owned by Al Dorso and loaded with pop corn machines, candy apple equipment and stock, was stolen soon after it was placed on the lot for the local engagement.

## Chi Show Folks To Honor Dead At May 27 Rites

CHICAGO, May 19.—Show Folks of America will honor its deceased members at memorial services in Glen Oaks Cemetery here Sunday (27) at 2:30 p.m. Jack B. Reidy, president announced this week.

Rev. Marcel La Voy will officiate, with Isaac Chapple and Henry Rieck assisting. Ceremonies will include songs and scattering of rose petals over the graves.

## Sam Solomon Joins Chi Insurance Firm

CHICAGO, May 19.—Sam Solomon, veteran operator of carnival girl shows and concessions, has entered the insurance business, representing the McGowan insurance agency here. He will specialize in outdoor show business coverage.

Solomon has been in the restaurant and tavern business here for a number of years. Prior to that he had operated back-end units on the John H. Marks, Otis L. Smith, Bruce, Sheesley's Mighty Midway, Endy Bros. and Sol's Liberty shows.

## Hold Last Rites For Mrs. Ruby Hilo

RIVER ROUGE, Mich., May 19.—Funeral services were held here today for Mrs. Ruby V. Hilo, wife of Severin Hilo, owner-manager of the Down River Amusement Shows, who died Thursday (17) in an Ann Arbor, Mich., hospital, following a stroke.

Mrs. Hilo was co-manager with her husband of a small amusement park in Ecorse, Detroit suburb, and for the past five years had assisted him in his carnival operation.

In addition to her husband, Mrs. Hilo is survived by her parents, a sister and a brother.

**Get with a . . . GOODING unit**  
**Want Concessions**  
 CAN USE LEGITIMATE GAMES, ROOT BEER, PHOTOS.  
**CARNIVAL DATES—**  
 MAY 28-JUNE 2—INDIANAPOLIS  
 JUNE 4-9—MUNCIE, IND.  
**ALSO—** CAN PLACE GAMES ON UNIT JULY 2-21, INCL.  
**FAIRS & CELEBRATIONS**  
 JULY 4—HILLSDALE, MICH. Games, Custard  
 JULY 16-21—GREENFIELD, O. Games  
 JULY 23-28—GREENSBURG, IND. Games  
 JULY 30-AUG. 4—SHELBYVILLE, KY. Games  
 AUG. 13-18—CORUNNA, MICH. Games  
 AUG. 20-25—MIDLAND, MICH. Games  
**ALL PROVEN DATES**  
 ONLY LEGITIMATE GAMES WILL BE PLACED—NO PALMISTRY OR GYPSIES. SPACE LIMITED.  
 WRITE—WIRE—PHONE TODAY

**GOODING AMUSEMENT CO.**  
 Operating 8 Units  
 1300 Norton Ave., Columbus 8, Ohio  
 Phone: University 1193

**BASEBALL WHEELS—New**  
 30" Decorated, \$50.00 ea.  
 48" Decorated, \$125.00 ea.  
 Merchandise Wheels, Money Wheels, Lay-downs.  
 Midwest Rep.: Advance Nov. Co. Detroit, Mich.  
 West Coast Rep.: M. Monette & Co. San Francisco 3, Calif.  
**CARDINAL MFG. CORP.**  
 430 Keap Street Brooklyn, N. Y.  
 EVERgreen 7-5027

**AGENTS WANTED**  
 for well-flashed Slum Stores, Fish Pond, String, Airplane Bumper, Darts, Glass Pitch and others. If you can't up and down it don't bother. This outfit has a long list of bona fide Fairs starting July 2.  
**RUSTY WAGNER**  
 % Blue Grass Shows, Bellevue, Ill., May 21 to 25.

**WANTED**  
 Ride help, hanky panks, shows with own equipment. Leo Cogozzo Monkey Show, get in touch.  
 Opening Pocomoke, Md., Monday, May 21.  
**MODERNISTIC SHOWS**  
**JOHN KEELER**

**GIRLS GIRLS**  
**ANDY ZANE**  
**WANTS**  
 Girls for two Girl Shows. No experience necessary. Top salaries and best of working conditions. Wire or come on immediately. c/o PENN PREMIER SHOWS, Newton, N. J., this week; Dover, N. J., next.

**WANTED**  
**WEEK OF JUNE 17 OR 24**  
 Full-Size Carnival with all Attractions and Rides.  
**SPORTS BOOSTERS' CLUB**  
 J. W. CHULICK BENLD, ILL.

**CAVALCADE OF FUN SHOWS**  
 Oregon, Ill., May 23-26; Cherry Valley, May 30-June 2.  
 WANT WHEEL MAN, JENNY MAN, also extras to set up Bingo. Kid Ride Help. WANT Concessions: Novelties, Bumper, any kind that works for stock.



**JOHNNY J. DENTON'S**  
**GOLD MEDAL Shows**  
**CAN PLACE CAN PLACE**  
 Richlands, Va., this week; then Bristol, Va.  
**SHOWS**—Want complete organized Minstrel Show (four beautiful new 80-ft. panel fronts); must be high-class and capable of grossing money at our railroad show fairs. Good proposition for Penny Arcade, Wild Life or Big Snake.  
**RIDES**—Opening for Fly-o-Plane, Scooter or Spitfire.  
**CONCESSIONS**—Sell exclusive on Novelties, Photos, Custard or Ice Cream, Snow Cone and French Fries. All other legitimate Concessions open. Wire  
**JOHNNY J. DENTON, Richlands, Va., this week**  
 P.S.—Ray Ayres can place Girls for Girl Show.

**C. C. (SPECKS) GROSCURTH PRESENTS**  
**BLUE GRASS SHOWS**  
**FEATURING THOROUGHbred ENTERTAINMENT**  
**CAN PLACE HANKY PANKS OF ALL KINDS**  
**SHOWS:** Can place Grind Shows with own equipment and transportation. Liberal proposition to Monkey Show. **HELP:** Can place Ride Help. A few choice openings for Foremen. High-class Painter to work by the hour. Also Carpenter capable of building and repairing. All address:  
**C. C. GROSCURTH**  
 BELLEVILLE, ILL.

**WANT FOR SEASON**  
**at CARTER LAKE PLEASURE PIER**  
 Flat Ride, Dark Ride, Rocket or others not conflicting. Also want Assistant Ride Superintendent. Address  
**JIM CARPENTER**  
 Hotel Loyal, Omaha, Nebraska  
 (Phone: Atlantic 7366)

**WANTED**  
 Ferris Wheel Man to join at once; must be first-class and stay sober. Salary no object if you can qualify. Steady work until December. No ups or downs until September. All answers to  
**JOHN B. DAVIS**  
 Long Beach Resort, Panama City, Florida

**IDLE HOUR PARK**  
 LOCATED OUTSIDE MAIN GATE AT FT LEONARD WOOD, MO  
**WANT—GIRLS—WANT**  
 MUST BE YOUNG, GOOD LOOKING AND HAVE OWN WARDROBE. \$85.00 per week and bonus. You will be paid after each nightly performance. No promises, just steady money. Located here permanently, ideal working conditions. Also want capable Ride Men. Good pay and you get it. Leo Allen wants two Count Store Agents (Smiley Shores, contact Leon McLendon or come in). Address:  
**MANAGER, IDLE HOUR PARK, WAYNESVILLE, MO PHONE: 1251**

**A. M. P. SHOWS**  
**"JUGGY"**  
 Agents for office-owned Concessions. Want Mug Outfit, Hi-Striker, Dart, String Game Jewelry, Lead Gallery; others not conflicting. Want Foremen for Chairplane, Second Men on Ferris Wheel and Merry-Go-Round. Other sober Help, drivers preferred Chief Congo wants Colored Dancers and other Help. Can place Side Show Acts.  
 All Replies:  
**A. M. Podsobinski, Buchanan, Va., this week**

**GEM CITY SHOWS**  
**WANT WANT**  
 Want Hanky Panks of all kinds. Can use experienced Ride Help who drive semis. Want organized Jig Show, 12 people, to open about June 1. Have good route and good deal for capable Jig Show Producer. Yellow Savage, James Evans, Jerry Jackson, Billie Arnte, contact Bob Edwards. Can place Girl Show Talker. Chick Boyer and Denise, please contact Bob Edwards. Can place Unborn Show, will book or buy Wildlife.  
**All replies THOMAS D. HICKEY, Mgr.**  
 Granite City, Ill., this week; Belleville, Ill. next

**WALLACE & MURRAY SHOWS**  
 Want legitimate Concessions of all kinds, Photos, Long and Short Range Gallery, Bai Games or any other legitimate Concessions. Good opening for Glass Pitch. Want Manager with performers for Minstrel Show. We have complete outfit. Will book one or two Grind Shows. Very liberal percentage. Want any non-conflicting Ride. Will book Free Act for balance of season. Fred Bergen, contact  
 This week, Covington, Va.; next week, East Rainelle, W. Va.

**WANTED**  
 Two Mike Men for beautiful Glen Park. Also Aisle Men. Only those who like to stay in one place.  
**JACK GILBERT**  
 Hotel Stuyvesant, Buffalo, N. Y.

**WANTED**  
**SIDE SHOW TALKER**  
 Highest percentage paid. Strong line-up to talk on Princess Tiny and Stan Wisley.  
 c/o C. A. STEPHENS SHOWS  
 Wheelwright, Ky.

**MOTOR STATE SHOWS**  
 Want Tilt Foreman and Second Men on all Rides. Mus. drive. Maumee Ohio, May 21-27; Port Clinton, Ohio May 29 to June 3.

**DERBY OPENING**  
**ALSO BALL GAMES**  
**Sunset Amusement Co.**  
 Freeport, Ill. this week; Winona, Minn., next week

**WANTED**  
 Eli Wheel Foremen and Second Men for Twin Wheels. Want Concessions of all kinds, \$15.00 week.  
**H. C. SWISHER**  
 PARADA SHOWS  
 Baxter Springs, Kansas, this week.

**GIVE TO THE**  
**RUNYON CANCER FUND**

**Club Activities**  
**Showmen's League of America**  
 400 S. State St., Chicago  
 CHICAGO, May 19.—President Lou Keller is under a doctor's care and making daily visits to Billings Clinic. He is, however, keeping in contact with all committees and expects to visit a number of shows as they come into the area. Counsel Morris A. Haft and the lease committee are awaiting word from the trustees on the new quarters at 170 W. Washington St. Ways and means committee has set its plans for the summer fund-raising.  
 J. C. Donahue was in town for a few days. Sal Soloman returned from a business trip and was a visitor. Larry Benner visited before he left to join Orrin Davenport's Circus. Walter F. Driver is busy on details of the Al Sopenar Legion Post's Poppy Day.  
 Joe Warburg has been released from the hospital. Recent visitors included James P. Lewis, Mel Harris, Andre Dumont, Max Brantman, Larry Anderson, Henry Hull and Edward Edwards.

**Miami Showmen's Association**  
 236 W. Flagler St., Miami  
 MIAMI, May 19.—The secretary is mailing out gold membership cards to those who have contributed \$100 towards the building fund.  
 Sara Lewis was released from the hospital but is confined to her home where her husband is also laid up with an infected leg. Wilbur Shaffer is in Jackson Memorial Hospital.  
 A thank-you letter was received from May Nelson and family for the cards, telegrams and flowers. Clubroom building is getting a new coat of paint.

**Heart of America Showmen's Club**  
 913A Broadway, Kansas City, Mo.  
 KANSAS CITY, Mo., May 19.—The summer committee has elected these new members: Marvin Lemons, Franklin Moore, Tony Cummings, Claude Audiss, Charley Klausen, William Catlip, Lee Lyday and Joseph C. Guinotte.  
 Hawk's concessions are at Fairland Park here and Harry Duncan is manager.  
 Membership drive is on and the initiation fee has been reduced to \$10 until November 1.

**ART SPENCER WANTS**  
**3 FAST TICKET SELLERS FOR DROME**  
**MUST DRIVE SEMIS.**  
**TRAVIS WARD. ANSWER**  
 Address, Care Forsythe & Dowis Shows, Boulder, Colo., this week; then Colorado Springs for two weeks.

**FOR SALE**  
**KIDDIE RIDE**  
 1950 Fly-Hardwood Little Chief Fire Truck. Crosley Motor—Rides 16; used one season. One-half original price.  
**ROY WASMUTH**  
 c/o Townsend Concessions, Fergus Falls, Minnesota

**PAULS' AMUSEMENT**  
 Wants for a long season of Fairs and Celebrations in Missouri, Oklahoma and Arkansas. Bingo, Popcorn, Photos and any legitimate Concessions. (Cricket and Jack Barnes, get in touch.) Need Shows with own outfits. Contact  
**Geo. and Skeeter McAllan**  
 Boonville, Ark. May 21 to 26

**M. D. AMUSEMENT CO.**  
 Want Foremen for #5 Eli Wheel and 1948 Allan Herschell Merry-Go-Round.  
**AMERICAN LEGION STREET FAIR**  
 Shillington, Pa. May 21 to 26.

**FOR SALE**  
 Electric Lord's Prayer Machine, perfect condition, \$125.00.  
**M. J. LANDAU**  
 146 Engineers Bldg. Cleveland, Ohio

**FOR SALE**  
 Electric Lord's Prayer Machine, perfect condition, \$125.00.  
**M. J. LANDAU**  
 146 Engineers Bldg. Cleveland, Ohio

**PENN PREMIER SHOWS**  
*worlds • cleanest • midway*  
**Decoration Week Celebration—Dover, N. J.**  
**CONCESSIONS**—Want Novelties, High Striker, Water Games, American Palmistry, other legitimate Concessions.  
**SHOWS**—Can place Animal Show, Arcade or any show not conflicting.  
**RIDES**—Can place Spitfire or Fly-o-Plane.  
**HELP**—Can place sober, reliable Foremen for Wheel and Dipper; Second Men for Kid Rides, Octopus, Wheels and Dipper. Can use men for Tower and Front Gate; those who drive. Chuck, Ben Kelly and Frank Dean, come on. Our Fairs start with Selinsgrove, Pa., second week in July. Contact  
**LLOYD D. SERFASS, Gen. Mgr.**  
**PENN PREMIER SHOWS**  
 Newton, N. J., this week; Dover, N. J., next week.

**Morris Hannum Shows**  
*One of the Great Eastern Shows*  
**EMMAUS, PA., MAY 28-JUNE 2**  
**CAN PLACE** Motordrome, Arcade, Wild Life, Legitimate Games and one Flat Ride. All replies to  
**MORRIS HANNUM**  
 Stevens Hotel, Lancaster, Pa., this week; then Americus Hotel, Allentown, Pa., May 28-June 2

**JOHNNY'S UNITED SHOWS**  
**"HONESTY IS OUR POLICY"**  
**Now showing West Nashville, Tenn., First & Spring, Nashville, Tenn., following**  
 Sell "X" on Custard, Ice Cream Dip, French Fries, Novelties, Photos, Short Range. Want Cat Rack, Milk Bottles, Hit and Miss, Coke Bottles, Long Range and Penny Arcade. Shows Wanted: Monkey, Wild Life, Unborn and Fun House. Ride Help Wanted: Merry-Go-Round Foreman, must drive semi; prefer elderly man from the old school.  
**All replies to JOHN PORTEMONT**  
 WEST NASHVILLE, TENN., THIS WEEK

**CARL D. FERRIS SHOWS**  
**WANT FOR WARREN, PA., FIREMEN'S CELEBRATION**  
 and followed by route of Celebration and Old Home Weeks, with a route of 13 Fairs starting last week in July and closing last week in October. This route second to none. Concessions: Pitch Till You Win, Ball Games, Balloon Dart, all Hanky Panks. Privilege reasonable. Agent for High Striker. Will answer all wires. Shows: Ten-in-One, Drome, Circus, Wild Life Show, Girl or any Grind Show. Good show territory and reasonable percentage. Earl Meyers will give you a real proposition. Rides: Octopus, Boat Ride or non-conflicting. We have Twin Wheels, Merry-Go-Round, Moon Rocket, Fly-o-Plane, Tilt-a-Whirl, Roll-o-Plane, Chairplane, Little Dipper and Ponies. Sam Padrome, set in touch with Danny Dell.  
**CLEARFIELD, PA., THIS WEEK.**

**COLONIAL SHOWS**  
 Want to book Octopus, Spitfire, Rolloplane or any Ride not conflicting. **SHOWS:** Wild Life, Monkey, Glass House, Big Snake (Harry Harris, contact), Illusion Show, Girl Show Manager with Girls at once. **CONCESSIONS:** Bingo, Fish Pond Ball Games, Pitch-Till-You-Win, Basket Ball, Frozen Custard, Bumper or any Stock Concession. Bull Martin, contact at once. Bert Edwards, want to hear from you.  
**All replies to Tom Sparks or M. M. Roland**  
 OLIVER SPRINGS, TENN., THIS WEEK.

**\$1,000—REWARD—\$1,000**  
**Beat This Route**  
 (No Racket) (No Gate) (No Gypsy)  
**CONCESSIONS:** Fish Pond, Sets, String Game, Balloon, Cigarette Shooting Gallery, Glass Pitch, Bowling Alley, Blower P.C. open with two or more outfits. **ROUTE:** Gordon, Neb.; Hot Springs, S. D.; New Castle, Wyo.; Sun Dance, Wyo.; Deadwood, S. D.; Belle Fourche, S. D.; Mile City, Buffalo and Lewistown, Mont. Twenty-nine 3-day Fairs and Celebrations to follow. **RIDE BOY** worthy of \$75.00 per week, come on. Will book Shows that meet our approval. Want to buy Fun House.  
**Mr. Johnson, Owner; Mrs. Johnson, Secretary; Fred Gray, Manager**  
**(MAC MCCOY, CONCESSION MANAGER)**

**GEORGE CLYDE SMITH Shows**  
 Want Cigarette Gallery, Swinger, Balloon Pitch, Darts, Novelties, Custard, Fish Pond, Want Pony Ride, Spitfire, Tilt, Want Hanky Pank Agents, Want Ferris Wheel Foreman, Chairplane Foreman, Truck and Tractor Drivers. Joe Hedgebeth, let me hear from you. All replies to  
**GEORGE CLYDE SMITH SHOWS**  
 Coalport, Pa., this week; Houtzdale, Pa., next week.

**WANTED AT ONCE**  
 Ferris Wheel Foreman and Second Man; top salary, pay every week. Can use Grind Store Agents, Hanky Pank Concessions. Girls for Girl Show, Cook House or Grab, Photos, Lead Gallery.  
**BURDICK'S GREATER SHOWS**  
 Ozona, Tex., Fair, May 21-26

**MOTOR STATE SHOWS**  
**MAUMEE, OHIO, NOW; PORT CLINTON FOLLOWING.**  
 With a route of Celebrations and Fairs for rest of season.  
 Want few more Hanky Panks, Hi Striker, Novelties, etc. No flats or P.C. Ride Men. Second Men all Rides, must drive. Merry-Go-Round Foreman for 2-Abreast Little Beauty. If you drink, don't answer. Can use Concession Agents for various Concessions. This show plays Michigan, Ohio, Indiana. Whitey Frohriep, come on or wire  
**JOE FREDERICK, Mgr.**



# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Fairview, New Jersey, this week;  
Monsey, New York, next week.

Want at once—Novelties, Photos, American Palmistry, Penny Arcade, Fishpond, Balloon Darts, Cigarette and Penny Pitches, Pitch Till Win, High Striker, Hoopla. We do not book or allow Glass Pitches or Fish Bowls. Want Wild Life Show. Al Dameron wants Side Show Acts for Side Show, Funhouse or Glass House, Monkey Show, Motor Drome or any good Grind Show. Will buy used Side Show Banners. All mail and wires to

WM. C. (BILL) MURRAY

# BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

We need a few more Concessions for our strong route of Celebrations and Fairs including Linton, Ind., Fourth of July. Do not be misled. We have the finest route and finest reputation in Indiana and adjoining states. All sponsored events and we do the biggest job of advertising in the Middle West.

### SPECIAL EVENTS ALL WEEK

Positively no racket, no gate, no Gypsies, just plain entertainment. COOKHOUSE—We need a clean, attractive Cookhouse interested in making money. Must be open for breakfast and co-operate. Small privilege and guarantee in tickets. We do not want a flat grease joint. Here is an opportunity for a well-framed store.

Address Beech Grove, Indianapolis, Ind., this week; then Brazil and Greencastle.

## WANT RIDE HELP

Foreman for two No. 5 Wheels, also Second Men; Scooter Foreman for 15-Car Scooter; Tilt Foreman and Second Men for all Rides; top salaries and percentage bonus to capable men, must drive Semi Truck. No drinking tolerated, drinking is cause of this ad.

Reply to E. L. Young, Mgr., Royal Crown Shows  
East Liverpool, Ohio, this week.

## FOR SALE

Late model Octopus. This ride is practically new and in excellent condition, equivalent to new. Also Tractor and Trailer for same. Tractor like new, with 3,000 actual miles. Also Smith & Smith 18 ft. tower Chairplane with transportation. This ride has been set up less than 15 times. 1 Super Rolloplane A-1 condition, ready to go.

The above units can be purchased for less than half of original cost for cash, no propositions.

BOX NY 133

Care The Billboard, 1564 Broadway, New York 19, N. Y.

## FOR SALE FOR SALE

### MINIATURE TRAIN

G-12. LIKE NEW. USED ONLY 5 WEEKS WHILE AWAITING DELIVERY ON OUR G-16. PRICE, \$2,750.00 CASH.

A. N. RICE

KIDDIE-LAND, 8440 WORNALL ROAD

KANSAS CITY, MO.

## BROWNIE SMITH SHOWS

Want for Maiden Town, Parkton, N. C., week May 21st. Concessions of all kinds—Bingo, Popcorn, Candy Apples, Floss, Hanky Panks, Ride Help. Nina Scott and Red Girber want Agents. Can use P.C. Agents. Have Girl Show Outfit for right party. Will book Shows not conflicting. Dutch Wilson, wire Nina Scott, Parkton, N. C.

BROWNIE SMITH, Manager

## GIRLS GIRLS

Need immediately Girls for wagon type Girl Show. Sleeping quarters furnished, pay every week, 10% with \$40.00 a week guarantee, long season, wardrobe furnished. Transportation refunded on arrival. Good jobs for husbands available if married. Hazel Lee Walters, Toots, Madeline Mavis, Agnes, Tom Dawson, wire me. Would consider Organized Troupe.

ERNIE & VIVIAN SLAVIN, c/o Home State Shows  
PIERRE, SO. DAK.

## HIGH POINT, NORTH CAROLINA, CENTENNIAL AND FESTIVAL CELEBRATION

JUNE 24-30

Headquarters — c/o Chamber of Commerce Office.

General Manager — ARNOLD TWETEN

(Under direction of J. B. Rogers Producing Co. of Fostoria, Ohio)

BIDS FOR CONCESSIONS AND SPECIAL EVENTS WELCOME

## WANTED

Due to disappointment, will book 2 Kiddie Rides exclusive for season ending November 1st. We have a few openings for Hanky Panks. Wire

PECK AMUSEMENTS

Princeton, Ill., this week; Rockford, Ill., May 28th-June 3rd.

## WANTED

Experienced Dipper Foreman, top salary. Also other good Ride Help for all rides. Must join at once.

## MARKS SHOWS

Broad and Patterson Sts.  
Philadelphia, Pa.

## Buttons Wants Talker

One who can make openings on Chimps and Ponies alone, also must be able to stand prosperously as our Fairs start July 20th. Also want Candy Butcher and to lecture on big ape; will give good proposition if you can produce. Jimmie Strauser, Chief White Eagle, answer, pay own wires. Jimmie "Slick" Jones, wire or write

B. O. "BUTTONS" GRANTHAM  
c/o Hennies Shows, Decatur, Ill., this week; Champagne, Ill., next.

GIVE TO THE  
RUNYON CANCER FUND

## MRS. WALLY EWING

Wishes to sell Grab Joint, 16x22; slight. New royal blue top. Seats 28. New stools, removable, red plastic seat covers. 2 white steel griddles, 4 ft. and 3 ft.; 2 coffee urns, 5 orange bowls. 2 small bottle gas tanks. 1 large; all new rubber tubing for tanks. 2 cash registers. Many more extras. Everything will go to party with best offer. MRS. MAIDA EWING, 1501 N. W. 58 St., Miami, Florida.

## DILLIE HUNTER CAN PLACE

Capable Six Cat Operators  
AL WAGNER  
CAVALCADE OF AMUSEMENTS  
Evansville, Indiana, this week

## MERRY-GO-ROUND FOREMAN WANTED

On new Allan-Herschell 2-abreast. Must know your business. Good salary. Semi driver only. If you drink, chase or agitate, stay where you are.

LEE BECHT AMUSEMENT  
Norwood, Ohio, May 22-26. Perm. Address  
P.O. Box 92, Mt. Healthy, Ohio

## From the Lots

### Nessler Gerater

PITTSFIELD, Ill., May 19.—Kiddie matinees are pulling well. Close to 2,000 came out at Flora, Ill., and the crowd at Gillespie, Ill., topped that.

B. V. Nessler, manager, and B. C. McDonald, auditor, returned from a business trip. Secretary-Treasurer Velma Nessler went to Flora ahead of the show to take Mrs. James Nessler to her Sheldon, Ill., home following an operation.

Chan Childs has replaced Pat Garrett as lot superintendent. N. K. Allen is pinch-hitting as billposter. Dan Feud joined with his hillbilly show, Slim and Violet Nelson with their animals, Dow Friend with his Crime Show and F. Noyse with his Kiddie Train, fish bowls and novelties, assisted by Willie Leevey, Frenchie Bouillion's two shows are due.

Recent visitors included Trail Blazer Collins, Mr. and Mrs. Al Baysinger; Frank Joerling, of The Billboard, and Esther Speroni.

Ride personnel includes N. K. Allen, Sam Tuttle, Ray Rhynes, Roy Coe, Chuck Hostetter, A. E. Small, William Bohn, Bill Girard, Hal Huls, Van Dale, John Woolsey and Illinois Slim.

Along concession row are Lloyd, Jean and Tommy Kelley, cookhouse; L. Cottongail, Ira Tooley and Charles Doerson, bingo; Frank Lane, photos; Pop Grogan, cork gallery; John Vail, agent for Nessler's ball game; Dallas Lynch and Pete Lange, arcade; Kenny Hinds, duck pond; Darlene Hinds, diggers; Claude Hinds, balloons; Bill Ashly, penny pitch; Lucille Childs, jewelry; Dick Sproule, long range gallery; Donald and Dorla Childs, custard; Jim David, Romanian Village; L. J. and Polly Denind, glass pitch, and Viola Woolsey, popcorn. — JACK COOPER.

### Motor State

DETROIT, May 19.—In the first three weeks on the road, business has been 50 per cent better than last year's despite some inclement weather. Show is owned and managed by Joe and Mrs. Frederick, assisted by Mr. and Mrs. J. Robert Brown.

Ten semi-trailers and trucks transport equipment, and two are to be added to haul new rides. The show-owned Monkey circus has a new royal blue big top. Owner Frederick has sent one of his arcades to the Hoppyland park in California. Next week the show moves into Ohio and Indiana for celebrations and fairs, then back to Michigan for four fairs.

Show is carrying 7 rides, 3 shows and 25 concessions. In the concession line-up are Brown's bingo and bottle game; Bahner's eatery, Mr. and Mrs. Ed Bahner, assisted by John Lux and Fred Wolfe; L. R. and Mrs. Earl Tripp, 3; Mr. and Mrs. O. Woods, jewelry and lead gallery; Mr. and Mrs. Nord, ball games; Mr. and Mrs. John Weisnet, popcorn and floss; Mr. and Mrs. Moore, milk bottles and penny pitch; Mr. and Mrs. Ralph Baughman, diggers and glass pitch; Tex Roberts, slum spindle, fish pond and balloon darts; Pete Phostis, clothes pin pitch; Ed Allen, short range gallery; Mr. and Mrs. Krueger, French fries and waffles, and B. Betts, punk rack and Diesel electrician. L. Moore is operating the searchlight.—J. ROBERT BROWN.

### Redwood Empire

WINNEMUCCA, Nev., May 19.—Shows are in their sixth week and are in Nevada for the first time in their four-year history. After playing the State for three weeks, org moves to Idaho and then goes into Oregon. All concession tops are new. James Barber has five concessions. Floyd Farrar is stock superintendent. Val Bits and son, Robert, have the photo gallery and short range. Long range is handled by Bill and Jennie Ashcraft. Jennie also has the candy floss and popcorn. Grab joint is operated by Mr. and Mrs. Bud Hoyt; Don Heffner and Red Aldorph are on nails store and Blackie king has the swinger.

Owner Tony Masseth's sister and brother-in-law visited from North Dakota. Since shows opened in Livermore, Calif., they have had good weather and better-than-average crowds.—FLOYD FARRAR.

### Ted Lewis

EAST BRUNSWICK, N. J., May 19.—Opening week of April 23-28 at Bristol, Pa., produced a good gross despite cool weather, with the closing-day kiddie matinee being especially good. Here for a 10-day stand, the show did good business the first four days, but grosses fell off later.

At Bristol there were 8 rides, 2 shows and 32 concessions in the line-up, with Capt. Jimmie Shaffer, high sway pole, the free act. Jimmie Davidson joined as business manager with a store. Vickie has beat the dealer; Floyd Lewis, cookhouse and penny pitch; John Swartz, bingo, glass pitch and pea pool; Lucille Anderson, candy floss; Mike Sabber, popcorn and candy apples; L. B. Winters, short range gallery and balloon dart; Dutch and Steve, one store; George Wallace, mitt camp; J. Shaffer, bottle game and hoopla; Joe and Flo Nezeleck, ball game and Kiddie Autos; Monroe Eule, pitch till you win, Miniature Train and Fire Engine; Nick Green, six-cat, pan game and a store; Jimmie Frenzie, a store and Girl Show, and Eddie Green, Peep Show.

Joining here were Jimmie DeVito, cigarette gallery; Monroe Eule's brother, duck pond and clothes pin store; the Delawter brothers, slum blower, with Roy as transportation mechanic, and Jack Duffy, painter and builder, who has put up a new front entrance. The show has a new 28-foot Shultz trailer office.

Ride foremen and second men are Earl Reaves, Bob Cahoon, Arthur Patterson, Bob Delawter, Jack Marsden, Howard Spencer. Richard Dornan is elephant boy and on the front gate. Robert Dooley is chief electrician and Diesel operator.

### B. & C. Expo

OLEAN, N. Y., May 19.—Shows moved in here from their opener at Corning, N. Y., where business was fair, although bingo was ruled out by local authorities. Weather was cold and it rained two nights. Business was okay at Olean, N. Y. The new 80-foot front entrance has been set up. Owner Myron N. Colegrove is getting the new searchlight ready for operation.

Hilda Colegrove is secretary-treasurer; Ray Sanford, general superintendent; Miles French, front gate; Jack Bates, electrician; Danny Garrett, billposter; Karl Middleton, general agent. The writer handles the mail and is The Billboard sales agent.

Line-up also includes arcade, Mr. and Mrs. Bailey; midway cafe, Mr. and Mrs. Gerald Barker; cat and age, Raymond Sanford; pitch-till-you-win, Harold Mascraft; candy floss, Vangie Sanford; cats, James Bucinni; razzle, J. Herim and Jim Toddie; block pitch, Marty Reno; glass pitch, Ed Close; penny pitch, B. Taylor; popcorn and apples, Ned Bevans; French fries and blower, Mr. and Mrs. Stark; duck pond and cork gallery, Mr. and Mrs. Carpenter; dish ball game, F. Halves.

Rides: Merry-Go-Round, Amos Reed, Frank Cohn, Bert Smith; Ferris Wheel, Albert Bullard, J. James; Rolloplane, John Lake; Octopus, Frank Genno, Harry Batters; auto ride, George Cole; kiddie swing, Harold Lake; Tilt-a-Whirl, Curley Russell, William G. Frost, Lucy and L. Spraug, Circus Side Show, L. L. Jeffery, manager; Chief White Hawk, fire worshiper; Salanga, big snakes; Volta, electric chair; Bertha Clay, two-headed baby; Cap Jeffery, sword swallower; Harry and Lucille Price, impalement and escape; William Roscoe, alligator skin boy; Jean Nadja, annex; monsters alive, Jeremiah Lynch; Wild Life, Don and Vern Helgerson; G-String Revue, Micky Perry.—V. SANFORD.

### Robertson & Caler

MACON, Ga., May 19.—Melvin Bennett, one-armed aerialist billed as A Star in the Sky, was added as a free act on the org's fifth week here.

Special school children's ride tickets are boosting ride biz. On Tuesday (15) as a large crowd was gathering the light plant broke down and the night was lost, but repairs were completed by the following night.

Visitors included Mr. and Mrs. W. E. (Bill) Franks, W. E. West, Cecil Rice, Bill and Marsha Porter, Mr. and Mrs. Harry Alkon and Mr. and Mrs. Charles Drill.

## RIDES WANTED

July 2, 3, 4, 1951, for  
Chamber of Commerce  
Annual Celebration.  
Downtown location.

Contact

JOHN O'REILLY  
Chamber of Commerce  
Corbin, Kentucky

## WANTED—WANTED

Concessions of all kinds. Roll-o-Plane Foreman. Useful Ride Help in all departments. Rock-o-Plane Foreman. Also want Bingo Help.

MOUND CITY SHOWS  
Winchester, Ill., this week

## FOR SALE

1937 INTERNATIONAL SCHOOL BUS  
Equipped with living quarters. Runnable condition. \$275.00.

E. CAMPBELL

4329 Ravenwood St. Louis, Mo.  
(Phone: Evergreen 7307)

## WHITEY SLATEN

WANTS FOR MOUND CITY SHOWS #3

Merry-Go-Round Foreman, Ferris Wheel Foreman, Roll-o-Plane Foreman. Agent for Novelties and Age and Novelties. Playing nothing but Fairs and Picnics. Opening Rolls, Missouri, May 28. Address: Winchester, Ill., this week.

## WANTED

### COMPLETE JIG SHOW

Must be good. JERRY JACKSON, CALL OR WIRE. Best equipment on the road, with sleeping car.

RAYNELL

c/o Ceflin & Wilson Shows  
Altoona, Pa., this week

## WANTED

Count Store Agents. Will book Pin Store Wheel and Count Store.

GLEN OSBORNE

Coney Island Shows,  
Sunbright, Tenn.

## FOR SALE

4 new Roman Targets, 8 Cork Guns, 6,000 Corks. Original cost, \$980.00, sell complete for \$700.00 or Top, Frame, Flash Cloth and Slum complete, \$950.00.

WALTER B. COX

Care JAMES E. STRATES SHOWS  
Jersey City, N. J., or per route

## WANTED

MECHANIC WITH TOOLS TO JOIN ON WIRE. DON'T MISREPRESENT, FOR YOU WON'T LAST.

INTERSTATE SHOWS

Williamstown, W. Va., this week.

## BILL D. WARMAN

OR ANYONE KNOWING HIS WHEREABOUTS, PLEASE WIRE AT ONCE, COLLECT.

Morris Friedenheim

c/o World of Mirth Shows  
New Brunswick, N. J.

## WANT A-1 CARNIVAL

July 2 through July 7  
Iron Ore Centennial, the biggest celebration in the Upper Peninsula of Michigan. Contact

LEO KONWINSKI

403 W. Adams Iron River, Mich.

## MIKE PEARMAN WANTS

1 capable Count Store Agent and one Blower Agent. There's no gate, no fix, no 10% and no ups and downs. 2 outfits on the show. Must be sober and capable. Bobby Glosier, Yankee Guirenese, and Pee Wee Mannings, answer.

Phone 31823, Birmingham, or wire  
900 3rd St. West.

## WANTED

Bingo Caller and Counter Men, want Stock Concessions all kinds, want Wheel Foreman and Second Men.

H. C. SWISHER

PARADA SHOWS  
Baxter Springs, Kansas, this week.  
Raymond Thomason, Erscel Smith, call me collect.

## RIDE HELP WANTED

For Merry-Go-Round and Ferris Wheel. Also Second Man on Tilt-A-Whirl and Rock-O-Plane.

DELGARIAN AMUSEMENT CO.

2303 N. Melvina Chicago 39, Ill.



# PRELL'S BROADWAY SHOWS

BROADWAY AT YOUR DOOR

Get Well With Prell

**Philadelphia, Frankford Ave., Ball Park**

**WANT WANT WANT**

Long and Short Range Galleries, Hanky Panks of all kinds. Count Store Agents for office owned stores. Will book Pony Ride, Octopus, Fly-o-Plane, Spitfire, Funhouse, Glass House, Wild Life, Penny Arcade. Paul Prell wants Bucket Agent. Mabel Kidder wants Girls for Posing Show. Ride Men, Semi Drivers preferred. All address **SAM E. PRELL, Trenton, N. J.**

# BEAMS Attractions

**HOMER CITY FIREMEN'S JUBILEE, MAY 28-JUNE 2**

Want Operators for French Fry, Popcorn, Candy Floss and Candy Apple Concessions. Steve Decker wants Concession Agents. Manager-Operator for Motordrome. Need first class Show Mechanic. Will book few more Hanky Panks. UNUSUAL OPPORTUNITY FOR SHOW CATERING TO FAMILY TRADE. Big Bertha, come on. NOW STARTING OUR CELEBRATIONS WITH BIG EVENTS IN FROSTBURG, MD., MASONTOWN, and our first FAIR at FAWN TWP. THIS IS A BIG EVENT WITH FREE ACTS, PARADES, FIREWORKS and PLENTY OF EXHIBITS. WRITE OR WIRE

**M. A. BEAM**  
TYRONE, PA., THIS WEEK.

# PARADA SHOWS

Want Bingo Caller and Counter Men. You must be good. Salary top. Want Concessions, all kinds, Stock Outfits \$15.00 week. Can place Ball Games, Glass, Coca-Cola, String, Penny Pitch, Hoop-La, all open. Wire or come on. Want Wheel Foreman for Eli No. Five. Second Men on all rides. Shows—Will book any Show other than Fun House. Want Ticket Sellers, Truck Drivers, useful Show People.

**H. C. SWISHER**  
Baxter Springs, Kansas, this week; then per route.

# GREAT ZENITH SHOWS

**WANT WANT WANT WANT**

Big Fourth of July Celebration at Bristol, Rhode Island. Seven Fairs and three Celebrations to follow. This is the biggest and oldest Fourth of July Celebration in the Northeast. CONCESSIONS—Long Range, Milk Bottle, Jewelry, Nickel-Pitch, Fish Bowl, Duck Pond, Custard, or any Hanky Panks. SHOWS—Wild Life, Monkey, Motordrome, Illusion. Will book Girl Shows or Girls for two Girl Shows to be paid out of office. Jimmie Helman, come on. HELP—For the following Concessions: Penny Pitch, Photos, French Fries, and others. CAN USE FLASHY BINGO FOR SEASON. Following People, get in touch with FRANK ALLEN: Bobby Dean, Monica Barris, Rickey Rena, Rona Rae, Helen Corey, or anyone who worked for me before, come on. MARION BURNS, COME ON, HAVE EVERYTHING READY NOW. Write or Wire

**FRANK ALLEN, Business Manager**  
137 LOCKWOOD STREET PROVIDENCE, RHODE ISLAND

# TED LEWIS SHOWS

FEATURING CAPT. JIMMIE SHAFFER HIGH SWAY POLE ACT

**WANT WANT WANT**

For Delaware & Christian Streets, Philadelphia, Pa., May 21 to 26; then Tranter to follow. HANKY PANKS of all kinds. SHOWS—Side Show, Monkey, Illusion, Wild Life, Snake, Fun House, real proposition to those with own outfits. No Girl Shows. RIDES—Tilt, Octopus, or any Flat Ride. HELP—Foreman and Second Men on all Rides who drive semis, at once, also Man to handle Front Gate and Canvas. All replies to TED LEWIS SHOWS, Philadelphia, Pa.

# B. & H. AMUSEMENT CO.

Opening Blacksburg, S. C., May 28th. Wants Grind Stores of all kinds. Shows with own equipment. Rides not conflicting. Experienced Agent for Grocery Wheel, Cookhouse. Eddie Cam, Louise Burtin, come on. C. A. Westbrook, contact Earl Miller for No. 5 Ferris Wheel. Sober, reliable Ride Men who can drive. Photos and Mitt Camps sold Contact

**JOHNNIE HOBBS**  
Blacksburg, S. C., May 28-June 2. Answer all wires Great Falls, S. C., or Route 1 Box 45B, Sumter, S. C.

# C. A. STEPHENS SHOWS

WHEELWRIGHT, KY., THIS WEEK

Want Concessions: Photos, Ball Games, Cigarette Gallery, Custard, Fish Pond, Striker, Balloon Darts, Bumper, Long Range, Short Range, String Game, Beat the Dealer with Hanky, Pool with Hanky, Color Game with Hanky; all ten-cent Concessions open. Rides: Place one more major—Spitfire, Roll-o-Plane, Rock-o-Plane, Whirlwind. Shows: Stan Wrisley wants Side Show Talker, highest percentage paid; also M.C.

# CONEY ISLAND SHOWS

**WANT**

Concessions of all kinds: Photos, Lead Gallery, Custard, Mitt Camp, Glass Pitch, Diggers. Grind Store Agents. Hanky Panks, \$16.00 week. Want Sideshow Manager with inside, Girl Show Manager with Girls, Monkey Show. Book Show with own outfits, 25 per cent. Octopus Foreman and Sound Truck.

**SUNBRIGHT, TENN., THIS WEEK.**

# 30 Concessions--GREAT LAKES SHOWS--3 Rides

RIDE HELP—Experienced and semi drivers. Top salary to good men. Especially Octopus, Ferris Wheel, also Chairplane. Come on, will place you. SHOWS—Girl Show, with or without top, committee money; Monkey Show or any Grind Show. CONCESSIONS—Photos, Novelties, Ball Games, Jewelry, Shooting Gallery, all Hanky Panks reasonable. Will place you now and for season. RIDES—Any Ride not conflicting. Drennan Moler, Ralph Chandler, get in touch. Important.

Jackson, Mich., this week; then as per route. Long season—Fairs and Celebrations.

# WANT—G & B RIDES—WANT

For Firemen's Celebrations in Pennsylvania and West Virginia.

Glass Pitch, Lead Gallery, Hoop-La, Blanket Wheel, Cat Rack, Bowling Alley, Penny Pitch, Cigarette Shooting Gallery, Novelties, Jewelry, American Mitt Camp. Blackie Asher, have good deal for you and wife—Jim Ferrell. Ted Cole wants Agents for Six Cats, Duck Pond, Counter Man for Bingo. Experienced Ride Help on all Rides. No drunks or agitators need apply. Answer as per route.

**GEORGE BROAS, week of May 21-26, Bobtown, Pa.**

# MEL SOBER WANTS

V.F.W. Annual Carnival, May 28-June 2, TREVORTON, PA.

25TH ANNIVERSARY CELEBRATION, June 24-July 1, WEST END FIRE CO., Tower City, Pa.

CONCESSIONS—Fish and Duck Pond, 10¢ Stock Wheel, Custard, Long and Short Range, Striker, Bumper, String Game, Jewelry, Novelties, Cork Gallery, Photos, Ice Cream, Coke Bottles and Arcade (Johnny Eck, come on). SHOWS—Any Indecent Show with own equipment and transportation. NO GIRL SHOWS. Address all Mail and Wires to **MEL SOBER, 343 Market St., Sunbury, Pa. P.S.: Other good dates to follow the above.**

# HARRY CRAIG WANTS

Spitfire Foreman, Tilt Man, Wheel Man, Ride Help, Grind Shows, Stock Concessions. Bowling Alley Agents, come on. Abilene, Tex., first in, then Haskell.

**Address ABILENE Now.**

# HOME STATE SHOWS WANT

For 12 Fairs—7 Celebrations

Ball Games, Fish Pond, Bowling Alley, Long and Short Range Galleries, Novelties, Glass Pitch, Bumper and Hoop-La. Shows: Fun House, Mechanical, Side Show People, contact Helen Golden. Ernie Slavin wants Girls for Revue. Colored Musicians for Bally Band: Trombone, Trumpet; Hack and Pocket Book, write. Ride Men: Second Men who drive preferred. Also Man for Front Gate and Light Towers. Pierre, South Dakota, May 21-26; Moberge, 28-June 2.

# SAN VALLEY SHOWS

June, July and August, all Kansas Celebrations and Fairs. 2 spots per week. Want Fish Pond, Balloon Dart, Clothes Pins, Glass Pitch or any Hanky Pank not conflicting. Bur is \$5.00 for 2 day spots. \$12.00 for 3 day or more. Will book Mitt Camp. No large family. The manager wants P.C. Agents and General Help. Tommy, Helen, Joe and Ginger, come on. Celebrations start Westmoreland, Kan., June 1-2; Leonardville, Kan., June 4-5-6; then as per route. Contact

**H. W. FICK**  
SUN VALLEY SHOWS  
Weich, Okla., week May 21

# GEORGIA AMUSEMENT COMPANY

NO FLATS—FIVE RIDES—NO GATE

Will book the following Concessions—Coke Bottles, Pitch Tilt You Win, High Striker, Balloon Dart, Milk Bottles, Slum Spindle, Short and Long Range Gallery. All Hanky Panks welcome, privilege, \$21.00. Can use Bingo, \$31.00. Can use Swinger Agents who will let you sober and work for 25 and 50 cents. SHOWS—Book Five-in-One, Snake, or what have you. I hold contract for one of the oldest 4th of July Celebrations in Virginia.

**H. H. SCOTT**  
Black Mountain, N. C.

# MIKE DEMKO

Wants Bucket Agents for the World of Pleasure Shows. Excellent route. Muskegon, Mich., for 10 days, opening May 23rd. No drunks or winces on the job. You can put in a good summer here. Wire

**MIKE DEMKO**  
c/o World of Pleasure Shows  
Muskegon, Mich.

# WANTED

GIRL SHOW OPERATOR WITH OWN WARDROBE

We Furnish Top, Banners and Necessary Equipment. WIRE OR CALL

**H. N. REEVES**  
Grand American Shows, Kirksville, Mo., this week; Hannibal, Mo., next week.

# Smith Amusement Co.

Lawton, Okla., permanent park, 60,000 riders. Wants Wife to take Girl Show, completely framed, also Man for Snake Show. Charles and Mary Montier contact. Ride Help.

**Roland Smith**  
Warren Hotel Lawton, Okla.

# WANT CARNIVAL

July 26, 27, 28 or August 2, 3, 4. Humansville 54th Annual Reunion. All concession rights. Free gate and parking.

**GEORGE McBRIDE, Commander**  
Humansville, Missouri

# Girls—Girls—Girls

Wanted for Girl Show. Have excellent deal that will definitely interest you. Write

**LESLIE KIESTER**  
Box 491 Rochester, Minn.

# AGENTS WANTED

Six Cat, Buckets and Swinger. Air mail, wire, no collect, or come on. 24 Celebrations and fairs. Fairs starting June 25. Contact

**GEO. L. CARPENTER**  
c/o RANEY UNITED SHOWS,  
St. Paul, Minn., until June 3.

# Carpenter Bros.' Show

St. Marys, Ohio, May 18th through 27th; Spencerville, Ohio, Firemen's Celebration, May 30th through June 2nd. Want legitimate Concessions of all kinds, and First Man on Wheel. Write or wire.

**NORMAN CARPENTER**

# Eddie Young's Royal Crown Shows

"AMERICA'S FINEST CARNIVAL" WANT

**CONCESSIONS**—Scales, Age, Novelties, Jewelry, and any Hanky Pank.

**SHOWS**—Will book any well-framed and worthwhile Grind Show.

**RIDES**—Can place for season: Fly-o-Plane (Britt, answer), Spitfire, Looper, Rock-o-Plane, or any major ride not conflicting; route to responsible operators.

**SHOWMEN**—Operator for Fun House and Glass House; will turn them both over to a capable operator; must drive truck.

**RIDE HELP**—Foremen and Second Men for all office-owned rides; no agitators or drunks. Top salaries and percentage bonus; must drive Semi Truck.

All replies to **E. L. YOUNG, Mgr.**  
East Liverpool, Ohio, this week.

# JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

**WANT FOR ATLANTA, GA.**

We are playing six choice locations in the city of Atlanta, followed by one of the best Fourth of July dates in the South, four Celebrations, big Labor Day Celebration and ten outstanding Fairs.

**WANT WANT WANT**

Photos, Candy Floss, Balloon Darts, Short Range Gallery, Hi Striker, Hoop-La or any legitimate Merchandise Concessions. (No Count Stores or Coupons.) Want for Labor Day week and balance of season: Dark Ride, Rock-o-Plane, Moon Rocket, Little Dipper, Looper, Sky Fighter, Boat Ride or Pony Ride. Side Show, Midgets, Fat Show, Wild Life (Stoffell, contact). Address:

**JOHNNY T. TINSLEY SHOWS**  
Humphries St. at GE Plant, Atlanta, Ga., this week; Mayson, Turner and Ashby Sts., next week.

# Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

New Iberia, La., May 21-26; Franklin, La., May 28-June 3rd. Want Foreman Tilt and Merry-Go-Round. Must be sober and drive semi. Best of treatment, salary and bonus, pay day each week. Use Wife Ticket Box or Concessions. Can place Legitimate Stock Concessions. Place Shows of merit. Virgin territory for Monkey Show, Mechanical City or Ten-in-One. Want to buy Jig Show Banners. Must be good condition and priced right. All replies New Iberia, La., May 21-26; Franklin, La., May 28-June 3rd.

# CRAFTS 20 BIG SHOWS

Now Operating 3 Units in Sunny California—No Rain—No Mud—No Blow Downs. CAN PLACE Wheel Foreman, Tilt Foreman, Fly-o-Plane Foreman, Electrician who can operate and maintain 60" Army Searchlights—Second Men and Semi-Drivers, extra money for driving. Need Women Ticket Sellers. Long season in Sunny California—Close Nov. 20th. TOP SALARY—GOOD TREATMENT. Bus ticket to people we know. Write, Wire or Phone

**CRAFTS 20 BIG SHOWS, INC.**  
7283 BELLAIRE AVE NORTH HOLLYWOOD, CALIF.  
Phone: SUNset 2-3131

# WANT 2 TRUCK MECHANICS

Must have own tools and have had show experience and can keep a fleet of International and G.M.C. trucks moving. If you drink don't answer. Top salaries if you know your business. All replies to

**E. L. Young, Mgr., Royal Crown Shows**  
East Liverpool, Ohio, this week.

# GATTO AMUSEMENTS WANT

CONCESSIONS—Popcorn, Candy Apples, Floss, Custard, Bingo, any Ten Cent Grind. RIDE HELP—Ferris Wheel Foreman, Merry-Go-Round Foreman at once. Top salary for reliable Help. Twelve weeks choice locations on the island—Babylon, L. I., until May 27. All replies

**ROX GATTO**  
BABYLON, LONG ISLAND, N. Y.

# GIRLS \$75.00 WEEK GIRLS

Hula, Rumba, Shake and Strippers. Also want Feature Dancer. Want two Girl Show Talkers; also two Ticket Sellers and Grinders. Want Candy Pitchman—50-50. Billy Taylor will see you later. All salaries guaranteed through office. Everybody wire.

**F. W. MILLER**  
c/o WORLD OF PLEASURE SHOWS, Muskegon, Mich., May 23d to June 2.

# FIDLER'S UNITED SHOWS

**WANT WANT**

CAN PLACE HANKY PANKS OF ALL KINDS. ALSO SHOWS WITH OWN EQUIPMENT. WANT RIDE HELP WHO CAN DRIVE SEMIS. ADDRESS **SAM FIDLER, MGR.,** Prairie du Chien, Wis. (Villa Louis Celebration) May 26 thru 31; Pekin, Ill., June 4 thru 9.

# ROYAL UNITED SHOWS

Want Concessions for Minnesota Territory

Photo, Hi Striker, Scale, Age, French Fries, Slum Stores not conflicting. Can also use Side Shows. Mapleton, Minn., May 23-24; Gaylord, 25-26-27; Truman, 28-29; New Ulm, 31-June 1-2-3; Janesville, 4-5; Osseo, 8-9-10.



**WHEEL FOREMAN****WANTED**

Top salary. Experienced Wheel Foreman; Jack Williams, wire. Write or wire

**Beam's Attractions**  
Tyrone, Penna.

**WANT CARNIVAL**

For the **AMERICAN LEGION FREE FAIR**

Sunman, Ind., about August 14  
**E. W. HOWREY, Secy.**  
Sunman, Ind.

**Complete Show For Sale \$250**

14x14 Show Tent, Sidewalls, Poles, etc. One Indian Mummy and Baby in Coffin; one Mexican Bat, 5 ft. wide; one Prehistoric Ribless Monster, 22 feet long, in sections, with 2 blow-ups. All for \$250. Send \$50 deposit, balance C.O.D. T. HUGHES, Care Moore's Modern Shows Chanute, Kansas

**WANTED**

Sober First and Second Men on Wheel. Clarence Spencer and Heavy Lyle, contact Jack Norton on show. Phone or wire

**J. W. MAHAFFEY**  
Cherokee Amusement Chanute, Kan.

**WANT CARNIVAL**

For Wisconsin 3rd District Legion Convention, June 16th and 17th, to be held at Boscobel, Wis. Can arrange longer stand if desired. Wire

**FLOYD VON HADEN**  
COMMANDER, BOSCOBEL, WIS.

**SIX FOOTED HORSE FOR SALE**

Just in time for Fairs and Rodeos. Beautiful jet black horse, regular pet. Young and good to look at, never been shown

C. S. AMSDEN  
R. 1, So. Tamiami Trail, Bradenton, Fla.

**WANT**

Cookhouse or Grab Stand, Corn Game, Diggers, Stock Concessions of all kinds. Man to take over Athletic Show.

**ROYAL MIDWEST**  
Defiance, Ohio

**WANT**

THREE TO SIX RIDES  
First, second or third week of September  
For Webster County Free Fair

**JAS. H. TOWNSEND**  
Providence, Ky.

**WANT**

One Roll-down Agent, one Agent for head of Alley. Jeanne can always place Girls. Wire

**DALE BARRON**  
MAGIC EMPIRE SHOWS  
Madisonville, Ky.

**N. Y. GAIETY SHOWS**

WEEK OF MAY 21-26, KILL BUCK, N. Y.; FIREMEN'S CELEBRATION, BATAVIA, NEXT WEEK.

WANT HELP on Merry, Wheel, Chairplane, Skyfighter, Tilt, Kiddie Rides; good wages.

WANT SHOWS—Snake, Illusion, Mechanical; want Good Talker for Girl Show.

WANT RIDES—Rolloplane, Octopus, Boat, etc. Cecil Long and Willie, get in touch with Joe (Hook) Polvino; wire collect. Klaire O'Neil, get in touch with me; wire.

**ANTHONY SANTILLO**

**ROYAL DUKE SHOWS**

Augusta, Georgia, May 28th to June 2nd; with Marine camp spot to follow.

Can place Kiddie Auto and Train Ride. Show has eight Major Rides. Want Foreman for Merry-Go-Round and Chairplane, Second Men who drive. Shows: Want Motor Drive, Fun House, Five-in-One, Snake Show. Place real Girl Show, any Show with own equipment. Concessions: Owing to disappointment can place Bingo, Want Custard, French Fries, Age, Scale, Palmistry. Any and all Hanky Panks, \$20 week. Place Blower, Alley, Six Cats; also will place one Wheel, Charlie Tompkins, get in touch with Tommy Mandell. Help: Can place Girls for office-owned Girl Show, useful Carnival People. All address:

**BILL PORTER, SENECA, S. C., THIS WEEK**

**LONE STAR SHOWS**

Kings Mountain, N. C., May 21-26; High Point-Thomasville, N. C., May 28-June 1. CONCESSIONS: Can place Age and Scales, Custard, String Game, Glass Pitch, Coke Bottles, Ball Game, Roll Down, Wheel, Skillo, Swinger, Nats, Bowling Alley and Blower. J. R. Howard, get in touch with Kelley. Want Agents for Razzle and Pin Store. SHOWS: Ten-in-One, Snake, Wild Life, Illusion or any Show of merit. HELP: Can place good Ride Help who drive semis and stay sober. Good pay and good treatment.

**E. White Pelley, Bus. Mgr.; J. R. McSpadden, Owner**  
P.S.: No collect wires, please!

**BARNEY TASSELL SHOWS**

Want for and around Washington, D. C.; Virginia and Maryland all summer  
**BEN MY TOBACCO FESTIVAL**

Rides not conflicting with what we have. Will buy, lease or book Merry-Go-Round. Concessions of all kind, strictly legitimate. Write or wire to permanent summer headquarters—4501 Madison Ave., Riverdale, Maryland.

**From the Lots****Merriam's Midway**

GRINNELL, Ia., May 19.—Shows opened to good crowds and fair weather. Roster includes Alva Merriam, owner-manager; Edna Merriam, secretary-treasurer; Mr. and Mrs. Webb Merriam, kiddie rides; Mr. and Mrs. Herb Allen, Animal Show; Amos Youngblood, Funhouse; Rusty Woods, Rat Show; Chief Little Wolf, Athletic and Girl shows; Red and Florence Cundiff, cookhouse; Whitey Wheaton and Tom Foley, griddle and counter man; Bessie Curtis, popcorn; Tom Davidson, bumper; Wayne Rex, Roman target; Whitey Cruze, palmistry booth, scales and watch-la; Louie Draheim, candy floss; Mr. and Mrs. Ray Nigg, long-range gallery; Margaret Kohlstedt, slat rack; Mr. and Mrs. Curly Rose, balloon dart; Mr. and Mrs. Chuck Staunko, milk bottles, fish pond and cork gallery; Mr. and Mrs. Gene Woods, jewelry and high striker.

Merry-Go-Round, Ronnie Keeling, foreman; Claude Pebbles, second man. Spitfire, J. M. Thebo and Nick Sweed. Tilt-a-Whirl, Frank Chavis and Bob Wetmore. Octopus, Leo Noe and Harold Leeper. Ferris Wheel, Dean Wasson and John Svec. Kiddie rides, Bill Kelby.

**Crafts Exposition**

SONORA, Calif., May 19.—Shows pulled in here Monday (7) after a 150-mile trip from Los Banos, Calif. On Saturday afternoon 2,000 children marched in a kiddies' parade and each one was given a ride pass by Manager Rober Warren. This hyped maine business greatly.

Al Cecchini reported that his concessions did well. Clyde Rawlings reported the biggest week of the season thus far on the Motor-drome. Milo Anthony, who joined after a long jump from San Antonio, reports fair business thus far.

Owner Orville N. Crafts visited the shows last week. Because of the small local lot the Octopus was not erected. Visitors here included Josephine and Jimmy Lynch, caterers, and Von (Heavy) Wise, who reported a good week at Camp Roberts. Donna Rawlings visited her son in Los Angeles.—VINCENT B. KUROPATWA.

**Wallace & Murphy**

MOUNT AIRY, N. C., May 19.—Trucks are being painted and kiddie rides rebuilt. Frank Zorda has revamped the Side Show. Johnnie Reddick is doing a good job with his Minstrel Show.—A. R. MAXWELL.

**Mighty Hammontree**

JOHNSON CITY, Tenn., May 19.—After six weeks of rain and cold weather thru Georgia and Tennessee, shows finally hit pay dirt here. Two nights were lost to rain the first week and when Saturday (12) was threatened with rain, General Manager William O. Hammontree decided to keep the org here for another week.

A strong wind destroyed Bob Hammontree's cookhouse and a new one was nearing completion this week. Fred Alman, billposter and lot man, added a glass pitch to his concessions. Sam Housner, legal adjuster and concession manager, added a grab stand. Bert Edwards joined as ride superintendent.

A Side Show was purchased from Mrs. J. J. Page and one of her Ferris Wheels was leased. Both were in operation here. Lew Duchene's Girl Show topped shows, while Grant Miller's Athletic Show came in second. Lee Crane's Wild Animal Circus and Harry Smith's Funhouse were third. Octopus, operated by Bobby Mullins, led rides, with the Ferris Wheel, operated by Bert Edwards, running second.

**Georgia Am. Co.**

FRANKLIN, N. C., May 19.—Shows moved in here May 13 from Murphy, N. C., where business was poor because of bad weather. A truck, carrying the Chairplane, had an accident en route here. Transmission stripped and brakes failed on a mountain and a car trying to pass was wrecked. No one was injured but ride was scattered all over the road where truck turned over.

Russell Powers is secretary-manager. Concessionaires include B. N. Mull, Hank Stuken; Eddie Moree, buckets; Walter Hardman, grab stand; E. M. Wilcox, agent; Bammar Gilman, p.c. dealer; Mr. Rice, over and under; Horace Williams, photos, mail and The Billboard sales agent. Van Lawler is Ferris Wheel foreman; Doc Hard- en, second man; William H. Jacks, Merry-Go-Round foreman; R. H. Holloway, second man; J. L. Sears, Chairplane; Hubert M. Holland, second man; kiddie rides, Lee Roy Brown.—HORACE WILLIAMS.

**North American Circus**

STAMFORD, Conn., May 19.—Show arrived here in good time after making a big jump from Newark, Del., and all units were ready to open Wednesday (2) for a 13-day stand. The warmest night of the season Wednesday brought out 4,200 people to the Yale and Towne athletic field where the show is playing in connection with the Festival of Music.

General Agent James T. Mitchell arrived from a New England booking tour and reported setting a number of dates. Show now has 8 rides and 4 shows in the line-up. For this date a number of indie concessions joined, bringing the total to 60. Duke Allen joined with his Girl Show. Also featured is Kay Ollis and her show. Rajah Raboe has been clicking with his Side Show. Next date is Westerly, R. I.—PAUL OLLIS.

**American Eagle**

HUMBOLDT, Tenn., May 19.—Shows are in their 14th week and biz has been okay. The Negro American Legion Strawberry Festival here resulted in good business. Org has a new marquee and two Ferris Wheels. Don Prentice continues to do well with pea pool. The writer has six concessions; Glenn Hockett has nine stands and Wendell Pierce, 10. Owner Danny Arnett is on booking trip. Shows enter Illinois soon for a long stay.—WILLIAM X. RENO.

**Peck Amusement**

ALAMO, Tenn., May 19.—Org moved here this week after a good stand at Brownsville, Tenn., where fair crowds came daily. Lot was a block from the business district and the weather was ideal. Saturday play started at 3 p.m. and continued well into the night. Joe Wills is now the show electrician. Show will make a long jump from here to Princeton, Ill.—FAY CURTIS.

**Flashbacks****25 Years Ago**

W. J. Hanley was engaged as general agent for a circus R. C. Carlisle was organizing for a tour of South America. . . . A. J. Griffin was seriously injured when thrown while participating in a Roman standing race on the Hagenbeck-Wallace Circus. . . . Hazel Hickey, of the Sparks Circus, was injured by her mount in a menage number. . . . The McCune Grant Trio left Gentry Bros.' Circus to play vaude dates in New York. . . . Lola O'Wesney, of the Christy Bros.' Circus, had to lay off several weeks after being bitten on the knee while working a bear act. . . . Dick Dixon, who had been assistant to Tom Everett, in charge of concessions on the Al G. Barnes Circus, left the show to join the Orange Bros. and Moon Bros.' Combined Shows. . . . Laurelio, "the man with the revolving head," was in his third year with the Ringling-Barnum show. . . . Side Show line-up on the Orange-Moon circus included Cly C. Newton, manager; Joe Balch and Art Powell, ticket sellers; F. A. Rader, inside lecturer; Mlle. Dick, fortuneteller; Babe Weldon, big snakes; Valda LaMarr, sword walking; Jollie Sussie, fat girl; Jo-Jo, missing link; the McKenzies, bagpipers; Akula and Hulch, Hawaiian musicians, and Billy Dick and Violet Palmer, Hawaiian dancers.

Frankie Rolando joined the D. D. Murphy Shows. . . . Mr. and Mrs. Thompson joined the May & Dempsey Shows with concessions. . . . Among concessionaires on Al's Amusement Company were Al Nation, Jack Archer, Jim Montague, Dad Harris, Dad Johnson and Shorty Williams. . . . Ethel Murray Simonds, manager of Oklahoma Free State Fair, Muskogee, was appointed secretary-manager of Tulsa (Okla.) State Fair. . . . Fred W. Green, mayor of Ionia, Mich., and president of Ionia Free Fair, announced that he would run for the nomination for the governor of Michigan. . . . Ernie Anderson was officiating as stage manager of Grand View Park, Singac, N. J. . . . Ralph A. Hankinson returned from a New Eng-

**Twin City**

WEST PLAINS, Mo., May 19.—Large crowds turned out for shows opening here Wednesday (16), with rides, shows and concessions reporting capacity business. Personnel includes Mr. and Mrs. George Crable and Mr. and Mrs. Sam Wells, co-owners. Mrs. Crable also is secretary, and Eddy Ryan is advance agent.

Concessionaires are Mr. and Mrs. Ben Xander, string game; Mr. and Mrs. Ed Butters, fish pond; Mr. and Mrs. Al Laffoon and daughter, Enid, balloon darts and ball game; Auss Daniel, Big Tom Rosey; Stevens, palmistry booth and high striker; Mr. and Mrs. B. V. Briggs, bingo; Mr. and Mrs. Ed Johnson, candy floss and snow cones; Mr. and Mrs. Nelson Wells, palmistry booth; Mr. and Mrs. Merle Turner and son, ball game and cake stand; Mr. and Mrs. Ed Roach, photo gallery and penny pitch; Eddie and Vernon Hook, skillo; Mr. and Mrs. Whitey Nielsen and sons, swinger, grind store, with Windy Wilson and Bottle Baby Stine as agents, set stand and cork gallery.

Agents on office-owned concessions include Bob Stevens, digger; Billy Arnold, pop corn; Lorraine Hauts, jewelry spindle; Ruth Melton, ball game; Boston Blackie, lead gallery; Tillie Crable, beat the dealer, and Merle Turner, pea pool.

Floyd (Punk) Melton is electrician and Octopus foreman, with Charlie Vaughn as second man; George Stevens, Ferris Wheel; Charlie Morris, Merry-Go-Round; Whitey Watson, kiddie rides, and Walter Houts, Mechanical Show.—VINCE NIELSEN.

**J. A. Gentsch**

WINONA, Miss., May 19.—Shows' local stand was sponsored by Winona Band Parents and business was good. Mr. and Mrs. Neal, who played the Memphis Cotton Carnival, will rejoin the shows soon. Butch Holiday accompanied them. J. A. Gentsch made a business trip to Arkansas. Mr. and Mrs. Gentsch visited their two children, who are in school here. They will join for the summer soon.

land booking tour. . . . Thomas P. Marrion, formerly of the C. M. Walker Amusement Company, resumed the management of Bayonne (N. J.) Pleasure Park. . . . Captain Sulliver, giant, joined the Arthur Ross circus at Revere Beach, Mass., along with Alfred Ingle. . . . Billy Clark, who had the Clark Broadway Shows and a former Florida real estate operator, was living in retirement in Fort Myers, Fla. . . . William Dauphin was preparing for the opening of his carnival on Long Island.

Deaths: R. E. Dixon, billposter; Irving E. Donahue, Side Show attraction; Howard Layton, outdoor showman; John McKinstry, carnival man, and Lewis E. Tuley, showman.

**10 Years Ago**

Angeline Anderson was cashier in the cookhouse on the Art Lewis Shows. . . . Earl Park joined the Imperial Shows with his cookhouse. . . . Roxy Fiber was in Ohio Valley Hospital, Steubenville, O., recovering from appendectomy. . . . Harry Schwartz was operating a balloon game and frozen custard stand on the O. C. Buck Shows. . . . Doc Angel had a cigarette gallery, and Mr. and Mrs. Pat Brown a lead gallery on the Buckeye State Shows. . . . William Howlands was handling the front of the Gangler circus on the O. C. Buck Shows. . . . Dr. F. A. Cox returned to the Dee Lang Famous Shows with his Lou-Louette attraction. . . . Rochelle Collins Fein had palmistry on Dodson's World's Fair Shows, with Mamie Cauley assisting and Armie Schafer on the front. . . . Peggy Murry was in her second season as featured fan dancer on the International Revue on Sims Greater Shows of Canada. . . . Thad Work was at his home in Indiana, Pa., recovering from injuries suffered in an auto accident. . . . Mr. and Mrs. Joe Rossi joined Dodson's World's Fair Shows in Charleston, S. C., Joe to play trumpet in the show band, and Mrs. Rossi to be with Jessie Clark's Gay Parade Show. . . . Charles S. Noell resigned as general agent of Fuzzell's United Shows to join another show. . . . R. F. McLendon, who opened the season with Max Gruberg's World's Famous Shows, joined the O. C. Buck Shows in Newburgh, N. Y. . . . Bob Higgins was recovering from a broken leg in Dade County Hospital, Miami.

Bob Stevens and Jack Fenton were bannermen with Wallace Bros.' Circus. . . . Six Gretonas were presented as the free act at Clementon (N. J.) Park. . . . Gus Talliaferro was handling program sales in the menagerie top for Cole Bros.' Circus. . . . Flying Valentinos opened their park season at Craig Beach Park, Diamond, O., for A. E. Mallory, manager. . . . Ed Riley, formerly of the Big Show, was working for the duPont company in Memphis. . . . Frank B. Hubling, Atlantic City, visited the Ringling show in Philadelphia. . . . Frank T. Kelly, former car porter and first-aid man on the Yankee-Robinson and other shows, was working as night orderly at Butte County Hospital, Oroville, Calif. . . . R. M. Spangler, owner-manager of Rolling Green Park, Sunbury, Pa., announced plans for modernizing the swimming pool. . . . James F. Victor joined George A. Hamid, Inc., as general road representative. . . . Louis Slusky, of Playland, Inc., signed a lease for 25 acres at Houston on which he planned construction of an amusement park. . . . Jerome Fleishmann was appointed director of public relations for Gwynn Oak Park, Baltimore.

**Cavalcade Shrine Club**

MOBILE, Ala., May 19.—A Shrine Club has been organized on Cavalcade of Amusements and the following officers elected: Glen H. Porter, president; Richard M. Crawford, vice-president, and Archie H. Wagner, secretary. Other members include Al Wagner, Otto J. Weiss, Julius G. Turov and Mark Ellman. Club will be under direction of Abba Temple, Mobile, and a committee from Abba Temple, consisting of Potentate Tom Hughes, Recorder Mike Steber and Noble Al P. Hill, will visit the Cavalcade at Evansville, Ind., next week to install the officers.



CARNIVAL WHEELS



24"-30" 36"-42" ALL BALL BEARING IMMEDIATE DELIVERY

BIG 6 WHEEL SEND FOR CATALOG! MORRIS MANDELL, Inc. 26 East 13th St. (Dept. W) New York 3, N. Y. Phone ALgonquin 5-5912

WANTED

Merry-Go-Round, Ferris Wheel, other Rides—single or in group; also high class Side Shows.

NORWOOD CIVIC EXPO Sept. 20, 21, 22, 1951 Write JOHN GERDSEN 2260 Norwood Avenue Norwood 12, Ohio

RIDES-WANTED-SHOWS

LAST CALL—LONG ROUTE BIG SPONSORED DATES 28TH YEAR OF SUCCESS

RIDES: Want Tilt, Octopus, Roll-O-Plane. SHOWS: Animal, Side Show, Fun House. 1951 Season Opens Charles City, Iowa, May 28. Address

JAY GOULD CIRCUS OTTAWA, ILLINOIS

FOR SALE

Brand new 6x8 blue Top (O'Henry) and Frame with panel sides. One used Top and Frame with floss machine, corn popper and display case and everything for making candy apples. Also 1936 G.M.C. two-ton Truck, van body, dual wheels with trailer hitch and equipped for living after unloaded. Ready for immediate operation. Come and take all for \$800.00 or will sell separate. Truck has three extra 825x20 tires and has been completely overhauled.

JAMES D. GRIGSBY 5803 15TH PL. HYATTSVILLE, MD. Warfield 7833

FOR SALE

No. 5 Eli Wheel, Smith & Smith Chair-plane and Kiddie Ride, in A-1 condition. Also will lease to right party. Address all mail to

J. J. STEBLAR 40 Colonial Rd. Stamford, Conn. Phone No.: 4-5197

DERBY CALLER WANTED

To join at once. Experienced Caller for elaborate 20 unit Derby Game.

MARC KING c/o W. G. WADE SHOWS, Ann Arbor, Mich., May 21-26; Pontiac, Mich., May 28-June 2.

DERBY FOR SALE

I have 2 Metro Derbies built on 25 ft. alum. trailers. Will sell one as I can't look after both.

E. L. WINROD c/o Imperial Shows, Steger, Ill., this week; Dowagiac, Mich., next.

WANTED TO BOOK

Circus or Carnival for FIREMEN'S ANNUAL CELEBRATION July 13 and 14. Contact immediately.

A. J. FURCHA Mecklenburg, N. Y.

Cannon Shooting Boy

Over Wheels HENRY COGERT Hamid Office, 260 Tremont St. Boston, Mass.

RITA RAYE

Wants Working Acts As Mental Act, Tattoo Artist, Talker. Ticket Seller, Talker who can manage Side Show; have complete outfit. Also want Girls for Girl Shows. Rickey Rodell, Harold Markham, Tommy Splangler, answer. Can use two impersonators for Girl Shows. CARE OF A.M.P. SHOWS Buchanan, Va.

RIDES WANTED

In connection with Jaycee all day and evening of 4th July Celebration. Write MARLIN MADDUX, Ch. Greensburg, Indiana Phone: 2-1854

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Feldman, Mr. (Laundry) Frazier, Art 214 10c McGinley, Barbara 70c

Abel, Barnett Adams, Albert E. Adams, E. J. Adams, Geo. M. Admire, J. C. Albert, Rayno Alexander, W. E. Allard, Maurice Allen, Frank Allen, Robt. J. Alvarez, Frank John Annin, Ralph J. Anthony, Milo Appligate, Joe Arger, Tom Arnette, Derl Arnold, Otis Asberry, Bethel Chester Ashworth, Oliver Atterbury, Wm. Baker, Betty Baker, Ronald Baldwin, Robt. E. Ballance, Alfred C. Ballard, Florio Barfield, Willie "Coot" Barlow, Wm. W. Barnes, Bob Barnes, Lawrence Barnett, Marge Beardsley, Albert L. Beardsley, Clarence Beauden, Marce Bell, Mrs. E. A. Bennett, Carl (Happy) Bennett, Frank Bennington, Bob Benson, H. E. Bernard, Arthur Ortho Bierman, Carl Richard Billiken, Miss Billie Birnman, Wm. S. Blackhall, Thos. S. Blackhall, Mrs. Thos. S. Blackley, Mrs. John R. Blanton, J. W. Blanton, Jessie Bolt, J. P. Borden, Raymond Borden, Sam Borland, Ernest Borrors, W. L. Rouchard, Mrs. R. J. Breeden, Dan Breese Distributor Bress, Mrs. Reitha Briggs, J. C. Briggs, Lee Brinkley, Bruce Brodie, Wm. Nell Bronso, Lucas Brooks, Johnny A. Brown, Clyde Thos. Brown, Evelyn Wilzack Brown, Lucas Brown Bryant, Mrs. Carl Bryant, William

Duffey, Jr., Harry Wm. Durkin, Ethel Durham, Albert Durham, Albert Durkin, Phill Edis, Irene Edwards, Harry Edwards, Jack Edwards, Glenn Eno, Doreen M. Ephraim, Frank Evans, Mrs. Tom Evans, Mrs. T. A. Ferris, Zaeh Fawcush, Glen Felta, Johnnie Felta, Louis Tex Pinato, Tony Pinato, Mrs. Tony Pizarro, Fred Polk, Bill Ponderberger, Chas. Leo Forbes, Chas. E. Fox, Al B. Fox, Rennie Franklin, Jack Franz, Mr. Billie & Gladys Frazier, Sonny Frost, Jack Fultz, Mrs. Bernice Gaudin, Wm. F. Gallagher, Chas. E. Galpin, Earl Gambill, Kitty Garner, Lewis Garvey, Wm. Gaudin, R. E. Gaudin, Raymond A. Gaudin, H. L. Gaudin, Arthur Ortho Gaudin, Carl Richard Gaudin, Miss Billie Gaudin, Wm. S. Gaudin, Thos. S. Gaudin, Mrs. Thos. S. Gaudin, John R. Gaudin, J. W. Gaudin, Jessie Bolt, J. P. Borden, Raymond Borden, Sam Borland, Ernest Borrors, W. L. Rouchard, Mrs. R. J. Breeden, Dan Breese Distributor Bress, Mrs. Reitha Briggs, J. C. Briggs, Lee Brinkley, Bruce Brodie, Wm. Nell Bronso, Lucas Brooks, Johnny A. Brown, Clyde Thos. Brown, Evelyn Wilzack Brown, Lucas Brown Bryant, Mrs. Carl Bryant, William

Bucci, Anthony Buck, Buddy Buck, Doris Buffington, Robt. S. Burch, Charleston Odell Burger, Clyde Leos Burke, Wm. Burkle, Billy Goffrey Burns, Bobbie Burns, James A. (Doc) Burns, Marion Buttler, Willie Eaker Camp, John Cantrell, M. D. Carmin Derrell Carpenaki, Mrs. Mary Carr, Miss Billie Carroll, Curley Carter, Lilla Carton, Eddie Caruso, John (Pine States Show) Cash, Albert Castlereigh, C. A. Caudell, Jr., Garnett Chapman Lawrence Childress, V. R. (Chick) Chitwood, Guy Christensen, Mrs. Geo. "Burrhead" Bill Cribull, Mrs. Gertrude S. Clark, John James Clayton, Raymond Cobbs, John R. Cobler, W. P. Cochran, Perry Coleman, Bob Elshoben Coleman, Bob & Thelma Coleman Jr., G. T. Comfort, Wm. A. Connors, Jack Conrad, Lloyd Edward Cook, J. John J. Cooke, J. M. Cooper, Elisha Corran Flint Cortes, Rita Costerman, Ralph H. Courtney, Mrs. Grace Courtney, Jerry Matthew Cowden, John Thos. Cropper, Tommy Cummings, W. G. A. Mrs. Curran, Cliff Curry, Joe Curtis, Harold or Pappy Custer, Andy Custer, Mrs. Louie Custer, Richard Dabhy, Russell "Toby" Dally James Robt Dale's Circus Daly, Smiley Dando, Glen H. Darnapack, Robt. Daubley, Russell (Toby) Daugherty, Mary Davernon "Chico" Davis, Geo. C. Davis, Mrs. Jean Davis, Robt. W. Davis, Wm. M. Daye, Miss Dusty DeArment, Bill DeFazio, Mrs. Julia DeMell, Capt. Eurique DeMitchell, Otto P. DePrizio Franka Dean, Mrs. Rosie Decker, Joe Deibert, Gene Delph, Dewey DellRio, Carmen Demetro, Thomas Dempsey, Mrs. Nancy Denik, Harold Detwiler, Bryan A. & C. Divie Amuse. Shows Dillon, Jack Donnelly, Russell Dornier, Mabel Agnes Doss, Texas Benny Dougherty, Pat (Gold) Dowdy, Walter E. Dowdy, George "Red" Duchene, L. P.

Leslie, Edward Levine, A. H. Levy, Mrs. Charlotte Levy, Stanley Lewis, Harry V. Lillistors, R. H. Lily, Bud & Mrs. Lipsky, Morris (J. J. Jones Shows) Litzenburg, Mr. & Mrs. Lockaby, Mrs. Marion Locke, Bobby Loftus, Speedy Long, John William Loter, H. (Stevens) Louis & Cherie Luce Justice B MacFadden, Fred J. McAllister Norman McArthur, John Francis McCormick, Charles V. McDaniel, Janie E. McGee, Mrs. Norma McGee, Mrs. Virginia McKelown, Grace McLane, C. E. & Mrs. McLane, Mrs. Ora McNabb Earl Wayne McNamer, Dan McNeil, Vernon L. McShane, James H. McSpadden, Richard Mack, Blondie, Mr. & Mrs. Macolly, Paul N. Mahoney, Harry Mahoney, Danny Mamas, Harry Marks, Mrs. Katherine Marks, Mike Marlow, Jack Marz, Robert Marz, Jessie B. Marz, Rudolph Martin, Carl G. Mason, John Masson, James (Talker) Mason, R. A. Matthews, Sport & Mrs. Maynard, Glenn May, Roy Orndel Melkenhous, Charla Lee Meyers, Robert Miller, Mrs. Arval Miller, Bee Miller, Bob & Flossie Miller, Carl (Blackie) Miller, Ephraim Miller, Harley Walter Miller, Irvin C. Billie Miller, (Little) Joe & Mrs. Miller, William J. Miller, William LeRoy Minden, Mrs. Peggy Mitchell, Jack Mitchell, Bob Buddy Mitchell, Mike S. Mitchell, Miller Mitchell, T. S. Monroe, Jay Lee Moore, Rob H. Morgan, Buster Morgan, Miss Pat Morris, Edgar E. Morris, Robert F. Morse, Leon Murphy, Warren M. Murray, James R. Murray, R. C. Nazarek, Philip Nazarek, Nicholas Nelmar, Darny Nelson, Bill (Salor) Neville, Ray Assie Newman, Mrs. Norman

Newson, J. T. Newton, John Robert Nicholas, E. Nichols, Steve Nickel, Harry A. Noble, J. Pam Norris, L. D. Norton, Jacob Francis O'Brien, Joseph & Lillian O'Connor, Mrs. Betty O'Reilly, Patrick O'Saturday, Michael Ogilvie, L. B. "Chick" Ollis, Mrs. Ky Weiss Osborne, T. S. Page, Bill Page, Herman Parrott, Harry Parsons, Josiah & M. Pashley, Dale Patchin, Clyde Pauek, George Pearl, Joe Pearson, Mike Pelekey, Mrs. Burton Perry, Robert Peterson, Guy E. Piker, F. W. Piteford, Walter Podabinski, Anthony Pond, Edwin Sutton Pool, Bob & Sally Potter, Northam S. Prevo, Mrs. Frank Price, Mrs. Arthur R.

Price, Conrad Ellsworth Price, Mac Price, Mrs. Martha Provost, Bill (Wild Life) Pugh, Gettus Puttie, Dorothy Raftery, Mrs. Connie Ragsdale, Jr., Thomas Ralford, Allen James Reece, Mrs. L. P. Reed, Gayle Rees, Chet Reese, John Reese, Manuel Reisinger, Albert R. Reithoffer, Jr., P. E. Renard, Thomas A. Revnick, Mel Revolt, Paul Rice, John Rice, Leroy G. Rice, Warren H. Richards, Earl B. Richards, Mrs. Dolly Robinson, Ralph White Rose, Martin Ross, James Rudiger, Albert Ryan, Charles Rymer, Hazel J. Salisbury, Robert San Fratello, Esther L. Sandbrink, Paul & Mrs. Saunders, Don Seaton, Sammy Schroer, Janet E. Schulz, Thomas Schults, Jr., Ralph H. Schuyler, Mike Seifren Scott, Frances Seidman, Lillian Seay, Earl Seeley, Victor Wallace (Bailey Bros. Circus) Self, Robin Senior, W. C. (Billy) Sheets, Billy Shendler, Floyd "Shep" Shore, Roy Jackie Shrum, Billy Wilson Shunk, Jim Siegrist, William R. A. Sisk, Mrs. Retha Sisk, Joseph M. Slaten, Adrian G. Smakley, Harry Smith, Kenneth H. Smith, Mel (Chuck) Smith, Robert G. (Bob) Smith, Sammy Soudalet, Jr., H. J. Spade, S. D. & Mrs. Speer, Harry Steiner, Art Steinhilber, J. A. Sprague, Ralph J. Stacy, Woodrow Starr, C. M. Starr, Mrs. Marie Stevens, Ed J. Stevens, Johnny Stevens, Johnny (Stevens Bros. Circus) Stevens, Ray (Magician) Stirk, Francis S. Stormes, Marion H. & Lillian Strain, Sallie Mark Sullivan, Jeri Sullivan, Mrs. Rosalind Sunday, Ronnie (Shie-Magician) Talshoff, Al Taylor, Johnnie Taylor, Slim Tearney, June Teeters, Freeze Teubole, Lawrence Temple, Lawrence Bennett Thompson, George A. Thompson, George Thornton, Gofry Thornton, R. H. Trozel, William Everett Fincelle Robert H. "Tah" Exposition Shows Valo, Andy Vandervort, Charles Varrier, Roy Virgil, Magician Walk, John Joseph Wallace, Mrs. Wm. Walter Lester Irish West, Robert K. Wheeler, Frank Edward Whitehorse, Princess Whitmore, Toby Wilber, Mrs. Josephine Wilcox, Mr. (Boxing Mr.) Williams, Georgianna Williams, L. L. Williams, Thomas H. Wilson, Raymond Wolfe, William J. Young Albert Grant (French) Young, Dorothy Young, Larry Young, Reubis Ziemba, John B. Zintville, E. F. & Mrs.

Adaire, Arlette Ball, Betty Barford, Willie Barnett, Robert Bowen, Roy Buchanan, Verne Burrows, Theresa Carpenter, Joe Chilster, Wm. J. Fidler, Valerie Grady, Helen Graham, John I. Greska, Michael Hill, Jean Keesan, Tommy Kites, Billy Kennedy, Ann Mace, Ernest E. Malik, Hy Murphy, Pat Murphy, Rose Raybuck, Arnold Roach, Harry Roach, Tom Smith, Trudy Stock, Beatrice Wickman, Juanita

Hanson, Carl L. Hickey, Una Wolden, Tommy Houston, Wm. Hughes, R. K. Kubeb, Ben Klippel, John J. Lee, J. K. Little Mea, Ted

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT CHICAGO OFFICE 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name Address City Zone State Occupation

Mulo, Frances (Gman, Nat) Petranis, Mike Razof, Andy Sherman, Robert Yates, Richard

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Ackley, James W. Adams, E. H. Adams, W. H. Aldorf, James Allman, Bertha Arnold, Floyd "Rube" Babb, Jack Bard, Miss Ginnie Bales, Pete J. Barber, Mrs. Colleen Barsold, A. E. Baysinger, Al Bell, A. J. Biddle, W. J. Boudreau, Pete & Gil Brightman, Ronald Bryant, Paul Brunley, William L. Bunch, Edward Burke, Lloyd Burke, Raymond Charles Campbell, Allison Lee Campbell, Mahlon Canipe, Mary Canipe, Dick Caspers, Willard Carter, Bill Chapman, Archie Clark, Floyd A. Clark, W. C. Clarkson, Robert Coates, Dick Cole, Robert (Bob) Coleman, Mrs. Alma F. Collins, Ewo Collins, George & Sis Conaway, Lewis Cox, Loren "Blackie" Crawford, Lee Darpel, Joe Davis, Edward J. Dearing, R. E. Deigh, Dewey Dever, Alton Dickerson, Harry G. Doan, Merle F. Dobson, Paul Albert Duffy, Roy T. Dundas, William E. & Johnnie E. & Pauline J. Eckhardt, A. J. Edmondson, Raymond Edmondson, Albert G. Edinger, Eddie C. Fenlon, L. M. Files, Harry F. Flaig, George H. Foley, James Forstner, Don Foster, Gus X. Foss, John D. Fox, Raymond Frank, Tama Friedenheim, Morris Gale, James Gay, Eddie Golden, Helen C. Gowdy, Pamela Graves, Floyd A. Grubbs, Horace J. Hale, Robert Dee Haley, Mrs. Jerry Haley, Joe Hall, Edward L. Hall, John R. (Bus) Hall, Paul E. Handler, Lon Ann Ham, B. H. Harrie, Edward R. Hathaway, Cherald A. Head, Robert L. Heth Exposition Shows Hill, Dan Houston, Richard Howard, George C. Jr. Howard, Laura Gertrude Hull, Harry E. Jack, W. E. Jackson, John G. Jacobs, Charles C. Jennings, Harold Frank Karnes, Walter Keffer, Donna Keller, A. M. Keller, Prof. George J. Kelly, Gene Kilken, Mrs. Billy Kime, Miss Leona King, Marjorie Kirkhart, Flora Konevsky, Mrs. Kay Konevsky, Stanley A. Krase, Clarence Lamb, L. B. Lancaster, Kirk Larkin, Michael Jr. Leitner, Marie Lomson, Walter Louder, Eileen Lunzer, R. J. Lyons, Charles Windsor Lyon, Tiny McCoy, Clint Jr. McCarry, W. H. McGregor, Harold G. McKeown, Grace McGregor, H. G. Magner, Oliver Marba, C. Martin, George Martin, Geo. L. Milanese, Joe Miles, Rex Miller, Clifford M. Miller, Leonard H. Miller, Mrs. Paul H. Minahan, Francis A. Mitchell, Mrs. Albert Moler, D. P. Morehous, Clinton E. Morgan, Miss Donna Morris, Zea M. Nolt, Irvin E. Null, Blackie O'Dea, James Painter, John Clifford Parker, Pat V. Patterson, J. B. Payton, Ervin C. Peppers, F. W. Peterson, Miss Ruby Phelps, Fred Pilger, Albert Pitre, Allen Perry, Dalton W. Perry, Marion Redd, Delbert E. Reese, Johnnie Reynolds, Duke Riddings, W. T. Richmond, Harry Ringnette, Claude M. Robertson, Dudley Robinson, Mr. & Mrs. Robinson, Ralph J. Roe, Mark Henry Ryan, Tom Saare, Virgil Schneckloth, Mrs. Harry Sims, Casey Sitka, Wm. Shudlow, Albert T. Smith, Charles William Smith, Edw. Hata Smith, J. Francis Smith, William D. Smyth, Arthur Smyth, Edna Mae Sonenow, W. E. Star, Herb Jo Starr, Andrew Swinney, Lewis E. Taylor, Robt. Tharp, Marshall D. Uncle Charles Vaughn, Mechanical Farm Vasulka, Frank Vining, Ted Waite, Floyd H. Walker, George Lee Walker, Honey Lee Warren, Mrs. Robert Ward, Harry Waters, James A. Weaver, Mrs. Sarah Webster, Mrs. Jean Wendt, Charles E. West Bros. Circus West, Harry E. Wetherbee, Harold Wheaton, Howard V. Whisman, Mrs. Virgie White Eagle, Carl Widmer, Andy Wilson, A. "Dutch" Wilson, D. A. Wiseman, H. A. Wiseman, D. B. Wiseman, Grace Wood, Miss Frankie Woods, F. A. "Whitey" Wright, Duke Wright, Gerard R. Yamada, George Zimmerman, H. E. Mershala Thomas, Mrs. Mike Thompson, Mrs. Betty Thompson, Tommy Tiernan, Miles Travis, Ronnie Vasulka, Frank P. Vincent, John Wald, Harry Wallace, Beverly Powell Wasse, Ralph Webb, Mrs. Leona Western, J. W. Whelpley, Rance Willis, George Francis Willis, Tommy Wilson, Eileen Winton, Elks (Cumberland Valley Shows) Wollie, Wm. & Berta Wray, Mrs. A. V.

INSURANCE IDA E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

AMERICAN LEGION CELEBRATION Alpha, New Jersey, 7 big nights, including Sunday, June 4th to 10th. Want Bingo, Pan and Mouse Outfits, Diggers, Stock Wheels (10 cent only), Hanky Panks of all kinds, Snow Cone, Floss, Long and Short Range Gallery, Photos, Age and Seales, Arcade, Ball Game, Jewelry Pitches. What have you? Want Shows of all kinds except Girl Shows. Ride Help for Kiddie Rides, Second Men's Semi Drivers. All contact R. H. Miner GARDEN STATE SHOWS Collegeville, Pennsylvania

PAUL "SKEETS" MARSHALL Wants Foreman for Merry-Go-Round, Wheel, Screw Ball. Salary plus bonus. PAUL MARSHALL 3006 East 130 St. Cleveland 20, Ohio Phone: WA 14679

WANTED Man to operate Chairplane, must drive. Also Concession Agents. Leaving for Kentucky Saturday 26th. HUFFT'S ATTRACTIONS ROY HUFFT, MGR. 2127 St. Joseph Ave. St. Joseph 53, Mo.

BOB AND MISS PEARL CONTACT ME BY WIRE EDDIE YEAGER c/o The Hennies Shows Decatur, Ill., this week.

1 8-SEAT KIDDIE FERRIS WHEEL 1 12-SEAT KIDDIE CHAIRPLANE Perfect condition. Cheap for quick sale. DAVID LAFFERTY 1 LINCOLN AVE. BATAVIA, N. Y.

WANTED Ride Help on all Rides. Join at once. Richland Center, Wis., until May 28th; Madison, Wis., May 29 to June 2; Rockford, Ill., June 5-10. EMSHOFF SHOWS

MOTORDROME TRICK RIDER Fourteen weeks Belmont Park, Montreal, and three big Canadian Fairs to follow. Best of treatment and top money to reliable rider. No collect wires, please. GOLDIE RESTALL Belmont Park, Montreal, Quebec, Canada

ANCHOR TENTS CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS ANYTHING IN CANVAS California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS SHIPMENT ON MOST SIZES. ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

L. J. HETH SHOWS WANT Account disappointment, Girl Show Manager with Girls. Have nice frame-up for Five-in-One. Will furnish outfit for Monkey Show, Wild Life Show. CONCESSIONS—Arcade and Hanky Panks of all kinds. ADDRESS: Murfreesboro, Tenn., this week; Owensboro, Ky., next week; then Henderson, Ky. (On the Streets).

Subscribe Now! ONE YEAR \$10 52 BIG ISSUES Including 8 Special Issues THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues. Name Address City Zone State Occupation



### Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!



#### THE MAN OF THE HOUR!! GENERAL MacARTHUR BROOCH

May be worn as pin or brooch by patriotic men or women. Plastic, colored in natural skin tones on face, with khaki colored uniform and hat trimmed in gold. Carved.

No. BB34439  
PER \$10.80 PER \$1.00  
GROSS DOZEN



#### 10 1/2-INCH WESTERN HORSE AND CLOCK

5 inch high clock mounting with Western motif. Highlighted bronze finish. Manual starting electric movement. 17 inches wide, 1 1/2 inches high, 5 inches deep.

No. BB62W788. Each. \$5.75

### Men's & Ladies' AVIATION STYLE SUN GLASSES



In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

Men's Model Retail 98c. Ladies' Modified Model. Retail 98c.  
NO. BB201J270 \$8.00 Dozen  
NO. BB201J272 \$8.00 Dozen

### CARNIVAL NOVELTIES

#### CELLULOSE FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N7	4 inch	\$ 8.40
B34N5	7 1/2 inch	18.00
B34N6	8 inch	21.00
B34N9	9 inch	24.00

#### HIGH HAT MONKEYS

No.	Size	Per Gr.
B38N78	4 inch	\$ 3.50
B38N81	7 inch	7.20
B38N82	9 inch	15.00

#### DANGLING COMPOSITION NOVELTIES

No.	Size	Per Gr.
B38N71	2 1/2 inch Donald Duck	\$3.25
B38N74	4 inch Donald Duck	6.00
B38N72	2 1/2 inch Frog	3.25
B38N73	2 inch Spider	3.25
B38N75	2 1/2 inch Spider	6.00
B38N79	2 1/2 inch Hula Doll	3.25
B38N80	4 1/2 inch Hula Doll	6.00
B38N76	4 1/2 inch Devil	6.00
B38N77	4 1/2 inch Skeleton	6.00

#### PAPER PARASOLS

No.	Size	Per Gr.
B26N26	18 inch	\$9.00
B26N7	23 inch	18.00
B26N8	29 inch with handle	35.00

#### 8 RIB RAYON FLORAL PARASOL

No. B26N9 32 inch. Per doz. \$4.00  
LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Gr.
B38N68	\$4.75

25% deposit required on all orders

200 W. ADAMS STREET CHICAGO 6, ILLINOIS

### ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

WATCHES GUARANTEED LIKE NEW For men and women, new model watches, case and dials. Reconditioned and guaranteed like new Complete with leather straps.



\$9.95

Above watch with gold plated band, tie holder and cuff links. Neatly boxed

\$12.95

Heavy 1/20 14K R.G.P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Tray FREE with every 2 doz.) \$12.95 per samples. 25% Wholesale only—\$1 additional with order. Balance C.O.D. 5-day money back guarantee if not satisfied.

JOSEPH BROS. 5 S. Wabash Ave. Dept. B-26 Chicago 3, Ill. "The Watch and Diamond House"



Above watch with 5-pc. of imported assist. colored stones. Hand set in 14 karat gold plate.

25% For New Big 1951 Wholesale Catalog.

### POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54 x 72 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 No. 146 Tobias \$3.25 No. 144 Midway \$3.25 No. 145 Magnet \$4.10 No. 146 Mingo \$4.10 Less Than Case Lots, Add 10c Per Blanket. For Sample Add 50c Per Blanket.

READY FOR MAILING SOON—Our new 1951 No. 61 Catalog. Write for your copy NOW. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

### WRITE TO CASPER'S

Complete wholesale catalogue on Cuba alligator ladies' handbags, shoes, belts, wallets, etc.

P. O. Box 266, St. Augustine, Fla.

## CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

A-1 FREE CATALOG: 1,135 PARODIES, Special Songs, Routines, all Specialties. Monthly "Entertainer's Informer" free too. Kleinman, 5138 Cahuenga, N. Hollywood, Calif. je16

A-1 RECORD, SONG OR POEM ON 6" UN-breakable piano-music record. Send copy \$1 to Carl Ludwig, 127 S. Broadway, Los Angeles 12, Calif.

AMAZING OFFER — SEND YOUR SONG poems for free musical settings by professional. Melodino, 1713 Laketon Rd., Pittsburgh 21, Pa.

ARRANGING FOR BAND, ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. je16

BANDS, SINGERS, ENTERTAINERS OF all kinds! Free new songs available! Special music written for your act; write for information. Ray Johnson Studios, Studio 6, 5884 Hollywood Blvd., Hollywood 28, Calif.

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for postage packed back issues. Emcee-B, P. O. Box 983, Chicago 90. emcee-b

GAGS — LARGEST COLLECTION; MONOLOGUES, Dialogues, Bits and Ideas; greatest ever; order now; first issue \$1. The Gag Bag, 751 Broadway, N.Y.C.

### AGENTS & DISTRIBUTORS

AAA BEST DEAL—TALKING CARDS, Birthday, Sweetheart, Xmas; send 25¢ for sample; \$1.00 dozen, \$18 gross. Columbia, 7250 Melrose, Hollywood 46, Calif. je19

ABCO'S BEST ASSORTMENT—SEND \$10 for 20 worth of fast selling merchandise. Wolfdeck, Modeldecks, \$10 doz. Abco, Box 46, Marlboro, Md. je2

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples. Acme Mfg. 97D Chelmsford St. Boston 22, Mass. je23

ADVERTISING SIGN SALESMEN — CASH in! Amazing changeable sign letters stick by themselves; send name for free samples. Garry Enterprises, 6912 Hollywood, Los Angeles 28. my26

A GRADE BEAUTIFUL PEARL NECKlaces: 1 strand, dozen, \$1.75; 2 strand, dozen, \$3.50; 3 strand, dozen, \$5; assorted sizes, \$4; Drop Earrings, assorted, dozen samples, \$2; postpaid cash with order; wholesale only. Jacobi, 1561 3rd Ave., New York 26, N. Y. my26

AT LAST—A FAST SELLER; SHOCKING Greeting Cards, Epic Bed Pan, with envelopes, sample dozen \$1 with wholesale catalogue. United Novelty, 49 Hanover St., Boston 13, Mass. je2

ATTENTION—16MM. ROAD SHOWMEN; rent late Sound Films at a price you can make money! Large list free. Murray Films, 879 Reibold Building, Dayton, O.

BARGAINS—SAVE UP TO 50%; HOSIERY, Linens, Toys, School Supplies, Blades, Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplaines, Chicago 6.

COLOR SPINRAL SPINNERS — \$50-\$100 day for livelihood; used car lots, service stations, etc.; eager buyers; gorgeous outdoor display, metal; be among first with them in your area; trial dozen, \$19.80; six, \$10; three, \$5.25; sample, \$2 (with big profit details) postpaid; 1/4 deposit. Cox, P.O. Box 232, Venice, Calif. my26

COMIC ILLUSTRATED BARROOM SIGNS—Large size, 8 1/2 x 11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian, 5138 Cahuenga, North Hollywood, Calif. my26

CONCESSIONAIRES — CLASSY 16 PAGE two color programs sells 25¢ at any rodeo; costs you 6¢; sample and particulars prepaid 10¢. Fog Horn Clancy, Waverly, N. Y. je2

ILLUSTRATED COMIC CARTOON AND Joke Booklets, Illustrated Comic Postcards, Party Paper, Fun Novelties for men; big assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn. Dept. HB-C12. je2

KNIVES — SWITCHBLADES; HUNTING knives for flash, 67¢ up; Catalog 29¢. Boston, Mass. Room 451, 212 Essex St. my26

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. je30

MAKE PERFUMES—FROM OUR CONCENTrates at home; profitable business; information free; men, women; write Carey Lab oratories, 1914 Chouteau BB, St. Louis 3, Mo. je9

MEXICAN CURIOS AND NOVELTIES—Clay Turtles, Armadillos, Alligators, assorted \$7; Black Spiders (Tarantulas), wire long legs, wiggly \$8; Fun Snakes in wood box \$18; Mexican pottery Pig Banks, 4"x4" \$18 each gross; Mexican Resurrection Plants \$2.50 hundred, sample 60¢, \$20 thousand. Stamp for list. General Mercantile Co., Laredo, Tex.

MEXICAN RESURRECTION PLANTS—\$20 thousand, \$3 hundred, ten samples 60¢; if you want to make money, handle this line; stamp for list. General Mercantile Co., Laredo, Tex.

MEXICAN YOUNG TAME BURROS—SPECIAL for children to ride or for breeding, \$45 each Laredo or at \$65 each prepaid. General Mercantile Co., Laredo, Tex.

NEW ACTION FILLED NOVELTY—KIPPY and Kit, mama and baby kangaroo; pat Mama on the back and wile novelty, easy to sell; hilarious entertainment; reveals the future day to day. For details write Morgan Novelty Company, Dept. H. P. O. Box 8536, Hollywood 46, Calif. my26

NOW YOU CAN PROTECT NYLONS FROM snags and runs; just rinse your nylons in Rejuv plastic liquid and coat each nylon fiber with a tough invisible film; women say it doubles the life of nylons; satisfaction guaranteed; 6 oz. bottle only \$1 postpaid; order today. Rejuv Products Co., 3356 Glendale Blvd., Los Angeles 39, Calif. my26

PITCHMEN — \$\$\$; BIG MONEY, FAST selling "Dice-a-Day." Hollywood's newest game sensation; a fun packed novelty, easy to sell; hilarious entertainment; reveals the future day to day. For details write Morgan Novelty Company, Dept. H. P. O. Box 8536, Hollywood 46, Calif. my26

PICTURE POST CARDS—NO LIMIT to message on back, \$9.50 1st 1,000; additional 1,000 \$7.50. Business Cards, any 1 color \$3.95; any 2 colors \$5.50; 3 day service. No c.o.d.'s; we ship prepaid; free samples. C & G Reproductions, P.O. Box 1107, Clearwater, Fla. je2

PRESS CARDS—BEAUTIFUL REAL TWO color. Rush dollar for three cards to Lewis White, 936 So. Kenmore, Los Angeles, Calif.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. my26

SELL FIREWORKS—WRITE FOR PRICE list; send for our \$25 trial asst.; brings in not less than \$50. Terms: Cash, no c.o.d.; post yourself on local and State restrictions. Victory Fireworks Co., P.O. Box 7456-C, Portland 20, Ore. je2

SOCIAL SECURITY WORKERS—WE HAVE pre-war plates, plain and colored; sample 25¢; and wholesale prices. Gameiser, 146 Park Row 7, N.Y.C.

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Laxatives, Liniments, Flavorings, Tonics, Herbs, Salves, Composites, Deals, Premiums, Private Labels in 3-dozen lots. 220 George St., Cincinnati, O.

### ANIMALS, BIRDS, PETS

A-1 SNAKE DENS—SMALL SNAKES; large harmless; Rattlesnakes, fixed or hot; Green Iguanas, \$10; Tezu Lizards; Gila Monsters; Giant Cuban Chameleons; Boa Constrictors; S. A. Monkeys and Rare Animals. Price list on request. Wild Animals, Inc., Silver Springs, Fla. Phone 1204. je7

A BEAUTIFUL YOUNG JAGUAR ON HAND for immediate shipment; Acouti, Pacas, Capybaras, Monkeys of all kinds, Giant Anteaters, Red Squirrels, Ocelots, Coati Mundi, Wild Cats, Raccoons, Opossums, South American Birds; we are headquarters for large Central and South American Boa Constrictors and Snakes of all kinds. This week's special: Spider Monkeys, \$27.50. Tarpon Zoo, Tarpon Springs, Fla.

ALLIGATORS—ALL SIZES; 1 TO 2 FT., \$5; 2 to 3 ft., \$7.50; 3 to 4 ft., \$10.50; 5 ft., \$30; 6 ft., \$55; 7 ft., \$72.50; 8 ft., \$110; also other reptiles. Gator Jack, Gulfport, Miss. my26

ABYSSINIAN HORNBILLS; BABY CHIMPANZEEs, tame, gentle; Monitor Lizards, African Porcupine, large male Chacma Baboon, Leopard Cubs, Pygmy Hippos, Rats, Civets, Chase Wild Animal Farm, Egypt, Mass. je2

ATTN.—CIRCUS, CARNIVAL, AMUSEMENT Centers; all Concessions; write for prices on Baby Turtles, painted, unpainted; Chameleons; all postpaid! Valley Tropical Fish Co., Stockton 1, Calif. P. O. Box 215. my26

CANARIES, HAMSTERS, GOLDFISH, PUPpets, Cases, Rats, Mice; established 1907. National Pet Supply Co., 3101 Olive St., St. Louis, Mo.

CAPYBARA, THE WORLD'S LARGEST RODent, extra large, \$60; Red Fox, full color, cage brook, \$12.50; Giant Rhesus, \$35. Wild Animals, Inc., Silver Springs, Fla. Phone 1204.

CUB BEARS FOR SALE—WE SHIP ANYwhere in the U.S.A. For full particulars write Reliable Bird Co., Winnipeg, Canada. je23

FOR SALE—A BEAUTIFUL YOUNG Female Chimp in perfect condition with exception one eye, chain broke will wear clothes, very gentle; first \$400 gets her. McIntosh Monkey Circus, Bellevue, Mich.

FREAK MALE PIG—11 WEEKS OLD; COLOR, white; sexual arrangements, not morphadite. Russell Kuehl, Ormsby, Minn.

GIANT GREEN IGUANAS, \$12.50; MEXICAN Boas, Indigos, Bulls, Racers; Cottonmouths, \$1 up; giant Alligator Snapping Turtles, 30 to 75 lbs., \$9¢ per lb.; Copperheads, Kings, etc. Social Showman's Den, \$25; guaranteed biggest \$25 Den on market. Gator Jack, Gulfport, Miss.

MONGOLIAN GOLDEN PHEASANT, LARGE beautiful, colorful, \$17.50 each; South American Porcupine with monkey-like tail, very rare, for Wild Life Show, \$32.50. Wild Animals, Inc., Silver Springs, Fla. Phone 1204.

PLENTY SNAKES, ALL KINDS—ALLIGATORS, Beaded Lizards, Squirrels, Horned Toads, Raccoons, Ringtail Cats, Wild Cats, Prairie Dogs, Monkeys, Armadillos, Guinea Pigs, Rats, Mice, Rabbits, Fantail Pigeons, Terrapins, Peafowl, Wire Oot Martin Locke, New Braunfels, Tex. Phone 141. je2

### BUSINESS OPPORTUNITIES

COMPLETE EQUIPMENT FOR RAISED AND Cake Donut Shop, including special fried pie equipment. Sawyer's, Box 215, Hillsdale, Mich.

FOR SALE—PORTABLE RINK; NEW TENT and floor; tent 40x80; sectional floor, 85 pairs Chicago Skates; rink complete \$3,000. B. S. Orr, 224 Kings Highway, Murfreesboro, Tenn.

MAKE MONEY ADDRESSING ENVELOPES. Need extra cash? Here's how: Address envelopes and mail circulars for National Advertisers; easy work, good pay; can be done at home, spare or full time; full instructions, plus list of 50 dealers who pay cash for envelopes, service only \$1. World Sales, Everts, Ky.

MONEY IN NEW GREASELESS DOUGHnuts; start in kitchen, no smoke; sell stores; free recipes. Norbert Ray Co., 3605 South 15 Ave., Minneapolis 7, Minn.

PRESENT OR FUTURE AFRICAN DIP CONCESSIONAIRES; Before you buy see Jim Myre's Electrically Operated Bozo Drop in operation at Jefferson Beach Park (Detroit), St. Clair Shores, Mich. je2

RED HOT MONEY MAKERS—SELLS FOR \$1; 1,000 cost you \$6; \$994 profit; sample, instructions, 25 cents. Ewell Farley, Box 308, Everts, Ky.

ROLLER RINK—CHICAGO AREA; NOW OPERating to good business; also other income from property; low overhead, good B-40 music, fluorescent lighting, 310 Chicago clamps, 80 shoe rentals, sander, grinder, coolers, large concession, complete equipment, building, now having quarters. Box C-364, c/o Billboard, Cincinnati, O.

SELL SNOWBALLS—\$7 BUYS ICE SHAVER that shaves into the cup and enough flavor and cups for thousand snowballs; \$2.25 buys regular shaver and flavor for 500; illustrated circulars free. Snowball Co., 9534-K Lemturner, Jacksonville 8, Fla. my26

STAMP FOLDERS—FINEST QUALITY, DIRECT FROM MANUFACTURER; lowest prices; write for sample and prices. Braun Manufacturing, 171 E. 92nd, N.Y. 28, N.Y. je2

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request. K. B. Co., 442 N. Seneca, Wichita 12, Kans. je9

YOU FOR PRESIDENT OF YOUR OWN Credit-Collection Agency; many who answer our ads have their names on office doors. Franklin Credit, Roanoke 7, Va. my26

YOU CAN SELL BY MAIL — TESTED, proven, profitable money-making methods of operation revealed in new, fast-packed, big three section, 26 page manual, plus wholesale sources, 500,000 items, many scarce; postpaid \$1, or c.o.d. plus postage; prompt delivery; satisfaction guaranteed. Neets Publishers, Dept. B, Asheville, N. C.

## A RIP ROARING CHALLENGE TO INFLATION AND ALL COMPETITION

YOUR CHOICE OF ANY OF THESE \$3.50 doz. \$39.00 gr.



No. 901-C Men's Double Head Cornelian Imit. Cameo with brilliant side sets. 14 Kt. Gold Plate.



No. 901-H Men's Imit. Warrior-Head Hematite with dazling side sets. 14 Kt. Gold Plate.

REMEMBER, every ring has imitation Diamond Side Sets exactly as pictured. Minimum order—not less than one doz., either style. Remit in full or send 25% with order, balance C.O.D. If samples are desired, both rings will be sent for \$1.00 postpaid.



#1202 WHITE LUSTRE METAL. AVAILABLE IN ARMY AND NAVY, ALSO IN 14-KT. YELLOW GOLD.

Get in on these fast selling Military Rings. These massive servicemen's rings are made of tamish proof metal that catches the eye and puts money in your pocket. Min. order 1 doz. Sample \$1.00.

STATE YOUR BUSINESS. FREE CATALOG.

STERLING JEWELERS 44 E. LONG ST. COLUMBUS 15, OHIO

### "MOO COW" Western Noisemaker

"A Sensation at the TOY FAIR" You can sell many gross



Packed 3 doz. in carton Per Dozen \$2.50

Gross, \$29.00

25% with order, bal. C.O.D. MIDWEST MDSE. CO. 1008 Broadway, Kansas City 6, Missouri

Carnival Catalog Being Mailed Out.

### 5 min. PHOTOS



Never a breakdown with guaranteed Amco Quick Cameras. Patented features mean more profits. Obtain list of bargains. New. U.S.D. Low Prices. Beautiful, Durable. Also portable Cameras

American Stamp & Novelty Mfg. Co. 4301 Rossmoyne, Houston 6, Tex.

### 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.

### NU-NAK NOVELTIES

PLASTER GLASS SLUM Utica, N. Y.



## In Beautiful GIFT BOX!



**Women's Set**



**Men's Set**

★ **Either of these great Combination Specials!**

**LADIES'**

**7-J Wrist Watch**

with genuine Swiss movement rebuilt like new, in lovely new Rhinestone case—PLUS glamorous 5-piece jewelry set . . .

**OR MEN'S**

**7-J Wrist Watch**

with genuine Swiss movement rebuilt like new, in sparkling new case—PLUS smartly styled Men's jewelry set!

**EITHER of These Bargain Combinations for Only..**

# \$12.95

**ORDER TODAY! Either Combination, \$12.95; Either Watch, \$8.45; Either Jewelry Set, \$4.50.**

Order in lots of 3 or more. 25% deposit on C.O.D. orders.



**Cel-Max**  
WHOLESALE JEWELERS

**ASK FOR FREE CATALOG**

198 S. MAIN ST., MEMPHIS, TENN. P. O. BOX 473.

### COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 75 in this issue.

### COSTUMES, UNIFORMS WARDROBES

CELLOPHANE HULAS, \$5; BALLY CAPES, Striptease, Orientals, bundle Clown Odds, \$7; Red Wig, \$4; Minstrel Outfits, eight Band Cost., Caps, Belts, all \$24. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—USED COSTUME BARGAINS. Chorus, dollar up; principals, three up; no catalog. Guttenberg, 9 W. 18th St., N. Y. 11, N. Y.

### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE: Candy Corn Machines; steam powered Popcorn and Fanny Wagon cheap. Krispy Korn, 120 So Halsted, Chicago, Ill. je9

NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Flows, aluminum geared Popping Kettles, Copper Candy Caramelcorn Kettles. Northside Co., 509 E. 4th, Indianola, Iowa. jz21

### FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—10,000 REELS, FEAT. Features, Shorts, Serials, \$5 reel, some \$3 reel. DeVry, Natco Projectors, 150. Roshon, Memphis 3, Tenn.

ASKING \$850 FOR ALMOST NEW \$2500 all steel Grab Wagon Trailer, or will trade for good car. Gerald Giorgio, 329 East St., Dedham, Mass. De. 3-3749M.

BIRCH THEATER MODEL ELECTRIC POPPER mounted in trailer, 6 by 8 feet on rubber; opens on three sides, with counters and canopies; good used condition. Millersburg Trust Co., Millersburg, Pa.

BUILD FROM TESTED PLANS—KIDDIE Auto, Boat, Chairplane, Airplane, \$5 each; Ferris Wheel, \$8; Train, \$10; free catalog. Brill, Box 875, Peoria, Ill.

BUS—CHEV. FLEXIBLE, STREAMLINED beauty, 25 passenger, like new, \$1,200; suitable church, travel, concession, orchestra rig. 2959 Bryant, No. Minneapolis.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. my26

CUSTARD OUTFIT AND LIVING QUARTERS framed in Twin Coach bus, only \$1,600. K. O. Farris, 1130 Delaware St., Denver 4, Colo.

FOR SALE—24 NUMBER FLASHER IN good condition; will accept reasonable offer. Samuel J. Kolodney, 514 Industrial Trust Building, Providence, R. I. Gaspee 1-1858.

FOR SALE, COME AND GET IT—TENT, 20x50; top, side walls and poles, folding ticket box; will take cash sales or 10x18 Concession Tent and frame complete in excellent P.S.; Johnny Nash, write or come. Babe Francis, Soldiers' Home Hospital, St. James, Mo.

FOR SALE—PORTABLE ROLLER SKAT-ING rink in good condition, 50x120 ft. 145 pair skates, new sound system, \$5,000 cash; all necessary equipment. R. J. Tenpas, 1023 Cleveland Ave., Hobart, Ind.

FOR SALE—PORTABLE RINK; HARD maple floor, tent and side walls 40x100; good condition; 100 pairs Chicago rink skates, Lafayette p.a. system, record changer, 2 speakers, electric soda cooler, skate parts and counters, floor brushes, records, benches and skate boxes, price \$4,000. Everett Wilson, 1431 N. Main, Lewistown, Ill.

KIDDIE TRAIN RIDE—GAS OR ELECTRIC, new motors, 300 dollars. A. Bacon, 820 South Claiborne Ave., New Orleans, La.

KING FUN HOUSE—OPENS TO 48 FOOT Front, with International Tractor; looks like new. Thompson Bros., Altoona, Pa. my26

PENNY ARCADE—50 MACHINES, TOP 30x70, 28 ft. semi, \$1,500; also House Truck, \$350, good condition. Henry Brumm, Allen, Mich.

SELLING OUT DIGGERS—ALL TYPES cheap; Iron Claws, Erics for carnivals, Merchantsmen, Electro-Holists, Mutoscopes, Buckleys, Rotary Merchandisers. Bargain: 50 5-column Variety Peanut Vendors. National, 4243 Sansom, Philadelphia, Pa.

SHORT RANGE TARGETS—20 KINDS, FREE samples; "shipped the same day service." Fine Art Press, 115 Donald, Peoria, Ill. np

THEATER CHAIRS, SCREENS, 2,500 FOLD-ING Chairs, Projectors, Tents, Sidewalk, Bleachers, Cushions, Pews, Lone Star Film Co., Box 1734, Dallas, Tex.

TRAILER—POPCORN, CARAMELCORN AND French fries; large, Calumet Sr. Coach; less than one year old; sacrifice. 120 So. Halsted St., Chicago 6, Ill. my26

U-DRIVE-IT KID AUTO RIDE, FIVE GAS-powered Miniature Autos, also Kiddie Boat Ride; Trailer for transportation; booked in park; can be moved if sold before May 27; cheap; other business. Geo. Taylor, Shauck, O. Johnsonville 2501.

WANTED—ARMY SEARCHLIGHT UNIT and Generator, in working order; G.E. or Sperry; write best offer. H. M. Carmien, E. Jackson, Elkhart, Ind.

235 MM. SOUND FILMS, GOOD CONDITION, 16 in. magazines, 2 6-reel Features, Comedies, 1 35mm. Silent Holmes with 6 nite shows, extra good. H. Thurston, Martinsburg, Iowa.

4 LARGE GLASS DISTORTION MIRRORS, like new, \$250 each. 7 1/2"x14" Root Beer, Snow Cone, Hot Dog Trailer, \$1,000 or trade for Train. Fischer's Pony Ranch, Rt. 2, Anoka, Minn.

16MM. RENTALS—LOWEST RATES QUALITY Pictures; if you're paying too much, get our prices. Rogers Films, Box 3526, East Atlanta, Ga. my26

35MM. SOUND FEATURES AND SHORTS; outright sales, rentals, exchanges; send stamp for listings. Oakley Film Exchange, 242 Kontner, Nelsonville, O.

1946 GRUNNER CHAIRPLANE, 24 ADULTS, excellent; six car Auto Ride and Chevrolet Truck, all \$1,100; 25 kw. Light Plant, excellent, \$800. Ellis Craig, Henderson, N. Y.

## LATEST NOVELTY SENSATION!

# "Little Atom" PISTOL

SHOOTS BLANK CARTRIDGES

**BANG!**



MAKES TERRIFIC REPORT!

13 tubes of ammunition with each display card of 12 pistols. One tube (12 rounds) FREE for demonstration purposes.

Dozen tubes ammo (144 Shots) \$2.40

# \$14.40

No Less Sold

SHIPPED EXPRESS ONLY

WORLD'S SMALLEST PISTOL PACKED 1 DOZ. TO CARD, JOBBERS—DISTRIBUTORS, ASK FOR QUANTITY PRICES.

Selling like wild all over the country! Polished chrome finish—precision made. Ammo and Ram-rod included. 25% Deposit With Order—Balance C.O.D. F.O.B. Detroit.

**WRITE FOR OUR BIG FREE CATALOG!**

## GEM SALES CO.

533 Woodward Avenue, Detroit 26, Michigan

## HOTTEST ITEMS! LOWEST PRICES!

### LITTLE BANDIT SLOT MACHINE!

The hottest item in years! A genuine gold plated slot machine that operates just like a regulation size machine. Pull down the handle on the side, the wheels spin, combinations show up in full colors, award chart shows winners. Only machine we have seen that looks exactly like the big slot machines. Thousands of these will be sold in the next few months. Be first in your territory with this gold plated slot machine.

**\$ 9.00 PER DOZEN**  
**96.00 PER GROSS**

### A TERRIFIC NEW ITEM!

### 5-PIECE PEN, PENCIL, KNIFE AND WALLET SET

It's a sensation everywhere. A big value, 5 pieces, every one attractive, a ball pen, a fountain pen, a mechanical pencil, a handsome wallet, and a useful knife. Looks like an honest \$5.00 value. Yet costs you only

**\$39.00 PER GROSS**

### THE TALK of the NATION!

These Are the Largest PHOTOGRAPHIC REPRODUCTIONS OF MODELS

We have ever seen offered anywhere! They are a full 5 square feet! Assorted, blondes and brunettes; all scantily clad. A sellout everywhere they are offered! Get in on this hot item!

**\$ 4.00 DOZEN**  
**43.00 GROSS**

**CASH WITH ORDER! FAST DELIVERY! MONEY BACK GUARANTEE ON EVERY ITEM!**

## JACK M. HURSHMAN

3601 CONNECTICUT AVENUE WASHINGTON 8, D. C.

ALL 16MM. SOUND—10,000 REELS, FEAT. Features, Shorts, Serials, \$5 reel, some \$3 reel. DeVry, Natco Projectors, 150. Roshon, Memphis 3, Tenn.

ASKING \$850 FOR ALMOST NEW \$2500 all steel Grab Wagon Trailer, or will trade for good car. Gerald Giorgio, 329 East St., Dedham, Mass. De. 3-3749M.

BIRCH THEATER MODEL ELECTRIC POPPER mounted in trailer, 6 by 8 feet on rubber; opens on three sides, with counters and canopies; good used condition. Millersburg Trust Co., Millersburg, Pa.

BUILD FROM TESTED PLANS—KIDDIE Auto, Boat, Chairplane, Airplane, \$5 each; Ferris Wheel, \$8; Train, \$10; free catalog. Brill, Box 875, Peoria, Ill.

BUS—CHEV. FLEXIBLE, STREAMLINED beauty, 25 passenger, like new, \$1,200; suitable church, travel, concession, orchestra rig. 2959 Bryant, No. Minneapolis.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. my26

CUSTARD OUTFIT AND LIVING QUARTERS framed in Twin Coach bus, only \$1,600. K. O. Farris, 1130 Delaware St., Denver 4, Colo.

FOR SALE—24 NUMBER FLASHER IN good condition; will accept reasonable offer. Samuel J. Kolodney, 514 Industrial Trust Building, Providence, R. I. Gaspee 1-1858.

FOR SALE, COME AND GET IT—TENT, 20x50; top, side walls and poles, folding ticket box; will take cash sales or 10x18 Concession Tent and frame complete in excellent P.S.; Johnny Nash, write or come. Babe Francis, Soldiers' Home Hospital, St. James, Mo.

FOR SALE—PORTABLE ROLLER SKAT-ING rink in good condition, 50x120 ft. 145 pair skates, new sound system, \$5,000 cash; all necessary equipment. R. J. Tenpas, 1023 Cleveland Ave., Hobart, Ind.

FOR SALE—PORTABLE RINK; HARD maple floor, tent and side walls 40x100; good condition; 100 pairs Chicago rink skates, Lafayette p.a. system, record changer, 2 speakers, electric soda cooler, skate parts and counters, floor brushes, records, benches and skate boxes, price \$4,000. Everett Wilson, 1431 N. Main, Lewistown, Ill.

KIDDIE TRAIN RIDE—GAS OR ELECTRIC, new motors, 300 dollars. A. Bacon, 820 South Claiborne Ave., New Orleans, La.

KING FUN HOUSE—OPENS TO 48 FOOT Front, with International Tractor; looks like new. Thompson Bros., Altoona, Pa. my26

PENNY ARCADE—50 MACHINES, TOP 30x70, 28 ft. semi, \$1,500; also House Truck, \$350, good condition. Henry Brumm, Allen, Mich.

SELLING OUT DIGGERS—ALL TYPES cheap; Iron Claws, Erics for carnivals, Merchantsmen, Electro-Holists, Mutoscopes, Buckleys, Rotary Merchandisers. Bargain: 50 5-column Variety Peanut Vendors. National, 4243 Sansom, Philadelphia, Pa.

SHORT RANGE TARGETS—20 KINDS, FREE samples; "shipped the same day service." Fine Art Press, 115 Donald, Peoria, Ill. np

THEATER CHAIRS, SCREENS, 2,500 FOLD-ING Chairs, Projectors, Tents, Sidewalk, Bleachers, Cushions, Pews, Lone Star Film Co., Box 1734, Dallas, Tex.

TRAILER—POPCORN, CARAMELCORN AND French fries; large, Calumet Sr. Coach; less than one year old; sacrifice. 120 So. Halsted St., Chicago 6, Ill. my26

U-DRIVE-IT KID AUTO RIDE, FIVE GAS-powered Miniature Autos, also Kiddie Boat Ride; Trailer for transportation; booked in park; can be moved if sold before May 27; cheap; other business. Geo. Taylor, Shauck, O. Johnsonville 2501.

WANTED—ARMY SEARCHLIGHT UNIT and Generator, in working order; G.E. or Sperry; write best offer. H. M. Carmien, E. Jackson, Elkhart, Ind.

235 MM. SOUND FILMS, GOOD CONDITION, 16 in. magazines, 2 6-reel Features, Comedies, 1 35mm. Silent Holmes with 6 nite shows, extra good. H. Thurston, Martinsburg, Iowa.

4 LARGE GLASS DISTORTION MIRRORS, like new, \$250 each. 7 1/2"x14" Root Beer, Snow Cone, Hot Dog Trailer, \$1,000 or trade for Train. Fischer's Pony Ranch, Rt. 2, Anoka, Minn.

16MM. RENTALS—LOWEST RATES QUALITY Pictures; if you're paying too much, get our prices. Rogers Films, Box 3526, East Atlanta, Ga. my26

35MM. SOUND FEATURES AND SHORTS; outright sales, rentals, exchanges; send stamp for listings. Oakley Film Exchange, 242 Kontner, Nelsonville, O.

1946 GRUNNER CHAIRPLANE, 24 ADULTS, excellent; six car Auto Ride and Chevrolet Truck, all \$1,100; 25 kw. Light Plant, excellent, \$800. Ellis Craig, Henderson, N. Y.

## QUICK-ACTION SALE!

UP TO 33 1/2% OFF ON JOBBERS COST

Type	Retail Price	Net Each	Per Doz.
Sea Sleds	\$5.00	\$2.00	\$23.00
Bulgy	2.00	.80	9.00
24" Beach Balls	1.20	.40	13.50
20" Beach Balls	2.00	.80	9.00
12" Beach Balls	1.00	.40	4.65
Snapper	2.00	.80	9.00
Tubby	1.00	.40	4.65
Bouncer	2.00	.80	9.00
Sandys	3.00	1.20	13.50
Water Wings	1.50	.60	6.75
Large Water Rings	1.50	.60	6.75
Aqua Rings	2.00	.80	9.00
Water Rings	1.50	.60	6.75
Surf King	3.00	1.20	13.50
Jumbo	2.00	.80	9.00
Trigger	3.00	1.20	13.50
Kigmy	3.00	1.20	13.50
Pee Wee	3.50	1.40	15.75
Trigger Heads	1.00	.40	4.65
Flipper	2.00	.80	9.00
Big Champ	5.00	2.00	23.00
Champ	3.50	1.40	15.75
Little Champ	2.00	.80	9.00
24" St. Nick	1.00	.40	4.65
36" St. Nick	2.00	.80	9.00

Terms: Net Cash, 25% Deposit, Balance C.O.D.

## JAY GARBER

1407 Third Avenue South  
Minneapolis 4, Minnesota



Packed Individually

## Adorable FUR KITTENS and DOGS

Our cute pet kittens and dogs are made entirely of "Ball of Fluff" genuine rabbit fur, life-like eyes. Assortment of colors. Individually boxed in attractive acetate display container.





**AGENTS WANTED**

**JOBBER SET-UP**

Send \$2.50 for prepaid sample and price list. Money-back guarantee

## ELKA TOY & NOVELTY MFG. CORP.

30 WEST 24TH ST. NEW YORK 10, N. Y.

## No. 195 CRYSTAL HURRICANE LAMP

**\$1.30 ea.**  
**\$15.00 per doz.**



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.

Please include sufficient money to cover postage on sample orders

**OUR 1951 CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY.**  
25% deposit required with order. balance C. O. D.

## M. K. BRODY

1116 S. Halsted St., Chicago 7, Illinois  
L. D. Phone: MOndroe 6-9520  
In Business in Chicago for 35 Years

## NOVELTY AND CARNIVAL SUPPLIES

CELLULOID FEATHER DOLLS

No.	Size	Per Gr.
34A7	6"	\$ 8.40
849	7 1/2"	16.00
25A148	12"	50.00

\$4.50 per dozen

DANGLING COMPOSITION NOVELTIES

38A71	2 1/2" Donald Duck	\$3.25
38A72	2 1/2" Frogs	3.25
38A73	2" Spiders	3.25
38A76	4 1/2" Devil	6.00
38A77	4 1/2" Skeleton	6.00

HIGH HAT MONKEY

38A78	4 1/2"	\$ 3.50
28A81	7"	7.50
25A222	7"	15.00

PAPER PARASOLS

38A40	18" Diam.	\$ 9.00
38B41	23" Diam.	16.00

NOVELTY HATS

38B	12" Coolie	\$18.00
45A14	16" Coolie	24.00

ASSORTED COLOR FELT HAT BANDS . . . \$14.00 M

## BIGGER'N ANYBODYS



**HINKY DINKY**

DIE CUT FOLDING CARD

2 1/4"x4"—3 COLORS

REAL FLESH LIKE FLEXIBLE NOSE

**OPEN IT UP AND GET A BIG LAUGH**

**RUBBER-PLASTIC MFG. CO.**

8533 W. WASHINGTON BLVD. CULVER CITY, CALIF.

## LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest made. Terms: 25% with order, balance C.O.D.

### GAINOR SALES CO.

414 Transportation Bldg., Detroit 26, Mich. Phone: WOODward 2-8015

### 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.

## "Carnival Caravan" Now Ready

32-Page Catalog for Concessionaires, Game Operators, Slum Concessions, Etc.

Write for your copy stating type of concession. Give location for following week.

**JUST ARRIVED—13-inch feather dressed celluloid doll—painted shoes and socks, gilded "C" string, hat, cane, bracelets, earrings and necklace. MA762—Dozen . . . \$4.15**

**8-INCH SIZE—No "C" string. MA760—Dozen . . . 1.60**

25% Deposit With All C.O.D. Orders.

## SPECIAL

12 gross assorted slum. At least 12 different items.

MA999—12 gross for . . . \$7.80

## LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA



1  
2  
3  
4

**Punch Work Demonstrators**

You can make MORE money selling our PERFECTED ART NEEDLES.

Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.

### HOME ART and NOVELTY CO.

1160 Farwell Ave. CHICAGO 26, ILL.



# SENSATIONAL PROFITS!

## FOR MEN OR WOMEN

For Full or Spare Time Work



THINK OF IT!

Costs you only \$49.95

Retails \$169.50

- FULL SIZE, BRAND NEW
- ELECTRIC, ROUND BOBBIN
- REAL QUALITY MACHINE

Makes sewing a pleasure, as it does every type sewing easier, faster, better! Has selective speed control, forward-reverse sewing mechanism; no turning of material; non-glare sewing light; self-adjusting to varied fabrics. Main parts interchangeable with other standard machines of like type 15, 20-YEAR GUARANTEE. Complete with handsome carrying case.

2 Sales a week put you in big money! Send for Your Sample Machine Right Away.

### STAR SEWING MACHINE CO.

Dept. B-1, 1130 So. Western Ave. Los Angeles 6, Calif.

Please ship me one Star Portable Sewing Machine. I enclose check (or M.O.) or 1/3 deposit with balance C.O.D.

Name \_\_\_\_\_  
Address \_\_\_\_\_

## PREMIUMS NOVELTIES DEALS

### WE STOCK A COMPLETE LINE!

Stop in to see us **RAKE, DEPT. M**

609 Spring Garden Street Philadelphia 23, Pa. Lombard 3-2674

## PLASTIC WALLETS

Men's Plastic Wallets with secret pocket and everything in calfskin grain. Heat sealed and electronically welded with NO stitches—will outwear leather. 2 Colors—Black and Brown. Regular Price \$6.50 Dozen—MY PRICE \$4.75 Doz. Money-Back Guarantee. Sample \$1.00 Postpaid. Can also furnish beautiful display stand to hold 1 dozen. Boys, jump on this number, you will thank us and use plenty.

**C. GAMEISER**  
Box 1324, Church St., Sta. 8, N.Y.C.

## BIG PROFITS IN "NAME" WATCHES

ELGIN • BENRUS • BULOVA • GRUEN



7-Jewel \$9.95  
15-Jewel, \$12.65  
17-Jewel, \$14.65  
21-Jewel, \$18.95

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new.

### CHRONOGRAPH

Copies of \$75 watches with 1000 ft. radius dials, genuine leather strap. Chrome case. Individually giff box. Lots of \$3.95 Each (Sample \$1 add.) Expansion Wire Band, 25¢ add.)



### FREE CATALOG

During the month of May—Our 72-page new 1951 wholesale catalog free.

Wholesale only—25% with order, balance C.O.D. Open account to rated houses.

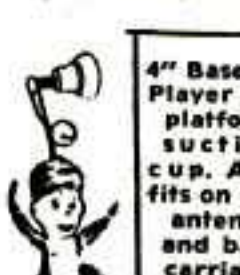
**MIDWEST WATCH CO.** 5 S. WABASH AVE CHICAGO 3, ILL.

## Lowest Prices DOLLS • MONKEYS Best Sellers

Sensations for Parks, Fairs, Circuses, Baby Carriages, Cars, etc.



6" doll on 18" stick  
Monkey or doll available on stick or suction cup, both with 1/2" jingle bell.  
Headquarters for Rabbits' Feet, Fur Tails, etc. territories open for mfrs. reps.



4" Baseball Player on platform suction cup. Also fits on auto antenna and baby carriage.  
Others: Football, Rooster, Duck, Doll, etc.



If your jobber isn't stocked—order direct, giving jobber's name!

154 W. 27th Street, New York 1, N.Y.

## INSTRUCTIONS BOOKS & CARTOONS

GUIDE FOR ACTORS AND SINGERS — Short cut to success; Taking the World by Storm; send \$1. C. A. E., Suite 902-3, 140 West 42nd, New York 18, N. Y.

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; send 25¢ for catalog. Balda, The Lightning Cartoonist, Oshkosh Wis. my26

## MAGICAL APPARATUS

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. 3y7

MAGIC BOOKS, TRICK CARDS, LOOK Backs, X-rays, Novelties for pitch; new 1951 numbers; all good sellers. Warwick Press, Warwick, R. I. je2

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. 3y7

THREE SWORD LEVITATION ILLUSION— Highly suitable for ballys or platforms; very rare. \$100. Side Show Attractions, 2209 Bellefontaine, Indianapolis 5, Ind. je2

VENTRILOQUIST FIGURES—PUNCH AND Judy, Marionettes, made to your order; illustrated catalog, 25¢. Frank Marshall, 192 N. Clark St., Chicago 1, Ill. Note new address. my26

VENTRILOQUIAL (#45 UP); PUNCH FIGURES, \$12 each dressed; Marionette Heads, Books, Acts, Eyes, etc. Spencer, 3240 Columbus, Minneapolis, Minn.

## MISCELLANEOUS

"BELLY TANKS," \$9.95; STEEL, SIX foot, 55 pounds, or ten foot, 115 pounds; free picture. Buck's Auto Parts, Merced, Calif. my26

NEW EXCITING BURLESQUE FILMS— Straight titles or for Panoram use, sold wholesale to dealers only. Raynor Sales Co., 608 S. Dearborn St., Chicago 5, Ill. my26

SITUATION WANTED AS PARTNER TO lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner, T. Phillips, 51 Hamilton Pl., Apt. 3, New York City.

SYRUP MAVIS COLA—THE PERFECT Cola drink; ready to use; ideal for dispensers or bottlers; guaranteed perfect; quantity buyers only; 50¢ gallon, f.o.b. Atlantic City. Juice Vending Co., Maryland Ave., Atlantic City. my26

WOULD LIKE TO CONTACT JOBBERS and dealers of religious novelties to handle luminous Nativity. Write M. Walker, Box 1520, New Haven, Conn. my26

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. my26

## MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDION ALPHABET — NEW SYSTEM to overcome basses' 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.

ACCORDION, AMPLIFIER, 3/4 CHEC BASS, Spanish Guitar (Paramount), Violins (2), Bacon Tenor Banjo, Tenor Guitar (Martin); all practically new, with carrying and shipping cases. C. A. E., Suite 902, 140 West 42nd, New York 18, N. Y.

FOR SALE—BAND ORGAN; LARGE Wurlitzer style 165; also Calliope Rolls and Seeburg A and G Rolls, \$10 each; see us for band organ repairing. L. M. Horstman, 457 Oneida St., Pittsburgh 11, Pa.

FOR SALE—E FLAT CONN BARITONE Saxophone in excellent condition, with case and stand including practically new Five Star Otto-Link mouth piece; \$175. Graham Fisher, Marion, Va.

## PERSONALS

JOE ARCARUS, ANIMAL TRAINER WITH Clyde Beatty Show in 1949, please telephone collect Sidney Franklin, Jr., MGM Studios, Culver City, Calif.

PERSONALIZED INSTRUCTION — Dramatics, Ventriloquism, Male and Female impersonation, Makeup; by retired professional. Edythe Ferguson, 35 Crescent Ave., Long Beach 2, Calif. my26

## THANK YOU

For the Great Response WE HAVE PLENTY OF NEW STOCK AVAILABLE AT OUR LOW PRICE WE BEAT THEM ALL

OUR SPECIAL! ASSORTED COLORS, RAYON LONG PEAK HAT, Any Name Printed on it Sure Winner!

- BALLOONS**
- #9 Mottled Cats, GR. \$5.00
  - #14 Mottled Cats, GR. 8.00
  - #11 Mottled Animal Print, GR. 5.00
  - #11 Pastel Animal Print, GR. 4.50
  - #10 Mousenead—Inflatable Ears, GR. 6.00
  - #15 Mousenead—Inflatable Ears, GR. 8.50
  - #15 Cat Mottled, GR. 7.50
  - #17 Longs, GR. 1.25
  - Reed Balloon Sticks—Best, GR. 40

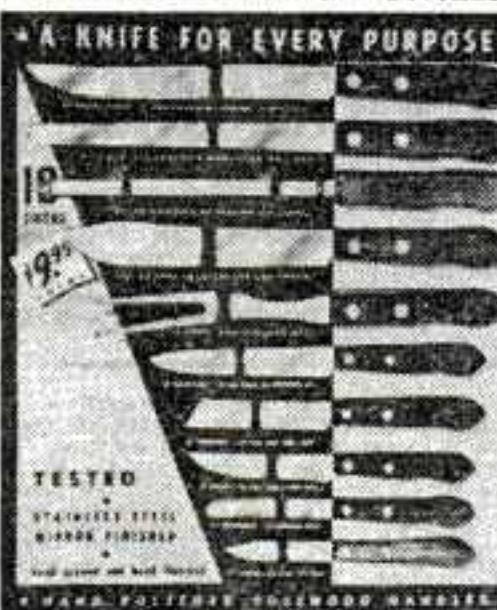
- FEATHER DOLLS**
- 4" Tinsel, GR. \$ 6.00
  - 4" Hi Hat Beads & Tinsel, GR. 7.20
  - 6" Hi Hat Beads & Tinsel, GR. 12.00
  - 7" Hi Hat Beads & Tinsel, GR. 14.40
  - 12" Hi Hat Beads & Tinsel, GR. 36.00
  - 15" Hi Hat Beads & Tinsel, DZ. 34.50
  - Feather Backs—Bright Colors, GR. 8.00

- FUR MONKEYS**
- 4" Bright Colors, GR. \$ 3.50
  - 7" Fur Monks—Bright, GR. 7.00
  - 7" Fur Monkey, fez hat, GR. 12.00
  - #200 Jumping Monks—U.S., GR. 20.00

- PARASOLS, SILK**
- 18" 6-Rib, Crook Handle, GR. \$33.00
  - 12" 8-Rib, Flowered, GR. 48.00
  - 14" 8-Rib, Flowered, GR. 44.00
  - Tri Motor Airplane Pinwheels, GR. 18.00
  - Lash Whips, GR. 12.00
  - Batons, GR. 12.50

Write for Catalog. Same Day Service. Deposit With All Orders. **CHARLES SHEAR** 150 Park Row New York 7, N. Y.

## FOR VOLUME—OFFER CUTLERY & SILVERWARE



Attractively Gift Boxed, Stainless Steel Imported Rosewood Handles Ea \$2.80

24 Pc. Silverplate Flatware \$2.50 Display Chests from 80¢.

Amazing values in Cutlery Gift Sets and Silverware from 2 pc. to 103 pc. Write for catalog.

25% with orders—F.O.B. N. Y. **THOMAS A. WOLFE, INC.** Dept. BB, 1133 Broadway, N. Y. C. 10

## "SWEETHEART" BRACELET

\$18.00 GR. - \$11.65 GR. Z.

EXPANSION IDENTIF. \$13.50 PER DOZEN

IDENTIF. \$1.720 GROSS AND UP

SPORT PENDANTS \$4.20 GR. - \$3.25 DOZ. SAMPLE ASSORTMENT \$6.00 25% PROFIT ON ALL C.O.D. ORDERS

"Misco Pete" 604 W. LAKE ST. PHOENIX 1-2567 CHICAGO 6, ILL.

## LITTLE AD! BIG VALUES!

- Carved Orchid Lucite Pendant doz. \$9.00
- "Gold" Chain—Gift Box 7.20
- Lucite Earrings to match 7.20
- Rhinestone Cross on Chain 8.40
- Rhinestone Finish—Gift Box 8.40
- Nylon Hair Brush and Comb 7.80
- Expansion Identification Bracelet 3.00
- 2-Blade Pocket Knife 3.00
- Western Boot Lighter 7.20
- 10-Gallon Hat Ash Tray—Metal Enameled in Color 3.00
- Jeweled Ball Pen on Chain 2.25

25% Deposit with Order. Free 1951 list. **IMPERIAL MDSE. CO.** 893 Broadway New York 3, N. Y.

## Manufacturer's SALE

Intercommunication Sets

Will sacrifice new, nationally known, currently manufactured intercommunication sets. A complete system: 2 two-way units and 50 feet of wire. Housed in small, compact, sturdy steel cabinets, finished in handsome grey crackle with chrome trim. Operates on 110-120 volts AC or DC. High amplification. Anyone can install. Stations may be up to 1,000 feet apart. 90 day warranty. Regularly selling for \$37.50. Price for this sale—\$27.50 each F.O.B. our plant. Extra stations can be added \$9.95 each. **CAMBRIDGE CO.**, 251 N. Clark St., Chicago 1, Ill. For information, phone us collect: Eastgate 7-4416.

## America's Greatest Love Song "YOU THRILL ME"

Nine poems and several health formulas. fifty cents postpaid.

**AL MORRISON** P. O. Box 541 Newark, New Jersey

## PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS—BACKGROUNDS, DP Paper, Chemicals, Mounts; Photo Novelties; new and used DP Cameras, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. 3y14

COMPLETE SUPPLIES—D.P. OPERATORS. Drex and Eastman Paper, prompt service. Lone Star Photo Co. 2405 Elm St., Dallas, Tex. je2

PHOTO BOOTH OUTFITS, CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. je30

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 161 N. Cleveland Ave., Chicago, Ill. je30

LOW-COST PHOTOMOUNTS—3x5, \$3 100; write free samples, prices, other sizes. Penn Photomounts, 335 Woodland Ave., Glenoiden, Pa. my26

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. je26

WE MANUFACTURE LEATHERETTE Photo Cases and Wood Albums. Write and send for catalog. Wood Albums Co., 54 Jefferson St., Brooklyn 6, N. Y. je2

## PRINTING

AUTO BUMPER STRIPS! ALL OCCASIONS: 28x5, or (22x7" Foldover), 100, \$10; tie-wires included. Weatherproofed, \$3.50 additional. Soliddays Colorprint, Knox, Ind.

BUSINESS CARDS PRINTED IN THREE colors, your choice, \$7.50 1,000; quantity prices, samples. Mallo Press, 767 Leith St. Flint 5, Mich. je9

RUBBER STAMPS, 3 OR 4 LINES, \$; postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2715 Vine Cincinnati, O. je9

SHIPPING LABELS (2 1/2 x 4")—NEAT BLUE or red printing; meet postal requirements: \$1.00 only \$4.50 postpaid; guaranteed. Laco, Atlantic Building, Washington 4, D. C. je2

THREE LINE RUBBER STAMP MOUNTED on neat moulding, 50 cents; six, \$2.50. William C. Anderson, Box 855 O, Mountain Home, Tenn. je16

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. je2

14x22 WINDOW CARDS, THE BELL PRESS, Winton, Pa. je16

1,000 6 1/2 ENVELOPES, \$5 POSTPAID; 1,000 8 1/2 x 11 Letterheads, \$5.95; Mimeographing, 100 8 1/2 x 11, \$1.50 postpaid; Photo Offset, 1,000 8 1/2 x 11, \$7.50 postpaid. Worldwide Sales, Everts, Ky. np

## SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-05 Lincoln, Chicago. np

NATIONAL FIRM NEEDS MAN, 30-65 — List local delinquent accounts for collection; \$100-\$200 comm. weekly; no selling, no collecting, no experience necessary; dignified, steady work; opportunity for advancement, higher earnings. United Financial Service, 183 Plymouth Bldg., Minneapolis 3, Minn. np

\$1.10 TO \$5.95 FAST MOVING LINE OF promotional marbelized China Table Lamps and Shades. Franklin Industries, 2100 S. Morgan, Chicago 8, Ill. np

## SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. je2

## TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 129 W. 83d St., Los Angeles 3. je23

COMPLETE TATTOOING OUTFITS—NEW Supplies. Concentrated Pelican Black; Number 11 Sharps (Milwards), \$10 per doz. Zeis, 728 Lesley, Rockford, Ill. 3y21

TATTOO NEEDLES, #12 SHARPS, \$2.75 per thousand needles. Send payment to W. Sheinhaus, 1589 Ocean Ave., Brooklyn 30, N. Y. je9

## WANTED TO BUY

PHONOGRAPH RECORDS MADE BETWEEN 1920 and 1940. Dealers' stock or collections, any quantity. Jacob Schneider, 128 W. 66 Street, NYC. je16

WURLITZER ORGAN—DOUBLE ACTION, #150, in fair condition, and Merry-Go-Round Horses in fair condition. Rockaways' Playland, Rockaway Beach, New York. my26

WANTED TO BUY—GYROTOPS; CONSIDER small or large quantity; state price and make. Beck, Box 253, Oak Park, Ill. np

WANTED—USED PINTO BROS. KIDDIE Pony Cart Ride and Little Skipper C-Cruise Kiddie Ride; state condition and lowest cash price. Charles Foley, 120 Stoughton St., Dorchester, Mass. np

## 1000 PIECES OF SLUM ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

SPECIALS—Order Shipped Same Day Received

Dart Balloons ..... Gr. \$ .85  
Hawaiian leis, U.S.A. .... Gr. 4.20  
Bow Pins ..... Gr. 1.00  
Key Chains With Charms .. Gr. 2.50

25% Deposit With Order, Bal. C.O.D. Send for FREE Catalog No. C51.

## OPTICAN BROTHERS

300 W. NINTH ST., KANSAS CITY 6, MO.

## ELMER ANDERSON'S 5¢ COMIC POST CARDS

NEW—DIFFERENT! 26 SHARPY NUMBERS 100 ASSORTED ALBUM OF 26 NUMBERS 25¢

ATTRACTIVE SET UP FOR JOBBERS. Many Choice Territories Still Open. Published by H. K. KITTRELL CO., Inc. Box 142 Waterloo, Iowa

## HAVE YOU SEEN THE NEW 1951 HEX CATALOG

SENSATIONAL VALUES SAME DAY SERVICE



MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION • LOWEST PRICES—LARGEST SELECTION

WRITE FOR YOUR FREE COPY TODAY

**HEX MANUFACTURING CO.** 48 EXCHANGE ST. BUFFALO 3, N. Y.

## "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. \$42 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. \$2.50 doz.—4 doz. lot.

SUN GLASSES, Aviation Type Rock Glass 20/20 Lenses in Gold Stamped or Plastic cases, \$8.75 doz. A Good Number, same type and packing as above, \$7.25 doz.

New 1951 Ladies' Gold Decorations—Assorted Color Frames—A 1951 Rage \$8.00 doz.

THIS WEEK'S SPECIAL—Aristocratic Brand—6 Dark, 6 Light—Assorted—ON ATTRACTIVE DISPLAY, Ground and Polished Lenses \$2.00 doz., \$20.00 Gross

Satisfaction Guaranteed. We Prepay with Full Remittance. 25% Deposit, Bal. C.O.D. **UNITED ENTERPRISES** 175 Fifth Ave. New York 10, N. Y.

## 50L. GENERAL MacARTHUR BUTTONS... \$17.50 per M

#26 MOTTLE PADDLE BALLOONS... \$6.50 gr.

## CREW HATS



SECTION OR PLAIN TOPS \$58.00

WHITE STRAW COWBOY HATS.....\$4.50 DOZ.

We have a full line of resort hats including Fluorescent Satin

BE-BOP, JOCKEY and BASEBALL HATS in a rainbow of colors.

WRITE—PHONE—WIRE! WRITE FOR 1951 CATALOG—JUST OFF THE PRESS!

**Kim & Cioffi** 912 Arch St. Phila., Pa. (Market 7-2283)

## BEAUTIFUL Hand Polished AROMATIC CEDAR WOOD JEWELRY

40 Popular Items in Stock

Send \$2.00 For SAMPLE ASSORTMENT or Write for Catalog No. 51

**J&R MFG. CO.** 116-E WALNUT ST. MILWAUKEE 12, WIS. \$2.00 DOZ.

## NEW! Exciting! LEOPARD LAPEL PIN

Painted in Natural Colors \$1.75 DOZ. Under \$2.00! Hand Made CEDAR WOOD CUSHION HEART PENDANT with Pearl Bead \$2.00 DOZ.

## HOSIERY

Buy direct. Ladies' Nylons, 51, 54 and 60 gauge, all deniers, price \$1.50 to \$12.00 per dozen. Men's and Boys' Blazers, nylons, durenne and cotton, all sizes and grades, \$1.00 to \$6.00 per dozen. Children's and Misses' Anklets, all sizes, 3 to 11, \$1.00 to \$3.00 per dozen. Trial orders solicited. Satisfaction guaranteed or money refunded. **TENNESSEE VALLEY MFG. CO.** 2400 Dayton Blvd. Chattanooga, Tenn.



**OVER 700% PROFIT!**  
WITH THE  
**P.D.Q. CHAMPION PHOTOMASTER**

Makes Finished Pictures in 2 MINUTES!

Complete Portable Photo Studio Size 4 1/4"x3"x10" Weighs about 6 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 dark room 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 for 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money-making opportunities everywhere—every day throughout the year. Write quick! Get FREE INFORMATION about the great P.D.Q. CHAMPION PHOTOMASTER.

**P D Q CAMERA COMPANY**  
Dept. 88  
1161 N. Cleveland Ave. Chicago 10, Ill.

**HELP WANTED—ADVERTISEMENTS**  
RATE—15c a Word Minimum \$3  
Remittance in full must accompany all ads for publication in this column  
No charge accounts  
Forms Close Thursday for the Following Week's Issue

**ADVANCE AGENT—BOOK TALENT SHOWS** with civic clubs in small towns; car required; no experience necessary; permanent with advancement possibilities; weekly advance against commissions; average earnings, \$8,000 yearly. Write H. M. Rickard, Black River Falls, Wis.

**BOARDWALK ARCADE MECHANIC** wanted; must be A-1, sober, reliable and have best reference; can place wife if married; best pay to right man; Leslie B. Anderson, wire if interested, George V. Zimmermann, Box 98, Carlstadt, N. J.

**CANVAS MAN WANTED FOR PERMANENTLY** located tent on New England's South Shore; good salary. Box 458, Cohasset, Mass.

**DANCE MUSICIANS FOR TERRITORY BAND** replacements; no characters; state draft status; steady work; salary guaranteed. Bandleader, Box 80, Grand Island, Neb. je2

**DRUMMER, PIANO, REED MEN FOR POPULAR** bandleader reorganizing; salary. Box C-385, care Billboard, Cincinnati, O. je2

**MALE MUSICIANS—POPULAR AND WESTERN** for Western swing band; good opportunity, advancement; play for dances and radio work. Midwest Booking Agency, Box 453, Nevada, Mo.

**MECHANIC—CAPABLE FIXING ALL** types shuffle alleys; must run 40 game route exclusively; state experience, references, salary desired. Box 648, The Billboard, 1564 Broadway, N.Y.C.

**NEED SAX DOUBLING CLARINET AND** trumpet man doubling vocals; commercial; guaranteed salary, home every night; no sleeper bus. Bobby Mills, Columbus, Neb. je2

**PIANIST—ABOVE AVERAGE, FOR SEMI-** name band; state age, draft, if married, previous bands, permanent address. Box C-376, c/o Billboard, Cincinnati, O. my26

**PIANIST AND LEAD ALTO, OTHERS** write; modern headquartering band; guaranteed weekly salary. Box 593, Sioux Falls, S. D. Phone: 8-1298. je2

**PHONE MEN—HERE IS YOUR CHANCE** settle down; permanent work on publications (Year Books, Directories) (Programs); 35¢ commission pay day each week. Write M. R. Lundy, 624 Commerce Exchange Bldg., Oklahoma City, Okla. my28

**REPLACEMENTS FOR SAX SECTION—** Must play good clarinet; salary, sleeper bus, no lay-off; others write. Buddy Blair, Box 113, Colome, S. D. Phone 7272. je16

**VOCALIST—UPPER RANGE BARITONE,** Midwestern territory band, Victor recording, Como style preferred; send audition record and picture, Box 259, Appleton, Wis. Also salary desired. my26

**WANT—MAN TO WORK WITH MONKEYS;** no drinker, single, with no family ties and able to drive small truck. McIntosh, Bellevue, Mich.

**WANTED—A HELPER FOR THE STATES.** Spitzer's Seals wants a helper, must be reliable and sober; state salary and past references. Spitzer's Seals, Coney Island Park, Caracas, Venezuela. my26

**WANTED—3-GIRL COMBO ORCHESTRA;** steady work for season. Gay Paree Nite Club, Hand's Park, Fairmont, Minn.

**WANTED—CONDUCTOR FOR RAPID CITY** Municipal Band and Symphony Orchestra. Wire Marvin R. Keck, Sec'y, Rapid City, S. D. je2

**WANTED ON ACCOUNT OF DISAPPOINT-** ment: Team or single woman for tent show making two-week stands; state age, lowest salary; other useful people write. Bartones Ideal Comedy Co., Cardington, O.

**WANTED—GIRL WITH EXPERIENCE IN** club and hoop juggling for act well booked; send photograph and salary expected. Box 647, The Billboard, 1564 Broadway, N.Y.C.

**WANTED—DANCERS! DANCERS! HA-** waiian, Oriental, Strip Tease: \$75 per week on a show where everybody gets a dance. Write Oscar Corbin, 927 N. Main, Kokomo, Ind.

**THE WINNER—THE NEW COLOR SPINNER**

An outdoor flash attention getter. Many uses. For all businesses, especially Carnivals, Circuses, Drive-Ins, Service Stations, Real Estate Offices, Used Car Lots and many, many more. SENSATIONAL ACTION. Twirling Metal Streamer in gay colors. Even the slightest wind creates supersonic speed-like action. Nothing to give trouble and easily installed.

AVAILABLE IN 4 COLOR COMBINATIONS

Every merchant who wants this Winner—This Spinner. A good hustler can average \$100 a day. Customers will want to use them in quantities. Thousands of dollars worth sold already in Southern Calif. BE THE FIRST TO HAVE THE SPINNER IN YOUR TERRITORY

10 ft. \$1.50      20 ft. \$2.75      100 ft. \$12.00

NEW OFFERINGS

LEAPING LENA (the scary spider) ..... \$6.40 dz.  
NEW WALKING PENGUIN toy—good ..... 7.20 dz.  
WIGGLY WILLY (the funny snake) ..... 1.20 dz.  
MINIATURE CHARM GUNS—shoots blanks. With bullets, express only ..... 14.40 dz.  
HOLLYWOOD GOOSE, new ..... 4.20 dz.

Jobbers, Distributors, Write for Quantity Prices. 1/4 With Order, Balance C.O.D.

**PICO NOVELTY CO.** 424 So. Los Angeles Street, Los Angeles 13, Calif.

**MEN—Build a Wholesale Route GET INTO A Big Pay Business**

We Help You Establish a Steady Route of Dealer 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 Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. 8-W, Spencer, Ind.

**GET MORE BUSINESS AT LOWER COST WITH HALVORFOLD!**

In demand by those who know and appreciate the best, the old and reliable line of LEATHER GOODS BY HALVORFOLD is now available for GOOD WILL and ADVERTISING GIFTS. Over 40 years' experience in manufacturing enables us to offer the best at rock-bottom prices. Many famous executives order HALVORFOLD products every year as gifts for special friends. Write us now for catalogs and other details. **JOBBERS-DISTRIBUTORS-SALESMEN:** Some territories still open. **HALVORFOLD-KWIKPRINT COMPANY** Dept. 31, 700 East Union Street, Station G Jacksonvile, Fla.

**A Natural to Demonstrate! PLASTIC RAYON TOWELS AT NEW LOW PRICE!**

Only \$50 per gross. Pack of six 18"x30" all purpose cleaning cloths sell for \$1. Fast, easy to demonstrate. Dirt, grease, stains rinse out quick—make every pitch a gold mine. Long-lasting towels have Good Housekeeping and Parents Magazine seal, colorful packaging. Cash in NOW—send \$1 for sample pack. All orders 50% cash, 50% C.O.D.

**KWIKRAFT MFG. CO., INC.**  
145 East 53rd Street New York

**AT LIBERTY—ADVERTISEMENTS**  
5c a Word, Minimum \$1  
Remittance in full must accompany all ads for publication in this column  
No charge accounts  
Forms Close Thursday for the Following Week's Issue

**BANDS & ORCHESTRAS**

**FIVE OR SIX PIECE WELL ORGANIZED** Band now available; union; featuring Latin, Dixieland, novelties. For details, photos, etc., contact Musician, 227 Bonnie View Knoxville, Tenn.

**CIRCUS & CARNIVAL**

**BUTCH, THE "40-TRICK DOG"** (14 minutes) available for work with circus, carnival, rodeo or fairs; this makes a nice free act for carnivals, fairs, etc.; non-drinker, reliable. Frank Riley, R F D 4, care Midway Court, North Kansas City, Mo.

**TATTOOED MAN—COVERED; HAVE** swell flash; wants large carnival. Terms: Meals and all I make. Tom McClendon, Rockingham, N. C.

**MUSICIANS**

**A-1 ORGANIST—TWENTY YEARS' EXPER-** ience rinks, radio, hotels, lounges. Address Organist 203 Grove St., Charleston, S. C. je2

**ACCORDIONIST—STROLLER OR WHAT** have you; go anywhere immediately; will travel; consider all offers. 201A North Central Ave., Marshfield, Wis.

**ALTO, TENOR, CLARINET—LOCATIONS** only; read well, any chair; no "ad lib" choruses. Musician, 101 East Liberty St., Punxsutawney, Pa.

**BASS PLAYER—DOUBLING SECTION,** violin; seeking change; available on 48 hr. notice; interested Houston, Tex., or Florida location; all-round experience; neat personality; dependable, draft exempt. Wire, call Glenmore 5-5794, R. Borbee, 95 Stanhope St., Ridgewood 21, N. Y.

**PARKS & FAIRS**

**ASTROLOGER SEEKING WORK OR SPACE** at clubs, parks, beaches, fairs; very well experienced. Zoltan Schnitzer, 101 W. 83rd St., N.Y.C. Schuyler 4-6848. je2

**AT LIBERTY AFTER MAY 15—WILSON'S** Canine Capers; 8 highly trained dogs worked by lady and clown; great show for the children. Plenty of comedy. G. E. Wilson, 678 Rutherford Ave., Macon, Ga. je2

**BALLOON ASCENSIONS, PARACHUTE** Jumping; modern equipment for parks, fairs, celebrations; always reliable. Claude J. Shafer 1041 S. Dennison, Indianapolis 21, Ind. my26

**BIG 5 PEOPLE ACROBATIC AND BAL-** leancing act; beautiful stage act; display. For illustrated literature, Lehmbek Sisters, Attractions, 2015 Oliver St., Fort Wayne, Ind.

**CLEAN EMCEE—WORKS BETWEEN PER-** formers; featuring strobette puppets comedy magic, inexhaustible bottle; indoors, outdoors; work hour alone; agents welcome. Osborne, 5223 Cedar Ave., Philadelphia, Pa. je2

**"ENGAGE" CHARLES LA CROIX, HIGH-** class, outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

**"GREAT CALVERT"—THE HIGH-WIRE** act that has drawing power! No collect telegrams accepted. Address 164 Averill Ave., Rochester, N. Y. je2

**SENSATIONAL HIGH FIRE DIVE ACT—** 25 years of impressive results; featured by Fox Movietone and the N. Y. Press; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Pl. Warren, O. Tele 45377. je2

**Your Own Competitors Tell You...** (and they ought to know because they've done it)

**FOX TAILS IN STOCK!**

Pitchmen, Carnival and Fair Workers, here at last are the well-known H.M.J. Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or if you prefer, send \$1.00 for complete set of samples of all sizes. Stock going fast... better rush your order for immediate shipment!

**H. M. J. FUR CO., 150 W. 28th St., N. Y. C.**

**IT'S SENSATIONAL! FOR PERSONALIZED PHOTOS IN COLOR WITH BRASS KEY CHAINS**

Snap-On Picture Caps—No Gluing Necessary. Perfect Magnification.

★ For Photographers, Concessions, Specialty Salesmen, etc.  
★ Insert your own 35mm color film.  
★ Service Men's Ideal Gift.

**\$8.40** GROSS 1/3 with order. F.O.B. New York or Miami

100 gross or more \$ 8.40 gr.  
50 gross ..... 9.60 gr.  
1 to 5 gross ..... 10.80 gr.

**PHOTO-VUE, INC.** 1238 N. E. 2nd Ave. Miami, Florida Miami 2-5409  
N. Y. Office—14 East 17th St. ALgonquin 5-5945

**ATTENTION—NOVELTY MEN—ATTENTION SENSATIONAL LOW PRICES**

**Whips...**

Dart Special Balloons ..... \$ .75 Gr.  
28 Round Balloons ..... 2.50 Gr.  
21 Animal Print Balloons ..... 5.50 Gr.  
29 Mottled Cat Balloons ..... 5.50 Gr.  
214 Mottled Cat Balloons ..... 9.00 Gr.  
24" Balloon Reed Sticks ..... .73 Gr.  
6" Feather Dolls w/Hat ..... 12.50 Gr.  
7" Hula Hula Dolls ..... 15.00 Gr.  
7" Feather Doll w/Hat ..... 18.00 Gr.  
9" Feather Doll w/Hat ..... 30.00 Gr.  
12" Feather Doll w/Hat ..... 42.00 Gr.

Flying Birds ..... \$ 8.00 Gr.  
Cowboy Lash Whips ..... 14.40 Gr.  
Swagger Canes ..... 9.00 Gr.  
Fur Monkeys ..... \$4.50, \$9.00, 15.00 Gr.  
Jocko Monkey ..... 10.80 Dz.  
Import Leis ..... 2.00 Gr.  
Red, W., B. Ball Balons ..... 14.40 Gr.  
28" Plush Bears ..... 35.00 Dz.  
Cowboy Hats ..... 42.80 Gr.  
Metal Slide Trombones ..... 22.80 Gr.  
Pin Wheels ..... 9.00 Gr.

25% Deposit—Balance C. O. D.

**MILTON D. MYER CO.**  
332 THIRD AVENUE      PITTSBURGH 22, PA.  
ORDERS SHIPPED SAME DAY

**All Extra Heavy Mountings**

10 days' money-back guarantee if rings not as represented. Only Genuine Rolled Gold Plate Sold. \$2200—1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby emethyst, emerald, sapphire, aquamarine, topaz, white, fire opal.

Per Doz. \$6.00.  
Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Pa. Doz. Deposit on All C.O.D. Orders.

**DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa**

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hamper, Hosiery, 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. Louis 4, Mo.

**NEW! 1951 Catalog** SEND FOR FREE COPY TODAY

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, Toys and hundreds of other items.

**GELLMAN BROS.** 110 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

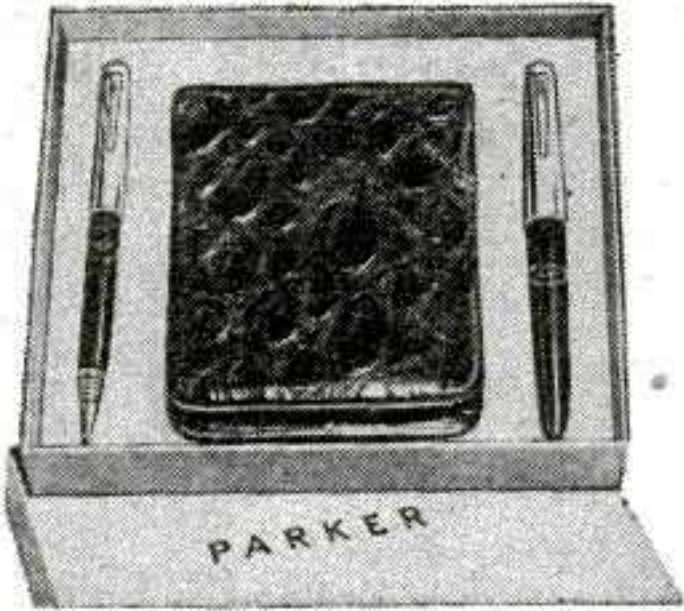


### ANOTHER TERRIFIC TEMPLE EXCLUSIVE

Genuine Made By  
**PARKER**  
PEN - PENCIL  
and WALLET

Cash in on this outstanding combination. Pen regular (not a ball point). High consumer acceptance. Men's or Ladies' sets. Specify which you desire.

TEMPLE PRICE  
**\$4.00** EA. SET  
IN DOZ LOTS  
Sample Set \$4.50 Prepaid  
Federal Tax Additional If Not For Resale. 25% Deposit, Balance C.O.D.



### The BENRUS WATCH COMPANY Has Designed for Our Exclusive Use **BENRUS** WATCHES and SETS SPECIALLY PACKAGED FOR THE PREMIUM TRADE

Cash In On The Tremendous Demand Created For Bonus Products By Extensive Newspaper, Radio and Television Advertising Promotion. Write For The Unusually **LOW TEMPLE PRICES** For Premium Buyers.  
**IMMEDIATE DELIVERY**

DROP IN TO SEE US WHEN IN PHILADELPHIA  
WE ARE NOW IN NEW AND LARGER QUARTERS  
**TEMPLE COMPANY** 708 SANSON STREET  
PHILADELPHIA 6, PA.  
MArket 7-6519

## Merchandise Topics

### New York

Expansion band identification bracelets, with stainless steel bands and highly polished heavy nickel plated disks, selling \$12 a dozen, are offered the trade by **Rene D. Lyon Company, Inc.** . . . **United Products Company** offers prize users its Triplex table-pocket lighter retailing for \$1. It features a wind guard, flame regulator and push button flint changer. . . . For the premium user is **Valgean Watch Company's** five-piece rhinestone watch set, composed of 17-jewel watch, necklace, earrings, lucite comb and evening bag with full-length mirror on bottom tray. . . . Ornamental Western saddle horses in all sizes have been introduced by **Kingsley Metalcraft Corporation**. Each is highly polished and plated in bronze or Rogers gold and is equipped with plated bridle reins. Special prices are offered volume purchasers. . . . Ten-cent plastic coin banks with sliding slot in the base for removal of coins have been introduced by **J. H. Chartoff**. The washable items come in all colors and measure 2 by 4 inches.

For the kiddie trade **St. Marks Specialty Company** is plugging its **Lone Ranger** and **Silver pin-button** badges in four colors and equipped with assorted color ribbons. . . . Novelty cigars with harmless, non-explosive action are offered novelty men by **A. Freeman** as 35-cent retailers. . . . Telescope type picture viewers with or without key chains, unassembled and assembled, are offered by **Paul Cohen Company** at \$6.20 per gross. . . . **Micro-Lite Company** has introduced its pocket-size **Micro-Lantern** which throws a 500-foot beam and comes in durable plastic case with folding handle for attaching to belt, etc. It is equipped with two standard full-size pen-lite batteries and retails for \$1. . . . **Ted Burke Industries** announces a wide selection of sunglasses that includes virtually every kind in every price range. One of the most popular is the aviator's style with gold-plated frames, unbreakable rock-glass and government registered 20/20 lenses. Complete with leather cases, they are offered at 77 cents a pair in minimum orders of one dozen. Samples are \$1.

**Saxony Watch Company** offers the premium user its \$8.95 line featuring seven-jewel movement, shock-resistant construction, radium numerals and hands, sweep second hand, metal dial and anti-magnetic works. . . . For the kids is **Almike Corporation's** \$6.95 **Gene Autry** six-shooter watch, bearing the likeness on the dial of the famous cowboy. The watch is said to keep time accurately, is shock-resistant, and shoots 120 shots a minute. . . . **E. S. Lowe Company, Inc.** announces a line of counter games that includes the **Little Bandit** slot machine, a non-coin operated toy; players' choice, miniature roulette and chuck-a-luck. . . . **Baby Barry Toy Company** has introduced a line of talking dolls, each of which makes a complete recitation.

Carded washable purses of fabric to retail at \$1 are advertised by **Salient, Inc.**, to carry a lifetime guarantee. . . . Four-color automatic pencils, retailing at \$1.29, have been introduced by **Robert-Murray Company, Inc.** . . . Colored plastic wallets, to retail at 98 cents, are offered by **Aristocrat Leather Products, Inc.** . . . Purses in calfskin, Morocco, pigskin and alligator grains, heat-sealed and electronically welded,

to retail for \$1, are being advertised by **Hargold Associates, Inc.** . . . **Sales Associates, Inc.** has introduced purses with full-color embossed Western scenes to the prize and premium fields. The firm also carries a line of sports tie clips, bearing insignia with appeal to bowling, baseball and basketball fans, etc. . . . Another item which should appeal to the prize user is **Pax Products' Stay-on ash trays** at \$1 retail. The tray is polished in burn-resistant copper-tone, with a weighted fabric base to keep the tray from tipping, sliding, etc.

### Chicago

**A. N. Brooks Company** announces a close-out sale of its table model cigarette dispenser in transparent jewel plastic. Touch a lever and up pops one of 20 cigarettes the item holds. Sale price is \$4.80 a dozen. . . . **Modern Specialties Company** announces **Kutto**, a handy carton cutter that may be carried in the pocket. One **Kutto** with blade and five extra blades in the handle sells for \$1. Discounts are offered on quantity orders. . . . A new low-priced series of table lamps in marbled china have been introduced by **Franklin Industries, Inc.** Coming in assorted colors and styles, they range in height from 22 to 25 inches, and prices range from \$1.10 to \$5.95.

### Los Angeles

**B. & B. Associates** is introducing a line of glass garters. The item, in the form of a girl in abbreviated costume, fits to the outside of a glass by means of a rubber strap that goes around the tumbler. In addition to adding color, the item serves to identify individual drinks. The figures are about 3 3/4 inches high and made of poli-vinyl, a natural color, soft rubber plastic. Costumes are hand painted. The girls are available in sets of six, all different, **A. Bondy**, representative, said.

### Here and There

With strength of the armed forces increasing, **Sterling Jewelers** has brought out a line of Army and Navy rings in two styles. One is of solid tarnish-proof metal; the other has a simulated ruby center. The former is wholesaled at \$3.50 per dozen; the latter at \$4. . . . Advertising ash trays, with your name or trademark permanently fused in the clear, crystal glass, are offered by **Rainbow Art Company, Inc.** In two-gross lots the trays cost 17 cents each. Lower prices are offered on larger orders. . . . With the canasta craze mounting, **Strathmore's** has introduced its magic canasta slate, along with others for making memos. A lift of the films covering the slate removes the writing. . . . **Lone Ranger** dolls of plastic and rubber for premium and salesboard use have been introduced by **International Doll Company**.

Nursery-rhyme music books that include the story for reading, the musical score for piano playing, and a winding-type gadget that the user turns to play the tune is marketed by **Mattel, Inc.** The 98-cent retailing outfit is sold in three titles—"Mary Had a Little Lamb," "Farmer in the Dell" and "Mullberry Bush." . . . A thermal cocktail set by **Victoria Creations** employs pink elephant decalcomanias decorations. The set consists of two double-walled, insulated pitchers each holding 20 ounces of cocktails, with an identifying olive on the lid on one and a cherry on the other; six cocktail glasses and a tray. Tray and pitchers are of plastic.

### Outlook Good

Continued from page 54

an arrangement that works out well since the park season coincides with a slack period at the station.

Danceland season got off to a smooth start with the **Harry James** band drawing 2,000 persons Tuesday (8) at \$1.50 plus tax. Upcoming bookings include **Louis Prima** (30); **Ray Anthony**, June 12; **Les Brown**, June 27; **Art Kassel**, July; **Ralph Flanagan**, August 10, and **Vaughn Monroe**, August 24. **Baron Elliot** and **Tommy Carlin**, local bands, fill intermediate spots.

## YOU'LL NEVER GET A BETTER PRICE! GENUINE CHINA TABLE LAMPS

Superbly finished in marbled luster finish with hand painted 24K gold decorations. Comes in beautiful assortment of colors and styles.



Only \$33.00 doz. asst. Send \$3.50 for sample  
No. 1234 Asst.—Furnished with lovely pleated effect Plasti-Silk shade, 15" diam. with braid trim to harmonize.  
OTHER LAMPS FROM \$1.95 UP  
25% deposit, balance C.O.D., F.O.B. Chicago  
**FRANKLIN INDUSTRIES, INC.**  
2100 S. Morgan St. Chicago 8, Ill.

### BALL POINT PENS

Full 4 inch visible ink supply  
\$0.50 per gross with display cards  
1/2 Gross, \$4.50  
BRASS TIPPED BALL PENS WITH METAL CAPS & CLIPS \$11.52 per gross  
25% cash with order, bal. C.O.D.  
DIRECT FROM MANUFACTURER  
**IDEAL PEN CO.**  
175 Fifth Ave. New York 10, N. Y.

### Beauty in 3rd Dimension

A selection of pin-ups in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can provide.  
Send 25c for Magic Viewer & Samples  
FREE LISTS  
**LOU TAGER**  
141 N. La Brea Ave. Los Angeles 36, Calif.  
Dept. B

### STEEL OR WOOD CHAIRS

Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.  
**ADIRONDACK CHAIR CO.**  
1140 B'way, N. Y. (27 St.) Dept. 4, MU 3-1385

### ENGRAVERS

with it since 1907  
send for new 1951 CATALOG  
phone: Bayport 1-5338  
day and nite service  
**MILLER CREATIONS**  
7739 Avalon Ave. Chicago, Ill.

### WANT TO MAKE REAL MONEY!

You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to  
**JOHNSON-HARTMAN**  
Dept. 88-54  
53 West Jackson Blvd., Chicago 4, Ill.

### ILLUSTRATED CARTOON BOOKLETS!

85AY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT. \$1 POSTPAID \$5 ONLY. NO POSTAL C.O.D.'S!  
**REGINALD SALES**  
1216-BB Park Row Bldg., New York 7, N. Y.

### TERRIFIC SELLING TRICK!

4 NICKELS TO 4 DIMES  
Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50.  
SAMPLE \$1.00 Postpaid. DEALER'S PRICE—\$10 for 2 Doz., postpaid. Remit with order.  
DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes.  
131-B W. 42nd St.  
**D. ROBBINS & CO.** New York 18, N. Y.

### 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 balloon. Large 16"x18" size. UNCONDITIONALLY GUARANTEED. Send \$1.00 (refunded first order). Sample and details sent postpd. Don't be late on this one. ORDER NOW!  
Large 6"x16"x4" Size  
P.M. AIR CUSHION, Dept. B-54, 6824 La Tijera Blvd., Los Angeles 45, Calif.

### OVERHAND-EXPANSION MASSIVE IDENT. BRACELET

NICKEL SILVER FINISH.  
Formerly \$18.00 Doz.  
NOW \$9.50 Doz.—\$108 Gross.  
**McBRIDE JEWELRY CO.**  
303 5th Ave. New York 16, N. Y.

### THE KILL IS A KILLER

THE RAGE OF THE MOVIES  
A SIZZLING SELLER NOW ON A GORGEOUS TIE BAR  
Catches the precise moment the torador thrusts the valiant bull to his death. First executed in pure gold by the great sculptor Leoncavallo at a cost of \$1,800—now faithfully copied to the minutest detail.  
Exclusive with Ted Burke  
Your Cost \$4.80 Dz. \$48.00 Gr.  
**Ted BURKE Industries**  
Dept. B-46  
10 W. 27 St., N. Y. C.

### \$6 Brings Back \$38.50

640% PROFIT ON ULTRA-BLUE STOCK SIGNS  
100 SIGNS, 7"x11"—\$6 (Cash With Order)  
Take in orders for these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 1000 different slogans—Comedy, General, Religious, Marvellous full or spare time money-maker!  
OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!  
15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Retail Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00  
Above Samples Mailed Postpaid.  
**L. LOWY**  
812 Broadway, Dept. 621  
New York 3, N. Y.

### Big Profits

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.  
**Hart Mfg. Co.**  
303 Degray St.  
Brooklyn 2, N. Y.

### TIES

Direct from Manufacturer. Largest Assortment of Latest Patterns.  
SELL STORES AND DIRECT  
\$4.50 Doz. 3 Doz., \$18. FAST \$1 SELLER. YOU MAKE \$4.00 PER DOZEN.  
Special Price on Gross Lot Orders. OTHER ITEMS—FREE CATALOG.  
448 Broadway  
**EMPIRE CRAVATS**  
New York 12, N. Y.

### BINGO PROMPT SHIPMENTS

SPECIALS  
LAPBOARDS  
FLASH BOARDS  
BINGO BLOWERS  
Folding Tables and Chairs  
—Write for Free Catalog—  
**H. A. SULLIVAN**  
104-22 BLVD., DEPT. 9  
ROCKAWAY BEACH, N. Y.

### GIVE TO DAMON RUNYON CANCER FUND

### ★★★SCENEX CANDID CAMERA★★★

DEALERS — JOBBERS — PREMIUM USERS — CONCESSIONAIRES  
GUARANTEED MIRACLE CANDID CAMERA—GROUND GLASS LENS—HIGHLY PERFECTED AUTOMATIC SHUTTER  
● Guaranteed to take clear vision photos  
● Ground glass lens  
● Modernistically designed  
● Highly precision shutter  
● Takes indoor pictures  
IT'S RED HOT!!!  
25% DEP., BAL. C.O.D.  
24 HR. DELIVERY  
ORDER NOW  
**CANDID CAMERA CO., 1717 So. Ervay, Dallas 1, Tex.**

Dealers' Cost, \$7.20 Doz. Prepaid. Excise tax included.  
Jobbers, write for prices.  
#828 Film, \$3.20 Doz. Prepaid.  
Leatherette Carrying Case With Shoulder Strap, \$3.60 Doz. Prepaid.  
● ● ● SAMPLES ● ● ●  
Camera . . . . . \$1.00 ea. postpaid  
Film . . . . . .50 ea. postpaid  
Case . . . . . .50 ea. postpaid



WISCONSIN DELUXE HAS THEM!...



THE HOTTEST ITEM IN THE COUNTRY TODAY!

**BIRD HAT**

Made of woven straw in natural color. Full head size, open fringe brim. Overall width from brim to brim—16 inches. An outstanding novelty number that has proven a big winner and a top money maker at both Tampa Fair and Memphis Cotton Festival. Packed for shipment, 100 to cloth bag or 200 to straw hamper. Please specify packing desired.

\$3.75 DOZ. \$40.00 GROSS

SPECIAL CLOSEOUT LIMITED STOCK  
**TWO TONE RAYON PLUSH BEAR**

With rolling celluloid plastic eyes, plastic nose and protruding felt tongue. Has silk bow ribbon, soft kapok filled body. Overall height, 25 inches:

GET 'EM WHILE THEY LAST! **\$28.00** Dozen

Sample postpaid, \$3.00 ea.

Write for new catalog—please state type of business in first letter.

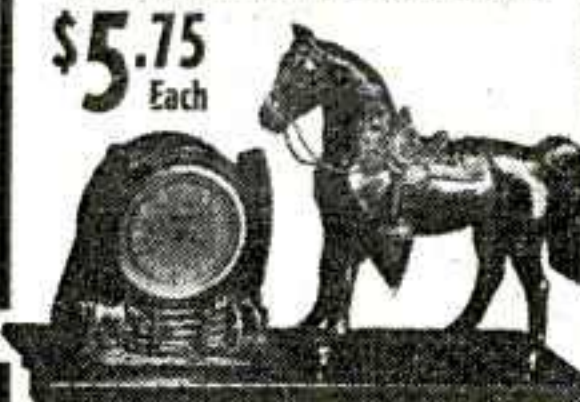


CASH WITH ORDER or 25% Deposit. Balance C.O.D.

**WISCONSIN DELUXE CO.** 1902 N. Third St. Milwaukee 12, Wisconsin

#3HS HORSE SHOE HORSE CLOCK

\$5.75 Each



Finely detailed horse shoe case. At the base of clock, two horses roaming in corral. A mounted original Western designed metal horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high by 17" long on wood base individually boxed.

SESSIONS ELECTRIC HORSE CLOCK self-starting sweep second hand movement. Gold, Silver or Rose Gold Finish. 6 or more, \$6.75 ea. Sample, \$7.25 ea.

ALL METAL, BEAUTIFULLY DETAILED WESTERN SADDLE HORSES

Height and Dozen Price
10 1/2" \$15.00
8 1/2" \$16.20
5 1/2" \$7.80
4 1/2" \$4.50
2 1/2" \$2.25

DICE LAMPS ..... \$12.00 DOZ.  
No Less Sold

25% DEPOSIT REQUIRED WITH ORDER. F.O.B. CHICAGO. WRITE FOR FREE FOLDERS—WHOLESALE ONLY

**COOK BROS.**  
816 W. Maxwell St. Chicago, Ill.

**MAGNIFICENT WATCH BRACELET**

Simulated diamonds over entire bracelet and watch cover. Brand new guaranteed 17 jewel Swiss movement. Delivered with watch box — \$120 price tag. Min. order 3—\$1.50 extra for sample. 25% with order — balance C. O. D.

Only **\$15.95**

**NATIONAL DIST. CO.**  
421 Calumet Bldg. Miami, Fla.

**300% TO 500% PROFIT !! EVERY DAY !!**

No. 877 A Real Money Maker \$4.50 doz.



No. 877—Heavy mounting. Hand set. Sparkling. It's a beauty. Gold finish.

No. 301 AN EYE CATCHER Imitation Brilliant White Stone \$2.90 DOZ.  
Gold Finish

Please state your business. Deposit with all C.O.D. orders. Above 7 samples prepaid \$1.00.

**PROVIDENCE RING COMPANY**  
49 Westminster St. Providence, R.

**WANT THE "EX" ON A REAL DEAL? WE GUARANTEE YOUR PROFIT MARGINS**

THIS DURAMATIC "NAMES" BUSINESS IS REALLY HOT



Sam Also Pin-On Pennants Brat  
THESE NAMES ARE WELDED RIGHT INTO MATERIAL HAT STANDS—NOVELTY SHOPS—"MUG" OUTFITS  
MAKE ANY "NAME" IN 10 SECONDS

Requires only small space ANYWHERE  
SPECIAL "NAME" ORDERS MADE UP AT WHOLESALE  
Use new Smarty Names like above and really make BIG PROFITS  
THE NEW BRILLIANT GLOW LETTERS ARE THE KNOCK-OUTS THIS SEASON

EVERYTHING NEW IN HATS AND CAPS THAT YOU CAN IMAGINE. Bright Glow, rich color Gabardines (genuine), both in Crew and Jockey Styles. Real Baseball Caps. Many others, all at very low prices to our customers.

READ THIS VERY CAREFULLY: Put NAME HATS anywhere. During those dull "waiting" periods at your counter you can ALWAYS sell NAME HATS at MARGINS guaranteed by ACME. FAST, ANYONE CAN WORK IT. DEFINITELY no experience necessary. Curiosity brings big tip. Cash in other sales. Outsells old style sewed names. Get more money. Sell more Hats and Caps.

Classy Felt, Brilliant Glow and Gold Foil EVERLASTING Custom-Made DURAMATIC PROCESS fancy cut-out letters. ALL COLORS NOW. NEW THIS YEAR; Buy or RENT the quick Electric Stamping Machine. No stitches to unravel, no stencil paint or ink to smear, rub-off. Add 200% profit to your Crew, Jockey, Cowboy Hat sales. Agents wanted. Guaranteed and Warranted. Wholesale prices all supplies. For real sample Hat with NAME, send \$1 deposit for credit on first order.

Present Duramatic Machine owners and those in PARKS, STORES, RESORTS, THEATRES, GIFT SHOPS, contact us quick: SPECIAL FOR YOU

**ACME SUPPLY CO., BOX 7466** PORTLAND 20 OREGON  
(Special Delivery to 3234 N. E. 84th Ave.)

**LITTLE ATOM**  
WORLD'S SMALLEST  
**PISTOL**  
BANG

LATEST NOVELTY SENSATION  
Shoots Blank Cartridge—Terrific Report  
Put up 1 dozen on attractive display card.  
**DOZ. (no less sold) \$14.40**  
Additional ammunition, 22¢ per tube.

Pistols and ammunition must be shipped Railway Express. 25% deposit required with C.O.D. orders. Prices do not include transportation charges.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
740-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.

**SLUM**  
10 GROSS only \$9.50 any combination

- Fingertraps ..... \$1.00
- Flower Fans ..... 1.00
- Czech Stone Rings ..... 1.00
- Glass Dip Pens ..... 1.00
- Rice Beads ..... 1.00
- Toy Wrist Watch ..... 1.00
- 3 Wise Monkey Charm ..... 1.00
- Screamer Whistles ..... 1.00
- Miniature China Animals ..... 1.00
- Shell Flowers ..... 1.00
- Blowouts (pkd. 2 gross) ..... 1.00
- Miniature Jaby Doll ..... 1.00
- Bloody Finger ..... 1.25
- Rubber Razors ..... 1.00

Prices do not include shipping charges. Include postage with order.

25% deposit required on C.O.D. orders.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
740-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.

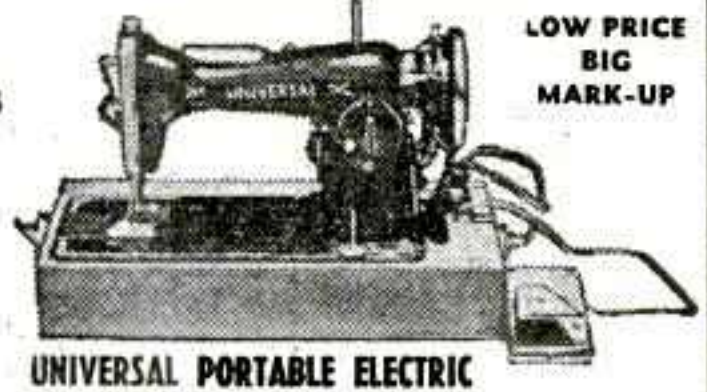
**TO: AUCTION AND FARM MARKET OPERATORS**

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



UNIVERSAL PORTABLE ELECTRIC

For national distribution and to assure you service, we have three main office and warehouse centers. Write for full particulars.  
WHOLESALE ONLY: This merchandise offered in quantity for resale only.

**STANDARD SEWING EQUIPMENT CORP.**  
NEW YORK CHICAGO LOS ANGELES  
114 West 27 St. 1929 So. Halsted St. 569 So. San Pedro

**Sensational Value! Promotional WATCH Set**



\$6.30 Deluxe Watch  
\$9.90 Complete Watch and Jewelry Set

\$75.00 Retail Tag with each set

Wholesale only. 6 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

**BROOKS Products** 92 LIBERTY STREET NEW YORK 6, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

ATTENTION— PITCHMEN... DEMONSTRATORS...

Now a **NATIONALLY ADVERTISED PEN SET...**

FOR YOUR PITCH!

DOUBLE YOUR TURNS... with this Top QUALITY SET PRICED RIGHT for BIG PROFITS!

Each set has 5 YEAR GUARANTEE by Manufacturer... and List Price tag in Box.



We supply "Advertised in LIFE" display cards... FREE with your order!



Your cost: \$54.00 per gross. Extra 14-k gold-plated points at \$1.75 per gross.

Terms: 25% with order—balance C.O.D. Other 3-piece sets available from \$45 per gross.

WRITE TO: Jack Oxman, Sales Repr. MARTIN-HOWARD CO., Inc. 1186 Broadway, New York, N.Y.

**SILVER PLATED 32-PC. SERVICE FOR EIGHT**

8 Knives 8 Soup Spoons \$5.10 10 Sets or More  
8 Forks 8 Teaspoons

#22BB Sample Set \$5.50 Set

**34-PC. SERVICE FOR EIGHT**  
8 Knives 8 Soup Spoons \$5.50 10 Sets or More  
8 Forks 8 Teaspoons  
2 Table Spoons

#20BB Sample Set \$6.00 Set  
Chest as illustrated No. 10BB @ Each \$1.00

**ROHDE SPENCER CO.**  
223-225 W. Madison St. Chicago 6, Ill.



... For Details See Page 51

Your Own Competitors Tell You... (and they ought to know because they've done it)

**JEWELRY! IS OUR BUSINESS**

**VALUE! IS OUR MOTTO**

We Have Everything For: Jewelers • Engravers • Demonstrators

**CATALOG No. 55 BF**  
Contains most everything in merchant size for the jeweler.

**CATALOG No. 105**  
Contains complete selection of engraving jewelry especially for the engraver and demonstrator.

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received  
**BIELER-LEVINE**  
5 No. Wabash Ave. Chicago 2, Ill.  
ALL PHONES Central 6-7966



**The Perfect Premium!**

# 18 INCH CLUB BAG

Genuine Texon Saddle Club Bag. Beautifully made with luxurious saddle stitching. Checkered cloth lining with inside pockets. Full length zipper with brass lock key.

**\$63.00** Doz.  
Samples, \$6.00 Each

25% deposit, bal. C.O.D. If not for resale, add Federal Tax.

**A REAL BUY AT THIS NEW LOW PRICE!**

**CUTTLER & COMPANY, INC.**  
928 Broadway...New York 10, N. Y.

## Pipes for Pitchmen

By BILL BAKER

**DOC W. J. BRITTON**... well known to med pitchmen and operator of the Britton Herb Company, Cincinnati, is mourning the loss of his wife, Ramona, who died in Indianapolis May 16 of a heart attack. Mrs. Britton was a dancer for the past 15 years and appeared in burlesque for a number of years. She was appearing at the Mutual Theater, Indianapolis, at the time of her death.

**JACK MacDONALD**... JCL out of Regina, has a new portrait stand which he plans to work at all Canadian fairs this year.

**PHIL AND HOWARD LEVIN**... former pitchers, are operating the L. & L. Grill in Winnipeg, Ont. They tell us that numerous jackpots were cut up there the past winter by pitchmen stopping off during their treks thru Canada.

**DOC NAIRNE**... is reported to have ditched his med pitch for a bulb layout with which he has been scoring good dollar counts.

**J. C. CARSWELL**... reports from Leesville, La., that he's making permanent headquarters there. He adds that he has fully recovered from the illness that had him hospitalized for seven months in New Orleans last year. He'd like to read a pipe here from Red McKinney.

**FRED HUDSPETH**... it is reported, finally has opened up a nugget stand in Canada, with Eddie Procop as chief fitter.

**R. B. CUNNINGHAM**... pipes from Alice, Tex., that he has been traveling the Lone Star State, doing sign painting. He says that that neck of the woods needs rain badly. He adds that he's planning to open a novelty pitch for the cotton season.



**OAK-HYTEX**

## Gold and Silver BALLOONS

More flash means more Cash! Glitter in the sun — can be seen for blocks.

No. 11 G Gold, plain \$8.15  
No. 11 S Silver, plain, Gro.

No. 9 FBG Gold, Flowers and Bird prints in 2 colors, Gro. \$9.60  
No. 9 FBS Silver, Flowers and Bird prints in 2 colors, Gro. \$9.60

Plus Shipping Charges

Order From your Jobber

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**New—Unusual—Practical** MONEY-MAKING CHILDREN'S BOAT

## SALTY SEA HORSE INFLATED BOAT

SELLS FOR \$3.98

**PACKED WITH DOZENS OF NEW FEATURES. BACKED BY NATIONAL RADIO, T. V., NEWSPAPER ADVERTISING.**

- Looks like real speedboat with screened mahogany deck planking, portholes, exhaust pipes, rope fenders, life preservers, built-in radio, quadrant type motor throttle, instrument panel, compass, speedometer, tachometer and switches.
- Durable—not affected by salt water.
- Big—34 inches long, 24 inches wide, 17 inches high.
- Sea Horse Figurehead on prow of boat toots loudly for sea room—squeeze his head.
- 2 tow flaps on each side so that parents can attach ropes and control or pull boat with small kids.
- Safety strap centered in hull holds kids in boat.
- Removable nautical pennant and flagstaff attached to stern.
- Ideal for Lake, Pool or Shore.
- Inflates orally—no pumps or tools needed. Can be inflated and deflated easily and quickly, over and over again, without losing shape. Weighs less than 2 lbs. Deflates to small package for easy storage.

**WHOLESALE PRICE \$30.00** Per Doz.  
F.O.B. NEWARK.  
Terms: 25% with order, balance C.O.D.

**HERE'S THE NEWEST, SWEETEST, MOST AMUSING AND PRACTICAL BOAT EVER INVENTED FOR KIDS TO RIDE IN.**

NOW IN ACTUAL USE BY CAMPS AND SCHOOL GROUPS. Any child will be thrilled to be the skipper of so fine a craft! From the graceful figurehead on her prow (which toots loudly when squeezed) to the nautical ensign on her sleek stern, she's a beauty—a sweetheart. Easily managed—can be paddled, towed or sailed; designed with safety as a most important factor. Ruggedly constructed of 12 gauge Vinylite plastic. Extremely colorful and brightly screened with highly detailed decoration to be as faithful a reproduction of a real motor boat as it's possible to make her. **FUN—WELL SAY!** She offers all the delights and boating joys of a real man-sized craft.

**SOLE U. S. DISTRIBUTORS**  
**JAY RICH CO.** 28 TREAT PLACE, NEWARK 2, N. J.

**DOC MacDONALD**... is working in the window of the Green Store, Moose Jaw, Sask., with foot ease.

**GLENN HOSBERG**... is reported to be making a tour of the Canadian Class A Fair Circuit where, it is understood, he has the exclusive on all outside pitch stands.

**MONEY SPOTS**... Hicksville Farmers Market, Hicksville, L. I., N. Y., has taken over all of the Hicksville Airpark and all airplanes have been removed from the field. Grounds are being hard-surfaced to permit an enlarged parking area. George Spohrer, owner of the market, has purchased 2,000 acres in Middle Island on Jericho Turnpike and will open another market called Suffolk County Farmers Market late this month. Hicksville Market operates on Fridays. Suffolk County will have a Saturday operation. Both should be good pitch spots.

**MYRTLE HUTT**... cards from San Jose, Calif., that the needle business has been highly productive in that area. Of late, she's been working up and down the West Coast.

**J. ROTTMAN**... advises from Milwaukee that he'd like to read pipes here from James E. Miller.

**BIG AL WILSON**... is in San Antonio working cards and mice to the soldiers. He says he plans to leave there soon for Chicago.

## Oak Balloons

For immediate Shipment  
Write for FREE Catalog

**STATE NOVELTY CO.**  
618 W. St. Clair Cleveland 13, Ohio

**Hollywood Goose** MECHANICAL NOVELTY OF THE YEAR

**LEEPIN-LEENA** LATEST MECHANICAL Sensation

**More Fun Than the Monkeys Have**

1 3/4 inches high. Easily carried in pocket for ready use at parties or any gathering... A strong metal mechanism raises realistic flesh-like plastic finger out of bottle at any speed desired.

All items immediate delivery in any quantity.

**\$3.60** F.O.B. DOZ. Pasadena

**A Real Surprise Package**

As the "victim" examines the life-like Leena she jumps 3 feet in the air. While holding box in hand the hidden index finger touches button to release mechanism. Leena looks like the real thing and measures 3 inches wide.

**\$6.40** F.O.B. DOZ. Pasadena  
25% with order, balance C.O.D. Jobbers, write for prices.

**DE & DE INC.** 116 WEST HOLLY STREET PASADENA 8, CALIFORNIA

**WM. A. ROGERS SILVERWARE**  
by Oneida, Ltd., Silversmiths

26 PIECE SERVICE FOR 4 ..... \$ 8.50  
34 PIECE SERVICE FOR 8 ..... 11.00  
50 PIECE SERVICE FOR 8 ..... 14.50

All hollow handle knives.  
Each piece has Rogers trade-mark Rogers Anti-Tarnish Chests, Leatherette Two-Tone ..... \$1.75  
Mahogany Winston ..... 2.25  
Mahogany Deluxe ..... 3.00

**14 PC. WATERLESS COOKWARE SET**  
14 pc. extra heavy gauge spun virgin aluminum. Guaranteed 32 page cook book in full color. Display folder showing \$49.95 retail price. Good Housekeeping seal of approval, commended by Parents Magazine. \$8.50 Complete, only

**COSTUME JEWELRY**  
In velveteen, satin-lined jewel boxes. Matching Necklace and Earring Set ..... \$1.50  
Necklace, Earrings, Bracelet and Pin ..... 2.75  
Hand-made set of finest quality imported rhinestones: Necklace, Bracelet, Earrings. 3.75

**ELECTRIC BROILER**  
Infra-red ray, open front. Heavy gauge steel, highly polished chrome finish. Extremely well made 2 year factory guarantee. Large family size... \$13  
Immed. Deliv.—Continuous Supply  
25% with order—balance C. O. D.

**H. B. DAVIS COMPANY**  
324 W. 26th St., New York 1, N. Y.  
AL 5-6664 FREE PARKING

**Jobbers & Premium Users**

Terrific Values and Flash in Real Fur. Plush and Plastic Stuffed Toys for Carnival and Concession Trade. Buy Direct.

12x6" Real Fur Cat (illus.), rabbit skin, white, \$15.00 Doz.  
In Gross Lots—\$13.50 Doz.

This Low Price for a Limited Time Only.  
• 11x9" Rayon Plush Scatly, asstd. colors.  
• 11" Stuffed Dolls, plastic material, gayly dressed. Pressed Masked Face.  
• 15x11" Rayon Cloth Clown, gay colors. Pressed Masked Face.  
Each of the 3 above numbers—\$7.50 doz.  
In gross lots ..... \$6.50 dz.

SEND \$23.50 and Receive 36 Samples Prepaid! (1 dozen of each of the 3 above numbers)

**SPECIAL!**  
28" high, Quality Rayon-Plush Bear, 527 doz. Gross Lots, \$24 doz.  
25% dep. req., bal. C.O.D. if not rated. Send for FREE catalog.

**ACE TOY MFG. CO.**  
122 West 27 St. New York 1, N. Y.

## ATTENTION PAPERMEN

JUST OFF THE PRESS—SOMETHING NEW, TIMELY AND LOW IN COST

• WALL MAPS with metal hanger—1951 EDITION, containing NEW map of KOREA, Sportsman map with 1951 game laws, large map of the United States, maps of Europe, Asia, Formosa, Japan, etc. These maps are made up in FOUR COLORS—A REAL FLASH.

If you are working Trades, Sports or Farm publications you can't beat this low cost premium. If you need a good farm publication for Kentucky or the Southern States we can furnish.

Write for details or better still mail us \$3.00 and we will send you ten of these maps postpaid anywhere in the United States. Sample 50c.

**HUFF PUBLISHERS' SERVICE**  
(Formerly ED HUFF & SON)  
P. O. Box 7696 Dallas 10, Texas

## BALL POINT PENS \$9.50 PER GROSS

WITH DISPLAY CARDS  
Full Pen Visible Ink Supply  
1/2 GROSS \$5

With Brass Tips \$13.25 PER GROSS  
Metal Caps & Clips  
With Display Cards ..... \$7

25% Cash with order, Balance C.O.D.

**ARTHUR LEE CO., Dept. B-26**  
16 Court St., Brooklyn 2, N. Y.

**Your Own Competitors Tell You...**

(and they ought to know because they've done it)

**For Details See Page 51**

## FIGHT COMMUNISM

**EARN CASH THIS EASY WAY**

Powerful book, "America's Answer to Ungodly Communism," helps fight the "red" menace. New edition, 32 pages, 4 1/2" x 7 1/2", illustrated. Retail \$25. Costs you \$1.00 for 6 copies. \$15.00 per 100.

**SALES CARD DOES THE JOB**

Place in stores, offices, schools, church gatherings, banks, public buildings, clubs, lodges, unions. Send \$3.75 for card with 25 books. Retail value \$6.25. Money back on unsold books. Order yours today. **CONSOLIDATED PATRIOTS**, 549 W. Washington St., Rm. 221, Chicago 6, Ill.

**DIRECT FROM MANUFACTURER**

24 K gold plated NECKLACE and EARRING SET. Over 65 genuine sparkling rhinestones and 4 huge pear-shaped jewels. A WONDERFUL GIFT ITEM! Special Mfr.'s introductory offer, \$7.00 per dozen in gold-covered gift boxes.

**PACKARD JEWELRY CO.**  
320 Fifth Avenue New York 1, N. Y.

Send for complete catalogue of latest 5 pc., 4 pc. sets, earrings, bracelets and scatter pins.

## PAPERMEN

Can use a few more good Papermen. Address: Circulation Department

**THE KENTUCKY FARMER**  
408 McDowell Bldg. Louisville 2, Kentucky

**OUR MOTTO**

**A SQUARE DEAL TO EVERY CUSTOMER**

Fast Sales. Big Profits — Part or full time, original Koehler stock signs. 1500 varieties, sell all places; 7 1/2" x 11", 11" x 11". Also religious and changeable signs. Special offer \$5 per 100 or \$1 for 15 7x11 best sellers, or for free catalog write KOEHLER 325 Goetz Ave., Lemay 23, Missouri.

## WANTED

From manufacturers only, items suitable for mail order business. Send sample if possible, price and suggested resale price.

**VENDOMATIC**  
727 S. Campbell Tucson, Ariz.

## PITCHMAN WANTED

Hicksville Farmers Market Fridays, Suffolk County Farmers Market Saturdays.

Box 359 Hicksville, L. I., N. Y.

## HOSIERY DIRECT FROM MILL

All gauges in Nylons—prices from \$1.50 dozen up. Ladies' and Children's Anklets. Men's and Boys' Hose, all sizes, colors and grades. First quality opera lengths—3 pr.—\$10.00 postpaid. No C.O.D. Money-back guarantee.

**MANUFACTURERS' HOSIERY SALES AGENTS**  
104 Woodrow Ave. Chattanooga 5, Tenn.

Send for complete catalogue of latest 5 pc., 4 pc. sets, earrings, bracelets and scatter pins.

## ILLUSTRATED COMIC BOOKLETS

THE KIND GROWN-UPS LIKE! (Just Pocket Size)

You'll "BUST A BUTTON" when you see these rare Cartoon Booklets. Clear illustrations. Brand New Series. Packed with Fun and Humor. 12 for \$1.00, 24 for \$2.00. All Different. FREE Surprise Gift with each \$2.00 order. No C.O.D.'s.

**V. M. ROGERS**  
P.O. Box 14738 Cimarron Sta. Dept. B. Los Angeles 18, Cal.



## Salesboard Sidelights

**F. W. Brady**, production manager of W. H. Brady Company, Chippewa Falls, Wis., reports the output lag caused by lack of paperboard for their push card line has now been overcome and normal production is in effect. New board supplies received and more on the definite delivery list will permit order-filling turnout, he said. F. W. adds sales have zoomed on the new Baseball line, which originally helped account for the exhaustion of firm's paperboard inventory.

**Art Paule**, former owner of the A-P Distributing Company, St. Louis, has opened a large gift and novelty shop on Highway 66 across from the Meramac Airport, Kirkwood, Mo. The new enterprise is called the Bungalow Gift Shop.

Harlich Corporation, Chicago, tells of the good sales news on its series of six 400-hole, five-num-

bers to a ticket quarter boards. **Sam Feldman**, sales manager, checks off the half dozen numbers as Double Twenty-Fives; Thirty Fins; Fifteen Sawbucks; Four Big Hits; Five and Tens, and Lots of Twenties. Series, out approximately one month, is also being sales paced by Harlich's Baseball releases. Sam states a new circular lists all of firm's board debuts.

Superior Products, Inc., Chicago, has released a 1,600 hole dime version of its Play Baseball number, following steady demand for a repeat offering. **Ralph Cryer**, ad manager, says firm's Dolls and Dollars board is pulling well. The number, a 2,000 hole, features 24 manikins over seals dressed in replicas of as many native costumes. **Jim Eggert** has just completed a successful tour of the Southern States, Ralph reports.

## Under the Marquee

Continued from page 57

land, is being cut up for a housing project. . . **McIntosh Monkey Circus** is back in quarters at Bellevue, Mich., after year's tour which started May 8, 1950. The show opened with Hennies Bros. Shows and closed with them in October to play schools in Alabama, Georgia and Florida. The circus reopens June 1 at Ramona Park, Grand Rapids, Mich., and closes Labor Day. A new winter quarters site was bought at Fort Myers, Fla. Several monkeys and a chimp have been added. **Capt. Ray Audette**, trainer, is hospitalized at Battle Creek, Mich. **Paul Talson** is the new assistant.

**Charles Tenepaugh** has his circus program on the Mighty Page Shows and is considering opening soon under club auspices. He has magic traps, small animals, birds, reptiles, clowns and dancers. . . **Kelly-Miller's camel act** is worked by **Jack Banta** and uses only one camel. Others in the K-M herd appear in the spec-

**Hunt Bros.' Circus** is booked into Torrington, Conn., June 11. . . First show set to play Binghamton, N. Y. this year is the **Hagen-Clyde Circus**. Dates are June 22-23 under Lions Club auspices.

Committee in charge of the Last Confederate Reunion to be held in Norfolk has signed **Karland Show's** big steam calliope to tail the event's parade June 22. **C. S. Karland** installed a new boiler and has had the old wagon decorated in red and gold. He plans to have six horses pull it. The calliope was built in 1902 for **Gentry Bros.' Circus**. **George Christy** purchased it and used it on **Christy Bros.' Circus** for several years. It was in pretty bad shape when **Karland** purchased it from **Christy** but the former restored it and converted the wheels to rubber tires. It is reported to be one of the few still remaining in the country.

**Red Davis** caught the **Billar** show at Buchannon, W. Va., and chatted with **Arthur Sturmak**. . . **John C. Fulghum** and **John Sauer** visited with **Harry Thomas** and **Pete Cristiani** on the **King** show at Harrisonburg, Va. . . **Art McCall** saw **Mills Bros.** at Mansfield, O. He's chairman of the **Mills** circus committee for Sandusky, O. . . **Roy Barrett**, clown, will make outdoor dates from May 28 to September and start indoor dates October 1.

May issue of "Railway Progress" contains "The First Circus Train," an article by **George W. Grupp**. Article relates that **Spaulding & Rogers Circus** bought nine railroad cars after absorbing **Van Orden's Circus** in 1856. Principal development, including innovations in use today, were made by **William Cameron Coup**, a partner of **P. T. Barnum**, after they bought their own cars in 1873.

Acts leaving Peru, Ind., for **Tom Packs'** dates will include **Robert Cimse**, **Antaleks**, **Bill Benilage**, **Van Wells**, **LaPearl Duo**, **Tiebor's Seals**, **Flying Zachinis** and **JoJo Lewis**. . . In clown alley at the St. Louis Police Circus were **Joe (Koko) Coyle** and **George LaSalle**, producing; **Charles Frank**, **Hop Green**, **Van Wells**, **Carl Marx**, **Paul Raschie**, **JoJo Lewis**, **Bill Bentlage**, **Bill Alcott**, **Thor Peterson**, **Wallie Matz**, **Tracy Andrews**, **Two Bakers**, **LaPearl Duo**, **Al Stoop**, **Billie Burke** and **Jean Lewis**. **Alcott** broke his collar bone and several ribs when he fell three floors in an elevator. **Billie Burke** and **Jean Lewis** have signed with **Terrell Jacobs** to clown the **Jacobs** show on the **James J. Strates Shows**.

**Sam Stratton**, press agent formerly with **Ringling-Barnum**, pays tribute to three Connecticut circus fans, **James Hoye**, **William Day** and **William Judd**, for their series of circus talks. **Stratton** reports they have given 70 lectures during the past season, creating circus interest among audiences which average 200 persons.

**Ora Parks**, press rep for **King Bros.** and **Louis J. Berger**, agent for **Cavalcade of Amusements**, met in **Wheeling, W. Va.**, last week. . . **Michael Patrick**, **Charleroi, Pa.**, visited with **Joe Rossi**, bandmaster, on **Billar Bros.** . . . **Circus fan Art McCall** caught **Mills Bros.** at **Mansfield, O.**, and will be chairman of the sponsoring committee for the **Mills** date at **Sandusky, O.**

**Ernest Sylvester**, former circus man now agent for **Wolfe Amusement Company**, visited **King Bros.** at **Harrisonburg, Va.** Show's visitors last week included **Buck Saunders** and **Jack Yazvac** of **Thomas Joyland Shows**; **Bobbie Miller**; **Otis Kincaid**, lieutenant governor of **West Virginia**, and **Graves Perry**, now a **Charleston, W. Va.**, city official. . . **Arthur Sturmak**, of **Billar Bros.** Circus, was a **Chicago** visitor, Thursday (17).

**Ben H. Liddon**, former treasurer of **Wallace Bros.' Circus**, is confined to his **Detroit** home with one leg partially disabled by diabetes.

**Joe Lewis**, clown, back in **Peru, Ind.**, after the **St. Louis Police** date, reports recent visitors at his home were **Carl** and **Babe Solts**, aerialists; **Sunny Burnet** and **Sidney Page**; **Bert Doss** and family; **Mr.** and **Mrs. Sam Polack**, and **Billie Page**, juggler. **Lewis** worked concessions at the **Indianapolis Speedway** during the time trials. With **Whitey Perry**, **Lewis** will have concessions for the **Lyman Keyes** unit at 15 auspices dates in the fall. . . A recent issue of **Liberty Magazine** included photos of **Cheerful Gardner**. . . **Freddie Freeman** is at the **Elks Club, Peru, Ind.** He reports that he and his wife have quit the road.

## L. I. Kiddieland Opens Big

Continued from page 54

The entrance has not yet been flashed, but **Berkley** has plans for a 40-foot title sign. At present, the park lacks the extra touches such as cutouts of figures to carry thru the **Fairyland** idea. There are two ticket booths, one combined with an office.

**Berkley** said he had spent a good deal of time bringing local politicians around to thinking that **Fairyland** is no fly-by-night proposition. The park has but one concession, a photo set-up. One of his problems, according to **Berkley**, is deciding whether to add concessions and establish a full-fledged fun zone in a residential section. Despite the fact that **Fairyland** is a kiddie site, its area would seem to make it difficult to hold patrons without a few added attractions such as an arcade.

### 500G Investment

The park represents an investment of \$500,000, according to the operator. It has been running week-ends since last fall, and Sunday throngs of 5,000 persons are claimed. **Berkley** looks for 10,000-patron days in the future. The spot opens at 1 p.m. and closes about 10 on weekdays, with a 10 a.m.-10 p.m. schedule on week-ends.

Promotional activities include selection of a moppet and full-grown queen during the second week in June. **Schechtman** seeks to line up the moppet monarch for a **WJZ-TV** presentation, **Video Venus**, emceed by **Herb Sheldon**. As the season progresses the park

will be turned over to civic, fraternal and charitable organizations for outings. A pitch will be made for local industrial groups and their children. **Schechtman** also is mapping out a deal with an ice cream concern which will entitle purchasers who get a lucky stick with their ice cream bar to free rides at **Fairyland**.

A clown will be engaged by the spot, modeling his make-up after the head appearing in park advertising, and a contest will be staged to find a name for the joy. The present intention is to christen him temporarily "Noname."

### Landscape Plans

Part of **Berkley's** long-range planning is extensive landscaping of the fenced grounds, which include a free parking lot with a capacity of about 600 autos. The move will be made with an eye toward public officials' reaction as well as that of customers. According to **Berkley**, housing projects are slated for construction in the immediate vicinity that will give **Fairyland** an additional 10,000 families on which to draw.

Food and soft drinks are dispensed from a compact open fountain framed in fieldstone. To one side of the structure are umbrella tables.

In addition to **Schechtman**, formerly with the **Bert Nevins** office here, the park is managed by **Russell (Slim) Watt**, longtime **Coaster** man and formerly connected with **Rockaways' Playland**. The staff for the Sunday peak biz period numbers 25.

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column

No charge accounts

Forms Close Thursday for the Following Week's Issue

**A-1 BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models, lowest prices. What have you to sell? **MacPostel** 2957 Milwaukee Ave. Chicago, Ill. my28

**A SPECIAL SALE ON SCALES, GUM** Vendors, Target Machines, etc.; free price list! **Adair Company**, 6926 Roosevelt, Oak Park, Ill. je2

**ADD SOME OF THESE TO YOUR ROUTE—** Used Pop Corn Zex Popcorn Warmers, Silver King "Hunter" Ball Gum Machines, only \$15 each; Kleenex Vendors, special \$20; all machines in good condition. **Ray's Vendors**, 623 S. Marshall St., Winston-Salem, N. C.

**BALLY HOT RODS—LATEST MODEL, LIKE** new, \$149.50; One Ball, very good, ready for location; Victory Specials, \$35; Special Entries, \$55; Jockey Specials, \$65; one-third deposit, balance c.o.d. **W. E. Keeney Mfg. Co.**, 5229 S. Kedzie, Chicago. je2

**BARGAINS—RECONDITIONED AMUSEMENT** Games, Arcade Equipment, Vending Machines; write for lowest prices. **Logan Distributing Co.** 3222 Milwaukee Ave. Chicago 47 Ill. je2

**BARGAINS—30 VARIETY SHOPS 5-COL-** umn Penny Vendors with stands, cheap; Diggers, all types Merchants, Electro-Holts, Buckleys, Mutoscopes, Rotary Merchandisers, Parts, Supplies. **National**, 4243 Sansom, Philadelphia, Pa.

**CIGARETTE MACHINE—SPECIAL! DU-** grenier Model 5, 7 columns, refinished, 25¢ slot, ready for location, \$49.50; all other models in stock; 25¢ with order, balance c.o.d. **Veeco Sales Co.**, 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448. je2

**CIGARETTE AND CANDY MACHINES—** Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy Used Equipment. **Central Vending Machine Service Co.**, 3967 Parrish St., Philadelphia 4, Pa.

**CLEAN (10) WURLITZER 600K, 500K (3) 5-** Shuffles, (2) Evans late Ten Strike, Goalie without mirror, C.C. Hockey, Telecard, (2) Typers; rock bottom, write. **S. & W. Music**, Anniston, Ala.

**FIVE BALLS—1 LADY ROBIN HOOD, 1** Moon Glow, 1 Screw Ball, 1 Crazy Ball, 1 Sunny, 1 Triple Action, 1 Wisconsin; 1 Cinderella, 1 Baby Face; just off location and well cared; \$150 for entire lot. **Ray Knobbe**, Petersburg, Neb.

**FOR SALE—JACKPOT CHARLEYS, 95¢;** Texas Charleys, \$1.85; 1¢ Cigarette Boards, 70¢; all Gardner Boards; prices net f.o.b. **Longview**, J. H. Caple, Longview, Tex.

**FOR SALE—10 EXHIBIT DALE GUNS, \$65;** 2 Silver Bullets, \$35; **Keeney Air-Raider**, \$75; Evans Bomber, \$45; Boomerangs and Tumblers, \$32; Quizzer with film, \$50; Undersea Racer, \$40. **Wilfred Bushek**, 3721 10th St., Menominee, Mich.

**FOR SALE—3 AMIB'S, GUARANTEED LIKE** new inside and out, very small play \$485; **Seeburg Model 147M Remote**, beautiful cabinet, perfect condition \$315. **Curly's**, Menominee, Mich.

**FOR SALE—16 ARISTOCRAT POPCORN** Machines, A-1, \$875, f.o.b.; you pick up, \$795. **P. A. Smith**, 228 N. Main, Concord, N.H.

**FOR SALE—FORD ONE-CENT BALL GUM** Machines; beautiful duco metallic gray finish; ready for location; sample \$8; write for quantity discounts. **K & H Vending Service**, 1423-29 N. Walnut Grove, Decatur, Ill. je2

**FOR SALE—10 SEEBURG RAY-O-LITE** Shoot-the-Bear Guns, \$300 each; 1/2 deposit, balance c.o.d. **Earl's Novelty Service**, 105 North Parkerson, Crowley, La.

**FOR SALE—2 WATLING "200" FORTUNE** Telling Scales, like new, \$55 each; 2 used **Wileox-Gay Voice Recordings** with stands, very clean, \$125 each; 1 **Popcorn Maid**, \$25. **King-Pin Equipment Co.**, 826 Mills St., Kalamazoo, Mich. je2

**JUST OFF LOCATION—4 GOLD CUPS, \$50** each; 2 **Jockey Specials**, \$35 each; 3 **Se Jennings' Totalizer**, \$15 each; well crated; 1/4 deposit. **Ray Knobbe**, Petersburg, Neb.

**SHUFFLEBOARD OPERATORS, ATTEN-** tion: Exhibit Shuffle-Bowl Conversions in first class condition at \$49.50 each; try one or two, you can't go wrong. **Reliable Shuffleboard Co.**, 5728 Broadway, Chicago, Ill.

**STAMP FOLDERS—DIRECT FROM MANU-** facturer; unlimited quantities; immediate delivery; write for prices. **Veeco Sales Co.**, 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448. je2

**STAMP FOLDERS DIRECT FROM MANU-** facturer; low, low prices; immediate delivery; write for prices and sample. **J. Schoenbach**, 1645 Bedford Ave., Brooklyn, N. Y. je2

**STAMP FOLDERS DIRECT FROM MANU-** facturer at lowest prices; write for sample and prices. **Flatto Mfg. Co.**, 5436 S. W. 8 St., Miami 44, Fla.

**WILLIAMS MUSIC MITE—45 RPM, VERY** A-1 shape, \$190; Q Ball Table, like new, \$100 complete; **ABT Strike-A-Lite**, like new, \$19.50. **Ace Amusement Co.**, 27 Stroud St., Wilmington, Del.

**WURL. HIDEAWAYS, 1017; WURL. WALL-** boxes, 3031; top shape. Write to **Jim Louis**, 9916 Jasper Ave., Edmonton, Alberta. je2

**21 RCA TABLE MODEL COIN-OPERATED** Radios in good condition, \$20 apiece or \$400 for the lot; one-third cash or check, balance c.o.d. **Tom Sovacool**, 623 Allyn St., Akron, O.

**25 LIKE NEW SHIPMAN TRIPLEX STAMP** Machines; just off location, \$20 each. **Calvin Sisler**, Ironton, O.

**40 SILVER QUEEN VENDING MACHINES—** Five columns, holds 375 gum or 250 candy bars; vends 1¢ candy bars, chewing gum, Hershey's, Dentyne, Beeman's, etc. 20 machines, like new; 20 have been on location four weeks; machines cost \$4.50 each, asking \$29.50; make offer to **F. G. Schrick**, 669 S. 42nd St., Louisville, Ky.

**200 COIN RADIOS (CONSOLES) FOR SALE—** Excellent condition. **Box LA-2, The Billboard**, 6000 Sunset Blvd., Hollywood, Calif.



**ANOTHER WINNER!!**  
**PHOTO WALLETS**

FULL COLOR ARTIST'S MODELS. HEAT SEAL PLASTIC CALF WALLETS. REMOVABLE PASS CASE. SIX DIFFERENT ART SUBJECTS TO DOZEN CARDED.

SAMPLE DOZEN, \$6.60; GR. LOTS, \$6.00 DOZ. F.O.B. Cleveland.

jobbers' discount to quantity buyers.

**H & H DISTRIBUTING CO.**  
5713 EUCLID AVE. CLEVELAND 3, OHIO  
918 W. MARKET ST. LOUISVILLE, KY.

## 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

**12**  
New Profitable  
**Punchboards**  
Just Released

**Superior Products, Inc.**  
2133-59 W. Fulton St., Chicago, Illinois

**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.

**BUY BY MAIL**  
FACTORY WHOLESALE PRICES  
No Job Lots or Close Outs

**BEE JAY SALESBOARDS**  
**UNIVERSAL JAR-O-DO**  
No Order Too Large  
No Order Too Small

**JAR DEALS—PAD DEALS**  
**R W B—LUCKY SEVEN**  
**MATCH PAKS**

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR  
**CAROL SALES CO.**  
312 E. Market St. Elmira, N. Y.

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

**JAR DEALS and PUNCHBOARDS**  
Write for Circular  
**GALENTINE NOVELTY CO.**  
South Bend 24, Ind.

**SALESBOARDS**  
MAY SPECIALS—25% DEPOSIT

1000 25¢ Charley	Prof. \$50.00	\$ 89
1000 25¢ Charley, X Yk.	Prof. 50.00	1.25
1800 5¢ L.U.L. X Yk.	Prof. 18.00	1.39
1000 25¢ J.P. Charley, Thin Prof.	\$52.00	\$1.18
1000 25¢ J.P. Charley, X Yk. Prof.	\$2.00	1.45
1000 5¢ J.P. Girlie Bds.	Prof. 28.00	1.89
240 6 for 25¢ Giant Hole	Prof. 32.00	1.89

**DELUXE SALES CO., BLUE EARTH, MINN.**



## New Type Five-Ball Games Hypoing Location Play

Three Mfrs. Already in Field; Units Stress Simultaneous Play

CHICAGO, May 19.—A new-type five-ball game stressing all shots, a minimum of conventional bumpers and radically different playfield design has been attracting attention among operators and players around the country the past few weeks. Thus far United Manufacturing Company, Bally Manufacturing Company and Universal Industries have introduced this type of equipment and there are indications at least one more major game producer will debut a similar game in the next two weeks.

All three models of the new-type game vary in their approach to five-ball play but so far all have had a basic appeal for players

and operators alike. The United game, A-B-C, features the almost simultaneous release of five balls around a cylindrical area with 25 holes closely bunched in a circle. Unit has one standard bumper in the center of the 25 holes which keeps the ball rolling until it drops into a hole. Bally's new game is called Bright Lights. Its playfield consists of 25 separate holes which are lined up in five different rows. Longest rows have seven numbers and smallest three. Ball is aimed by plunger, comes into scoring area at top of playfield and keeps rolling until it drops into one of the numbered holes. The third of the trio is Universal's Five Star. This game's playfield most nearly

resembles that of traditional five-ball games, but actually is original at close scrutiny. It has 11 numbered holes plus a star or wild hole. All shots at the holes are based on skill if the player is to make a good score.

### Replays

To make replays on each of the three games, a player must make a run of three adjacent holes on a particular lighted card he is playing. On the United unit patron may play up to three lighted cards simultaneously, on the Bally Bright Lights up to six at a time and on Universal's Five Star, five lighted cards. The multiple cards are play stimulators in that experienced players realize it is easier to get replays by making the maximum simultaneous plays on each.

Appeal to players on each of the new-type five balls stems from several sources: (1) The games are easy to understand; (2) they are completely different from anything introduced in the postwar era; (3) they have a rapid playing time, and (4) it is possible to win right down till the last ball in play has come to rest.

## Coin Exports Keep Pace With '47 \$\$

Foreign Sales Hit \$832,006; Music Near Half-Million Mark

WASHINGTON, May 19.—Aided by volume shipments to operators in Canada, Venezuela, Belgium and Salvador, coin machine exports in February totaled 2,210 new and used games, venders and music machines with an aggregate sales value of \$382,820. By comparison exports in the same month a year ago were 602 pieces valued at \$123,916.

In the current report, games sales, made to nine countries, amounted to \$119,163 for 941 units. Canadian operators were the principal buyers and accounted for 806 new and used games with a value of \$92,929. Belgian firms, meanwhile, spent \$10,175 for 83 amusement machines. The other volume game buyer in February was a Brazilian distributor who bought

six new units for \$9,025. Average price paid for all games exported in the month was \$126.

### Music Sales High

February music sales continued at the high levels established in January and resulted in the shipment of 771 jukeboxes with a total valuation of \$241,580. In February, 1950, music exports were but 167 units valued at \$87,291. Canadian distributors purchased 445 music boxes last February. These totaled \$89,729 or \$201 each, indicating the largest orders were for older equipment. Venezuelan firms, dividing their purchases between new and used pieces, accounted for 87 boxes with a price total of \$50,875. Other volume buyers of music equipment included opera-

(Continued on page 81)

## Appoint Pieri Monarch Coin Sales Manager

CHICAGO, May 19.—Charles Pieri, who recently resigned as sales manager of J. H. Keeney & Company, this week moved into the distributor-jobber picture, being named sales manager of Monarch Coin. Appointment was made by Clayton Nemeroff, Monarch executive.

Pieri spent two years as sales executive with Exhibit Supply, resigning that post to join the Keeney org for about a year. He resigned his post with Keeney several months ago, then took a vacation.

At Monarch, Nemeroff stated, Pieri will handle sales of new and used coin equipment, and will, in the next few weeks, direct the campaign on the Evans Constellation, now handled by Monarch in Indiana.

## Coin Row Outlet Set By Gotham Jobber

NEW YORK, May 19.—Jackson Distributing Company has opened here at 578 10th Avenue to job and distribute coin-operated amusement and phonograph equipment. The firm is headed by Max Green, with Jim Cagi as associate.

Green, active in the industry as operator and jobber for many years, said his firm will also handle a line of premiums. The company will stock equipment in a near-by warehouse and use the outlet primarily as a showroom, he said.

## PLAN \$100 TAX HIKE ON BELLS

WASHINGTON, May 19.—The House Ways and Means Committee this week agreed on a \$100 increase in the federal excise tax on gaming machines. The committee tentatively proposed hiking the tax to \$250 from its present \$150 bracket.

The committee's proposal is expected to stick when the final 1952 tax program bill is drafted. Current timetable calls for sending a bill to the floor within 10 days.

## Rosenthal Buys Coinex Control

CHICAGO, May 19.—Murray Rosenthal, president of Coinex Corporation, this week purchased all outstanding stock in the org and assumed full control of the firm. Rosenthal said that he would continue to operate the coin machine jobbing firm from its present site at 1346 Roscoe here, but had already taken over additional space as the first step in an expansion move.

Coinex, which handles games, venders and other types of coin-operated equipment, will build a new showroom and enlarge its shop and parts departments, Rosenthal stated.

## Testing Game By Woodcraft-Shufflevision

JERSEY CITY, N. J., May 19.—A pilot model of a new coin-operated basketball game has been turned out by Woodcraft-Shufflevision here and released for player reaction. The unit, designed for arcade placement, is a skill game and may be played by one or two persons.

Seven ping-pong balls in a depressed-center playing field are aimed at elevated baskets at either end by manipulating flip-up controls. There are 18 controls, nine on either side of the front panel, attached to as many flip-ups just below the 18 catch-holes on the play field. In the center of the play field a rapidly rotating "agitator" returns to action balls that do not come to rest in the catch holes.

Initial tests at the Broadway Sports Palace Arcade in New York were said to have concluded successfully and the game is scheduled for further tests before being committed to production.

Woodcraft-Shufflevision also produces the arcade piece, Air Hockey. A company spokesman said a new run of Air Hockeys is just going on the production line to meet continuing demand.

## Set Final Promosh Campaign for U.S. Shuffle Tourney

Longboard, Cushion Team Champs Will Split \$4,160 Cash Prizes

MADISON, Wis., May 19.—This city became the capital of the shuffleboard industry this week as preparations for the United States championship tournament were completed in Turner Hall, site of matches Friday thru Monday (25-28) which will determine team champions in men's and women's longboard and cushion play. Don Freeburg, American Shuffleboard Leagues, Inc., tournament director, arrived here yesterday (18) and immediately began promotional work designed to build up attendance for the four-day event.

Working with Freeburg on the scene was Ken Poulsen, special

U. S. tourney manager, who helped conduct some of ASL's State meets and who conducts a daily radio shuffleboard program. With the aid of regular shuffleboard players in this State and several of Madison's leading disk jockeys a pre-tourney contest will be held to determine a 1951 shuffleboard queen. Originally, it was planned to select a University of Wisconsin co-ed but the college is holding final examinations next week. Instead the queen will be chosen from a business firm in Madison. Besides crowning the champions in each shuffleboard division, the queen

(Continued on page 84)

## Late Spring Action Hypos Index Prices

CHICAGO, May 19.—With renewed spring activity in the used amusement games field setting the pace, the over-all structure in The Billboard's Index of Advertised Used Machine Prices appeared to be going thru a leveling off process. Meanwhile, interest in music, arcade and shuffle games showed signs of perking up after a comparatively slow two weeks. Vending prices remained firm.

Amusement game prices — five balls, giant pinballs, novelty units, rolldowns and counter games—in general were listed at slightly higher prices in the current index (appearing elsewhere in this issue). In all 342 different amusement games were offered for sale by the nation's distributors.

Giant pinballs continued to attract attention in most territories. Such models as Bally's Citation and

Champion were listed by as many as 16 different distributors and frequently at a higher quotation than in last week's index. Other amusement pieces with numerous listings included Universal's Photo Finish, Gottlieb's Select-a-Card and Knock Out, Genco's South Pacific and United's Aquacade. Of all the amusement listings, approximately 60 per cent were in favor of conventional used five balls, 18 per cent giant pinballs and the remaining 22 per cent novelty, roll-down and counter variety.

### Bounce Back

Shuffle games bounced back with 131 different distributor listings with emphasis on models introduced approximately a year ago. Units receiving an unusual number of index listings were United's

(Continued on page 77)

## Free-Play Bill Fails in Okla.

OKLAHOMA CITY, May 19.—A bill to legalize free games on pinballs in Oklahoma failed to pass the State Legislature Tuesday (15). Measure would have authorized operation of five-ball novelty games "which provide amusement or entertainment only, including the amusement or entertainment provided from free games, automatically tendered by the machine."

The drive to legalize free plays was opened following a recent ruling by the Criminal Court of Appeals that free games violate the

(Continued on page 90)

## Coin Machine Exports February, 1951

Country	Total		Phonographs		Vendors		Amusement Games				
	No.	Value	No.	Value	No.	Value	No.	Value			
Canada	1,613	\$199,860	445	\$ 89,729	\$201	362	\$17,202	\$47	806	\$92,929	\$ 115
Venezuela	108	55,790	87	50,875	585	9	2,515	278	12	2,400	200
Belgium	156	36,493	73	26,318	360	—	—	—	83	10,175	123
Salvador	48	28,655	48	28,655	597	—	—	—	—	—	—
Cuba	45	17,089	45	17,089	379	—	—	—	—	—	—
Brazil	6	9,025	—	—	—	—	—	—	6	9,025	1,504
Japan	10	8,413	10	8,413	841	—	—	—	—	—	—
Guatemala	17	7,725	17	7,725	454	—	—	—	—	—	—
Mexico	121	4,954	10	3,862	386	111	1,092	10	—	—	—
Haiti	6	3,782	6	3,782	630	—	—	—	—	—	—
Philippine Republic	9	3,221	—	—	—	—	—	—	9	3,221	358
Switzerland	2	1,507	2	1,507	753	—	—	—	—	—	—
Bahamas	16	1,000	16	1,000	62	—	—	—	—	—	—
Other Countries	53	5,306	12	2,625	218	16	1,268	79	25	1,413	56
<b>TOTALS</b>	<b>2,210</b>	<b>\$382,820</b>	<b>771</b>	<b>\$241,580</b>	<b>\$313</b>	<b>498</b>	<b>\$22,077</b>	<b>\$44</b>	<b>941</b>	<b>\$119,163</b>	<b>\$ 126</b>

games and vending were also brought up.

Following is a brief summary of some of this activity:

**ALABAMA**—Persons bottling or producing in bottles or other closed containers any soft drink or beverage in which carbonic acid gas or any substitute is used, shall pay a license tax as follows: Where the gross annual business is less than \$100,000, the tax would be \$750; \$100,000 but less than \$150,000, \$1,250; \$150,000 but less than \$200,000, \$1,500. It provides \$250 be paid for each additional \$50,000 or fraction over \$200,000.

Operators of arcade-type equipment which involves the element of skill, would pay the following license tax schedule: An amount equal to \$8 per week, or \$25 per month, or \$100 per year on each machine covered by the bill.

Operators of games and other devices which are operated or played by depositing a coin or slug in a chute, or on which games of skill are played (or pinball games), would pay the following licenses: Penny-operated equipment, \$15 per machine; nickel machines, \$75, more than a nickel, \$150.

If passed, the bill would be-

(Continued on page 90)



## SUPERVEND SALE MOVES INTO "SIGNING" STAGE

PHOENIX, Ariz., May 19. — Altho SuperVend and Coan Manufacturing Company executives, in the last stages of a two-day session here on Friday (18) afternoon, had not reached a final agreement on the former's sale to Coan by press-time, Frank Q. Doyle, Coan sales manager, told *The Billboard* that the move was "all but completed."

M. M. Miller and other SuperVend officials met with J. W. Coan, president of Coan Manufacturing, Madison, Wis., Thursday and Friday to iron out arrangements for the transfer of SuperVend assets, including the approximately 2,000 completed venter inventory held by Texas Engineering & Manufacturing Company, Dallas, which contracted to build the machine.

## Welch Sets 1st Juice Venders In 4-City Op

CHICAGO, May 19. — Welch Grape Juice Company, featuring its dual-flavor frozen juice venter at the Super Market Institute convention at the Stevens Hotel here this week (13-17), announced initial production models would be in operation within a few weeks. Paul K. Halstead, manager of the vending division, stated that on the firm's lease arrangement (*The Billboard*, May 19) the venders will be installed by operators in Buffalo, Boston, Washington and New York.

Halstead said present plans call for "much more than 500" machines to be produced, the actual number depending upon materials available. The venter is manufactured in its entirety by Welch's own plant in Silver Creek, N. Y.

The automatic merchandising of its product will figure prominently in Welch's \$2,000,000 ad program this year. One instance will be televising the venter in operation on the *Howdy Doody* program this summer.

Based on the 1,000-drink-per-week volume expected in industrial and military installations, Welch expects venter volume to exceed \$260,000 for the first year following full operation of the original 500 machines.

During the four-day convention, the display venter dispensed approximately 4,000 grape and apple juice drinks, Halstead said.

## Show Pepsi Vender At Supermarket Meet

CHICAGO, May 19.—Pepsi-Cola Company displayed one of the two drink venders shown at the Supermarket Institute convention here this week (see Welch story this section).

## Vending Index Prices Firm

Continued from page 76

Shuffle Alley. 11 times; Bally's Shuffle Bowler and Speed Bowler; Chicago Coin's Bowling Classic; Universal's Twin Bowler and United's Skee Alley. Virtually all these were listed at identical prices two weeks in a row. Other late model shuffle games attracting added interest included Keeney's King Pin, Pin Boy and Ten Pins; Gottlieb's Bowlette and Williams's Deluxe Bowler.

In the music division prices, Seeburg's 146 M Hideaway was listed as much as \$25.50 higher than in last week's index. The unit receiving the most listings was Wurliitzer's 1015, 13 in all. Another product by the same firm, the 1100, had nine different ad mentions. Overall but 2 per cent of the music machines offered for sale were at higher index prices this week. Another 3 per cent listed price decreases averaging \$5. The sole arcade unit showing a higher price

## New Sales Policy On Mills Vender

CHICAGO, May 19.—Mills Automatic Merchandising Company now has 50 Mills Industries' new 148-bar capacity, eight-column candy venders in operation thru its various branches. Originally scheduled to be the sales outlet for the machine, it was reported this activity will be handled solely by Mills Industries.

## BLIND OPS AID STATE PROGRAM

MADISON, Wis., May 10.—Blind vending machine operators in Wisconsin have been receiving favorable publicity this past week. A drive is on to get funds for aiding rehabilitation of the State's visually handicapped persons.

Executive secretary of the Wisconsin Council of the Blind is Madison coin op George Card. Also on the committee are Bert Veldhuizen, of Lake Mills; Lyle Watson, of Sheboygan, and Herbert E. Davies, of Racine, all coin machine operators.

## Denver Routes Grow as Travel Season Opens

DENVER, May 19. — Vending machine routes are building up in this area swiftly, to take advantage of the tourist season.

The sharpest increase noted has been in cup venders, ice cream bar venders and popcorn machines, many of which have appeared in the city's theaters since May 1. There also has been a steady increase in penny venter locations.

Location prospecting has increased since Colorado legalized pin games and other amusement devices, it is reported by the Colorado Music Guild. Location owners who formerly refused any sort of coin-operated device in their taverns or restaurants, are installing music, vending and amusement machines.

New vending machine operators who have filed for charters include Vendit, Inc., Golden, Colo., and Gum Machine Service Company, Denver.

## Vending Index Prices Firm

quotation was Seeburg's Shoot the Bear. A total of 81 arcade units were listed in the current index.

Vending index prices were approximately the same as the past three weeks. One of the few merchandisers listing a quotation change was on a Silver King Target Hunter, up \$2.50 from its previous listing.

## NAMA Region 3 Meet Scans Future On Costs, Merchandise, Machines

Volume Is Up, But Can Vending Machine Firms Profitably Meet Hiked Demand?

BALTIMORE, May 19.—In the best-attended regional meeting this year, members of the National Automatic Merchandising Association's Region III helped the Baltimore Advertising Club celebrate Automatic Merchandising Day Wednesday (17). Approximately 500 ad club members and venders were on hand to hear Robert Z. Greene, president of Rowe Manufacturing Company, Inc., describe the growth and potential of vending.

Meyer Gelfand, sales manager of G. B. Macke Corporation, Washington, was elected regional chairman to succeed Errol (Joe) Eck-

## CUPS, COIN CHANGER PARTS CHIEF DRINK OP CONCERN

Supplies, Components Stressed In Emergency-Period Planning

By FRED AMANN

CHICAGO, May 19.—Cups and coin changer parts are the chief items of concern to soft drink and coffee operators who want to keep their equipment in steady operation during the upcoming tighter supply and maintenance period. Parts-wise, they face a tougher situation than do operators of non-refrigerated units and have set up their own detailed list of "spare parts stock" items which are vital to uninterrupted service.

With over 80 per cent of hot and cold beverage operators citing the need for such parts stocking, the accent was seen as being placed on this phase of "profit protection" rather than, as in the case of candy and bulk operations (*The Billboard*, May 19), the addition of different types of vending equipment.

This is the second of a series of articles on what different types of operations are doing to solve their own problems during the present emergency period. It is based on a nationwide check of operators by *The Billboard*. The third article will deal with cigarette operations.

Continued availability, in necessary quantities, of cold and hot cups was advanced as the primary key to consistent service. Many

cold drink operators reported changeover in buying cups directly from the factory to better obtain the "quantities we want when we want them." Coffee operators, complaining of the cost of hot cups, added the wish for lower prices.

Spare parts requirements for both types of drink operations, according to responding operators, were parallel. Cold and hot drink routes will be backed up in individual shops by the following items: Coin changer parts, relays, motors, pumps, coils, copper tubing, valves, filters and, for cold drink machines, carbonators.

Drink price, with the exception of dime theater units, is still being held to a straight nickel on cold beverage routes. But coffee operators are vacillating between nick-

el, odd-cent and dime pegs. Altho the 10-cent price was reported used by a greater number of operators, the 5-cent cup also made a surprising showing in its retention by routes in various parts of the country. Odd-cent prices, with the 7-cent tag leading, and followed by 6-cent java, are an increasing fac-

(Continued on page 80)

## Name Strauss Lehigh Acting Sales Manager

EASTON, Pa., May 19. — Frank E. Shumann, president of Lehigh Foundries, Inc., announced this week the appointment of Walter Strauss as acting sales manager of the venter division. He replaces Neill Mitchell, who has taken a leave of absence to accept the post of advertising director for a newspaper in Atlantic City.

Strauss, who has been Lehigh's representative in New England since the firm entered the vending field, is also associated with his brother, William, in the Strauss Vending Machine Company, Boston.

Mitchell, it was announced, will continue limited activity in the vending industry, remaining as president of the Miracle Automatic Sales Company, nylon vending firm, and retaining his affiliation with the Instant Automatic Sales Company, a local cigarette machine operation. He will continue membership in the National Automatic Merchandising Association.

## Gum Biz Booms During Decade

NEW YORK, May 19.—A 100 per cent increase in the sale of chewing gum over the 1940-'50 period occurred in the United States, an article in the current issue of *Pageant* points out. Americans spent \$226,000,000 for gum in 1950, it reported. Of this amount, at least \$28,000,000 a year was credited to the bubble gum market.

## Regions 4, 12 Meets Skedded

CHICAGO, May 19. — National Automatic Merchandising Association announced two more regional meetings this week, with Region IV to meet Saturday (26) at the Biltmore Hotel, Atlanta, and Region XII, June 30 at Multnomah Hotel, Portland, Ore.

The Region IV meeting, chaired by Sidney Kronenberg, will highlight three topics: Defense, insurance and legislation. Members are urged to prepare questions on these subjects. Under defense, discussion will center on what's happening to your business; what about machines, tires, trucks, gasoline, trained personnel, merchandise; how can you fit your business into the defense?

NAMA's group insurance also will be discussed, as will the city and State tax picture.

Region XII meeting, with regional chairman Dewey Estey presiding, will mark the first time since 1948 that NAMA members in the Washington, Oregon, Idaho and Montana area held their own regional session. With full program details to be announced later, it was disclosed that defense mobilization, machine production and supplies will also be prime subjects.

## Cole Expands New York Division; Names Nekris

NEW YORK, May 19.—Cole Products, Chicago, has moved its New York divisional headquarters to larger quarters at 11 West 42d Street and appointed Murray H. Nekris manager of the division, Dick Cole, vice-president, announced this week.

Under the Cole Products setup, divisional headquarters are established in major cities throughout the U. S., with district offices

operating within the divisional area. The New York divisional headquarters, under Nekris, will cover that State, New Jersey and Eastern Pennsylvania. A district office in Philadelphia, under the management of John Forman, continues to operate under the New York divisional headquarters.

The firm will take over its new space here next Monday (21), the same date Nekris officially takes over his new duties. Nekris for the past 12 years served as president of Multi-Sales Company, a firm which specialized in sales and merchandising to army post exchanges and similar installations. In addition to the Cole line of drink venders, firm has purchased the American Changer Company.

## New Biscuit Pack By Federal Sweets

CLIFTON, N. J., May 19.—Federal Sweets & Biscuit Company, Inc., announced the addition of a third biscuit line to its vend-pack summer-sales offerings this week. Sales Manager C. Brainerd stated the new offering, in 100-count, was a 1½-ounce cellophane wrapped Cream Sandwich at \$3.

Firm is restressing its Neapolitan Wafers, at \$2.75, and Dundee Shortbread, \$2.50 per 100-count, this year as hot weather vending machine items.

## Tax Boost No Headache for NY Ciggie Ops

NEW YORK, May 19.—Cigarette operators here will have no trouble adjusting to the pending penny-per-pack hike in the excise tax recommended by the House Ways and Means Committee this week.

Most operators, in fact, will reap indirect benefits. The hike will be passed on to the consumer. Cigarettes, generally vended at 24 cents in the State, will go to a straight quarter and the headache and expense of pennyng will be eliminated.

The only ones due for a belt-tightening when the tax becomes effective are operators already vending at 25 cents. Relatively few have set their machines for the higher price, but those that have will be obligated to absorb the penny increase. Above quarter sales will be resisted by consumers, it is agreed.

A spot check of operators disclosed they expected the new tax to take effect July 1. If governmental machinery lags, imposition will await October 1, the start of the final quarter of 1951. In any case, routes will be readied for the switch as the deadline approaches by loading un-pennyng packs above 24-cent sellers. With proper timing, it is hoped the pennyng smokes will sell out just before the new tax goes into effect.

ford, Coca-Cola, Baltimore. When the day-long meeting ended, 14 new operator members had joined NAMA.

Helping Eckford with the program, and arranging the ad club program was B. W. Scheuer, president of the Vendomat Corporation of America.

### Governor Present

The morning's business session opened with a welcoming address by Maryland's Governor McKeldin. For operators, the meat of the morning session came when Meyer Gelfand summed up the operating outlook and started an open dis-

cussion of such problems as cost and availability of merchandise and machines.

Like every other operating company representative who spoke, Gelfand told the group that volume has already increased in his company's machines and that further increases were anticipated. This, Gelfand said, could be traced to the industrial speed-up.

### Profits \$64 Question

The \$64 question, Gelfand declared, is whether the vending machine companies will be able to meet this increased demand profit-

(Continued on page 80)



# IT'S SENSATIONAL!

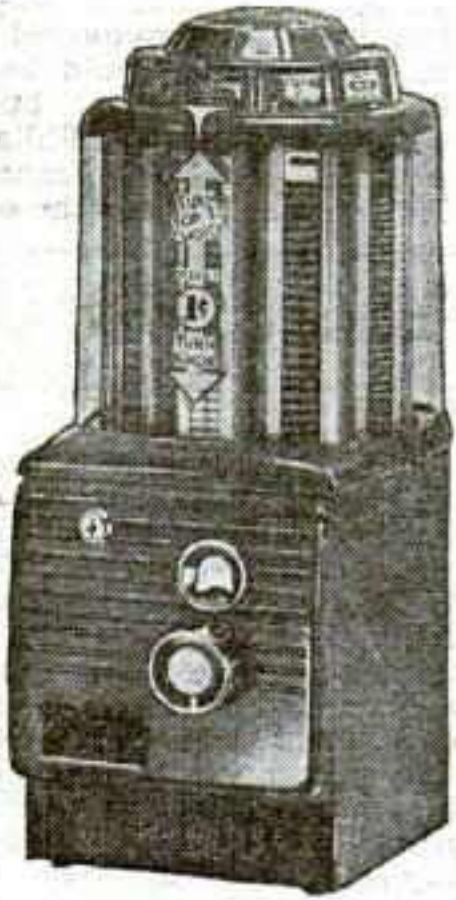
Yes... That's the Only Word That Comes Near Describing the New

## Northwestern

1c SELECTIVE

### TAB GUM VENDER

- ★ Big Capacity (Over 500 Pieces) 10 Column
- ★ Wide Selection, Tab Gum, Candy Coated Gum, 1c Chocolate Bars, Fruit Charms
- ★ Fast, Easy, Front Load Servicing
- ★ Positive, Simple, Fool-Proof Delivery
- ★ Tested and Proved on Location



You have no idea how profitable a 1c gum vender can be until you see this one on location—Operators tell us it's the hottest money-maker in the field today. Order while they're available.

Wire, Write or Phone for Complete Details.

### IMMEDIATE DELIVERY

THE NORTHWESTERN CORPORATION  
526 ARMSTRONG STREET MORRIS, ILLINOIS

## Vendall Corp. Sets Worker Award System

CHICAGO, May 19.—A. Garrick Alex, head of Vendall Service Corporation, announced the election of Charlotte Kelley as secretary and the inauguration of a new employee incentive program. Mrs. Kelley, who joined the office staff in 1945, set up the new incentive system, Alex stated.

Directed toward servicemen, the program awards merchandise prizes for individuals showing the highest percentage increases over their own sales during stated periods. Each four-week period (Vendall operates on a 13-month business year), servicemen have the opportunity of winning a merchandise item retailing for \$12-\$15. Volume is then totaled for a 12-week period, with top man awarded a \$20-\$25 item. Same applies for the end of each 24-week period, when a \$40-\$45 item is awarded.

A weekly sales chart for each serviceman is maintained on the bulletin board in the firm's check-in room. Actual merchandise prizes awarded are displayed in the same room. A short after-hours presentation party is held after each award period, during which route men are encouraged to make suggestions on how to improve the operation.

## Gov. Signs Ore. Fair Trades Bill

SALEM, Ore., May 19.—The fair trades bill, fixing the minimum retail price of cigarettes, has been signed by Gov. Douglas McKay. Opponents in the Legislature pointed out that it would increase the price of cigarettes about 2 cents per package.

Bill, aimed at the sale of cigarettes as a loss-leader, does not become effective until the 3-cent per pack cigarette tax, also passed by the 1951 Legislature, goes into effect.

## Peter Paul Sales Up

NAUGATUCK, Conn., May 19.—Peter Paul, Inc., reported sales for the first 1951 quarter were approximately 8 per cent over the same period of 1950. John H. Tatigian, president, stated that his firm's theory that "full value dime candy bars are the answer" has been substantiated by the increase in sales.

## BASEBALL GAMES PROMOTE DRINK

HARTFORD, CONN., May 19.—The White Rock Bottling Company furthered its public relations during a recent week's stay at the Bulkeley Stadium of the Hartford Chiefs, of the Eastern circuit. The beverage concern advertised extensively that it would send a case of ginger ale to the Veterans Hospital in Newington for every home run hit by a Hartford ball player and five cases for a grand slam.

## N. Y. Firm Intros Licorice Flavored Drink, Ice Cream

NEW YORK, May 19.—Lic-Rich Company introduced a licorice-flavored ice cream and frozen stick specialties and a licorice soft drink on a national scale. Vaughn E. Powers, president, stated newspapers, magazines, radio and television will be used to promote the items.

Firm has conducted research and sampling of its licorice-flavored products for the past two years.

## Coke Sales Hit Peak

WILMINGTON, Del., May 19.—Coca-Cola Company has reported the largest first-quarter gallonage sales in its history. W. J. Hobbs, president, announced at firm's annual meeting profit for the period was \$9,897,706 against \$9,423,196 for the same months in 1950. Net profit for the 1951 first quarter was \$4,618,637 compared with \$5,258,369 for the period last year.

## Northwestern TAB GUM VENDERS

Single \$25.95  
25 to 100 \$25.45  
100 or More \$24.95

30-Day Money-Back Guarantee

We Stock All Mds. for Mach.



Write for Charm and Merchandise List.  
1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE  
1194 TREMONT ST. BOSTON, MASS.

## IT'S FREE! GET YOUR COPY!



—of the new 4-page bulletin showing the complete line of Victor ball gum and merchandise vendors priced from

\$12.00 each and up  
R. H. ADAIR COMPANY  
6926 W. Roosevelt Rd., Oak Park, Ill.  
(Victor Distributors)

## CIGARETTE MACHINE SPECIAL!

DuGRENIER, Model S  
7 Cols., Refinished, 25¢ Slot, \$49.50  
Ready for Location  
All Other Models in Stock  
25% With Order, Balance C.O.D.  
VEEDCO SALES CO.  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## 30 DAY MONEY BACK TRIAL

### Northwestern

Order this sensational, new Northwestern vendor today. Operate it for 30 days. If you don't agree that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose and neither have we. For we know we'll gain another satisfied customer.

Has everything the operator wants in a gum vender... attractive design... big capacity... fast servicing... front loading... simple construction... dependability. Total average capacity... 500 pieces. Location proved.

Revolving drum contains 10 columns, interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit charms, etc.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

10-COLUMN SELECTIVE TAB GUM

VENDOR PRICES  
Less than 25 \$25.95  
Less than 100 \$25.45  
100 or more \$24.95

1/3 Deposit, Balance C.O.D.  
**MERCHANDISE**  
ADAMS, All Flavors, 100 Count...42¢  
WRIGLEY'S, All Flavors, 100 Count...46¢  
FRUIT CHARMS, Assorted, 100 Count...40¢  
SUCHARD, 200 Count...\$1.20  
MINIMUM ORDER  
25 Boxes of Any Assortment



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

## CIGARETTE MACHINES

National 930, 270 Pack Cap. .... \$ 85.00  
Rowe Royal, 8 Col. .... 85.00  
Rowe Royal, 10 Col., 400 Pack Cap. 90.00  
Rowe Crusader, 10 Col., 475 Pack Cap. .... 145.00  
Uneda Model 500, 9 Col., 350 Pack Cap. .... 95.00  
Uneda Model A, 9 Col., 270 Pack Cap. .... 85.00

## CANDY MACHINES

Vendit, 150 Bar Cap. .... \$52.50  
U-Select-It, 54 Bar Cap. .... 35.00  
Advance Candy, 40 Bar Cap. .... 25.00

Accepting Orders for the NEW VENDALL CANDY VENDOR

Capacity 120 to 248 Bars

TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED.

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D.  
Parts and Mirrors available for all makes models.

## CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING  
CANDY MACHINES CONVERTED TO 10¢ VENDING

## UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568

## CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.



VICTOR VENDING CORPORATION  
SUPER COLMAR MARKET

## VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue  
Chicago 39, Illinois

## THE ONE FOR '51 TOPPER



Topper and all other Victor models can still be bought on time payment plan.

Better write for full details today.

ROY TORR LANSDOWNE, PENNA.

There's a SMALL FORTUNE in it... for you!

## PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only \$25 DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

## AMERICAN SCALE MFG. Co.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:  
 Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Your Own Competitors Tell You...  
(and they ought to know because they've done it)

For Details See Page 51



**VICTOR'S AMAZING NEW TOPPER**  
 Sold 4 to a Case \$48.00  
 Sample, \$12.75

**PISTACHIOS**  
 25 lb. carton. Small, 454 lb. Vender's Mixture, 574 lb. Large, 624 lb. Extra Large, 664 lb. Full Cash With Order.

**COLORED BALL GUM**  
 140, 170 or 210 Count. 25¢ carton, 24¢ lb. 200¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER.

**RAIN-BLO GUM**  
 140, 170 or 210 Count. in 25¢ cartons. 28¢ lb. in lots of 200¢ or more with freight prepaid. 26¢ lb. less 2%. FULL CASH WITH ORDER.

Write for Our FREE Complete Charm List  
 1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.  
 Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y.  
 461 Sackman St., Brooklyn 12, N. Y.  
 Phone: Dickens 3-7997

**GET \* NEWER CHARMS**

Lower prices from America's largest Charm manufacturer

Over 40 new and different series of Charms

Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
 415 Neptune Street  
 Pittsburgh 20, Pa.

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS**

**ORDER TODAY!**

**VEEDCO SALES CO.**  
 2124 Market St. Philadelphia 3, Pa.  
 Phone: LOcust 7-1448

**Vend**

"The Magazine of Automatic Merchandising"

"VEND is the best coin machine magazine I have seen. I cannot afford to miss a single copy."

**JESSE YEE**  
 World Trading Co.  
 Manila, Philippines

**VEND** 566

2160 Patterson St.  
 Cincinnati 22, O.

Please enter my subscription to **VEND** Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City ..... Zone..... State.....

# THE BILLBOARD Index of Advertised Used Machine Prices

**• Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
ABT Astrology Scale.....				\$125.00
Acorn 5c Charm.....	\$16.50	\$16.50	\$16.50	16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Adams Gum.....		9.95		14.50
Advance Ball Gum.....			25.00	4.50
Advance Candy.....	25.00	25.00	25.00	25.00
Advance Gum.....	7.95	7.95	7.95	
Andrew Nut 1c.....		9.95		9.95
Asco Hot Nut, 5c.....		12.50		12.50(2)
Candyman 72 Bar.....	57.50	57.50	57.50	57.50
Card Vender (Exhibit).....				15.00
Columbus 1c Nut.....	7.95	7.95	7.95	7.50
Columbus 5c Nut.....	7.95	6.95 7.95	7.95	6.95 8.00
Columbia Duo 5c.....				15.00
DuGrenier Challenger.....	95.00	95.00	95.00	95.00
DuGrenier Model 5 (7 col.).....		49.50	49.50	49.50 59.50
DuGrenier Model W.....	50.00	50.00	50.00	50.00
Electro-Cigarette Vender.....	259.50	259.50	259.50	
Electro Serve Popcorn.....				19.50
Kirk's Astrology Scale.....	95.00	95.00	95.00	95.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Master.....		7.95	7.95	
Master 1c Novelty Bulk.....	7.95			8.50
Master 1c, 5c.....		6.95		6.95 10.00
Mills Scale.....	50.00	50.00	50.00	50.00
Monarch (8 col.).....				85.00
National 9 A.....	75.00	75.00	75.00	25.00
National 930.....	65.00 85.00	65.00 85.00	65.00 85.00	85.00 89.50
National 950.....	95.00	95.00	95.00	95.00
National 950A.....				95.00
National Candy Machine (6 col.).....			69.50	
Northwestern Deluxe.....	24.50	24.50	24.50	15.00 24.50
Northwestern Dual Nut.....	39.50	39.50	39.50	39.50
Northwestern Model 39.....				7.50
Northwestern Tab Gum.....	25.95	25.95		
Northwestern 33 Nut.....	7.95	7.95	7.95	
Northwestern 40.....	7.95	7.95	7.95	6.95
Northwestern 33 Ball Gum.....	7.50	7.50	7.50	7.50(2)
Northwestern 49, Bulk 1c.....	17.35	17.35		12.50
Pop Corn Sez.....	89.50	89.50	89.50	49.50 89.50
Postmaster (Daval).....		22.50		
Rowe Crusader (10 col.).....	145.00	145.00	145.00	
Rowe Imperial (6 col.).....	55.00	55.00 77.50	55.00	
Rowe Imperial (8 col.).....	77.50			
Rowe Royal (8 col.).....	85.00	85.00	85.00	85.00
Rowe Royal (10 col.).....	85.00 90.00	85.00 90.00	85.00 90.00	85.00 90.00(2)
Siros Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....		7.95	7.95	7.50 7.95
Silver King 5c bulk.....				8.00
Silver King Hot Nut.....		29.95	29.95	12.5c
Smokeshop 612 (1) Custom.....	229.50	229.50	229.50	240.00
(2) Royal.....	219.50	219.50	219.50	230.00
(3) Regal.....	209.50	209.50	209.50	220.00
Stamp Vender (Shipman).....				22.50
Stick Gum 1c (Wrigley).....		9.95		
Sun Nut 5c.....		3.95		8.95
Target Hunter (Silver King).....	27.50	25.00		
Target King (Silver King).....	27.50			
Uneeda Model A (9 col.).....	85.00	85.00	85.00	85.00
Uneeda (8 col.) Monarch.....	85.00	85.00	85.00	85.00
Uneeda (10 col.) Monarch.....	95.00	95.00	95.00	95.00
Uneeda (15 col.) 500.....	95.00	95.00	95.00	95.00
Uneeda (500).....				95.00
Uneeda (9 col.) Model 500.....	85.00	85.00 95.00	85.00	85.00
Uneeda-a-Pak (5 col.).....				75.00
Uneeda-a-Pak (15 col.).....	79.50	79.50	59.50 79.50	79.50
Uneeda-a-Pak Model A.....				85.00
U-Select-It.....	35.00	35.00	35.00	35.00
Vendit.....	52.50	52.50	52.50	52.50
Victor Nut 1c.....		6.95		6.95
Victor's Topper.....	7.95	7.95	7.95	
Watling Scale.....				90.0c
Yuohu Ball Gum 1c.....				5.00

**FOR SALE**

**Seven Cup-Vending Coca-Cola Machines**

Almost new and have 5c, 10c and 25c coin changers. These machines can earn \$150.00 per week minimum for anyone who will look after them properly. Machines look like bottle machines but deliver an ice cold Coca-Cola in paper cup before your eyes. Reason for selling, illness and other business. Write or call

**HALL C. HOUBE**  
 BOX 167 Phone 5451 SHELBY, N. C.

**Milford Okays Meters**

MILFORD, Conn., May 19.—The town council has awarded the contract to the Michaels Art Bronze Company, Covington, Ky., for the installation of approximately 160 parking meters here. The board of police commissioners previously had unanimously recommended that the meters be purchased from the Duncan Miller Company, Chicago.

**FRENCH BOY POP CORN Dispenser**

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Write for full information it means **BIG PROFITS!**

**\$51.50**

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us.

Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
 3440 W. NORTH AVE.  
 CHICAGO 47, ILLINOIS

Dealer Inquiries Invited

**GETS COLD \$\$ FOR HOT MONEY**

DAYTON, O., May 19.—L. R. Koch, manager of Keilson's Cigarette Service Company, was recently confronted with a cash loss not covered by firm's machine insurance when vender was destroyed by fire. However, he managed to keep the loss to a minimum.

The occasion was the destruction, thru meltdage, of silver and nickel coins totaling approximately \$50 in the vender which caught fire on location. Koch discovered that mutilated coins could be redeemed for their bullion value at mints in Philadelphia, Denver or San Francisco. He received \$34 for the coins.

**Hot Sandwich Unit In Amusement Park**

CHICAGO, May 19.—American Citrus Corporation reported installation of its Electronic Hot Dog Vender in Riverview Park with the amusement center's opening Wednesday (16). Jack Webb, president, said the machine is located in the park's Casino, main refreshment area, and is vending ham and cheese sandwiches. Hot dogs and sausage sandwiches also will be added to make a three-way rotation for variety.

**Reopen Pittsburgh Coke Bottling Plant**

PITTSBURGH, May 19.—Bottling operations at the Coca-Cola bottling plant here will resume June 1, Joseph R. Cooke, plant manager, reports.

Plant has been closed 202 days because of a disagreement over the handling of materials. Firm serves 150 of its own coin-operated vending machines and from nearly 800 others owned by dealers.

Complete new contract, to be approved by the Wage Stabilization Board, between the company and Local 249 provides "an increase of \$1.50 per week, to \$48.50 per week, in drivers' base pay, and a raise of 1 cent, from 5 to 6 cents, in commission on each case of Coca-Cola sold. The weekly guarantee was raised from \$76 to \$80."

**NET WEIGHT 119 POUNDS**

**\$25 DOWN**

**Balance \$10 Monthly**

**ALL WEATHER SCALE FOR OUTSIDE LOCATIONS**

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

**WRITE FOR PRICES**  
 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

**SALESMEN**

**SMOKESHOP "612"**

**ALL-ELECTRIC CIGARETTE VENDOR**

Several lucrative territories open for experienced progressive, hard-hitting vending machine salesmen to handle the sale to operators only of the famous **SMOKESHOP "612"** Cigarette Vendor.

The men we seek have records of high earnings. Car essential. Leads furnished. Send complete details first letter with photo, outlining full territory covered. Replies held in strict confidence.

**AUTOMATIC PRODUCTS COMPANY**  
 250 W. 57th Street New York 19, N. Y.  
 Phone: PLaza 7-3123

**SCHOENBACH STAMP VENDORS**

Folder Type

**ATTRACTIVE - OUTSTANDING**

- Built To Last for Years
- Perfect, Simple Mechanism
- Perfect Slug Detection
- Completely Different
- Reliable Performer
- Mechanism Closes When Empty
- Easy Loading
- FULLY COVERED BY GUARANTEE AGAINST MECHANICAL DEFECTS

With Order, Balance C.O.D. Write For Quantity Prices.

**STAMP FOLDERS** Available at Very Low Prices

2 COLUMN VENDOR (as illustrated) \$22.50 EA.  
 3 COLUMN VENDOR \$32.50 EA.

COMPLETE LINE OF MERCHANDISE AND SUPPLIES FOR VENDING MACHINES. WRITE FOR PRICES.

**J. SCHOENBACH**  
 1645 BEDFORD AVE. President 2-2900 BROOKLYN 25, N. Y.



**SMOKESHOP '612'**



The **NATION'S FINEST CIGARETTE VENDOR**

Tear Out And Mail This Ad For Details

**AUTOMATIC PRODUCTS CO.**  
250-8 West 57th St., New York 19, N. Y.  
PLaza 7-3123

### Chi Milk Venders Back in Full Op As Strike Ends

CHICAGO, May 19.—Local milk vender operations, affected by the wagon drivers' and dairy workers' strike here last week (12), are back to normal operation following resumption of deliveries Monday (14). Two leading operations, Bowman Dairy Company and Schilling & Fischer, reported strike curtailment had not seriously interrupted vender sales. The week-end walk-out found most factory locations also closed, or only without milk for the half day Saturday.

End of the strike permitted a full flow of milk to all vender locations with resumption of the work week Monday.

### Emergency-Period Planning

Continued from page 77

tor in coffee operations, making this field a four-price business at least. Big bulk of the units, however, are operated on either a nickel or a dime.

**Drink Prices**

Admitting nickel operation was becoming a tight squeeze, several coffee operations reported eliminating spoons (for stirring sugar and creamed coffee). To further reduce operating cost, another operator said he was removing adjustable gravity feed solenoid valves and installing positive displacement solenoid valves. This would increase the number of machines his servicemen could service within a given period, he pointed out.

While firms with equipment in non-industrial locations were non-committal as to upward revisions of volume in recent weeks, industrial routes announced sales gains of from 5 to 20 per cent for coffee and 10 to 35 per cent for cold drinks. The increases, it was pointed out in most instances, were due to expanded worker staffs rather than machine placement.

**Diversify**

Cold beverage operators reported a desire to diversify with candy,

**WE HAVE THEM! "SILVER-KINGS"**

KING OF VENDORS  
ONLY 2 MOVING PARTS



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

New 5c Models, low as \$10.00 in Quantities.

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U.S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write.

**SILVER KING CORP.**  
622 Diversey Parkway Chicago, Ill.

*A. K. Hart* CONFECTIONS, INC.  
Manufacturers of . . .

## QUALITY BALL GUMS

Now shipping from our new factory in Union City, New Jersey

**FAMOUS H. K. H. BALL GUMS**

- H.K.H. STANDARD CHEW BALL GUM—140 Count
- H.K.H. COLORED BUBBLE BALL GUM—140 Count
- H.K.H. COLORED BUBBLE BALL GUM—170 Count
- H.K.H. COLORED BUBBLE BALL GUM—210 Count

**INTRODUCING THE H.K.H. 250's**

An All New Item for Bulk Merchandising—Fine Vender Coated Candy Balls—Chocolate Flavored Centers—250 Balls to Each Pound—Multicolored Mixture—Famous H.K.H. Finish

All Merchandise Packed 25 Lbs. to Each Carton—FREIGHT PREPAID—Minimum Shipment: 6 Cases.

Write for Information on Prices and Distributor Discounts.

**H. K. HART CONFECTIONS, Inc.** 540-B 39th Street Union City, New Jersey  
Manufacturers of Chewing Gum and Fine Confections

### NAMA Region 3 Meet

Continued from page 77

ably in view of increased operating costs.

Gelfand called on Washington operator Sid Lotenberg, and Roanoke (Va.) operator Marcus Kaplan, both of whom confirmed his observation on the rise in volume. Kaplan said his firm considers the human factor in vending the No. 1 problem at present—holding the firm's service organization together and reselling them on the future of automatic merchandising.

Manufacturers present, asked to comment on price and availability brought, forth these points:

Blumenthal Bros. reported tak-

**Northwestern TAB GUM VENDERS**

Less Than 25.  
**\$25.95 EA.**

Less Than 100.  
**\$25.45 EA.**

100 or More.  
**\$24.95 EA.**



Model 49, National Postage Stamps Vendors. Complete bulk vending and tab gum supplies.

1/3 Down, Balance C.O.D.

**BADGER SALES CO.**  
2251 W. Pico Blvd., Los Angeles 6, Calif.

### Eye Vender Market For Coffee Drink

BOSTON, May 19. — Vending machines, used largely to date by Atlantic Extract Company to promote bottle sales of its coffee-flavored, carbonated beverage, Neeco, will probably be solicited later this year as a prime market.

While only a limited number of operators have carried the product, the "strategic location" of their machines has served as an "excellent medium for advertising and promotion," according to Herbert B. King, executive. He said the firm has not actively sought to exploit the vending field until it consolidated its position in the bottle market.

A dime seller, Neeco has been sold in New England for the past two years. The problem of coffee-flavor perishability, which has held back its use in carbonated drinks, was licked by Atlantic Extract after "many years of research," King stated.

### H. K. Hart Offers Brookside Vender

H. K. HART CITY, N. J., May 19. — H. K. Hart Confections has secured the exclusive distribution rights to the Brookside ball gum vender and is offering the bulk unit to operators on a three and a half year deferred payment plan, according to an announcement by Leo F. Leary, vice-president in charge of sales.

The machine, manufactured for Hart by United Metal Products, Boston, has a capacity of more than 600 pieces of 140-count ball gum. It is available painted or finished in chrome.

H. K. Hart, which recently equipped a 20,000-square-foot plant here, began delivery on bulk items in February. Main products are ball gum, both standard and bubble, but the new firm also manufactures a variety of bulk confections suitable for vending, including a new ball candy introduced last week (*The Billboard*, May 19).

**New NORTHWESTERN**



MODEL 49	10 Col. TAB GUM VENDOR
1c-5c-10c	\$25.95 ea.
\$17.35 ea.	
25 to 100	25 to 100
\$17.15 ea.	\$25.45 ea.

INTRODUCTORY OFFER  
Adams Gum, 42¢ box; Fruit Charms, 38¢ box. Minimum order, 25 boxes. Sold Only With Machines at Above Prices.

**RAKE 24 PAY PLAN ON BOTH MACHINES**

WRITE FOR COMPLETE DETAILS

WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Deposit With All Orders, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

### Canteen Execs Address Security Analysts Meet

NEW YORK, May 19.—Automatic Canteen Company of America chairman of the board, Nathaniel Leverone, was a featured speaker at a luncheon meeting of the New York Society of Security Analysts.

Also on the program were the firm's treasurer, Glenn Moore, and Vice-President W. E. Richmond.

### Lily-Tulip Sales Up

NEW YORK, May 19.—Lily-Tulip Cup Corporation reports that first-quarter sales this year were 56 per cent above those in the same period of 1950. Walter J. Bergman, president, stated net profits for the first three months of 1951 totaled \$835,676 compared with \$500,035 the year before. Sales increased from \$7,722,313 in 1950 to \$12,106,885 for the first quarter this year.

From **LITTLE ACORNS** mighty INCOMES grow!



**ACORN**

The only completely die-cast aluminum, precision-built

**ALL-PURPOSE VENDOR**

- Vends all bulk mase.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weights less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

**DIK 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

**INVESTMENT OPPORTUNITY IN VENDING MACHINE FIELD**

**SCOOPY**—a location-tested Ball Gum Vender with Exceptional, Fully-Patented Sales-Appeal Features. Approximately 400 now on location—the Field is Unlimited. We Need Capital for Manufacturing—no further development work needed. Don't write unless you have \$25,000. **GAYLORD MFG. CO.,** 606 Michigan Ave., Detroit 26, Mich.

delicious **INDIAN BRAND PISTACHIO NUTS**

**ALL GRADES**  
Freshly Roasted and Salted

**WRITE FOR PRICES**

**AGRESS NUT & SEED COMPANY**  
Thira St. at Third Ave., Brooklyn 13, N.Y.  
MAIn 4-3213

### Conn. Cig Tax Report

HARTFORD, Conn., May 19. — Cigarette smoking rose in March this year, compared to the same month in 1950. Latest receipts showed taxes paid amounted to \$604,667, or \$85,000 over last year. Total cigarette returns since last July 1 totaled \$6,490,785, or about \$307,000 over the previous fiscal period.

**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise, Games, etc.

**COPPER CHARMS**

Large size, new series, 1,000 . . . \$3.95  
Plastic Charms, new large series, 1,000 . . . 2.65  
Copper & Nickel, large, 1,000 . . . 5.25  
Hand-Painted imported Charms, per 50 . . . 2.50  
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. Weights 17 lbs.

**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES.

One-Third Deposit on All Orders.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.

**BRAND NEW LUCKY BOY VENDORS**



**\$9.75** Lots of 5 \$8.75

EACH Lots of 25 \$7.75

1c or 5c MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

**FREE**

5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**BASEBALLS**

**SILVER-PLATED**

Big 3/8 inch size

**\$9.50** per 1,000

**EPY**

Samuel Eppy & Co., Inc.  
91-15 144th Place Jamaica 7, L. I. N. Y.

**Charms**



**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

**WANTED**

**PEERLESS HOROSCOPE MACHINES**

Advise quantity, price, condition

**PEERLESS WEIGHING & VEND. MACH. CORP.**  
29-28 41st Ave., L. I. City 1, N. Y.



## 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 FINDS TAX DOG'S BARK WORSE THAN BITE.** House agreements point to rosier outlook on hikes (General-Music departments).

**TWO NEW LABELS IN LOW-PRICE FIELD.** New Hi-Tone and Merit disks to hit market for 49 cents (Music Department).

**COLUMBIA REVIVES OKEH FOR BIG R. & B. BID.** Inactive since 1942, label revival to get new treatment (Music Department).

**DISCOVERY TO RESHUFFLE DISTRIBS.** First major action since Good Time Jazz Records took over operation (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Pitt Ops, Distribs Studying Dime Play

See Need for More Industry Co-Op When Switch Comes; Urge Better Biz Methods

PITTSBURGH, May 19.—Hopes for ultimate dime play on phonographs here appears based on getting all the ops to band together and blanket the dime charge and in getting ops to operate on a more businesslike basis.

Present conclusions are that the average player of juke boxes has made more installment (viz.: TV, new car) purchases than he can pay for easily and thus hasn't the extra change to spend at the tavern for beer and juke box play.

### Need Org

Despite these conditions, however, many ops feel they could get dime play going if action could be taken by an active, cohesive association. Easiest way to secure real results, says Andrew Yoch, of the Frank Leon organization, would be

to have outside help come in to get the ops started.

When the jobber angle was discussed, it was pointed out manufacturers' prices are high and ops are noticing this keenly because play hasn't risen in proportion. Yet it isn't likely the manufacturer will be able to do much about lowering prices because labor and material costs continue to rise.

From one jobber's point of view dime play might be possible if ops were to manage themselves on a more sound business basis in order to financially bridge the gap to dime play.

### Good Biz

"You can't call the money in your business your profits," Meyer Popkins, owner, Pittsburgh Coin (Continued on page 90)

## REGIONAL PROBLEMS ON AGENDA

# Omaha 6-States Convention Site; Sponsors Approve Permanent Org

OMAHA, May 19.—Officials of the six State associations making up the sponsoring bodies of the 6-States Convention have decided to move the proposed meet from Sioux Falls, S. D., to this city, it was learned this week. The former city, it was decided, could not accommodate the expected 1,000 or more operators and the list of exhibitors who have indicated they will participate.

Because of the shift in convention sites no date has been set, but if the space is available, probably at the Paxton Hotel here, the convention will be held in mid-July. However, because the sponsors would like to have the record companies participate, the final date will be set so as not to conflict with the National Association of Music Merchants' convention in Chicago July 15.

One of the primary factors to be accomplished at the conclave will be to establish a permanent organization which will handle annual meetings of operators in the territory. This group will be known

as the Central Northwest Alliance and will include, in addition to the orgs in South Dakota, North Dakota, Minnesota, Iowa, Wisconsin and Nebraska, other smaller (city or county) op groups desiring membership.

Primary function of this group will be to air problems peculiar to their operating area. In this re-

gard, such matters as dime play, legislation, promotion and public relations will be on the agenda for the upcoming session.

At the present all six sponsoring groups have officially voted and unanimously approved the formation of the regional conventions. Most of these groups are affiliated with the Music Operators of America and will continue that membership, using the regional set-up to help carry on the work of the national org.

## Ristaucrat 45 Production Run Starts June 1

APPLETON, Wis., May 19.—The Ristaucrat S-45, a selective counter-model juke which was introduced at the Music Operators of America convention in Chicago last March, goes into production June 1, Joe Cohen, president, announced this week. Plans call for an output of 10,000 units during the rest of the year, he said.

With its distributor network set and its export division already selling the new box in the foreign market, Cohen said initial production run on the new box is already consigned and that shipments are expected to start as soon after the June 1 production kick-off as possible.

Stressing its simplified mechanical design and construction, the S-45 has, according to Ristaucrat officials, undergone further refining since its introduction, with both the cabinet and the mechanics included. New coin chutes are also being used, Cohen said.

## WMG Elects New Prexy; La Viez Board Chairman

WASHINGTON, May 19.—Leonard Abrams is the newly elected president of the Washington Music Guild. He succeeds Hirsh de La Viez who did not run again but was named chairman of the board. Abrams is an operator heading the firm of Leonard Music, Inc.

Other officers elected were Teddy Crawford, of Sterling Novelty, vice-president; Evan Griffith, of Pioneer Novelty, secretary-treasurer, and Gerald Davis, of Standard Music Company, sergeant at arms.

The Guild decided to make its top 30 tunes in the Washington area available to all local disk jockeys instead of just a few, Bill Schwartz reported. The jocks can then make whatever use they wish of the information, Schwartz stated.

## DONATION AID

# Capitol Firm Plan Builds Better P-R

DENVER, May 19.—Donating reconditioned phonographs and amusement machines to various associations, which in turn distribute them to charitable organizations, insures the Capitol Sales Company that its donations "do the most good," according to Jack Williams, head of the firm.

The firm's "retired equipment" is turned over to the Elks Club, where they are received by Lloyd C. Grover, executive secretary. The Elks Club, under the direction of Ed Klipke, retiring grand exalted ruler, investigates the need for such machines at locations throughout the State, and awards each machine on the basis of "points," which are determined by the actual need of the institution, the amount of use to which the machine will be put and other such factors.

## Set Hit Parade Juke Showings

CHICAGO, May 19.—First Distributors, recently assigned Illinois and Northern Indiana territory by Chicago Coin for its Hit Parade phono, this week reported it will hold a series of showings of the juke thru its territory starting immediately.

Joe Kline, co-owner with Wally Finke of First Distributors, left this week for a tour thru Illinois and will unveil the phonograph to operators in leading cities thruout the State before returning to Chicago. When the Illinois showings are completed, Finke will follow the same pattern in Northern Indiana.

# Wurlitzer Net Hits Record \$4,116,338

CHICAGO, May 19.—Reaching the highest net profit ever recorded by the firm, the heavy flow of defense work and the decision to continue to produce its "civilian" equipment for as long as possible were stressed by R. C. Roling, president of the Rudolph Wurlitzer Company, in his report at the annual board of directors' meeting Tuesday (15).

Roling's report was as follows: "Consolidated net sales of pianos, electronic organs, coin-operated phonographs, accordions and miscellaneous items amounted to \$28,768,843.48 exceeding sales of the preceding year of \$17,933,757.50 by 60 per cent.

"Consolidated net profit after all reserves but before federal and State income and excess profits

taxes was \$4,116,338.86, the largest in the history of the company. The provision for these taxes was \$2,580,000 leaving a net profit for the year of \$1,536,338.86 equal to \$1.84 per share of common stock.

"Defense work is playing an increasingly important role in the company's activities at the North Tonawanda, N. Y., and DeKalb, Ill., plants. To date more than \$10,000,000 worth of defense contracts have been awarded the company, and it is expected that total defense contracts will pass \$15,000,000 by midsummer. The bulk of this work is electronic equipment for the Army Signal Corps, Army Ordnance Corps and Army Air Force. Increased personnel as well as new equipment and plant rearrangements are required to handle the defense work already awarded the company.

Wurlitzer expects to continue producing its primary "civilian" products, pianos, electronic organs, coin-operated phonographs and accordions, in as large quantities as possible to meet the current demand. However, government limitation orders and some material shortages have and will restrict the production of these products.

## Juke Box Exports Continuing Rise

Continued from page 76

tors from Salvador (48 units, \$28,655); Belgium (73—\$26,318) and Cuba (45—\$17,089). Over-all, music prices averaged \$313.

Vending export shipments slipped to 498 units valued at \$22,077 in February compared with the 620 merchandisers valued at \$74,247 sent to foreign coinmen the previous month. However, the current vender report still was slightly ahead of February, 1950, when 77 units went for \$17,829.

If the current export sales pace is maintained thru the rest of the year, 1951 total exports would again reach the \$5 million mark of 1947 when many more markets were open to U. S. products. Thus far this year shipments have totaled \$832,006 compared with the \$162,740 recorded in a like period in 1950. This compared with the \$851,334 recorded in January-February, 1947. Thus far the breakdown, according to types of equipment, follows: Music, \$496,080; vendors, \$94,324, and games, \$239,602. Each department is far ahead of 1950 and all but music sales are well ahead of the 1947 record for January-February.

# Ops Start Major Counter Juke Box Tests; Select Seasonal Locations

CHICAGO, May 19.—The coming vacation season will offer the first comprehensive test period for the new counter-model Selective 45 r.p.m. juke boxes, with operators in the resort areas now installing such units either as a supplementary piece to a large juke, or in smaller spots which have not been able to accommodate the console models in the past.

Reports from distributors handling the Chicago Coin Hit Parade and Williams' Music Mite units, already on the market, indicate the tests will be handled on a fairly comprehensive basis. Ristaucrat,

which will go into production on its Selective model, S-45, June 1, already has a backlog of orders which will be rushed out for placement before the July 4 holiday period if possible (see separate story).

One of the most important factors involved in the decision by ops to test the counter juke is the greatly improved record distribution picture in the 45 r.p.m. field. One of the reported stumbling blocks in the advancement of the 45 phonos last year—the distribution kinks apparently have been worked out now—and with even

those operators in the rural areas reporting adequate service on their orders, tests on a more extensive scale of the new speed, small juke are now possible.

### Potential Stops

Among the types of locations to be included in the counter juke tests are roadside ice cream driveways, those which are patronized in the main by teen-agers; small lodges and motels which have limited recreational areas; summer camps for teen-agers; golf clubs and small eating locations where there are stools and no booths or tables.

# WPOA Group Starts Regional 10c Tests

MADISON, Wis., May 19.—With its heaviest turnout in months, Wisconsin Phonograph Operators' Association met here Monday (14) to further explore 10-cent play and to vote approval of the proposed six-State Convention in Omaha in July. The org approved a motion to send its officials to the convention and unofficially indicated that a heavy turnout of ops would be on hand for the regional meet when it convenes (see separate story).

Presiding at the session was Clinton Pierce, president, Brodhead, Wis., who started off with a routine report, then launched into the progress made by association members since the meeting in Milwaukee last month on the switch to dime play.

Holding to their initial decision, association members are now starting 10-cent play tests thruout the State on a regional basis. In Southwestern Wisconsin, Pierce said, the tests already are under way. He has converted about 40 per cent of his route and will continue to expand the program.

Operators in Madison and Green Bay areas, after holding their own meetings, also voted to try the

higher price, the meeting was told, and other regions are expected to meet prior to the next State-wide gathering to work out tests in their respective areas.

Special guests of WPOA at the meeting here were Lou Casola and Rube Borden, Rockford, Ill., operators who have been testing dime play in their city for several months. Both offered a report on the test at the meeting and indicated that by pre-publicizing the switch they had been successful in raising the price with full public acceptance.

Casola and Borden presented a circular called *Why 10c*, which they had used in their location promotion in connection with the conversion to dime play. WPOA members after studying the circular, authorized Doug Opitz, secretary-treasurer, to have 5,000 similar circulars prepared immediately.

Meeting, which started with a luncheon then went into a business session, voted unanimously to support the six-States Convention and also favored the Omaha site.

It was voted to hold the next meeting June 11 at the Whiting Hotel, Stevens Point.

# Minthorne Sets Four Schools

LOS ANGELES, May 19.—Four Seeburg schools are planned for this area with the instruction series teeing off in Phoenix May 27 with a one-day session at the Adams Hotel, Jean Minthorne of Minthorne Music, area distributor, said. The other school periods will be for two days.

Following the Arizona session, schools will be held at the U. S. Grant Hotel, San Diego, May 31-June 1; Wilton Hotel, Long Beach, June 4-5 and here at the Minthorne headquarters June 6-7.

Conducting the schools will be Jack LaRue, factory representative. Ed Wisler, Minthorne sales representative, will assist with the Phoenix session.





# locations looking at YOU?

When the take falls off and locations begin to look at him in a dissatisfied way, any operator may blame the help . . . patrons . . . dearth of hit music . . . weather . . . or the inroads of some other form of entertainment.

The operator may be right, of course. Yet it is a fact that such conditions are almost always remedied by replacing the old worn juke box with a brand new Model "C."

It's the juke box that peeps up any location. It sells more music and puts patrons in that happy spending mood which builds substantial profits.

If you have a location problem, call your nearby AMI distributor today. He'll be glad to show you how the easy-to-own, easy-to-operate AMI can help you solve it.

*Model "C" Quickly and Easily Converts to 45 r.p.m. Record Play.*

General Offices and Factory: 1500 Union Ave. S.E., Grand Rapids 2, Mich.

**AMI** Incorporated



# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
<b>AIREON</b>				
Coronet	\$169.50			\$95.00
Deluxe	49.00 95.00	\$49.00 95.00	\$40.00 49.00	59.00 95.00
Fiesta	125.00 129.50	125.00	125.00	125.00
#400	149.50 195.00			
1200A	69.50	69.50	69.50	69.50
<b>AMI</b>				
Model A	350.00 369.00	375.00(3)	375.00	375.00 425.00
		425.00	425.00(2)	
Model B	450.00 469.00	475.00(2)	475.00 525.00	475.00
	475.00	495.00		
	495.00(2)			
<b>FILBEN</b>				
Filben	195.00			
<b>MILLS</b>				
Constellation	129.00 159.00	129.00 159.00	129.00 159.00	129.00 175.00
		175.00	195.00	
<b>PACKARD</b>				
Hideaway	125.00 139.00	125.00	125.00	79.50
Manhattan	149.50	149.50	169.50	125.00
7		79.50		149.50
<b>ROCK-OLA</b>				
Commando	49.00	49.00	49.00 49.50	49.00
Deluxe	50.00			
Deluxe '39			49.50	
Playmaster	79.50	79.50	79.50	79.50
Standard '39			49.50	
Super '40			49.50	
Twelve Record				25.00
'46	150.00		165.00	
'47	175.00 275.00	275.00	200.00 275.00	275.00
1422	129.00 135.00	129.00 144.50	129.00	139.50 149.00
	139.50 149.00	149.00	139.50(2)	200.00
			149.00 149.50	
			195.00	
1426	169.00 199.50	169.00 199.50	169.00	199.50
	219.00	219.00	199.50(2)	
			219.50 259.50	
1428	319.00	319.00 325.00	319.00 375.00	325.00
1947 Hideaway			195.00	
1947 RC Special				175.00
<b>RISTAUCRAT</b>				
Ristaucrat	60.00	60.00	95.00	95.00
<b>SEEBURG</b>				
Cadet				50.00
Casino		39.50		
Classic	50.00 69.00	39.50 69.00	39.50 69.00	50.00 69.00
Colonel	69.00 69.50	49.50 69.00	49.50 69.00	50.00 69.00
		69.50	69.50	69.50
Commander			39.50	
Concert Grand			39.50	
Envoy	79.00	39.50 79.00	49.50 79.00	50.00
Gem	49.00	49.00	49.00	49.00
H-146 M Hideaway	229.00 245.00	229.00 245.00	239.00 245.00	249.50 259.00
	249.50 275.00	249.50	249.50	
H-146 M RC Special				225.00
H-147 M Hideaway	269.50	269.50 299.00	325.00	269.50
H-148 M Hideaway	299.00 300.00	299.00 300.00	299.00 300.00	300.00 359.00
	319.00	319.00	349.00	
H-246 M Hideaway	259.50 279.00	259.50 279.00	259.50 299.00	259.50 299.00
Hightone ES	59.00	59.00 59.50	59.00 59.50	45.00 59.00
Hightone RC	69.00	69.00	69.00	69.00
Lotone		69.50	69.50	45.00
Major				50.00 79.00
Mayfair			39.50	50.00
Plaza		39.50	39.50	
Pre-War RC Special				75.00
Regal	59.00	59.00	39.50 59.00	50.00 59.00
Royal		39.50		
Victory Model				39.50
Vogue	50.00	39.50	39.50	50.00
146	175.00 275.00	275.00	275.00	
146 M	239.00 249.00	249.00(2)	249.00 249.50	275.00(2)
		275.00	265.00	
			275.00(2)	
			279.00	
146 S	219.00 249.50	229.00 249.50	229.00 249.50	219.50 249.50
			250.00	250.00
146 W	275.00	275.00		
147	295.00	295.00	295.00	
147 M	289.00 319.00	319.00 325.00	279.50 299.00	325.00(2)
	325.00		325.00 349.00	349.00
			350.00	
147S	269.00	275.00 279.00	279.00 325.00	275.00 289.50
				300.00
148	395.00	395.00		
148 M	379.00	379.00	399.00	375.00
148 M1	379.00 399.00	399.00(2)	399.00 410.00	425.00 439.00
	425.00	425.00	425.00 439.00	
148 S				325.00
148 St	359.00 375.00	369.00 375.00	369.00	375.00
1941 RC Special	89.00	69.50 89.00	69.50 89.00	99.00
8200	69.50	69.50	69.50	69.50
8800	69.50	69.50	69.50	45.00 69.50
9800	69.50 110.00	69.50 110.00	69.50 110.00	45.00 69.50
				110.00
<b>WURLITZER</b>				
Colonial	95.00	95.00	95.00	95.00
41	50.00	50.00	65.00	65.00
61	50.00	50.00	75.00	75.00
71	50.00	50.00	85.00	85.00
500	49.50 69.00	69.00	49.50 69.00	35.00 85.00
600	75.00	75.00	75.00	40.00 45.00
				75.00
600K	49.50 69.00	69.00	69.00	69.00
600R	64.00	64.00	64.00	64.00
616	39.50 50.00	50.00	65.00 79.50	65.00 79.50
700	69.50 89.50	89.50	69.50 89.50	89.50
750	110.00 114.50	114.50	100.00 109.50	114.50
			114.50	

## FOLK TALENT AND TUNES

Continued from page 30

ing agent for "Chew Tobacco Rag" and Commodore Music, his firm, is pubber. Imperial has inked Jess Williams to its folk roster. . . . Ted Browne, the vet country song plugger, is now general manager of Alton Music, a BMI affiliate, operated by Fran Allison, the Victor recording artist. . . . Don D. Robey, of Peacock Records, Houston waxery, reports three talent acquisitions—Paul Monday, Sister Jessie Mae Renfro, and Rev. I. H. Gordon

and the Gordonaires. Monday's first disk is "Happy Birthday to You" backed by "Dearest Mother." Sister Renfro and the Gordon group are spiritualists. Kenny Roberts (Coral) is working drive-in theaters thru Ohio and Pennsylvania in May. He does Sundays in Pennsylvania folk music parks in June.

### Disk Jockey Doings

Dick Embody, KGGF, Coffeyville, Kan., writes that Tulsa Ted

West, with the station from 1933-'39, has returned. . . . Ben Blackmon, KWBU, Corpus Christi, Tex., reports that the Texas Jamboree was so big that it now has expanded to six other Lone Star State outlets. . . . Ed Tacy, WGAC, Augusta, Ga., reports that Claude Casey, last at WBT, Charlotte, N. C., has come on the station with a group known as The Sagedusters. . . . Sheldon Horton, WJSW, Saxton, Pa., interviewed his brother, songwriter Vaughn, last week, while the Southern Music songspinner was visiting Pennsylvania. . . . Hank Snow and Cowboy Copas did 3,000 paid admissions at the KMA, Shenandoah, Ia., Radio Theater recently. Lee Sutton, d.j. at the station, emceed. . . . Max Henderson, WTAC, Flint, Mich., and his Ranch Hands are doing a new commercial for a large indie grocery chain on a one-year pact.

Uncle Dewey Gardner, WAYN, Rockingham, N. C., reports a sudden revival for Ernest Tubbs' "Letters Have No Arms." . . . Jimmy Hughes, KSKY, Dallas, reports that the new Decca artists, Leo Teel and Jack Rowe, are working with their bands on the station. . . . Al Rogers, KGNC, Amarillo, Tex., played the KSEL, Lubbock, Tex., Jamboree recently. . . . The Kelly Brothers (Bible-tone) are working weekly at WAKE, Greenville, S. C., according to spinner Bob Edwards. . . . Johnny Rion, WIBV, Belleville, Ill., is opening his Hillbilly Park, Mascoutah, Ill., with Don Whitney (4 Star) and the Stewart Family (Gilt Edge) from KLCN, Blytheville, Ark. . . . Al Morris, WONE, Dayton, O., has added an hour show Saturdays.

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
750E	89.50		89.50	125.00
780	99.00	99.00	99.00	129.00
780E	99.50	99.50	99.50	99.50
800	69.50 89.00			80.00
850	79.00 99.50	79.00 99.50	69.50 79.50	65.00 69.00
			99.50	99.50
950	59.50		65.00	
1015	215.00 219.00	229.00 239.00	225.00(2)	225.00 239.00
	225.00 229.00	244.50 249.00	229.00 235.00	245.00
	229.50 239.00	250.00(2)	239.00	275.00(3)
	245.00(2)	265.00	249.00 249.50	279.00 279.50
	250.00(2)	275.00(2)	259.50	295.00
	265.00 275.00	279.50	275.00(5)	
	279.50		279.50(2)	
1017	200.00 269.00	225.00 269.00	225.00 259.50	259.50
			269.00	
1080	249.00 269.00	249.00 279.00	249.00 249.50	245.00 269.00
	275.00		279.00 279.50	
	379.00(2)	374.50 375.00	350.00 375.00	279.50
	389.50(2)	389.00 395.00	389.00	350.00 395.00
	395.00(2)	399.00 435.00	395.00 399.00	400.00 435.00
	445.00	445.00	435.00 445.00	439.00 445.00
	450.00(2)	450.00(2)	450.00(4)	450.00(2)
1250	495.00 515.00	525.00(2)	525.00	525.00 549.00
	525.00(2)	549.00(2)	549.00(2)	550.00 595.00
	529.00 549.00		585.00	
1942 RC Special				175.00
Victory	39.00 39.50	39.00	39.00	35.00 39.00

Only ONE Stands Out...

# RISTAUCRAT

12 Record Multiple  
Selective 45 RPM Phono

# S-45

### Features

Featuring...

- ★ PRECISION ENGINEERING
- ★ SUPERIOR TONE TWIN SPEAKERS
- ★ 12 RECORD PLAY
- ★ BEAUTIFUL LIGHTED CABINET
- ★ LOW COST MUSIC FOR LOCATIONS

The S-45 is the answer to operators' demands for a low cost, low overhead MUSIC BOX suitable for the smaller locations. With the S-45 you can take in lower gross receipts yet realize a higher profit percentage because of (1) low investment cost (2) minimum of servicing and (3) you save time . . . and money.

ONLY TWO WEEKS more and RISTAUCRAT will be in FULL PRODUCTION It will Pay You To Wait

## RISTAUCRAT, Inc.

1216 E. Wisconsin Ave. Appleton, Wis.



### Set Final Promosh

Continued from page 76

will make public appearances in local night spots and disk jockey programs prior to and during the tourney.

#### Prize Split

Freeburg disclosed \$4,160 in cash prizes will be distributed among the top teams in each division. Prize fund consists of the entire entry fees plus \$3,000 donated by American Shuffleboard Company, Union City, N. J., and its distributors. Since the men's longboard division has the greatest number of entries, it will also have the most cash prizes, eight in all. Championship team will get \$1,200. Women's longboard championship team will receive \$450. The next two best teams also get cash awards. The men's cushion division will battle for \$373, the best team receiving \$275 and runner up \$98. In the remaining division, women's cushion, the winning team will win \$243. All checks will be mailed the week following the tourney. Checks will be made out to team captains and sponsors and they will be responsible for the equitable distribution of prizes to team members.

Headquarters for the U. S. meet will be the Loraine Hotel, Madison. Most of the players and operators sponsoring teams will be quartered there. The remainder will stay at the Monona Hotel. One of the sidelights of the matches will be a daily play-by-play description via a five-station network.

### Insert Bushing Converts 5c Wall Boxes to 10c

Fits All 5c Boxes

25c Each

See Your Distributor or Write Direct

MID-WEST DISTRIBUTING CO.

208 N. Madison St. Rockford, Ill.

## Record Reviews

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

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

LABEL AND NO. ARTIST COMMENT TUNES

Continued from page 38

### POPULAR

<b>ELLA FITZGERALD (Sy Oliver Ork)</b>				
<b>Because of Rain</b>	DECCA 27602	Ella delivers a beautifully sensitive reading of an attractive new ballad. A wonderfully warm and intimate job which is bound to find buyers.	82--85--80--80	
<b>The Chesapeake and Ohio</b>		A delightful rhythm ditty in the "Atchison, Topeka, Santa Fe" tradition is handed a stand out reading by Ella, a vocal group and Oliver's orking. The great beat, fine spirit and altogether splendid performance could start this one rolling.	86--87--85--85	
<b>RED FOLEY-EVELYN KNIGHT</b>				
<b>Idle Rumors</b>	DECCA 27599	The talented duo deliver a sparkling reading of a light popcorn ditty. Nothing stand out, tho.	77--78--74--78	
<b>Crawdad Song</b>		This charming old folkie is handed a completely frothy and crisp go by the twosome with help from a crack rhythm group. This side could stir action, especially in country sectors.	84--85--83--83	
<b>GUY LOMBARDO ORK (Kenny Gardner and Trio)</b>				
<b>The Strange Little Girl</b>	DECCA 27607	The dance band skill and taste of Lombardo prevails as the crew turns out a direct, effective reading of this slowly growing country-styled verse-chorus item.	83--83--82--83	
<b>Down the Trail of Aching Hearts</b>		Even more effective is this expert etching of the promising country moaner. This is a topnotch demonstration of the tune's positive values. Should do well with the Lombardo legions and could help shove the song over the top.	85--85--85--85	
<b>ANDREWS SISTERS-RED FOLEY</b>				
<b>Satins and Lace</b>	DECCA 27609	An airy verse-chorus bouncer in the vein of "Buttons and Bows" is handed an engaging performance by this powerhouse talent mating. Should do well in both the pop and country fields.	86--87--86--86	
<b>I Want To Be With You Always</b>		This gimmicked country ballad hit created by Lefty Frizzell is handed a glowing accounting by the potent talents. Aimed mainly for the pop field, dishing should do okay and will also get a "coverage" piece in the country market.	86--86--86--86	

LABEL AND NO. ARTIST

COMMENT TUNES

OVERALL  
DISC Jockey  
RITMIED  
OPINION

<b>KEN GRIFFIN</b>				
<b>The Syncopated Clock</b>	COLUMBIA 39386	Griffin turns out an okay organ coverage of the hit novelty for his fans and rinks.	72--70--72--74	
<b>Red Sails in the Sunset</b>		The organist inserts steel guitar effects into a pleasantly languid rendition of the standard.	72--70--72--74	
<b>REX ALLEN (Low Douglas Ork)</b>				
<b>Mister and Mississippi</b>	MERCURY 5647	With ork, chorus and banjo interludes, Allen takes the folkie at a fast clip in casual style. Pleasant, but doesn't measure up to the other versions.	66--66--67--65	
<b>Lonely Little Robin</b>		Allen plods thru a pop folkie in mournful—and dull—fashion.	60--60--60--60	
<b>MR. GOON BONES AND BARNEY LANTZ</b>				
<b>Monkeyshines</b>	MERCURY 5641	Organs-and-bones duo cut up touches on a fly, rapid and melodic little melody in the "Nola" tradition.	63--63--60--68	
<b>Tiger Rag</b>		Boys rag the Dixie oldie in lively fashion.	63--63--60--68	
<b>RALPH MARGERIE ORK</b>				
<b>Santa Lucia Luntana</b>	MERCURY 5634	Trumpet, fiddle and choruses lag thru a Neapolitan confection.	58--60--57--56	
<b>I Love You Dearly</b>		Another slow, draggy production on a pop tune.	58--60--57--56	
<b>CLIFF STEWARD (Ray Staunton Piano)</b>				
<b>You Better Stop Tellin' Lies About Me</b>	CORAL 60459	Ragtime vocal and instrumental crew get off a peppery cornball.	73--71--73--75	
<b>My Mariette</b>		Boys knock out an infectious Italian-American novelty to a toe-tapping shuffle beat.	85--84--85--85	
<b>SIDNEY TORCH ORK</b>				
<b>Deserted Ballroom</b>	CORAL 60469	English ork turns in a big job on a fanciful color piece by Morton Gould.	73--75--72--71	
<b>Serenata</b>		Another pleasant production on the Leroy Anderson Spanish styled instrumental.	73--75--72--71	
<b>OWEN BRADLEY QUINTET</b>				
<b>Don Estes-Alcyone Beasley Choir</b>				
<b>Satins and Lace</b>	CORAL 60458	Vocal group, warbler and organ combo sell strong on this pop-folkie in the "Buttons and Bows" vein.	82--82--81--83	
<b>Black Maria (Ragland Band)</b>		Ragtime-Dixie instrumental featuring piano, bass sax, clary, etc. In-offensive little entry, but not much promise here.	58--58--58--58	
<b>DICK DENBROEDER AND THE HONEY BEES</b>				
<b>Out Yonder</b>	SWEET TONE 111	Good bary does a slow pop-Western with fem group and organ support. Creditable effort.	62--62--62--62	
<b>Sing a New Song</b>		Weak novelty tune sounds like a production number in a fifth-rate night club.	30--30--30--30	
<b>RICHARD TUCKER (Percy Faith Ork)</b>				
<b>Faithfully Yours</b>	COLUMBIA 2-G	The Metopera tenor applies his robust legit pipes to the Romberg-Tobias pop in a pleasant enough reading.	72--74--72--70	
<b>Tell Me</b>		Adaptation of a melodic Italian love ballad gets the big treatment from Tucker.	75--77--75--73	
<b>HARRY JAMES ORK-TONI HARPER</b>				
<b>Peculiar Kind of Feeling</b>	COLUMBIA 39390	The youthful thrush-displays a maturer and stronger pair of pipes, as she charms on a fluffy little riff novelty. The James ork belts nicely.	71--72--71--70	
<b>Baby Blues</b>		One of Miss Harper's best since "Candy Store Blues," and James blows some wonderful blues horn. Could go in pop and r & b markets.	80--80--80--80	
<b>JO STAFFORD (N. Luboff Choir-Paul Weston Ork)</b>				
<b>Somebody</b>	COLUMBIA 39389	Thrush does a lovely, tranquil vocal on this attractive new ballad, with topnotch choir and ork combining for organ-tones in back. Cou' be.	87--88--86--86	
<b>Allentown Jail</b>		Miss Stafford delights with an off-the-track new ditty that has the quality of the old English ballads. The fills sound like her voice dubbed over, for a charming effect.	83--86--83--80	
<b>GENE AUTRY (Carl Cotner Ork)</b>				
<b>How Long Is Forever?</b>	COLUMBIA 39371	Autry delivers a plaintive, pleasing job on a likely new ballad, with his usual polite fiddle-and-guitar orking with the country-"society" beat.	84--84--84--84	
<b>Mister and Mississippi</b>		Autry takes the upcoming folkie at a gentle trot, in contrast with Patti Page's and Tennessee Ernie's renditions. Should pick up country play.	75--75--74--76	
<b>LINDY DOHERTY AND LOU BUSCH ORK</b>				
<b>Pretty Words</b>	CAPITOL 1543	The ork and Doherty combine on a bright new bounce ditty. Result is a danceable dishing.	68--70--66--68	
<b>OO La La, Madalena</b>		The chorus and Busch ork team with Mr. Doherty in a spirited dishing of the latest "Songs for Sale" network show "discovery."	74--75--71--75	
<b>REX HIGHT (Harry and Francis Sutton)</b>				
<b>This Too Shall Pass</b>	CARNIVAL C-5006	Tenor Hight (also known on disks as Seymour Reichtzeit) sings pleasantly on an attractive minor key waltz ballad.	69--72--68--66	
<b>It's Love You Fool</b>		A bouncy ditty at a faster tempo is less suitable material for Hight's pipes.	65--65--65--64	
<b>DANNY KAYE (Dave Terry)</b>				
<b>Rhythm of a New Romance</b>	DECCA 27596	Kaye makes with his pseudo-French accent in a breezy reading of the production ditty from the "On the Riviera" flick. Okay Kaye for the fans.	72--74--73--70	
<b>Happy Ending</b>		Another hunk of special material here written by Mrs. Sylvia Fine Kaye for her husband's peculiar talents, as displayed in the new technicolor flick.	73--75--74--71	
<b>DANNY KAYE (Dave Terry Ork)</b>				
<b>On the Riviera</b>	DECCA 27597	Kaye makes with an excellent Maurice Chevalier impersonation on this title song from the new Kaye flick. For his fans this is great wax; otherwise good for lots of spins.	74--77--74--71	
<b>Ballin' the Jack (Johnny Green Ork)</b>		Also in "On the Riviera" is this relaxed and rhythmic oldie. Kaye and the Johnny Green ork hand the ditty a neat, slow-rocking rendition. This is a re-issue.	77--80--78--74	
<b>JERRY GRAY ORK</b>				
<b>Circus</b>	DECCA 27608	The pop tune which was somewhat active recently gets a first-rate Miller-sound treatment from the sparkling Gray ork.	76--80--74--74	
<b>Sound Off</b>		Fast and spanking coverage on the Monroe click by the Gray ork, Bill Lee and gang vocal.	77--80--75--75	
<b>DICK HAYMES (Victor Young Ork)</b>				
<b>Tahiti My Island</b>	DECCA 27598	Flick song ode to the Pacific's Eden is sung and played in the lazy, beachcomber style. It all adds up to a highly listenable hunk of wax.	80--80--80--79	
<b>At the Bay of the Rainbows</b>		More saring music here as interpreted by Haymes and the Young ork. Good mood dishing.	77--78--77--76	

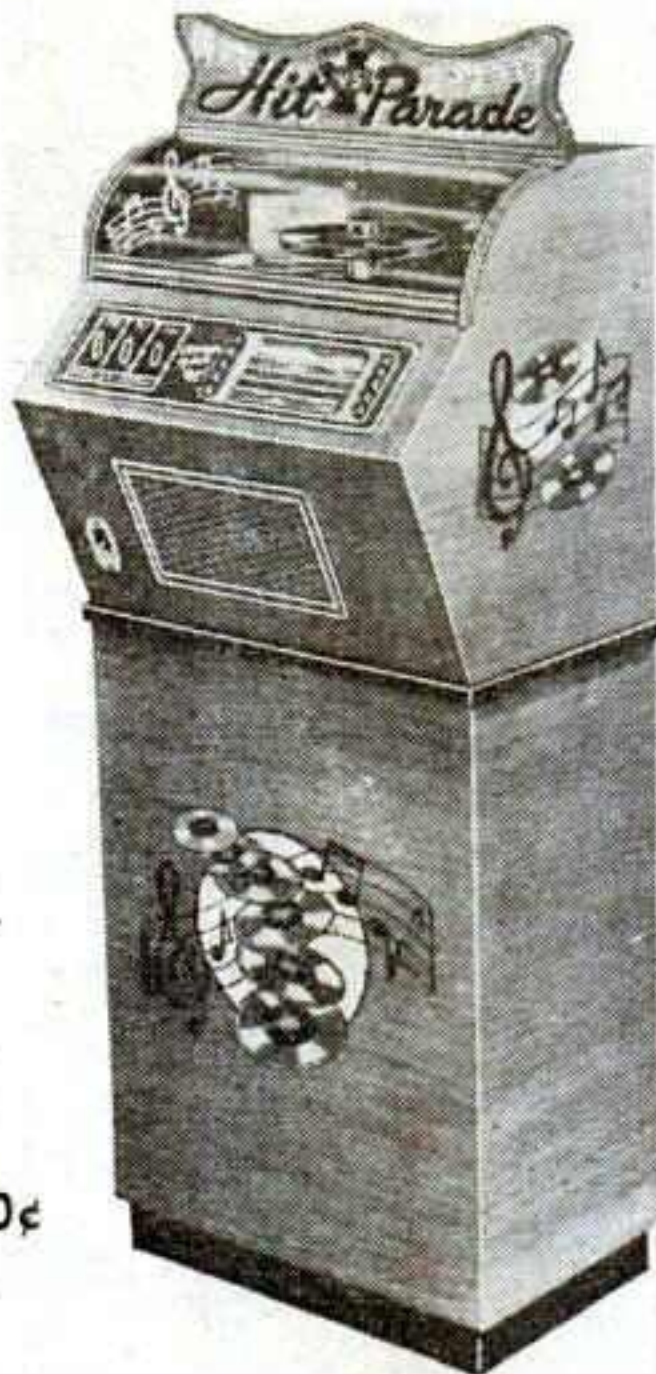
(Continued on page 86)

## Chicago Coin's

# HIT PARADE

THE MOST PROFITABLE,  
ECONOMICAL & BEAUTIFUL  
PHONOGRAPH EVER DESIGNED

- 5¢-10¢-25¢  
TRIPLE ENTRY COIN CHUTE
- FITS INTO ANY SIZE LOCATION
- LOADED WITH "EYE-APPEAL"
- EASILY CONVERTIBLE TO 2 PLAYS 10¢  
—5 PLAYS 25¢, OR 1 PLAY 10¢  
—3 PLAYS 25¢



**CHICAGO COIN** MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

# ROCK-OLA Rocket

## DEPENDABLE

The No. 1 Choice of operators all over the world. Since 1935 the most dependable phonograph of them all.

ROCK-OLA MFG. CORPORATION  
800 North Kedzie Avenue  
Chicago 51, Ill.



The **SQUEEZE**  
is on  
**PLAY SAFE**  
**ACT NOW**



"Preparedness is the keynote for industry."

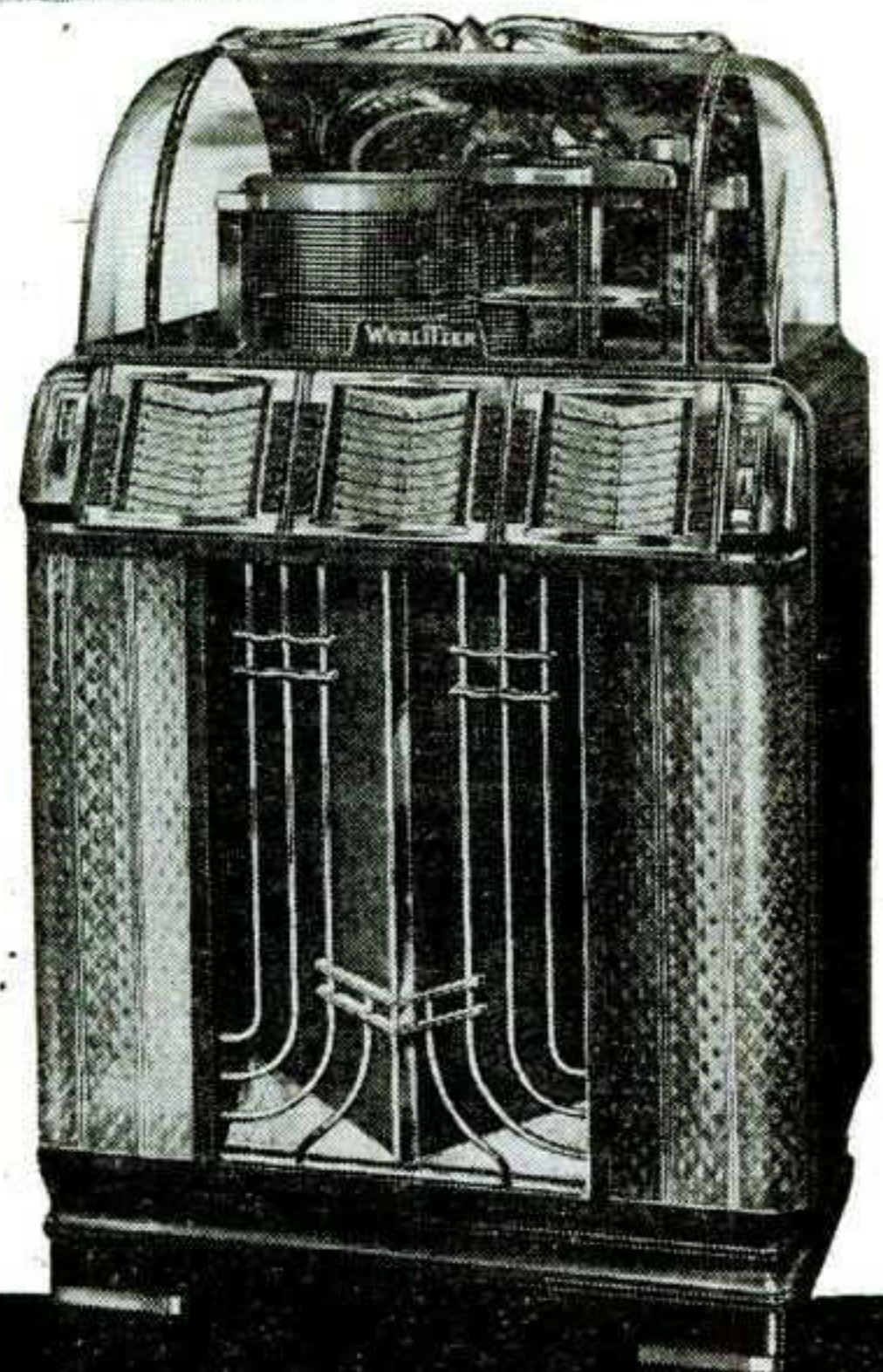
Government recognition of Wurlitzer's electronics and production know-how is again being reflected by a constant increase in military contracts.

The manufacture of new Wurlitzer phonographs has already been affected both by defense orders and civilian goods restrictions. Our backlog of orders continues to grow.

For your own protection and profit—take inventory of your present equipment. Then take steps that will assure you your share of the greater earnings these fabulous "Fourteen Hundreds" are chalking up all over the country. Place your order with your Wurlitzer distributor at once for earliest possible delivery.

A word to the wise is sufficient.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK



ORDER YOUR **48-SELECTION**  
**ALL-SPEED WURLITZER**  
**FOURTEEN HUNDREDS NOW**



# Classical Reviews

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

Continued from page 22

**65** CONCHITA SUPERVIA—A PROGRAM OF SPANISH SONGS—Falla: Seven Popular Spanish Songs and Granados: Tornadillas (1-10") Decca (33) DL-7510

Supervia, whose brilliant career was cut short 15 years ago when she died at the age of 37 in childbirth, is something of a collectors' legend. These recordings of selections from a pair of song cycles by the eminent Spanish composers, Falla and Granados, are perhaps those by which the mezzo-soprano is best remembered. These are quite remarkable demonstrations of style, vocal flexibility and resourcefulness. The Supervia cult will be delighted to see these aged recordings anew in the LP medium, clean and almost spar-

king in reproduction despite their vintage. Folk collectors should also find interest in this set.

**70** SCHULMAN-BRAHMS RECITAL—Gyorgy Sandor—Schumann: Papillons, Op. 2; The Prophet Bird, Op. 82, No. 7; Tocata in C Major, Op. 7. Brahms: Intermezzo No. 1 in E-Flat Major, Op. 117; Intermezzo No. 1 in B Minor, Op. 119; Intermezzo No. 2 in B-Flat Minor, Op. 117; Intermezzo No. 3 in C-Sharp Minor, Op. 117; Intermezzo No. 2 in A Major, Op. 118.

Sandor, whose work on disks has been growing more impressive with each release, here tackles a program of romantic, lyrical piano music and makes a considerable success of the project. He offers the first LP rendition of Schumann's de-

lightful "Papillons" cycle as well as a selective group of Brahms' masterful and poetic Intermezzi, likewise not previously available on LP. There's much enchanting music on this disk and it is lucidly projected by Sandor.

**80** VERDI—HIGHLIGHTS FROM DON CARLO—Blanche Thebom; Jussi Bjoerling; Robert Merrill, Italo Tajo (1-12") Victor (33) LM-1128

This set could be likened to an abridged version of an original cast recording of a lighter in the sense that much that is represented here also was present on the Met stage this past season in the several airings given "Carlo," as one of the key presentations of the new Bing era. As a key segment of Met repertoire at this point, and with Thebom, Bjoerling and Merrill of the Met cast at hand, this set of selected excerpts from "Carlo" figures to have a considerable commercial value. The excerpts are uniformly well done. Miss Thebom was recorded in England; the remainder here—there is no noticeable difference in quality or vocal presence. The singing throughout is of a high order with Miss Thebom perhaps a shade more magnificent than the others. A splendid operatic set, beautifully recorded.

**74** RACHMANINOFF: SUITE NO. 1 FOR TWO PIANOS, OP. 5 (FANTASY); SUITE NO. 2 FOR TWO PIANOS, OP. 17—Vitya Vronsky-Victor Babin (1-12") Columbia (33) ML-4379

The Vronsky-Babin team offers a model performance for two-piano teams in their brilliantly enunciated rendition of these two flourishing, romantic compositions by Rachmaninoff, which are counted among his major creations. The pianists negotiate the many trills and arpeggios with superb ease, at the same time injecting feeling and warmth into their playing. The recording is a topnotch feat of rendering piano tone. (The same team waxed both suites for Victor shellac some years ago.)

**71** MOZART: SONATA IN D, K. 448 AND CHABRIER: THREE ROMANTIC WALTZES—Amparo and Jose Iturbi Victor (33) LM-1135

The Iturbis (brother and sister) offer a well-selected and well-played two-piano program here, backing the big and challenging Mozart staple for four hands with the dashing, witty Chabrier waltzes. The team performs with topnotch integration, and a plentiful measure of the verve and brilliance demanded by both works. Neither, we believe, has been previously available on LP.

**74** SPANISH MUSIC—Valencia Symphony Ork, Jose Iturbi, Cond. (1-12") Victor (33) LM-1138

Falla: Dances from the Three Corners Hat; Palau; March Burlesque; Palau; Homage a Debussy; Rodrico; Homenaje a la Temperancia; Iturbi: Seguidillas; Chavarri: Interior from Valenciannos Jose Iturbi here takes the baton for a delightful program of contemporary Spanish music. Except for the Falla excerpts, the rest of the music is virtually unknown here; each of the other composers, judging from these samplings, rates wider acquaintance. The selections, including a dance suite by Iturbi himself, are typical of the best Spanish musical vein—colorful, rhythmic, strongly emotional. The orchestra, founded by Iturbi, and of which he is permanent conductor, is a very fine group. The recording, made while the ork was touring England last year, is especially good.

**74** SONGS MY MOTHER TAUGHT ME—Rise Stevens, RCA Victor Ork, Milton Katims, Cond. (1-10") Victor (33) LM-59

Songs My Mother Taught Me; Danny Boy; Flow Gently, Sweet Afton; Smilin' Through; Mighty Lak' a Rose; Too-Ra-Loo-Ra-Loo-Rai; All Thru the Night; Cradle Song. Miss Stevens, a fave not only for her Metopera chores but her movie work, does a well-chosen program of old favorites with much charm. A sonorous, discreet chamber orchestra led by Milton Katims furnishes an excellent backdrop as the strings blend harmoniously with her mellifluous mezzo. Singing with dignity and poise, she nevertheless doesn't condescend to these well-worn encore tunes. Set should find its way into many parlors.

**70** SIBELIUS: FINLANDIA—Goteborg Symphony Ork, Sixten Eckerberg, Cond.—CHABRIER: ESPANA, Berlin Philharmonic Ork—Hans Schmidt-Isserstedt, Cond. (1-10") Capitol Telefunken (33) H-8138

This is an odd pairing; the old Finnish warhorse and the much-played Iberian pastiche, but there's method in this madness. This LP is in Capitol's "H" series, listed to retail at \$2.98—practically a pop price. The "Finlandia" occupies perhaps 7½ minutes of playing time, the "España," about 7—each the equivalent of one 12-inch shellac record. The customers, plenty of whom should be available for this pair of chestnuts, get two "complete classical works" for \$2.98, and everybody's happy. Performances are adequate for the merchandise.

**57** LAUDATE DOMINUM—GREGORIAN CHANT—Trappist Monks of the Abbey of Gethsemani, Kentucky; Thomas Merton, Commentary (1-12") Columbia (33) ML-54394

The Trappist monks of the historic Abbey of Gethsemani, the oldest in the United States, sing with fresh sincerity and devotion 18 short selections of plain chant. Unfortunately, Thomas Merton, whose book, "Seven Storey Mountain," related the story of his conversion and withdrawal to the Abbey, has seen fit to speak an English translation along with each of the songs. This narrating distracts from the sweetness and purity of the old melodies and the Latin texts—as the choir finishes one phrase, the English translation of the upcoming line is inserted, most disconcertingly. As a heartfelt testament of faith, this arrangement doubtless has its points, but for pure, disinterested musical values, it would have been much better without the narration.

**71** HINDEMITH: SYMPHONY IN E-FLAT (1940)—Janssen Symphony Ork of Los Angeles, Werner Janssen, Cond. (1-12") Columbia (33) LM-4387

This, the first recording of a symphony dated by the composer 1940, is a trenchant, vigorous reading of a muscular score. There is no key center as such in the work, but despite a liberal use of dissonances, it is still not atonal. The orchestration is deep, rich and dark. There is a continuous exploitation of one short, martial-like theme, tossed back and forth in a myriad of variations. This work is a bit heavy and abstruse for the average listener, but it is a very worthy addition to the modern literature on wax. Excellent, spirited performance and a live recording.

# 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

OVERALL  
DIRECTION  
REMARKS  
OPINION

Continued from page 84

## POPULAR

- TONY MARTIN (Henri Rene Ork)**  
**I Get Ideas** 82--83--82--81  
VICTOR 20-4141—New English lyric set to the w.-k. tango, "Adios Muchachos" results in a pleasant dishing as rendered by Martin. Cute hunk of wax for the Martin clique.
- Tahiti My Island** 80--80--80--79  
Martin gives the lyric set to a lovely Victor Young melody a typical mood reading that smacks of tropical moonlight and sarongs.
- BOB DEWEY ORK**  
**Somebody** 73--75--73--72  
VICTOR 20-4142—A Tin Pan Alley ballad is handed a neat dance band reading by the Dewey ork and trio.
- Let's Gather 'Round the Parlor Piano** 76--78--75--76  
McHugh-Adamson ditty of the "Get Out Those Old Records" genre is handed a gang-sing, two-piano interpretation by the band. It's both listenable and dance-worthy.
- DENNIS DAY (N. Luboff Choir)**  
**Mister and Mississippi** 83--84--83--82  
VICTOR 20-4140—Nice coverage wax of the likely new verse-chorus opus. Tenor Day and the choir give the tune an effective go, but it doesn't figure to catch the Page and Ernie diskings.
- A Trinket of Shiny Gold** 75--78--75--73  
Another alternating verse and chorus, folk-type waltz makes its bow via a highly pleasant Day and choir chant.
- TED BROOKS ORK**  
**I'm Gonna Wrap My Heart Up in Cellophane** 70--72--70--68  
BAMA 2100—Pop orking of a semi-country hunk of ragtime falls to impress. Chirp Jere Snyder handles the lyric in a bright voice.
- Stars in My Crown** 72--73--73--71  
An innocuous new waltz ballad is capably sung by Jimmy Oggs while the organ-led instrumental group hands it a danceable whirl.

## HOT JAZZ

- GEORGIE AULD QUINTET**  
**Taps Miller** 77--80--75--75  
ROOST 527—The standard Basie riffer is swung to a fare-thee-well by this hard-driving Auld group, with the leader's incisive tenoring showing the way. Good jazz and suitable r & b stuff.
- What's New** 77--80--75--77  
Auld delivers a soulful mood tenor solo of this very pretty standard. A fine slicing, another in the series of lovely ballad etchings which Auld has produced of late. Should ring up r & b coin in addition to drawing tenor bug and jazz attention.
- STAN GETZ**  
**(Shavers, Smith, Norvo, Nature Boy, Moore, Miller, Bellson)**  
**I Got Rhythm (Parts I and II)** 80--85--80--75  
MODERN 20-820—This is a slice from a Gene Norman "Just Jazz" concert and is indeed one of the most spirited and spontaneous of its genre to come along in a while. Getz's facile "cool" tenor is spotted on Part I while Shavers' sparkling horn leads off the second side with an expert go. "Nature Boy" likely is Nat Cole. All told, quite an attractive jazz disk.
- JOHNNY HODGES ORK**  
**Jeep's Blues** 77--79--77--75  
MERCURY 8944—This is a well-played remake of one of the Hodges' specialties of the late '30's. It's a pretty slow blues effort designed for dancing.
- Castle Rock** 76--78--75--75  
A crisply done rocker, more or less in the Basie tradition, spots Al Sears' tenor sax work. Another side suitable for dancers as well as for collectors.
- CHARLIE VENTURA ORK**  
**Confessin'** 77--78--76--77  
MERCURY 8942—Ventura fashions a pretty, soulful baritone sax solo of this fine oldie. A good slice for the sax collectors and could pick up r & b as well.
- Avalon** 73--76--72--72  
The small Ventura band uses a semi-bop approach to the evergreen and produces an attractive slicing, tho not a particularly stirring one.
- STAN GETZ QUARTET**  
**The Best Thing for You** 73--76--74--68  
ROOST 526—Getz kicks around the Berlin "Call Me Madam" ballad at a bright tempo applying substantial amounts of his "cool" improvisation in a manner which should please his followers.
- Split Kick** 74--78--76--68  
The title probably refers to the two tempi employed in shifts here, one Latin and the other brisk fox trot. At any rate, Getz blows a mess of modern tenor here.

## LATIN AMERICAN

- PEREZ PRADO ORK**  
**Broadway Mambo** 82--85--82--80  
VICTORY 23-5414—A colorful and amusing slow mambo should find plenty of takers north of the border. The conceived grunts and the precise, biting brass properly fulfill the demands of the imaginative idea. Yank deejays should take note.
- Paso Un Lucero** 78--80--78--77  
A mambo riffer built on a pleasant theme not unlike "Jersey Bounce" is done with typical Prado drive and incisive brass.
- PEREZ PRADO ORK**  
**Mambo De Paris** 79--80--80--78  
VICTORY 23-5415—The high-powered Prado brass and rhythm provide the highpoints of a more-melodic-than-usual medium mambo. Fine for dancers and the Prado fan following.
- Mona Lisa** 83--85--82--82  
The Prado outfit has a ball converting last year's big pop hit into a driving slow mambo. The results should strike U. S. buyers as amusing. Should be a popular item for the Mexican crew.
- LUIS ARCARAZ ORK**  
**Mambo En Trompeta** 78--81--77--77  
VICTORY 23-5416—The spectacular trumpeter in this band returns to the scene to play a rich-toned pretty solo to cap a brief but arresting medium mambo effort.
- C'Est Si Bon** 82--85--80--80  
The same hornman blows up a storm as he leads the band thru a fresh dance instrumental reading of the Frenchie. Yank deejays who remember this unit's "Bewitched" will want to try this one.

## SACRED

- CATHY AND BOBBY GREGORY**  
**Mother Maria** 30--30--30--NS  
GREGORIAN 2204—It's extremely difficult that sacred music buyers could possibly want a religious song that sounds like a gypsy folk chant. Even the orking, such as it is, is pop-like.
- Remember Jesus** 40--40--40--NS  
Much more of the sacred feeling here as the duet is accompanied by accordion, mandolin and saw.
- LE FEVRE TRIO**  
**Swing Down Chariot** 73--75--75--70  
BIBLETONE 7027—Spirited reading of a spiritual-like religious ditty by a good gospel group.
- Peace in the Valley** 72--72--72--72  
Tempo slows up for this side, also done in excellent voice by the trio.

# SITTIN' PRETTY!

Who is that fellow with plenty of time to enjoy life? Contented, carefree and generally more prosperous than the average, he is the Operator who puts his faith in Evans' Constellation Phonographs.

You'll need only a sample of Constellation's trouble free, long life, low cost performance to learn how quickly and easily you, too, can be sittin' pretty... on top of your operating, not swamped under it!

See your Evans Distributor or write Factory direct.

## EVANS' 20 RECORD, 40 SELECTION CONSTELLATION

5c or 10c Play optional.  
10c Conversion Kits for Evans and Original Constellations.  
Write for details.



GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

**H. C. EVANS & CO.**

1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' PROFIT STIMULATOR ON PAGE 97

# Music System's SUMMER SPECIALS

PRICES DRASTICALLY REDUCED!!

All Phonographs Clean and Reconditioned.

Worn-Out Parts Replaced.

Ready for Location!

SEEBURG		WURLITZER	
148-ML	\$379.00	1250	\$529.00
148-SL	359.00	1100	379.00
H148-M	299.00	1080	269.00
147-M	289.00	1015	219.00
147-S	269.00	1017	269.00
146-M	239.00		
146-S	219.00		
Seeburg Postwar Wall		1428 Blonde	\$319.00
Boxes 3W2-L56, 5c.		1426	169.00
3 Wire	\$23.50	1422	129.00
W1-L56, 5c Converted,			
3 Wire	\$21.00		
MILLS CONSTELLATION			
40-Record Mills 1947			
Constellation ...	\$159.00		

**POST-WAR A.M.I.**  
Model C, New .... Write  
Model A ..... \$369.00  
Pre-War Phonographs—  
All Makes, Ready for  
Location

Terms—1/3 Certified Deposit, Balance C.O.D.  
All Items Subject to Prior Sale

# Music Systems, Inc.

DETROIT, MICH.  
10217 Linwood  
GRAND RAPIDS, MICH.  
245 N. Division

CLEVELAND, O.  
2600 Euclid  
TOLEDO, O.  
1302 Jackson



# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
ABC (roll down).....	\$35.00			\$35.00
Advance Rolls (Genco) (roll-down).....	35.00 39.50(2)	29.50 35.00(2)	25.00 35.00(2)	25.00 35.00(2)
All Baba (Gottlieb).....	45.00 49.50(2)	45.00 49.50(2)	30.00 45.00	45.00 49.50
Alice in Wonderland (Gottlieb)	39.50 45.00	35.00 49.00	49.00 49.50	49.00 49.50
Aquacade (United).....	49.00 49.50	49.00 49.50	50.00	50.00
Arizona (United).....	50.00 59.50	69.00 94.50	60.00 69.00	69.00 104.50
Auto Roll (roll down).....	69.00 94.50		104.50	
Ballerina (Bally).....	129.00	134.50 140.00	129.50 144.50	144.50
Bally Hoo (Bally).....	35.00	35.00	35.00	35.00
Bango (Chicago Coin).....	49.50	49.50	29.00	29.00
Banjo (Exhibit).....	45.00	35.00 45.00	39.50 45.00	45.00
Bank-a-Ball (Gottlieb).....	70.00 85.00	130.00	99.50 125.00	130.00
Barnacle Bill (Gottlieb).....	109.50	55.00 64.50	55.00 55.00	45.00 55.00
Basketball (Chicago Coin)...	65.00	65.00	65.00 69.50	69.50
Be Bop (Exhibit).....	109.00 109.50		79.00	79.00
Bermuda (Chicago Coin)...	114.50	114.50	129.50	139.50
Big City (roll-down).....	25.00 49.50	25.00 49.50	49.50	49.50
Big Top (Genco).....	49.50 65.00	65.00 79.50	65.00 89.50	60.00 65.00
Bingo (Gottlieb).....	79.50	12.50		89.50
Black Gold (Genco).....	69.50 79.00	65.00 69.50	65.00(2) 79.00	65.00 79.00
Blue Grass (Bally).....		79.00	89.50	89.50
Blue Skies (United).....	49.50(2)	49.50(2)	39.50 49.50	49.50 54.50(2)
Boston (Williams).....	54.50(2)	54.50(2)	54.50(2)	54.50(2)
Bowling Champ (Exhibit)...	114.50	114.50	124.50	124.50
Broncho (Exhibit).....	79.50 89.50	79.50 85.00	59.50 85.00	85.00 99.50
Buccaneer (Gottlieb).....	45.00 69.50	69.50	50.00 69.50	69.50 74.50
Buffalo Bill (Gottlieb).....	89.50 120.00	125.00(2)	125.00	85.00 125.00
Build Up (Exhibit).....	35.00 59.50	35.00	39.50 40.00	29.50 40.00
Butterfly.....			80.00 89.50	80.00 109.50
Buttons and Bows (Gottlieb)	99.50	80.00 89.50	54.50 80.00	80.00 109.50
Camel Caravan (Genco).....	89.50	125.00	125.00	125.00
Campus (Exhibit).....		150.00		
Canasta (Genco).....	89.50 114.50	114.50 129.50	59.50 125.00	139.50(2)
Caribbean (Williams).....	129.50 135.00	150.00	139.50	32.50
Carnival (Bally).....	79.50 89.50	89.50	89.50	40.00 50.00
Carolina (United).....	69.00	69.00	49.50 69.00	20.00 29.50
Catalina (Chicago Coin)...	45.00 49.50	25.00 45.00	45.00 49.50	45.00 49.50
Champion (Bally).....	200.00 209.50	235.00(2)	225.00 235.00	274.50
Champion (Chicago Coin)...	225.00(3)	265.00 269.50	250.00 269.50	275.00(2)
Chico (Chicago Coin).....	235.00(2)	275.00(4)	274.50	295.00(3)
Cinderella (Gottlieb).....	245.00(2)	284.50	275.00(3)	300.00
Citation (Bally).....	249.50	269.50(2)	295.00 325.00	
College Daze (Gottlieb).....	274.50 295.00			
Contact (Exhibit).....	79.50 89.00	89.00	89.00	89.00
Cover Girl (Gottlieb).....	39.50 49.50			
Crazy Ball (Chicago Coin)...	29.50 30.00	39.50 49.50	25.00 49.50	34.50 49.50(2)
Dallas (Williams).....	39.50 49.50			
De-Icer (Williams).....	125.00(2)	140.00 149.50	125.00 165.00	165.00 174.50
Dew-Wa-Ditty (Williams)...	135.00 140.00	150.00 165.00	174.50	195.00(2)
Double Feature (Bally).....	149.50(3)	169.50 175.00	175.00(3)	200.00 204.50
Double Shuffle (Gottlieb)...	150.00(3)	195.00 210.00	179.50 195.00	225.00
Dreamy (Williams).....	174.50 175.00	219.50	210.00 219.50	225.00
Fast Ball (Exhibit).....	189.50 195.00			
Fighting Irish (Chicago Coin)	219.50 299.50			
Floating Power (Genco)....	99.50 124.50	124.50	110.00 125.00	125.00 134.50
Flying Saucers (Genco)....	125.00	125.00(2)	134.50 135.00	135.00
Flying Trapeze (Gottlieb)...	39.50	39.50		
Four Horsemen (Gottlieb)...	45.00	45.00	29.50 45.00	29.50 45.00
Football (Chicago Coin)....	39.50	39.50		
Freshie (Williams).....	49.50 65.00	65.00 80.00	80.00 99.50	69.50 80.00
Georgia (Williams).....	89.50	89.50		
Ginger (Williams).....	99.50 159.00	150.00 159.50	169.50	169.50
Gin Rummy (Gottlieb).....	40.00 49.00	49.00 49.50(2)	40.00 49.00	49.00 49.50
Gold Cup (Bally).....	49.50(2)			
Golden Gloves (Chicago Coin)	135.00	84.50 85.00	85.00	85.00
Gondola (Exhibit).....	95.00 99.50	95.00 99.50		
Grand Award (Chicago Coin)	115.00	10.00	125.00	
Harvest Moon (Bally).....	10.00			
Harvest Time (Genco).....	145.00 149.50	139.50 145.00	174.50	174.50
Hawaii (United).....	145.00 149.50	124.50 145.00	149.50	
Hod Rods (Bally).....	79.50 89.50	89.50		
Holiday (Chicago Coin)....	150.00			
Humpty Dumpty (Gottlieb)...	70.00			
Hy-Roll (Bally roll-down)...	29.50 30.00	25.00 39.50	29.50 35.00	29.50 49.50
Jack 'n' Jill (Gottlieb)....	39.50 49.50	60.00		

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
Jamboree (Exhibit).....		34.50 35.00		
Jennie (Exhibit).....		150.00		
Jockey Special (Bally).....	65.00 75.00	65.00 79.50(2)	79.50 89.50	60.00 79.50
Joker (Gottlieb).....	79.50(2) 89.50	89.50 95.00	109.00 109.50	85.00 89.50
Judy (Exhibit).....	105.00 109.50	105.00 109.50	125.00	109.00 125.00
Just 21 (Gottlieb).....	134.50 175.00	190.00	125.00 169.50	124.50 169.50
K. C. Jones (Gottlieb).....	119.50 125.00	125.00(2)	125.00	125.00
King Arthur (Gottlieb).....	99.50 129.50	129.50	90.00 95.00	139.50
Knock Out (Gottlieb).....	150.00 154.50	135.00 165.00	175.00(3)	175.00 209.50
Line Up (Keeney).....	165.00 175.00	175.00(2)	30.00	32.50
Longacres (Bally).....				35.00
Lucky Inning (Williams)....	104.50	94.50 104.50	95.00 104.50	104.50 109.50
Madison Sq. Garden (Gottlieb).....	140.00		150.00 169.50	169.50
Major League Baseball (United).....	39.50	39.50(2)	39.50	39.50
Majors of '49 (Chicago Coin)	35.00 49.50	49.50 79.50	89.50	29.00 89.50
Manhattan (United).....	79.50 89.50		25.00	24.50
Mardi Gras (Genco).....	49.50	49.00	39.50 49.50	20.00 49.50
Maryland (Williams).....	89.50(2)	89.50 114.50	99.50 124.50	60.00 124.50
Mercury (Genco).....	114.50	135.00	99.50 135.00	135.00
Merry Old King.....			29.50	
Merry Widow (Genco).....	49.50 54.50	54.50	39.50 54.50	54.50
Monterrey (United).....	25.00 39.50	39.50 49.50	29.50 49.50	34.50 49.50
Moon Glow (United).....	49.50(2)	49.50(2)	49.50(2)	49.50(2) 60.00
Morocco (Exhibit).....	49.50	49.50	49.50	49.50
Nevada (United).....	25.00		25.00	19.50
Nifty (Williams).....		159.50	169.00	169.00 189.50
Oasis (Exhibit).....	149.50	149.50	159.50	159.50
Oklahoma (United).....	89.00 109.50	89.00 100.00	75.00 89.00	89.00 119.50
Old Faithful (Gottlieb)....	125.00	125.00		
One, Two, Three (Mills)....	59.00	59.00	59.00	59.00 59.50
Paradise (United).....	49.50	35.00 49.50	39.50 49.50	44.50 49.50
Phoenix (Williams).....		34.50		
Photo Finish (Universal)....	175.00 189.50	219.50	219.50	225.00(3)
Pin Bowler (Chicago Coin)...	195.00 219.50	225.00(2)	225.00(3)	275.00 295.00
Pinch Hitter (United).....	225.00(3)	250.00 265.00	250.00	
Pinky (Williams).....	275.00(2)	275.00	225.00(3)	
Play Ball (Chicago Coin)...	154.50	154.50	130.00 164.50	164.50
Playland (Exhibit).....	59.50	59.50	49.50	49.50
Playtime (Exhibit).....	175.00	175.00		
Pro Score (Ponsler) (roll-down).....	49.50 50.00	49.50 50.00	50.00	50.00
Puddin' Head (Genco).....	29.50 55.00	55.00 59.50	55.00 59.50	40.00 59.50
Punchy (Chicago Coin).....	95.00 99.50	95.00	95.00	174.50
Quarterback (Williams)....				110.00
Rag Top (Williams).....	45.00 54.50	45.00 54.50	45.00 59.50	45.00 59.50
Rainbow (Williams).....	39.50 54.50	34.50 54.50	49.50 54.50	54.50 55.00
Ramona (United).....	59.00	59.00	55.00 59.00	
Ranger (Exhibit).....		15.00		
Rio (United).....				20.00
Rip Snorter (Genco).....	99.50 119.50	119.50 125.00	109.50	119.50
Robin Hood (Daval).....	35.00 49.50	29.50 35.00	49.50	49.50
Robin Hood (Gottlieb).....			29.50 35.00	
Rocket (Bally).....	109.50 125.00	114.50	99.50 139.50	109.50 139.50
Rockette (Gottlieb).....	95.00	139.50		
Rondeveo (United).....	30.00 39.50(2)	39.50 49.50	39.50 49.50	39.50 40.00
Round-Up (Gottlieb).....	49.50		49.50	49.50
St. Louis (Williams).....	79.50 89.50	79.50 89.50	49.50 85.00	99.50
Sally (Chicago Coin).....	30.00 49.50	49.50 54.50	30.00 49.50	49.50 59.50
Samba (Exhibit).....		50.00		
Saratoga (Williams).....		35.00		
Screwball (Genco).....	39.50(2) 54.50	39.50(2) 54.50	39.50 54.50	54.50
Select-a-Card (Gottlieb)....	89.50 114.50	89.50 114.50	49.50 115.00	50.00 115.00
Serenade (United).....	115.00 125.00	115.00 125.00	124.50 125.00	124.50 125.00
Shanghai (Chicago Coin)...	49.50 54.50	54.50	59.50	49.50 59.50
Shantytown (Exhibit).....	39.50	39.50		29.00
Sharpshooter (Gottlieb)....	69.50 115.00	115.00 119.50	115.00 129.50	109.50 115.00
Shoo-Shoo (Williams).....	69.50 84.50	84.50 95.00	59.50 94.50	65.00 94.50
Short Stop (Exhibit).....	95.00 115.00	100.00	95.00(2)	95.00
Show Boat (United).....		175.00		
Singapore (Williams).....		45.00		
Smarty (Williams).....	25.00(2) 29.50	29.50		
South Pacific (Genco).....	79.50 99.50	109.50 119.50	129.50	129.50
Special Entry (Bally).....	119.50 125.00	135.00		
Speedway (Gottlieb).....	35.00 45.00	35.00 64.50	64.50 69.50	64.50 79.00
Spinball (Chicago Coin)....	64.50 69.50	69.50 90.00	79.00 90.00	79.50 125.00
Spot Bowler (Gottlieb)....	90.00 95.00	95.00	125.00	
Starlite (Exhibit).....	39.50	39.50	29.50 39.50	35.00
Stardust (United).....				39.50
State Fair (Genco).....		10.00		164.50
Stormy (Williams).....	25.00 49.00	34.50 49.00	39.50 49.00	49.50
Summer Time (Gottlieb)...	49.50 49.50(2)	49.50(2)	49.00 49.50(2)	49.50 49.00
Sunny (Williams).....	39.50 49.50	39.50 49.50	39.50 49.50	49.50(2)
Super Hockey (Chicago Coin)	49.50 79.50	79.50	89.50	49.50
Surf Queen (Bally).....		12.50		
Swanee (Exhibit).....	49.50 59.50	59.50	64.50	64.50
Sweetheart (Williams)....		125.00		
Tahiti (Chicago Coin).....	69.50 79.50	79.50 109.50	79.50 80.00	119.50
Tampico (United).....	109.50	120.00	119.50	
Telecard (Gottlieb).....	69.50 84.50	59.50 84.50	59.50	
Temptation (Chicago Coin)...	50.00 79.50	79.50(2) 85.00	69.50 79.50	85.00 89.50
Tennessee (Williams)....	85.00	85.00	85.00 89.50	89.50
Texas Leaguer (Keeney)....	49.50 64.50	49.50 64.50	29.50 69.50	69.50
Thorobred (Bally).....	39.50 49.50	39.50 49.50	39.50 49.50	49.50
Three Feathers (Genco)....	50.00(2) 59.50	50.00 59.50	50.00 59.50	50.00 59.50
Three Musketeers (Gottlieb)...	79.50(2) 84.50	79.50 85.00	85.00(2) 89.50	85.00 89.50
Thrill (Chicago Coin).....	124.50	124.50 125.00	99.50 125.00	125.00 134.50
Totalizer (Jennings).....			134.50 135.00	135.00
Total Roll (Genco) (roll-down).....	39.50	39.50	30.00 39.50	39.50
Trade Winds (Genco).....	29.50 35.00	19.50 35.00(2)	35.00(2)	35.00(2)
Treasure Chest (Exhibit)...	39.50 49.50	39.50 49.50	30.00 49.50	34.50 49.50
Trinidad (Chicago Coin)....	55.00			
Triple Action (Genco).....	25.00 39.50	39.50 49.50	49.50	20.00 30.00
Triplets (Gottlieb).....	49.50			29.50 49.50
Tri-Score (Genco).....	44.50	44.50	44.50	20.00 25.00
Triplets (Gottlieb).....	175.00		169.50	159.50 169.50
Tri-Score (Genco).....	129.50 150.00	165.00	1	



Ten Johnson Lightning Change Makers, like new, \$85.00 each.  
**DICK JONES**  
 3518 Fredericksburg Rd.  
 San Antonio, Texas



through  
**IMPROVED SERVICES**  
 that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports *Research and Education.*

**AMERICAN CANCER SOCIETY**



Mail your contribution to "CANCER" in care of your local post office

# THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 87

## Amusement Games

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
Tropicana (United).....	29.50	29.50		
Tucson (Williams).....	49.50	80.00	80.00	80.00
Tumbleweed (Exhibit).....	69.50 110.00	100.00 115.00	115.00	60.00 115.00
Utah (United).....	114.50	80.00 94.50	80.00 89.50	80.00 124.50
Victory Special (Bally).....	29.50 54.50	54.50 59.50	54.50 59.00	35.00 54.50
Virginia (Williams).....		39.50	39.50	19.00 29.50
Whirl-A-Ball (Amusement Enterprise).....		12.50	12.50	12.50
Wisconsin (United).....	25.00 30.00	29.50 39.50(2)	39.50 45.00	35.00 39.50
Yanks (Williams).....	30.00 39.50	25.00 39.50	29.50 40.00	34.50 45.00

## Trade Directory

### New Equipment

Dual-flavor frozen juice vender, Welch Grape Juice Company, New York.  
 Basketball Game, Woodcraft-Shufflevision, Jersey City, N. J.

### Purchases

Murray Rosenthal, president, Coinex Corporation, Chicago, has purchased all outstanding stock in the firm and assumed full control. An expansion of space and facilities will start immediately.

### New Firms

Jackson Distributing Company, jobbers and distributors, 578 10th Avenue, New York. Max Green and Jim Cagi.  
 Samson Operating Company, Ltd., manufacturers and distributors, 247 Tottenham Court Road, London.

### Personals

John Bittman, 60, Pittsburgh district representative for Block Marble Company, Philadelphia, died suddenly.  
 Cole Products, Chicago, has appointed Murray H. Nekris as New York division manager and has

moved the headquarters of that division to 11 West 42d Street. Nekris was formerly president of Multi-Sales Company.

Charles Pieri, until recently an executive with J. H. Kenney & Company, has been named sales manager of Monarch Coin by Clayton Nemeroff.

Washington Music Guild has elected a new slate of officers. Leonard Abrams is new president; Hirsh De La Viez, chairman of the board of directors; Teddy Crawford, vice-president; Evan Griffith, secretary-treasurer, and Gerald Davis, sergeant at arms. Bill Schwartz continues as head of publicity.

### New British Firm

LONDON, May 19.—A new British firm, Samson Operating Company, Ltd., has been established here to carry on the business of patentees and to manufacture and deal in coin-operated and other types of automatic machines. Directors are J. H. Holloway and H. Holloway. Headquarters have been established at 247 Tottenham Court Road.

## Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of May 19	Issue of May 12	Issue of May 5	Issue of April 28
Ace Bomber (Mutoscope)....			\$100.00 150.00	\$150.00
Air Raider (Keeney).....	\$125.00	\$125.00	125.00	125.00
All Stars (Williams).....	109.50 125.00	109.50	89.50 109.50	79.50 89.50
Astroscope.....	125.00	125.00(2)	125.00	109.50 125.00
Athletic Strength Tester....		74.50		
Atomic Bomber (Mutoscope)..	150.00	150.00	150.00	150.00
Bally Bowler (Bally).....		35.00(2)	65.00	65.00
Bat-a-Ball (American Amusement).....	15.00			
Batting Practice (Scientific)..	75.00	75.00 85.00	75.00	75.00
Bear Gun (Seeburg).....	369.50 375.00	369.50 375.00	369.50 375.00	369.50 375.00
Begin Pool Table.....			69.50	
Big Inning (Bally).....	185.00	185.00	185.00	185.00
Bing-a-Roll (Genco).....	85.00	85.00	85.00	85.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Buckley Deluxe.....		119.50	119.50	
Camera Chief.....	18.50			
Candid Camera.....		15.00	15.00	15.00
Career Pilot.....	95.00	95.00	95.00	95.00
Challenger (ABT).....	24.50	20.00 24.50	20.00 24.50	20.00 24.50
Chicken Sam Seeburg).....	75.00 89.50	75.00 89.50	75.00 89.50	75.00 89.50
Convoy (Bally).....		95.00	95.00	95.00
Dale Gun (Exhibit).....	65.00 79.50	65.00 74.50	65.00(2) 79.50	65.00 79.50
	94.50 95.00(2)	94.50 95.00(2)	89.00 94.50	89.00 94.50
	129.50	129.50	95.00(2)	95.00(2)
			115.00 129.50	
Deluxe Athletic Scale (Mercury).....	75.00 79.50	75.00 79.50	75.00 79.50	75.00 79.50
Diggers (Exhibit).....	95.00	95.00	95.00	95.00
Drive Mobile (Mutoscope)...	150.00	150.00	150.00	150.00
Fishing Well (Mutoscope)...	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	69.50	69.50	69.50	69.50
Flip Skill (Mills).....	30.00			
Goaltee (Chicago Coin).....	99.50 125.00	99.50 125.00	95.00 99.50	69.00 79.50
			125.00	99.00 99.50
				125.00(2)
Grip Vue (Silver King).....		17.50	17.50	17.50
Heavy Hitter (Bally).....	65.00 79.50	65.00 79.50	49.50 65.00	49.50 65.00
			79.50	79.50
Hi Ball (Exhibit).....	60.00	60.00	60.00	60.00
Hockey (Chicago Coin).....	75.00	75.00	75.00	75.00
Hollycrane (Como).....		395.00	395.00	395.00
Irish Poker.....				49.00
Jack Rabbit (Amusement Corp.).....	109.50	109.50	109.50	109.50
Kicker & Catcher (Baker)...	18.50	18.50	18.50 33.00	18.50 33.00
Magic Pen.....	125.00	125.00	125.00	125.00
Mexican Baseball.....	19.50			
Midget Movies '49.....				249.00
Midget Skee Ball (Chicago Coin).....	195.00	195.00	195.00	195.00
Mutoscope Crane.....		119.50	119.50	
Mutoscope Recorder.....				395.00
Panorama (Mutoscope).....	179.50 225.00	179.50 225.00	179.50 225.00	179.50 225.00
Periscope.....	125.00	125.00	75.00 125.00	125.00
Phil Toboggan Ski Ball.....	525.00	525.00	525.00	525.00
Photomatic (Mutoscope).....	795.00	795.00 (late)	795.00 (late)	795.00
Photomatic 47 (Mutoscope).....	250.00 375.00	375.00 (early)	375.00 (early)	375.00
Pistol Pete (Chicago Coin)...	99.50 149.50	149.50 150.00	135.00 149.50	150.00
	150.00 159.50	159.50	150.00 159.50	150.00
Pitch 'Em & Bat 'Em.....				225.00
Play Ball (Evans).....	275.00	275.00	275.00	275.00
Poker & Joker.....	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	99.50	99.50	99.50	99.50
Pool Table (Edelco).....	75.00	75.00	75.00	75.00(2)
Pop-Up.....	18.50			12.50
Punching Bag (Mutoscope)...		195.00		179.00
Q Ball (Lane).....				
Quizzer.....	109.00 125.00	109.00 125.00	109.00 125.00	109.00 125.00
Rapid Fire (Bally).....	85.00	85.00	85.00 95.00	69.00 85.00
Recordio (Wilcox-Gay).....	175.00	175.00	175.00	139.00 175.00
Rocket Busters.....	65.00	65.00	65.00	65.00
Rotary Claw.....	225.00	225.00	225.00	225.00
Rotary Mdsr. (Exhibit).....	200.00	175.00	175.00	225.00
Rotary Pusher.....	275.00	275.00	275.00	275.00
Scientific Field Goal.....				115.00
Seven High (Edelman).....	39.50 75.00	49.50 75.00	49.50 75.00	49.50 75.00
Shoot the Bear (Seeburg).....	335.00 375.00	314.50 375.00	350.00 385.00	395.00
Silver Bullet (Exhibit).....	109.50 195.00	195.00	195.00	195.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skee Ballette (Gott).....				47.00
Skill Test (Groetchen).....	49.50			
Sky Battle (Bally).....			95.00	
Sky Fighter (Mutoscope)....		95.00	95.00	95.00
Sky Pilot.....			95.00	
Spitfire (Genco) (Scientific)..		15.00	15.00	15.00
Standard Metal Typewriter.....	295.00	295.00	295.00	295.00
Star Series (Williams).....	129.50	109.50 145.00	129.50 145.00	129.50
	145.00(2)	165.00 169.50	149.50 165.00	145.00 165.00
	165.00 169.50	175.00	169.50 175.00	169.50 175.00
Super Bomber (Evans).....			100.00 195.00	195.00
Swinging Monk.....	85.00	85.00	85.00	85.00
Target Master.....	84.50	84.50	84.50	84.50
Team Hockey (United).....		150.00		
Telequiz.....	149.50 159.00	149.50 159.00	149.50 159.00	149.50 159.00
Ten Strike (Evans).....	75.00(3)	75.00(2)	75.00(2)	29.00 75.00(2)
3-Way Gripper (Gottlieb).....	22.50	18.50 22.50	18.50 22.50	17.00 18.50
Torpedo (Bally).....			95.00	
Treasure Island (Buckley)...		99.50	99.50	
Vitalizer (Exhibit).....	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)....	395.00	395.00	395.00	395.00
Western Baseball.....	85.00	65.00 85.00	85.00	85.00
X-Ray Poker (Scientific)....	85.00	85.00	85.00	85.00

HERE'S A SENSATIONAL BUY—  
 FOR YOU—While They Last!

**50 SEEBURG 146's and 147's**

AT THE UNBELIEVABLY LOW PRICES OF.....

**\$150.00** EA.

for the 146's

**\$175.00** EA.

for the 147's

These machines have just come off location. We took them as trade-ins against the purchase of 100 Select-O-Matic "100's". They are all in perfect working condition and all parts and plastics are intact.

Don't Wait! All Orders Filled in Rotation!

WRITE WIRE PHONE

IMMEDIATE DELIVERY

1/3 Dep., Bal. C. O. D. F. O. B. N. Y.

**Atlantic New York CORPORATION**

Exclusive Seeburg Distributors

583 10TH AVENUE, NEW YORK 18, N. Y.

Phone: CHickering 4-0760

Subscribe Now!  
 ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues



THE BILLBOARD

2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

567

Name .....

Address .....

City .....

Occupation .....



# Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	May 19	Issue of May 12	Issue of May 5	Issue of April 28
ABC Bowler (Keeney).....	\$60.00	\$60.00	\$65.00	\$65.00
Ace Bowler (Chicago Coin)...	\$195.00	195.00	195.00	195.00
Ace Bowler (Universal).....		194.50		
Baseball (Chicago Coin)....	12.50			
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide).....			49.50	49.50
Bowler (Williams).....		25.00	25.00	25.00
Bowlette (Gottlieb).....	45.00	69.50	45.00	49.50
		75.00	50.00	69.50
			75.00(2)	50.00
				40.00
Bowling Alley (Chicago Coin)...	45.00w/p	75.00(3)	89.00	55.00w/p
	75.00(2)	89.00	94.50	75.00
	94.50			70.00
	29.50			75.00
Bowling Alley (Genco).....			139.50w/p	139.50w/p
Bowling Classic (Chicago Coin)	155.00	159.50	150.00w/p	150.00w/p
	165.00	185.00	159.50	165.00
		175.00	185.00	165.00
			175.00(2)	175.00(3)
			185.00	
Bowling League (Genco)....	29.50	35.00	25.00	29.50
	37.50	50.00	35.00	37.50
			35.00	37.50
			39.00	39.00
Box Score (Williams).....	65.00	65.00		
Deluxe Bowler (Williams)...	69.50w/p	50.00	39.50w/p	75.00w/p
	75.00w/p	75.00w/p	69.50w/p	75.00
Double Bowler (Keeney)....	175.00	210.00	165.00w/p	165.00w/p
			169.00	210.00
			169.00	210.00
Double Shuffle Alley (United)	99.50	70.00	99.50	70.00
	169.50w/p		99.50	109.50
			169.50w/p	169.50w/p
Duck Pin (Keeney).....	155.00	50.00	175.00	
Express (Single Player).....	108.00			
Express (Two Player).....	139.00			
Flash Bowler.....		95.00		
Four Player Shuffle Alley... (United)		285.00	285.00	285.00
Four Player League Bowler (Keeney)	275.00	275.00	285.00	275.00
	275.00	285.00	275.00	285.00
Glider (Genco).....	25.00(2)	59.00	25.00(3)	59.50
			59.50	59.50
Hook Bowler (Bally).....	295.00	375.00	365.00	375.00
King Pin (Keeney).....	125.00	145.00	35.00	99.50
		125.00	145.00	145.00
		164.50		
League Bowler (Keeney)...	265.00	265.00(2)	285.00(2)	285.00(2)
	285.00(2)	285.00(2)		
Lite Up Pins (Chicago Coin)...			65.00	
Lucky Strike (Keeney).....	89.50w/p	89.50	(2)100.00	89.50w/p
	100.00			89.50w/p
Original Alley Rebound (United)		124.50		
Pin Boy (Keeney).....	47.50	50.00	25.00	30.00
	89.50w/p	45.00w/p	47.50	45.00w/p
		47.50w/p	50.00	85.00w/p
		89.50w/p		89.50w/p
Shuffle Alley (United).....	29.50(2)	25.00	29.50	25.00
	29.50w/p	37.50	39.00	37.50
	37.50	39.50(2)	39.50(3)	45.00
	45.00	45.00	55.00w/p	50.00
	55.00w/p	69.50w/p	69.50w/p(2)	69.50w/p
	59.50w/p		79.50w/p	79.50w/p
	69.00			89.50
	69.50w/p(2)			
	99.50w/p			
Shuffle Alley Express (United)	75.00	99.50	75.00	79.50
	125.00(2)	99.50	125.00	99.50
	209.50	194.50	209.50	125.00
				149.00
Shuffle Baseball (Chicago Coin).....	75.00	75.00(3)	75.00	75.00w/p
Shuffle Bowler (Bally).....	25.00	35.00(2)	35.00	39.00
	49.00	49.50	49.00	49.50
	50.00	54.50	50.00	54.50
	65.00w/p	85.00	85.00w/p	85.00w/p
	85.00w/p			85.00w/p
	85.00			
Shuffle Cade (United).....		350.00		
Shuffle Champs (Bally).....	159.50			
Shuffle Jungle (Rock-Ola)...	37.50	55.00	159.50	159.50
Shuffle Lane (Rock-Ola)...	29.50	137.50	37.50	55.00
Shuffle Pool (Nationwide)...	49.50		29.50(2)	37.50
Shuffle Skill (United).....	59.50		49.50	49.50
Shuffle Slugger (United)....			59.50	59.50
Single Shuffle Alley Rebound (United).....	199.50	95.00w/p	199.50	199.50
Single Shuffle Alley (Williams).....		224.50		
		25.00		
Speed Bowler (Bally).....	125.00	150.00	150.00(2)	189.50
	199.50	199.50	225.00(2)	199.50
	225.00(2)	225.00(2)		225.00
Standard Shuffle Alley (Williams).....		25.00		
Strike (Exhibit).....	75.00	79.50	75.00	89.50
	99.50	100.00	99.50	99.50
		100.00		
Super Shuffle (United).....	49.50	60.00	35.00	60.00
	69.50	69.50	34.50	49.50
	139.50w/p		59.00	59.50
			69.50	69.50
			139.50w/p	160.00w/p
			145.00(2)	145.00(2)
Super Twin Bowler (Universal)	139.00	145.00(2)	160.00w/p	160.00w/p
	165.00	175.00	175.00	179.50
	179.50	179.50		
Ten Pins (Keeney).....	50.00	64.50w/p	75.00	64.50w/p
	64.50w/p			
Trophy Bowl (Chicago Coin)...	165.00	175.00	155.00w/p	155.00w/p
	185.00	175.00	185.00	185.00
		195.00		
		195.00(2)		195.00(2)
Twin Bowler (Universal)....	84.50	85.00	75.00	84.50
	89.00	85.00	95.00	95.00w/p
	89.50w/p	95.00	65.00	89.50
	95.00			95.00
Twin Bowling Alley (Chicago Coin).....		70.00	70.00	
Twin Shuffle Alley Rebound (United).....	245.00(2)	245.00	235.00	235.00
	249.00	249.50	245.00w/p	245.00w/p
	295.00	249.50	249.50	249.50
Twin Shuffle (Williams)....	29.50	50.00	25.00	50.00
Two Player Shuffle Alley Express (United).....				209.50

# Seek State-Wide Shuffle Assns.

DETROIT, May 19.—A move for organization of State-wide shuffleboard associations, along the lines of other trade groups, was proposed by Fred W. Chlopan, executive director of Detroit Shuffleboard Association (DSA), this week.

"Good public relations are the dominant factor in the continued existence of the shuffleboard industry," he said. "This factor can be our strongest or weakest link. Unfavorable impressions from the public toward the industry reflect not only upon the operator, but with equal disfavor upon the entire industry. Establishment of equitable and uniform regulations can only be accomplished thru the sincere efforts of co-ordinated and responsible State associations."

As a step in that direction, Chlopan, authorized by the membership of the DSA, is to attend the American Shuffleboard League playoffs in Madison, Wis.

At the same time, he will act as a good-will ambassador, extending invitations to players to the Detroit meet, to be held here in June. (The Billboard, May 19.)

# Mich. Solons Win Coin Ops, Union Praise

DETROIT, May 19.—Tribute to the Michigan lawmakers responsible for the defeat of House Bill 382, placing a heavy tax on coin machine operation, was voiced in a joint statement issued by Irving B. Ackerman, counsel for the Michigan Automatic Phonograph Owners' Association, and William E. Bufalino, president of Coin Machine Workers' Union, Teamsters' Local 985, who joined forces to oppose the measure.

"A deep sense of gratitude should be extended to the legislators, both Republicans and Democrats, who joined in the defeat of this bill," they said. They especially cited some of the representatives who took an active part, including the parliamentary maneuvers which resulted in amending and referring the bill to the committee on Printing to effectively squelch it. These included William Romano, Van Dyke; Homer Bauer, Charlotte; Leann Harrelson, Pontiac; Walter T. McMahon, Hazel Park, and Chester Lewandowski, Detroit.

# Cig Tax Pic

WASHINGTON, May 19.—Chances for final legislation sharply scaling down the Treasury Department's demands for stiff tobacco tax hikes continued to brighten this week. The Administration suffered a setback in its demands when the House Ways and Means Committee Monday (14) agreed on an increase in the tax on cigarettes from 7 to 8 cents a pack instead of 10 cents as requested by the Treasury Department. The committee's mild rise would result in an additional \$177 million in revenue from this source.

The hike, as approved, would apply to all brands of cigarettes—standard and economy. No changes were made in the current levies on cigars and chewing tobacco, altho the Treasury Department had asked for a \$25 million hike.

A move to block even a mild raise in cigarette taxes appears certain to develop when the House Ways and Means Committee's final tax bill reaches the floor of Congress. However, this move is being given only an outside chance of success. Nevertheless, opposition to increases are being voiced from the floor. Representative Watkins M. Abbutt (D., Va.) in floor remarks declared that "considerable interest has been aroused by the proposal to increase the excise tax on cigarettes and tobacco generally," and he added that "tobacco is taxed more than any other commodity with the possible exception of alcohol."

STAMFORD, Conn., May 19.—Edward C. Hyland has been appointed manager of export sales for the Stamford division of the Yale & Towne Manufacturing Company, maker of locks for postage meter machines. He succeeds Henry C. Gebhardt, who is establishing his own business as manufacturer's representative in Latin America.

# World Wide Your Exclusive Distributor for KEENEY, ROCK-OLA, EXHIBIT, WILLIAMS

### 5 BALL GAMES

Floor Samples and Late Reconditioned

- TRIPLET ..... \$175
- PINKY ..... 175
- TRI-Score ..... 150
- HOT ROD ..... 146
- DOUBLE FEATURE ..... 135
- SOUTH PACIFIC ..... 125
- SWEETHEART ..... 120
- BUFFALO BILL ..... 115
- SHARPSHOOTER ..... 115
- TUMBLEWEED ..... 110

### ONE BALLS

Bally

- Champion ..... \$245
- Citation ..... 145
- Turf King (New) ..... Write
- Gold Cup ..... 95
- Special Entry ..... 65
- Jockey Special ..... 75

Universal

- Photo Finish ..... \$195
- Winner (New) ..... Write

### KEENEY CONVERSIONS

For every Shuffleboard. Ask the smart operator who uses them.

LEAGUE MATCH BOWLER for 12-ft. board

4 WAY BOWLER for longer boards fully Automatic—Hi Score Jumbo Pins Automatic Puck Return—Fast Action—Scores All Split Shots.

### KEENEY LEAGUE BOWLER

- ★ 8" jumbo let-up pins
- ★ Absolute play appeal
- ★ Guaranteed BIG PLAY!
- ★ 1-2-3 or 4 players!

### More Popular Than Ever Williams DOUBLE HEADER

2 player rebound baseball game \$175

### 50 Selection Rock-Ola 1951 ROCKET PHONO

45 or 78 RPM. Beautifully styled blond cabinet!

### Reconditioned SHUFFLE GAMES

- Bally HOOK BOWLER ..... \$375
- Keeney LEAGUE BOWLER ..... 285
- United TWIN SHUFFLE ALLEY REBOUND ..... 245
- Keeney DOUBLE BOWLER ..... 210
- Chic. Coin ACE BOWLER ..... 195
- Chic. Coin BOWLING CLASSIC ..... 185
- Universal SUPER TWIN BOWLER ..... 175
- Keeney KING PIN ..... 145
- Bally SHUFFLE BOWLER ..... 85
- Wms. DELUXE BOWLER with Flyaway Pins ..... 75
- Bally SPEED BOWLER with Flyaway Pins ..... 75
- Univ. HIGH SCORE BOWLER (New) Write

### WILLIAMS GAMES MUSIC MITE

Musical treat just for your entertaining spot. See it—hear it—buy it! 5¢ or 5-10-25¢ Coin Chute.

### Super World Series

Exciting, all new Ball Game. 5-10-25¢ single entry chute. Sluggo! Scores runs, hits—all the thrills of baseball! A surefire winner!

### EXHIBIT GAMES

GUN PATROL 5-10-25¢ Coin Chute. Easily converted for any of above type of plays.

SIX SHOOTER Exciting pistol target shooting. Real "Western" flavor. A terrific profit maker. Write!

### Miscellaneous Equipment

Seeburg SHOOT THE Bear ..... \$375

Williams STAR SERIES ..... 145

Exhibit DALE GUNS ..... 95

Thoroughly Reconditioned.

### MUSIC

Seeburg M100 ..... Write

Wurlitzer 1015 ..... \$275

Wurlitzer 1080 ..... 275



# LOOK

## 120 W1-L56 5c WIRELESS SEEBURG WALL-O-MATICS

COMPLETELY REFINISHED  
NEW BAKED ENAMEL COVERS  
CANNOT BE TOLD FROM NEW  
ONLY \$19.50 EACH  
LOTS OF 10 OR MORE — \$17.50

SEND 1/3 DEPOSIT AND SHIPPING INSTRUCTIONS

# TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. LUrry 2-9180

For Details See Page 51

Your Own Competitors Tell You...

(and they ought to know because they've done it)

20 New Williams Baseball Double Header Bowlers. Automatic Rebound Weight. In Original Crates. \$249.50

5 New Williams Deluxe Bowlers; Disappearing Pins; Automatic Return. In Original Crates \$174.50

10 Bally Original Speed Bowlers. Used and in Excellent Condition \$154.50

WHY WAIT????

### C. & L. DISTRIBUTING CO.

37 Heights Blvd., Houston, Texas

Lynchburg 9908 Victor 0711



**finest**  
RECONDITIONED  
EQUIPMENT  
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready for Location

**SPECIAL!**  
ONLY 5  
**STRIKES 'N' SPARES**

With new \$375.00 conversion which completely eliminates previous mechanical defects.

14 FT. LONG \$79.50  
33 IN. WIDE EA.

Chi. Coin Play Balls .....WRITE!  
1/3 Deposit, Balance C.O.D.

**Scott-Crosse Co.**  
1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

# List ASLI Shuffle State Champ Teams

UNION CITY, N. J., May 19.—A total of 185 teams participated in 13 State championship tournaments conducted under the auspices of American Shuffleboard Leagues, Inc., this spring. Don Freeburg, ASLI tournament director, announced here. Of this number, 53 teams in all divisions, men and women — longboard and cushion, shared in the prize fund of \$4,160, which was the full amount derived from entry fees. Most of the winners will play in the U. S. championship tournament at Madison, Wis., May 25-28.

Freeburg said competition this year showed a considerable improvement over 1950 activities despite the participation of fewer teams. This he attributed to the experience in State meets gained a year ago which limited play to teams which were of proven ability, plus the fact schedules were more compact and players more expert at the fine points of rulings.

This group not only had the greatest number of teams entered but received much favorable publicity for the sport on radio and via the daily press. Competition was open to all registered ASLI teams in the State tournaments, regardless of the standing they had achieved in local leagues.

The State champions were:

- Idaho—The Tavern, Boise, men's longboard.
- Illinois—Dudak's, Streator, men's longboard. Evey's, Decatur, men's cushion.
- Indiana—Tip Top Cafe, Huntington, men's longboard. Pete and Beck's, Fort Wayne, women's longboard.
- Massachusetts—Fraternal Order of Eagles, No. 931, Greenfield, men's longboard.
- Michigan—Triangle Majors, Grand Rapids, men's longboard. Perkin's Bar, Saginaw, women's longboard.
- Missouri—Emil's Buffet, St. Louis, men's longboard. I'm Inn, Overland, men's cushion.
- New Jersey—Hubert's Yanks, Camden, men's longboard. Hubert's A's, Camden, women's longboard.
- New York—Matt's Grill, Schenectady, men's longboard. Marx's Grill, Schenectady, women's longboard.
- Ohio—Mo-Dell's, Toledo, men's longboard. Roby's Nite Club, Toledo, women's longboard.
- Pennsylvania—The Pub, New Holland, men's longboard. Reinholds A. C., Reinholds, women's longboard.
- Washington—Broadway Tavern, Seattle, men's longboard. Night Hawk, Seattle, men's cushion.
- Wisconsin—Embassy Club, Racine, men's longboard. Ball Park Ladies, Madison, women's longboard. Orange Bohl, Wausau, men's cushion. Salzman's, Wausau, women's cushion.

### Ops, Distributions

The ASLI tourney chief pointed out that the State directors of meets were responsible for the excellence with which play was conducted. The paper work was handled by ASLI headquarters, Freeburg praised the work of the directors, operators and distributors of shuffleboards, for their promotional spadework which gave prominence to the meets and furthered the interest of the game in their respective States.

Probably the most successful State meets were held in Michigan, Wisconsin, Illinois, Ohio and Indi-

**N. Y. & N. J. OPERATORS!**  
WE ARE NOW DELIVERING

EVANS NEW CONSTELLATION PHONOGRAPH 20 RECORDS-40 SELECTIONS for 78 or 45 RPM

KEENEY ELECTRIC CIGARETTE MACHINE

Now Delivering Keeneys New 9 1/2 ft. BIG LEAGUE BOWLER 4-Player Sensation

Write for List of Our Stock!

**DAVE LOWY & CO.**  
Exclusive Distributor for Keeneys Products in the Metropolitan Area and N. J.  
594 Tenth Ave. NEW YORK, N. Y.  
Phone: CHickering 4-5100

## BEST BUY FOR YOUR MONEY

**TRADIO**  
THE GREATEST NAME IN  
COIN-OPERATED  
TELEVISION



Now, it's Tradio's new 17" full Console Television that's getting the big money everywhere. It's a beautiful set, a wonderful set . . . ideal for the nation's top locations . . . and . . . because it is specially designed and engineered (not adapted) for coin-operation . . . perfect for you.

Cash in on coin-operated television . . . the newest, most profitable operating trend. Cash in on Tradio . . . most definitely the best buy for your money.

**17" FULL CONSOLE**  
**21 Tube R. C. A.**  
**Licensed Chassis.**  
**Beautiful Mahogany Cabinet.**  
(Note How Cash Box Swings With Door)

**IMMEDIATE DELIVERY**

**EXCLUSIVE DISTRIBUTOR—FRANCHISES AVAILABLE**

**FOR SPECIAL OPERATOR'S PRICE**

**CLIP AND MAIL TODAY!**

Trad Television Corp.  
Asbury Park, N. J.

Gentlemen:  
Please rush full details.

I am interested in operating.  
 I am interested in your distributor franchise.

NAME .....

ADDRESS .....

CITY ..... STATE .....

**TRAD TELEVISION CORP.**  
Manufacturers of RCA Licensed Television  
ASBURY PARK, N. J.  
ASbury Park 2-7447

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

# Legislatures Prep Coin Bills

Continued from page 76

come effective October 1, 1951.

**CALIFORNIA**—Hearings are scheduled next week on two measures of interest to operators of cigarette machines. One covers placement of such equipment within locations, the other making it a misdemeanor to install or maintain a cigarette venter within 600 feet of the closest outer boundary of any school.

**CONNECTICUT**—Senate Bill 734, governing the serving of milk in public locations, referred to the public health and safety committee Monday (14).

**MISSOURI**—Included in Senate Joint Resolution 3, pertaining to payment of a soldiers' bonus, is provision for a license tax of \$5 per year on all coin-operated games and amusement devices, including jukes and pinball games, and a similar \$5 license tax on each manually operated shuffleboard and/or coin operated shuffleboard.

**OHIO**—Senate Bill 5, covering "discriminate use of juke boxes" wherein a public disturbance is created, was passed. Bill calls for a fine of not less than \$10 and not more than \$50 for each offense.

### Solons Adjourn

**OKLAHOMA**—A concurrent resolution was adopted by both branches of the Legislature pro-

viding for a sine die adjournment of the 1951 regular session Thursday (17) at noon.

House Bill 508, which would license cigarette vendors as places of business, was referred to conference on Monday (14).

House Bill 493, concerning manufacture, distribution or performance of obscene records, was referred to the Social Welfare Committee.

Senate Bill 86, authorizing the operation of five-ball games which provide amusement or entertainment only, including the amusement or entertainment provided by free games automatically tendered by the game, providing it shall be unlawful to permit the operation of the games by any person under 18, was introduced.

### Seal Machines

**TEXAS**—House Bill 350, authorizing cities and counties levying an occupation tax on coin-operated machines to seal any machine on which the tax has not been paid; making it unlawful for any person to break such seal or exhibit, display or remove from location after the seal has been broken; authorizing a fee for the release of any coin-operated machine sealed for non-payment of tax, and providing penalties, was passed Wednesday (16).

# Detroit Leagues Hold Banquets; Plan Tourney

DETROIT, May 19.—Two shuffleboard league banquets held here during the past 10 days showed that Motor City shuffleboard has come of age. Ted DeHarde, operator, was host to 50 picked players from teams representing his locations at Carrie's Tavern Monday (14). The location is at Fair Haven on Lake St. Clair, about 40 miles north of Detroit, giving all the players a chance for an outing. Tournament-type play was held under the management of John and Jean Westerdale, who have been servicing regular league play for these teams all season thru the Shuffleboard Secretarial Service.

Earlier a crowd of 500 attended a banquet and dance at the Edmond Gambles Veterans of Foreign Wars Hall, with Mr. and Mrs. Tom Dewberry, owners of the T. J. Amusement Company, as hosts. This group represented a double league, playing at locations serviced by Dewberry, assisted by Eddie Baker of his staff.

Guests at the Dewberry banquet included Fred W. Chlopan, executive director of Detroit Shuffleboard Association, the sponsoring group for all league play; John C. Westerdale, director of league play; Maurice J. Feldman, Central Coin Machine Exchange, and their wives.

### National Meet

Planning for the National Open Shuffleboard Tournament, to be held at the Michigan State fairgrounds here June 2-10, moved into its final stages at a special meeting of the Detroit Shuffleboard Association, which is the sponsor. Tournament Manager John C. Westerdale went into details of arrangements with the members, and reports were given by the advertising, publicity, prize and equipment committees.

Westerdale reported thousands of application blanks were being mailed in response to requests from players and team sponsors.

## Free-Play Bill

Continued from page 76

State's anti-gambling statutes. The bill was killed despite emphasis by Rep. Dave Smith, backer of the proposal, that it would also channel all license tax revenue from pinballs to the old-age assistance program. It would have prohibited anyone under 18 years old from playing the games.

Support for the measure also came from Rep. T. K. Klinglesmith, who told legislators:

"Two years ago it was the intent of the Legislature to legalize free games. The Criminal Court of Appeals ruled this provision out because the language was not clear.

## Pitt Studies Dime Play

Continued from page 81

Machine Exchange, explains. "Fellows can enter the coin field with \$25,000 to \$50,000 and lose it. Others can start with \$500-\$1,000, or even less, and build until they are making a living.

"One trick the successful ops use is to buy only what they can pay for and own what they have. That way if things get rough at the end of the week the equipment they have purchased is still theirs, there are no payments to meet, and a little later on maybe they can buy more the same way.

"Owning only what they can pay for would be a great help during a switch to dime play and, in the long run, they can maneuver. If they're low on cash, for example, yet they need another unit to secure a new location, they can buy it.

"Anyone who has been in the coin business five to 10 years and has managed properly, watches these points."

### 2 for 10

Morris Vinocur, president, Monarch Music Company, believes the best method of converting to dime play would be to take the nickel chutes off and give two plays for a dime, six for a quarter. That would give patrons their money's worth, says Vinocur, and gradually bridge the gap to dime play.

"I believe the public would go along with dime play," Vinocur pointed out, "for if a patron wants to hear music he will play a box, regardless."

Vinocur believes preference for nickel play is not a psychological tendency, but rather a habit. Jukes for years have been associated with

nickel play. It has been brought up with the industry, he says.

### More Dimes

"Watch the average man empty his pocket coins into his hand when buying small items and you'll find he has more dimes than nickels," Vinocur concluded.

"If on every machine there was a notice reading, 'Two plays for a dime, minimum,' I believe people could be swung over in from two to four to six weeks—two months at the maximum, to dime play. And I doubt if returns would really suffer.

"What's more, expenses would be less; the route man could collect his money in less time, even the minor item of rolling dimes instead of nickels for bank deposit wouldn't take so long."

Lastly, Frank Impronto, music op of Ambridge, Pa., who switched to dime play in February, feels his was an excellent move and reports his gross has risen about 25 per cent.

## EXTRA CLEAN

### 1 BALLS

- 6 Champions .....\$189.50
- 4 Citations ..... 117.50
- NEW ABC United ..... Write
- Bright Lights ..... Write
- Turf Kings ..... Write
- 5 Heavy Hitters. Ea. .... 37.50
- 3 H146M Seeburg
- Rollaway ..... 212.50
- 2 RC1 1941 Seeburg
- Rollaway ..... 114.50

Good Selection Used Games—Cheap

**STERLING NOVELTY CO.**  
Inc.

669 So. Broadway Lexington, Ky.

## SACRIFICE FOR QUICK SALE

- DOUBLE SAFES Universal - - - - - \$75.00
- SINGLE SAFES Universal - - - - - 25.00

- TURF KINGS NEW WRITE
- WINNERS NEW WRITE

Write or Wire—One-Third Deposit—Balance C.O.D.

## REX COIN MACHINE DISTRIBUTING CORP.

821 SOUTH SALINA STREET SYRACUSE, NEW YORK  
PHONE 2-8255



# State Tax Calendar

<p><b>Alabama</b> June 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due. June 15—Income tax second installment due. June 20—Sales tax reports and payment due.</p> <p><b>Arizona</b> June 15—Gross income tax reports and payment due. Income tax second installment due.</p> <p><b>Arkansas</b> June 20—Gross receipts tax reports and payment due.</p> <p><b>Colorado</b> June 14—Sales tax reports and payment due.</p> <p><b>Delaware</b> June 1—License tax reports and payment from merchants and manufacturers due.</p> <p><b>District of Columbia</b> June 20—Sales tax reports and payment due.</p> <p><b>Florida</b> June 20—Rental tax reports and payment due. Sales tax reports and payment due.</p> <p><b>Georgia</b> June 10—Cigar and cigarette wholesale dealer reports due. June 15—Income tax second installment due. June 30—Sales tax reports and payment delinquent.</p> <p><b>Idaho</b> June 15—Cigarette wholesaler drop shipment reports due. June 20—Property tax semi-annual installment delinquent.</p> <p><b>Illinois</b> June 1—Personal property tax reports and payment due (last day). June 15—Sales tax reports and payment due.</p> <p><b>Indiana</b> June 10—Cigarette distributor interstate business reports due. June 15—Cigarette distributor drop shipment reports due.</p> <p><b>Iowa</b> June 30—License fee from cigarette distributors and wholesalers due.</p> <p><b>Kansas</b> June 20—Property tax second installment due. Sales tax reports and payment due.</p>	<p><b>Kentucky</b> June 20—Cigarette wholesaler reports due. June 30—Amusement and entertainment tax reports and payment due.</p> <p><b>Louisiana</b> June 1—Soft drinks reports due. Tobacco reports due. June 15—Income tax reports and payment from foreign corporations having no office in Louisiana due. Soft drinks reports due. Tobacco reports due. June 20—Sales tax reports and payment due.</p> <p><b>Maryland</b> June 10—Admissions tax due. June 15—Sales tax reports and payment due.</p> <p><b>Massachusetts</b> June 10—Meals excise tax reports and payment due. June 20—Cigarette tax reports and payment due.</p> <p><b>Michigan</b> June 15—Sales tax reports and payment due. June 20—Cigarette tax reports and payment due. June 30—Cigarette distributor licenses expire.</p> <p><b>Minnesota</b> June 15—Income tax (over \$30) second installment due. June 20—Cigarette tax reports and payment due. June 30—Cigarette distributor and sub-jobber licenses expire.</p> <p><b>Mississippi</b> June 5—Factory reports due. June 10—Admissions tax reports and payment due. June 15—Income tax second installment due. Occupation (sales) tax reports and payment due. Tobacco manufacturer, distributor and wholesaler reports due.</p> <p><b>Missouri</b> June 30—Soft drinks manufacturer tax reports and payment due.</p> <p><b>Montana</b> June 15—Income (corporation license) tax due.</p> <p><b>Nebraska</b> June 10—Cigarette distributor reports due.</p> <p><b>Nevada</b> June 4—Property tax quarterly installment due.</p>
--	--

**New Jersey**  
June 20—Cigarette distributor tax reports and payment due.

**New Mexico**  
June 15—Occupational gross income tax reports and payment due.

**North Carolina**  
June 15—Income tax second installment due. Sales tax reports and payment due.

**North Dakota**  
June 10—Cigarette distributor reports due.  
June 15—Income tax second installment due.

**Ohio**  
June 10—Cigarette wholesaler reports due.  
June 15—Cigarette use tax reports and payment due.

**Oklahoma**  
June 10—Cigarette wholesaler,

retailer and vending machine owner reports due.  
June 15—Income tax second installment due. Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.

**Pennsylvania**  
June 10—Soft drinks reports due.

**Rhode Island**  
June 20—Sales tax reports and payment due.

**South Carolina**  
June 15—Income tax second installment due.

**South Dakota**  
June 30—Property reports due (last day).

**Tennessee**  
June 20—Sales tax reports and payment due.

**Texas**  
June 30—Property tax second installment due.

**Utah**  
June 15—Excise (income) tax second installment due.  
June 30—Cigarette licenses expire.

**Vermont**  
June 15—Personal income tax second installment due.

**Virginia**  
June 1—Corporation income tax due.  
June 10—Tobacco tax from warehousemen due.

**Washington**  
June 15—Cigarette drop shipment reports from wholesalers due.

**West Virginia**  
June 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

**Wisconsin**  
June 10—Cigarette wholesaler and manufacturer reports due.

**Wyoming**  
June 15—Sales tax reports and payment due.

# Calendar for Coinmen

May 23—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

May 24—Connecticut State Coin Association, Inc. (CSCA), semi-monthly meeting, Hotel Bond, Hartford.

May 24—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

May 26—NAMA Region IV meeting, Biltmore Hotel, Atlanta.

May 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

May 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

May 29—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

May 31—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Detroit-Leland Hotel, Detroit.

June 2-12—First National Open Table Shuffleboard Tournament, in conjunction with Detroit's 250th anniversary festival, Michigan State Fairgrounds, Detroit.

June 3-7—National Confectioners' Association (NCA), annual convention, exhibit, Stevens Hotel, Chicago.

June 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

June 5, 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

June 5, 19—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

June 6—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

June 6-9—National Candy Wholesalers' Association, Inc. (NCWA), annual convention, exhibit, Palmer House, Chicago.

June 7—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.

June 7—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

June 12—Automatic Phonograph Owners' Association (APOA), monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

June 12—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

June 12, 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel Philadelphia.

June 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

June 14—Michigan Phonograph Owners' Association, Inc. (MPOA), monthly meeting, Macabees Building, Detroit.

June 20—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

June 30—NAMA Region XII meeting, Multnomah Hotel, Portland, Ore.

July 8-10—South Dakota Phonograph Association (SDPA), quarterly meeting, Sioux Falls, S. D.



Flashing Animation. Rabbits run around figure of man as bumpers are hit!

**SEE IT--  
BUY IT--  
At Your  
Distributor  
TODAY!**

**There's No Make-Believe**

*about Williams*

# HARVEY

**IT'S "FOR REAL" IN  
APPEAL, PLAY and  
PROFITS!**

**Everybody Likes:**

**SUPER-SPECIAL BONUS**

**HOLE**—builds up to 25 REPLAYS . . . does not reset at end of game!

**3 SPECIAL BUMPERS  
2 SPECIAL REBOUNDS**

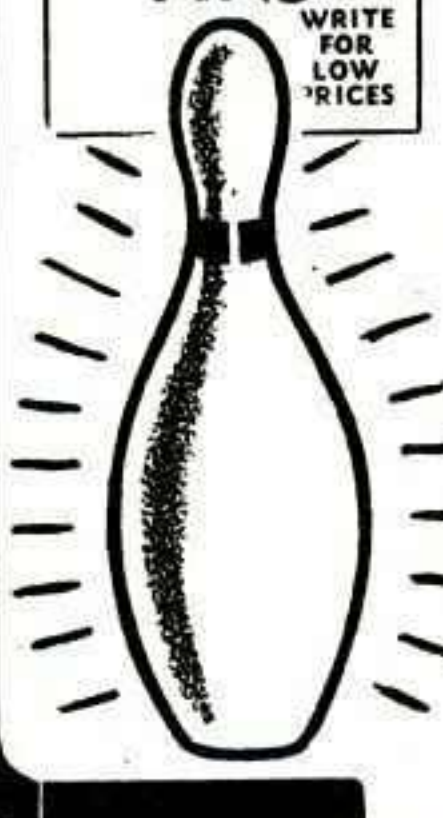
**HIGH SCORE—BONUS SCORE  
SCORE BUILD-UP**



**CREATORS OF DEPENDABLE  
PLAY APPEAL!**

4242 W. Fillmore St.  
Chicago 24, Ill.

**JUMBO  
LIGHTED  
PINS**



WRITE FOR LOW PRICES

**E-Z Does It**

# E-Z-BOWL

**S WEEPING THE  
COUNTRY . . . LOW COST SENSATIONAL CON-  
VERSION THAT BRINGS TOP MONEY AND KEEPS  
YOUR LOCATIONS HAPPY!**

**300% OR  
MORE  
PROFIT OVER YOUR REGULAR  
SHUFFLEBOARDS  
ONE SHUFFLEBOARD MAKES TWO  
GAMES!**

Sure! It's for ONE Player . . . But just try one of them and you will see how E-Z DOES IT!  
Order a sample today and convince yourself as other operators are doing and you will understand why we are getting so many re-orders

- ★ Official Bowling Scores
- ★ Easy Installation
- ★ Exciting Rebound Action
- ★ 45 Second Play
- ★ Easy-To-Service Mechanism



**CASH BOX  
Heavy Plywood  
Large Capacity  
Tamper Proof  
Easy Installa-  
tion**

**Money Back Guarantee**  
Try it on location for two weeks, convince yourself, if you are not satisfied, return it in same condition as received and get your money back less shipping costs.

**MARVEL MANUFACTURING CO.**

2845 W. FULLERTON AVE., CHICAGO 47, ILL.  
Phone: Dickens 2-2424



Everybody Scores with Genco's



**HITS and RUNS**

Dynamic Interest - Colorful Animation Pitcher and Batter in Action Every Play

**Double Header Winner with Replays on both Batting Average and Runs!**

DAY IN-DAY OUT CROWD PLEASER

- 12 rebound counters put men on base
- Each hit increases batting average
- Each run counts towards replays
- Special KICKER HOLE registers exciting bonuses in runs and batting average

Call, Wire or Write YOUR DISTRIBUTOR TODAY

**GENCO**

2621 N. ASHLAND AVE. · CHICAGO 14, ILL.

PHONOGRAPHS	NEW GAMES
Reconditioned! Refinished! GUARANTEED!	Control Tower
SEEBURG 146 ..... \$275.00	Cyclone
SEEBURG 147 ..... 295.00	Hit and Run
SEEBURG 148, BLONDE ..... 395.00	Gun Patrol
SEEBURG 146, HIDEAWAY ..... 245.00	Big League Bowler
A.M.I. MODEL "A" ..... 425.00	United A-B-C Bally
A.M.I. MODEL "B" ..... WRITE	Bright Lights
WURLITZER 1015 ..... 275.00	Universal 5-Star
WURLITZER 1100 ..... 450.00	World Series
AIREON DELUXE ..... 125.00	United 5-Player League Bowler
	SEEBURG WALL-O-MATICS
	5-10-25c-W4-L56 ..... \$65.00
	5-10-25c-3-Wire-3W7-L56 ..... 65.00

What Do You Need? We Handle ALL Coin Machines!

**ATLAS MUSIC CO.**

2200 N. WESTERN AVE., CHICAGO 47, ILL. Phone: ARmitage 6-5005

**GREATER VALUE AT COVEN**

USED 5-BALL GAMES

Ali Baba ..... \$45.00	Used Jumbo Pin Games
Barnacle Bill ..... 55.00	Special Entry ..... \$ 57.50
Blue Skies ..... 54.50	In-key Special ..... 75.50
Floating Power ..... 85.00	Gold Cup ..... \$ 89.50
Puddin' Head ..... 59.50	Photo Finish ..... 129.50
Screw Ball ..... 54.50	Citation ..... 149.50
Triple Action ..... 44.50	Champion ..... 249.50

and many, many more.

**NOW DELIVERING! Bally BASEBALL and the sensational Bally BRIGHT LIGHTS**

Authorized Distributors for Wurlitzer Phonographs, Models 1400 and 1450, Bally Products, Permo Point Needles and Chicago Coin Band Box and Hit Parade.

**COVEN** distributing company

3181 Elston Chicago 18, Ill. Independence 3-2210

Authorized Distributors for **Bally and WURLITZER** Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

# Coinmen You Know

## Chicago

**Sam Lewis**, Chicago Coin Machine Company, is on a two-week road trip which will extend as far as Salt Lake City. He will contact distributors en route. **Sam Gensburg** is still in Florida. While they are away **Sam Wolberg** and **Ed Levin** are holding down the fort. Levin says sales on the counter music machine, Hit Parade, are going along at a nice pace.

**Joe Caldron**, Trans World Trading, is back from a short road trip. Also the manager of Ristocrat's export division. Caldron states there is a good possibility shipments on the S-45 will begin in a few days. He has several volume orders for the 12-tune counter box which plays 45 r.p.m. disks.

**Len Micon** reports continued steady results in used and new five-ball and shuffle games. New games winning operator friends are Williams Super World Series and Keeney's Big League Bowler. **Monty West** and **Boss Al Stern** have been busy entertaining local and out-of-town customers.

At Purveyor Shuffleboard Company, **Herb Perkins** is ready to make a brief trip to California. He will fly both ways, spending about eight days in the Los Angeles area. Perkins says firm has been getting a lot of action on some new close-out games it was lucky to secure. **Tom McNeil** continues to do a good job in the premium end of the business. One of the hot items is a fountain pen set with a circle base.

Reorders on United Manufacturing's new five-ball ABC game rolling in, according to **Billy DeSelm**, general sales manager, and reports from the field indicate the game will grow in popularity. **Lyn Durant**, president, **Herb Oettinger**, comptroller, and **Ray Riehl** all join in with optimistic reports that they have heard from all parts of the country.

**Gail S. Carter**, vice-president in charge of sales at Permo, Inc., is back at his desk after undergoing a three-day check-up in a local hospital. He reported everything in good shape. Meanwhile, executive offices are being moved around at the Permo headquarters to permit greater efficiency of operation. The material situation, for future output, seems to be bright, Carter reports.

First Distributors has started a big push on behalf of its newly-acquired line, the Chicago Coin Hit Parade. **Joe Kline**, partner in the org, left Tuesday (15) on a trip thru Illinois to acquaint ops with the piece, and **Wally Finke**, co-owner, plans to cover Northern Indiana when Kline returns to Chicago. **Mal Finke**, head of the premium division, reports a heavy run on picnic set premiums by operators. Firm's shop is on double shift in order to catch up on back orders of used games, a phase of the business which is now on the upward trend.

**Clayton Nemeroff**, Monarch Coin exec, says that **Charley Pieri**, who has just been appointed firm's sales manager, will, after orienting himself, start a drive on the Constellation, which Monarch reps in Indiana. Meanwhile, Nemeroff says there has been an upswing in the used machine business, and he expects the trend to grow in the weeks ahead.

**Dick Cole**, vice-president of Cole Products, reports that the firm has gotten underway with the American Changer, which it recently purchased. Firm has also expanded its New York divisional headquarters. Firm manufactures the Colespa drink vender.

**Ted Rubenstein**, head of Marvel

## Vital Statistics Deaths

**John Bittman**, Pittsburgh district salesman for Block Marble Company, Philadelphia, makers of coin machine parts, suddenly.

## Births

A son to Mr. and Mrs. Ed H. Newell in Memphis on May 4. Father is associated with Buster Williams in Williams Distributing. The baby was named Ed H. Newell Jr.

Manufacturing, reports steadily increased re-orders being received from all parts of the country on E-Z Bowl conversion unit. Firm has stepped up its production on the unit to meet the demand and Rubenstein reports shipments are being made daily. Many operators are using two of the units, splitting a standard shuffleboard in two, thus making two complete games from the package.

**Vic Weiss**, **Billy Knapp** and **Ju-lian Crum**, Allied Coin Machine execs, report work on their new quarters is nearing completion, and a gala opening is planned as soon as the construction crews have finished. There are more than 5,000 square feet of space on the first floor of the new building.

**Lou Casola**, Midwest Distributing, and **John Dochkus**, G & G, both Rockford, Ill., were in for conferences with **Bill Ryan** and **Mel Binks**. Another caller, in for reorders on the Five Star game, was **Norwood Veatch**, St. Louis. Firm's new five ball is winning new operators friends every week, Ryan says.

Over at Empire Coin Machine Exchange **Gil Kitt** and **Howie Freer** have been working on a new sales campaign, designed to aid firm's op customers in surrounding States. Freer just completed arrangements for shipments to several foreign countries. He adds they are biggest foreign deals firm has had in past year. **Stanley Levin** is ready for a biz trip thru Illinois and Iowa territory. . . . Ace Premium Sales Company, headed by **Ralph Sheffield**, is going ahead with expansion plans. Firm is handling one of largest lines of small appliances in the trade.

News from Precision Puck Company stresses that the firm is making a big run of pucks for shuffle games and shuffleboard. **Nels Malgren** and **Herb Smedburg** point out this may be the last time for ops to stock up on weights as the steel situation has changed sharply in the past couple of weeks.

At the Bally plant, **George Jenkins**, **Jack Nelson** and **Herb Jones** are doing their best to get volume orders on Bright Lights out to operators. These are the same ops who got large shipments only a week ago, they point out. Game is a new type five ball which gives players many extra chances to gain replays thru multiple play.

## New York

**Matty Forbes**, Cigarette Merchandisers' Association exec, says members of the org will probably take their spring outing the weekend of June 23. The affair always attracts cigarette ops from several Eastern States, as well as manufacturer reps. . . . **Paul Halstead**, manager of Welch's vending division, was in Chicago last week showing the firm's frozen juice machine at the supermarket convention.

**Nat Cohn**, Bowl-o-Matic prexy, returned last week from a biz trip to the West Coast. On the way back he stopped off at Tucson, Ariz., where he has an interest in a swank drive-in theater. He also bought a pedigree German shepherd there which he shipped back by air. Cohn expects soon to intro a new piece of equipment.

A selected group of local ops, including **Jack Semel**, **Sol and Murray Wohlman**, and **Joe Kochansky**, were hosted by a local factory rep and distributor for an advance look at a new game that will be introduced here within the next few weeks. . . . Visitors here on biz last week included **Si Redd**, of Redd Distributing, Boston; **Harry Rosenberg**, of Double-U Sales, Baltimore, and **Hymie Rosenberg**, former New York coinman now active in Florida.

**William**, son of **Sam Sacks**, Acme Sales prez, is all set for his Bar Mitzvah ceremony Saturday (19). Reception and dinner will be held at the Granada Hotel. . . . **Leo P. McKee**, Utica, N. Y., distrib and operator, was here last week to attend the State Republican committee's \$100-per-plate dinner at the Waldorf-Astoria Hotel.

**Mel Nudelman**, of the Monarch

Music Company, is in Korea with the 8th Army. Since joining the army, partner **Irv Beckerman** has been in charge of the route. . . . **Nat Supan**, of Progressive Music, has returned from a three-week vacation in Florida. . . . **Bill Alberg**, of Brooklyn Amusement, is home nursing a stomach ailment. . . . **Tilford Gross**, of Madison Music, has moved into a new home in Douglaston, L. I.

Word from **Lambert Marks**, who sold a large New Jersey route of jukes several months ago to re-settle on the West Coast, is that he is making progress with a sandwich vending operation in California. . . . **John Lee**, of Orange, N. J., has sold his music route to A.B.C. Distributing, of Newark.

**Eddie Petrocini**, of Capitol Amusement, has just joined the Westchester Operators' Guild. He was sponsored by **Ralph Fabozzi**.

**GUARANTEED PERFECT!**

Aluminum Discs for GROETCHEN TYPERS

IMMEDIATE \$11.00 Per DELIVERY! 1,000

1/3 Deposit With Order

**TREMAX INDUSTRIES, Inc.**

Successors to Max Glass Distributing Co. 914 Diversey Chicago 14, Ill.

**MOVING SALE**

MOVING TO SMALLER QUARTERS AND MUST SELL

CHAMPIONS ..... \$200.00

JOCKEY SPECIALS ..... 85.00

VICTORY SPECIALS ..... 25.00

All these machines are off of our own routes. Terms: 1/3 deposit with order, balance C.O.D.

**L. A. ENTERPRISES**

7650 S. Halsted St. Chicago 20, Illinois Phone: HU 3-6464

**10 United SHUFFLE ALLEYS**

Guaranteed Complete \$20 each No Crating

**COINEX CORPORATION**

Murray Rosenthal 1346 Roscoe Street Chicago 13 GRaceland 2-0317

**PINBALL BARGAIN**

If Our Prices Don't Suit You, Make an Offer on One Piece or All.

4 CHAMPIONS ..... @ \$179.00

3 PHOTO FINISH ..... @ 169.00

7 CITATIONS ..... @ 99.00

3 GOLD CUPS ..... @ 79.00

1 JOCKEY SPEC. .... @ 59.00

Lowest Price on Bally, Keeney and Universal Consoles.

TERMS: 1/2 CASH, BALANCE SIGHT DRAFT. WRITE, WIRE OR CALL

**CASEY JONES & COMPANY**

332 So. Jennings at Broadway Fort Worth 4, Texas

**Look at These Prices!**

United Shuffle Slugger	..... \$129.50
New Chico Thing	..... Write
2 Genco Big Tops, Ea.	..... 34.50
Exhibit Six Shooter	..... Write
4 Dale Guns, Ea.	..... 64.50
2 Bally Speed Bowler, 9 Ft. Ea.	..... 99.50
Toledo Large Head Scale	..... 64.50
Jennings Large Head Scale	..... 54.50
Rock-Ola #1422	..... 124.50

**OLSHEIN DIST. CO.**

1100 Broadway Albany 4, N. Y.

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND



of County Center Amusement. Eddie, who recently bought out the route of Charles Ledew, spends most of his time in Florida. The combined route is being managed by his dad, Anthony.

**William (Willie D.) Mercadante**, ex-fighter head of Carousel Records, attended recent juke association meetings in White Plains and Kingston, N. Y., to intro new disks by singer Al Lejane. **Meyer Parkoff**, of Atlantic, New York, is informing op customers that the Seeburg outlet will be closed Saturdays June thru August.

The **Greco brothers**, Joe and Tom, phono and game ops of Kingston, were shopping in town last week. **Barney Sugarman**, of Runyon, was at home ill most of the week, leaving **Morris Rood** in charge of the coinrow outlet.

**Miami**

**Eddie Petrocine**, North Dade Amusement Company, who operates a Shuffle Alley and pin route, is branching into the music field. **Earl Sears**, routeman for Vending Corporation of America, spending a two-week vacation in Cleveland. Manager **Don Boerema** takes over the extra duties in Sear's absence.

A recent addition to C & L Amusement Machine Company is routeman **Bill Awtry**, who formerly worked for **Herb Chacon**, owner of CL Amusement Company, Stamford, Conn., and Long Beach, L. I. N. Y.

Cup drink ops are beaming again since the return of hot weather sent soft drink sales soaring. Cool spells during the winter played havoc with and the usual hot weather came a little late this year.

Recent arrivals on the floor of Taran Distributing are Bally and Genco games and Keeney's refrigerated candy and sandwich vendors. Sales manager **Eli Ross** believes Bally has a dynamic hit in its new diamond game.

**Jack Corbin** rates "How High the Moon," Capitol record with **Les Paul** and **Mary Ford**, in the top spot in his music route, with "On Top of Old Smoky" and "Down the Trail of Achin' Hearts" as runners-up.

**Pittsburgh**

**Munroe Greene** and **Joseph Blonstein**, of Coin Machine Exchange, were in Philadelphia to see **Joseph, Manuel and Nathan Rake**, of Rake Coin Machine Exchange.

**E. Barker**, music roadman for Atlas Novelty Company in the Bradford, Williamsport, Chambersburg area, says the 100-selection Seeburg is in heavy demand. Locations want these boxes, but business must be good enough to pay off the op.

**George Mansour**, manager Capitol Records Distributing Company, before coming to Pittsburgh, was with the company in Cleveland, Cincinnati and West Virginia. **Myron O'Brisky**, of Penn Sports Service, at the main office in Buffalo on business. **John P. Piowarczyk**, Monarch Music Company, who has been in the Veterans Hospital at Aspinwall, Pa., about a month, is coming back to work.

**Indianapolis**

**James Peachy**, a former serviceman with the now extinct Zimbar Music Company, and a member of the marine reserves home on rotation from Korea, is in the city for 30 days, then reports to the Great Lakes Naval Station. **Kenneth Swing** and wife, of the Kokomo Music Company, were on coin row, buying records and looking over juke boxes.

**Richard (Dick) Wagner**, Caim-Cailloutte, Inc., Wurlitzer distributor, reports an increasing de-

mand for the Rex-Textile leather juke boxes. They come in various colors but red seems to be a favorite. Business with pin and game distributors is slow at this time. Few operators have been in buying. **Sen. Homer Capehart**, Packard Vending Company, spent several days in St. Vincent's Hospital for a general check-up. Nothing serious, he says.

**Joe Flynn**, manager, Shaffer Music Company, reports business about on par considering the off-season. **Mrs. Lottie Berman**, head of Sicking, Inc., says business is only fair but, with other businesses below normal, sales slightly below average were to be expected.

**Milwaukee**

Up Manitowoc way, according to **Verna Brixius**, operator, there are signs of reviving biz this spring. Polka tunes play a prominent part in Verna's wax offerings on her music machines and she reports using an increasing amount of 45 r.p.m. records in her locations.

**Doug Opitz**, Hilltop Coin Machine, also reports music biz on the upgrade in recent weeks. Three new 45 r.p.m. Seeburg machines were added recently. Doug still manages to find enough spare time to handle the secretary's post in the Wisconsin Phonograph Operators' Association.

Coin ops have been dropping in to spend some time at **Johnny O'Brien's** Mercury distrib plant to meet **Eddie Howard**, **Patti Page** and **Doris Drew**, all of whom made personal appearances last week.

On a Milwaukee visit, talking with ops and dealers and taking in **Doris Drew** performances at the Schroeder Hotel, were **Art Talmadge** and **Morry Price**, Mercury execs.

**Nate Cook**, Eau Claire candy jobber, is reported to have sold his business recently to the Northwest Distributors firm of the same city. Nate plans to move to Milwaukee and take things easy from now on.

**Carl Lorenz**, prexy of the Badger Candy Club, informs the org will hold its annual Fall Candy Carnival August 4 at the Ambassador Hotel. Members of the group will exhibit their wares to their customers including candy vending ops.

**Charley Chase**, who operates music and game equipment in the Crandon area, came to Milwaukee to get new equipment for his route. Music-wise, Charley reports his juke carry about 80 per cent Western and hillbilly sides. On the games side, his best results are being obtained with shuffleboards.

Wind-up of the bowling season found the Major Distributing kegling outfit in first place in the Saturday afternoon league. Top honors were carried off by **Hal Hacker**, with **Bob Markwardt** and **Ken Vogt** giving him a close run. **Jerry Orrvis** and **Warren Sehr** rounded out the tenpin squad.

Visitors at Paster Distributor included **Herb Wagner** and **Glen Gaedtker**, G. & W Amusement firm. Gaedtker was pleased with his catch during a recent fishing excursion to the upper Wolf River.

**Detroit**

**Ralph Baughman** joined the Down River Shows, of suburban River Rouge, with a battery of merchandise units. **William J. Bernard**, sales chief of the Coca-Cola Bottling Company here, has been named subcommittee chairman for Capital Gifts for the Detroit 250th Birthday Festival.

**Mrs. Wanda Rheume**, operator of the Monarch Music Company is keeping up her active flying. She was a wartime pilot. Mrs. Rheume is keeping in close touch with her location owners as an effective factor in retaining stops along an established route. **Mrs. Martha Rheume** is continuing to operate the B & M Music Company, following the death of her husband, **Samuel L. Rheume** in February.

**Los Angeles**

**Bill Carsky** of Casey Concession Company Chicago premium house, here for a visit and talking business with **Jack Leonard**, **C. C. McGovern** and **Homer P. Carey**, both of North Las Vegas, Nev., are candidates for municipal posts. McGovern is running for mayor and Carey for a councilman post. **Al Weymouth**, of Weymouth Service Company, re-

turned from a trip to the Northwest. **Bob Briggs**, also of the firm, dropped in to the Los Angeles headquarters from time to time for business conferences with Weymouth. Briggs is outside salesman.

**Stan Rouso**, Stoner representative, returned last week from a business trip to the Fresno area.

**Johnny Ulch**, of the City Candy & Tobacco Company, has sold his business and retired.

**Adolph D'Este**, of the vending machine department at Badger Sales Company, is adding to the inventory there. Firm carries a complete line of bulk merchandise and tab gum supplies. Badger also handles the Northwestern

line in this area. **Phil Sreden**, of Western Vending Machine Servicing Company, back from San Bernardino, where his firm is putting in machines.

**Nels Nelson**, of the Jean Minthorne Music service department, in Good Samaritan Hospital here for an operation. Expects to be out in about a week and back to work in two. **Ray Hanson** has been added to the service department at Minthorne Music Company.

**Terry Leonard**, 9-year-old daughter of **Dorothy** and **Jack Leonard**, he of the Badger Sales Company parts department, debuted at the Wilshire Ebell Theater Friday night. She is a dancer.

(Continued on page 94)

**GUARANTEED USED ONE BALLS**

AT LOWEST PRICES  
 CHAMPION ..... \$224.50  
 CITATION ..... 149.50  
 GOLD CUP ..... 89.50  
 JOCKEY SPECIAL ..... 79.50

(1/3 deposit with all orders)  
**SICKING, INC.**  
 America's Oldest Distributor  
 Established 1895  
 401 Central Pkwy. Cincinnati 14, O.



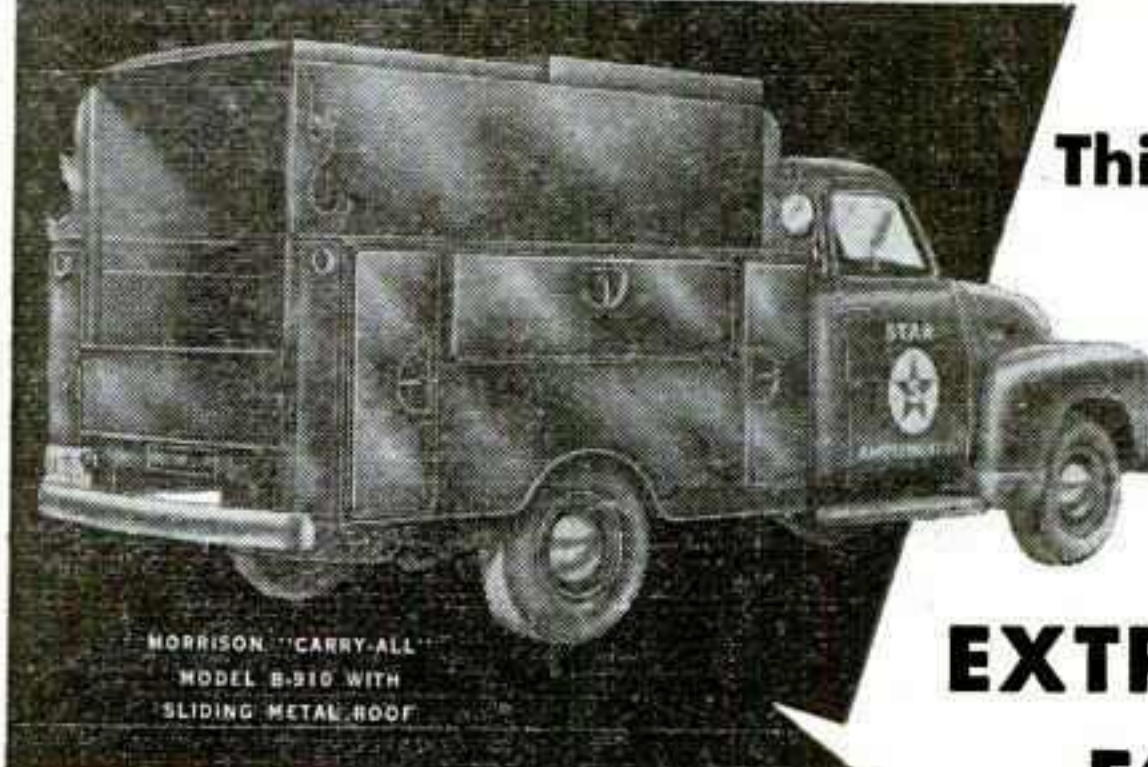
**GOTTLIEB gives you**  
**CYCLONE**  
 for a HURRICANE of INTENSIFIED ACTION

- ★ DOUBLE ROTATION!
  - ★ 5 "POP" BUMPER CLUSTER!
  - ★ ULTRA-HIGH SCORE FEATURE!
  - ★ 2 SIDE RECOVERY LANES!
- Super-dynamic appeal whirls earnings to new highs!

**D. GOTTLIEB & CO.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR TODAY!

If you would like to reduce the cost of your installation and service calls



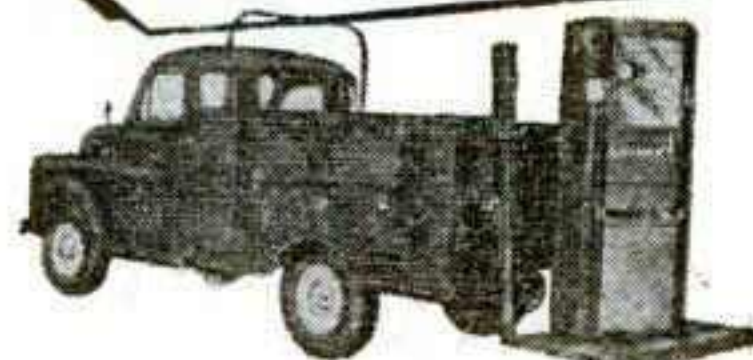
This MORRISON Carry-All Ad may mean EXTRA PROFITS FOR YOU from this minute on...

In one service body — and only in one — The MORRISON Carry-All you get all this ... and more ...

- ✓ Larger Loading Space ... for greater loads!
- ✓ Lower Mounting Height ... for easier loading and unloading!
- ✓ Greater Structural Strength ... for heavier loads!
- ✓ Weatherproof and Theftproof Compartments!
- ✓ Easily Designed for Adaptation to your Individual Needs!

WANT THE DETAILS? Then write us for your free guide to the selection of truck service bodies!

Carry-All Body Division  
**MORRISON STEEL PRODUCTS, INC.**  
 657 AMHERST ST. • BUFFALO 7, N. Y.



MORRISON "CARRY-ALL" BODY B-910 WITH AUTOMATIC LIFT

The MORRISON Carry-All is carried in stock for immediate delivery to franchised chassis dealers by 60 established truck equipment distributors.

**ARCADE and Location Equipment and Supplies**  
 POKERIOS, All Sizes... Write  
 Voice-O-Graph (new in original crates) \$800.00  
 Microscope Moving Pictures and Reels, comp. \$5.00  
 Punching Rag (new bag and bladder) 75.00  
 Astroscope 145.00  
 Mystic Pen (fortune telling) 125.00  
 Striking Clock 125.00  
 Bally Basketball (7 players) 100.00  
 All Star Baseball 125.00  
 Skee Balls (all makes and sizes) 75.00  
 Vitalize Foot Ease 95.00

**MUNVES RECONDITIONED MACHINES LOOK AND WORK LIKE NEW**  
 Free 14 Page, 160 Illus. Catalog.  
**MIKE MUNVES**  
 577 10th Ave. (at 42nd St.)  
 New York 18, N. Y. BRyant 9-6677



Let Today's TOP TUNES

HELP YOU SELL!

The top 20 tunes each week from The Billboard



The Billboard  
2160 Patterson St., Cincinnati 22, Ohio  
Until further notice please print and ship  
copies of TODAY'S TOP TUNES for which I  
enclose \$  
 Weekly  Twice Monthly  Monthly  
Send cash and we pay postage  
IMPRINT AS FOLLOWS

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

PLUS POSTAGE

NAME .....

ADDRESS .....

CITY AND STATE ..... PHONE .....

Ordered by .....

Coinmen You Know

Continued from page 93

Hartford, Conn.

Joe Naclerio, Waterbury Amusement, Waterbury, Conn., is back after a six-month stay in Florida. Joe told Abe Fish, president of the Connecticut State Coin Association, he intends to return south just as soon as the weather gets cold again.

Due home in June is Mrs. Mary Fish, mother of the CSCA president. She has been vacationing in Tucson, Ariz. Abe called her on the phone on Mother's Day.

A meeting of the CSCA is slated for the Gam Building at Ocean Beach Park, New London, May 24. Abe Fish will preside. . . . The State Labor Department reported a sharp increase in Hartford employment for April due mostly to a seasonal upswing in construction activity and a continued rapid expansion in the aircraft and machinery industries.

An ordinance requiring that all mechanical amusement devices such as pinball machines and other mechanical games of skill be licensed, has gone into effect at Torrington, Conn. Fee is \$5 per year. The Torrington City Council approved the ordinance at a recent meeting.

LATEST and BEST MONEY MAKER NAVAJO

Loads of Fun EVERYBODY PLAYS IT

- Small investment
- Excellent Returns
- Easy to Operate
- Takes Pennies, Nickels, Dimes or Foreign Coins
- Usually Repays investment Each Month
- Initial Cost Your Only Expense
- Every Business Place a Location
- Large Profits for Distributors

DISTRIBUTORS OR OPERATORS—Order a sufficient supply for your territory immediately! Samples, \$14.50. Cash with orders. 1 or more, \$12.50. 1/3 cash with order balance C.O.D. Wire phone or air mail.

Candle & McCrory Mfg. Co.  
1119 East Van Buren St. Phoenix, Arizona  
Phone 27423 or 36958



SHAFFER SPECIAL

SEEBURG 147-M

only \$315.00

Here's your chance to pick up Seeburg 147-M's in top working order—at ROCK BOTTOM PRICES

Completely Reconditioned Late Model Phonographs

These recent model machines are all in exceptionally good condition with smart, attractive appearance. Mechanism completely reconditioned, worn parts replaced, amplifier reconditioned, tone arm reconditioned or replaced.

SEEBURG	ROCK-OLA
148-ML ..... \$425.00	1428 ..... \$325.00
148-SL ..... 375.00	1426 ..... 199.50
H-148-M Hideaway ..... 300.00	1422 ..... 149.50
147-S ..... 275.00	
146-W ..... 275.00	Model "C," New ..... Write
146-M ..... 275.00	Model "B" ..... \$475.00
H-147-M Hideaway ..... 269.50	Model "A" ..... 375.00
H-246-M Hideaway ..... 259.50	
H-146-M Hideaway ..... 249.50	PACKARD
146-S ..... 249.50	Manhattan ..... \$149.50
	Model "7" ..... 79.50
WURLITZER	MILLS
1250 ..... \$525.00	Constellation ..... \$175.00
1100 ..... 395.00	
1015 ..... 239.00	AIREON
	1200-A ..... \$69.50

Seeburg Pre-War Phonographs

Guaranteed In Good Working Order

LoTones	.....	\$69.50
HiTones	.....	59.50
'41 RC Special	.....	69.50
Colonel	.....	49.50
Casino	.....	39.50
Vogue	.....	39.50
Classic	.....	39.50
Envoy	.....	39.50
Royal	.....	39.50
Plaza	.....	39.50

Terms: 25% Certified Deposit, Balance C.O.D.

All Items Subject To Prior Sale.

SHAFFER MUSIC CO.

COLUMBUS, OHIO  
606 S. High St.

CINCINNATI, OHIO  
2333 Gilbert Ave.

INDIANAPOLIS, IND.  
1372 Capitol Ave.

YOUR RELIABLE DISTRIBUTOR

ONE BALLS

Bally Turf King, new	.....	Write
Winners, new	.....	Write
Citation	.....	\$150.00
Universal Photo Finish	.....	200.00
Trophy, free play or payout	.....	100.00

RECONDITIONED

Jockey Special	.....	\$65.00
Special Entry	.....	50.00
Victory Special	.....	35.00

All machines are clean and ready for operation.

NEW EQUIPMENT

GENCO — WILLIAMS — CHICAGO COIN — NEW KEENEY ELECTRIC CIGARETTE VENDORS.

Terms: 1/3 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.



MACHINES & SUPPLY CO.  
TELEPHONE: Capitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Finest Selection in the Nation

PIN BALLS

Reconditioned — Ready for Location

WRITE FOR LIST AND PRICES

We Have Satisfied Customers All Over the World

INTERNATIONAL AMUSEMENT CO.  
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

Bigelow 8-9707

S REPORT CHICAGO

OPERATORS REPORT MINNEAPOLIS  
Total Play 74

OPERATORS REPORT CINCINNATI

OPERATORS REPORT ST. LOUIS

OPERATORS REPORT SALT LAKE CITY  
Play of Game Total

OPERATORS REPORT INDIANAPOLIS  
Name of Game

OPERATORS REPORT LOUISVILLE  
Play

OPERATORS REPORT

OPERATORS REPORT

OPERATORS REPORT FORT WAYNE  
Total Play 246

OPERATORS REPORT

OPERATORS REPORT

OPERATORS REPORT

OPERATORS REPORT CHICAGO  
Total Play



Proven EARNING power

Four GAMES IN ONE

Gets the Popular Play Everywhere!!

If it were permissible to publish the actual EARNINGS from operators reports—there would be no need to tell you more 'GUN PATROL' is an exciting event of today, proving itself daily for nickels, dimes, quarters. Aiming and shooting at 'front line' scenes call for the same skill, the same quick eye and finger on the trigger with an accurate shooting gun that also kicks with each shot. Players keep at it—becoming a daily practice habit to attain perfection as a marksman.

'GUN PATROL'—in appearance on location is today's smartest looking player attraction. On the inside you see fast moving mechanized battle convoys—in a colorful 'front line' battle scene. Flashing colored lights simulating bursting bombs with each scoring hit. Vends ticket for skill award. Adjustable for skill control. Operate 'GUN PATROL' everywhere. No legal restrictions.

Get Yours Now . . . While You Can

THE EXHIBIT SUPPLY CO.  
4218-4230 W. LAKE ST., CHICAGO 24, ILL.



# ATTENTION! COIN MACHINE OPERATORS

## Chicago Coin INTRODUCES A NEW SHUFFLE-TYPE GAME

10c and 20c  
PLAY

COMPLETELY  
NEW  
SPORT THEME

PACKED  
WITH  
PLAYER  
APPEAL

# WATCH THIS SPACE NEXT WEEK!

LOCATION  
TESTED

FREE FROM  
MECHANICAL  
"BUGS"

FOR AN "ALL-TIME"  
CASH BOX RECORD BREAKER

EASY  
SERVICE  
FEATURES

A GAME OF  
COMPETITION—SKILL—  
SPEED—HIGH SCORE

**DON'T WAIT!**  
CONTACT YOUR DISTRIBUTOR  
TODAY FOR DELIVERY DATES

CAN BE  
OPERATED IN  
ALL 48 STATES

# CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

### NATIONAL GUARANTEED VALUES!

<b>ONE-BALLS</b> New Turf Kings Write Champion \$235.00 Citation . 175.00 Photo Finish . 225.00	<b>SHUFFLE GAMES</b> Williams Double Header, Brand New ..... \$165.00 United Twin Rebound Shuffle Alley ..... 235.00 Chicago Coin Trophy Bowl ..... 145.00 Chicago Coin Bowling Classic .. 145.00 United 4-Player ..... 290.00 Bally Hook Bowler ..... 300.00 Keeney Double Bowler ..... 195.00	<b>NEW 5-BALLS</b> Gottlieb CYCLONE Genco HIT AND RUN United A-B-C Universal 5-STAR
<b>ARCADE GAMES</b> Shoot the Bear ..... \$395.00 Chicoin Basketball ..... 149.50 Late Mod. Dale Gun ..... 65.00 Bally Undersea Raider ..... \$ 75.00 Silver Bullets ..... 149.00 Bally Rapid Fire ..... 65.00		
<b>MUSIC</b> Chicago Coin HIT PARADE NEW—WRITE. Wurlitzer 1015 ..... \$265.00 1100 ..... 435.00 A.M.I. Model A . \$365.00 Model B . 465.00	<b>USED 5-BALLS</b> Utah ..... \$95 Just 21 ..... \$ 79 St. Louis ..... 79 Dallas ..... 79 Bank-a-Ball ..... 115 Buffalo Bill ..... 95 South Pacific ..... 119 Sharpshooter ..... 89 Select-a-Card ..... 95 Floating Power Double Shuffle ..... 89 Three Feathers ..... 79	<b>PREMIUMS</b> LARGE SELECTION, SEASONABLE MERCHANDISE CAREFULLY SELECTED Write for Our Latest Bulletin.

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

No. Indiana Operators—Contact us for NEW EVANS' CONSTELLATION PHONOGRAPHS.

**WE REBUILD YOUR PANORAM PROJECTORS. GUARANTEED—WRITE**

SPECIAL: "POP" CORN SEZ 10¢ VENDORS—WRITE. NOW DELIVERING KEENEY'S 4-WAY BOWLING UNIT FOR SHUFFLE BOARDS.

**DELIVERING ALL NEW EQUIPMENT! ALSO CLOSEOUTS! WRITE**

1-BALLS—RECONDITIONED—READY FOR LOCATION!  
 Turf Kings ..... Write Citations ..... \$149.50 Jockey Specials ..... \$89.50  
 Champions ..... \$245.00 Gold Cups ..... 99.50 Special Entry ..... 69.50  
 Write for List: Used 5-Balls, Arcade and Shuffle Game Equipment.

**MONARCH COIN MACHINE Co.**  
1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

### ONE BALLS

- 16 Citations ..... \$150.00
- 3 Special Entry ..... 35.00
- 2 Hot Rod ..... 75.00
- 1 Gold Cup ..... 75.00

### SHUFFLE GAMES

- 10 Wms. Twin Shuffle Alley ..... \$25.00
- 3 United Single Shuffle Alley ..... 25.00
- 6 Chicoin Twin Bowling Alley ..... 65.00
- 2 Chicoin Twin Bowling Alley with Dis. Pins ... 90.00

### COASTAL NOVELTY COMPANY, INC.

1513 PAULSEN STREET  
SAVANNAH, GEORGIA  
PHONE 4-8879

### WANTED

Aggressive Young Man to sell Seeburg Phonographs for leading distributor. Splendid opportunity. Must be free to travel. Give full details in first letter. Replies strictly confidential. Address: BOX 445, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

### FOR BETTER BUYS . . . BETTER BUY NOW

DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

<b>ARCADE EQUIPMENT</b> Drivemobile ..... \$150.00 Batting Practice ..... 75.00 Boomerang ..... 45.00 Chi. Coin Hockey ..... 75.00 Chicken Sam ..... 95.00 Evans Ten Strike ..... 75.00 Goalee ..... 125.00 Heavy Hitter ..... 65.00 Keeney Air Raider ..... 125.00 Lo-Boy 1c Scale ..... 50.00 Mills Modern Scale ..... 50.00 Panorams ..... 225.00 Photomatic, Late ..... 795.00 Photomatic, Early ..... 375.00 Quizzers With Film ..... 125.00 Recordio ..... 175.00 Scientific X-Ray Poker ..... 85.00 Siros Brush Up ..... 75.00 Western Baseball ..... 85.00 Williams All Stars ..... 125.00 Exhibit Diggers ..... 95.00 Williams Star Series ..... 165.00 Periscope ..... 125.00 Edselco Pool Table ..... 75.00 Exhibit Dale Gun ..... 95.00 Exhibit Vitalizer ..... 95.00 Seeburg Bear Gun ..... 375.00 Kirk's 3¢ Ast. Scale ..... 95.00 Wurlitzer Skee Ball ..... 150.00 Texas Leaguer ..... 50.00 Magic Pen ..... 125.00 Hi-Ball ..... 60.00 Astroscope, 10¢ ..... 125.00 Rapid Fire ..... 85.00 Atomic Bomber ..... 150.00 Silver Bullets ..... 195.00 Ch. Coin Pistol ..... 150.00 Pop Corn Sez ..... 89.50 Voiceograph ..... 395.00 Rotary Pusher ..... 275.00 Rotary Claw ..... 225.00 Phil. Tobog'n Ski Ball ..... 525.00 Standard Metal Typer ..... 295.00 Rocket Busters ..... 65.00 Evans Play Ball ..... 275.00 Seven Hi Pool Table ..... 75.00 Career Pilot ..... 95.00 Gun Patrol, new ..... Write Autoscope Fishing Well ..... 125.00	<b>MUSIC</b> Wurlitzer 41 ..... \$ 50.00 Wurlitzer 61 ..... 50.00 Wurlitzer 71 ..... 50.00 Wurlitzer 616 ..... 50.00 Wurlitzer Colonial ..... 95.00 Pack, 400 (Midway) ..... 125.00 Rock-Ola '47 ..... 275.00 Seeburg 9800 ..... 110.00 Aireon Deluxe ..... 95.00 Aireon Fiesta ..... 125.00 Wurlitzer 600 ..... 75.00 100 Pack, Wall Boxes ..... 20.00 Ristaucrat ..... 60.00 Band Box ..... 225.00 Wurlitzer 1015 ..... 250.00 Wurlitzer 1100 ..... 450.00	<b>SHUFFLE ALLEYS</b> Bally Shuf. Bowlers ..... \$ 50.00 Bally Speed Bowlers ..... 125.00 C.C. Bowl. Rebound ..... 75.00 C.C. Shuf. Baseballs ..... 75.00 Exhibit Strike ..... 100.00 Genco Bowling Le ..... 50.00 Gottlieb Bowlettes ..... 45.00 Keeney ABC Bowlers ..... 60.00 Keeney Pin Boys ..... 50.00 Keeney Lucky Strikes ..... 100.00 Keeney Ten Pins ..... 75.00 United Shuf. Allevs ..... 45.00 United Shuf. Express ..... 125.00 United Super Shuffle Allevs ..... 60.00 Univ. Twin Bowlers ..... 85.00 Williams Twin Shuffle Allevs ..... 50.00 Williams Double Header, new ..... 175.00 Ky. 4-Way Rebounds ..... 275.00 United 5-Way Reb. Write United Skee Allevs, used ..... 150.00 United Skee Allevs, new ..... 185.00 United Team Hockey Write
<b>COUNTER GAMES—NEW</b> Hit-a-Homer ..... \$24.50 18 or more ..... 21.50 ABT Model F ..... 49.50 10 or more ..... 39.50 Kicker & Catcher ..... 37.50 10 or more ..... 29.50		
<b>PIN GAMES</b> 3 Feathers ..... \$ 84.50 Canasta ..... 135.00 Fighting Irish ..... 60.00 Grand Award ..... 70.00 Holiday ..... 70.00 Gin Rummy ..... 115.00 Merry Widow ..... 49.50 Samba ..... 50.00 Select a Card ..... 115.00 Trade Wind ..... 55.00		
<b>CIGARETTE MACH.—USED</b> National 950 ..... \$95.00 National 930 ..... 65.00 National 9A, No Base ..... 75.00 Uneda 15 Col. 500 ..... 95.00 Uneda 9 Col. 500 ..... 85.00 Uneda 8 Col. Monarch ..... 85.00 Uneda 12 Col. Monarch ..... 95.00 Rowe Royal, 10 Col. ..... 85.00 Rowe Imperial, 6 Col. ..... 55.00 Du Grenier Challenger ..... 95.00 Du Grenier W ..... 50.00		

**AMI** Distributors for Northern Ohio

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO  
ALL PHONES: TOWER 1-6713



M.S. GISSER, *SALES*

GIVE TO DAMON RUNYON CANCER FUND



# LONDON'S GREATEST SALE!

## POST-WAR PHONOGRAPHS

Seeburg 1946 RC Specials	\$249.50
Seeburg 1947 RC Specials	274.50
Wurlitzer 1015	239.50
Wurlitzer 1080	249.50
Wurlitzer 1100	374.50
Rock-Ola 1422	124.50
Filben 30 Selection	174.50
Packard Model 7	79.50

## PRE-WAR PHONOGRAPHS

Seeburg Hi Tones	\$49.50
Seeburg Colonels	49.50
Seeburg Envoys	49.50
Wurlitzer 750	124.50
Wurlitzer 500	49.50
Wurlitzer 950	49.50
Rock-Ola 1418	49.50
Rock-Ola Super	49.50
Rock-Ola Playmaster	64.50

## ACCESSORIES

W1L56 Wireless Seeburg 5c Boxes	\$22.50
Packard Boxes	17.50
3W2L56 Wired Seeburg 5c Boxes	22.50
2140 Wurlitzer 5c-10c Boxes	24.50
3025 Wurlitzer 5c Boxes	19.50
3020 Wurlitzer 5-10-25c Boxes	39.50

## CIGARETTE MACHINES

Uneeda Model 500	\$69.50
Du Grenier Model W	49.50

Terms: 1/3 Deposit, Balance C.O.D.

All Merchandise in This Sale Completely Reconditioned—Ready for Location! No Hidden Charges  
... Crating Included! All This at These

## LOW, LOW PRICES!

### SHUFFLE GAMES

Deluxe Bowler	\$79.50
Speed Bowler	79.50
Dale Gun	69.50
Chi Coin Pistol	69.50
All Star Baseball	69.50
Goatee	49.50

- Ten Pins
- Shuffle Alley
- Bowling League
- Shuffle Lane
- Pin Boy
- Shuffle Bowler
- Bowlette
- Twin Shuffle

TAKE YOUR CHOICE  
**\$34.50** EA.

3 — COMPLETE — 3  
HOSTESS SYSTEMS  
UNITS OF 10

**MAKE AN OFFER!**

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

*S. L. London Music Co., Inc.*

3130 WEST LISBON AVENUE  
MILWAUKEE 8, WISC.  
DIVISION 4-3220



2605-7 HENNEPIN AVENUE  
MINNEAPOLIS 8, MINN.  
KENWOOD 6612

## NEW GAME SPECIALS

Tri-Score	Write
Double Header	Write

## FIVE BALLS

Triple Action	\$29.50	Crazy Ball	\$29.50
Merry Widow	39.50	Thrill	39.50
Screw Ball	39.50	Catalina	29.50
Trade Winds	39.50	Tahiti	79.50
Bermuda	29.50	Sunny	29.50
Sally	39.50	Stormy	29.50
Trinidad	29.50	Virginia	29.50
Spin Ball	29.50	Tennessee	29.50
Dew-Wa-Ditty	39.50		
Yanks	39.50		
Dallas	79.50		
Maryland	79.50		
Super Hockey	79.50		
Boston	79.50		
Lucky Inning (new)	119.50		
Rondeevoo	39.50		
Blue Skies	39.50		
Major League Baseball	39.50		
Moon Glow	39.50		
Aquacade	59.50		
El Paso	79.50		
Samba	79.50		
Morocco	49.50		
Swanee	59.50		
Oklahoma	79.50		
Ali Baba	39.50		
Alice in Wonderland	39.50		
Lady Robin Hood	39.50		
Humpty Dumpty	29.50		
Buttons & Bows	49.50		
Telecard	69.50		
Double Shuffle	79.50		
Carnival	69.50		
Hit Parade	29.50		

## PHONOGRAPH SPECIALS THIS WEEK ONLY

- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKER INSPECTED
- TOPEHEAD RENEWED
- CABINET PROFESSIONALLY REFINISHED

### WURLITZER

1250 JUST LIKE NEW, \$549
AMI "B"—Post-War, \$469
1100 .....\$379
1080 .....249
1015 .....229
ROCK-OLA
1426 .....\$219

### SEEBURG

148-ML	\$399
148M	379
147M	319
146M	249
H148M Hideaway	319
H246M Hideaway	279
H146M Hideaway	229

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	\$89	1422	\$145
Envoy	79	Commando	49
Colonel	69	MILLS	
Classic	69	Constellation	\$125
Hightone, R.C.	69	AIREON	
Hightone, E.S.	59	Deluxe '46	\$49
Regal	59		
Gem	49		

### WALL BOXES

SEEBURG	WURLITZER
AMI 40 Selection	\$39.00
3W2-L56, 5c, 3-Wire	24.50
W1-L56, 5c, Wireless	19.95
DS-20-1Z, 5c, 3-Wire	6.75
WS-2Z, 5c, Wireless	6.25
PACKARD PLA-MOR	\$13.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

## DAVIS DISTRIBUTING CORP.

738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194  
Seeburg Factory Distributors  
Branches in Buffalo, Rochester, Albany

### AUTOMATIC GAMES

## BINGO BRIGHT LIGHTS

(BALLY)  
FIVE STAR  
(UNIVERSAL)  
A B C  
(UNITED)

Contact us for one balls. Greatly overstocked.

Liberal trade-ins on your used phonographs and five balls for one of our one balls.

## T & L DISTRIBUTING CO.

1321 CENTRAL PARKWAY  
CINCINNATI 14, OHIO  
PHONES MAIN 0477 & 8751

## RECORD SPECIALS

OPERATORS' ASSORTMENT

Hillbilly, Race (Spirituals) & Pop. All Recorded by Nationally Known Artists.

\$18.00 Per 100

25¢ in Less Quantity  
1/3 With Order, Balance C.O.D.  
Send for Complete List

## DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

## TERRIFIC BUY

UNITED TWIN SHUFFLE ALLEY REBOUNDS

Excellent condition—Off our own Route. \$219.50.

Terms in lots of 5

## KING AMUSEMENT

1505 Coney Island Ave.,  
Brooklyn, N. Y.  
Esplanade 7-0787

for better buys • buy McGinnis

## RECONDITIONED PIN GAMES READY FOR LOCATION

Lucky Inning	\$99.50	Rocket	\$103.50
Rip Snorter	104.50	South Pacific	97.50

## RECONDITIONED BOWLING GAMES

Pin Boy without lites	\$30.00	King Pin	\$99.50
Pin Boy with lites	40.00	Lineup	25.00
Speed Bowler			\$95.00

## NOW DELIVERING NEW EQUIPMENT

Keeney's Electric Cigarette Vendor  
Downey Johnson Coin Counter  
Futurity—Hits & Runs—Cyclone—Bomber



## ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

# SKEE-BALL

REG U S Pat OFF  
THE BEST OF ALL "SKILL" GAMES

for

ARCADES OR ON LOCATION

CAPACITY \$8.00 PER HOUR WITH 10¢ PLAY  
5¢ OR 10¢ COIN SLOTS OPTIONAL

Wherever you go—ask about SKEE-BALL

Get the facts — see for yourself

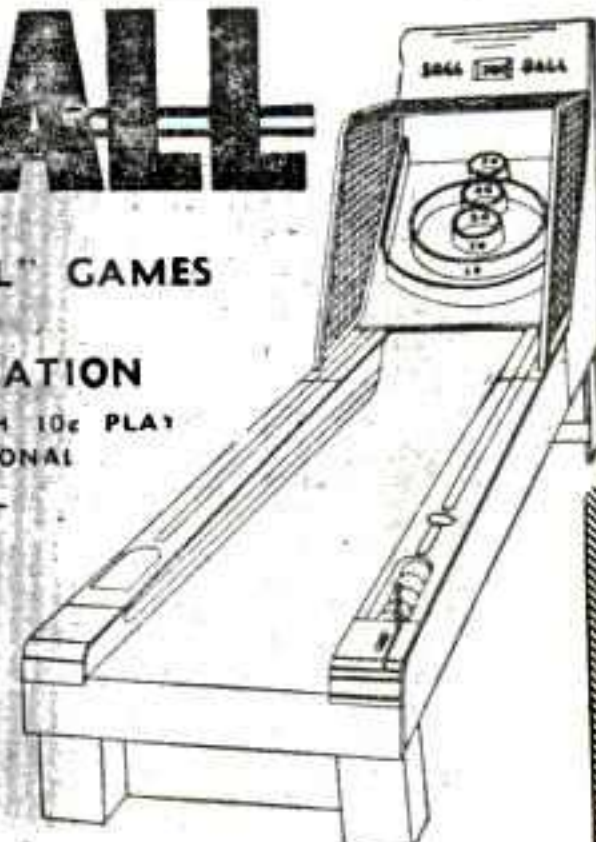
Get started with a profitable SKEE-BALL installation

WRITE US

Manufactured and Sold by

PHILADELPHIA TOBOGGAN CO.

130 E. Duval Street Philadelphia 44, Pa.



## WANTED UNITED MANHATTANS

Must be original model games factory equipped with drop chute. No other type wanted. Wire or call for best offer.

## HEATH DISTRIBUTING CO.

243 Third Street  
Phone 5-6565  
Macon, Georgia



Distributors Used equipment is shipped, cleaned ready for your location. Also Dist. Middle Tenn.—Bally, Genco. Exhibit and Chicago Coin and Restaurant.

One-third deposit on all orders, balance C.O.D. or order notify.

HERMITAGE MUSIC CO. 423 BROAD ST., NASHVILLE 3, TENN.





# NEW! Keeney's BIG LEAGUE BOWLER

DIFFERENT!

BETTER!

YOURS FOR HEAVY 4 TO 1 PLAY!

10c PER PLAYER! 4 PLAYERS = 40c

Yes!..... 1-2-3 OR 4 PLAYERS

Fast! 40 SECONDS AT MOST FOR EACH GAME!

Move INTO CHOICE LOCATIONS WITH THIS SMART NEW BOWLING EQUIPMENT FOR SENSATIONAL EARNINGS!

Sizes: 9 1/2 ft. Long x 2 ft. Wide or 8 ft. Long x 2 ft. Wide

Super Deluxe Cabinet Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO., INC. 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.



BRIGHT SNAPPY LITE-UP PINS BY THE ORIGINATOR OF THIS PLAY-INVITING FEATURE

**EVANS' PROFIT STIMULATING COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

**AFRICAN GOLF**

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 EVANS' CONSTELLATION AD ON PAGE 86

**REAL BUYS at the RIGHT PRICE!**

All games are cleaned, checked and ready for action. You know you can buy with confidence!

**JOE ASH**

ONLY \$39.50 EA.

Yanks	Trade Winds
Trinidad	Speedway
Screw Ball	Contact
Cinderella	Wisconsin
Humpy Dumpty	Monterrey
Shanghai	Crazy Ball

ONLY \$49.50 EA.

Temptation	Dew-Wa-Ditty
Majors	Gondola
Ballerina	Blue Skies

Special! Chl. Coin Play Ball, Fl. Sample.....WRITE 1/3 Dep., Bal. C.O.D., F.O.B. Phila.

**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!**

Tri Score ...\$125	Hvst. Time...\$145
Nifty ..... 150	Joker ..... 155
Ftg. Irish ... 145	Mad. Sq. Gn. 155
Jeanie ..... 135	K.O. .... 150

New Play Balls.....WRITE 1/3 dep., bal C.O.D., F.O.B. Phila.

**Lehigh Specialty Co.** 826 N. Broad St., Philadelphia 30, Pa

**FIRST Class Equipment Means Bigger Collections**

**ARCANE**

Exhibit SIX SHOOTER... Write  
United TEAM HOCKEY... Write  
Williams STAR SERIES...\$145  
TELEQUIZ With Film... 145  
IRISH POKER (Pool Table), New... 125  
QUIZZER With Film... 99  
Williams QUARTERBACK... 95  
Exhibit DALE GUN... 89  
Genco BING-A-ROLL... 85  
Mercury ATHLETIC SCALE... 75  
Seeburg CHICKEN SAM... 75  
Evans TEN STRIKE... 75  
ABT CHALLENGER, New... 45  
Genco GLIDER... 25

**WURLITZER 1015**  
Completely Reconditioned!.....\$259

**SHUFFLE GAMES**  
Completely Reconditioned  
All Playing Fields Resurfaced

United 4 PLAYER SHUFFLE ALLEY \$295	Keeney LEAGUE BOWLER ..... 285
Bally HOOK BOWLER ..... 295	United SKEE ALLEY ..... 225
United TWIN SHUFFLE ALLEY REBOUND ..... 245	Chl. Coin TROPHY BOWL ..... 185
Keeney DOUBLE BOWLER ..... 175	United SHUFFLE SLUGGER ..... 165
Chl. Coin BOWLING CLASSIC ..... 165	Univ. SUPER TWIN BOWLER ..... 145
Wms. DOUBLE HEADER ..... 139	Keeney KING PIN ..... 125
Univ. TWIN BOWLER ..... 89	Chl. Coin BOWLING ALLEY ..... 89
Gott. BOWLETTE ..... 65	Keeney ABC BOWLER ..... 49
Rock-Ola SHUFFLE JUNGLE ..... 55	Bally SHUFFLE BOWLER ..... 49
Genco BOWLING LEAGUE, 10 Ft. ... 35	

**Reconditioned FIVE BALLS**

KNOCKOUT .....\$179	AQUACADE ..... \$67	SUMMERTIME ..... \$49
ARIZONA ..... 129	BIG TOP ..... 45	ALICE IN WONDERLAND ..... 45
SELECT-A-CARD ..... 125	BABY FACE ..... 45	WISCONSIN ..... 49
SHANTY TOWN ..... 115	BARNACLE BILL ..... 45	CATALINA ..... 45
TUMBLEWEED ..... 115	PINCH HITTER ..... 59	BANJO ..... 45
BASKETBALL ..... 109	1-2-3 ..... 59	SHORTSTOP ..... 45
DOUBLE SHUFFLE... 95	RAMONA ..... 59	YANKS ..... 45
JUST 21 ..... 89	SCREWBALL ..... 55	COVER GIRL ..... 45
CHAMPION ..... 89	KING COLE ..... 55	RAINBOW ..... 45
OKLAHOMA ..... 89	JACK & JILL ..... 55	BALLY-HOO ..... 29
3 FEATHERS ..... 85	PUDDIN' HEAD ..... 55	
FLOATING POWER... 75	STARBUST ..... 49	
CAROLINA ..... 69	DEW-WA-DITTY ..... 49	

**SHUFFLE GAME CONVERSIONS**  
DISAPPEARING PIN CONVERSIONS  
Univ. TWIN BOWLER  
Chl. Coin BOWLING ALLEY  
REBOUND CONVERSIONS for United SHUFFLE ALLEY  
Bally SHUFFLE BOWLER  
Bally SPEED BOWLER  
YOUR CHOICE \$39.50

**SHUFFLE BOARD CONVERSIONS**  
For all shuffle boards. Smoothest game of all. Keeney LEAGUE MATCH BOWLER for 11 & 12 ft. boards. Keeney 4-WAY BOWLER with automatic puck return for 22 ft. boards.

**ONE BALLS**  
New Bally Turf King, Write Univ. Winners. Write Reconditioned Champion Citations Gold Cups Jockey Specials Special Entries Write for Special Prices!

**NEW FIVE BALLS**  
Genco HITS & RUNS  
Gottlieb CYCLONE  
Chl. Coin THING  
Genco TRI SCORE  
Chl. Coin PLAY BALL

**PREMIUMS**  
Absolutely LARGEST Selection and Best Values. Write today for price list.

**FIRST DISTRIBUTORS**  
Wally Finke & Joe Klins  
748 W. North Avenue Chicago 22, Illinois Diskens 2-9500

**Your Own Competitors Tell You...**

(and they ought to know because they've done it)

... For Details See Page 51

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



Empire...

**OUTSTANDING**

FOR SERVICE • BETTER BUYS • BIGGER HITS



**UNITED'S  
A-B-C  
5-BALL  
REPLAY GAME**

Fascinating Bingo Appeal. 180 Scoring Combinations, 60 on each card. Top Award of 200 Replays. Takes 1 to 3 Coins per Game. Average Playing Time, 40 Seconds. 5c, 10c or 25c Coin Chute. Automatic Ball Lift.

Your Exclusive Distributor in Illinois and Michigan



**UNIVERSAL'S  
-5-  
STAR**

ENTIRELY NEW SENSATIONALLY DIFFERENT 5-BALL, 5-CARD, REPLAY GAME. 40 Ways to Win, 8 on each card. Top Award of 100 Replays. Takes 1 to 5 Coins per Game. Automatic Ball Lift. 5c, 10c or 25c Coin Chute.

Your Exclusive Distributor in Illinois, Wisconsin and Michigan

**BLUE RIBBON**

**RECONDITIONED**

**COIN MACHINES**

**SHUFFLE GAMES**

- NEW**  
KEENEY LEAGUE MATCH BOWLER for 12' Board  
KEENEY 4 WAY BOWLER, Automatic Puck Return for 22' Board  
UNIV. BOWL-O-MATIC, 18' UNIVERSAL HIGH SCORE  
UNITED 5-PLAYER, S.A. BOWLER  
BALLY SHUFFLE BOWLER, 9 1/2" UNIVERSAL SHUFFLE  
SKEE ALLEY .....\$259.50 TOURNAMENT
- RECONDITIONED**  
UNITED 4 PLAYER S.A. REBOUND .....\$295.00  
UNITED SHUFFLE ALLEY ..... 39.50  
With Disappearing Pin Conversion ..... 59.50  
UNITED SUPER SHUFFLE ALLEY ..... 69.50  
With Disappearing Pin Conversion ..... 139.50  
UNITED DOUBLE SHUFFLE ALLEY, 8' or 9 1/2" ..... 99.50  
With Disappearing Pin Conversion ..... 169.50  
UNITED 2-PLAYER S.A. EXPRESS ..... 209.50  
UNITED TWIN REBOUND ..... 249.50  
UNITED SINGLE S.A. REBOUND ..... 199.50  
UNITED SKEE ALLEY ..... 225.00  
BALLY SHUFFLE BOWLER, 9 1/2" ..... 79.50  
UNIVERSAL SUPER TWIN BOWLER, 9" ..... 179.50  
CHICOIN BOWLING ALLEY ..... 94.50  
With Disappearing Pin Conversion ..... 139.50  
CHICOIN TROWLING CLASSIC ..... 159.50  
CHICOIN TROPHY BOWL ..... 175.00  
BALLY SHUFFLE BOWLER, 9 1/2" ..... 79.50  
BALLY SPEED BOWLER, 9 1/2" ..... 79.50  
NATION-WIDE SHUFFLE POOL ..... 69.50  
GOTTLIEB BOWLETTE, 63" ..... 285.00  
KEENEY 4-WAY LEAGUE BOWLER ..... 285.00  
UNITED SHUFFLE ALLEY EXPRESS, 8' or 9 1/2" ..... 79.50

**CONVERSIONS for SHUFFLE GAMES**

- Disappearing Pin Conversions  
UNIV. TWIN BOWLER ..... \$49.50  
CHI. BOWLING ALLEY .....  
Rebound Conversion for  
UNITED SHUFFLE ALLEY ..... 39.50  
BAL. SHUFFLE BOWLER .....  
Disappearing Pin Conversion for  
UNITED, BALLY and GENCO SHUFFLE GAMES 59.50  
UNITED'S Dis. Pin Conv. for Shuffle Alley, Used 34.50

**BRAND NEW CLOSEOUT! ONLY... WILLIAMS DOUBLE HEADER \$175**

**DIGGERS**

- Hollycrane, New .....\$895.00 Buckley Treas. Island .....\$ 99.50  
Hollycrane ..... 395.00 Muto. Crane ..... 119.50  
Buckley DeLux ..... 119.50 Exh. Rotary Mdsr. .... 175.00

**5 BALL PIN GAMES**

**NEW**

- |                    |                 |
|--------------------|-----------------|
| Chi Coin Thing     | Genco Stop & Go |
| Gott. Cyclone      | Genco Tri Score |
| Wms. Control Tower | Chi Play Ball   |
| Genco Hits & Runs  |                 |
- Four Horsemen. \$159.50 Buttons & Bows . \$ 99.50 Magic ..... \$ 54.50  
De-Icer ..... 94.50 Rainbow ..... 54.50  
St. Louis ..... 89.50 Blue Skies ..... 54.50  
Dallas ..... 89.50 Ramona ..... 54.50  
Harvest Time ..... 149.50 Bowling Champ ..... 54.50  
Fighting Irish ..... 149.50 Sharpshooter ..... 84.50 Moon Glow ..... 49.50  
Oasis ..... 149.50 Telecard ..... 79.50 Humpty Dumpty ..... 49.50  
Playland ..... 144.50 Just 21 ..... 79.50 Trinidad ..... 49.50  
Canasta ..... 129.50 Majors of '49 ..... 79.50 Mardi Gras ..... 49.50  
ROCKET ..... 139.50 Big Top ..... 79.50 Sunny ..... 49.50  
King Arthur ..... 129.50 3 Feathers ..... 79.50 Stormy ..... 49.50  
College Daze ..... 124.50 Super Hockey ..... 79.50 Yanks ..... 49.50  
3 Musketeers ..... 124.50 BLACK GOLD ..\$69.50 MONTERREY ..... 49.50  
Shantytown ..... 119.50 Harvest Moon ..... 69.50 Robin Hood ..... 49.50  
South Pacific ..... 119.50 Floating Power ..... 69.50 Star Dust ..... 49.50  
Boston ..... 114.50 Buccaneer ..... 69.50 Summer Time ..... 49.50  
Utah ..... 114.50 Temptation ..... 64.50 Bermuda ..... 49.50  
Maryland ..... 114.50 Gondola ..... 64.50 Tennessee ..... 49.50  
Selectacard ..... 114.50 Barnacle Bill ..... 64.50 Morocco ..... 49.50  
BE-BOP ..... 114.50 Swanee ..... 59.50 Grand Award ..... 49.50  
Tahiti ..... 109.50 Sally ..... 54.50 Catalina ..... 49.50  
Oklahoma ..... 109.50 Serenade ..... 54.50 Trade Winds ..... 49.50  
Double Shuffle .. 99.50

**ARCADE**

- New or Reb. Midget  
Movies ..... Write  
Chi Coin Mgt. Skee  
Ball .....\$195.00
- WMS. STAR SERIES 169.50**  
Bally Big Inning .. 185.00  
Muto. Panoram ... 179.50  
Chi Coin Pistol ... 149.50  
Target Master Pistol  
Ray Gun, Brand  
New ..... 109.50  
Telequiz, With Film 149.50  
Wms. All Stars ..... 109.50  
Jack Rabbit ..... 109.50  
Chi Coin Goalie .. 99.50  
Scientific Pokerino  
Target Master ... 84.50  
Exh. Shuffle Bowl,  
Conversion for  
Shuffleboards .. 89.50
- EXHIBIT DALE GUM 94.50**  
Mercury 13-Way  
Ath. Scale ..... 79.50  
Chicken Sam ..... 89.50  
Poker and Joker .. 49.50  
Genco Gilder ..... 59.50  
Flash Hockey ..... 69.50  
Bal. Heavy Hitter  
& Stand ..... 79.50  
Un. Shuffle Skill .. 59.50  
Keeney Texas  
League ..... 59.50  
Chi Coin Bingo ... 49.50  
Total or Advance Roll 39.50  
(Crating \$5.00 extra)
- ABT CHALLENGER 24.50**  
Gott. 3-Way Gripper 22.50  
Un. Team Hockey,  
New ..... Write  
Kicker & Catcher,  
New ..... 32.50  
Hit-a-Homer, New, 24.50  
Exh. Six Shooter,  
New ..... Write  
Exh. Gun Patrol,  
New ..... Write

**ONE BALLS**

- Champion ..... \$245.00  
Photo Finish ..... 225.00  
CITATION ..... 149.50  
Gold Cup ..... 99.50  
Jockey Special ..... 79.50  
Special Entry ..... 64.50  
Victory Special ... 54.50
- NEW**  
Universal Winner  
Bally Turf King  
Bally Grandstand
- VENDERS**  
SMOKESHOP 612  
CUSTOM .....\$229.50  
ROYAL ..... 219.50  
REGAL ..... 209.50  
Acorn Vendor, 16  
or 36 ..... 14.50  
Acorn 56 Charm .. 16.50  
Atlas 56 Bantam .. 14.50  
Frantz Scale ..... 115.00  
Silver King ..... 13.95  
S.K. Hot Nut ..... 29.95  
N. W. 49 ..... 17.35  
Dual Nut ..... 39.50  
De Luxe ..... 24.50  
Tab Gum ..... 25.95  
33 Ball Gum ..... 7.50  
Freshaway Refrig.  
Sandwich ..... Write
- SPECIALS!**  
Kicker & Catcher . \$ 27.50  
United Shuffle  
Sluggo ..... 179.50  
Keeney Pin Boy .. 99.50  
Keeney ABC Bowler 99.50  
Keeney King Pin.. 99.50  
Wms. Deluxe Bowler 99.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Empire Coin**

**MACHINE EXCHANGE**



America's Largest Coin Machine Distributor

1012-14 MILWAUKEE AVE.

Phone: EVERGLADE 4-2600

CHICAGO 22, ILL.



DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

# TWO Williams WINNERS!



**MODEL 52**

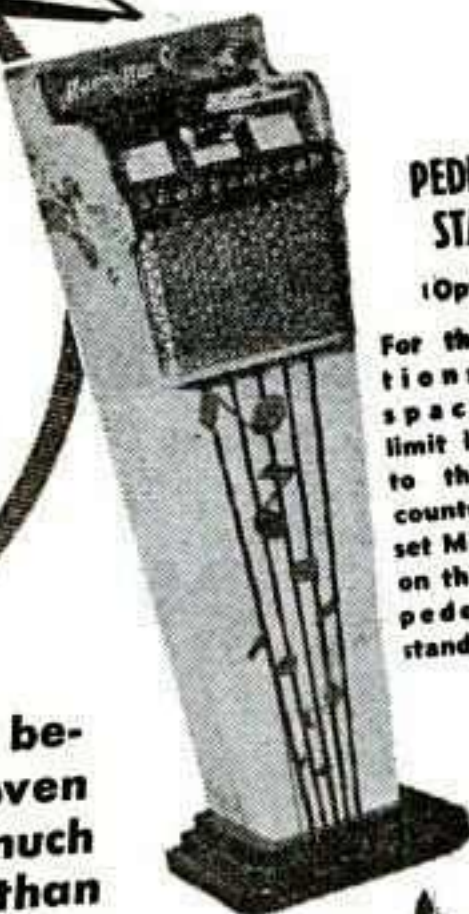
## Music Mite

**10 RECORD  
45 RPM  
SELECTIVE  
PHONOGRAPH**

**Single Entry—Slug Proof  
5c-10c-25c Coin Mechanism**

(Also available for straight 5c play)  
Accepts credits up to \$2.00  
Proved performance  
Simple to service

*featuring*



**PEDESTAL  
STAND**

(Optional)  
For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.

Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!



SENSATIONAL THREE-DIMENSIONAL MONEY-MAKER!

## SUPER World Series

**FASTER ACTION!  
FASTER TURNOVER!  
FASTER PLAYING TIME!**  
(50 seconds to play)

**Super  
WORLD  
SERIES**

has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and 50 play!

**EITHER**  
1 play for 5c  
2 plays for 10c  
5 plays for 25c  
**OR**  
1 play for 10c  
3 plays for 25c

**CHANGEOVER CAN BE  
ACCOMPLISHED  
IN A FEW SECONDS!**



CREATORS OF DEPENDABLE  
PLAY APPEAL!  
4242 W. FILLMORE STREET,  
CHICAGO 24, ILLINOIS

SEE BOTH — PLAY BOTH —

BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —  
AND DO TWICE THE BUSINESS!

**SPECIAL**  
26-PIECE SILVERWARE SET  
with no-tarnish leatherette case. They'll play hard to win this one and how!  
Only **\$6.95 Ea.**  
Limited Supply

**NATIONWIDE BASEBALL** ..... **\$69.50**  
**WILLIAMS DOUBLE HEADER** .. **\$169.50** (Late Model Closeout)

**WANTED: — TURF KINGS**

**SHUFFLE GAMES**  
Chi. Coin Trophy Bowl ..... \$195.00  
Univ. Super Twin Bowler ..... 145.00  
Chi. Coin Bowling Classic ..... 175.00  
Un. Shuffle Alley Express ..... 99.50  
Bally Speed Bowler 139.50  
Univ. Twin Bowler 95.00  
Chi. Coin Shuffle Baseball ..... 75.00  
United Shuffle Alley 39.50  
Exhibit Strike ..... 99.50  
Genco Baseball ..... 99.50

**SPECIAL**  
22 FT. ROCK-OLA SHUFFLEBOARDS  
Good condition.  
**\$119.50 Ea.**  
Write for quantity prices.

**SHUFFLEBOARD SUPPLIES**  
Fast Wax, case (12) ..... \$ 4.50  
Pucks (Set of 8) ..... 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

4322 N. Western Ave  
Chicago 18, Ill.  
Juniper 8-1814

**PURVEYOR SHUFFLEBOARD CO.**

**BRAND NEW BUCKLEY CRISS-CROSS JACKPOT BELLS**  
5c - 10c - 25c - 50c



WRITE OR WIRE  
**BUCKLEY MANUFACTURING CO.**  
4223 West Lake St. Chicago 24, Ill.  
or  
**BUCKLEY VENDING COMPANY**  
817 E. Fourth St. Reno, Nev.

**BRAND NEW SPECIALS!**

Williams Double Header, late model } *Write* { 50 LOW IN PRICE YOU CAN COVER ALL YOUR SPRING AND SUMMER SPOTS!  
Genco Top and Go }  
Chicago Coin Playball }

Williams Big Leaguer, late model } *Write* { Chicago Coin Thing ..... *Write*  
Slightly Used United Skee Alley . \$159.50 | Slightly Used Twin Shufflecade . \$189.50  
Williams DeLuxe Bowler ..... \$39.50

EXCLUSIVE A.M.I. DISTRIBUTORS in Kentucky, Indiana, Southern Ohio.  
**"The House that Confidence Built"**

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind  
129 W. North St., Indianapolis, Ind

**"Central Ohio Coin Quality Buys"**

**NEW PIN GAMES**  
Gottlieb — CYCLONE  
Chi. Coin — BOMBER  
Genco — HITS & RUNS  
Ch. Coin — PLAYBALL

**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 Bowletter  
Genco Glider  
Keeney Pin Boy

**MUSIC**  
1015 Wurlitzer  
1422 Rock-Ola

**UNIVERSAL'S 5-STAR 5-COIN**  
A marvelous 5-Ball Game F. P. Do not fail to get one.

**Seeburg BEAR GUN**  
Like New  
**\$369.50**

**IMMEDIATE DELIVERY**  
**New WINNERS TURF KINGS**  
**Used CITATIONS CHAMPIONS**

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. HIGH — COLUMBUS 15, OHIO

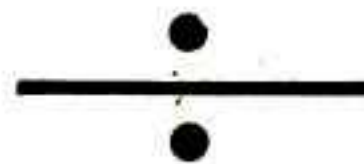
**W-A-N-T-E-D**  
WURLITZER 700's & 800's  
Can take all you have and all you receive in the future.  
**E. J. GUERNSEY LAREDO, TEXAS**

**FOR SALE**  
5 United Shuffle Alleys Express, Ea. \$125  
2 Keeney 10 Pins, Ea. .... 50  
1 Prewar Photomatic ..... 250  
3 Exhibit Rotaries, Ea. .... 200  
Can be seen in operation at  
**COASTAL AMUSEMENT CO.**  
Webster Ave. & Boardwalk  
Seaside Heights, N. J.



**A****B****C**

*United's*  
**SMARTEST - GREATEST**  
**GAME . . . ever**



**WE ARE DELIVERING**  
***A B C* NOW**

**BANNER** **SPECIALTY COMPANY**

*Endorsing Only The Best Since 1917*

**PHILADELPHIA • PITTSBURGH, PA.**

6Arfield 3-2700

6Rant 1-1373



AMAZINGLY DIFFERENT  
**NEW!**  
 A REAL THRILLER  
 FOR YOU

**Proved**  
 BY LEADING OPERATORS

UNIVERSAL'S  
 5-BALL 5-CARD

**5**  
**STAR**

**GREATEST 5-BALL OF ALL TIME!**



*Super  
 Deluxe  
 Cabinet*

**SENSATIONALLY  
 DIFFERENT!**

- ★ ENTIRELY NEW PLAY PRINCIPLE!
- ★ ENTIRELY NEW SCORING FEATURES!
- ★ ENTIRELY NEW PLAYFIELD ACTION!



OPERATE  
 UNIVERSAL'S

**"WINNER"**

ALWAYS  
 AHEAD!

AS GOOD  
 TODAY AS  
 FROM THE  
 START!

**SEE YOUR 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**





# Fastest 5-Ball Game in Years!

## Bally®

# BRIGHT LIGHTS

### EARNING-POWER MULTIPLIED

#### BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

### DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

### LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

### EASY to understand!

Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

### FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

### SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

### BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield ... and bold modern design ... attract players immediately, excite curiosity, start the play the minute the legs are bolted on!

### NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location ... and brings the slowest spot back to life in a hurry!

**TURF KING**  
JUMBO PINBALL GAME

**BASEBALL**  
NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS now!

# Bally® MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**UNITED'S**  
**A-B-C**



**NEW**  
**DIFFERENT**  
**5-BALL**  
**REPLAY**  
**GAME**

APPROXIMATE SIZE  
 4 FT. LONG BY 2 FT. WIDE

**SEE**  
**YOUR**  
**DISTRIBUTOR**

**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS





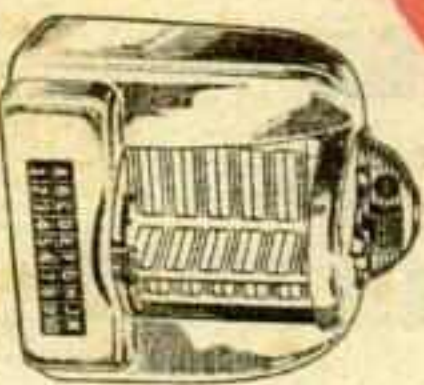
# ONLY Select-O-Matic MUSIC SYSTEMS

## HAVE 100 SELECTIONS

HIT TUNES		OLD FAVORITES		WALTZ & POLKAS		FOX TROT & RUMBAS		CLASSICAL SELECTIONS	
1	2	11	12	21	22	31	32	41	42
3	4	13	14	23	24	33	34	43	44
5	6	15	16	25	26	35	36	45	46
7	8	17	18	27	28	37	38	47	48
9	10	19	20	29	30	39	40	49	50
11	12	21	22	31	32	41	42	51	52
13	14	23	24	33	34	43	44	53	54
15	16	25	26	35	36	45	46	55	56
17	18	27	28	37	38	47	48	57	58
19	20	29	30	39	40	49	50	59	60
21	22	31	32	41	42	51	52	61	62
23	24	33	34	43	44	53	54	63	64
25	26	35	36	45	46	55	56	65	66
27	28	37	38	47	48	57	58	67	68
29	30	39	40	49	50	59	60	69	70
31	32	41	42	51	52	61	62	71	72
33	34	43	44	53	54	63	64	73	74
35	36	45	46	55	56	65	66	75	76
37	38	47	48	57	58	67	68	77	78
39	40	49	50	59	60	69	70	79	80
41	42	51	52	61	62	71	72	81	82
43	44	53	54	63	64	73	74	83	84
45	46	55	56	65	66	75	76	85	86
47	48	57	58	67	68	77	78	87	88
49	50	59	60	69	70	79	80	89	90
51	52	61	62	71	72	81	82	91	92
53	54	63	64	73	74	83	84	93	94
55	56	65	66	75	76	85	86	95	96
57	58	67	68	77	78	87	88	97	98
59	60	69	70	79	80	89	90	99	100

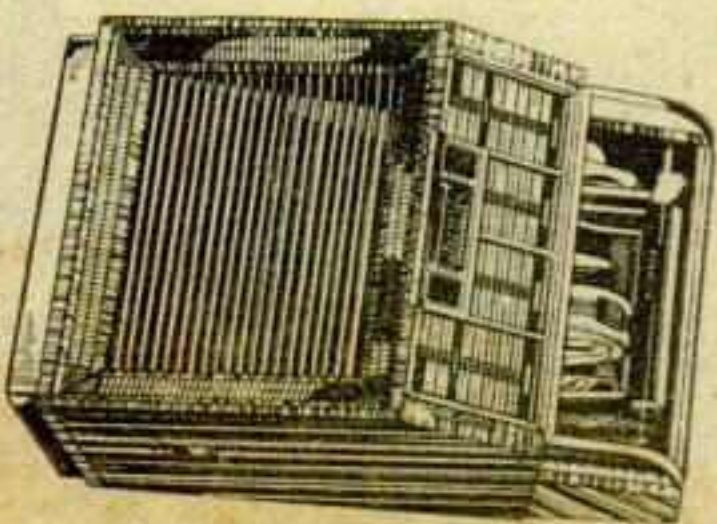
With the Select-O-Matic "100" list reference and easy selection are assured because there is an adequate choice of titles under each of the five basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.

Only one music system provides "music for everyone" . . . for tots, teen-agers, old-timers. That's the Select-O-Matic "100" . . . the only music system that has 100 SELECTIONS. See your Seeburg Distributor for complete information.



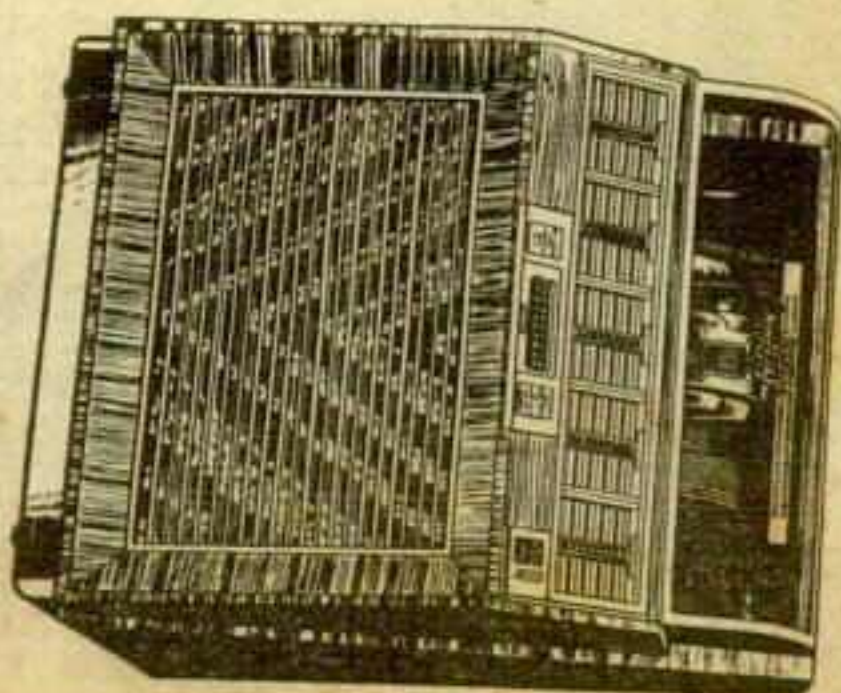
### The Wall-O-Matic

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.



at 45 rpm

The world's only 100 selection music system designed exclusively for the playing of 45 RPM records.



at 78 rpm

The world's only 100 selection music system designed for the playing of both 10 and 12-inch 78 RPM records.

# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
1500 N. DAYTON STREET  
CHICAGO 22, ILLINOIS

