FEBRUARY 10, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Record Industry May Gallup To Surer Footing Via Tests

ASCAP'S PLAN LISTS 30% FOR AVAILABILITY

Idea Must Get Okay Of Members and Dept. of Justice

NEW YORK, Feb. 3. - After some four months of discussion and experimentation with various plans, the American Society of truck and plane available out of Composers, Authors and Publish- St. Louis to rush the paper to ers writer classification committee has come up with an "availability" modification of the 60-20-20 consent decree formula which it is hopeful may prove acceptable both to the membership and the Justice

The plan is still in its nascent stages, having just been applied on paper to the writers in a dry-

In essence the plan is as follows: In the current plan, which went into effect last October, 60 per cent (Continued on page 12)

Gridcast Bill Twists Knife In Movie TV

CHICAGO, Feb. 3. - A bill to force the University of Illinois to televise football games was introduced Monday (29) in the Illinois Legislature by Sen. Pete Miller of Chicago. While passage of such a bill would automatically kill theater telecasts of the games, the legislators twisted the knife by introducing another bill to probibit telecasting of games in theaters unless there is a simultaneous free telecast for the public.

The action was a blow to Balaban & Katz, which spent thousands of dollars last fall to televise the Illinois home schedule in the State-Lake and Tivoli theaters, and proved from sellouts in the last

Under Miller's bill, the university would advertise for bids in May. Sealed bids would be opened August 1 and contracts awarded to the high bidder for contests for the following 12 months. Miller in-(Continued on page 48)

BAN VIDEO FOR 'PRESS' EDITORS

PITTSBURGH, Feb. 3. -Si Steinhauser, vet radio and TV editor of The Pittsburgh Press, canceled his proposed video show in accordance with the paper's recent edict banning staffers from TV. Previously Kap Monahan had resigned from Sho-Biz-Quiz. Chet Smith, sports editor,

is now the only employee of The Press on TV and it is expected that he will resign from he his show as soon as his present contract with Duquesne Beer expires.

HERE'S WHY

If Your Copy Is Late

reached you later than normally, please credit the railroad men, whose "illness" has prevented them from working for quite a while now, as has been amply reported by the daily press. As also reported, the postmaster general put an embargo on secondclass mail (which is The Billboard's classification) in many key cities, including St. Louis, whence we ship.

We have recruited every bus,

Bogart & Baby Sales Sizzle

NEW YORK, Feb. 3.-With its sales staff only out three weeks beating the bushes, the Frederic Ziv Company has racked up 209 sales for its Bold Venture series, co-starring Humphrey Bogart and

If this copy of The Billboard | trains in non-embargoed cities and hope to get the majority of copies off notwithstanding the trainmen. But, as of press time, it looked like some copies would still be delayed. And at press time the trainmen showed little signs of improved health.

AFM-TVA Deals In Spotlight

NEW YORK, Feb. 3.-Major show business labor developments this week centered around Television Authority and the American Federation of Musicians. TVA signed a complete contract with

AFM demands for a new contract for network employment of musicians in AM, TV and TV Lauren Bacall. The transcribed this week. Details on these deprogram's strongest appeal, so far, mands, and an analysis of what has been to brewers who have ac- they mean, will be found in a story counted for 82 cities or 40 per cent starting in the TV Department and both in that office and as general (Continued on page 4) jumping to the Music Department.

HOWDY, FRIED OR SCRAMBLED

NEW YORK, Feb. 3 .- Howdy Doody, now endorsing a multiple of products, has a new one-Howdy Doody Eggs. Licensing pact is with White Gold Enterprises, Lakewood, N. J. The eggs are stamped with Howdy's picture, while the cartons feature cut-outs of the puppet.

Question now is-will the kids prefer to save the eggs rather than eat 'em.

NAB Seeking

CLEARWATER, Fla., Feb. 3 .the TV networks, supplementing The National Association of the wage scale agreed on last Broadcasters has begun a search November. The contract in full for a new president, following apdetail appears in the TV-Radio proval here this week of Justin Miller's request that he step out of the presidency to become chairman of the board. The directors, meeting here, okayed Miller's profilms, were presented to the nets posal and immediately named an eight-man committee to search for Miller's successor.

The new president will serve

Capitol and Research Crg Pre-Test Hits

Use Same Technique As Picture Firms, Radio and Others

By LEE ZHITO

HOLLYWOOD, Feb. 3 .- Record companies will be able to predetermine their products' potential. according to studies now under way by poll-taker George Gallup's Audience Research, Inc. Capitol, first to try the scientific yardstick, is currently comparing sales returns with predictions made a month ago by the research firm. Similar forms of market research are being used successfully in other industries, but this is the first time it has been applied to the highly unpredictable record business. Other facets of showbiz-motion (Continued on page 11)

Josephine Baker Back to B'way

NEW YORK, Feb. 3.- Josephine Baker will open at the Strand March 2 for her first New York date since the Winter Garden in

The gal, who has been in Paris for the past few years, came back to this country a few weeks ago when she opened for Ned Schuyler and Murray Weinger at their Miami Beach Copa City. Subsequently, Schuyler signed the singer to a personal management contract and gave her to the Morris

WLW Drives for Top TV Set Circulation in Unique Drive

CINCINNATI, Feb. 3, - An unprecedented campaign to sell television sets, so as to boost TV circulation to the maximum before tory. By obtaining maximum cir- nati now has what is believed to receiver manufacturing stops, is beginning here this week under the sponsorship of WLW-T; WLW-C, Columbus, and WLW-D. Dayton. Virtually every TV set distributor in these areas is participating. The campaign is expected to cost the Crosley broadcasting outfit, owner games that the plan is economically of the three stations, a minimum of \$90,000.

Nickel Outlasts Dime, It Sez Here

CHICAGO, Feb. 3. - The trend toward the use of dimes has even affected the operations of the three U. S. mints. The coin-producing plants are now turning out more dimes than nickels.

The millions may argue that the nickel is not worth anything anymore, officials of the Federal Reserve Bank of Chicago say the real reason for emphasis on dime production is that the nickel is bigger and lasts longer. The fact that \$12,000,000 in dimes compared with only \$1,000,000 in nickels were in the newly developed economy. for the five weeks, in order, are \$25,000 for a week in Miami. Mint production in the middle '40s Hasty Heart, with John Beal; If the Como deal doesn't come showed the dime versus nickel Springtime for Henry, with Ed-off, the Copa may put in a General

The campaign, originated by the total sales possible until the Robert E. Dunville, Crosley presi- manufacturing halt could range dent, has no counterpart in TV his- from 170,000 to 220,000. Cincinculation available under the cir- be the highest incidence of TV set cumstances, the WLW TV trium- ownership, with one out of two virate will be able to increase time families owners. rates to a greater degree, thus, in turn, insuring greater income and profit during the period of TV manufacturing freeze.

Estimates as to the number of each city, Crosley is taking over sets which will be moved as the re- the largest available auditorium. sult of Dunville's campaign range Exhibit space is being given free to from 100,000 to 150,000. It is reported that distributors in the three cities now have a warehouse inventory of about 70,000 sets. Without the WLW promotion, this is about the number which would have been sold until freeze time. Since the distributors are expected to reorder up to present inventory,

Bermuda To Get First Pro Stock

HAMILTON, Bermuda, Feb. 3. -Come March 12, Bermuda will get its first pro legit stock. On that date a troupe operated by William

Copa Tries To Get Como To Come Out

(Continued on page 7)

NEW YORK, Feb. 3. - Perry Como may do his first cafe date in years if the present negotiations with the Copacabana come

The spot currently has Frankle Laine, whose option, incidentally, was picked up to give him six weeks. Following him comes Billy Eckstine, and then there's two weeks open.

It is for these two open weeks that the Copa is hopeful of getting Miles of the Berkshire Playhouse, Como to come out. The Copa Stockridge, Mass., will play five management is optimistic, but his made last year also indicates that weeks, with name players starred managers are dubious. They point dimes, while they may wear out and all-pro supporting casts, out that if Como were willing to faster, also are getting more use Shows and stars to be presented work in cafes, they could get him

ratio as only two dimes to one ward Everett Horton; Yes, My Artists Corporation unit headed by (Continued on page 48) | Peggy Lee.

KINGSLEY AND The campaign started yesterday (2) in Dayton for two days; moves to Cincinnati February 9-10-11 and PLAYWRIGHTS Columbus February 18-19-20. In OKAY BB PLAN

office to book.

NEW YORK, Feb. 3 .- Sidney Kingsley, who wrote and directed the current hit Darkness at Noon (based on Arthur Koestler novel), and General Manager Warren Munsell, of the Playwrights' Company, the show's producers, this week told The Billboard that they are in hearty accord with the recommendation made by this paper (February 3 issue) that the show's script should be offered to community, college or other accredited amateur groups royalty free.

Corporate structure of the Playwrights' Company requires a meeting of key officers before the royalty-free arrangement can be officially finalized. but both Munsell and Kingsley indicated every confidence that such official okay would be forthcoming shortly.

It is anticipated, too, that the anti-Communist show will get considerably greater spread, thru radio-TV showings, tho nothing definite has been set in this direction to date.

Billboard Backstage

- By JOE CSIDA -

Did you ever get the feeling that you were born and are living in the wrong era? I did the other day while glancing thru an interesting house organ, Times Talk, published by The New York Times about and for its staffers. Talk told about a piece the paper ran on January 15, 1896, about its competitor The Herald and Herald Editor and Publisher James Gordon Bennett. It said:

"The Herald was, in its earlier existence, a quasi-obscene publication edited by a Scotchman as hideous in mind as ill-shapen in body, and who ere long earned for himself the surname of Mephistopheles of the Press. . . . The Herald's brains deserted it a long time ago, and slapped on the tunes for recording nothing is now left resembling vitality but the slimy and imbecile and performance purposes. The wrigglings of its tail."

In The Billboard's earlier days the same kind of outspoken journalism was employed by W. H. Donaldson, the paper's founder and editor. He often referred to one of his competitors, another show business weekly, as "... the Green Slut" (it was then published with green cover), and frequently took the opportunity to bat out such interesting lines (referring to the competitor's inclination to rap acts unless they bought ads) as: ". . . leaving no turn unstoned, the Green Slut has stooped to a new low in common decency. . . ."

The I have never had the occasion to go thru this competitor's back copies, I am quite certain that its editor answered Mr. D in kind, and a merry time was had by all, notably the reader.

Gone, however, are the days of toe-to-toe journalism. Today competitive publications (not excepting, sadly enough, The Billboard) are revoltingly polite to one another, and indeed often (the here The Billboard is an exception) help one another. Among the long string of publications in many fields that are more or less competitive to The Billboard, there are quite a few which it would delight me to describe in virile, colorful, totally non-minced words.

There is the publication which unabashedly reviews records purely (Continued on page 47)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 3.-After watching a dizzy first week of the wage-price freeze, goggle-eyed congressional leaders have quietly decided against giving the White House wider powers along this line. For time being, there'll be no broadening of the Defense Production Act, the freeze order's basic law.

The act in its present form exempts a number of amusement industry items. Talent fees earned beyond regular salary aren't covered by wage ceiling. General admissions and radio-TV ads are outside the price order.

In throes of trying to administer the order, Economic Stabilization Agency hasn't figured out officially how the order affects vast number of other show business operations. Important to coin-machine tradefolk, for instance, is question whether used equipment is covered by the price freeze. A high ESA legalist says the answer is yes, but he adds wryly, "That's just my unofficial view, and that's the way most views will stay for a while around here."

Snowed under by queries, ESA in a week has become Washington's most haggard-looking agency. Unable to glimpse the celebrated Regulation No. 1 until after it was already in the newspapers, the skeleton staff is now trying to decipher the gobbledygook amid a rain of new "clarifying" orders from upstairs. Adding to the frenzy are fresh ESA recruits who are being pumped into the agency by the hundreds daily. Wisecracked one of them: "My immediate problem is now what the freeze order is about, but where I can find an empty

Miss Scott Never Was, Isn't or Will Be . . .

House Un-American Activities Committee, which is planning another look at the entertainment industry, this week released official text for first time of last fall's closed-door hearing at which performer Hazel Scott made a voluntary appearance. Miss Scott's testimony repudiating communism turned out even stronger than her prepared statement, published in The Billboard. She told the committee: "I am not now, never have been, have never entertained the idea, and will (Continued on page 47)

Picture Business

By LEE ZHITO -

HOLLYWOOD, Feb. 3.-For a fine example of how television can be used to exploit a movie, Frank Sinatra's TV tribute to Bing Crosby's Mr. Music pic takes top honors. A 10-minute routine by Sinatra, in which he engages in gag patter with Crosby's taped voice, was entertaining and sugar-coated, a healthy plug for the Groaner's movie. Paramount, to show its appreciation, invited the press to a studio luncheon at which a kine of the Sinatra show was previewed a few days prior to its Coast release.

Presence of a TV kine on a movie lot is in itself something of historical note, but of greater importance will be the reaction of other studios to Paramount's utilization of TV's promotional powers. For years movie makers refused to permit their talent to appear on radio shows. Gradually, as studios became convinced of the terrific boxoffice impact packed by radio guest shots, bans were lowered. Soon movie makers hired full-time radio relations men to get free air plugs for pictures and artists and help place screen celebs on radio shows.

Para Sets Pace With TV Promotion . . .

Paramount's sock campaign on Mr. Music (masterminded by Marty Lewis) has held the industry's eye, and sure to gain attention here is the network TV plugs for the film. Paramount, which pioneered use of radio promotion by studios, is again setting the pace for the other movie makers. Motion picture industry cannot continue to ignore the expanding TV audience for exploitation of its product and soon will have to start spotting on TV heretofore shielded name properties.

Production News

And Personnel Notes . . .

Dick Breen will serve as general director of the forthcoming Academy Awards presentation. . . . RKO is after Alan Young to star in Androcles and the Lion and is huddling with Paramount, which has him scheduled for Aaron Slick. . . . 20th Century-Fox bought film rights to Phone Call From a Stranger which Nunnally Johnson will produce. I. A. R. Wylie yarn ran in McCall's. . . . Motion Picture Industry Council (MPIC) will hear its new by-laws as revamped by I. E. Chadwick's committee, which would bring to an end months of wrangling. . . . Harry Popkin is asking the New York courts to block United Artists from releasing The Second Woman. Vending Machines

MUSIC, MIDAS, PLEASE!

Diskers Get Peek at New 11-Tune "King and I" Score

and Hammerstein this week original cast recording rights. The showed the score for their forthcoming legit production, The King and I, to record company artists and repertoire men. The score contains 11 songs at this point, and a March 6 release date has been show is due to hit Broadway in mid-April and is going into rehearsal shortly. It is based on Anna and the King of Siam, which was the title skedded to be used until the new tag was applied last

The showing of the score stirred up batches of trade speculation

\$100 PARTNER FLOORS GINGER

NEW YORK, Feb. 3.—The annual March of Dimes collection at the Versailles, Wednesday (31), almost ended on a sour note when Ginger Rogers took a header into the audi-

Joey Adams, emsee, offered dances to males with Miss Rogers at \$20 a whirl. One guy jumped up and gave \$100. He and Miss Rogers started to move around the raised floor, they got too near the edge of the platform, tried to regain their balance, missed and went down. Nobody was hurt but that was the end.

The cuffo show had Gypsy Rose Lee, Julie Wilson, Ella Logan, Faye Emerson, Skitch Henderson and Al Kelly.

Catholic Organ Raps Lester's P. A. in Detroit

pearance of Jerry Lester and Dagmar here last Saturday, drawing a crowd estimated by showmen at likely to hike excise rates on most 60,000 for Saint Joseph's High luxury items, including jewelry, School benefit, is termed an "unfortunate blunder" in the lead editorial by Michigan Catholic, archdiocesan organ. ·

"Judged by Christian standards Lester and his girl friend have one of the most objectionable programs on television," the editorial said.

Criticizing "immodest costuming and suggestive dialog," the news organ insisted that for a Catholic organization to "cash in" on such questionable popularity is either surrender of principle or unbelievable naivete.

Bill Would Establish D. C. Stagedoor Canteen

WASHINGTON, Feb. 3 .- A bill proposing to turn over the old unused Belasco Theater here for use as a "Stage Door Canteen" for the armed forces was submitted by Rep. Arthur G. Klein (D., N. Y.) this week. The bill carries a \$75,-000 appropriation.

The Belasco was similarly used as a service recreation center in World War II. Attempts have been made recurrently to induce the government to remodel and lease the theater.

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NEW YORK, Feb. 3 .- Rodgers | with regard to the placing of the last time out, the Rodgers-Hammerstein team was responsible for South Pacific, which record-wise Theater, replica of the one in which stands as one of the all-time best sellers in the original cast field along with same writers' Okla-

Dough No Object

It is considered unlikely that the Rodgers-Hammerstein team, both as writer and producer, will be greatly concerned with obtaining angel money from diskeries as a peg for securing the record rights. They figure to have little difficulty in raising whatever the required capital will be.

One of the major influences is likely to be that Decca Records has Gertrude Lawrence, who is to be starred in The King and I, inked

(Continued on page 11)

Showbiz May **Escape Some** Of Tax Hikes

WASHINGTON, Feb. 3.—All of show business will feel the impact of tax hikes called for yesterday by President Truman in his annual tax message to Congress. Performers particularly will feel a heavy impact if Congress goes along with the President's proposal for a \$4,000,000,000 rise in individual income taxes. The industry will contribute heavily if Congress accepts Mr. Truman's request for \$3,000,000,000 more in corporation income taxes. As for the President's request for \$3,000,000,000 more in excises, however, showbiz will get a mixed break.

In the wake of the tax message, Capitol Hill sources gave fresh in-DETROIT, Feb. 3 .- Personal ap- dication that several showbiz excises will be left untouched by Congress which, nevertheless, is furs and cosmetics, and on radio-TV sets, tobacco and gaming machines.

Chief among showbiz taxes which Congressional sources say will escape the general hike are the 20 per cent general admissions and cabaret taxes. However, fiscal (Continued on page 47)

U.S. Talent To Liven Uruguay Film Festival

and film talent is being lined up for Uruguay's first film festival (Festival Cinematografico Internacional De Punta De Este), to be held at Montevideo February 15 thru March 5. According to Jaime Prades, who represents the Uruguayan festival, name bands and film stars from all countries will attend. Bands already on the way include Xavier Cugat, Cab Calloway and Enric Madriguera, as indicated earlier in The Billboard.

Film talent scheduled for the Has a New Flicker . . . festival will be drawn from United States, England, France, Italy, Brazil and other countries. Already set are Ingrid Bergman, Orson Welles, Jean Cocteau, Gary Cooper, Joan Fontaine, Lisbeth Scott, Marta Toren, Ricardo Montalban, Fay Doumergue, Loretta Young, Dolores Del Rio, Cantinflas and others.

Live Grill Music Okayed in Norfolk

NORFOLK, Feb. 3 .- In an unprecedented action Norfolk City Council today adopted an ordinance permitting the use of live music in grill type eating places with Alcoholic Board of Control licenses. The vote was unanimous despite the appearance before council of representatives of temperance societies. Councilmen explained that they hope live music will improve conditions. Catch is that ABC board which has had a policy thruout the State against use of live music in places where the sale of food is less than that of beer Palladium March 12, with the Do 80 will have the final say.

London Dispatch

By LEIGH VANCE

LONDON, Feb. 3.-A new Globe Shakespeare's plays were first acted 400 years ago, is to be built at Stratford-on-Avenue, site of the Shakespeare Memorial Theater. Director Anthony Quayle says: "The new Globe will cost \$560,000 to build and seat 1,000. In five years we could break even." Last year the Memorial Theater took \$254,800 from 300,000 visitors of 36 nations.

Sir Charles (CB) Cochran, 78, veteran impresario who launched many Noel Coward hits, died January 31 in a London hospital.

No Festival Fortunes;

Theaters Want BBC-TV News . . .

No fortunes will be made by showmen at the forthcoming Festival of Britain Pleasure Park. About 200 of them will run Roller Coasters, fun fairs and amusement arcades. Rentals begin at \$70 per foot of frontage and increase on a sliding scale according to monthly attendance figures up to \$84 per foot when audiences top 11,000,000.

Eighty cinemas of the Granada Circuit are negotiating to show British Broadcasting Corporation television newsreels on their screens. "We object to the increase in commercial newsreel prices," explains Cecil Bernstein, who owns the circuit with brother Sidney. The BBC is "considering it."

Whitlock & Hop Scotch; Cold Reception for "Invalid"...

Dies . . . Billy Whitlock, who wrote Hop Scotch Polka in 1904 when he was a \$12,000-a-year vaudeville star, lived to see it selling 20,000 sheet copies a week in 1949 when he was an \$11-a-week watchman. He made \$5,600 out

Elizabeth Bergner is getting raves for her performances in The Gay Invalid, Sir Barry Jackson's adaptation of Moliere's Malade Imaginaire. The play was greeted coldly. ... Harry Levene, ex-boxing pro-

moter who runs the plush Baga-(Continued on page 47)

Paris

By ART ROSETT

PARIS, Feb. 3 .- Harry Bloom agent for Jerry Medrano, owner of Cirque Medrano, has given The Billboard his side on the controversy between his principal and AGVA regarding the present Hollywood Extravaganza. Bloom said that Medrano refused to post a guarantee. He said other name NEW YORK, Feb. 3 .- Top music clubs here bring acts over without doing so. Also, Medrano, scion of a family that has been operating the same circus for almost 100 years, has an impeccable reputation both in and out of show business, and considers his word more sacred than a guarantee. "Chorus girls on this show are drawing in the neighborhood of \$100 a week, which is higher than scale," said Bloom.

Warners or Not, Flynn

Bill Marshall, the other night, was telling how on May 12, 1950, he finished a picture which he wrote, produced, and directed, called Hello God, starring Errol Flynn. Flynn, under contract to Warner Bros., was not supposed to be working any outside contracts. Marshall said, "I invested \$500,000 on this picture, and I intend to release it as soon as I get back to the States next month." We asked Marshall if this would leave him open to any action from Wat ners, but he said, "The only per son who is going to be hurt is E roll"-Marshall also said that ; soon as he returns to Hollywood he will start shooting a Handf of Dust, originally written by th eminent English author, Evel; Waugh. It will be produced i Sam Marx. Ray Milland a Lauren Bacall will co-star.

Barnards to Palladium, Merrimacs Into Lido . . .

The Barnards' platter act ge from the Club Lido here into t (Continued on page 5

T. A. Miffed on **Charge Levied** At Camp Show

HOLLYWOOD, Feb. 3.-Theater Authority here passed a resolution to the effect that a TA and talent union violation was committed by Chanute Field, Ill., officers. Resolution received the stamp of approval of the Hollywood Co-Ordinating Committee and was sent to Maj. Gen. Edward F. Witsell, adjutant general of the U. S. Army, Washington.

Matter in question occurred last month when Bob Hope took his show to the air force base. It wasn't until Hope had concluded the program that he was informed servicemen were charged \$1.50 apiece admission. Hope complained to American Guild of Variety Artists which, in turn, took the affair up with local TA and the HCC. This is the first time in the history of TA and HCC that such a thing happened.

Letter to General Witsell stated that actors could not appear at any military base where admission was charged. The general is expected to issue an order condemning such practices. Theater Authority told The Billboard that there is no intention of inflicting any penalty on Chanute Field. Only thought is that of reporting what happened so it will not reoccur.

LOST CHORD

'5'11 Get 10' Wrong Odds

NEW YORK, Feb. 3.-About a vear ago songwriters Julie Styne and Ralph Freed collaborated in Hollywood on a ditty titled Five'll Getcha Ten. Styne brought the song to New York when he came here to turn producer for Make a Wish, a forthcoming legiter, and placed it with the E. H. Morris pubbery. Some months later Freed came east to take a fling at a show score.

This week Freed met Styne on Broadway and both began to wonder about their song. They went up to the Morris office and asked professional manager Paul Barry about the ditty. Barry, trying to recall the song, searched the office high and low and couldn't find a copy. He asked the writers to sing it to him. Neither had saved a copy nor could remember the song.

All parties are reported upsetthe writers for the loss of the song and the publishers for the loss of the advance!

Billboard

The Amusement Industry's Leading Newsweekly

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

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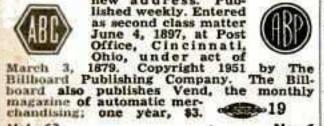
Managers and Divisions E. W. Evans, Gen. Mgr. Cincinnati Main Office & Printing Division 2160 Patterson St., Cincinnati 22, Ohio Phone: DUnbar 6450

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, III. Phone: CEntral 6-8761

Sam Abbott, Gen. Mgr. West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: HOllywood 9-5831

F. B. Joerling, Gen. Mgr. Southwest Division 390 Arcade Bldg., St. Louis 1, Mo. Phone: CHestnut 0443 C. J. Latscha Advertising Director K. Kemper . . . Advertising Mgr., New York M. L. Reuter . . . Advertising Mgr., Chicago

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OTHER REVIEWS IN DEPARTMENTS

Each week The Billboard presents here highlight reviews of shows from various section of show business. Reviews normally carried in any or all of the individual departments of the paper (Television, Radio, Music, Records, Night Clubs, Vaudeville, and Legitimate Theater, Circuses, Arenas, etc.) may appear here from time to time. The individual department review sections, however, continue as in the past, so that even tho one or more television reviews for example, appear in the columns of this page, full television reviews of many other shows, followup reviews under the heading Another Look, and such features as Television Talent & Show tips will continue as a weekly feature of the Television Department. Same goes for review sections of all departments of the paper. Lists of credits for reviews on this page will follow the end of each review, usually in the departmental space.

'Big Town' Finds Drama in Life Of New TV Star

instance of a TV show doing a program built entirely around a newly made TV star is shaping up on Big Town, sponsored on CBS-New Tune at TV by Procter & Gamble. The script is tentatively scheduled for March 1, and will tell the story of Reba Tassell.

> Miss Tassell did one show on Studio One a few weeks ago and She created even more talk shortly thereafter when she turned down two film offers, one from Metro and the other from 20th-Century. Sam Goldwyn also is reported to have pitched.

> The actress rejected the Hollywood deals in order to remain East with her husband and two kids-and her video career.

Autry Trades Vittles Line To New Corp.

NEW YORK, Feb. 3.-Kargan Corporation, formerly Martin Stone Associates, New York, has acquired the merchandising rights to Gene Autry food products from the movie cowboy's West Coast firm, Melody Rancl. Food. The pact, which excludes candy and bread, has no connection with Autry's radio and TV interests. However, it's probable that the Western star will plug the products on his various programs.

Kargan has also obtained the merchandising rights to Willie the Penquin, trademark used by Brown & Williamson Tobacco for Kool cigarttes. Willie will hit the toy stores the latter part of this month in the form of a stuffed doll, and a Standard Magazines, Inc., comic book. Willie, who will be merchandised along the same lines as Howdy Doody, might also end up as a video puppet, since the Kool outfit goes in heavily for radio-TV advertising.

Blood To Spurt on TV as Aid to Drive

NEW YORK, Feb. 3. - What is believed to be the first telecast of a blood-doning procedure will be carried on WNBT, New York, February 26. The donor will be Jack

Berch will appear on the Ed Herlihy morning stanza, Date in Manhattan. The Red Cross, which handles the blood plasma program, is bringing its mobile equipment to the studio and the aircast will include all details—even to the jabshow, arranged by Jane Kalmus, up a chilling discourse tagged "You repping Berch and Ted Cott, gen- can survive an atomic attack." In eral manager of WNBT, is to spur striking contrast to the solemn blood donations because of the discussions, the doctor approached No. 6 Korean situation.

Highlight Reviews

LEGIT

"Rose Tattoo" Not for Grandma, **But Absorbing Character Study**

By BOB FRANCIS

being merely a widow with a fixation on the memory of a dead hus-

Tattoo has neither the drive nor ford has a hit on her hands. impact of Streetcar Named Desire.

eyebrow, but all signs point to the fact that producer Cheryl Craw-

Nothing very much happens and drawn from the Deep South, this

Tennessee Williams' long- there is nothing profound about it. time from a fishing village on the heralded Rose Tattoo has arrived In fact, it seems hardly a play at Gulf Coast. Most of them are at last. As is usual with Williams' all, but rather a character study Sicilians. Sex with a capital "S" dramas, it pleads no cause nor of a fanatical, hot-blooded Sicilian is the keynote. A woman who has points any particular moral. Like- woman and the effect upon her of idolized her husband loses him wise, as usual, its theme is a destroyed illusions. Be that as it via a smuggling shooting. She clinical examination of feminine may, the excellence of its staging makes a shrine of his ashes in the foibles and abnormalities. This and projection make it over-all ab- parlor and lives by and for his time, however, the pattern is not sorbing to watch and listen to. memory. But it seems that the lad quite so bizarre, the central figure | The Catholic church may give | has been a somewhat secret stinker some of its implications a raised and vain to the extent of wearing a rose tattooed on his chest. The tattoo has become a sacred symbol to her in more ways than one. Williams' prototypes are again When she discovers, years after (Continued on page 48)

TELEVISION

Sincerity, Urgency, Confidence Shine Thru in Ike's Report

By JOE CSIDA

the second day of February, in the year 1951, transcontinental NEW YORK, Feb. 3.-Unusual television was not a working reality. For if Joseph Stalin and the members of the Union of Soviet Socialist Republics' Politburo could have viewed and listened to General of the Army Dwight D. Eisenhower, tonight via all radio and video stations, outline the detion for defending itself against senting a capsule report on so comto believe that the Russian leaders would have found reason for considerable pause in their imperialistic plans.

Certainly no American (and it is to be hoped that rating studies will show Ike to have attracted the heftiest audience in video history) could watch and listen to the national Atlantic Treaty organiza-

It is unfortunate indeed that on out feeling a deep conviction that, broadcasters' army-sponsored tour however difficult the task ahead of Europe in August, 1945. At his of this nation, with the proper Frankfort headquarters Ike told us spirit, incalculable quantities of a story which took place on one of hard work and some sacrifice we his visits to Russia. He had atwill never need grovel before tended a screening of a Russian Communist masters; that there is war film in which General Zhukov still hope for a real peace.

General Is Indominitable

While the general appeared tired, his very fatigue added to the termination of the free world, and air of indominitability he created. the means at hand and in prepara- A lesser soldier or statesman, previewer at least is naive enough have insisted on at least a desk script. Not so Ike. He delivered his message sans the written page and thus marred in no slightest degree the utter sincerity, the wellconsidered urgency, yet withall the supreme confidence implicit in his words and manner. In full closeup particularly did these qualities shine thru.

tion's supreme commander with- to be along on the American kine of Ike's TV job?

was featured. At the end of the showing Ike jokingly said that anytime Zhukov might be without employment he (Ike) could get him a job as an actor in Hollywood. When the interpreter translated this in Russian, Stalin blew his top. Zhukov, said Stalin, in became an immediate sensation. Communist aggression this re- plete a subject, would probably roars that quaked the Kremlin, would never be out of a job. Ike's plug for Zhukov, after viewing him tonight, goes for Ike, as far as this reviewer is concerned. Anytime Truman gets silly enough not to use him as at present, TV can use him as the all-time top commentator on national and world

> P.S.: To the broadcasters—How This reporter was lucky enough about sending Mr. Stalin a gift, a

LEGIT

"Not for Children" Looks Like Turkey; Not for Adults Either

By SIDNEY GOLLY

a rank understatement. As a matter of fact, only the brain of an Einstein could piece it together, and even then the great brain would fail to find any particular entertainment in it. Elmer Rice has one of his characters say toward the end of the play: "This play is a flop," and scarcely an auditor would disagree.

The theme of the play, which is

To say that this is confusing is as hard to catch as a wind-borne feather, apparently is a debate on "the theater" between Betty Fields and Elliott Nugent. It is offered via the medium of the "play within a play." However, the characters are constantly getting mixed up between the play within and the play without, and while valiant pew-sitters made an honest ef-

it all up. Of course, the play is not with-

out its moments, particularly when Rice lets loose with his famed barbed tongue. It has some amusing dialog and a few funny situations, but on the whole is bogged down by a lack of movement and some very heavy-handed expound-

Miss Field and Nugent do a very capable job with the tools they fort to follow it, most had to give have to work with, and Ann Thomas is quite effective in her (Continued on page 46)

RADIO

Gerstell Tells How To Survive Atomic Attack --- With Gags Yet

By JUNE BUNDY

this show twice last week. In view of its urgent significance and the concise content of its information, the program deserves a repeat on AM as well. The show, originally produced by WCFM, Washington, features Dr. Richard Gerstell, a consultant with the Civil Defense Office, National Security Resources Board.

Gerstell, who was naval medical the subject from a purely practical blast" are more to be feared than

As a public service, WFDR aired point of view, which was ultimately radioactivity, he advised the pubmore shattering than a dramatic lic to assemble a first aid kit for approach to the situation.

Gerstell even evoked several nervous laughs from the audience, via some grisly gags about Geiger counters and such. Stripping the atomic problems of its usual scientific jargon, the jovial Gerstell calmly outlined, in basic radioactive particles are not al-English terms, safety measures civilians should take in case of sneak atom bomb attack. The result | where he literally washed the stuff bing of the needle. Purpose of the observer at the Bikini tests, dished was the most accurate, easiest-to- out of his hair with soap and water. understand summary of civilian Going into the matter of prodefense dutes yet aired.

> **Quick Remedies** Stressing the fact that "heat and

"cuts, broken bones, bruises, burns and more burns." He also emphasized the important fact that "you can't catch radiation sickness," so it's safe to move in afterwards and give survivors aid. Gerstell backed up his statement that ways fatal, by a vivid description of his own experiences in Bikini,

tective clothing, the doctor advised women to start wearing hose, light colored dresses and hats with

This One

(Continued on page 8)

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

Webs Prepare for Greatest Summer Fill-In Schedule in Radio History

iest demand for summer replace- Operation Danger, would follow ment network shows, perhaps in the adventures of an American inall broadcast history, now is in telligence officer in the Eastern prospect. The result is that the Occupation Zone, networks are already working on their hot-weather schedules, long before the usual time for mapping such plans.

The reasons for this situation are manifold. Among them is the fact that NBC, CBS and ABC are operating full-blast on both AM and TV now, with more hiatus periods to fill. Another is that this season has found more open radio time than in recent years.

NBC execs are figuring on a possible 20 summer radio slots to fill this year, as against about 15 last summer. A similar situation is in view at CBS. Both webs are concentrating on economy in blueprinting radio plans, but also hope to inject some name value into their offerings.

Harry Ackerman, CBS West Coast chief, is in town consulting on plans for Coast-originated summer shows. On his agenda is an item titled, The Things You Hear at Mike's, a philosophical comedy for which he is trying to get Pat O'Brien. Artie Stander will script and direct. Another is Mr. Aladdin, a mystery-adventure series, with David Niven reported a candidate for the lead.

Another CBS possibility is a show titled Great Grandfather, for which Edmund Gwenn is being sought. A story about a man who likes his mother-in-law, December Bride, is based on an unpublished book by Parke Levy, who would

Affirms Faith In Radio With \$2.25 Mil Plan

NEW YORK, Feb. 3.-In view of radio's recent increase in sales activity, the Dolcin Corporation has altered its 1951 advertising budget to expand its radio purchases. Dolcin's prexy, Victor Van Der Linde, in an address before WOR's annual sales meet this week, said the firm originally planned to spend \$1,500,000 in radio; \$500,000 in TV and \$500,000 for other media. Under the new setup, however, Dolcin will pour the entire \$2,500,000 into radio and TV, with the former pegged for the major share, \$2,250,000.

J. Walter Thompson time buyer Linnea Nelson, who also spoke at the WOR meet, told the sales execs that, in her opinion, war can not hurt radio or the advertising business as long as there are sound products and sound selling. Backing up Miss Nelson's statement, WOR Prexy, Ted Streibert, contended that business should be good for radio in 1951 because it is a "low cost mass medium," as compared to the high costs of TV. He added that the station expects its TV operations to show a profit this year.

DuMont Signs Cuban Station

NEW YORK, Feb. 3.—Television's first international network affiliation contract was signed this week, when Comdr. Mortimer W. Loewi, director of the DuMont web, flew to Havana and pacted the Union Radio TV outlet there as a network member. First programs to be supplied the Havana outlet will be kines of boxing and wrestling. Plan is for the Cuban station to fade out the audio coverage by Dennis James, while a local announcer describes the action live in Spanish.

Possibility also exists for reciprocal deals whereby DuMont may have access to some Cuban Havana, mainly in public places, sponsor, but negotiations are val's learning of a renewed inwith two stations on the air. | val's learning of a renewed interest here in the name for TV. | anew TV's blue chip nature. The a short time.

NEW YORK, Feb. 3.-The heav- | direct. An adventure melodrama, | stanzas would be on kine.

Other Possibilities Cited

In TV, CBS is planning to go into production shortly on a new Lucille Ball-Desi Arnaz husbandshow already is in the can, and the web is excited about its possibilities. A Hal Peary tele show will be filmed with Hal Kanter as producer-director. A series is contemplated based on Norman Reilly Raine's Tugboat Annie. The web matic shows on film, while variety well as famous folk.

At NBC, radio plans include the Amazing Mr. Malone series, with Edward G. Robinson in the lead. Science fiction is to be spotlighted with Dimension X returning, and a kid series titled Inter-Steelar Command. Shows are being developed for Carol Channing, Jean Arthur and Paulette Goddard, Miss Godwife show. The Joan Davis video dard's being tentatively titled The Adventures of Paulette.

A dramatic series, The Enchanted Room, would feature Dorothy Mac-Guire, who starred in the film, The Enchanted Cottage. Another kid show is one called The Phantom Pirate. Margaret Webster has will co-produce Corliss Archer been set to direct the NBC Theater with Jimmy Saphier, with no lead dramatic series. A big American selected as yet. CBS has arranged history series is in the works, as is for Hal Roach to film all the Amos a series titled I Pledge Allegiance, 'n' Andy shows. Ackerman said spotlighting contributions made to CBS plans, in general, to put dra- American life by little-known as

AFM GIVES NETS **WORKS ON TELE**

Petrillo Throws the Book at 'Em; Wants Scale To Top Radio by 25%

NEW YORK, Feb. 3.-In the years to come, when TV may view of the American Federation edge out radio as the No. 1 broadof Musicians, the time has come cast medium. to jack up the television scale 20 cast scale. The import of this is great-altho not readily apparent.

Musicians on network TV programs now receive 95 per cent of the AM scale. Currently the union is negotiating for a sizable La Colbert Airer increase in AM rates. So what the AFM is actually proposing is an increase of 25 per cent on top of whatever increase is granted in the AM scale. For instance, should the union negotiate a 10 per cent increase in AM rates, TV musicians on network shows would get 35 per cent more than they now receive. Just what percentage hike will be negotiated on AM is not known at this point, but network execs stated the union's demands have been very stiff (The Billboard, February 3).

The proposals of the AFM, presented to the networks this week by James C. Petrillo, AFM chief, were indicative of several points.

(1) Thus far the AFM has experimented with scales for TV. The AFM now feels it must establish a definite contract which will set a protective pattern for the

Arrow Shirts Back Into TV

NEW YORK, Feb. 3.-Cluett-Peabody, makers of Arrow Shirts, this week moved back into TV to share co-sponsorship of Holiday Hotel with Packard Motors on ABC-TV when the program's new cycle begins in March. Packard currently is sole bankroller, but top investor, and was dunked to the uncertain position of auto- the tune of about \$225,000. Bevmobile manufacturers prompted the car company to

The shirt-making company was in video several years ago with a variety show which featured Phil Silvers. Holiday Hotel, on which Don Ameche is the emsee, has been improving after a shaky start. The deal was arranged by Young & Rubicam, the agency for both clients.

Bendix Inked For TV Series

HOLLYWOOD, Feb. Roach this week signed screen thesp Bill Bendix for a series of 39 half-hour TV shows based upon the cab driver character which first won Bendix stardom.

programing. This may include budget per film will run approxi- Paris, to prevent unauthorized use sports items at first, such as winter baseball and jai-alai games. Shot on the Roach Culver City lot. and "good will" here. Their reWLW-D, Dayton, O., and ceeding the AM-only rate of WLW,
shot on the Roach Culver City lot. and "good will" here. Their reWLW-C, Columbus, O. The opalthough the AM-only rate of WLW,
shot on the Roach Culver City lot. and "good will" here. Their re-There are now about 9,000 sets in No deal has been closed with a tention reportedly followed Der- erating loss involved during that course, considerably greater. An

(2) The question of TV film, per cent above the standard broad- of vital importance both to the (Continued on page 12)

CBS Building AM

creating a radio vehicle for Claudette Colbert. To be scripted by Frank Galen and to be titled Vanity and Mrs. Fair, the show will be city airing are Pfeiffer Brewing built around the activities of the proprietress of a cosmetic salon.

Harry Ackerman, CBS head of production, will supervise.

gressive Broadcasting System

(PBS) this week folded, giving

its main stockholders a bath to the

extent of better than \$500,000.

The web, which began operations

November 26, had some 75 af-

filiates. It had hoped to establish

itself as a daytime network, but

floundered when cash ran low and

additional funds could not be

Larry Finley, PBS president and

founder, dropped close to \$100,000

in the venture personally. Indus-

trialist Bernie Fleischer was the

erly Hills hotel executives Joe

Shane and B. B. Robinson had,

between them, an interest of about

\$200,000 in PBS. Attorney Jack

raised.

PBS Fold Sets Backers

Back to Tune of 500G

NEW YORK, Feb. 3 .- The Pro- L. Rau, who was PBS counsel

PITCHING WOO FOR SHAMPOO

HOLLYWOOD, Feb. 3 .-Lonesome Gal, radio's answer to TV's low necklines, will have a male counterpart. Renzo Cesana, as "The Con-tinental," will drip sweet nothings into the mike and serve as deejay, aiming his wooing at the lonesome gals among his listeners. Show will air 11-11:15 nightly across the board on KHJ and be bankrolled locally and in Chicago (WHN) by Life Shampoo. It's being readied for national syndication.

BOLD VENTURE

Ziv's Bogart-Baby Package Hot Radio Item

Continued from page 1

of the total sales. Septonic Corporation has been another large buyer, with 25 cities purchased. Show is skedded to preem March 26.

Altho the program is Ziv's most expensive radio show, running around 10G weekly, the cost to sponsors-ranging from \$13 to \$750 in turn, led to that agency's buy per city-has not been hiked so as on American Broadcasting Comto enable maximum penetration. In order to achieve this penetration, the company has hired an additional six salesmen thruout the listeners predominate Saturday country, bringing to almost 100 the mornings rather than kids. NBC number of men peddling the pack- shows the ratio to be almost 60-40.

execs, for the program's activity make strong pitches to food and among beer clients is that the fea- grocery accounts on the theory turing of Miss Bacall is expected that programs at that time catch to attract many women listeners. fem buyers before they go to HOLLYWOOD, Feb. 3 .- CBS is They form the bulk of the home market. buyers of beer.

Among the beer sponsors pur-chasing Bold Venture for multi-Company, 32 cities; Stegmaier Brewing Company, 25 cities, and Hamm Brewing Company, nine

NBC Finds Sat. Is Mom's Day, Not the Kids'

NEW YORK, Feb. 3.-A change in Saturday morning radio programing tactics may be adopted shortly by National Broadcasting Company as the result of an exhaustive study of daytime listening habits completed by the network. Essentially, the surveywhich has not yet had general circulation within NBC ranks-is said to reveal that Saturday morning, for years regarded as prime listening time for children, is, instead, a strong listening period for

The survey also confirms the strong hold of serial shows as weekday fare, with opposition coming only from strong personalities; e. g., Arthur Godfrey. Another point brought out in the survey is that, altho disk jockeys can achieve great success on local shows, they are n. g. for network shows, seemingly because listeners establish a local identity with such performers but are unwilling or unable to do so when presented by a network.

NBC's findings regarding Saturday mornings follow similar discoveries made recently by the William Weintraub Agency and which, pany TV Saturday mornings for adult programing. The findings in each case show that women

If the web does change its pro-The reason, according to Ziv graming accordingly, it expects to

Philip Morris Buys Half-Hour Radio Slots on ABC-CBS

NEW YORK, Feb. 3.-Philip Morris, which has been seeking unsuccessfully to add at least one more TV show, this week expanded instead into radio with two buys. One was Modern Romances on ABC, a half-hour show which airs at 11 a.m. across the board, starting Monday (5). The other was the 10 to 10:30 p.m. Thursday slot on CBS, in which it will resurrect its old Philip Morris Playhouse in the web's mystery lineup, starting March 15.

The cigarette firm had been making efforts to buy more video time, but the Biow Agency found itself blocked by the scarcity of time and station availabilities. Biow this week also denied trade reports that Philip Morris' Horace Heidt and Truth or Consequences video shows were shaky. Blow stated that both shows were under long-term non-cancellable con-

The CBS radio business was placed by Biow; the ABC buy was made thru Cecil & Presbrey.

Carol Sleeper Becomes Time Buyer for Ayer

NEW YORK, Feb. 3.-Carol Sleeper this week became time buyer for N. W. Ayer & Son. Miss Sleeper replaces Dirk Watson, who has been recalled into the navy

She was formerly with Doherty. Clifford & Shenfield.

NBC Notified of 'Folies' Use Claim

NEW YORK, Feb. 3.-National Broadcasting Company was notified last week by the law firm of Zissu & Marcus that a claim will be brought against the web because of an alleged unauthorized usage of a Folies Bergere setting and skit in a recent Milton Berle TV show. The attorneys were subsequently informed that their communication had been turned over to the Kudner Agency, which has not yet responded,

Zissu & Marcus were recently retained by Paul Derval, owner of According to Roach, production the Folies Bergere Theater in

when some other PBS stockhold-

The crisis is said to have arisen

also held some stock.

ers decided to pull out, and the web required an additional \$250,-000 on short order. Refinancing had to be completed as of 2 p.m. Wednesday (31), and when all efforts to raise the needed cash failed, announcement was made of suspension of operations by Finley, Fleischer and Rau. One PBS official said that the web had not estimated properly the nut for its first year of operations, and that the sum allocated for 12 months was used up in less than

PBS operated from 7 a.m. to p.m. from three major originating points: New York, Chicago and Hollywood. Shows were broadcast on a clocktime basis, airing at the same hour in each time zone, with separate broadcasts via tape from each of its three originating cities. Approximately 30 PBS affiliates have made arrange- for active duty. ments to become affiliates of the Liberty Broadcasting System.

Crosley TV in Black After **Expenditures of Near 5-Mil**

CINCINNATI, Feb. 3 .- The tele- | operations loss followed estimated vision operations of Crosley Broadinto the black, Robert E. Dunville, president of the company, disclosed this week. It took 27 months of operations to reach that point.

construction and allied costs of casting Corporation have moved \$3,500,000. Crosley is a whollyowned subsidiary of Avco Manufacturing Company, the Victor Emanuel industrial empire.

The three stations are interconnected and sold as a unit, with The Crosley stations are WLW-T | their combined rate slightly ex-

BALLY BY BOOKS

MBS To Plug Mysteries Via **Block Deals**

NEW YORK, Feb. 3.-Mutual has made reciprocal tie-up deals with six major book outfits to push the web's new block-programing promotion plan for 14 mystery shows this month. The book firms include Bantam Books, Dell Publications, American Lending Library, American Library Association (public libraries), Doubleday and Farrar-Strauss.

In exchange for gratis air plugs on Mutual's mystery segs, the book outfits are distributing a variety of promotional display material to their sales outlets across the country.

Mutual has also arranged for an endorsement of the promotion by the Mystery Writers of America and a tie-up with National Crime Prevention Week (February 18-25).

The web's block-promotion scheme was reportedly motivated by NBC's recent interest in the lower-budgeted radio serial market, heretofore considered Mutual's province. The network's first promotion on its Western kid show block last fall was so successful that Mutual's board membership at a meeting today voted a sizable amount of cash last that it finds the CBS loyalty oath month for similar promotions this to be a negative manner of asceryear. In line with this, ex-trade taining an individual's loyalty to reporter Ben Kaufman, recently the country, and doesn't accomwith MGM as field press rep, has plish anything. The membership joined Mutual's promotion staff, will be asked to decide whether or reporting to MBS ad director Hal not it wishes to sign or fight the Coulter.

SWANSON YARN JUST NOT TRUE

NEW YORK, Feb. 3.—Last week's report that CBS-TV had turned down a daytime package starring Gloria Swanson is vehemently denied by Charles King and Jay Herbert, who are packaging the program.

The producer state they don't see how the show could have been turned down, since it was never formally submitted.

McCaffrey Balks CBS Oath Rule

NEW YORK, Feb. 5.-Commentator John K. M. McCaffrey will meet with CBS Executive Veepee Joseph Ream to discuss the network's demand for a loyalty statement today. McCaffrey has made known to CBS his reluctance to sign the web's loyalty pledge because, it is reported, he feels only the government has the right to make any such request. The commentator is on the CBS AM show, We Take Your Word.

Meanwhile the executive council of the Radio and Television Director's Guild will report to its

NAB Seeking New President; Miller To Become Chairman

Continued from page 1

manager. The latter post has been vacant since Bill Ryan resigned from NAB to become president of Broadcast Advertising Bureau. Altho a referendum is required to finalize Miller's change of status, the approval of the membership is regarded as certain.

Altho Miller denied some months ago reports that he would resign, his recommendation that he yield the presidency shocked the industry generally. The change will require renegotiation of his existing contract, which reportedly has three more years to go, and calls for a consultancy beyond that if he is not re-elected. Miller told the board, it is said, that under NAB's new set-up, with a separate board for AM and TV, and an over-all board in addi-

Frank Young Joins NBC

NEW YORK, Feb. 3.—Frank Young this week joined NBC as assistant to William Brooks, vicepresident in charge of public re-WPIX, New York.

tion, he felt he did not want to cope with the heavy load of administrative detail involved.

The NAB board is allocating \$75,000 for the chairmanship and president-general manager post. Miller's present \$50,000 annual salary will, it is thought, be scaled down gradually, and the new president will be scaled upward so as to remain within the budgeted

Strouse Chairman

Ben Strouse, WWDC, Washington, is chairman of the committee seeking a new president. Other members are Bill Fay, WHAM, Rochester, N. Y.; Bob Swezey, WDSU, New Orleans; Bill Quarton, WMT, Cedar Rapids; Harry Spence, KXRO, Aberdeen, S. D.; James Shouse, WLW, Cincinnati; Patt MacDonald, WHHM, Memphis; Allen Woodall, WDAK, Columbus, Ga.

NAB's name to National Association of Radio and Television Show two weeks ago. Broadcasters. There is to be an over-all board of directors of 42 Channing, the lead in Gentlemen members, a TV board of 14 and an Prefer Blondes, Broadway musical. AM board of 25. The latter two NBC wants to do a summer show will have autonomy in their own with Miss Channing along characlations. Young formerly was with fields, with the over-all board to ter lines similar to her Gentlemen act in non-conflicting areas con- role.

cerning the industry at large.

The next year's budget, effective in April, will run around \$500,000 compared to \$700,000 or so in previous years. Most of the economies were effected under Ryan's term as general manager. Of the \$500,000, \$180,000 was voted for BAB.

NBC in Deal For Holliday; WoosChanning

NEW YORK, Feb. 3. - NBC was reported set on one deal involving a blonde this week and in the midst of negotiating another.

The deal set is for Judy Holliday in a radio version of her legit film The board also voted to change click, Born Yesterday. Miss Holliday scored after her debut on Big

The pending deal involves Carol

WSTC PROMOSH

Outlet Plugs On FCC Bill **AM Power** In TV Joust

STAMFORD, Conn., Feb. 3.—An aggressive promotion campaign newspaper ads as well as its own swiftly. facilities in its competitive joust with TV. The spots plug radio's value as a medium offering entera consumer aid.

groups.

Senate To Act

WASHINGTON, Feb. 3.—The McFarland Bill overhauling the Federal Communications Commission is on the calendar for Senate action next week. The bill, similar to measures already twice passed by the Senate in previous congresses, appears likely to run plugging the power of radio has into lengthy hearings when it been launched here by WSTC and reaches the House, regardless of WSTC-FM. The station is using whether Senate action comes

The measure, which was given lengthy hearings, proposes to revise the FCC structure functiontainment and information and as ally and, among other things, would require that members of The newspaper ads are headed the Commission and other highwith the legend, "No Pictures," and ranking FCC-ers who resign from point out that while there are no the Commission should be pro-"pictures" transmitted by the sta- hibited from representing licensees tion, it offers plenty of "wonderful until at least a year after their words and music." The words resignation. The Senate Interdepartment, it notes, include top state and Foreign Commerce Comlocal news coverage as well as mittee favors this restriction as national news, while music offer- intended "to curb an exceedingly ings include operas and orchestral unfair and occasionally improper practice."

in Cincinnati..

MORE local and national spot advertisers buy

MORE time on WLW-T to sell

MORE products to

MORE people . . .

... than any other TV station in Cincinnati

in Dayton...

MORE local and national spot advertisers buy

MORE time on WLW-D to sell

MORE products to

MORE

people than any other TV station

in Columbus..

MORE local and national spot advertisers buy

MORE time on WLW-C to sell

MORE products to

MORE

people than any other TV station in Columbus

this is

TELEVISION

CHANNEL 4 CINCINNATI CHANNEL 5 DAYTON

CHANNEL 3 COLUMBUS

WOR-TV Hot in Flicker Race, Almost 50% of Shows on Film

here, is yanking three live shows WATV in nearby Newark, of and two special film-shorts series course. this week to make room for more feature movies. The axings leave the station's video programing MGM To Wax Shows structure almost 50 per cent flickers. Forty-two hours and 45 minutes of WOR's weekly schedule (94 hours and 15 minutes) is now devoted to movies. On Sundays dio Attractions is readying two the station's eight-and-a-half-hour new transcription series featuring schedule is practically all cinemagrown, with only a half hour of syndication to its affiliates across live entertainment, a news show. The Saturday schedule (10 and a half hours) carries seven hours of minute musical airer, also will feacelluloid.

Live programs axed include Talent Parade, The Better Half and Keynotes, British vocal group. Opera Concert. Film airers are Italian Miniatures, a half hour Sunday show, and King's Crossroads, an hour semi-educational series, aired twice daily, Monday thru Thursday. Meadow's Beauty Stone Topper at KPHO been moved back a half hour to the 3:30 p.m. time slot, formerly Stone, a leading broadcaster for occupied by a portion of Telefax years, has joined KPHO and News. The extra half hour has KPHO-TV here as general manbeen added to Starlit Matinee, re- ager. Stone was identified with

studying to be video "King of the Opry House and discovered Roy B's" in Manhattan. However, New Acuff, Eddy Arnold and many York Daily News TV station WPIX other top folk performers. He reis supplying some close competi- signed from WSM last year.

NEW YORK, Feb. 3 .- WOR-TV | tion for the tag. Then there is

Of Fields, Nesbitt

NEW YORK, Feb. 3.-MGM Ra-Gracie Fields and John Nesbitt for the country.

The Gracie Fields Show, a 30ture straight man Bernard Braden, Billy Ternent's orchestra and the John Nesbitt's Passing Parade will be a thrice-weekly package of 15minute stories, narrated and scripted by Nesbitt.

placement for King's Crossroads. WSM, Nashville, for years. While Trade opinion is that WOR is there he originated Grand Ol'

PHOENIX, Ariz., Feb. 3 .- Harry Audience: Videodex, December, 1950

Complete Details of TV Code

than three on hour program. Mul-

tiple doubles permitted on variety

shows or where program consists

of a number of short, different

forming as actors shall be paid in

addition to fees as group perform-

ers 50 per cent of applicable per-

former's fee, plus full rehearsal

rate for any time spent rehearsing

as actors. Group dancers/singers

may do walk-ons without extra

fees. Participation in group noises is not a double and requires no

extra fee. Performer rendering

Group singers/dancers also per-

NEW YORK, Feb. 3.—Television Authority (TVA) and the TV networks last week signed a complete code covering all phases of performances in that field. The code supplements the agreement reached last November whereby most performer fees were established. Following are essential details of the agreement:

Incidental Rehearsal

Rest Between Days

Minimum rest period of not less

than 12 hours between end of work

on one rehearsal day and begin-

ning of work on next. Performers

required to report within that 12-

hour period to be paid time and a

half regular rehearsal rate for

time between reporting-in time

and the end of the 12-hour rest

period. Such hours not to be

credited toward minimum rehear-

sal hours provided in wage scales.

hour of rehearsal. Half-hour rest

period before warm-up or tele-

cast; no make-up call, fittings,

script changes, etc., permissible

during this half hour; but this

rule is not to apply to serial strip

shows or unrehearsed programs.

quired to rehearse full act more

than two times full-out in any one

day; must be one hour or more

between full-out rehearsals; on

programs with only one camera

day, three full-out rehearsals per-

mitted, with minimum of one hour

between first two full-outs and

two hours between second and

After-shows (in studio) immedi-

ately after telecast limited to 30

minutes. All performers, whether

in cast or not, to be paid one-half

applicable 15-minute fee, if after-

show is 15 minutes; one half half-

hour rate, if after-show is half

Warm-up, prior to telecast, limited to half hour. Payment shall

be on same basis as for after-

shows, as in paragraph immedi-

ately preceding, if performer is not

in cast of the program. Each regu-

lar cast member shall receive \$25

for each warm-up, excepting spe-

cialty acts who shall not perform

specialties in warm-ups, and an-

nouncers who are credited for not

less than five hours of rehearsal.

no more than seven out of eight

consecutive hours on any day, ex-

cept on camera day. No more than

four consecutive hours of rehear-

sal in any session. Minimum one-

hour break between sessions,

which may include meal time. On

one camera day, rehearsal day

shall not exceed nine out of 11 con-

secutive hours, and no session of

more than five hours on any such

If on regular rehearsal day re-

hearsal exceeds seven hours or

more than four consecutive hours,

or, in the case of one camera

day, rehearsal hours exceed nine

hours or more than five consecu-

tive hours, overtime to be paid

at additional rate of one half ap-

calendar day and continuing into

the next calendar day, shall be

deemed to be one rehearsal day,

namely the rehearsal day on which

One double per actor per pro-

gram permitted. No more than

two actors double on a 15-minute

or half-hour show, and no more

A rehearsal day starting on one

plicable rehearsal fee.

Rehearsal day shall consist of

Rehearsal Days

third.

hour.

day.

it started.

Doubling

Telephone:

BA 7-5371

After-Shows

Warm-Ups

Specialty acts (physical) not re-

Five-minute rest period in every

Performers to get credit for one hour rehearsal each time they are required to go outside studios for costume, wig fittings, etc. Costume calls must be staggered to avoid waiting. If costume time is regularly in excess of one hour, a TVA deputy is to be assigned to record time, with performers to get credit for full time spent. Posing for publicity photos is on performers' own time.

service in more than one category to get highest applicable fee.

TVA Performer Scales FOLLOWING ARE SCALES AS PROVIDED BY THE TELEVISION AUTHORITY (TVA) CODE:

PERFORMERS SPEAKING MORE THAN FIVE LINES:

Program Length Total Fee Rehearsal Hours 15 Minutes or Less \$ 70 16 to 30 Minutes 125 12 31 to 60 Minutes 170 Extra Rehearsal: \$5 per hour

episodes.

MULTIPLE PERFORMANCES PER WEEK PERFORMERS:

Per Wk.	or Less			0 30	to 60		
2	THE RESERVE AND ADDRESS OF	Hours 9	Fee \$220	Hours 19	Fee \$230	Hours 28	
3 4	. 180	14	250 275	26 33	290 345	32 40	
5	. 250	24	300	40	400	40	

PERFORMERS SPEAKING FIVE LINES OR LESS: (Contract defines a line as 10 words or more.)

15 Mins. or	less	\$50.00	4 hours rehearsal
16-30 Mins.		62.50	6 hours rehearsal
31-60 Mins.		75.00	9 hours rehearsal

ANNOUNCERS-PERFORMERS IN DRAMATIZED COMMERCIALS:

ANTOONICERS-I ERIORMERS IN DRAMATIZED COMMERCIALS.
Rates for One Insert Per Show.
More Than Five Lines:
15 Mins. or less\$60.00 3 hours rehearsal
16-30 Mins
31-60 Mins
Five Lines or Less:
15 Mine or less \$50.00 4 hours rehearsal

Extra Rehearsal Above Commercial Categories: \$5 Per Hour.

ANNOUNCERS: VOICE OVER, OFF CAMERA:

	ree								
Program	More Th	an	Reh	ea	rsal	I	Less Th	an R	ehearsa
Length	10 Line		Ho				10 Lin	es	Hours
15 Mins, or	less\$50			3			\$50		2
	90			4			62.	50	3
	125			6			75		2
Multiple		3	perf.;	2	and	1/4	times	single	e rate.
		5	perf.;	3	time	74 S S	ingle i	rate.	e rate.

CHORUS DANCERS:

Number	of	Performers

Hours	Performer	Performer	Performer	Performer	Performer	Performer	Fee Per cr
rsal	Per	Per	Per	Per	Per	Per	More
ehear	Fee	Fee	Fee	Fee	Fee	Fee	or l
Ř	64	m	4	10	9	-	00
15 Min. or less12 16 to 30 min24	\$ 82 112	\$ 80 110	\$ 78 108	\$ 76 106	\$ 74 104	\$ 72 102	\$ 70 100
31 to 60 min 40 Ext	137 ra reh	135 earsal	133 \$3.50 a	131 n hour	129	127	125

Rehearsal must be within the following number of consecutive days, one day of which is the day of broadcast: Length of Program

15-minute program within three days 30-minute program within five days 60-minute program within six days

CHORUS SINGERS (ON OR OFF CAMERA):

Length of Program	Fee Per Performer Regardless of No.	Rehearsal Hou
15 minutes or less	\$45.00	4
16 to 30 minutes		6
31 to 60 minutes		10
	a rehearsal \$3.50 an hour	•

Multiple performances, per week, same show: 4 perf.; 2 and ¾ single rate. 2 perf.; 1 and ¾ single rate.

2 Performers—\$275

3 perf.; 2 and ¼ single rate. 5 perf.; 3 times single rate. SPECIALTY ACTS: 1 Performer—\$200 3 Performers—\$375

4 Performers—\$475

within two days, one of which will be telecast day. Extra rehearsal, \$5 per hour.

SPORTSCASTERS: Class A for football, baseball, major boxing. Class B-all

\$100 each additional performer: Rates include 6 hrs. rehearsal

Fees: Class A-\$200 per event, or \$550 per week of 7 events of same sport.

Class B-\$150 per event, or \$350 per week of 7 events of same sport. Assistants and/or color men. Class A-\$125 per event or \$350 per week; Class B-

\$100 per event or \$225 per week.

WALK-ONS AND EXTRAS:

Length of Program	Total Fee	Rehearsal	Hours
15 minutes or less	\$20.00	3	
16 to 30 minutes	35.00	6	
31 to 60 minutes	45.00	9	
Extra rehearsal at the ra			
Daharanal on tone (0) dans	lane	ha abare day	20

Rehearsal on two (2) days or less—one to be show day. Live signature numbers: \$40 per performer including dress rehearsal. Extra rehearsal-\$3 per hour. Sustaining network rate-80 per cent of above fees.

for each commercial insert of the fee applicable to one commercial insert, but in no event more than one commercial insert fee for all such inserts. Performers who participate in character but do not read lines not to be given additional compensation, and mention of product in course of performance not to be considered participation in commercial insert.

Group dancers/singers in the body of a program performing in those roles in commercials shall receive for each insert additional fee not less than 50 per cent of commercial insert fee applicable to group dancers/singers, but shall not be entitled to to group dancers/singers engaged only for commercial inserts. Walk-ons-extras may participate as such in commercials without extra fees.

Performers engaged for commercial inserts who appear in more than one such during a program, to receive aggregate of payments applicable to such inserts or applicable performer's rate, whichever is less. The same to apply to announcers.

Wardrobe

Companies to supply special wardrobes, wigs, etc., except specialty acts which may be contracted to provide own. Evening clothes (except full dress for male performers) and normal apparel not regarded as special wardrobe. Regular wardrobe limited to one evening gown in case of female performers. Performers supplying personal wardrobe shall receive maintenance fees as follows: Males-\$2.50 per garment; females—\$5 per garment.

People Covered

they are specialists in the fields on which they report. Coverage extended to analysts and reporters on home economics, fashions, farm and rural subjects, market reports, models, moderators, panel members where format includes participation in entertainment. Excluded are panel members who participate in discussions of news, education, public affairs, or people who act only as judges of contests.

Amateurs may be employed on bona fide amateur shows, provided such programs shall not be grouped to constitute a series (i. e., a series of dramatic programs featuring college dramatic groups, etc.) and provided amateur supplies written statement he has not previously appeared as an amateur more than once in the current calendar year. Amateur contestants on programs which involve competition from which winners are chosen are excluded from TVA code, provided contestant is limited to two appearances as an amateur on any such series, and to one series within calendar year. Audience participation participants excluded from agreement.

Cast Credits

All performers with more than five lines, and specialty acts, shall get cast credits, with limit of 12 credits on one program; multipleshow credits may be given once weekly.

Auditions

Auditions may not be shown to public generally, but may be given before studio audience. Whether for commercial or sustaining purposes, payment to be one-half applicable commercial fees; rehearsal over provided living by 10 per cent. minimums to be paid at applicable rates. Excerpts of kinesscopes not more than one minute in length may be used only in television for trailer and promotional purposes without fee, but such excerpt not to be used beyond 60 days after date of telecast. Talent auditions, individual video and voice tests-wherein performers, including specialty acts, are tested for ability, talent or suitability for a program, to be given without fee, provided performers are not required to learn special material.

Reading sessions shall not be more than one hour for programs up to 30 minutes, and not more than two hours for an hour pro-

Performers doubling into com- gram, shall be considered as remercials shall be paid applicable hearsal time, and must be within performance fee plus 50 per cent applicable rehearsal span but shall not necessarily be considered as a rehearsal day.

Remotes

There shall be no telecast pickups, from theaters, night clubs, circuses, etc., film locations or other places where performances may take place without consent of individual performers involved. Minimum to be fees called for by individual contract or applicable TVA scale, whichever is highest.

Understudies, Stand-Ins

Performers engaged as understudies to get applicable minimum fee. Performers engaged for a part and to understudy in addition, to get understudy minimum plus applicable fee for part engaged. Networks may require performer to rehearse combined number of hours for both fees.

Stand-ins shall not be required to memorize material or supply wardrobe; shall receive rehearsal rate for period called; if required to memorize material, are to be classified as understudies.

Children's Programs

If 75 per cent of performers on a program are children, it shall be considered a children's program. Persons 16 years of age and under are children under this contract, and networks may engage such persons on mutually satisfactory terms. Children on adult programs to get adult minimums.

Miscellaneous

If company fails to provide meal period, extra fee of \$10 to be paid performer.

Rehearsal to be computed in not less than half-hour segments. TVA code specifically covers Rehearsal span may be increased all talent. Exceptions apply to by special arrangement with government employees, scientists, TVA, but such rehearsal to be college professors, etc., engaged paid at one-and-a-half times regon a single program basis because ular rehearsal fee for the hours so rehearsed. Any rehearsal beyond 40 hours payable at timeand-a half applicable rate.

On programs with more than one sponsor, compensation to be based on over-all length of program.

Programs broadcast more than once a week to pay performers appearing on two or more shows compensation applicable to commercial program multiple rate if any one of such shows is commercial. Performers appearing on only one such show, if show is sustaining, to get sustaining

Program canceled by strike, act of God, presidential address, facilities failure beyond reasonable control of company, not to pay performers, except for out of pocket expenses and rehearsal hours prior to cancellation. Performers to be paid in full if cancellation results from other rea-

Live repeats within 24 hours after original telecast to pay not less than one-half applicable minimum, plus any rehearsal required. In all other cases, full fee to be

paid. TVA code to apply to telecasts originating in New York, Chicago and Los Angeles.

Payment to be made not later than Thursday after week of performance. Code also calls for 10man committee, five from TVA, five from companies, to study possibility of speeding up payment; if 75 per cent of committee agrees on such a plan, such decision to become part of the TVA code.

Companies agree to NLRB consent election; to a wage reopener if cost of living December 15, 1951, exceeds December 15, 1950, cost of

Contract to run from February 5, 1951, until November 30, 1952.

\$100 REWARD

To anyone who will get me a job in TV Broadcasting in New York or Philadelphia.

Desirous of starting at bottom, working way up. Alert, above-average intelligence, 16 years musical knowledge, 2 years College. Radio experience—Special Events Director and Program Director at College Station.

Age 21, single, DRAFT DEFERRED BOX 613 The Billboard 1564 Broadway, NYC.

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165 Church St.,

New York 7

CROSLEY LAUNCHES NEW TELEVISION BALLY DRIVE

Continued from page 1

all participating distributors who ers, thereby creating extra store are asked only to provide adequate traffic. living room type displays. Admission is free, but both ingress and egress require passing exhibits.

Book Special Shows

Special shows will be staged in each city and in addition such WLW headliners as Ruth Lyons, Midwestern Hayride and Melody Showcase, among others, will be booked into the halls. In addition, Dunville is bringing out Jerry Lester and the entire Broadway Open House troupe to play a week-end stand here starting Friday (9). Entertainment will be on a 20-hour daily schedule.

Ticket distribution, except for the Lester troupe, is being han-dled by the distributors and deal-

Air Checks

Brief but important radio news

Morman Ostby Named DL Station Relations Head . . .

Norman J. Ostby is the new station relations head for Don Lee Broadcasting System. He replaces Pat Campbell, who resigned last week. Ostby joined the web in September, 1949, as sales service manager. Setting up of the co-operative program structure as well as co-ordinating net sales were among the things he was responsible for at DL.

Shields Rides Herd on ABC Radio Budgets . . .

Clayton Shields, last week was named ABC's radio program budget and office manager, replacing Helen Guy, who resigned recently. Morton Weinbach previously had been named manager of the web's radio program department, taking over another segment of Miss Guy's former Soap Operas Into Daytime TV duties.

Jablons Quits FCC's Frieda Hennock Assist . . .

Mike Jablons, who has been Years only eight weeks old on contracted for its second soap special assistant to Commissioner Frieda S. Hennock, of the Federal Communications Commission, for the last five months, left the commission last week to return to Gainsborough Associates, New York City, as exec veepee. Jablons is taking a month's tour of Europe before taking up his former duties.

III. Insurance Buys MBS 5-Minute News . . .

The State Farm Mutual Automobile Insurance Company, Bloomington, Ill., will sponsor a five-minute capsule news report by Cecil Brown over the Mutual Broadcasting System every Saturday, beginning February 24. The series, which will air from 7:55 to 8 p.m., marks the auto insurance outfit's first use of network radio. The agency is Needham, Louis & Brorby, Inc., Chicago.

Production Notes

And Personal Intelligence . . .

Steve White, production staffer at WNEW, New York, followed his ex-boss, Ted Cottover, to WNBC last week as a radio producer. . . Vera Brennan, Duane Jones Agency, has been upped to director of radio and television time buying, replacing Reggie Scheubel, who resigned to form her own agency. . . . Herman Maxwell, WOR sales, joined the Rex Marshall pacted to handle station's Million Dollar Club last the commercials for Tintair on week, having chalked up that CBS's "Somerset Maugham Theaamount in sales. The station ter." . . . Music Librarian Vic gifted him with a gold watch. . . . Cowan, WINS, New York, upped Associate Art Director Johnny to corporal status in the national Stone, Mutual, received an award from the American Institute of Graphic Arts for his sports presentations. . . . Radio-TV critic gram director and Jo Ranson, John Crosby's frau, Mary, guests publicity director of WMGM, on NBC's "Leave It to the Girls" New York, hits the stands this Sunday (11). . . . Helen J. Sious- month. . . . West Coast flack Jo sat, CBS director of talks, has Brooks leaves New York for Holbeen elected chairman of the lywood this week.

In Dayton, the shows are being given at the Field House; in Cincinnati at the Music Hall, and in Columbus, Memorial Hall, Cincinnati dates will coincide with the opening of new WLW-T studios.

Pix Clip Idea

HOLLYWOOD, Feb. 3.—Gordon Levoy so far has been unable to sell movie makers on contributing film clips from currently released pix to his proposed Movie of the Day, five-minute tele seg.

Levoy's plan was to use a threeminute sequence from newly released movies for a daily fiveminute TV strip. Levoy's pitch is that studios would benefit from the intensive free exploitation, while the strip's sponsor would get high-priced talent at a low cost.

Levoy reminded producers of the success Columbia Pictures experienced in its TV trailer campaigns on 711 Ocean Drive and Born Yesterday. He argued that his show would achieve virtually the same results without costing studios or exhibitors TV time. However, Levoy told The Billboard he is "admittedly meeting with opposition" from the movie makers.

Columbia Broadcasting System

TV, the undeniable fact is that

soap opera, after several abortive

attempts, has finally established

itself as an adequate form of day-

Pulse rating for the 38 cities in

Years is televised is about 8, and

Colgate also has bought a soaper

to star Susan Peters and to be

seen on National Broadcasting

Company TV, and Lever Bros.

is also on the verge of purchasing

Burlington Mills

Eyes Sinatra Show

NEW YORK, Feb. 3.-Burling-

ton Mills this week was weighing

sponsorship of the 9:30-10 p.m.

segment of the Frank Sinatra show on CBS-TV. Bulova already is

The sales pitch is being made

by MCA. Hirshon-Garfield is the

United Nations News for Women

Broadcasters, monthly informa-

week launched a radio series over

WFDR-FM, New York. The show

guard. . . . "Opportunities in Tele-

vision," a new video book, writ-

ten by Dick Pack, WNEW's pro-

will air every other Monday. .

Councilman Earl Brown last

bank-rolling the first half-hour.

13-week cycle.

agency.

tion mag.

P&G has renewed it for the second | Starr.

U. S. TO WEIGH NARBA PACT

WASHINGTON, Feb. 3 .-The North American Regional Broadcast Agreement Pact, adopted by the recent NARBA conference here, is expected to be sent to the Senate Foreign Relations Committee shortly, but the proposed agreement is fated for rough sledding in that committee.

The pact, embracing Mexican and Cuban provisions threatening clear channel stations in New York and several other cities, will get a heavy going-over first in a Senate foreign relations subcommittee. Lengthy hearings appear likely. Capitol Hill speculation currently points to rejection of the pact by the committee, which instead will recommend an agreement more palatable to U. S. broadcast-

Jon Arthur Show Click for Greystone

CINCINNATI, Feb. 3. - Big Jon Arthur's kid show, No School Today, Cincinnati's only network feed has chalked up a terrific program response in an experiment made by Greystone Press. Two weeks ago the firm bought announcement on No School Today in the New York market, one time only on a "record-a-month" deal selling for \$12. Greystone figured its cost would be approximately \$2 per inquiry. The response was so great, however, that pre-inquiry cost to Greystone was trimmed to

6 cents. As a result, Greystone Press repeated the offer in 70 markets the week of January 27 and 170 February 3.

NEW YORK, Feb. 3. — With | Hawkin's Falls, also on NBC-TV. | Bowles came to its conclusion as

opera, as yet untitled, to be

scripted by Elaine Carrington.

Both NBC and CBS have other

daytime strips in the hopper. First

at CBS is to be the Garden of Eve,

head of the CBS-TV script depart-

ment and to be written by Manya

TV for Benton & Bowles, the

agency producing the initial soap

opera for P&G, said this week that

whereas the "detergent dramas"

take three years to reach full

increased impact. Bento

Walter Craig, head of radio and

P&G's Solid Pulse Rate Settles

Procter & Gamble's First Hundred | Procter & Gamble, in addition, has

time TV programing. The average from an idea by Jerry Horwin,

DOUBLEDAY'S SWITCH

Long-Term Results Poor; Firm To Try Single Plugs

NEW YORK, Feb. 3.—Double- plug loses its effectiveness after day & Company, book publishers, the first listen. The book outfit shots this year as the result of contain certain obnoxious qualidisappointing returns from a se- ties. These same qualities irritate ries of long-term sponsorship the dialer on a second listen and deals in 1950. The book outfit re- are decided drawbacks in building portedly shelled out \$875,000 in good will for the company. radio and TV last year and only realized \$3,000 in sales from the

shows. This year Doubleday switched to network one-shots and has already pulled from 20 to 25 per cent return on an \$80,000 investment. The return figure is based on actual mail order sales resulting from the air shows. This is in line with the firm's policy that every single program should pay its freight. Doubleday has al-ready bought several one-shots on the National and the American Broadcasting companies. The latest purchase was a seg of Modern Romances on the latter web this week (31) to plug the company's Dollar Book Club offer.

Doubleday's decision to drop long-term sponsorships is based on the theory that a mail order

Bill Gillett Exits Y&R TV Production

NEW YORK, Feb. 3.-Roland (Bill) Gillett, veepee in charge of TV production at Young & Rubicam, this week resigned from the agency. Gillett's new plans are not definite, but he will take a combined vacation-business trip to the Coast to discuss some film markets the week beginning offers. He also has gotten a bid from a network.

to its three-year figure for radio

soap operas to reach maximum

audience attention after an exhaus-

The First Hundred Years is

costing P&G about 10G a week

in production costs. Some pro-

graming execs had calculated that

because of writing and scenery, TV

daytime drama strips would run

about 20G, but the P&G show

uses a basic set structure and then

improvises any others needed, thus

The fact is also that other TV

soap operas were never as well

backed as the First Hundred Years.

tive survey.

cutting costs.

& show clicks.

will concentrate its radio adver- is of the opinion that to pull sales tising budget exclusively on one- a good mail order commercial must

> Doubleday's radio and TV advertising is handled by three agencies here. Thwing & Altman, Inc., represents the firm's Dollar Book Club. Max Sackheim keeps tabs on their mystery section and Huber Hoge sets up campaigns for single books.

IA. TV POSER

State Asks Where Ames **Got Dough**

DES MOINES, Feb. 3.—The question of how Iowa State College at Ames got its money to construct a television station, the only one in operation in the country by a State school, has blossomed into a quarrel with the Iowa Legislature, which is supposed to control the purse strings of the school.

The affair broke out in the Legislature thru a discovery that the University of Iowa, Iowa City, was asking for a \$300,000 appropriation for a similar television station. The request brought up the question of how Iowa State College got its money, since no appropriation had been asked by the school two years ago.

President Charles E. Friley, of Iowa State, said that Station WOI-TV didn't cost the State a cent, that the school had spent \$175,000 of savings from federal money given to the school for war research, and that the government had approved the expenditure. Also included was a grant of \$30,-000 from General Electric.

Iowa's Bargain

President Friley claimed the TV station was "one of the finest bargains Iowa ever got." He pointed out the income from the station for the first year would be around \$75,000 to \$80,000.

Members of the Iowa Legislature failed to agree with President Friley, and members of the House and Senate appropriation committees have indicated they will look into the matter further, especially to ascertain if any State funds, which should have been under the budget, were used by the school for the station.

DuMont Expansion Awaits Completion of New Studios

potency on radio, in TV it will The agency and the client have

only take six months because of spared no expense to see that the

NEW YORK, Feb. 3.-When the DuMont TV network's new studios in the old Central Opera House Building are completed, the web intends to expand its operations both programwise and saleswise. Additional personnel will be added, and some fresh programing likewise is expected to be developed. One report current in the trade this week has the web planning to build five new stanzas, each calling for a talent tab of \$30,000 weekly.

The latter report could not be confirmed at the web, but it is significant that DuMont, always cautious in its programing expenditures, bid high enough to capture the Notre Dame football games last fall, and nearly acquired the World Series with its bid of \$800,-

Cash-Rate Idea

However, there is little likelihood that the rubber band will be taken off the bankroll altogether. Comdr. Mortimer Loewi, network chief, said that the web will continue to try to improve the quality of its presentations without going hog-wild on expenditures. His philosophy is to make the rate charged fit the rating earned, on the basis that a \$4,000 production with a 4 rating is doing a job proportionate with a \$30,000 show achieving a 30 rating.

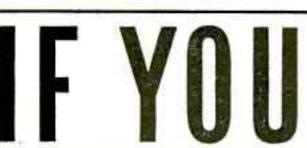
Loewi also said that the new

facilities in the old Central Opera House Building on East 67th Street will enable the web to slash production costs. Currently, limited DuMont facilities do not permit the network to air major programs back to back. Also, rentals of two theaters is believed running up considerable expense. Altho no date has been announced for formal opening of the studios, in operation by next fall.

Young To Try Tele Version of 'Father'

HOLLYWOOD, Feb. 3.-Robert Young, who heretofore turned a deaf ear to TV offers, has agreed to try a tele version of his NBC Maxwell House Show, Father Knows Best.

Tele script is now in preparation and a kine will be rolled within the next few weeks. Reel will be shot East for sponsor and a gency consideration, with coffee company it is expected the plant may be reportedly interested in the TV



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NBC TY AFFINATE

NBC Symphony Orchestra

Reviewed Saturday (27), 6-7:30 p.m. EST. Sponsored by E. R. Squibb G Sons via the National Broadcasting Company, Producer, Don Gillis, Script, Claris Ross. Announcer, Ben Grauer, Cast: Arturo Toscanini, NBC Symphony Orchestra; Herva Nelli, soprano; Fedora Barbieri, mezzo-soprano; Giuseppe de Stefano, tenor; Cesare Siepe, bass; Robert Shaw Chorale, prepared by Ralph Hunter; Dr. John Sutherland Bonnell,

The Requiem of Giuseppe Verdi, perhaps the most dramatic of all liturgical music and probably its

prolific composer's greatest achievement, made up the program which marked the return of Arturo Toscanini to the podium of the NBC Symphony Orchestra.

Toscanini's performance of this moving composition was exquisite, and something music lovers will not soon forget. The soloists, Herva Nelli, Fedora Barbieri, Guiseppe de Stefano and Cesare Siepe were good, but comparison with the unmatchable RCA Victor recording of the masterpiece, which features Caniglia, Stignani, Gigli and Pinza, all in top form, is inevitable. The soloists in the broadcast did not quite come up to those on the recording in either clarity, strength or feeling. The maestro's tempi seemed in the main slower than those in the recording, which somewhat enhanced the lyrical sections, but lost sweep in the faster parts like the Sanctus. A microphone seemed to have been placed too near the timpani, because in certain crescendi they cracked needlessly loud.

Superb Performance

But enough quibbling. performance was on the whole superb, the chorus was most efficient and the maestro is to be thanked for giving concert and radio audiences a chance to hear this masterpiece again and for bringing forward such capable talents to perform it.

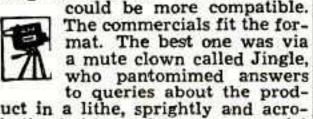
Squibb is relinquishing commercial plugs. Instead, there will be dedications to various public service professions and institutions: On this program, Dr. John Sutherland Bonnell, director of the National Vesper Service Program, began the proceedings with a dedication to the men and women who have lost their lives in the Korean War. Dr. Bonnell seemed to berate the selfishness and luxury consciousness of Americans these days in view of the sacrifices being made by those in Korea. He finished his talk with a prayer that led right into the soft opening strains of the Requiem.

Gene Plotnik.

The Big Top

Reviewed Saturday (27), 12-1 p.m. EST. Sponsored by Sealtest thru N. W. Ayer & Sons, via CBS Television Network. Producer, Charles Vanda; director, Paul Ritts; technical director, Ed Harper; script, Robert Forrest; band conductor, Joe Basile; emsee, Jack Sterling. Cast: Cocoa, Steve & Eddie: Loofrio, Jack Maynard, Rolando, Hunt's Elephants, Ferdinand the bull, Quaker City String Band, Ed McMahon, Chris Keegan, Dan Lurie, Dean Crane, Paulette Sisters.

Sealtest Ice Cream has taken over the sponsorship of this hourlong circus show and no union



uct in a lithe, sprightly and acrobatic fashion. Other commercial chores were handled by the Sealtest Sweeties, a fem quartet who sang about strawberry eclairs, giving out with "Get the best, best, best, get Sealtest" theme. At mid-

The plugs did not seem to slow up the pacing of the show. On the contrary, the over-all effect was livelier than on previous stanzas. The usual bevy of circus talent kept rolling along to the background of kids cheering and the brass band. Jack Sterling fulfilled the four gadgets for the sponsor, in spite of a physician's warning his ringmaster duties in his loquacious way, occasionally tripping items were a shower parkette, a their lives greatly, they married. over a protracted polysyllable.

Outstanding acts in the show caught were Rolando, a handstand tail recipes and a wireless food Jessica Tandy was unusually specialist; the Loofrios, Danish trapeze artists, and Jack Maynard, a unicyclist. Also there were Hunt's elephants and the original Ferdinand the bull.

Show has solid appeal for kids. All it lacks for complete authen-| show. ticity is color, the smell of the ani-Gene Plotnik.

Television—Radio Reviews

Vienna Philharmonic Orchestra

Previewed Monday (29) 12-12:30 p.m., WTTG, Washington, Sponsors, Campbell Music Company and American Wholesalers (for DuMont Television receiver division). Agency, M. Belmont Ver Standig, Producer, Eugen Sharin for Ambassador Films,

Refreshingly off the customary TV path, this filmed presentation of the Vienna Philharmonic Orchestra in action is remark-

ably fine fare. The treat-

ment is fairly simple but artistic, with emphasis and most consistently on the music and musicians. The program is likely to be a "must" attraction to local highbrow music addicts for the entire series of 13 half-hour shows Friday nights 8-8:30 over WTTG, starting February It's likely to be found palatable, too, to many a televiewer who doesn't ordinarily warm up to symphonic music. It ought to be a hit especially with parents who Eastern metropolitan centers. can't get their children to bed be-

fore 9 p.m. The show not only offers top symphonic music played by one of the world's best orchestras, but it gives televiewers a chance to watch the fascinating workings of that orchestra during

the performances.

Interest Sustained Despite distractions of too many montage shots and trick lighting effects during the music interest was fairly well sustained. In an obvious effort to break the tedium, the camera moved at several junctures to a figurine, a window and an array of organ pipes, where trick lighting was attempted without much success. Montage shots were highly confusing and unnecessary. The most impressive shots were the shifting of the camera from conductor, to strings, to brass, to woodwinds and back to conductor, long shots of conductor and orchestra from the balcony and a view of the orchestra from behind the kettle drums during a portion of a symphony in which percussion was being fea-

Pace-Setter? WTTG Manager Walter Compton, particularly proud of this show, sees it as a pace-setter for programs of its kind. The Vienna group features a number of outstanding European conductors, and the opener gives viewers a chance to see conductors Joseph Krips, Karl Boehm and Bernhardt Paumgartner in action. A tidy bit of showmanship is demonstrated during playing of Mozart's Serenata zas. Notturna when the orchestra is attired in appropriate costumes of Ben Atlas. Mozart period.

Larry and Gladys Stewart

Reviewed Saturday (27), 2-2:30 p.m. EST. Sponsored by Buyers Institute of Television, Inc., thru the Dorland Agency via WPIX, New York. Director, Al Hartigan. Music, Leo Stone, piano. Cast: Gladys Stewart, Larry Stewart, Ann Rogers, Dick Crowley, Guest, Claudia Pinza.

The show endeavors to present mat. The best one was via a comfortable half-hour at the a mute clown called Jingle, home of Larry and Gladys Stewart.

But the Stewarts seemed nervous and ill prepared, and had nothing interesting to talk about or build the show around. They interviewed Claudia Pinza, daughter of the famed basso. Since

nobody seemed to have anything to say to each other, Miss Pinza show they gave out pints of ice gave a brief resume of her life, cream to visiting Cub Scouts. which only showed sparkle when she boasted that she was now an American citizen. Ann Rogers and Dick Crowley did a cute song and dance that seemed utterly out of key with the surroundings.

The Spiels

a bottle opener with built-in cock- however. warmer. The kids worked into the affecting as the fem, and Berry

Gene Plotnik.

Sam Levenson Show

Reviewed Saturday (27), 7-7:30 p.m. EST. Sponsored by Oldsmobile Division of General Motors Company thru D. P. Brother and Company, Inc., via CBS-TV. Style-Comedy, Producer, Irving Mansfield; director, Byron Paul. Cast: Sam Levenson, assorted kids and parents.

There hasn't been any question for some time now about whether Sam Levenson was a funny guy or not. Nor was there any

15-minute stanza following Jack Benny last October, that he could carry a procriticism this writer had of the oneshot was that a substantial portion sharply earmarked for New York, stemming as it did so strongly from East Side situations. There were reservations here as to whether the material would have the same appeal across the country as it had

Levenson answered that one, too, on this preem show. He has managed to retain all the warm, trueto-life humor without localizing it as he tended to in the past.

Monologs on kids at mealtime, kids and their clothes and kids and music lessons were uniformly fine, filled with situations which ranged from plain funny to riotous, yet that happened to us all.

The Guests

Utilization, in each instance, of a child guest and parent to discuss problems, Levenson's themes, plus audience applause vote on whether the kid should eat his meals when told, practice piano, etc., doesn't add too much to the show. As change of pace-items to break the possible monotony of having Levenson alone on stage all the timeit's fine, but it would seem Sam, himself, Mansfield o bright CBSer should figure a more effective change of pace gimmick.

Levenson handles both the moppets and their pas and mas with grace and warmth, and the kids selected were uniformly appealing. Particularly interesting was the stunt of having Abe Burrows' son,

then Abe come on. Now that the Oldsmobile loot is coming in, it may be a good investment to search out some writing help as insurance for the future. Sam conceivably could have difficulty maintaining the high quality of material seen on the first show, after six or seven stan-

Olds commercials for the new Rocket engine were fast-moving, interesting and packed real sales punch. Joe Csida.

The Somerset Maugham Theater

Reviewed Saturday (27) 11:30-12 a.m. EST. Presented by Tintair thru Cecil & Presbrey via the CBS network, Produced by Ann Marlowe and John Gibbs, Director, Mitchell Grayson. Adaptor, Agnes Eckhardt. Cast: Jessica Tandy, Berry Kroeger, Bill Griffis, Vera Ellen, Bret Morrison and Ethel Everett.

Now a radio series as well as a TV show, The Somerset Maugham Theater should pay dividends to

its bankroller, Tintair, and program which has a soap opera slant is, nevertheless, far above the usual day-

ideas are much stronger.

The program caught, titled Sanatorium, was, in essence, the tale of love's triumph over death. Set in a home for the tubercular, it told of the relationship between a wild young man and a more mature female t.b. patient. Their Then there were the spiels for affection blossomed into love until. Buyers Institute of Television. The that they both would be curtailing pencil with a built-in memo pad, Everything turned out happily,

plugs really sell. Leon Morse.

Uncle Sam's Songs

Reviewed Sunday (21), 5:45-6 p.m. Sustaining over WNEW, New York, Producer, Dick Pack; director, Jack Grogan; pianist, Kay Reed. Cast: Balladeer Paul Arnold.

Balladeer Paul Arnold's 15 minutes Sunday evenings have the making of a refreshing offering of folk music. He sings in a

value is his introductory year of marriage. doubt, after his one-shot comment on the numbers: before doing a tune he delivers a that he could carry a pro-gram of his own. The single development. He speaks with a most pleasant informality.

of Levenson's material was rather the proceedings: The attempt to ticularly eye-filling in her formal "round out" the show with standard white wedding garb. However, tunes that can't be even remotely Nelson's interrogation sparked construed as folk songs, such as the such acute embarrassment on the Rodgers and Hart My Romance. bride's part that, at times, it was Arnold's introductory patter to this actually painful to watch the one was directed at proving that screen. to New Yorkers and several other "this, too, is folk music." Obviously, the attempt here is to insert a few familiar placebos to make the program more generally acceptable.

Also, along these same lines of polishing for palatability, Arnold did some of his numbers with piano accompaniment, resulting in a stiff-ish, concert-y effect. The case in point was his Blue Tail Fly, with guitar plus piano underneath, and from which the keyboarding never got far away from the things detracted much charm. The tunes he did with guitar only range considerably truer. The best job was an Irish ballad-with guitar only. Jerry Wexler.

Brophy's Diary

Reviewed Wednesday (31), 6:30-6:45 p.m. EST. Sustaining via WFDR-FM, New York. Producer, Lou Frankel; writer-commentator, Tom Brophy.

Brophy's Diary is a chatty commentary on current happenings of the day, mostly slanted from a fea-

ture story angle. This seg was devoted to a tongue-incheek description of a re-Aneurin Bevan and John Fox-Strangeway. It seems

that Bevan had "chided" the conservative party about the cut of their political line, and Fox-Strangeway took exception to the remark by kicking Mr. Bevan right in the middle of St. James Street.

FM audience problems were highlighted on the latter part of the airer, via a reference to the fact that FM Station WFDR was the only station to broadcast the March of Dimes benefit show from the Waldorf. Brophy bemoaned the fact that many listeners, who called in about the program, expressed ignorance of FM.

Tom Brophy, rather ambiguously described by the announcer as "a native New Yorker with a varied background," has a dryly humorous, slightly nasal delivery, which dovetails neatly with the series' generally satirical slant, It's a homey style, coached in Lindy probably cause a small stir ratingwise on AM. June Bundy.

Two Girls Named Smith

Reviewed Saturday (20), 12-12:30 p.m. via the ABC-TV network. Sponwind up with a nice share sored by B. T. Babbitt thru William of the femme audience. The Weintraub. Producer, Richard Lewis; director, Charles Dubin; staged by Mervyn Nelson; music, Jacque Press; script, Peter Barry. Cast: Peggy Ann time drama, because its basic story | Garner, Peggy French, Joseph Buloff, Jane Dulow, Adelaide, Klein, Scott Tennyson and Arthur Walsh.

> After several stumbling attempts, TV finally has been able to create a situation comedy out of two career girls trying to make good in the big city. The result, titled Two Girls Named

> Smith, is a well-cast, slickly concoction that should find its way into many TV homes.

First episode in this saga of the bloomer brigade concerned the well-meaning, but misguided plot plugs smoothly enough, but as soon Kroeger, adequate as her boy by Babs (Peggy Ann Garner) to as they began selling right to the friend. A strong portrait of a relight the fires of her room mate's televiewers and flashing the phone patient not reconciled to death was hometown love affair via some number on the screen, they became turned in by Bill Griffis. Mitchell phoney mash notes written by a as unbelieveable as the rest of the Grayson's direction was top-flight. pseudo literary figure hanging tuneful jingle plus a cartoon to The Tintair commercials were around their menage. Sad to re- warn housewives to beware of For future stanzas Mrs. Stewart polished and potent. Using the late, after Babs had nearly suc- "sink smog." But it is questionable mals and the fluffy candy. Sponsor should overcome a suburban male slogan 'nature isn't always right has apparently picked the right show, and isn't doing it any harm. Show it always right tron's nasality. She's a clever gal, but Tintair is," and full of strong in affection turned out to be married and his spouse wrecked the

Bride and Groom

Reviewed Thursday (1), 3:15-3:30 p.m. EST, Tuesday and Thursday. Sponsored on Thursday by Hudson Pulp & Paper Company via CBS-TV, New York. Producers, John Masterson, John Reddy, John Nelson; emsee, John Nelson.

Bride and Groom should be a natural for television. Unfortunately, tho, this show failed to real-

ize its full entertainment potential. In what may be an effort to avoid censure for bad taste, the producers have imbued the video version with an almost leaden

sense of dignity. On the show caught, emsee John Nelson played rich bary with direct ap- host to a young army couple, both peal and is well versed in corporals, and for contrast an elthe idiom. A strong added derly pair celebrating their 59th

Dispensing with the usual ceremony because the couple had been married in a church, Nelson was limited to querying about their courtship. Both young people were However, one negative vitiates telegenic and the girl was par-

Needs Sparkle

Weddings are traditionally gay affairs, and this series will have to reflect the same spirit if it's going to click on video. In the first place Nelson should assemble the entire party together around a table or something, instead of hopping nervously from one couple to the other. The series could be further livened up action-wise, via such normal wedding procedures as cutting the cake, kissing the bride and toasting the happy couple. In line with the latter suggestion, this particular airer might have sparked with considerably more spontaneity if the happy couple had hoisted a few before the show. Ex-flicker actor Dick Foran serenaded the pair with an acceptable legit-styled vocal mid-way thru the airer, but the camera carefully excluded him from the guests.

Emsee Nelson is good looking and personable, but far too tense before the cameras. This was particularly noticeable in a Hudson table napkin commercial, when he literally waved the napkin back and forth over the white heads of cent British set-to between the gracious old couple. Incidentally, to get back to that table again, it would certainly make for better plugs if the napkins were properly displayed, via an attractive dinner setting. June Bundy.

Atomic Attack Discussion

Continued from page 3

brims. He also suggested that men working out in the open keep their shirts on, sleeves rolled down and hats on, adding that he "never wears a hat" himself.

Weird Quips

At times Dr. Gerstell's humor was a bit hard to take. However, it's probable that some of his remarks would be potential panic provokers if coached in more serious terms. For instance, in advising people to go underground in the subways he added cheerlingo, but closely akin to the late fully, "of course a bulding may fall Will Rogers in spirit. Brophy on the entrance and you won't get writes his own material and would out, but you won't die of radioactivty." In reference to a Geiger counter, which he says will not be available to civilians, he jested, "If a guy takes his Geiger counter and says, 'you're hotter than a fire cracker,' start scrubbing with soap and water." Touching on the dangers of typhoid and starvation after the attack, Gerstell concluded pleasantly, "you're going to have to enjoy life in the wreckage."

> Reviewed Tuesday (30), 4-4:30 p.m. EST. Sustaining via WFDR-FM, New York. Producer-narrator, Jean Putnam; speaker, Dr. Richard Gerstell.

household in a fit of anger against the homebreaker.

Both Miss Garner and her video namesake Peggy French registered and showed interestingly conceived III produced, cleverly scripted contrasting personalities. Veteran actor Joseph Buloff was responsible for many laughs with his playing of the pretender to literary honors. He was disposed of in this episode, but might well be resurrected. Adelaide Klein turned in another of her competent portrayals as the landlady.

The Bab-o commercials used a

Leon Morse.

Another Look

Brief criticism and comment re radio shows previously reviewed in detail

Jack Benny

CBS-TV, Sunday (28)

The second video stint by Jack Benny showed that the comic has great TV potentials. This also was amply demonstrated in his initial outing. However, the realization of his talent in tele remains dependent upon putting some muscles into his material. The first half of his show limped along and only the final portion, embodying a skit with Frank Sinatra and Faye Emerson, made for any real merri-

Basic problem is that Benny's scripters are grinding out material of radio genre and not stuff which has any major degree of visual ap-Jack did a stand-up monolog in front of the curtains, contained all the usual stock references to himself and his cast, with special stress on his alleged age and miserliness. True, it was in character, but it would appear that all the possible tonsil, a fine physique and a handgags on this foundation have long since been milked. At any rate, despite Benny's masterful delivery and timing, nothing happened.

An interchange of quips between Benny and Sinatra added little, the pay-off being another gag on the comic's tightwad proclivities. A Sinatra rendition of Take My Love charged up Frankie's fans.

Rochester Last

Rochester (Eddie Anderson) had precious little to do, but squeezed the most out of his lines. Frank Fontaine, playing the dull-witted John L. C. Silvoney, was a good foil for Benny, but his characterization could hardly be epitomized as tasteful humor.

The Benny - Emerson - Sinatra sketch, itself a twist on an oldie, stood up well mainly because, at last, the material was visual. It embodied one of the longest variably satisfying. clinches in TV annals between made like a pendulum with Faye's limp arm before getting out his magnifier to inspect the quality of her jewelry.

Considering the budget on this show and the lengthy intervals between the star's TV appearances, it would seem possible for some lively, fresh material to await his tele shots. He deserves it, as he proves when the stuff is there for him to deliver. Sam Chase.

Philco Television Playhouse -

NBC-TV, Sunday (28) The Philco TV Playhouse's presentation of The Great Escape proved one of the outstanding dramatic stanzas of the season. It combined Joseph Liss' adaptation of the Paul Brickhill book with fine thesping and with Fred Coe's remarkable production in an entity which held the viewer thru the full hour. It exemplified mature use of the medium's poten-

tialties. Scenic designer Otis Riggs, with numerous top jobs behind him. did perhaps his best for this show. Five separate areas of action were utilized: a barracks, prison compound, escape hatch from the barracks, tunnel, and a "spy nest" exiting from the tunnel. The effect was totally realistic. Director Gordon Duff gave the camera crews a real work-out. shifting rapidly from one area to another, sometimes after only seconds. In the act's climax, particularly, the cameras shifted over the five areas in less than half a minute.

The cast, headed by Everett Sloane, rendered fully credible the story of the escape of 76 British and American airmen from a Nazi prison camp. There was not a bad performance in the lot from the all-male cast. Excellent supporting performances were turned in by E. G. Marshall, Horace Braham and Kurt Hatch.

Amazing as is the saga, the production made the entire yarn ring true. And amazing is the description for a plot involving the prisoners in a plan to dig a tunnel 30 feet underground and 100 yards long, to dispose of the yellow sandy soil from the tunnel without its being noticed, and to manufacture from materials on hand such properties as civilian epic into 60 minutes.

Sam Chase.

Voice of Firestone

(NBC-TV, Monday, 8:30-9 p.m.) Imbued with the same dignity and graceful presentation which has established it as one of the hardiest perennials of radio, this airer appears set to run on forever | half-hour package, which employs in the video medium as well. Following a simple musical formula falling somewhere on the lighter side of semi-classic, the show manages to carve a smoothly produced half hour of relaxed and familiar listening. With one exception, a light but lesser known aria from Readied by Layton . . . Mozart's The Marriage of Figuro. the selections were strictly from the tried - and - true department peal. The show's opening, in which running from a Full Moon and Empty Arms thru an energetic rundown of Rimsky-Korsakow's Capriccio Espagnol.

The guest for the evening was Metopera baritone-bass Jerome Hines, a lad blessed with a rich some kisser. Settings and photography were in keeping with the good taste of the show; particularly effective was a set of closeups of Oscar Shumsky and his violin during a reading of Mala-Hal Webman.

Your Hit Parade

Saturday (27), 10:30-11 p.m. EST,

This show continues to rate encomiums for director Clark Jones. The problems entailed in putting so many different numbers on each show and of getting out fresh ideas Of Shows & Casts . . . for those tunes that stay on top week after week present an immense challenge. Jones has shown TV package program co-ordinator ingenuity and sparkle in meeting under Rudd Lawrence for the Na-

Faye and Frank, while Benny of the two songs tied for first, ment. . . Russ Hodges took over shows a durable entry. Tennessee Waltz and My Heart for Ted Husing as video caster Cries for You. Episode took place for Wednesday (31) evening boxin a hotel lobby, with Eileen Wilson, playing a jilted gal, delivering Broadcasting System's TV. Husthe former tune, and Snooky Lan- ing was forced down by bad son, the returned lover, doing the weather while flying to the fights. latter. Another outstanding routine Jack Dreese subbed for Hodges the unique way news is handled was done to Bushel and a Peck, on the radio side. And just to with Dorothy Collins in a country school setting.

> The vocals are not so good as the hit recordings, but they are always sincere and in perfect key with the mood and settings.

> And then, of course, there's that great Lucky Strike commercial. This time it was done by cowboys and cowgirls. Gene Plotnik.

Star Time

WABD (DuMont Network), Tuesday (30), 10-11 p.m.

You can't catch DuMont's only full-hour variety extravaganza more than a few times without wondering (as you did in the radio days) why somebody doesn't lift The Bickersons and make it a 15minute or half-hour show on its own. The w.k. nagging wifesleepless husband skit is so far superior to the rest of the package, that even good acts preceding it seem an unnecessary intrusion. Lew Parker, doing the husband, is funnier and gets more out of the plenty that Don Ameche got out of them on AM. And Frances Langford goes along doing the near perfect job as the bickering Blanche. Phil Rapp's writings, of course, is basically responsible for the bit's wow qualities.

Otherwise Star Time is a good. average variety hour. Production is not as lavish as either Toast of the Town or Saturday Night Revue, for example, but that's Du-Mont economy versus Columbia and National Broadcasting Company bankrolling.

nevertheless, is Production, more than adequate. John Conte is a standard-type, pleasing emsee. Miss Langford still sings extremely well, tho she would do well to wear gowns not quite so tight. The high sheen of the evening job she had on for her opening tune, Love Is Sweeping the Country, showed clear traces of a pot tummy.

Lee OK

Kathryn Lee, the show's balleclothes, forged passports, com- rina, is one of the more proficient kazoos, and otherwise present a passes, etc. Psychological meth- twinkletoesters around; Reginald last-moving novelty comic turn. ods, such as bribing then black- Gardner delivers a few soft Grand Union Market and inmailing guards, also were brought out, albeit somewhat sketchily, in view of the need to compress the chuckles with his sometime too dividual product filmed plugs (Snow Crop, McCormick Extracts, Roylies doilies (ouch), Chief Boythe Chef Armando bit he does tiveness.

Short Scannings

Brief but important video news

Flag Takes 13 Wks. of WPIX "Pet Show"...

Flag Pet Food Corporation has signed a 13-week contract to sponsor Your Pet Show over New York Daily News video outlet WPIX every Saturday at 4.30 p.m. The a dog-training format, is a Harry Solow production. Agency is William Warren, Jackson & Delaney.

Patty's TV Clam Bake

Jerry Layton Associates, TV package outfit, is readying a new video series tagged "Patty's Clam Bake." The show will feature Pat Harrington of "Call Me Madam," Archie's Riverboat Five, and Junior. The package is scripted by Ray Allen, with Ed Morse as producer.

Hometest Takes 12 Hrs. Of WPIX Flickers . . .

Hometest Products, a mail order firm, last week signed to sponsor more than 12 hours of feature films weekly over New York Daily News video outlet WPIX. The outfit is buying "Matinee Movie," a daily hour and a half flicker series, acrossthe-board; and three weekly segs of "Night Owl Theater."

News of Nets, Agencies,

Mike Dann has been upped to this challenge. The results are in- tional Broadcasting Company's variably satisfying. This time he made a clever tie-up editor in the publicity departing bouts over the Columbia make the hour complete, John Derr had to take over for ailing Vin Scully on CBS-TV's fight follow-up. . . . Robert Kirschbaum has joined the radio-television department of Marshalk & Pratt.

> Mary Hartline, premiere batchwielder on "Super Circus," inaugurates her own show, the "Mary Hartline Show," Monday, February 12 on the American Broadcasting Company's TV. . Three men have been assigned to the expanding TV sales staff of Free & Peters; John Serrao has been assigned to Hollywood office, Lon King, to the San Francisco office, and Keith McKenney, to the Detroit office. . . . Len Valenta is directing the TV version of "Charlie Wild, Private Eye," subbing for the ill Paul Nickell

Ted Savory has opened "Custom Video" to represent writers for TV and to package TV shows. . . . William A. Chalmers, veepee and director of radio and TV for Kenyon & Eckhardt, and Victor Borge flew out to Battle Creek, the character and situations than Mich., last week to huddle with the Kellogg Company, the sponsors of the new Borge show on NBC-TV. . . C. Nelson Baker has been appointed director of the radio and TV department of the Baltimore office of Ruthrauff &

> with John Conte could easily be dispensed with. It's not very funny the first time you see it, and just changing the recipe from veal caccitore to picnic basket lunches doesn't make it any fun-

Show opened with the Konvots who are reminiscent of the Hartmanns in their best day, tho the former team's acro and dance funmaking are in a broader comic vein-an excellent act, which is beginning to suffer somewhat from being seen too frequently on video with the same routine.

The Pitchmen (3) get some remarkable approximations of sax, trombone, trumpet, et al out of

Joe Csida.

TV Talent and Show Tips

Bailey as Femsee

Pearl Bailey has appeared on TV in guest performer spots before, but has never had a chance really to display her many-faceted personality. She'd be terrific with an interview-chatter show of her own. The nets have been screaming for a "different" femsee, and the songstress certainly fills the bill. She's adept at the subtle throw-away, and her sultry sense of humor should come over fine on video interviews. The singer could also pace proceedings with an occasional vocal. Guest-wise, the series could play it straight for contrast or limit the list to more hep type performers. If the color line looms, as it unfortushow could spotlight Negro guests exclusively.

Pop Thatcher

Thatcher is a character created for one of the most amusing TV original stories aired to date. The character emanates from Worthington Miner script, Public Servant, which was done on the Studio One show Monday (29) with noted character actor Hume Cronyn playing the old codger up to the hilt. Pop Thatcher is an offspring of the Lum and Abner school of homey small town New England humor but with just enough spice and vitality added to make him an amazingly fascinating personality. The character, preferably played by movie actress Elizabeth Patterson. Of course, a careful study of the superb production job done on the script by the Studio One

Ford-Paris News Twist

Disk jockey Art Ford, WNEW and WPIX, New York, came back from Europe last year raving about on French television. Every day the Paris station sends out cameramen in jeeps to scout the city and surrounding territories for on-thespot news. At night the station merely runs off the day's film take, sometimes without any preliminary peeks at the product. The news airer's live portions are spiced up by personal appearances. French video invites the public to air their own news on TV, via announcements of law suits, divorces, duels or more frivolous activities. It would be, of course, impossible to adapt the French news show intact, in view of American censorship standards. However, within the bounds of good taste, a local indie might have a lot of fun with the emsee job in New York. J. B. off.

"The Face"

A comic novelty ditty devoted to the landscaping of the human phiz, this new Tin Pan Alley tune by Redd Evans and O. Merrit could be a yockful TV production vehicle. There's a wry philosophy in the lyrics, which disassemble the face feature by feature, with suggestions for improvements for Peculiarly graphic and demonstrable. The Face lends itself to all sorts of possibilities. Published by Jefferson Music.

Ancient Valentines

The children's room of the New York Public Library opened an exhibit recently of Valentine cards dating back to the Civil War. A selection of the gushier and more humorous of these items with appropriate commentary, and possibly a greetings card writer as exhibit runs until March 3. The library, of course, is at 42d Street and Fifth Avenue.

Roger Dann

his thesping ability.

Musical Novelty

Reg Kehoe and his girl marimba band would dress up any video offering interested in music ranging from classical to the zaniest pops, plus six comely gals and Frankie Dinunzio, a bouncy lad with a bass fiddle and an infectious grin. Off-white hair gives boss man Reg a measure of dignity that his charges can dissipate in a minute with their impish mannerisms. The girls are adept in the presentation of several neat novelty chorus routines and all can speak lines, while Frankie, particularly, could fit into anybody's act. The group has been a notable hit at many of the nation's fairs where it has appeared in grandstand nately might on a net show, the shows. Its record of repeat engagements, adding up to as many as six at some events, in one of the best in the alfresco field. The band has done some recording and has made a film short.

Celebrity Pets

Next to the variety airer, the video interview show is probably the most done-to-death format on television today. For program directors in grim search of a new gimmick, a celebrity pet program might provide an appealing twist on the old chatter routine. Visually, of course, a cute animal is as sure-fire camera material as a baby. The series should also prove strong bait for big name guests, by since most pet owners welcome Cronyn, would probably make a each and every opportunity to wonderful one on which to pivot | brag about Fido's unique charms. a regular TV series. The foil for Many celebrity pets are as person-Thatcher was played wonderfully able as their masters. F. D. R.'s famous Fala was a prime example. Tallulah Bankhead, who owns a variety of pets, has a particular passion for her mynah bird, which staff would go a long way toward is trained to imitate the famous making a series of Pop Thatcher Bankhead laugh. Among the cat anciers are flicker actor James Mason, the Lockridges, a mystery novel writing team, and screen comedian Allen Jenkins. J. B.

Freddy Martin

For the Class A network sponsor looking for Class A talent. here's a sure-fire TV bet. Freddy Martin has converted his dance band into a visual and entertaining package. Martin's ork absorbed plenty of tele know-how via KLAC-TV remotes from Hollywood Palladium, and later his Band of Tomorrow weekly video seg on KTTV (Hollywood) which he since moved to San Francisco. Martin has developed a smart comedy team in vocalist Merv Griffin and Steinwayer Murray Arnold. Their antics lean on the visual. The ork has now added effective choral talent for glee club numbers. At Ciro's, Hollywood, where Martin is current, he and his men had to beg off after 45 mina similar news stanza, and Art utes. Given good writing and pro-Ford would be just the boy for duction, a Martin show would pay

Big Top Talent

Here's a reminder for television producers interested in novel circus turns for guest shots. The Ringling Bros. and Barnum & Bailey Circus will open its annual 33-day run April 4, at Madison Square Garden. While circus Prexy John Ringling North last year ruled out the screening of any portion of the actual performance, the chances are that the Big Show, in the interests of publicity, will probably make available a number of its colorful and accomplished performers for shots on individual programs. J. McH.

Jerome Hines

The Metopera bass-baritone has been used primarily as a guest for longhair or semi-longhair shows (he was caught this trip on the Voice of Firestone half-hour). For guest, should make a nice spot on a legit warbler (incidentally, of many kinds of TV airers. The excellent quality), Hines is a pretty dashing hunk of man both in build and looks. He would certainly make an impressive single shot on straight variety shows of the ilk of a Toust of the Town, Colgate Comedy Hour, etc. Hines On the basis of his very capable also strutted some neat high complaying of the father in The Happy edy in acting out a brief bit while Time, as a replacement for Claude doing an aria from The Marriage Dauphin, Roger Dann certainly of Figaro, which would lead this should rate TV acting and guest viewer to believe that he might subtle routines (the yacht and sea bits in this case); Parker, of course, is a very able comic, tho course, is a very able comic, tho course, is a very able comic, tho ardee) vary in interest and effective. Shot bids. The good-looking, self-possessed Dann can warble a mean upon. Has done shows on WOR-tune, French style, in addition to TV, but is ripe for a web series.



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FEBRUARY 10, 1951

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MUSIC

EDITORIAL

Is the Mind Clean?

It has been stated there are no obscene books, only obscene readers. This is an oversimplification. There are some obscene books. Similarly with records. Admittedly, some disks are obscene.

But with records, as with the printed word, the evil generally lies not so much in the material as in the imagination of the censor. He it is who reads into the material-the created product-more than the creator intended. He it is whose imagination fabricates a meaning, a double-entendre, which the artist never intended.

Two examples of such overworked imagery now aggravate the record industry. One is Capitol's disk of John and Marsha, which many stations refuse to broadcast. Another is Hollis Music's The Roving Kind, which CBS failed to clear until cleffers Arnold Stanton and Jesse Cavanaugh altered the lyric. Instead of "When she saw my bunting fly . . . ," CBS prefers "... When again I smiled at her." This is more than ridiculous. It is indicative of a desire to find smut at any cost-even when it isn't there.

We are all familiar with the perils of censorship. We are also cognizant of the dignity of the broadcasting industry and of the licensing conditions under which a station holds its frequency. Stations-and rightly so-must operate in the public interest, convenience and necessity. The broadcaster, who reaches the heart of family life, must do everything to protect the sanctity of society. But this obligation by no means gives him the authority to wilfully declare a pert, saucy or even flirtatious lyric as obscene. The assumption of such wilful authority is in itself a violation of the democratic franchise under which the broadcaster operates.

What's needed is a level-and clean-heart and mind.

Snows, Train Strike Crack Disk Deliveries

industry was being buffeted this week by two heavy blows-the weather and the walk-out of railroad switchmen. It happened during one of the best selling seasons in a long time. The biggest industry problem of the week was trying to find a way to get shipments out to distributors and

When rail embargoes were affected previously, many manufacturers turned to the use of air freight. This week heavy snows over the northern half of the United States created an air schedule snafu which found many manufacturers scrambling for trucking firms to handle the disks. The inclement weather, however, also caused long delays in overthe-road deliveries. In addition, many trucking firms were unwilling to take on new customers,

Tutti's Now 3-Way Threat

NEW YORK, Feb. 3. - Tutti Camarata has inked a three-cornered artist - conductor - arranger deal with Decca Records. As reported in The Billboard several weeks ago, the deal calls for him to wax a group of his own works much as he did while he was a, and r. exec at London Records.

Diskery intends to use the ex-Jimmy Dorsey arranger in the same way as Gordon Jenkins, tho Camarata will concentrate on light and semi-classical diskings to be recorded both here and abroad. Most of the original material to be waxed has been written by Camarata since he left the London firm.

Philippines' Villar Makes Own Disks

MANILA, Feb. 3.—The record plant of L. R. Villar, which imported about \$200,000 in records annually from the United States until import restrictions were imposed, is now operating its own press. The company in the last six months has released 49 records, most of them recorded in the Philippines, altho a few numbers were bought from Coda, Seeco,

The disks produced in Manila use Filipino orchestration and local artists, and are made up of local compositions as well as has canceled its efforts in the low-American hit songs. The diskery is price long play and album busiputting out two labels, Villar and Mabuhay, the latter for folk music using English lyrics.

NEW YORK, Feb. 3.-The disk | claiming that defense goods were piling up at truck terminals.

> Tho the snow and ice had started to clear by the end of the week. some diskers were fearful that the delays might affect the future status of their potential hits.

Capitol Records, Gallup Org **Pre-Test Disk Potentials**

Experimental Studies Under Way To Measure Audience Reaction

Continued from page 1

pictures and radio-have used pretesting to advantage, with moviemakers in particular leaning heavily on scientifically measured prevue audience reaction.

Under the supervision of Beverly Jones, Audience Research's Coast veepee. Capitol Records played its January release for two specially selected audience groups. Each

Columbia Prexy **Conkling Calls** For Status Quo

NEW YORK, Feb. 3.-Jim Conkling, ex-Capitol Records veepee, formally took over as Columbia Records, Inc., president Thursday (1) and immediately held a series of orientation meetings with the Columbia Broadcasting System and CRI brass and the press. Conkling plans no changes in any phase of the CRI operation. Ratherand this seemed an important morale factor to the entire Columbia operation-the new president reassured all concerned that (Continued on page 40)

12-Album "Treasury" Resurrects Rich Past

NEW YORK, Feb. 3.—Under old wind-me-ups, the indecision the series heading "A Treasury of the spring motors; remember-of Immortal Music," RCA Victor ing this, these reconditioned rehas restored a comprehensive program of recordings by the titans of the golden age of music. The results, in 12 volumes, are stunning-pure gold from a magnificent mother lode.

Culling from its archives masters that date back as far as 1903, Victor has reprocessed the chosen sides onto tape and then pressed them on vinylite on both 33 and 45 r.p.m. records. Because early series is given largely to vocal restorations, with one album devoted to such piano soloists as De Pachmann and Paderewski, and one to string virtuosi like Casals and Elman.

Technique Outstanding

The technical work is astonishing. There come to mind the old, thick, dusty Red Seal one-siders, mercilessly abraded by gouging needles in heavyweight tone arms, the constricted speakers of the

ing this, these reconditioned recordings are a revelation to hear. To be sure, their quality varies from record to record; some of the voices are muffled and without reverberation, in many cases the instrumental accompaniment whines and wows, with a few of the oldest masters, a grinding and hissing are manifest. But in the main, modern electronic processing has stripped the fuzz away, particularly from the vocal splenrecording devoted itself almost dor that has lain a dusty, never-exclusively to vocal music, the heard potential for decades. heard potential for decades.

Overshadowing the other demigods and goddesses revivified here is Enrico Caruso. Of the 12 albums at hand, he is represented in six; two sets are given over to him entirely, one of light songs (Victor LCT-2) and one of his most memorable aria perform-ances (Victor LCT 1007.) He is represented in the set of great duets, of ensembles, of composers' favorite interpretations, in the

equipped wth a rheostatic control thru which he conveyed his reaction (from excellent to poor) to each disk played. Each group was composed of 35 persons, ranging in age from 16 to 30, and consisting of slightly more gals than guys. Composite of all the reactions was electronically converted into a chart picturing the mass response to each disk as it played. An automatic timing device permitted later comparison of the chart with actual disking to see what elements in each recording caused audience reaction to fluctuate.

Testing sessions, guarded as top secret at Capitol, were held at its Melrose Avenue auditorium the nights of December 5 and 6. Platters prejudged included Stan Freeberg's John and Marsha, which got top reaction of all disks tested, with others in the following order: Kay Starr's Evenin', Tennessee Ernie's Tailor-Made Woman, Peggy Lee's Cannon Ball Express, Frank DeVol's Teardrops, Paul Neighbors' Hullabaloo, Dean Martin's If, Stan Kenton's Santa Lucia, Margaret Whiting's Over and Over and Dinning Sisters' Santa Catalina. All recordings won positive response. Peggy Lee's Cannon Ball Express and the Dinnings' Santa Catalina were not part of the January release, but were used as "control" records. Control or test subjects do not count in the final tabulation, but are used merely to accustom audience to proper use of the reaction equip-

"John and Marsha" Prediction

Altho current sales figures as reported by Capitol support the John and Marsha hit prediction (over 250,000 reportedly sold), neither diskery nor research firm is willing to accept results as an accurate answer to predicting a disk's sales potential. Capitol sessions were only experimental, and considerable study and changes in research technique made to comply with the peculiarities of the record biz.

For example, Jim Conkling, who

member of the audience was at the time of the tests was Capitol's artist-repertoire veepee, felt method used could only work on novelty disks, but would never do on ballads. Conkling then suggested the use of the panel system whereby a select group would have an opportunity to hear a bal-

(Continued on page 40)

Tubb Music **Puts Claim on**

Acuff-Rose Denies Right; Cites Tune Damage From Act

NEW YORK, Feb. 3.-Ernest Tubb Music Company, Inc., coowned by Tubb and the Hill & Range pubbery, this week sent notice to Acuff-Rose and the trade claiming ownership of Tennessee Waltz.

The basis for the claim, according to the notice, is an exclusive songwriter's contract between Redd Stewart and Tubb Music. Stewart, the Tubb letters maintain, is sole author of the tune. Record and sheet music credits list

Those notified, in addition to Acuff-Rose, include record companies, music jobbers and Broadcast Music, Inc. Diskeries are asked to withhold royalties; jobbers, copy revenues, and BMI, performance moneys.

Contacted in Nashville, Fred Rose, co-owner of Acuff-Rose along with Roy Acuff, made an across-the-board denial of Tubb Music's claims. He also stated that (Continued on page 40)

RODGERS-HAMMERSTEIN SCORE

Diskers Get Peek at New 11-Tune 'King and I' Legiter

Continued from page 2

to an exclusive three-year recording deal, of which only one year has gone by. This situation is similar to the one which confronted Leland Hayward and Irving Berlin in handing out the original cast recording rights to Call Me Madam. RCA Victor wound up with the rights in exchange for a \$225,000 investment by the National Broadcasting Company but couldn't use star Ethel (Continued on page 40) Merman, who was pacted securely

to a three-year exclusive wax deal with Decca. The result was that Decca marketed an Ethel Merman package of Songs From Call Me Madam, and Victor had to use Dinah Shore to do the star's songs in the "original cast" recording.

RCA Backing

The trade also figures that the successful merchandising of South Pacific by Columbia Records would give that diskery a strong chance to grab the new show. Victor, which has been getting a share of the Broadway show score recordings, has done it by being free with the investment purse. Most recently the firm made an investment in the forthcoming Make a Wish musical, penned by Hugh Martin and to be co-produced by songwriter Julie Styne, which will probably insure the recording rights to this musical, which will star Nanette Fabray.

NEW YORK, Feb. 3.-The low-| a difficult position by increased | still is moving those platters which mainder of his line in peril since

Markets Curtailed

the ascent while his prices still

are at 99 cents for 10-inch long

plays in the pop field and 49 cents

The once fairly wide market for the low-price disks has been cut down severely to include primarily a five-and-dime chain store busi-Oberstein said that the upped ness. A good number of departproduction costs are driving out ment stores and mail-order houses Eli Oberstein, topper of the the low-price pop single record formerly on the low-price band

HAVERLIN HEADS **PUB RED CROSS**

NEW YORK, Feb. 3.-Carl Haverlin, president of Broadcast Music, Inc., has been named chairman of the music publishing industry division of the 1951 American Red Cross fund raising campaign. The BMI topper will get the Tin Pan Alley drive started next week.

Give.

War Shortages and Upped Costs Give KO Blow to Low-Price Disk Industry

Two Major Leaders in Field Are Forced To Discontinue Lines or Increase Prices

be on its last legs.

Both of the major manufacturers in the field, Varsity and Signature-Hi-Tone, have been finding the going rough of late after having enjoyed a full year of prosperous business built on small marginal profits and large volume sales. The business has boiled down to a point where Varsity has completely discontinued its 78 r.p.m. single pop platters and Signature-Hi-Tone

and the former for sweet tunes Varsity operation, explained that business. He discontinued his pop wagon are now closed out to this the low-price diskery is placed in single line some weeks ago. He

price pop record field appears to costs of production and increasing are on hand for sale at the 39-cent shortages of materials. Oberstein price. The Varsity boss added that also pointed up the fact that his the price freeze has put the retype of operation was based primarily on tie-in promotions with the cost of production still is on local department and chain outlets via newspaper advertising. He claims that it currently is impossible to schedule and preplan this for 45 r.p.m. singles. type promotion because the Korean situation has upset newspaper ad schedules to a point where most do not accept ads more

(Continued on page 40)

Needles Cut Swath; Walco's Big Output

Robert G. Walcutt, vice-president count is closer to 100. of the Electrovox Company, Inc., the reason lies in the large quanmates that there are 10,000,000 to 16,000,000 phonographs in use. types of needles are needed to fit the various phono models on the ber of plays."

10,000 needles a day. Tho there are 13 basic types of needles, the failure of equipment manufac-

Natl. Vs. Col. In Suit Over Ravens Pact

NEW YORK, Feb. 3.—National Records, thru its attorney, Warren Troob, has instituted a State Supreme Court action against Columbia Records, the Ravens and James Rickey, charging an alleged breach of contract and asking for an injunction restraining release of the Publishers' Association of Canada, group's Columbia platters and for Ltd., against the Associated Broad-\$100,000 in damages.

The action has an unusual twist in that National, whose contract with the Ravens ran out in Octo-The basis of action is a proviso in the National contract to the effect that the waxery had the option of calling the group in to cut as many sides as it cared to; if the group failed to show within 15 days, then the elapsed time was to be added to the life of the contract. Under this clause, National claims that the group still owes it an unspecified number of sides and amount of time.

National also claims that the group began to record for Columbia in September while still under contract to the former diskery. The Columbia effective as of October.

Columbia's legal department trol room into the three taverns. says that the diskery's contract with the Ravens exempts it from responsibility incurred by the the defendant from broadcasting group under prior pacts,

Decca Distribbery Alters Sales Staff

NEW YORK, Feb. 3.-Sydney Goldberg, veepee in charge of sales of the Decca Distributing Corporation, this week made a number of personnel changes in the sales department. James McDonald was promoted to assistant to Al Simpson, veepee in charge of the diskery's Eastern division, from his post as Southeastern division manquarter in Atlanta. Russell, in turn, was moved up from assistant to William Glaseman, North Central division manager, and this spot will be filled by William Green of the Decca Cleveland branch.

The cycle of switches is completed with the appointment of Guy McComas of the Decca Cincinnati branch to replace Green in Cleveland.

LONDON DIGS UP LOUIS XIV DITTY

NEW YORK, Feb. 3.-The strength of the pop waltz hit, My Heart Cries for You, caused London Records to dig into its catalog of foreign language diskings and come up with the original French tune on which Heart is said to be based. The label this week released the platter, La Jardiniere Du Roi (The King's Gardener), featuring Continental singer, Lys Assia.

The tune is said to date back to the days of Marie Antoinette and Louis XIV.

NEW YORK, Feb. 3.—The de- turers to standardize requires mand for replacement phonograph needle makers to turn out over needles is booming, with manufac- 60 different needles. And with turers finding it difficult to keep most types available with sapphire, dealers supplied. According to osmium or diamond tips, the actual

"Altho," says Walcutt, "the longlife needle has fully come into tity of record-playing equipment, its own, microgroove needles wear most of which require two nee- out many times faster than the dles, for 78 r.p.m. records and the standard 78 r.p.m. needles. For two newer speeds. Walcutt esti- example, micro-photos of needle points show that a sapphire needle for LP is fairly well worn after Walcutt says that 60 different 50 plays, while an osmium needle is completely worn after that num-

The combination of wear, in-Electrovox, manufacturer of the creased interest in recordings and Walco needle, is turning out over the larger number of players in use has added up to terrific sales for phono needles. Manufacturers of the needles have of necessity come up with charts to aid dealers and servicemen to supply the proper type for the various record players in use. Walco's crossindex lists all phonos by year, model number, pick-up cartridge and .needle. The firm has developed a master control index for retail counters and a pocket manual for servicemen.

CAPAC Suit Is Dismissed

TORONTO, Feb. 3.-An action by the Composers, Authors and cocktail bar operators was dismissed this week in court. The decision will be appealed, however, ber, is not claiming that it still has the group under term contract. Bill Lowe, CAPAC head, announced.

In handing down his judgment Mr. Justice Schroeder, who presided, refused to differentiate between an electrical transcription turntable playing records and broadcasting music over wires to factories or taverns and the phonograph.

CAPAC claimed the AB Company, Ltd., together with H. Reibstein, operator of the Famous Door Tavern, and Beecher Dennis, operator of the Brass Rail and the Westminster Hotel, had infringed upon its copyrights by playing cergroup signed a term pact with tain musical works over loudspeakers from the AB central con-

The copyright organization sought an injunction to restrain works in which it held copyrights, ings have mounted in recent It also sought damages and part months, particularly since the of the profits ensuing to defendants for use of the five works.

AB's defense was that its equipment was essentially a gramophone Freddy Martin, Phil Harris, Mario and therefore exempt from payment of performing rights fees phony Orchestra. In addition, the under the Copyright Amendment Coast staff cares for many visiting

HOW ABOUT THE OCHARINA?

NEW YORK, Feb. 3.-The post office has already honored noted American composers-Stephen Foster, John Philip Sousa, Victor Herbert, etc. with postage stamps. There was a stamp for Francis Scott Key, the Boy Scouts, the Little Brown Hen, and almost any subject one can name. But Hillbilly Zeke Manners feels there has been a great omission. He thinks there should be a stamp issue honoring the homely instruments of American culture-such as the banjo, guitar, accordion and ukulele. He's written the postmaster general as the first step in his campaign.

Govt. Reports Music Sales **Up 15% in '50**

WASHINGTON, Feb. 3.—Sales volume of music stores in the nation climbed 15 per cent last year over the previous year, Commerce Department reported. In the month of December alone the climb was 2 per cent over December, 1949.

Radio-TV sales volume soared at all types of stores where sets were sold. Business of radio-household appliance dealers was 14 per cent higher in 1950 than in 1949. Radio stores did 24 per cent better, even tho sales last December dropped 2 casting Company, Ltd., and three per cent below the previous December.

A&R on Coast

NEW YORK, Feb. 3.-Veteran radio arranger-batoner Robert Armbruster has been appointed assistant West Coast music and artists and repertoire director for the RCA Victor diskery. Armbruster will serve under Victor's coast a & r topper, Henri Rene. Armbruster's appointment will give the diskery more than one Coast recording exec for the first time within immediate recall.

Diskery's Coast a. and r. requirements cover both pop and longhair fields. Coast pop worklabel added Dinah Shore and Ezio Pinza. Miss Shore is Hollywoodbased along with Tony Martin, Lanza and the San Francisco Sym-

NEW AFM TV DEMANDS STIFF NETWORK DOSE

Continued from page 4

networks and the federation both parties have failed to resolve it during protracted negotiations over the past year-is inextricably tied up with an overall pact and looms as one of the toughest obstacles ever to face AFM-network negotiators.

Ruinous

On the matter of film, Petrillo proposed a deal similar to that which he has signed with a number of indie packagers. This arrangement calls for a payment to the Music Performance Trust Fund of an amount equal to 5 per cent of the gross time charges, less agency commissions and rate card discounts. Network spokesmen have previously stated this would be "ruinous," inasmuch as acquiesence would pave the way for similar demands by all involved in the production of such film, including stagehands, scenic artists, actors, engineers, etc. Petrillo, too, has been adamant thus far. Whatever compromise is effected here will probably be applicable to those packagers per cent deal.

Both network and AFM spokesmen have stated that it was hardly likely that a pact could be worked out so as to exclude film,

Allegro Out With 12 More

NEW YORK, Feb. 3.-Allegro Records, longhair indie disk company, has scheduled the release of 12 additional classical works during the February-March period. of the English Restoration period, the first in a series of Corelli violin works, and all 21 of Brahms' Hungarian Rhapsodies. Latter were recorded by the Oklahoma City Symphony Orchestra.

Other Allegro long-play disks wll feature the religious works of William Byrd, Bach and Frescobaldi, Vivaldi, Dubussy and Franck

Sonatas.

Martino Signs for Lasella Handling

NEW YORK, Feb. 3.—Ritchie Lasella, who handles Teresa Brewer and set the deal with her for London Records, has signed Al Martino, baritone. Martino has been singing around night clubs and theaters for several years and two weeks ago won on the Arthur Godfrey Talent Scout show.

Lasella has just signed Martino to record two sides for National Records.

agers. A network spokesman estimated that during 1950 the television industry used approximately 300,000,000 feet of film. The great majority of this footage was kine, but the total also included agency-produced shows, film especially prepared for programing, spots, commercials and station breaks. The demand and the need for film are such that an even greater amount of footage (Continued on page 18)

leaving this to be obtained by

the networks from indie pack-

Gabor Vitalizes Disk Interests

NEW YORK, Feb. 3.—Several major steps were taken this week to hype the varied disk interests of Don Gabor, president of the Remington and Continental labels. The firm decided to reactivate the dormant Continental label, named who have already signed the 5 a musical director for the Remington line and, at the same time, announced both stepped up LP releases and a 45 r.p.m. line of Remington's low-priced waxings.

> The new Remington release schedule calls for 30 LP's a month beginning in March. The 45 r.p.m. line will make its bow in March with 30 albums of three records each and priced at \$1.49. Edward Kilenyi, named as musical direc-' tor of the diskery, is slated to fly to Europe next month to reorganize the label's recording set-up. He will visit Paris, Salzburg, Milan and Sweden.

Remington's national ad campaign will also get rolling in March Highlight items will be the first with ads in The Ladies' Home in a series of Bach toccatas for Journal and Good Housekeeping. harpsichord, a group of Bartok Reactivation of Gabor's Conti-songs and a collection of Eliza- nental label will begin with the rebethan songs, Catches and Glees lease on 45 r.p.m. of a series of previously issued diskings.

MGM-Loew's Bally To Pitch Up Disks

NEW YORK, Feb. 3.-MGM Records' general manager, Frank Walker, and the diskery's promotion chief, Sol Handwerger, met with the national division managers of Loew's, Inc., this week to help set up a promotion of the firm's newest disk product. Primary pitch was made for a concentrated effort on the diskery's 100th release.

Pans to push the Fred Astaire-Jane Powell waxing of How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life?, a screen track job from Royal Wedding, an MGM flicker, and a Billy Eckstine-Woody Herman ork recording of I Left My Hat in Haiti, from the same flicker score, will be prime points of the exploitation drive. Oscar Doob, Loew's general theater exec, presided at the con-

Roberts Exits Cap For Century Post

HOLLYWOOD, Feb. 3 .- Adrian (Beep) Roberts goes to work for Cliffie Stone's Century Songs of Hollywood. Roberts resigned this week from his Western artists promotion spot with Capitol Records. He was with the diskery for two and one half years.

While at Capitol, Roberts promoted the activities of Jimmy Wakely, Tennessee Ernie, Stone, Tex Williams, Tex Ritter, Merle Travis, Oklahoma Sweethearts, Hank Thompson and others.

YOU, TOO, CAN FILL A PLATTER

NEW YORK, Feb. 3.-George Pincus, professional manager of the Shapiro-Bernstein pubbery, had his son, Leonard, here on a betweensemester vacation from Cornell University, sit in on one of the firm's noted Lindy's luncheon conclaves. As the waiter approached to take the orders, Pincus instructed his

son: "Leonard, I want you to eat like you were recording for RCA Victor."

ASCAP Would Tab 30% ager. Ed Russell replaces McDon-ald in the Southeastern division manager's post and will head-manager's post and will head-

Classification Plan Must Get Okay From Members and Justice Dept.

Continued from page 1

of the writer allocation is based | points-the maximum drop for one on a five-year performance average, 20 per cent on current performance and 20 on seniority. The revision takes half of the 60 per cent devoted to the five-year average performance and allocates that half for "availability." This amounts to 30 per cent of the total distribution to be earmarked for classification.

Then, should a member drop the bracket. maximum each year, he would,

year. He, nevertheless, retains the "AA" availability rating. The following year he falls another 100 classification points and is now in the 800 class. He still keeps the "AA" availability. But on the third year he drops another 100 points and is now below the 750an availability pool, with avail- point bracket-the old "A" rating. ability points assigned to each At this point his availability automatically drops to that of the "A"

The reasoning behind this modiyear and drops 100 classification revision, 50 per cent would be matter.

performance, 30 availability and 20 seniority, where the division has been 80 for performance and 20 for seniority.

It was also pointed out that while the term "availability" is applied to the proposed 30 per cent to be newly earmarked, it is an objective kind of availability, deriving from classification status, rather than the subjective type used by the publishers, and is tied in, if remotedly, with perform-

The new plan has a long way nevertheless, retain the avail- fication is a further cushioning of to go before it will even be subability rating of the top class from the descent of the established mitted for Justice Department which he fell, until he reached a writers than is offered in the cur- okay, but it is the most favorably new class. He would then be rent system-limiting the drop to viewed suggestion to date among handed a reduction in availability 100 points a year. The writer the members of the writer board. points so that his new availability board feels that this plan falls How the opposition, which is again corresponded with that of his new within the Justice Department's becoming vocal in the persons of class. For example: Write X is prescription that performance be Redd Evans and Pinky Herman now in the 1,000 point class—the the prime criterion in the writer (The Billboard, February 2), will old "AA" bracket. He has a bad distribution. Under the suggested take to the new plan is another

America's tastest Selling Records

SPECIALS

The Little White Duck I Taut I Taw A Puddy-Tat (I Thought I Saw A Pussy Cat) DANNY KAYE

Decca 27456 and *9-27456 • Price 85¢

Please Don't Talk About Me When I'm Gone You Know You Belong To Somebody Else

MILLS BROTHERS and TOMMY DORSEY Decca 27447 and *9-27447 • Price 85¢

> If You Want Some Lovin' Don't Stay Too Long **ERNEST TUBB**

Decca 46296 and *9-46296 • Price 85¢

*Indicates 45 RPM Version

NEW RELEASES_SINGLES

Between Two Trees I Wish I Knew (You Really Loved Me)

ANDREWS SISTERS

Decca 27421 and *9-27421 • Price 85¢

They Can't Take That Away From Me Shadow Time

CARMEN CAVALLARO

Decca 27422 and *9-27422 • Price 85¢

I'll Take You Home Again, Kathleen Good Morning

VICTOR YOUNG Decca 27423 and *9-27423 • Price 85¢

> Tear Drops From My Eyes It's A Great Great Pleasure

LOUIS JORDAN

Decca 27424 and *9-27424 • Price 85¢

Sam, The Old Accordion Man (Oh Suzanna) Dust Off That Old Pianna!

BOB HANNON and JOHNNY RYAN

Decca 27425 and *9-27425 • Price 85¢

Sentimental Journey Doll Dance

HANK "SUGARFOOT" GARLAND Decca 27426 and *9-27426 • Price 85¢

> Vuelve A Casa Cuando Estas Conmigo TRIO GUAMANI

Decca 21333 • Price 85¢

Blue, Broke And Evil You're My Baby

JAKE VAUGHAN

Decca 48196 and *9-48196 • Price 85¢

*INDICATES 45 RPM VERSION

NEW RELEASES_ALBUMS

Gene Norman Presents Just Jazz Concert

LIONEL HAMPTON AND THE ALL STARS

Selections include: Star Dust (Four Parts) (Lionel Hampton All Stars)-The Man I Love (Four Parts) (The All Stars)

DECCA ALBUM 9-154 • Four 45 RPM Unbreakable Records • \$4.15 DL 7013 • 10-inch Long Play Microgroove Unbreakable Record • \$3.85

> Dance to the Music of SY OLIVER and His Orchestra

Selections include: For Dancers Only-Four Or Five Times-I Can't Give You Anything But Love, Baby-Organ Grinder's Swing-Cheatin' On Me-By The River Sainte Marie-Ain't She Sweet-Tain't What You Do (It's The Way That Cha Do It)

DECCA ALBUM 9-105 * Four 45 RPM Unbreakable Records * \$3.75 DL 5296 * 10-inch Long Play Microgroove Unbreakable Record * \$3.00

> 45 rpm and 78 rpm prices do not include Federal, State and Local taxes. Long Play prices include Federal tax, but not State or Local taxes.





BEWYLOVE

TOO YOUNG

DECCA 27366 (78 rpm) and 9-27366 (45 rpm)



MAY THE GOOD LORD BLESS AND KEEP YOU

WHEN IT'S PRAYER MEETIN' TIME IN THE HOLLOW



I HEARD MY MOTHER PRAY

DECCA 48198 (78 rpm) and 9-48198 (45 rpm)

MAIL ORDER MAESTRO

Parlays 100 Platters Into Booming Business

man Randy Wood, who parlayed a to 20 per cent discount. Specialstock of 100 platters into one of the country's largest mail-order record firms in less than five years, is now in the manufacturing business himself, and is in the enviable position of being able to pre-test his platters over a 50,000-watt

own Dot label, buys 45 minutes of time six nights weekly over Pilgrim Travelers, a spiritual WLAC, Nashville, which beams group, also topped the 100,000 far into the South, Southwest and West. In addition to commercials plugging his single and packaged record offerings on the program, a platter show piloted by deejay Gene Nobles, he also indicates the records to be programed. Upon finishing a record date he now can, and does, bring dubs over to the studio for airing. Audience reaction then cues him as to which tunes stand the best chance, and he presses and promotes accord-

Wood started out with a small radio and appliance shop in Gallatin, Tenn., when he came out of the army in 1945. A year later he picked up a stock of 100 disks. In 1947 he began to buy one-minute spots on WLAC during Gene Nobles' deejay show. He special-ized in packages of from five to

Decca Etches Fry's Burning

NEW YORK, Feb. 3.—Decca Records has recorded the original Broadway production of Christo- retirement benefits. pher Fry's play, The Lady's Not A check of the American Fed-for Burning, in its entirety, with eration of Labor, of which the for Burning, in its entirety, with eration of Labor, of which the Star of the show is John Gielgud, and featured opposite him is Pamela Brown. The play, which national Brotherhood of Blackwas critically acclaimed, is written in free verse and was a considerable hit in England before it was presented on the Stem here.

Burning will be sold only on long-play records, with the set covering two 12-inch platters. It will be released within a month as part of the Decca gold label series. The Fry play is the third contemporary play which Decca has recorded in its entirety as part of a program of waxing a series of the most important of contemporary dramatic plays. Others in the series have been Death of a Salesman and The Cocktail Party.

Gallico Wants In Roger Pub

NEW YORK, Feb. 3.—Al Gallico is negotiating with Joe Shribman and Charley Trotta for a partnership in their pubbery, Roger Music. Gallico will continue to land diskings. operate his own Gallico Music firm, however. He leaves this week-end for a 10-day deejay tour to tout his current song, Rosie. It is expected that the deal with Shribman and Trotta will be settled when he returns.

Shribman and Trotta recently

DANA ISSUES US POPS IN POLISH

NEW YORK, Feb. 3.-Dana Records, international diskery specializing in polkas, is issuing a series of American pop hit tunes sung in Polish. Translations were made by Walt Dana, president of the company, and waxed by Polish artists and accompanied by the Milton DeLugg pop ork. The first tunes cut in the new series were A Bushel and a Peck, Petite Waltz, Orange Colored Sky, The Thing and My Heart Cries for You.

The diskery also is releasing an LP follow-up to the Hit Polkas album. According to Dana, the firm also will release all disks on both 45 and 78 r.p.m. speeds.

NASHVILLE, Feb. 3.-Record seven records, sold c.o.d. at a 15 izing in country, blues and sacred music, returns soon warranted his purchase of a daily half hour of time on WLAC, later upped to 45 minutes.

His best disk packages have been in the religious field. Wood says that a set by the St. Paul Wood, who recently started his Church choir did better than 100,-000 for him. An album by the mark inside of four months, he

> Because of the quantities of records he moves, and because of the extensive promotion with which he hypes them, Wood is able to buy his platters at a healthy discount from the other manufacturers. He is also one of the few dealers who buys direct from certain of the manufacturers.

Insurance Plan Pitched to AFM

CHICAGO, Feb. 3.—B. W. Frederick, who left show business three years ago after co-owning the six months, to begin an actuarial Frederick Bros.' Agency, is back survey for the best disposition of in the music picture. It was learned this week that Frederick, payment, etc. now an insurance salesman in Atwas learned that the plan prob- and TV networks. ably would offer some kind of

the members of the original cast. AFM is a member, revealed that only one of its affiliates has such plan for executives. The Intersmiths, Drop Forgers and Helpers has had such a plan for a number of years. The Illinois State Federation of Labor has a retirement benefit plan for its employees.

S&S Sets New Bally Ideas

NEW YORK, Feb. 3.-A series of merchandising and promotional schemes were set this week by Simon & Schuster's Golden Record kidiskery. The firm arranged a tie-in with the Whelan drug chain and its Buddy Rogers TV show, and another one with Johnson & Johnson, bandage manufacturer. Meanwhile Bob Bernstein, Golden sales topper, disclosed that the diskery has devised a new record merchandiser rack to fit on top of the Golden Book racks and a complete window display on the label's series of Alice in Wonder-

The Whelan tie-in calls for display set-ups in all the drug outlets. The Johnson & Johnson promotion is based on a combination a song called Dr. Dan.

SENATE PASSES DIRTY DISK BILL

WASHINGTON, Feb. 3.—A bill was passed in the Senate this week to strengthen the present law banning interstate transportation of obscene disks (The Billboard, January 20) and appears headed for House approval too. The bill greatly extends the definition of obscene matter as applied to phono records, and it makes it unlawful not only to ship the disks across State lines but also to carry them by any other means.

The bill was approved by the Senate without a single dissent. The anti-obscene disks law was placed on the statutes last year.

Stein Handles 3% Welfare Pot for 802

NEW YORK, Feb. 3.-Jack Stein, treasurer of Local 802, of the American Federation of Musicians has been named temporary trustee for the 3 per cent welfare fund recently negotiated with hotels, niteries and indie radio stations. The 802 plan is to let a sufficient fund accrue, say over. the fund-hospitalization, disability

The money would be applied lanta, has pitched an insurance to those musicians employed under plan for executives of the Ameri- a contract in which the welfare can Federation of Musicians to money is being paid. Both the James C. Petrillo and the union's local and the AFM are now eninternational executive board. Tho gaged in trying to obtain welfare Frederick would not comment, it fund agreements with the radio

16 Merc Sides

Mercury Records, thus hypoing disker's backlog. Tunes will be waxed prior to Laine's switch to Columbia, effective April 1. The singer arrives here the end of the Jurgens, MCA

He will huddle with diskery execs as to which standards he will record. Dealers and distribs have been asking for the standards.

Egan Tops New Krupa Combine

accenting the swing style of the ago. late 1930's. Band has five brass (three trumpets and two trombones) four saxes, three rhythm. A girl vocalist will be chosen shortly.

Cavalcade of Bands show Febru- disbanded. Ohio locations already lined up.

TV-Phono Merchandising

NEW YORK, Feb. 3.-TV industry talk this week centered around the expected introduction of "austerity" model video sets. Phileo, General Electric and Sylvania are reported to be ready with either completely new TV sets or only austerity circuits and components for use in new chassis. Philco appears to be in the lead in the race to present the new chassis. Company execs claim that the new chassis, about which they are particularly secretive, will give the same picture quality as do present sets.

The austerity models will require fewer tubes, less copper, aluminum, cobalt and other critical materials. Cabinet designs are not expected to be changed, tho the new chassis may be smaller and therefore require less elaborate cabinets. Price talk, pure speculation, sees the new sets selling at current rates if and when they reach the consumer market.

National TV Service Group Is Formed . . .

The National Electronic and Service Dealers' Association, a new video servicemen's group, was formed last week in Washington. Temporary officers named were, president, Max Liebowitz, Asso-

Brit Pluggers Get Benefits

Publishers Contact Employees here at \$299.95. The firm also named were informed this week by their Edward S. White as assistant chief British counterpart, Music Publishers Contact Personnel Association that the British organiza- Los Angeles, has been named tion has arranged for the follow- Stromberg-Carlson distributor in ing benefits for members: A fin- Southern California. . . . Sylvania ancial grant at age 65, death bene- named John T. Burdick as Midfits to next of kin, emergency west sales director. . . . Hoffman payments to members of any age Radio named Gordon Hendry as meeting with "adversity." The public relations director. amount of the grants was not specified.

Talk New Pact

CHICAGO, Feb. 3. - Dick Jurgens and his brother, Will, who doubles as road manager and business agent for the orkster, are talking over a new management pact with Music Corporation of America, which now handles the ork. The Jurgens five-year paper ment bracket. The Circuit Court NEW YORK, Feb. 3 .- Jack Egan with MCA expires in June. MCA overruled a previous decision of this week takes over as manager is pitching Jurgens for a waxing of a reorganized Gene Krupa band. pact. He asked for and received New Krupa outfit eschews bop, his release from Columbia a month

It is also known that Bill Snyder, the 88-ing maestro who cut the Tower hit waxing of Bewitched, is displeased with his MCA bookings. Snyder is in Band is slated for the DuMont Florida and his band has been His management ary 13, after which Egan will take agency, Arena Stars, Inc., has been of a Golden Book and record on the group for a Western tour, with talking a deal with General Artists Corporation.

ciated Radio-Television Servicemen of New York; vice-president, Norman Selinger, Television Associates of Washington; recording secretary, Roger Haines, Allied Television Technicians of South Jersey; corresponding secretary, Richard Devaney, Philadelphia Radio Servicemen's Association; treasurer, Vance Beachley, Midstate Radio Service Men's Association, Harrisburg, Pa.

TV Dealers Advised On Set Inventory . . .

The National Appliance and Radio Dealers' Association last week advised its dealer members to carry a 60 to 90-day inventory on TV and appliances despite manufacturer claims that there will be sufficient production for the next few months to meet demand.

RTMA Expansion Plans To Air Feb. 13-15 . . .

The mid-winter meeting of the Radio - Television Manufacturers' Association, scheduled for February 13-15 in Chicago, will be the scene of much industry palaver on the mobilization and expansion plans of the manufacturers' group. RTMA committees will hold individual meetings for the first two days of the session, with the board of directors' conference and a luncheon scheduled for February 15.

Personnel Changes, Trade Notes . . .

Air King last week introduced NEW YORK, Feb. 3.-Music a new 17-inch TV console to retail of advanced development. . . . Radio Television Supply Company,

HOLLYWOOD, Feb. 3.—Frankie Laine will cut 16 standards for Mercury Records, thus hypoing MPCPA also reported that its annual Tin Pan Alley Ball netted Vs. Federals

CHICAGO, Feb. 3.-Tom Roberts, legal counsel for the National Ballroom Operators' Association, this week filed a petition for a writ of certiorari with the Supreme Court. The petition is based on a recent decision of the U. S. Circuit Court of Appeals regarding the classification of ballrooms into the cabaret tax pay-Federal District Court Judge Henry Graven who, in January, 1950, ruled that ballrooms did not fall into the cabaret tax requirement.

The feds now have 30 days in which to file their counter to Roberts' 33-page brief and 40page supporting brief. Within 90 days Roberts will probably be notified as to whether the Supreme Court will hear the case.

Eckstine Draws Big in Two Honolulu Concerts

HONOLULU, Feb. 3. - Billy Eckstine appeared at the Honolulu Civic Auditorium January 24 for two concerts. Attendance was estimated at 5,000.

Ducats were pegged at \$3.00, \$2.40, \$2.00 and \$1.20.

BULLY MEN ARE NO MICE

NEW YORK, Feb. 3 .-Twentieth Century-Fox, in order to promote its film Of Men and Music has made a tie-up with Liberty Music Shops, Carl Fischer, Steinway & Sons, Doubleday music and record shops and many RCA Victor dealers. Stores will use window displays, countercards, etc., to plug sheet music and the film, which features Jascha Heifetz, Artur Rubinstein, Jan Peerce, Nadine Connor and Dmitri Mitropoulos conducting the New York Philharmonic Orchestra.

Shribman and Trotta recently parted company with George Paxton, dividing the Paxton music copyrights down the middle. Johnson Bill Passage Hits Armed Forces Ork Bookings

banning the use of gambling declubs has kayoed about 75 per cent of the name band booking previously done with service installations. A survey of booking offices here and Special Service officers from the Midwest to the Deep South indicates that the order, an aftermath of the Johnson bill, use of professional entertainment played by individual operators. at 16 service bases and would probably eliminate it soon at about Bookers had hoped that the re- Barksdale Field, Shreveport, La.; seven more.

band booking was probably the allow orks to take from six to Indianapolis; Scott Field and Chamost optimistic factor on a sunny eight weeks of the year in this nute Field, in Illinois; Goodfellow horizon currently facing dance field. Army dates during World

enforced armed forces regulation the next six months, as more and ments and, in many cases, the vices in officers' and non-coms' camps' demands for band dates tion via plane to bands working would alleviate the cut in band the circuit, thus eliminating the dates by promoters and ballroom headaches of transportation cost operators. During the past sev- from the road manager's brow. eral years, more and more bands were forced to work a greater part of each year in the Midwest tions, with camp entertainment territory. During the past six months, the overabundance of which halted interstate shipment of names has dropped prices and has gambling devices, had stopped the cut down on the number of dates

Look to Army Bases

The resurgence of army camp dance band date buyers would Knox, Ky.; Camp Atterbury, near

CHICAGO, Feb. 3.—Recently bands. It was felt that within War II were good paying engagemore camps were reopened, the army bases furnished transporta-

Most of the camps using dance band dates were air force installaskeds running from a band every two weeks to one per month. Camps, in this area, which have dropped their name band dates, because of the removal of bell machines from service clubs are activation of the army bases as Keesler Field, Biloxi, Miss.; Fort

(Continued on page 71)



AMERICA'S No. 1 GIRL SINGER



NOW WITH TWO SMASH HITS!

"WOULD I LOVE YOU"

COUPLED WITH

"SENTIMENTAL MUSIC"

MERCURY 5571 . 5571X45

... AND NOW

PATTI, the originator of double voices gives you her version of

"MOCKIN' BIRD HILL"

COUPLED WITH

"I LOVE YOU BECAUSE"

MERCURY 5595 . 5595X45

(Mercury)
RECORDS

ORDER BY THE CARTON!

MERCURY RECORDS, CHICAGO, ILLINOIS

*

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

London Jumps "Let Me" Date, Joy Adds Curb

NEW YORK, Feb. 3.—Forced by a release date jump on the song by London Records, the Santly-Joy pubbery this week placed a restriction date on its song, Let Me In, thru the American Society of Composers, Authors and Publishers. The date registered with ASCAP is March 1, and the restriction, which prevents radio and TV stations from performing the song in any form until the specified date, was set down Monday (29). Santly-Joy reps contend that the diskers were originally notified that the song was skedded for March 1 release.

London's Joe Delaney sliced the tune early last week with Bobby Wayne and had the disking on the air last Friday (26). London also was in the midst of a big drive on the disking. But several other diskers squawked about the London release date jump, and Santly-Joy thereupon placed the restriction on the material. Despite the restriction, London is moving ahead with plans to promote the disking with its distributors, via juke boxes and thru the number of small disk-whirling stations which pay little heed to restrictions.

May Let Up

The promotion is being mapped along the lines of the same diskery's pre-release date push on its Anton Karas Third Man Theme record last year. It is believed in some quarters that Santly-Joy may push back the release date on the song in the event it begins to catch in spite of the current restriction. This primarily because the application of the restriction could act as a damaging factor to the ditty in the event it shows the signs early and is held back from national exploitation for a key period.

At least two other versions of the song have been sliced within the past week and will be readied for release. Incidentally, the pubbery's demonstration record of the song was made by Guy Mitchell, who currently is a hot Columbia recording property. Mitchell is managed by Eddie Joy, co-owner of the Santly-Joy firm with his father, Georgie Joy.

Indies Clip Off **Longhair Pacts**

NEW YORK, Feb. 3.—Both large and small indie longhair diskeries continued to schedule releases and sign artists at a fast clip this week. London is rushing thru an LP disking of operatic arias sung by Lluba Welitch, Metopera star who ordinarily records for Columbia. Remington Records signed Metopera soprano Astrid Varnay and concert violinist Ivry Gitlis. Vanguard Recording Society this week released Mahler's The Youth's Magic Horn, recorded by the Vienna State Opera Orchestra and soloists.

Remington also announced the recording of Efrem Zimbalist, famed violinist, as a conductor of his own concerto. The label used a Paris Conservatory ork for the work.

SESAC Cops 2 **ASCAP Lists**

NEW YORK, Feb. 3.—SESAC has acquired two new catalogs which were formerly associated with the American Society of Composers, Authors and Publishers (ASCAP). These are the Nazarene Publishing House, and Lillenas Publishing Company. The former, founded in 1912, has been active in promoting religious song books as publishing headquarters for the Church of the Nazarene. In 1931, Nazarene purchased the Lillenas Publishing Company, whose catalog comprises chiefly hymns. The two catalogs control about 4,000 copyrights, SESAC estimates.

previously pacted to ASCAP.

- erestister terrestrates

TIE-IN SOLVES "THE THING"?

HOLLYWOOD, Feb. 3 .- The Thing is unveiled at last. It's a satin scarf. Whole thing came about as the result of a tie-in with the song's pubber and Burt Burton & Associates Agency. Richmond Music chief, Howie Richmond, sold merchandising rights to the song to Burton.

Scarf is 36 inches long, 1% inches wide and comes in 12 bright colors. It can be worn 12 different ways; as a belt, a hair ribbon, with a suit, a dress, etc. The scarf retails

Disk jockeys have been contacted to hypo interest in both the song and the scarf. Latter was used as a giveaway prize on 15 radio and TV shows. Garment trade publications ran stories about the scarf. Lucille Ball, in Burton's talent stable, posed with the scarf as a gag. Scarves are also sold in Macy's, New York; Fair, Chicago; and stores in other large cities.

Granz-Harris Suit Up in N. Y.

NEW YORK, Feb. 3.-Norman Granz's suit against Herbert Harris, doing business as the Stinson Trading Company, involving Harris' rights in the Granz waxing of Jazz at the Philharmonic, Volume I, has been scheduled for trial in Southern District Court, New York, for next week.

Granz had originally leased the masters of JATP No. 1 to Moe Asch, and shortly thereafter sold his interest outright. Asch subsequently assigned the masters to Harris. Granz's action has two bases: Harris cut the 12-inch platters to 10-inchers, which Granz maintains he had no right to do under any contract. Second, Harris released the records on LP Granz contends that he granted rights for release on 78 r.p.m. only.

Granz is represented by attorney Joseph Calderon of Bergerman and Hourwich. Harris by Warren

The jazz concert impresario is also awaiting decision on a suit against the American Record Company pending in Federal Court in Newark, N. J. This suit involves JATP volumes 2, 3, 4 and 5, which were also originally leased to Asch, but were eventually assigned to the American Record Company. Granz claimed that the assignments were not valid. The suit was tried by Judge Guy L. Fake several months ago. with the judge reserving

A&R Head May **Quit Mercury**

NEW YORK, Feb. 3.-Reports persist that Harry Geller, Mercury Records' Coast a. and r. chief, will shortly leave that company. It's understood that the Mercury exec has been dickering for a spot with a major diskery. No deal has

No official statements have been forthcoming, but it is known that Geller's pact with Mercury runs out the end of this month,

Nathan-Braun Tiff Is Over

NEW YORK, Feb. 3.-Sydney Nathan's hassle with Dave and Jules Braun over Deluxe Records was settled on an amicable basis this week when both parties discontinued lawsuits. The Brauns' action had been filed in the Court of Common Pleas in Ohio, naming King Records, Royal Plastic and Deluxe Records as defendants. The other action, in Chancery Court, New Jersey, had been filed by Deluxe Records against the Brauns and others.

The terms of settlement were

distribute.

HAMP'S JAM

Decca Issue Out After He Leaves

NEW YORK, Feb. 3.-Simultaneously with Lionel Hampton's departure from the label, Decca Records is issuing an all-star jam session concert recording featuring Hampton. The recording was made August 4, 1947, in the Civic Auditorium in Pasadena, Calif., during a Just Jazz concert run off by Coast deejay Gene Norman. Norman owned the recording rights to the concert, and the diskery made a deal with the deejay to issue the etchings.

Originally Norman's Just Jazz waxings were issued by the now defunct Black and White label, and his current concert etchings are being handled thru Modern Rec-

The Hampton concert recordings will cover both sides of a single 10-inch long-play disk, with one side devoted entirely to noodlings built around Stardust and the other to The Man I Love. Featured sidemen include Charlie Shavers, Willie Smith, Barney Kessel, Slam Stewart, Tommy Todd, Lee Young, Jackie Mills and Corky Corcoran. The disking is skedded for release within the next two weeks.

Hampton, whose disking plans are currently being mulled, left the Decca diskery last week after a 10-year association with the

Decca Adds **Fonit Line**

NEW YORK, Feb. 3.-Thru its affiliation with the Parlophone waxery of England, Decca Records this week enriched its stockpile of longhair matrices with the completion of a deal with the Italian independent waxery, Fonit. High spots of the Fonit catalog are focused on recordings by Renata Tibaldi, a much publicized lyric soprano.

Two 12-inch 78 r.p.m. slicings of the singer will be made available on the next release of Decca's Gold Label series. Diskings will sell for \$1.50 and will be pressed on nonbreakable Deccalite.

THEY READ, TOO?

DJ's To Get News Sheet

NEW YORK, Feb. 3.—As a part of its new disk jockey exploitation set-up, London Records this week turned out the first in a biweekly series of deejay newspapers. The chatter sheet will give the platter spinners play-date and disk info on the London pop artist line-up. Editing the sheet, The London Gram, is Bill Simon, diskery's director of pop publications and deejay promotion.

Next step in the program is a complete revision of the label's jockey platter distribution scheme. The new program is expected to be ready by the early part of next month and will give the deejays faster service on London disks.

The firm this week also decided to release a series of waxings originally made by the company's Canadian affiliate for the northof-the border market. First two Canadian artists to be distributed here are country and western singer Bill Long, and the Ozzie Williams dance band.

"Face" on Net Show Stirs Disk Circles

NEW YORK, Feb. 3.—Creating a stir in diskery circles this week was the first potential hit discovered on the Columbia Broadcasting System network show Songs

The tune was written by Art copies.

HUSTON SONG BALLIES FILM

NEW YORK, Feb. 3.—Decca Records has set a co-operative promotion with Paramount Pictures centered around the use of the late Walter Huston's waxing, September Song, in the Paramount flick, September Affair. The Huston disk is played in the film and keys the story line. The diskery will promote the record and the film via its deejay and distributor exploitation channels, while Paramount will feature the record on radio spot time being purchased to advertise the film.

JAZZY GROSS

5G Concert By Satchmo, 7 Firemen

HOLLYWOOD, Feb. 3.—A nearcapacity crowd of 2,702 filled Pasadena Auditorium Tuesday (30) for another Gene Norman Just Jazz concert. Sharing the spotlight in the two-hour show were Louis Armstrong and his All-Stars and the Firehouse Five Plus Two. This marked the fourth time deejay Norman has presented Satchmo in concert and it payed off to the tune of \$5,392.44.

Armstrong tops five outstanding jazz musicians: Jack Teagarden, Earl (Fatha') Hines, Barney Bigard, Cozy Cole and Arvill Shaw. All-Stars opened to a hefty ovation and went into Back Home in Indiana. The gravel-throated vocals of Satchmo on standards brought cheering and thunderous mitting all thru the 11 numbers in the first set and the final sixtune frame. Each does a solo. Teagarden's playing of Stardust was one of the better renditions. Fatha' Hines had his bit with Fats and Bigard teamed on How High for the orkster and try to create Group curtained initial stint with Cole rocking the place on Bugle

Peppy Velma Middleton did four, two with Armstrong. The warbler and Satchmo teamed on That's My Desire and Baby, It's Cold Outside, scoring with clever lyrics and antics. The All-Stars returned to do such faves as Monday Date, That's A'Plenty, Body and Soul and You Can Depend on Me.

Firehouse Five Plus Two were evidently booked to take the pressure off the All-Stars, but the crowd obviously came to hear Satchmo and crew and didn't pay much attention to the Firemen. They were out of Armstrong's class, but managed to get fair response with Tin Roof Blues and Tiger Rag. Group can't be taken seriously and loses much effect by its loud, distracting firemen's get-up. The combos joined for a finale on Muskrat Ramble.

Joe Bleeden.

Block Derby Tops: Patti Page, Perry Como, R. Flanagan

NEW YORK, Feb. 3.—Patti Page, Perry Como and Ralph Flanagan copped the top spots in Martin Block's popularity poll, the 25th he has conducted in his 16 years as mahout of WNEW's Make Believe Ballroom show.

Here are Block's winners, in the order in which they placed. Fem vocalists: Patti Page, Doris Day, Kay Starr, Dinah Shore, Jo Stafford, Mindy Carson, Fran Warren, Sarah Vaughan, Toni Arden, Peggy

Male vocalists: Perry Como, Frank Sinatra, Vic Damone, Gordon MacRae, Bing Crosby, Frankie Laine, Alan Dale, Tony Martin, Billy Eckstine, Eddie Fisher.

Orchestras: Ralph Flanagan, Gordon Jenkins, Guy Lombardo, Vaughn Monroe, Ray Anthony, Harry James, Sammy Kaye, Louis Prima, Tommy Dorsey, Stan Ken-

Kane, assistant art director of Seventeen Magazine. In addition to the pubber and diskery hoop-la, for Sale. The tune, Oh, What a the CBS publicity department is Dizzy Gillespie and George Shear-Face, is said to be on recording taking an interest in the song as ing albums. Jazz Disques' first Deluxe, which had been con-ducting limited operations since schedules of the majors. London a means of promoting the AM-TV exchange is unknown. Diskery's foreign outlets include Hot Jazz, the litigation began, will be fully novelty, being pubbed by orkster mission from L'il Abner cartoonist Belgium; Prodisc, Argentina; Gor-SESAC recently announced the reactivated. The Brauns will han- Ray Bloch's new Broadcast Music, Al Capp to use the face of Lena, don V. Thompson, Canada, and a sequisition of seven small catalogs dle repertoire activities; King will Inc. (BMI), firm, Lochrae.

BARD A HIT

Shakespeare Gets Decca Billing Now

NEW YORK, Feb. 3.-The disk business apparently is on a Shakespearean jag. Latest entry in the plot to put old Bill Shakespeare's immortal words to wax is the Decca firm, which next month will issue a long-play platter of scenes from Romeo and Juliet, soliloquies from Hamlet, and sonnets, with John Gielgud and Pamela Brown as the leading emoters. Gielgud is a noted Shakespearean thesper; he and Miss Brown currently are starring on Broadway in Christopher Fry's The Lady's Not for Burning.

Prior to the Decca disking, Atlantic Records issued a complete Romeo and Juliet done by a company under the guidance of Margaret Webster. Polymusic Records has a full-length The Tempest in the stalls. And Allegro Records has at hand a group of Englishmade recordings of excerpts from a number of the Bard's plays.

Richards Gives Barnet a Lift

HOLLYWOOD, Feb. 3.-Johnny Richards, musical director for Discovery Records, will supervise the building of the new Charlie Barnet band. Barnet left Wednesday (31) on a cross-country tour. Upon completon of the six-week trek, the jump maestro will break up his ork and introduce his new "society" band which he hopes will get him billing in class hotels and ballrooms.

Richards, whose latest work was the Dizzy Gillespie album, Waller's Honeysuckle Rose. Shaw will write an entire new book the Moon and pulled strong hands. arrangements that will take him away from the clientele that boosted him as one of the nation's top batoners. New band consists of two trumpets, three trombones, four saxes doubling on woodwinds, three rhythm and eight strings. Barnet has waxed with the new org for Capitol.

When the present tour is over, Barnet will break in the band somewhere in California, possibly in this area. Dates will be booked thru Music Corporation of Amer-

Gay's Folk Troupe To Tour U. S. Army **Bases in Far East**

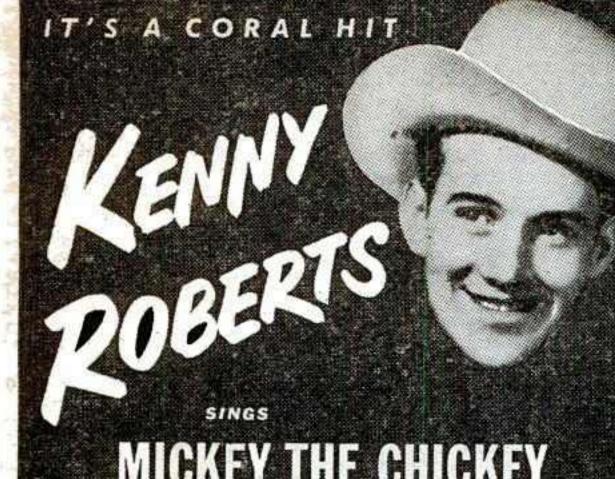
WASHINGTON, Feb. 3.-In one of the most ambitious ventures of its kind recently, a folk entertainer troupe organized by Connie B. Gay left here for a two-year concert tour of Far East military installations. The troupe includes Tex Sherry, Mary Anne Decomus, George Trammell and Don Kid-

The group embarked by U. S. Army plane from Washington for Japan. Shows will be given wherever possible for U. S. troops in the Korean theater, and performances are planned for every "whistle-stop" island where U. S. armed forces are located in the Pacific area. Lengthy tours are planned for Japan. Hillbilly music is highly popular with GI's, it was pointed out, and Gay was consequently invited by Special Services Division in General Mac-Arthur's command to organize the troupe.

Discovery Hyps Foreign Market

HOLLYWOOD, Feb. 3.-Discovery Records expanded its foreign market this week when it entered into a reciprocal disk pact with Jazz Disques of France. Deal, worked thru Discovery's Albert Marx and Leon Kabas, Paris, included a substantial cash payment.

Discovery's initial air shipment will comprise mothers of the recent the Hyena on the sheet music possible Australian outlet yet unnamed.



MICKEY THE CHICKEY

CASPER, THE CANDY COWBOY

CORAL 64079 (78 rpm) and 9-64079 (45 rpm)

TOMMY SOSEBEE

SHE'S MY EASTER LILY

EASTER PARADE

CORAL 64080 (78 rpm) and 9-64080 (45 rpm)



PETER

THE MAGIC MAN SONG

CORAL 64036 (78 rpm)

JACK LYN MURRAY

and His Orchestra and Choir with Ruth Martin, Soloist

THE GOOD ND KEEP YOU

MY TWILIGHT PRAYER

CORAL 60359 (78 rpm) and . 9-60359 (45 rpm)

HYMNS OF GUIDANCE

ST. PETER'S CHOIR

Harold W. Gilbert, Director

Selections include: COME, THOU ALMIGHTY KING-LEAD, KINDLY LIGHT-THE CHURCH'S ONE FOUNDATION - NOW THE DAY IS OVER - ONWARD, CHRISTIAN SOLDIERS-ETERNAL FATHER, STRONG TO SAVE—JESUS CHRIST IS RISEN TODAY—ROCK OF AGES.

CRL 56016-10-in. Long Play Microgroove Unbreakable Record -\$2.55.

CP 504 —Three 10-inch 78 RPM Records Price \$3.00

(Does not include: JESUS CHRIST IS RISEN TODAY-ROCK OF AGES)





With Orchestra Directed by Roy Ross





Mowathan WW. TW romombet

THREE DOLLARS AND NINETY-EIGHT CENTS

CORAL 60363 (78 rpm) and 9-60363 (45 rpm)

CORAL DISTRIBUTORS

BALTIMORE, MARYLAND General Distributing Co. 3 North Gilmor Street

BIRMINGHAM, ALABAMA Record Sales Co. 540 Second Ave. N.

BOSTON, MASSACHUSETTS Mutual Distributors, Inc. 1259 Tremont Street

F & F Enterprises 9131/2-9151/2 S. Clarkson CHICAGO, ILLINOIS

Tell Music Dist., Inc.

CHARLOTTE, N. C.

1260 S. Michigan Ave. CINCINNATI, OHIO Hit Record Dist. Co. 1043-1045 Central Ave.

CLEVELAND, OHIO Benart Dist. Co. 327 Frankfort Street

DALLAS, TEXAS Dunbar Dist. Co. 148 Leslie Street DENVER, COLORADO Pan American Red. Supply Co. 2061 Champa Street

DES MOINES, IOWA D & E Distributing Co. 816 Wainut Street

Polonia Dist. Co. 3747 Woodward Ave. EL PASO, TEXAS

DETROIT, MICHIGAN

Sunland Supply Co. 1200 E. Missouri GREAT FALLS, MONTANA

Music Service Co. 204 Fourth St. S. HARTFORD, CONNECTICUT Seaboard Dist. Co.

110 Ann Street HONOLULU, HAWAII

Amber and Co. 1169 Kapiolani Bivd. HOUSTON, TEXAS Dunbar Dist. Co.

1907 Clay Street

INDIANAPOLIS, INDIANA Indiana State Record Dist. 1511 E. Michigan

KANSAS CITY, MISSOURI Millner Record Sales Co. 1704 Main Street

LOS ANGELES, CALIF. Modern Dist. Co. 2978 West Pico Blvd.

MADISON, WISCONSIN Tell Music Dist., Inc. 2702 Monroe Street

MEMPHIS, TENNESSEE Glenn Allen Co. 1146 Union Ave. MIAMI, FLORIDA

Stone Distributors, Inc., 51 N. E. 14th Street MINNEAPOLIS, MINN.

Lieberman-Hy G Music Co.

257 Plymouth North NASHVILLE, TENNESSEE Tennessee Music Scles 415 Main Street

NEW ORLEANS, LA. F. A. B. Dist. Co. 1019 Baronne Street NEW YORK, NEW YORK Douglas-Bruce Co. 705 10th Avenue

OKLAHOMA CITY, OKLA. Burns Dist. Co. 828 N. Walnut

PHILADELPHIA, PA. Winthrop Co. 2104 Market Street

PITTSBURGH, PA. Standard Dist. Co. 1731 5th Avenue

PORTLAND, OREGON Oregon Record Dist. Co. 827 S. W. 13th Avenue

ST. LOUIS, MISSOURI Millner Record Sales 110-112 N. 18th

SALT LAKE CITY, UTAH Standard Supply Co. 531 S. State

SAN ANTONIO, TEXAS S. W. Martin Dist. 1228-32 E. Commerce

SAN FRANCISCO, CALIF. Elite, Calif. Dist. 1190 Folsom Street

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

Music as Written

Columbia's Kessler Gets Nat'l Promotion Job . . .

Danny Kessler, who had been doing Eastern sales promotion for Columbia Records, has been upped; he will now handle the diskery's promotion nationally. He will now handle country and rhythm and blues in addition to pop merchandise.

Decca Tapes Satchmo Concert at Pasadena . . .

Decca Records last week taped Louis Armstrong's Pasadena Civic Auditorium jazz concert. Diskery will use eight numbers. AFM rate was \$82.41 a man. Sides will come out on LP in several months. Decca is putting out a 1947 jazz concert by Armstrong, also on LP. Satchmo was presented Tuesday (30) in one of Gene Norman's "Just Jazz" concerts.

Satchmo Into Tiffany Instead of Oasis . . .

Louis Armstrong and His All-Stars will go into the Tiffany Club, Hollywood, April 6 for 16 days. Group was originally skedded to play the Oasis on the same date they were there last year. Combo gets a guarantee of \$4,000 plus 50 per cent of the door.

Tiffany owner Chuck Landis eame up with the 4G offer while Associated Booking Corporation and Oasis were trying to agree on terms. Satchmo was paid \$8,200 for a fortnight stand at the Oasis in December. At that time, he went in on a \$2,000 guarantee plus a 50-50 admission split.

Stasny Boosts Kitty; Brief Personals . . .

started heavy professional activ- tional Safety Council for distribuity on the revival of "Pretty Kitty tion to radio stations across the Kelly, a standard that's sold sev-





Roses Are Red Violets Are Blue It's a "BOUTONNIERE" From Mindy to You 'BOUTONNIERE'' recorded by MINDY CARSON

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

ZING ZING ZOOM ZOOM

recorded by THE ANDREWS SISTERS .. Decca PERCY FAITHColumbia

DAVID ROSEM-G-M PERRY COMÓRCA Victor others to follow

ROBBINS MUSIC CORPORATION

Theater, Chicago, February 15.

been signed to record a series of Club" show. war poems for Adam Records. .: MGM artist Glen Moore work- Chicago: ing week-end dates at Pelham Heath Inn, New York. . . . Sam Donahue ork playing Gettysburg College and Lehigh University this month. . . . Harry Kruse, London Records executive veepee, on a flying trip to the Midwest, while Joe Delaney, firm's pop a. and r. topper, flew to Chicago to record with Helen Grayco, who is Mrs. Spike Jones.

Detroit Station WJR Launches Symphony DJ . . .

A program aimed to sparkplug the revival of the Detroit Symphony orchestra, now two years defunct, has been launched by WJR Detroit, using Walter Poole, Spanier's ork, starting March 14. last resident conductor of the symphony, as disk jockey. Styled "Your Sunday Symphony," the program is handled like a symphony broadcast, with strictly classical presentations and intermission, from 1:30 to 2:30 p.m. Sundays.

30 Artists Record Safety Council Spots . . .

Traffic safety spots for teenagers recorded by 30 top disk artists have been donated by Stasny Music Corporation has WNEW, New York, to the Nacountry. Beginning March 15, the council will offer the transcriptions to broadcasters free of charge on request. The series includes Eddie Cantor, Vaughn Monroe, Doris Day, Jo Stafford, Ralph Flanagan, Perry Como, Guy Lombardo, Dick Haymes, Ezzard Charles and Jackie Robinson. The spots were scripted by Betty Tevis and produced by Dick Pack, WNEW's program director.

New York:

The Bernie Mann ork, which opens at the Roosevelt Grill Monday (19), will break in at the Totem Pole, Auburndale, Mass., Friday and Saturday (16 and 17). . . Chappell has reactivated its Crawford Music subsid, staffed by George Gilbert and Bob Baumgart, to work on "I Apologize." Contactman Lenny Mysel has joined ABC Music, working under Larry Spier. . . . Al Freedman, formerly Chicago rep for Ivy Music, has switched to the Disney pubbery.

Contact man Mack Clark, who works for Martin Block's pubbery, pinch hit as producer of the Barry Gray show over WMCA last Monday thru Friday (29-2), while Gray and his producer, Buddy Allen, vacationed in Flor-

Deejay Martin Block marked his 16th anniversary last weekend (3) and had scheduled a party at his home in Englewood, N. J. with guests to include a batch of record company execs and disking artists. . . . Danny Kaye's disking of "The Little White Duck" has been recoupled with a fresh ditty, the promising "I Taut I Taw a Putty Tat." Original backing of "Duck" was "The Thing." . . . Jack Devaney last week joined Tommy Dorsey's ork as road manager. Devaney left Sammy Kaye to make the switch. . . Mercury Prexy Irving Green in town for a quickie tete-a-tete with diskery's Eastern division chief and artists and repertoire man, Joe Carlton.

Coincidentally with his inking to wax for RCA Victor, MGM Records is releasing an album of old and new Jimmy Durante ditties. The package includes such noted items as "Strut-Away," "Lost Chord," etc. . . . Chuck dance step for the newest novelty with Warren Stephan as vocalist, murphy, a country and Western tune, "Boomp! Pa Deedle Doodle." provides music for week-end specialist, was inked to a Coral Tempo Records is releasing the dancing at the Club Alden. waxing pact. He has recorded ditty on its subsid, Theme. for the Bama diskery. . . . Coast pubber Mickey Goldsen in town to build a local organization for wood Roundup," Wednesday (31).

Dale Evans guested on Redd Conn., has resumed Friday, Saturday and Sunday dancing, with music provided by Stanley Przanhis business, which he recently | . . Red Norvo Trio played at ski and his orchestra.

eral million copies in the last 30 took over completely from Capiyears. Sparking the campaign is tol Records. . . . Robin Hood Reca new Phil Regan waxing on ords has etched "Hail to the Pur-RCA Victor. . . . London disk art- | ple Heart," anthem of the Miliists making personal appearances tary Order of the Purple Heart. are Vinni De Campo, opening at All royalties from the song, the Little Rathskeller, Philadel- penned by Ted Eddy and Fran phia, February 9; orkster Teddy Maguire, will be turned over to Phillips, opening at the Palm, St. the Order, while Robin Hood will Paul, February 11, and Teresa hand over 25 per cent of the net Brewer, opening at the Oriental profits from the slicing to the organization. . . . Johnny Desmond . . . Seeco Records released 14 sliced some duets for MGM with new Spanish diskings last week. Patsy Lee, thrush who is featured ... TV announcer Carl King has with Desmond on the "Breakfast

Danny Cleary, the ex-Music Corporation of America one-night skedder, is stationed at Fort Leonard Wood, Mo., with an armored division. . . . Carmen Kirby, at the Hi Note here, is the wife of George, the William Morris (WM)-booked mimic. . . . Eddie Hartman, the "Stump" of Stump and Stumpy, the dance act which worked so many stage revues with jazz bands, died last week in Philadelphia. . . . Don Roth, the orkster currently at the Congress Hotel, has inked with Mc-Conkey Artists' Corporation, and Citation, the Detroit label. . . The Blue Note has Johnny Hodges Sextet opposite Muggsy

The Ben Arden Quartet switched from the William Morris Agency to Mutual Entertainment. Lounge group is in its fifth month at the Sky Club, Aurora, Ill. . . . Ken Griffin sending out miniature Hammond organs, which have a working two-octave keyboard as a gimmick to columnists. . . . Pat Lombard, the ex-WM booker, has left the Chase Hotel and is in New York. Charlie Blynn, another ex-WM booker, is still with the Chase's convention bureau. Bunny," the Broadcast Music, Gene Autry cut "Sunny the Inc., tune written by Tom Johnston, the Macy's v.-p., here Wednesday (31). . . . Gov. Gordon Browning, of Tennessee, has cut "The Tennessee Waltz" for Mercury. He did the tune over the "Grand Ole Opry," WSM, Nashville, January 20.

The Nebraska Ballroom Operators' Association, State chapter of the national org, met Monday (29) at Lincoln. Ops voted to send a resolution to the national, urging that each member of the board of directors go to Washington for a hearing on a new tax bill. Resolution followed a discussion by Joe Malec, of Peony Park, Omaha, and Bill Raab, legal counsel, of a recent trip to Washington.

Doris Drew, ex-MGM chirp, inked a Mercury waxing pact last week. She has cut her first four sides. . . . Marty Bloom, the vet music man, is returning to the business with a new firm, Top Tunes, Inc., as yet unaffiliated. Bloom was with ASCAP as a writer, but did not renew this year. First plugs of the firm are "Waltz of the Roses" and "Shut Up and Make Love to Me."

Hollywood:

Capitol is cutting an album with Paul Nero, composer of "Hot Canary," and will call it "Nero Fiddles." Original tunes with violin and rhythm backing are featured. . . "Musical Memories" and "Songs of Many Nations" start rolling at WB. Gordon Hollingshead will produce the musical one-reelers.

George Antheil will cleff an original score for "Sirocco," the Humphrey Bogart-Marta Toren starrer, at Columbia. . . . Lucille Norman checked in at Warner Bros. for her role in "Painting the Clouds With Sunshine." This is the singer's initial pic at the studio. . . . Music for Irving Allen's cinecolor ballad, "Slaughter Trail," will be penned by Lynn Murray.

Jerry Gray drew 6,000 dancers last week at the Pasadena Civic Auditorium, breaking attendance McGeary's orchestra is playing at records. Date celebrated the first Ryan's Orchid Room. Band peranniversary of the ork. Four-sonnel includes Jimmy Wilson. hundred Gray fan clubbers were Ray Donahue, Charlie Gousse, admitted free and given carnations and orchids. . . . Arthur hue, with Muriel Day as vocalist. Murray will create an original . . . Georgie Green's orchestra,

New AFM TV Demands

Continued from page 12

will be used in 1951, the spokesman stated, providing film is available.

Other Points

Other highlights of the AFM's proposals on matters pertaining to TV network programs are

(1) No recorded music to be used for spots, jingles, background, mood, cue or incidental purposes.

(2) Where programs are simulcast, musicians shall be paid, in per cent of such radio payment. (3) When TV musicians who ruary 1. are on TV on a weekly basis are used on AM, they shall receive pro rata the AM rate.

(4) Where radio staffers (house men) are used on TV programs (television only), they shall be paid the full TV scale. This proposal is intended to counter the practice of some networks that have been using staffers on TV, at rates lower than the AM rate.

(5) Programs reproduced on film may be used only on telecasts by stations affiliated with the network at the time of the original telecasts and may not be used more than one time." If used more than once a repeat fee shall be paid. The networks figure this is a particularly tough proposal, inasmuch as it would mean a fee on programs via kinescope, which file an amended complaint. the networks regard as in the nature of delayed broadcasts.

(6) The 5 per cent payment has already been mentioned. The term "gross time charges" in this connection is regarded as the charges "established by the network associated with the television station telecasting such reproduction for the use of its facilities for the period during which the reproduced program is telecast. . . . ?

(7) Co-op and participating programs shall be paid for at same rates as those which would be applicable if the program were bankrolled by a single sponsor.

Costumes

Petrillo also proposed that rates for live auditions (not on the air) be established with locals; that film auditions be prohibited; that musicians called in for costuming or make-up, for either dress rehearsal or telecast, be paid \$12. Also, with regard to the latter, the musician shall not be called in more than one hour prior to telecast or rehearsal. Musicians may be required to wear business suits or tuxedos.

Long Beach Town House Sunday (28), sponsored by the Hot Jazz Club of Long Beach. . . . Virginia Mayo will do another song and dance number in WB's "Painting the Clouds With Sunshine." Al Gayle and ork opened at the Roosevelt Hotel last week, following a date at the El Rancho, Sacramento. . . . Pete Rugolo is the new musical consultant and advisor to repertoire department at Capitol Records. . . . Musical director for "The Lady Says No," Ross Stillman production, is Emil Newman. . . Gene Norman's next jazz concert is skedded for Friday (9) at the Shrine Auditorium. Event features Duke Ellington's ork in his only local appearance this year.

Singer Bob Savage taking screen tests at 20th Century-Fox and WB. . . . United Television Programs inked Frank Devol as music consultant. . . . Les Baxter planes for Havana to do research on a future Capitol album. . . . Lawrence Welk booked in San Francisco's Claremont Hotel, March 3. Orkster doing good biz on one-nighters thru Midwest. . . Gloria DeHaven goes into "Friendly Island" at Fox Monday (5). . . . Alan Jones flies to New York to appear on the Peter Lind Hayes TV show Thursday (8). This is his first job since his recent illness.

Hartford:

Jimmy Smith, local band leader, is in the Marine Corps. . . . Paul Tommy Ramette and Billy Dona-

Cody's Paladium, New Britain,

Terms relating to arrangers, orchestrators, composers and copyists, with regard to both AM and TV, are still to be discussed. Ditto the number of men to be employed in the over-all network operation.

The threat of a strike by Local 802, bruited about last week when the local asked the networks for a guarantee on the matter of retroactivity (the contract expired Wednesday, January 31), was somewhat dissipated. It has been agreed that if a contract is addition to the radio payment, 50 agreed upon by February 15 the terms will be retroactive to Feb-

1 Mil Suit On Schumann Pic

NEW YORK, Feb. 3.—The heirs of Robert Schumann have filed suit for \$1,000,000 against Loew's for alleged violation of rights of privacy by the film, Song of Love. The film, they charge, publicized Schumann's mental illness. The plaintiffs, Walter, Robert, Clara and Marie Personins, are the greatgrandchildren of the composer.

New York Supreme Justice Aaron Steuer this week dismissed the suit on a technicality while giving the plaintiffs a month to

Jack Ostfeld Passes at 49

NEW YORK, Feb. 3. - Jack Ostfeld, veteran music man, died. in Roosevelt Hospital here Friday (2) at the age of 49 after a lingering heart ailment. The burial was scheduled for tomorrow (4) from Riverside Chapel.

Ostfeld was most recently connected with orksters Charlie Spivak and Blue Barron in music publishing partnerships. He is survived by his widow, Florence, and a son, Ray, who is employed by publisher Bobby Mellin.



Recorded by DICK HAYMES

(DECCA)

WORDS & MUSIC, Inc.

Moving Up Fast... 'LAST NIGHT MY **HEART CROSSED** THE OCEAN"

HILL & RANGE SONGS, INC. 407 Commercial Center St. Beverly Hills, Calif.



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

BETWEEN TWO TREES"

Recorded by

HARRY BABBITT **CORAL 60367**



THE VOICES OF

THE GUITARS OF A TILL & MARY FORD

THE

A SUCCESSFUL STRING OF HITS...

'NOLA' 'GOOFUS'

'JEALOUS' 'TENNESSEE WALTZ'

LITTLE ROCK GETAWAY'

A NEW DUAL SMASH...

'mockin' bird hill'

'chicken reel'

INSTRUMENTAL

1373 on 78 rpm • F1373 on 45 rpm

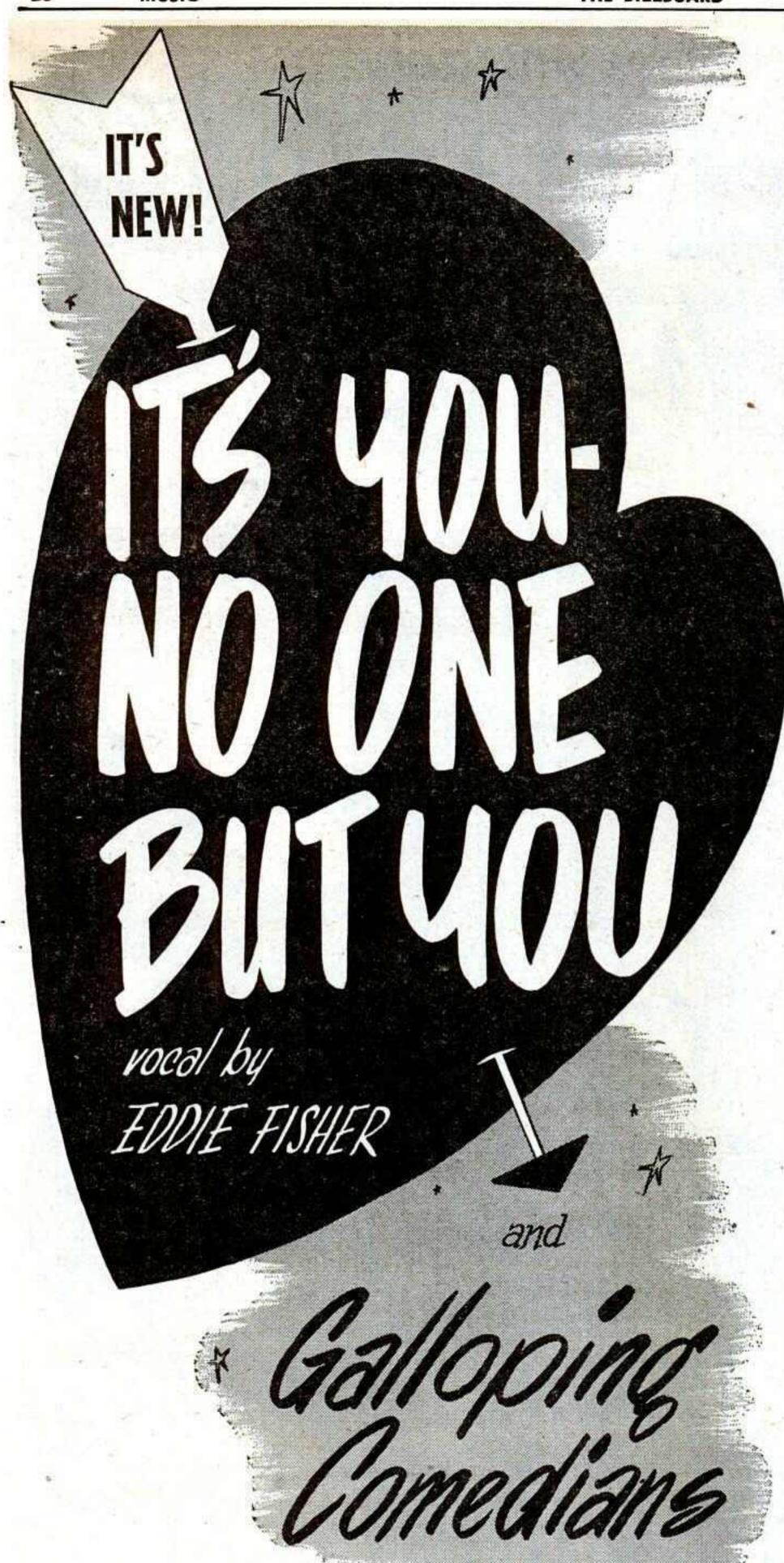
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(2.5)

RECORDS HOLLYWOOD

. .



THE REPORT OF THE PARTY OF THE

45 rpm-47-4020 78 rpm-20-4020

SPITALNY

and the Hour of Charm All-Girl Orchestra and Choir



113 8

THE BILLBOARD Music Popularity Charts

HOROR 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 January 31, February 1 and 2

Week

Tennessee Waltz

Pee Wee King and Redd Stewart-Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas, King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Tucker Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Mitt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129. ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated.

My Heart Cries for You

. By Carl Sigman and Percy Faith-Published by Massey Music (ASCAP) RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke, Thesaurus.

By Sammy Cahn and Nicholas Brodszky-Published by Miller (ASCAP) From the MGM film, "Toast of New Orleans."

RECORDS AVAILABLE: 8 Eckstine-R. Case Ork, MGM 10799; M. Larua, V. (45)49-1353; (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157. ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke

. . . 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. ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth.

10. 5. The Roving Kind

Ork, Thesaurus

By Jessie Cavanaugh and Stanton Arnold—Published by Spencer Music (BMI)

RECORDS AVAILABLE: O. Brand, Crest CR-25002-1; Melodeons, MGM 10879; 6. Mitchell-M. Miller, Col 39067; Weavers, Dec 27332; R. Allen, Mer 5573; L. Baxter, Cap 1381. ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

6. You're Just in Love

. . . By Irving Berlin-Published by Berlin (ASCAP) From the musical, "Call Me Madam"

RECORDS AVAILABLE: R. Case Ork-J. Carroll-C. Blake, MGM, 10845; B. Chapel-D. LeWinter Ork, Mer 5545; P. Como-Fontane Sisters, Vic 20-3945; M. Martie & Son, Larry, Col 39115; E Merman-Dick Haymes-G. Jenkins Ork, Dec 27317; G. Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335. ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck

Foster. Lang-Worth; Vincent Lopez, Thesaurus.

7. Harbor Lights

... By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP) RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (45)6-784, (33)1-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718; The Dominoes, Federal 12010. ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank

Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

. . . By Charlie Grean-Published by Hollis (BMI)

RECORDS AVAILABLE: Ames Brothers-R. Ross Ork, Coral 60333; A. Godfrey-A. Bleyer Ork, Col 39068; T. Brewer-H. Jerome Ork, London 873; Phil Harris, V 20-3968; Two Ton Baker-D. Le Winter Ork, Mer 5548; Steve Gibson's Red Caps, V 20-3986; Danny Kaye, Dec 27350; S. Jaworski, Dana 717; S. Rechtzeit, Banner 585; T. Tucker Ork, MGM 10864; June Carter, V 21-0411.

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

9. Nevertheless

. . . By Harry Ruby and Bert Kalmer-Published by Chappell (ASCAP) From the MGM film, "Three Little Words"

RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan Ork, V(78)20-3904; (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brothers. Dec 27253; P. Weston Ork, Col 38982; F. Sinatra, Col 39044; The Embassy Trio, Mastertone 75-100-1; Anita Ellis, MGM 30240.

ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Kay Starr-Bob Crosby, Standard.

. . . By Woody Guthrie-Published by Folkways (BMI)

RECORDS AVAILABLE: Les Baxter, Cap 1381; R. Martiere Ork, Mer 5570; Lynn Murray, Coral 60366; P. Weston, Col 39160; G. Jenkins-The Weavers,

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

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23 50

. S. W. # 124 Serie

DEALERS! OPERATORS! DISC JOCKEYS!

Capitol Buyers Guide

Week ending FEB. 10, 1951

Hot Sellers based on **Actual Sales Reports**

THE BIG ONE TO WATCH!



LES PAUL & MARY FORD

vocal by Mary Ford coupled with

Capitol Record No. 1373 on 78 rpm • on No. F1373 45 rpm

RELEASES ON C

"PANCHITO THE LITTLE BURRO WHO COULD NOT BRAY" Non-Breskable Record in Full-Color, Ten-Channel TV sterve with pictures that change on our. Boso Approved.



Cordon Jenkins And His Orchestra



On 45 rpm BAT-3067 \$1.50 On 45 rpm CATF-3067 \$1.35	On 331/s rpan H-364 12.85 On 45 rpm CCF-264 52.86		=
	ULAN	78	45
MARGARET WHITING	FAITHFUL LONESOME GAL	1391	F1391
JAN GARBER	YEARNING (JUST FOR YOU) ************************************	1392	F1392
JIMMY WAKELY prof the Les Bester Charge with Orchastra	BEAUTIFUL BROWN EYES AT THE CLOSE OF A LONG LONG DAY	1393	F1292
CHARLIE BARNET	THEME FOR CYNTHIA (I'M A DREAMER) AREN'T WE ALL	1394	F1394
OTTO CESANA	NIGHT TRAIN STEPPING - OUT From the "Manhatton Sailse"	1395	F1395
JOSHUA JOHNSON Vocat and France und Baby Lorent at the Drame	DAYS (WHEN YOU FEEL SO LONELY) RAMBLIN' WOMAN	1396	F1396
STEVE ADAMCZYK	RIDIN' HIGH POLKA STROLLING IN THE FOREST-POLKA	1397	F1207
WESTERN	COUNTRY		
TEX WILLIAMS	TULSA TROT SHE DIDN'T EVEN KISS ME GOODBYE	1398	F1398
CARL BUTLER	PLASTIC HEART	1399	F1299

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

COMING UP FAST!

	78	45
"JET," "THE MAGIC TREE" Nat "King" Cole	1365_	_F1365
"LOVESICK BLUES," "EVENIN" " Kay Starr	1357_	_F135 7
"COLUMBIA, THE GEM OF THE OCEAN" Ray Anthony	1367_	_F1367

HOT SELLERS!

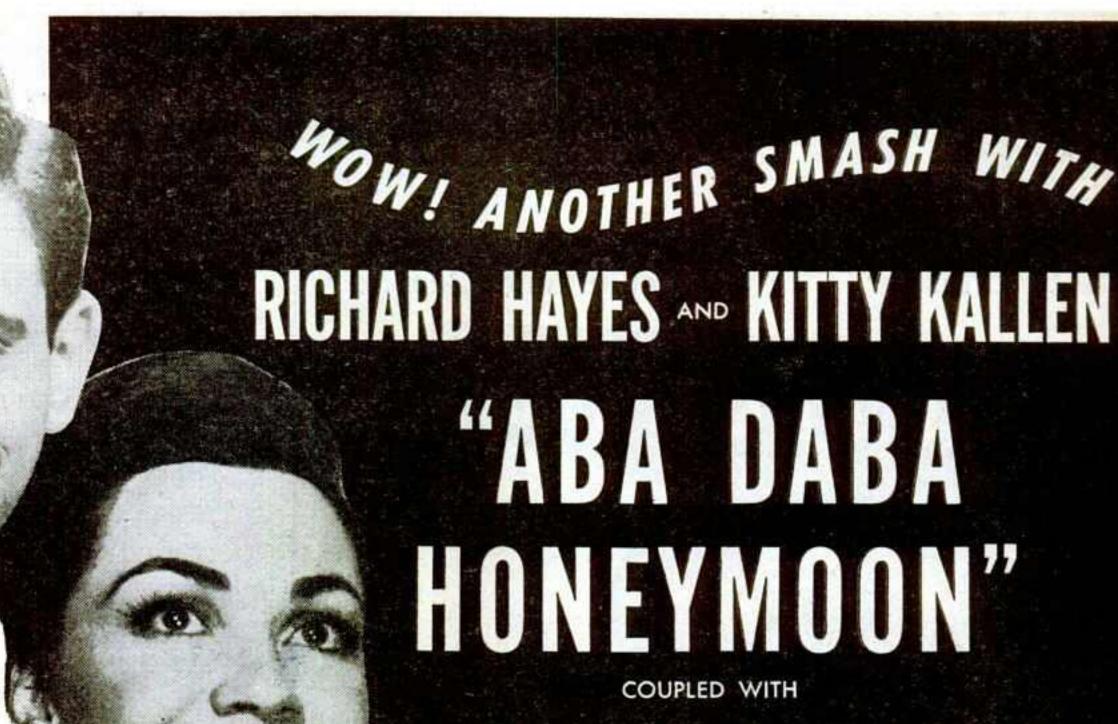
POPULAR

111	78	45
"I TAUT I TAW A PUDDY TAT," "YOSEMITE SAM" Mel Blanc		F1360
"JOHN AND MARSHA," "RAGTIME DAN" Stan Freberg	1356_	F1356
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul	1316_	_F1316
"MY HEART CRIES FOR YOU," "MUSIC BY THE ANGELS" Jimmy Wakely	1328_	_F1328
"JET," "THE MAGIC TREE" Nat "King" Cole	1365_	_F1365
"LOVESICK BLUES," "EVENIN" " Kay Starr	1357_	_F1357
"THE SHOT GUN BOOGIE" "I AIN'T GONNA LET IT HAPPEN NO MORE"	(*)	
Tennessee Ernie	1295_	F1295
"TAILOR MADE WOMAN," "STACK-O-LEE" Tennessee Ernie, Joe "Fingers" Carr	1349_	_F1349
"COLUMBIA, THE GEM OF THE OCEAN" "MORE THAN I CARE TO REMEMBER" Ray Anthony	1367_	_F1367
"WOULD I LOVE YOU," "GYPSY HEART" Helen O'Connell	1368_	_F1368

WESTERN & FOLK

	"HOT ROD RACE" Ramblin' Jimmie Dolan
*);	"DON'T MAKE LOVE TO MARY (WITH MABEL ON YOUR MIND)" Tex Williams
	"NEW ROVIN' GAMBLER" Hank Thompson 1379F1379
	"A BROKEN HEART AND A GLASS OF BEER" Hank Thompson
	"CHAIN AROUND MY HEART" Bob Atcher 1364_F1364





"I DON'T WANT TO LOVE YOU"

MERCURY 5586 · 5586X45

1ST. WITH "LADY OF FATIMA" No. 5535 • 5535X45 1ST. WITH "GET OUT THOSE OLD RECORDS" No. 5564 · 5564X45 BEST WITH "ABA DABA" No. 5586 · 5586X45

JERRY MURAD'S

HARMONICATS

WITH AL FIORE & DON LES

"AFTER YOU'VE GONE"

COUPLED WITH

A BEAUTIFUL IMPORTATION FROM EUROPE

VIC DAMONE

BILLY DANIELS

TONY FONTANE

FRANKIE LAINE

RALPH MARTERIE

and His Orchestra

VIC DAMONE

REX ALLEN

TONY FONTANE

SKIP FARRELL

Lew Douglas Orchestra

TINY HILL

and His Orchestra

SKIP FARRELL

Lew Douglas Orchestra

PATTI PAGE REX ALLEN JAN AUGUST

GOON BONES TRIO

DINAH WASHINGTON

TELL ME YOU LOVE ME (WITH SPECIAL COLORFUL SLEEVE) Little Cafe Paree

MERCURY 5580 · 5580X45

I GET A KICK OUT OF YOU Too Marvelous For Words

MERCURY 5585 · 5585X45

BRING BACK THE THRILL Vision Of Bernadette

MERCURY 5575 · 5575X45

MAY THE GOOD LORD

BLESS AND KEEP YOU

Dear, Dear Dear MERCURY 5580 · 5580X45

SO LONG

Here's To Happiness

MERCURY 5570 · 5570X45

You And Your Beautiful Eyes

MERCURY 5565 · 5565X45

ROVING KIND

Wreck Of The John B MERCURY 5573 · 5573X45

FRIEND OF JOHNNYS

To Love You Is Madness

MERCURY 5574 · 5574X45

LOVESICK BLUES

If I Were A Blackbird MERCURY 5595 · 5594X45

MOCKIN' BIRD HILL

If You Got The Money

MERCURY 5552 · 5552X45

SEVEN WONDERS

Said My Right Eye To My Left Eye MERCURY 5594 · 5594X45

TAG ALONG

Softly And Tenderly

MERCURY 5592 · 5592X45

PERFIDIA

Jan's Cucharcha

MERCURY 5589 · 5589X45

SHOULD I

Professor Spoons

MERCURY 5591

I WON'T CRY ANYMORE

Don't Say You're Sorry Again MERCURY 8211 · 8211X45

"LATIN QUARTER" MERCURY 5596 · 5596X45



AND HIS ORCHESTRA

"TO THINK

YOU'VE CHOSEN ME"

BEST BY TEST FROM TURNTABLE TO TURNTABLE! MERCURY 5517 · 5517X45

"PENNY A KISS" AND "STILL FEEL THE SAME" MERCURY 5567 · 5567X45

"WHEN YOU RETURN" AND "SMALL TOWN GIRL" MERCURY 5576 · 5576X45

AND NOW

"AROUND THE WORLD"

COUPLED WITH "I'M ALL THAT'S LEFT OF THAT OLD QUARTET"

MERCURY 5590 · 5590X45

RECORDSO

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

23

POSITION

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

. . . Based on reports received January 31, February 1 and 2

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 througt the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical

Week	OSITIO Last e Week	This	TENNESSEE WALTZ P. Page
10	2	2.	Col(78)39067; (33)3-39067;
8	3	3.	BE MY LOVE M. Lanza
5	4	4.	IF
9	5	5.	ROVING KIND
7	8	6.	YOU'RE JUST IN LOVEP. Como-Fontane Sisters
10	6	7.	
7	7	8.	MY HEART CRIES FOR YOU V. Damone
5	18	9.	TENNESSEE WALTZL. Paul
12	10	10.	THING, THE
4	9	11.	SO LONG
2	11	12.	PENNY A KISS, PENNY A HUG. D. Shore-T. Martin
11	13	13.	TENNESSEE WALTZ
3	13	14.	I TAUT I TAW A PUDDY TATM. Blanc
6	21		MY HEART CRIES FOR YOUJ. Wakely
5	11	16.	IF
4	24	17.	ROVING KIND
2	28	18.	ROVING KIND
1	-	18.	WOULD I LOVE YOUP. Page
3	24	20.	TENNESSEE WALLEFontane Sisters
2	26	21.	
1	-	22.	
4	15	23.	
1	_	24.	ACKUSS THE WIDE MISSOURI WINTERNATIEF
1	_	25.	
3	16	26.	BE MY LOVE
17	17	27.	BUSHEL AND A PECKB. Hutton-P. Como
1	-	28.	STILL FEEL THE SAME ABOUT YOU Her Nibs, G. Gibbs
15	26	29.	ONE FINGER MELODY F Sinatra
1	_	29.	JET
12	-	29.	NEVERTHELESS R. Anthony

Songs With Most TV Performances (RH Tele-Log)

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

Week of January 25 to January 31

... Cap(78)1190; (45)F-1190-ASCAP

6. A Bushel and a Peck—Morris..... 95 7. Best Thing for You—Berlin..... 80 9. If I Were a Bell-Morris..... 11. Looks Like a Cold, Cold Winter-Lombardo...... 50

10. It's a Lovely Day Today-Berlin..... 16. Aba Daba Honeymcon—Feist 18. With These Hands—Bloom 24. A Penny a Kiss—Shapiro..... 26. I Remember the Cornfields—Leeds 27. It Is No Secret-Duchess... 20

VOX JOX

Sponsor Talk

Flavor-Kist Crackers is picking up 26 weeks on Nick Pflepsen's show, WKBB, Dubuque, Ia. . . . Murine has a 13week deal with Walter Richardson, KDNT, Denton, Tex. . . . Hills Bros.' Coffee is sponsoring 13 weeks with Ray Perkins, KFEL, Denver, Colo. . . . Bab-O is in for 13 weeks with Herb Fontaine, WCOU, Lewiston, Me. . . . Buddy Dean, WHHM, Memphis, has snagged Ferguson's Record Shop as sponsor, with provision that Dean appear at the dealer's shop to plug the air show. Dean also keeps the sponsor informed on potential disk hits and helps stimulate business on slowmoving wax, via a "few extra spins.'

Preems Fletch Walker and Lew Banks have joined emsee forces on the "570 All Request Club" over WGWD, Gadsen, Ala. . . . Freddie Covington, WFRC, Reidsville, N. C., has teed off a new disk quizzer, "Dial-a-Disk," co-incidental with the beginning of local dial phone service. . . . Martin A. Culpepper, WGAU, Elizabeth City, N. C., is chairman of his local March of Dimes committee. . . . Charlie Cash, WTIK, Durham, N. C., is back on the "Cat's Rat Race." . . . As a "prelude to midnight" on the Bob Milton show, KGLO, Mason City, Ia., the station has added a five-minute poetryphilosophy seg tagged "The Sandman," which is narrated by KGLO salesman Joe Alev. . . . Nadine Maxwell is new assistant to fem disk jockey Mary Dee, WHOD, Homestead, Pa. . . . Larry Doyle, KGA, Spokane, teed off a new acrossthe-board show this month, "Turntable Terminal." . . . Norm Bobrow, who staged the first jazz concerts in Seattle, has started a Saturday platter stint over KRSC there. . . . As of January 9, Nick Nickson, WARC, Rochester, N. Y., has been spinning disks on a new afternoon opus tagged "Nick Nickson's Record Shop." Don Burdick, ex-WMAN, Marinette, Wis., has joined WLIN, Merrill, Wis., succeeding Jack Raymond, who has moved to WATK, Antigo, Wis. . . . In addition to his regular disk jockey chores, Bill Merchant, WKBZ, Muskegon. Mich., has been appointed music librarian. . . . Jack Slattery, WELM, Elmira, N. Y., has taken over Ross Beatty's sportscaster duties, now that the former disk jockey has been called back into the marines. . . . Jay Serwin, WFGM, Fitchburg, Mass., has started a series of Sunday afternoon airers, "Parade of Stars." . . . Jim Neill, KVOG, Ogden, Utah, reports fine response to his new program, "Go-Round With Jazz," only modern music show in the

Ad Lib Cuttings

area. .

Moe Longo, WXGI, Richmond, Va., hopes that London Records will stop addressing their releases to a "Miss Mae Longo." Moe is doing his show in Italian "Luigi style" dialect now and calls himself "Antonio, the Push 'em upa disk jockey." . . . Rick Weaver, WIOU, Kokomo, Ind., wants to get in touch with ork leader Hal McIntyre. . . . Ken Mc-Cutchan, WIKY, Evansville, Ind., is blowing his top over Stan Kenton's new disking, "Pagliacci." "I don't think the record will ever make the best selling list," says Ken, "but it's worth any disk jockey's time to give it a number of spins." . . . Ned Champion, who engineers "The Wax Train" nightly on WNAO, Raleigh, N. has added a later-hour "Sleeper Section," on which he spins nothing but soft instru-mental fare. Ned also reports that Uncle Sam is interested in

Best Selling Sheet Music

. . . Based on reports received January 31, February 1 and 2

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

Publishers	This	Last Week	Weeks
SSEE WALTZ (R)	1.	1	11
EART CRIES FOR YOU (R)	2.	2	
	77.7	5	3
Y LOVE (F) (R)Miller	4.	8	7
RE JUST IN LOVE (M) (R)Berlin	4.	9	5
OR LIGHTS (R)Chappell	6.	3	19
THING (R) Hollis	7.	4	12
NO SECRET (R)	8.	10	6
ROVING KIND (R)Spencer Music	9.	11	6
ZING—ZOOM ZOOM (R)Robbins	10.	13	3
RTHELESS (F) (R)Chappell	10.	6	18
SHEL AND A PECK (M) (R)Susan	12.	7	14
NG (R)Folkways	13.	12	4
YOUR IMAGINATION (M) (R)	14.	-	1
NNY A KISS (R)	15.	<u>.</u>	1

• England's Top Twenty

	s Last te Week		English American
6	2	1.	BELOVED, BE FAITHFULPickwickPickwick
7	3	2.	PETITE WALTZDuchessDuchess
10	1	3.	I TAUT I TAW A PUDDY TATHarms-ConnellyRemick
8	6	4.	FERRY BOAT INN
7	4	5.	THE THINGLeedsHallis
		0.0	ALL MY LOVE
8 2 5	9	6.	TENNESSEE WALTZ
2	15	8.	SI SIGN DIDS
	8	9.	SLEIGH RIDEMills Music, LtdMills
15	5	10.	RUDOLPH, THE RED-NOSED
3	14	11.	IFShapiro-Bernstein
11	10	12.	ORANGE COLORED SKYMorrisFrank
8	12	13.	I LEAVE MY HEART IN AN
2	16	14.	NEVERTHELESSChappellChappell
4	12	15.	IT'S A MARSHMALLOW WORLDKassnerShapiro-Bernstein
19	11	16.	GOODNIGHT, IRENELeedsSpencer
2	17	17.	JUST THE WAY YOU ARE Disney Disney
1	-	18.	SEPTEMBER SONGChappellChappell
1	_	19.	I'LL ALWAYS LOVE YOUChappellFamous
2	20	20.	ME AND MY IMAGINATIONCampbell-ConnellySantly-Joy

Songs With Greatest Radio Audiences (ACI)

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

(over 60 per cent) alive. (F) Indicates tune from a film; (M) indicates tune is from a legitmate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the

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permitted; no radio broadcast utilizing this information may be aired.	Infringement will be prosecuted
(Beginning Friday, January 26, 8 a.m., and ending Frida	ly, February 2, 8 a.m.)
All My Love (R)	
And You'll Be Home (R)	Burke-Van Heusen-ASCAP
Be My Love (F) (R)	
Best Thing for You (M) (R)	
Bushel and a Peck, A (M) R)	E. H. Morris-ASCAP
By the Kissing Rock (R)	
Get Out Those Old Records (R)	
Harbor Lights (R)	
Hullabaloo (R)	
I Am Loved (M) (R)	
I Remember the Cornfields (R)	
If (R)	
If I Were a Bell (M) (R)	
It's a Lovely Day Today (M) (R)	(2) 보다 보다 보다 보다 보다 보다 보다 다른데 보다 다른데 보다 되었다. 그 보다
I've Never Been in Love Before (M) (R)	
Longing (R)	
Looks Like a Cold, Cold Winter (R)	
My Heart Cries for You (R)	
Nevertheless (F) (R)	
Night Is Young and You're So Beautiful (R)	
Roving Kind, The (R)	
Sea of the Moon (F) (R)	
Teardrops From My Eyes (R)	
Tennessee Waitz (R)	
Thinking of You (E) (R)	
Thirsty for Your Kisses (R)	
To Think You've Chosen Me (R)	
Use Your Imagination (M) (R)	
You and Your Beautiful Eyes (F) (R)	[20] : 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1
You're Just in Love (M) (R)	
Zing Zing—Zoom Zoom (R)	(프리스) 시간 (10개 11개 11개 11개 11개 11개 11개 11개 11개 11개
THE THE TOUR TOUR TENT THE TEN	ASCAP

EASTER COMES EARLY THIS YEAR

The champ of them all!

Gene Autry's



Cottontail

and "The Funny Little Bunny"

78 rpm—38750 • 78 album set—MJV 68 45 rpm—MJV 4-68

ESPECIALLY FOR CHILDREN

"The Adventures of Peter Cottontail"

A New Illustrated Kiddie Set

Dealers: Watch for Special Cutout Display I

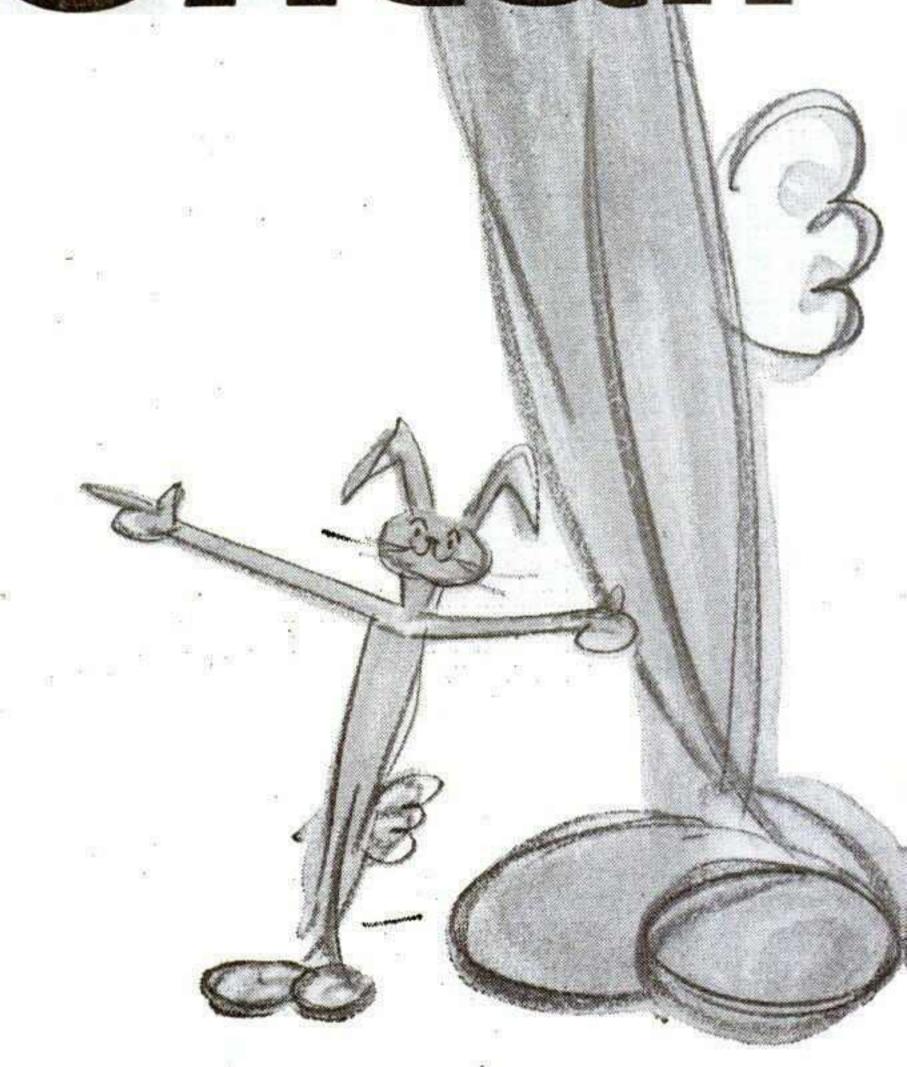
Disc Jockeys: Watch for

Special "Cottontall" Package I

Get in Tune with the Season FEATURE THEM NOW!

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First, Finest, Foremost in Recorded Music



· STOCK THESE BEST-SELLERS



Sammy Kaye's

Cottomtail

and "Easter Parade"

78 rpm—39186 · 33½ rpm—3-39186 45 rpm—4-39186

A Wonderful Pairing!

Coupled with the Bunny Hit,

the Greatest Version of the Berlin Favorite

Ever Put on Records!

Columbia Records 🚳

Copyrighted material

First, Finest, Foremost in Recorded Music

POSITION

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

. . . Based on reports received January 31, February 1 and 2

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.

	Last Week	This	~
13	25.00 P.M.	1.	TENNESSEE WALTZP. Page
10	2	2.	MY HEART CRIES FOR YOU G. Mitchell-M. Miller Roving Kind Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
9	3	3.	BE MY LOVE
5	5	4.	1'II Never Love YouV(78)10-1561; (45)49-1353—ASCAP IF
6	6	5.	Zing Zing—Zoom ZoomV(78)20-3997; (45)47-3997—ASCAP YOU'RE JUST IN LOVEP. Como
12	4	6.	THING, THE
9	8	7.	GoofusV(78)20-3968; (45)47-3968—BMI ROVING KIND
5	7	8.	SO LONG G. Jenkins-Weavers
9	10	9.	Lonesome Traveler Dec(78)27376; (45)9-27376—BM1 TENNESSEE WALTZ
23	12	10.	Get Out Those Old RecordsDec(78)27336; (45)9-27336—BMI HARBOR LIGHTSS. Kaye Sugar Sweet Col(78)38963; (33)3-38963; (45)4-38963—ASCAP
7	13	11.	TENNESSEE WALTZL. Paul
6	15	12.	MY HEART CRIES FOR YOU Cap(73)1316; (45)F-1316—BMI My HEART CRIES FOR YOU J. Wakely
8	19	13.	MY HEART CRIES FOR YOU D. Shore
4	16	14.	Nohody's Chasing MeV(78)20-3978; (45)47-3978—ASCAP ROVING KIND The Weavers
3	22	15.	I TAUT I TAW A DUDDY TAT M DI
18	11	16.	Yosemite Sam
2	29	17.	BKING BALK THE THRILLE. FISHER-H. WINTERNATTER
6	21	18.	If It Hadn't Been for YouV(78)20-4016; (45)47-4016—ASCAP MY HEART CRIES FOR YOUV. Damone
15	9	19.	Music by the Angels Mercury(78)5563; (45)5563X45—ASCAP BUSHEL AND A PECK
14	14	20.	She's a Lady V(78)20-3930; (45)47-3930—ASCAP NEVERTHELESS Mills Brothers Thirsty for Your Kisses Dec(78)27253; (45)9-27253—ASCAP
1	_	21.	Thirsty for Your Kisses Dec(78)27253; (45)9-27253—ASCAP WOULD I LOVE YOUP. Page Sentimental Music Mercury(78)5571; (45)5571X45—ASCAP
3	20	22.	7ING 7ING700M 700M P Como
4	18	23.	IfV(78)20-3997; (45)47-3997—ASCAP TENNESSEE WALTZ
1	-	24.	IT IS NO SECRET B. Kenny-Song Spinners
1	_	24.	
1	-	26.	Row Row Row
21	16	27.	THINKING OF YOUD. Cherry
18	26	28.	THINKING OF YOUE. Fisher-H. Winterhalter
1	-	29.	If You Should Leave Me V(78)20-3901; (45)47-3901—ASCAP PENNY A KISS, PENNY A HUG. D. Shore-T. Martin V(78)20-4019; (45)47-4019—ASCAP
1		30.	In Your Arms V(78)20-4019; (45)47-4019—ASCAP JOHN AND MARSHA

Best Selling Classical Titles

. . . Based on reports received January 31, Fabruary 1 and 2

Week	Weel	Bost Solling 55 1/2 B P W
1	1.	Strauss: Die Fledermaus, J. Patzak-H. Gueden-A. Dermota-A. Poell-W. Lipp- K. Preger-S. Wagner-A. Jaresch; Vienna State Opera Chorus, Vienna Phil- harmonic Ork; Krauss, conductor
3		Bach: Prades Festival, Vol. 5 (Sonata for Cello and Piano No. 3), P. Casals, cello; P. Baumgartner, piano
2		Saint-Saens: Carnival of the Animals, N. Coward-A. Kostelanetz Ork; L. Hambre-J. Zayde-F. Miller
3	3.	Bach: Prades Festival Vol 6 (Sonata for Cello and Piano No. 3), P. Casals, cello; P. Baumgartner, piano
5	ie:	Verdi: Rigoletto (Complete Opera), J. Peerce-L. Warran-R. Shaw, conductor- Chorale; N. Merriman-I. Tajo-E. Berger, RCA Victor Ork; R. Cellini, con- ductor
-	3.	Offenbach: Gaite Parisienne, Boston Pops Ork; A. Fiedler, conductorV LM-1001 Best Selling 45 R.P.M.
1	1.	Toast of New Orleans, M. Lanza, RCA Victor Ork; C. Callinic &, conductor. V(45)WDM-1395
2	2	Verdi: Highlights From La Traviata, L. Albanese, J. Peerce, R. Merrill; RCA Victor Ork, F. Weissman, conductor
3	2.	Rimsky-Korsakov: Scheherazade San Francisco Sympiomy Ork; Pierre Monteux, conductor
4	4.	Tchaikovsky: Nutcracker Suite Eugene Ormandy, conductor, Philadelphia Ork
5	4.	Strauss: Highlights From Die Fledermaus, R. Stevens-J. Peerce-P. Munsel- J. Melton-R. Resnik-R. Merrill-J. Silver-H. Thompson-P. Lenchner-R. Shaw Chorale-R. Shaw, conductor

Advance Classical Releases

Abram Chasins Plays Great Keyboard Masterpieces | Sacred Songs Album (A Treasury of Immortal Album-A. Chasins (1-12") Mer (33) MG-10062: Chromatic Fantasia & Fugue in D, Bach; Fantasia in C, Mozart; Rhapsody in B, Brahms; Rhapsody in G. Brahms; Rhapsody in E. Brahms Golden Duets Album (A Treasury of Immortal Pertormances) Bori-McCormack, Caruso-Ruffo, Farrar-Caruso, Ponselle-Martinelli, Caruso-Scotti, Ponselle-Telva, Gigli-Ruffo (1-12") V (33) LCT-

Kay Fuller, Le Petit Concert Album-Kay Fuller-Pearl Kelly (1-10") Damon (33) DL-9000; L'Amour; Kiss Me Again; Valse Musetta; O Mio Babbino Caro; Je Veux Vivre Dans Ce Reve;

Performances)-John McCormack-Enrico Caruso-Feodor Chaliapin-Margarete Matzenauer-Rosa Ponselle-Ernestine Schumann-Heink (1-12") V (33) LCT-1005

Sacred Music of the Renaissance Album-Roman Vatican Choir-Rt. Rev. Msgr. (1-12") Mer (33) MG-10063 Schubert: Symphony No. 6 in C Minor Album-

Bavarian Radio Ork-Alfons Dressel, Cond. (1-10") Mer (33) MG-15003 Smetana: Bohemian Dances Album-F. Rauch-F.

Maxian-J. Herman-O. Vendrovic (1-12") Mer JESS MG-10046

DEALER DOINGS

Foreign Disks

Boasting one of the largest selections of foreign recordings in America, the Topping & Company shop, Milwaukee, is rapidly building a profitable volume of business. Owner Nick Topping became interested in merchandising foreign disks during World War II as a member of the Counter Intelligence Corps. Some of the labels he now deals with directly are contacts he made when overseas. Topping stocks over 15,000 foreign recordings in addition to a regular supply of domestic labels. He works closely with the foreign language departments of all high schools and colleges in town. Dancing schools, he has found, use a variety of rhythm numbers seldom found in American recording firm catalogs. Another good customer source is being tapped by consistently advertising on many of the foreign language radio programs on local stations. In addition, he maintains a growing mailing list of customers according to the language preferences they have for music. Among his biggest sellers in recent months are "The Wheat Songs" in Arabic by Abdul Wa Hab: "La Vie En Rose," by Edith Piaf, and "La Mer." by Charles Trenet.

News and Chatter

Campbell Music Company, Washington, is sponsoring a 13-week video show over WTTG to promote the sale of DuMont TV sets, but the weekly TV show will also sell plenty of disks for the shop. The program is filmed classical concerts featuring the Vienna Philharmonic Orchestra. Selections played on the series include works of Strauss, Wagner, Offenbach, Mozart, Tchaikowsky and Beethoven.

Last This

Week Week

1

1. SOUTH PACIFIC

Dealer Beefs

"Please encourage all companies to include the federal tax in the list price. This would make for uniformity and take the pressure off the retail dealers."-Melody Shop, Jefferson City, Mo. . . . "Some items we ordered on 45 immediately after Christmas have not yet been received."-Al Meyer, Town and Country Music, Westwood, N. J. . . . "Columbia pop hits are coming in too slowly, and Capitol service on 45 is slowing up considerably, but Decca and RCA Victor are doing pretty good."

— Ferguson Record Shop, Memphis. . . . "Back orders are coming in much too slowly and breakage and defective records are again becoming a problem. The brighter side, tho, is that

records are selling good again and we find that the more you display the more you sell. The revolving steel racks seem to be the answer to more display in less space."-Altone Music, West Allis, Wis. . . . "It would be preferable if Columbia would establish one price for their 12-inch classics. It is difficult to have to look at a chart and the staff is avoiding the sale of Columbia for that reason."-The Disc Shop, Washington.

Price Talk

"We point out to the customers that constantly rising costs forced disk manufacturers to increase prices and that the increase was actually very small. They never complain after listening to the explanation."-Atlas Radio, Cleveland. . . "To those who say they have strong resistance to the price increase we ask, 'Do you know of any other form of entertainment that you get more for your money? Records are played over and over-not just once. You'll find your entertainment costs very small if you figure it on the basis of so much for every time you play your record."—Lura C. Wine, The Record Shop, Richmond, Ind.

Best Selling Children's Records

. . . Based on reports received January 31, February 1 and 2

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales. POSITION Weeks | Last | This # to date Week Week 1 1. TWEETY PIE (One Record) CINDERELLA (Two Records) 3. BOZO ON THE FARM (Two Records) BUGS BUNNY MEETS HIAWATHA (One Record) 5. BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig . . . Cap BBX-34; DBX-114; (45)CBXF-3030 6. BUGS BUNNY SINGS (Two Records) M. Blanc...... (45)CB5F-3077 7. LITTLE TOOT (One Record) Don Wilson-The Starlighters Cap(78)DAS-80; (45)CASF-3001; (33)HX-3065 8. HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record) 8. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B Boyd-A. Clyde-R. Brooks....Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059 12 10. TREASURE ISLAND (Two Records) 13 10. DAFFY DUCK MEETS YOSEMITE SAM (One Record) 9 12. RUDOLPH, THE RED-NOSED REINDEER (One Record) 10 14. HOWDY DOODY'S LAUGHING CIRCUS (Two Records) 15 15. WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) M Blanc-B. May............Cap(78)DBX-3032; (45)CBXF-3032; (33)HX-3060 15. LITTLE ORLEY-UNCLE LUMPY (Two Records)

Best Selling Pop Albums

. . . Based on reports received January 31, February 1 and 2

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.

Best Selling 331/3 R.P.M.

		Mary Martin-Ezio Pinza
2	2.	GUYS AND DOLLS
		Original Cast
5	3.	CALL ME MADAM
		E. Merman-D. Haymes-E. Wilson-G. Jenkins
		Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304
4	4.	VOICE OF THE XTABAY
0.0000	12711	Yma Sumac Cap(78)CD-244; (33)H-244
6	5.	CARNEGIE HALL JAZZ CONCERT, Vol. I and II
		B. Goodman
3	6.	THREE LITTLE WORDS
7	8	Original Cast
,	1.	TEA FOR TWO
8		Doris Day
•	0	D. Shore and Original CastV(78)OC-1; (33)LOC-1000
10	9	TWO WEEKS WITH LOVE
**	3.9	J. Powell-C. Carpenter-D. Reynolds
9	10	YOUNG MAN WITH A HOPN
350		Doris Day-H James
		557 557 CONTO CONT
		Best Selling 45 R.P.M.
1	1.	SOUTH PACIFIC (Seven Records)
	300	M. Martin-E. Pinza
-	-	TAIRT AR MEN ARCHIVE IN

		Doris Day-H James
		Best Selling 45 R.P.M.
1	1.	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza
2	2.	TOAST OF NEW ORLEANS (Two Records)
3	3.	M. Lanza THREE LITTLE WORDS (Four Records)
4	4.	Original Cast
4	5.	Yma Sumac
6	6.	Doris Day
		E. Merman-D Haymes-E Wilson-G. Jenkins
8	6.	GUYS AND DOLLS (Seven Records) Original Cast
10	8.	CALL ME MADAM (Five Records) D Shore and Original Cast
7	9.	TWO WEEKS WITH LOVE (Three Records)
9	10.	J. PowellMGM(78)61; (45)K-61 PAGAN LOVE SONG (Three Records)
		E. Williams-H Keel-Original CastMGM(78)64; (45)K-64

Classical Reviews

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

BRAHMS ELEVEN CHORALE PRELUDES OP. 122-Ernest White at the Organ (1-12")

Mer (33) MG-10070 Music of an impressively moving nature is housed within the framework of this final work of Brahms. His most important and only extended work for the organ, this is the first complete recording of the composer's settings for a group of eleven 16th century Lutheran hymns. Ernest White plays them with superb command of the instrument, which in this case is a remarkably well-toned organ, the organ of the Church of St. Mary the Virgin of New York, itself a well-noted instrument. Recording is top notch. The current flair for organ recordings may cue extra sales potential for a set which other-

HAYDN SYMPHONY NO. 104 IN D (London)-Boston Symphony Ork-Charles Munch, cond. (1-10") V (33) LM 49

wise would be restricted to die-hard Brahms'

collectors.

The oft performed and recorded "London" symphony is herewith performed with all of the spiendor written into the Haydn score. Both Munch and the Boston Symphony are apparently very much at home with the romantic work. A full richness of sound is projected by the orchestra on an excellent recording. In all, this is a cording is technically excellent. gratifying performance of a well-known work.

66 SHAKESPEARE'S THE TEMPEST-Raymond Massey, Hurd Hatfield, Lionel Stander, Lee Grant, Margaret Phillips, Richard Barr, director (2-12") Polymusic PR-5001-2

> The a fine assemblage of stage and musical talents was utilized to produce this recording, it emerges an earth-bound, pedestrian affair instead of the magic fairy tale it is intended to be. Of course, the complicated hanky-panky and elfin clown play is difficult to render even in a visual production, and it may be that the Polymusic diskery has overreached itself in trying to produce a credible aural version. Of the principals, Raymond Massey's Prospero is too Languid and placidly benevolent, and Lionel Stander's Caliban is unavoidably reminiscent of a screen part he has played over and over-the Brooklyn-accented buffoon-henchman of the gangster chief. Musical interludes, played by two pianos, harp and percussion, are pleasant and in the airy spirit of the play. It is difficult to envision much of a market for this set outside of drama students and inveterate Shakespearlans.

> SCHUBERT SYMPHONY NO. 6 IN C- 65
> Bavarian Radio Ork, Alfons Dressel, 65 Cond. (1-10")

> Mer (33) MG 15003 This particularly melodic work will make excellent listening for those who find the major symphonies

> > (Continued on page 79)

ARE ON THE MARCH!! RCA VICTOR'S

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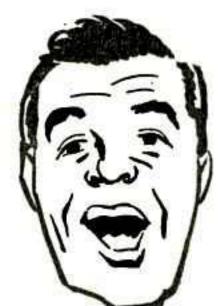


PERRY COMO sings of BILLY ROSE

"WITHOUT A SONG"
"MORE THAN YOU KNOW" 20/47-4033 "IT'S ONLY A PAPER MOON" "ME AND MY SHADOW" 20/47-4034 "THAT OLD GANG OF MINE" "I FOUND A MILLION DOLLAR BABY (IN A 5c & 10c STORE)" 20/47-4035



"I'M THROUGH WITH LOVE" "MAKIN' WHOOPEE" 20/47-4045 "ORCHIDS IN THE MOONLIGHT" "AROUND THE CORNER" 20/47-4046 "I WONDER WHERE MY BABY IS TONIGHT" "MY ISLE OF COLDEN DREAMS" 20/47-4047



TONY MARTIN sings the ARTHUR **FREED** "SINGIN' IN THE RAIN"

"PAGAN LOVE SONG" 20/47-4048 "I CRIED FOR YOU" "YOU ARE MY LUCKY STAR" 20/47-4049 "YOU WERE MEANT FOR ME" "IT WAS SO BEAUTIFUL" 20/47-4050



MINDY CARSON sings the DeSYLVA, **BROWN AND HENDERSON**

"BUTTON UP YOUR OVERCOAT" "TOGETHER" 20/47-4039 "JUST A MEMORY" "THANK YOUR FATHER" 20/47-4040 "YOU'RE THE CREAM IN MY COFFEE" "THE BEST THINGS IN LIFE ARE FREE" 20/47-4041



EDDIE FISHER sings the WALTER

"MY MAMMY"

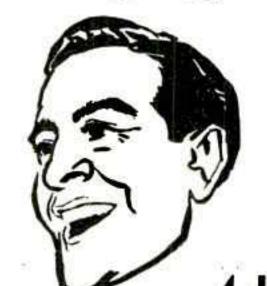
DONALDSON

"MY BLUE HEAVEN" 20/47-4036 "(WHAT CAN I SAY) AFTER I SAY I'M SORRY?" "MY MOM" 20/47-4037 "MY BUDDY" "AT SUNDOWN" 20/47-4038



FRAN WARREN sings the HAROLD ARLEN

"OVER THE RAINBOW" "STORMY WEATHER" 20/47-4027 "I GOTTA RIGHT TO SING THE BLUES" "ONE FOR MY BABY" 20/47-4028 "LET'S FALL IN LOVE" "BETWEEN THE DEVIL AND THE DEEP BLUE SEA" 20/47-4029



DON CORNELL sings the SAMMY FAIN

"LET A SMILE BE YOUR UMBRELLA"
"WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)" 20/47-4042 "THAT OLD FEELING" "WAS THAT THE HUMAN THING TO DO?" 20/47-4043 "WHEN I TAKE MY SUGAR TO TEA" "I'LL BE SEEING YOU" 20/47-4044



LIZA KIRK sings the JIMMY McHUGH

"I FEEL A SONG COMIN' ON" "DON'T BLAME ME" 20/47-4030 "I'M IN THE MOOD FOR LOVE" "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" 20/47-4031 "YOU'RE A SWEETHEART" "EXACTLY LIKE YOU" 20/47-4032



DENNIS DAY sings the SIGMUND ROMBERG

"WHEN I GROW TO OLD TO DREAM"
"LOVER, COME BACK TO ME" 20/47-4051 "WHEN HEARTS ARE YOUNG" "SILVER MOON" 20/47-4052 "SERENADE" "DEEP IN MY HEART, DEAR" 20/47-4053

the ayes have it!

MUSIC

Deaufiful Deaufiful Drown Boogle"

Sung by



THE BILLBOARD Music Popularity Charts

Most Played Juke Box Records

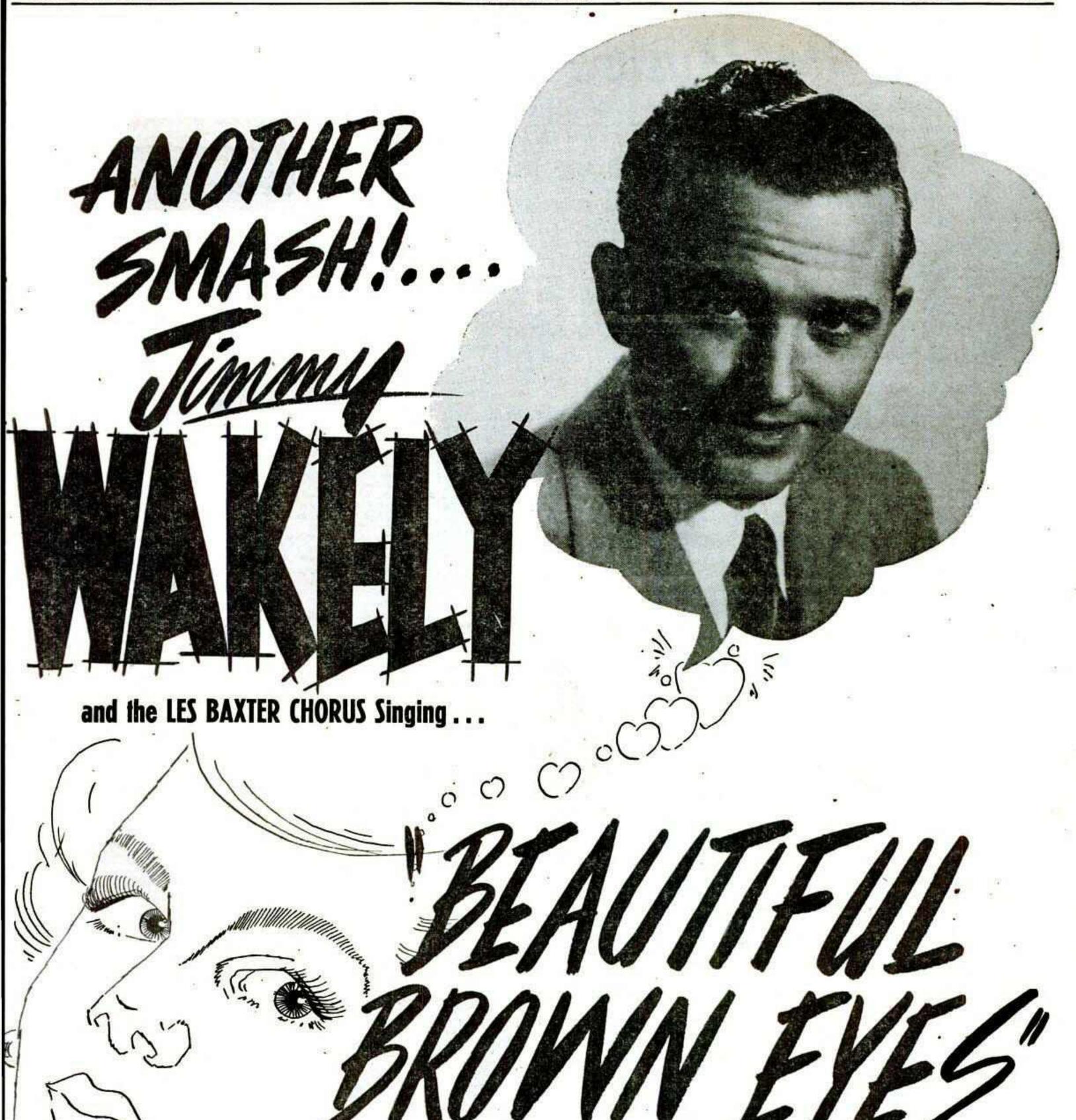
. . . Based on reports received January 31, February 1 and 2

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

2 2. MY HEART CRIES FOR YOUG. Mitchell-M. Miller

POSITION										
Weeks	Last	This								
to date	Week	Week								

'	10 8 0.		10753	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP
1	2	3	3.	THING, THEP. Harris
	4	8	4.	IFP. Como
	5	4	5.	SO LONGG. Jenkins-Weavers
	6	12	6.	BE MY LOVE
1	4	5	7.	NEVERTHELESS Mills Brothers
	9	6	8.	TENNESSEE WALTZG. Lombardo
				ROVING KINDG. Mitchell-M. Miller
	6	15	10.	YOU'RE JUST IN LOVE Fontane Sisters-P. ComoV(78)20-3945; (45)47-3945—ASCAP
2	23	7	11.	HARBOR LIGHTS
	5	14	12.	MY HEART CRIES FOR YOUJ. Wakely
	5	10	13.	MY HEART CRIES FOR YOU V. Damone
1	8	9	14.	Mercury(78)5563; (45)5563X45—ASCAP MY HEART CRIES FOR YOU D. Shore
	5	19	15.	ROVING KIND
1	8	11	16.	HARBOR LIGHTSG. Lombardo
	3	17	16.	SHOTGUN BOOGIE Tennessee Ernie
	4	22	18.	ZING ZING—ZOOM ZOOM P. Como
	4	16	19.	TENNESSEE WALTZL. Paul
1	16	18	20.	THINKING OF YOUD. Cherry
	5	21	20.	M Phelan-Bawe Terry. King 15089) I STILL FEEL THE SAME ABOUT YOU
20	14	22	20.	BUSHEL AND A PECKB. Hutton-P. Como
	1		20.	PENNY A KISS, PENNY A HUG. D. Shore-T. Martin
				(E. Heward, Mer 5567; T. Brewer-S. Lanson, London 878; Mary Mayo- Al Ham, Cap 1358)
1	15	20	24.	HARBOR LIGHTSB. Crosby
1	2	29	25.	NEVERTHELESS R. Flanagan
				HARBOR LIGHTS
- 1				NEVERTHELESS
	1	_	28.	MY HEART CRIES FOR YOU R. Foley-E. Knight
1	15	25	29.	BUSHEL AND A PECK M. Whiting-J. Wakely
1	19	28	29.	HARBOR LIGHTS K. Griffin
	5	-	29.	TENNESSEE WALTZ
1	11	_	29.	THINKING OF YOU H. Winterhalter-E. Fisher



"AT THE CLOSE OF A LONG LONG DAY"

CAPITOL No. 1393



"MY HEART CRIES FOR YOU"

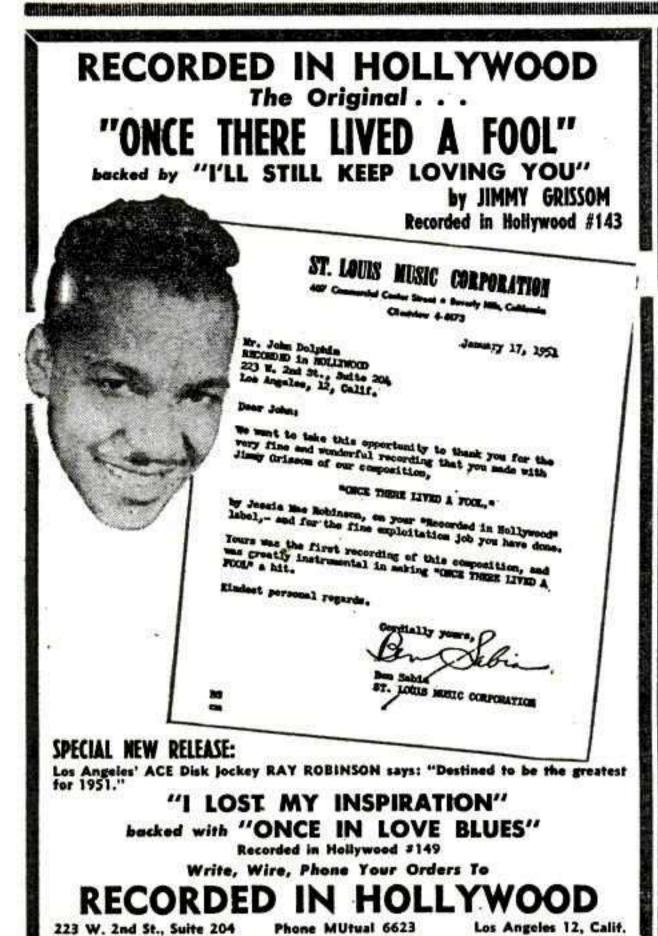
and

"MUSIC BY THE ANGELS"

CAPITOL No. 1328



THE BILLBOARD Music Popularity Charts



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THERE'S A RAINBOW SMILING FOR YOU with SOMEBODY ELSE IS TAKING MY PLACE and

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"MY HEART

"JUST TO SEE YOU SMILE

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RHYTHM AND **BLUES NOTES**

-By HAL WEBMAN -

June Barton, Modern Records warbler, and Charles Lawrence opened at Jerry Wald's Studio Club, Hollywood. Thrush recently cut four sides: "Sometimes I Wish I Were Dead," "Just Like Two Drops of Water," "Blushing Bride" and "Chocolate Choo-Choo." . . . Tiny Bradshaw arrived on the Coast last week for a series of one-nighters. . . Jimmy Grissom, Recorded in Hollywood balladeer, opens in San Francisco February 11 with Tiny Bradshaw and Jimmy McCracklinn.... Dinah Washington comes to Hollywood in March for p. a.'s Austin McCoy, Mercury r. and b. topper, inked Frank Ervin and cut four slicings with the new singer.... Specialty's Roy Milton out with "Old Man River" and "Bye, Bye Baby Blues." . . . Another Mercury newcomer, Red Mack, cut a pair last week. Mack doubled on the trumpet and vo-cals of "Mr. Big-Head" and "Just Like Two Drops of Water." John Dolphin, Recorded in Hollywood prexy, subbed for deejay Ray Robinson Sunday (28) on the KGFJ nightly airer.

There's a decided trend toward acceptance of Latin-American beats in r. & b. quarters. The infiltration of the Latin influence apparently stems from the nationwide acceptance of the mambo. The extremely heavy accentuation of rhythm in the mambo, and the prevailing employ ment of riffs in mambo song structure are the fundamental bases for the opening of the r & b. market to the Latin-styled music. The mambo was pioneered original infiltration about a year ago. Such noted hipsters as Stan Kenton, Machito and Dave Barbour were among the first to pitch politan element of the r. & b. market.

ing by Damiron, a leading Latin- Nat Shapiro has gone into the American keyboard specialist, on r. & b. field as well as continuing the Landia label, whose product his pop market activities. Shapiro is geared mainly for L-A buyers.
Disking is titled "Five Vocales and One Mambo." Further reiteration of the trend is essayed by such top r. & b. manufacturers as Savoy's **Herman Lubinsky**. Lubinsky, convinced that the Latin-American trend is taking hold, already has issued a "Mambo Boogie" by his top attraction, the Johnny Otis ork. King Records' Sidney Nathan's latest release includes a Latin-influenced waxing by Tiny Bradshaw, "One, Two, Three Kick Blues."

Personnel has been set for the new Johnny Hodges band, which will play its first date in Chicago at the Blue Note nitery beginning March 9 for two weeks. Group will include such stellar tootlers as tramist Lawrence Brown (who is leaving Duke Ellington with Hodges), ex-Basie trumpeter Emmett Berry, ex-Ellington tenor Al Sears, drummer Sonny Greer (another longtime Ellington sideman skedded to depart), bassist Joe Benjamin and pianist Leroy Lovett. Sears will double as road manager for the group which is being booked thru Shaw Artists Corporation.

SAC inked another couple of management pacts last week. The agency took on blues singer Floyd Dixon and an unusual bop instrumental group fronted by Joe Roland. Dixon, currently riding with a hit disking in "Telephone Blues" on Aladdin, will be packaged with Johnny Moore's Three Blazers, who made the record with the singer, for a onenighter tour. Roland's group, currently being submitted for a disking deal, is made up of four strings, three rhythm and vibes and is being pitched as a "new sound."

Cab Calloway's first Regal titles are "Shotgun Boogie" and "One for the Road." . . . Chicago deejay Al Benson is promoting an allstar jazz concert in his town March 25. Line-up will include

Advance Rythm & Blues Record Releases

Beal Street on a Saturday Night-Calvin Boxe (Choo Choo's) Aladdin 3079 Black Night-Charles Brown (Once There) Alad-

din 3076 Blues All Around Me-Roy Hawkins (Mean Lit-

tle) Modern 20-794

Change Your Way of Lovin'-Pee Wee Crayton (Tired of) Modern 20-796 Cinder Bottom—Bobby Smith (Dash Hound)

Apollo 807 Choo Choo's Bringing My Baby Home—Calvin

Boze (Beal Street) Aladdin 3079 Cloudy Weather Blues-Lee Graves (Papa Said)

Dash Hound Boogle-Bobby Smith (Cinder Bottom) Apollo 807

Days-Joshua Johnson (Ramblin' Woman) Cap

Deacon's Party-Jack Dupree (I'm Gonna) Apollo Doin' the Town-Floyd Dixon (You Made) Modern

Harbor Lights-The Dominoes ("No" Says) Federal 12010 Honey, Honey, Blues—"Lightnin"

20-797

(Moonrise Blues) Aladdin 3077 If You Want Me to Come Home, Baby-Eddie

Mack (Long Time) Apollo 425 I'm Gonna Find You Some Day-Jack Dupree (Deacon's Party) Apollo 426

I'm So Glad-Southern Harmonaires (Who Will) Apollo 237 Long Time-Eddie Mack (If You) Apollo 425

Mean Little Girl-Roy Hawkins (Blues All) Modern 20-794 Moonrise Blues-"Lightnin" Hopkins (Honey,

My Oh My-Scat Man Bailey (Raindrop Blues) Federal 12003

Honey) Aladdin 3077

J. J. Johnson, Benny Green, Oscar Pettiford, Max Roach, Hot Lips Page, Bud Powell, Miles Davis and Slam Stewart, as well as the Orioles and a number of local musicians. . . . Comedienne Jackie (Moms) Mabley is virtually set to record for the Aladdin in jazz circles at the point of its label with a group which will be known as her "Five Sons." . Bassist John Levy has put aside his instrument to take over the road management of the George the mambo. And these talents have a basic appeal in the metrobrass slot with the group. . . London Records cut two sides with blues shouter Brownie Mc-Testimony of the r. & b. mambo Ghee. . . . Peacock Records, a riovement is evidenced in the out-of-left-field success in New new artists, Paul Monday and York's Harlem of a mambo disk- Willie (Doc) Jones. . . . Disk flack

"No!" Says My Heart—The Dominoes (Harbor Light) Federal 12010

Once There Lived a Fool-Charles Brown (Black Night) Aladdin 3076

Papa Said Yes, Mama Said No, No, No-Lee Graves (Cloudy Weather) Mer 8214

Raindrop Blues-Scat Man Bailey (My Oh) Federal 12003 Ramblin' Woman—Joshua Johnson (Days) Ca

1396

Tired of Travelin'-Pee Wee Crayton (Chang Your) Modern 20-796

Who Will Your Captain Be-Southern Har monaires (I'm So) Apollo 237 You Made a Fool of Me-Floyd Dixon (Doin the) Modern 20-797

Mood Music Album—Charles Brown (1-10") Aladdin (33)702; You Are My First Love; Baby, Don't You Cry; Get Yourself Another Fool; Again; How High the Moon; When My Baby's Coming Home; Forgive Me; I've Got

That Old Feeling Party After Hours Album-Amos Milburn-Wynonie Harris-"Crown Prince" Waterford-Velma Nelson (1-10") Aladdin (33)703; Operation Blues; Around the Clock; Merry Go Round Blues; Walking Blues; Itty Bitty Girl; After

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THE BILLBOARD Music Popularity Charts

THE BILLBOARD

Most Played Juke Box Rhythm & Blues Records

. . . Based on reports received January 31, February 1 and 2

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

Week	s Last e Week	This	
. 12	1	1.	TEARDROPS FROM MY EYES Ruth BrownAtlantic 919—8M
11	2	2.	BAD, BAD WHISKEY A. Milburn
16	3	3.	PLEASE SEND ME SOMEONE TO LOVE
19	5	4.	ANYTIME, ANYPLACE, ANY- WHERE
3	6	4.	TELEPHONE BLUESF. Dixon
7	4	6.	ROCKIN' BLUESJ. Otis-M. Walker
2	9	7.	LEMONADEL. Jordan
2	10	8.	DO SOMETHING FOR MEDominoesFederal 1200
1	1500 1500 1500 1500 1500 1500 1500 1500		RED'S BOOGIE
1	-	10.	LITTLE RED ROOSTERM. Day-Griffin Brothers
1	_	10.	BLACK NIGHT
1	-	10,	BABY, LET ME HOLD YOUR HAND

Best Selling Retail Rhythm & Blues Records

1 TEADDDODG FROM MY EVEC

. . . Based on reports received January 31, February 1 and 2

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

Weeks | Last | This to date Week Week

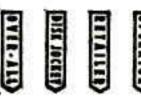
10	1	1.	Am I Making the Same Mistake
16	2	2.	PLEASE SEND ME SOMEONE TO LOVE
13	3	3.	BAD, BAD WHISKEY A. Milburn
6	7	4.	ROCKIN' BLUESJ. Otis-M. Walker
4	8	5.	TELEPHONE BLUESF. Dixon
1	-	6.	DO SOMETHING FOR ME Dominoes
4	-	7.	EVERY NIGHT ABOUT THIS TIME Fats Domino
19	4	8.	ANYTIME, ANYPLACE, ANY- WHERE
7	6	9.	OLD TIME SHUFFLE BLUESL. Glenn-L. Fulson
1	-	10.	RED'S BOOGIE

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.

LABEL AND NO. ARTIST

COMMENT TUNES



CHARLIE SINGLETON Elephant Rock

66--66--64--68 DECCA 48193-Rhythm novelty with "dance-instruction" byric gets a brisk go, but is somewhat old hat.

Alligator Meat 61--61--60--62 Another old hat novelty job, lively enough but without appeal for current market.

JULIA LEE & HER BOY FRIENDS Lotus Blossom

by comparison with the original (Mercury) version, which had a strong mood orking. Fire-piece combo here does nothing for the tune.

Pipe Dreams This is an experiment which doesn't come off: thrush recites a poem describing the halfucinations impired by the poppy. Effect in pedestrian, without climax.

55--NS--60--50

ARTIST LABEL AND NO. COMMENT



83--83--83

50--50--50--50

71--71--70--72

LITTLE JIMMY SCOTT

I Want You, I Need You

I'll Be Seeing You 83--83--83 ROOST 615-Little Jimmy does a sock job with the standard in his characteristic lingering, wailing style.

I Won't Cry Anymore Another strong performance on a fine new torcher by Al Frisch and Fred Wise. Ditty has pop as well as r & b potential.

GRIFFIN BROTHERS' ORK Griff's Boogie 73--73--72--74 DOT 1020-Combo grinds out a hard-rooking boogle blues led by

a driving piano. Blues With a Beat 77--77--77 Slow-rock blues riffer highlights a preaching afto sofo.

KING ODUM FOUR What a Wonderful Feeling 74--74--74--74 DERBY 754-Quartet acheives a rich, mellow sound on an okay ballad, with a double-time shuffle chorus between slow opening and closing.

Side has pop flavor. My Heart Cries for You 72--74--70--72 Boys do a warm job with the waftz hit. Interpretation is strongly on the pop side.

VIOLA WATKINS 75--75--75 JUBILEE 5043-Light, Jivy novelty blues Item, piped effectively by thrush with piano and rhythm—akin to some of Nellie Lutcher's Jobs.

One chorus and coda of a ballad taken at very slow tempor side loses impact after a few bars. RALPH WILLIS-BROWNIE McGHEE 66--66--64--68 I Got a Letter JUBILEE 5044-Brownie, guitars and righthm pace thru a relaxed slow blues in the Southern veln. Every Day I Weep and Moan

LOUIS JORDAN 85--85--84--86 Tear Drops From My Eyes DECCA 27424-A great, swinging Job of the blues hit. Wild Bill Davis sparks the deal with a driving organ go back of Jordan's driving,

Another effective Southern blues with a light, easy beat.

on-the-beat vocal. Could give tune a brand new lease. It's a Great, Great Pleasure 73--73--72--74 Okay performance of a routine up blues bit.

HERB LANCE The Loneliest House on the Street 64--64--62--66 COLUMBIA 39120-Lance gives the attractive ballad an Eckstine type go, the the fire is missing. Shoulder To Cry on

THE ELLINGTONIANS-AL HIBBLER Stormy Weather 66--68--65--68

MERCER M-1956-Hibbler is below par as he plods thru an uneve rendition of the standard. Star sidemen from Ellington ork put down an ordinary background.

Cherry 50--50--50 Warbler does a poor job with a good tune in medium bounce tempo,

The integrity and experience of

Chanter gets more feeling into a pleasant torcher.

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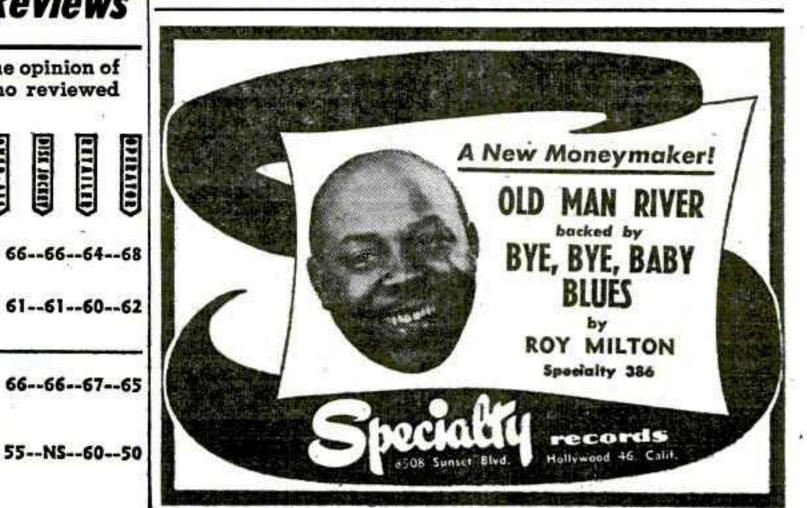
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THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

. . . Based on reports received January 31, February 1 and 2

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

Weeks | Last | This to date Week Week With This Ring I Thee WedV(78)21-0328; (45)48-0328—BMI SHOTGUN BOOGIETennessee Ernie I Ain't Gonna Let It Happen Again 3. THERE'S BEEN A CHANGE IN ME E. Arnold Tie Me To Your Apron Strings Again V(78)21-0412; (45)48-0412-BM1 GOLDEN ROCKET......H. Snow Paving the Highway With TearsV(78)21-0400; (45)48-0400-BMI IF YOU'VE GOT THE MONEY I'VE GOT THE TIMEL. Frizzell I Love You a Thousand WaysCol(78)20739; (33)3-20739-BMI MOANIN' THE BLUESH, Williams Nobody's Lonesome For MeMGM(78)10832; (45)K-10832 6. I LOVE YOU A THOUSAND WAYS Lefty Frizzell If You've Got the Money I've Got Col(78)20739; (33)3-20739;

HOT ROD RACETiny Hill

HOT ROD RACEJ. Dolan

Weeks | Last | This

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities:

Al Duttkin, manager of Eddie Marshall (Victor), reports that his warbler started a stint at WNOX, Knoxville, January 29. Duttkin is currently working for a 50,-000-watter deal for Marshall. . Sam Morrison, owner of Bell Sales, the big Knoxville disk retailer, has written his first song, "Forever and Always," which has been pubbed by Acuff-Rose and waxed by Skeets Yaney on MGM. Patsy Lee and Johnny Desmond, of the "Don McNeill Breakfast Club" cast, cut a pop version for MGM. . . . Carl Story (Mercury) leaves WNOX, Knoxville, for a two-month tour of Southern dates. . . Jack Williams, currently at the Roundup, Los Angeles, has inked with Cormac, the Santa Ana, Calif., diskery.

Eddie Ruton, manager of Hill-(45)4-20739-BMI billy Park, Newark, O., is working his indoor act on the Hamid-Morton Southern circuit until May, when he intends to reopen his park. . . . Bill Nettles (Mercury), of KMLB, Monroe, La., became a granddad January 22Cap(78)1322; (45)F-1322-BMI (Continued on page 33)

Country & Western Records Most Played by Folk Disk Jockeys

. . . Based on reports received January 31, February 1 and 2

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Weeks | Last | This to date Week Week

to date	Week	week	
5	3	1.	THERE'S BEEN A CHANGE IN ME. E. Arnold
7	4	2.	SHOTGUN BOOGIE Tennessee Ernie
14	1	3.	I LOVE YOU A THOUSAND WAYS L. Frizzell
12	2	4.	GOLDEN ROCKET Hank Snow
33	6	5.	I'M MOVIN' ON H. Snow
13	5	6.	MOANIN' THE BLUES H. Williams
14	7	6.	I'VE GOT THE TIME Lefty Frizzell
6	9	8.	HOT ROD RACE A. Shibley

TENNESSEE WALTZP. Page

Mercury(78)5534; (45)5534X45-BM 10. MY HEART CRIES FOR YOUJ. Wakely

GILT-EDGE RECORDS

TENNESSEE WALTZ

Boogie Woogie Santa Claus

Walkin' With the Blues

Announcing—

HOT ROD RACE NUMBER 2 WISH I WAS SOMEBODY'S ROSE by Arkie Shibley on G E 5030 (This record tells what happened after the race.)

Also New—Just Out! SLIM RHODES

5026—SIXTY DAYS MEMPHIS BOUNCE

DAYTON HARP

5028-FAST WOMEN, SLOW HORSES THE MORNING AFTER THE NIGHT BEFORE

CURLEY COLE

5029-I'M GOING TO ROLL ANOTHER'S ARMS ARE HOLDING YOU

BUCCAROO BILLY

5027-YOU BETTER KNOW IT **FADED LOVE LETTERS**

Still Going Strong-**ARKIE SHIBLEY**

The Original Hit Recording 5021—HOT ROD RACE (Also on 45 RPM)

Other Top Sellers THE STEWART FAMILY

5026—WHISKEY WIDDER FOUR O'CLOCK IN THE MORNING

ROCKY BILL FORD 5023—AGGRAVATIN' WOMEN

BEER DRINKING BLUES

BOB GEDDINS

5022—NOBODY'S BUSINESS I'M JUST A STRANGER HERE

SLIM RHODES

5015—SKUNK HOLLOW BOOGIE SAVE A LITTLE LOVE FOR ME

BUCCAROO BILLY

5018-SHAKE HANDS WITH THE DEVIL

YOU DONE DADDY DIRTY

Write-Wire-Phone

GILT EDGE

"Tops In Country Records" 305 S. Fair Oaks Ave. Pasadena, California

Most Played Juke Box Folk (Country & Western) Records

.. Mercury (78)5534; (45)5534X45-BM1

. . . Based on reports received January 31, February 1 and 2

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

to date Week Week 8 1 1. SHOTGUN BOOGIETennessee ErnieV(79)21-0400; (45)48-0400-BMI 3. IF YOU'VE GOT THE MONEY

TENNESSEE WALTZP. Page .Mercury(78)5534; (45)5534X45---BMI THERE'S BEEN A CHANGE IN ME E. ArnoldV(78)21-0412; (45)48-0412-ASCAP

6. I LOVE YOU A THOUSAND WAYS Lefty Frizzell Col(78)20739; (33)3-20739; 7. MOANIN' THE BLUES H. Williams Do) King 928
.......MGM(78)10832; (45)K-10832 I Hurt Inside—T. Lloyd-The Stroilin' Cowboys

..... Gilt Edge 5021-BMI Dec(78)46286; (45)9-48286-BMI

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.

TUNES COMMENT



81--82--81--81

85--85--84--85

70--70--70

STICK McGHEE Houswarmin' Boogie 83--83--82--84 ATLANTIC 926-Medium rocker with originality and spirit could crack thru. Stick talk-sings the lyric while combo honeydrips in

back. A swinging stomper. Blue and Broken Hearted

Warbler chants a so-so slow blues.

70--70--70

ERNEST TUBB

Are You Waiting Just for Me DECCA 46289-Tubb, in his distinctive style, warbles the love message of the G.I. "across the deep blue sea." Should catch some action.

Tomorrow Never Comes Tubb is in top form for this bright and catchy item. Should be a big one for the warbler.

SAVANNAH CHURCHILL (Striders) Once There Lived a Fool REGAL 3309-Thrush and male group apply a warm and different-

enough treatment to the upcoming ballad to score. When You Came Back to Me Gal and group do well with a lightweight ballad, giving it a medium bounce go.

WILLIS JACKSON The Call of the Gators

APOLLO 806-Jackson blows a fine tenor sax solo, with a fancy intro and ending. Interesting, but appeal is limited to jazz fans. Later for the Gator

74--74--74 Medium rocker features Jackson's expressive, exciting tenor.

(Continued on page 33)

Folk Record Releases

Blue, Broke and Evil-Jake Vaughan (You're My) Dec 48196

Blinding Tears-Shorty Long (Mama) King 923 Bounce With Benny-Tuff Green Ork (She Ain't) **Bullet 338**

Broadway Promenade-Joe Lewis (Denver Wagon) Catch Me Cheatin'-Smokey Rogers (Oh, How)

Coral 64077 Cora Is Gone-L. Flatt-E. Scruggs (That Little)

Country Mile-Carl Butler (Plastic Heart) Cap 1399

Denver Wagon Wheel-Joe Lewis (Broadway Promenade) Intro 6008 Don't Ever Trust Your Chicken-Hal Howard (Fat

Gals) Bullet 728 Fat Gals, Skinny Gals-Hal Howard (Don't Ever)

Four Leaf Clover-Joe Lewis (Inside Out) Intro

Goodbye Sweetheart, Goodbye-Cowboy Copas (Why

(Shuffle Boogle) Hart-Van HV-16023V(78)21-0328; (45)48-0328-BMI I Needed You-Johnnie Lee Wills (Oklahoma, That's) Bullet 726

I'm Tired of Playing Second Fiddle to a Steel Guitar-Wesley Tuttle (One Diamond) Coral

Inside Out-Outside In-Joe Lewis (Four Leaf) It's Sprinkling Heaven-Jimmy Porter (Where

Have) Cormac CRS 1162 Ivy-C. Moody (Six Hits) King 922

Let's Sail Away to Heaven-E. Britt-R. Allen (You Missed) V 21-0430 Mama-Shorty Long (Blinding Tears) King 923

No One But You-Pee Wee King & Cowboys (Within My) V 21-0429 Oh, How I Cry About You-Smokey Rogers (Catch Me) Coral 64077

Oklahoma, That's for Me-Johnnie Lee Wills (I Needed) Bullet 726 One Diamond Ring-Wesley Tuttle (I'm Tired)

Coral 64076 Plastic Heart-Carl Butler (Country Mile) Cap Red River Valley-Joe Lewis (Sashay Out) Intro

Rhumba Boogie, The-Hank Snow (You Pass) V 21-0431

San Antonio Rose-Joe Lewis (Steel Guitar) Intro Sashay Out-Sides Cut In-Joe Lewis (Red River)

Intro 6007 She Ain't No Good-Tuff Green (Bounce With) Bullet 338

She Didn't Even Kiss Me Goodbye-Tex Williams (Tulsa Trot) Cap 1398 Shotgun Boogie-H. Hawkins (You Don't) King 932 Shuffle Boogie Bellhop-T. Lloyd-The Strollin'

Cowboys (I Hurt) Hart-Van HV-16023 Six White Horses-C. Moody (Ivy) King 922 Steel Guitar Rag-Joe Lewis (San Antonio) Intro

That Little Old Country Church House-Masters Family (Cora Is) Mer 6302 Tulsa Trot-Tex Williams (She Didn't) Cap 1398

83--83--83 Where Have You Been, Sweetheart?--Jimmy Porter (It's Sprinkling) Cormac CRS-1162 Why Do the Stormy Winds Blow?-Cowlboy Copas

(Goodbye Sweetheart) King 928 Within My Heart-Pee Wee King (No One) V 21-0429 You Don't Belong To Me-H. Hawkins (Shotgun

Boogie) King 923 59--59--62--56 You Missed Your Chance Last Night-E. Britt-R. Allen (Let's Sail) V 21-0430 You Passed Me By-Hank Snow (The Rhumba) V 21-0431

You're My Baby-Jake Vaughan (Blue, Broke) Dec

48196

Keccrds

.....Cap(78)1328; (45)F-1328-- ASCAP

Cactus Pryor 1550-I MARRIED THE THING BURPIN' THE BABY

Maddox Bros. & Rose 1549-PAY ME ALIMONY

NEW STEP IT UP AND GO **Ivory Joe Hunter**

1551—BIG WIG

Slim Watts 1552-IT'S A BLUE MONDAY IF YOU WILL ONLY SAY YOU CARE

GOING STRONG "Ti" Texas Tyler 1547-RAG MONKEY SONG

COWBOY'S PRAYER Terry Preston

1542—IRMA PUT ME IN YOUR POCKET Don Whitney

1548—KEEPING SECRETS I'M GOING TO TAKE MY TIME TOAIN, AOR

Hank Licklin 1545-TO WHOM IT MAY CONCERN A YEAR OF TIME

1530-NO ONE IS SWEETER THAN YOU THO I'VE LOST

Maddox Bros. & Rose 1540—FADED LOVE

DARK AS A DUNGEON 1527—OKLAHOMA SWEETHEART, SALLY ANNE

IT'S ONLY HUMAN NATURE Jimmy Short 1538-PLEASE COME BACK

EVERYBODY'S TRYING TO BE MY BABY

Jerry Jericho 1537-I'M CRAVIN' LOVIN' WHO'S KIDDING WHO

Famous Lashua 1546—LITTLE MISS MISCHIEF LOVE ME LIKE I'VE NEVER

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tion that's sweeping the nation."

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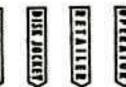
THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.

TUNES COMMENT



 Continued from page 32 RAY SMITH

76--76--76 LONDON 897—The deep-voiced Smith sings the Stu Hamblen opus with sincerity as organ supplies an effective backing on the waltz.

68--68--68--NS Angeles. I Walked Into the Garden Smith sings the religious waitz with proper reverence. LESTER FLATT-EARL SCRUGGS 62--62--65--60 Cora Is Gone

MERCURY 6302-Down-home treatment of a torcher, with string outfit hoeing it down behind Flatt's chanting. 53--53--56--50 That Little Old Country Church House (The Masters Family) Mixed trio warbles a semi-sacred parlor item.

EDDIE CROSBY Be Good to Your Father and Mother DECCA 46287-Crosby offers incontrovertible advice in waitz time with organ-rhythm backing

Poor Beggar Boy 62--61--65--60 To a thumping hoedown backing, Crosby sorrows over the death in the snow of a friendless orphan.

TEXAS IIM ROBERTSON You Can't Do Nothin' With a Woman 72--72--72 VICTOR 21-0427-Robertson expounds a straight-to-the-point hun of philosophy in his mettow, bass voice. Tuneful item.

Don't Angel Me 68--68--68 Up-tempo rhythm trifle gets a lively go. BUZ BUTLER

78--78--78 Tennessee Rosebud MERCURY 6301-Betler chants a typical "girl" balled in solid country fashion. Gambling Fool A rubust Butler chant gives the material a decided lift.

LULU BELLE AND SCOTTY My Heart Cries for You MERCURY 6304—Unadorned backwoods version of the pop hit. Good coverage disk

Shenandoah Waltz 72--72--72 Latest "territorial" waltz gets a winning rendition from the team.

FOLK TALENT AND TUNES

Continued from page 32

when his daughter-in-law, Mrs. B. J. Nettles, gave birth to a daughter. . . . Adrienne Dee and her band are working at the Red Barn, Kirkville, N. Y. . . . Herald (Cuz) Goodman, the WBAP Fort Worth d. j. and talent booker. has penned a tune, "Oh, Yes, I'm Lonely" which has been cut on Chess label by Guy Blakeman. Goodman has set Dave Landers on a Texas tour, starting February 10. . . . Jess Willard (Capitol) now at the 97th Street Corral, Los Angeles. . . . Tex Williams has organized a new band, currently at Riverside Rancho, Los

Dick Jockey Doings:

Eddie Kirk (Capitol) has started his own d. j. show over KXLA, Pasadena, Calif. . . . Billy Starr, who recently switched from London to Columbia, is now doing a d.j. stint at KCMO, Kansas City, Mo. . . . Cousin Ed Denkema, 71--70--74 WGRD, Grand Rapids, Mich., has started his "Buckaroo Club" built around a Saturday morning disk show for kids. Club has 3,000 members. Denkema has worked out theater parties, merchandise discount deals, etc., for members with local merchants. . . . Sleepy Jeffers has taken over Happy Ison's slot at WTIP, Charleston, W. Va. Jeffers is disking for Pacemaker label. He was last at KTBS, Shreveport. . . . Lillie Anne, WIRC, Hickory, N. C., is asking listeners to send in a contribution on the March of Dimes with their requests. . . . Cliff Mer-72--72--72 cer, WLOU, Louisville, reports that Jimmy Logsdon, formerly at the station, is reorganizing his band.

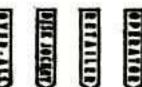
> Lew Banks has replaced Uncle Ezra at WGWD, Gadsden, Ala.
> . . . Cecil Story is new spinner (Continued on page 37)

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.

TUNES COMMENT



75--75--75

ORSON LAAM & HIS ELDRADO SERENADERS

I Hope the Sand Man Throws Rocks in Your Eyes 35--35--35 MUTUAL M-204-Extremely unlikely material receives a passable chant.

Glamorous Sue 35--35--35

CALIFORNIA AL VICTOR (Bob Logan-Melody Lane Ranchers) Mail Order Kisses 62--62--62--62 JUBILEE 4010-Country tune with a sound idea gets a lackadaisical.

un-country performance from singer and combo. You Made a Plaything of My Heart 45--45--45--45 Weak, hybrid ballad item.

HANK "SUGARFOOT" CARLAND Sentimental Journey DECCA 27426-Hank twangs out a slow, moody, guitar sole

pop, with organ and rhythm backing. Doll Dance Guitar-organ combo makes for a perky, altogether delightful rendition of the memorable Nacio Herb Brown novelty.

GEORGE MORGAN Somebody Robbed My Beehive 84--84--84 COLUMBIA 20774-Morgan gets off a sparkling job on a provocating country novelty ballad to a brisk shuffle beat.

I Love No One But You 72--72--72 Warm rendition of a pop-flavored ballad.

PEE WEE KING No One But You 84--84--84--84 VICTOR 21-0429-Redd and Gene Stawart close-harmonize a very striking torcher with a haunting minor strain. A likely side. Within My Heart

Adaptation of "La Golondring" emerges a romantic country waits, with Redd Stewart selling the vocal warmly. REGGIE WARD (Sons of Texas-David Young)

35--35--30--40 NEMO 1005—This guy's gal is a juke box bug but the song about her I contrived and generally fairty dell. Performance also is on uninspired side.

Behind the Iron Curtain 68--69--68--68 Surprisingly patterned ballad tells of the Iron curtain of the heart. It's neatly spun by Ward Could have meaning elsewhere but primary values will lie with local ops Question is does international politics

ANOTHER RCA VICTOR RECORD BREAKS FOR A BIG HIT IN ALL COUNTRY MARKETS!

The Standout Version (IT COULDN'T BE STOPPED) OF . . .







RECORDS

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 10-69 SATISFACTORY 0-39 POOR

How Rafings Are Defermined

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 Calegories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement. 15; name value, 15; record quality (surface, etc.) 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.

TUNES COMMENT SELVICES.

76--76--73--79

87--87--86--87

86--86--85--86

POPULAR

RUSS MORGAN

Flying Eagle Polka

DECCA 27444—Lively instrumental version of the march, suitable for the polka-minded.

Mockin' Bird Hill

Morgan and gai team do a winning jeb with this country waltz with

German band effects. Tune, a country click as an instrumental, could

score pop with this lyric version. Morgan's reading should help start it

TERESA BREWER

If You Want Some Lovin'
LONDON 967—The "Music, Music" gal has a bright shouter in this
happy pop version of the c. and w. ditty. Dixieland combo keeps a
heavy two-beat going. Could be!

I've Got the Craxiest Feeling

Another pop-styled disking of a country blues ballad. The chirp does
a strong selling job on the tune. There's potential here as well.

AMES BROTHERS (Roy Ross)

More Than I Care To Remember

CORAL 60363—Brothers make sweet harmony on a slow, melodic

three Dollars and Ninety Eight Cents

Boys swing out on a lively rhythm side in a repeat pattern reminiscent of

"Rag Mop," but not as strong. Catchy beat should arrest some attention, the.

GEORGE CATES (The Heartbeats)

Down by the Old Zuyder Zee

CORAL 60365—Mixed charus and ark do the eld waltz novelty with rollicking spirit.

There's More Pretty Girls Than One 75--75--75
Male group does a charming job with a pretty p. d. folker in waitz time.



The Happiest Day of My Life

ARTIST LABEL AND NO.

TUNES COMMENT



72--75--71--71

64--68--64--66

			POPULAR	
CONNIE HAINES	(Geo.	Cates	HATH TO BEFORE	

CORAL 60364—Thrush does a pert, winsome job with this attractive rhythm item	81818082	
I Wish Someone Knew I Was Lonesome Slow ballad job makes a routine offering.	67676767	
OHN MADDOX (Rhythmasters) Memphis Blues DOT 1023—Raggy plano backed with loud snare rolls gets off a ricky, strong-beat version of the oldie. Likely juke item.	73727177	
Alabama Jubilee	68666672	

Plano and bones duet on a fast and lively rag. THE THREE KAYS One Finger Melody 71--70--70--72 REGENT 185-Piano-organ-harmonica trio do a lingering, "Peg of My

Heart" treatment of the pretty waitz pop. Stumbling 65--64--64--68 Trio do a spanking job with the Zez Confrey piece.

STUART FOSTER (DICK FREITAS ORK) 61--65--58--60 Querida PAB J.S. 901-The new label makes an auspicious bow with a wellorchestrated and played Latin-American type ballad. Foster hands the original a solid reading. 66--70--63--65 If It Isn't Forever

Ballad material here is a little stronger. Foster and ork are well mated as the bary's warm voice and the lush backing do a good selling job. **BUDDY MORROW ORK**

Wedding" flick spots a neat vocal chorus by Tommy Mercer. In the Land of Make Believe 77--80--76--76 Effective Mercer chanting and Morrow tram solo on another new ballad lift this one above the level of just another dance disk.

VICTOR 20-4025-Dance disking of the new ballad from the "Royal

GENE KRUPA Blues My Naughty Sweetie Gives To Me 72--75--70--70 VICTOR 20-4026-Krupa's two-beat combo harfiles the oldie in Chicago Jazz mien with some okay solos by trumpet, piano and trombone. Panhandle Rag 70--72--68--70

Except for trumpet and baritone solos this is an uneventful disking of a standard country-style ragtime ditty. Bobby Soots sings it. THE HONEYDREAMERS 65--68--63--65 Potato Bug Boogie VICTOR 20-4023-Lightweight novelty is adequately sung by the vocal group with ocarina and rhythm accompaniment. The Beanbag Song 70--75--65--70 Started on the Jerry Lester "Broadway Open House" TV show, the novelty written by Lester and Milton DeLugg gets a rhythmic go from the

group. PHIL REGAN Pretty Kitty Kelly 75--75--75 VICTOR 20-4024-The Jud Conion singers and Skip Martin's orking give tenor Regan a hefty assist on selling the fine old standard, but it's strictly St. Patrick's Day material.

Sweetheart Darlin' 70--70--70 Regan essays another hunk of Shamrock material.

PERCY FAITH ORK A Kiss and a Promise 79--80--79--78 COLUMBIA 39155-Faith ork and chorus do a big selling job on a lovely new ballad in beguine tempo. Zing Zing-Zoom Zoom 79--81--79--77

Good coverage on the Sigmund Romberg-Charles Tobias hit.

pitious chanting on a new ballad of the Tin Pan Alley genre.

DICK THOMAS

My Little Red Wagon

TONY FONTAINE Vision of Bernadette 75--78--76--70 MERCURY 5575-The semi-religious opus is given a cogent reading by the stout-voiced youngster. Good ork and choral backing.

Bring Back the Thrill 79--81--78--78 Fontaine gets a lot of Tony Martin Into the song Good coverage for spots where the Eddie Fisher disk isn't available.

LORRY RAINE (Cliff Parman) Spin the Bottle 68--70--66--68 LONDON 899-Chirp sings an okay bounce novelty with a good rocking backing supplied by the Parman ork. Who'll Take My Place When I'm Gone 71--72--70--72 Parman's stringful ork maintains a shuffle rhythm behind la Raine's pro-

LONDON 896-Slight rhythm go by Thomas on some lightweight If Tears Could Bring You Back To Me 64--68--64--66 Tho the weeper is played by a pop ork, Thomas hands it a country

TEDDY PHILLIPS (Lynn Hoyt) Yak Yak Song 81--81--80--82 LONDON 891-As a take-off on cornball material and orkings this is a yockful hunk of wax. 77--77--76--79 South A handclapping, gang-singing version of the Benny Moten oldie. Standard

juke eminence of the title should draw on its own. SACRED CARL STORY He Will Set Your Fields on Fire 69--68--70--NS MERCURY 6303-Up-tempo rocker is played and sung with spirit and clarity by Story and his mountain group.

71--70--72--NS That Day Is Coming Soon Rhythmic sacred opus is effectively harmonized with guitar backing. Good country material. CAMPUS CHRISTIAN HOUR-TELEVISION ORK (R. & E. Carmichael)

Keep on the Firing Line
INTERNATIONAL SACRED 1051—Poor balance detracts from the 64--63--65--NS slow rhythm gospel chant. Lush studio ork and the Carmichael duo work hard, tho. Lord I Want a Diadem Evangeline Carmichael chants the sacred ballad with the quality of

CHILDREN

a folk singer as the big ork hands it a pop backing.

school age and on up a few years.

ANNE LLOYD-THE SANDPIPERS (M. Miller Ork) Jing-a-Ling 80--85--78--NS GOLDEN RECORD R-65 (6")-Bright ditty from Walt Disney's "Beaver Valley" is simple and effectively done March From Peter and the Wolf 73--73--NS Instrumental reading of the Prokofiev melody is done in a bright

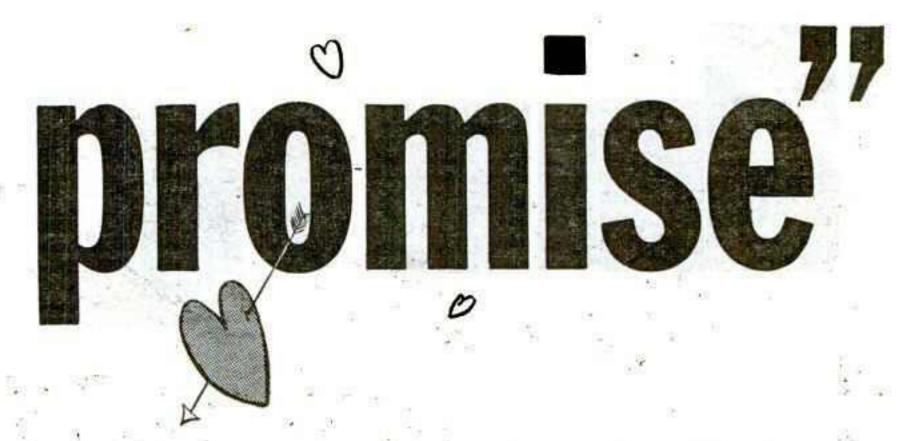
march tempo. MIKE STEWART-GILBERT MACK-THE SANDPIPERS (M. Miller Ork) Scuffy the Tugboat 72--71--73--NS GOLDEN RECORD R-55 (6")-Original tune by Alec Wilder and Marshall Barer is based on a Little Golden book. Well produced

the material is a little weak. My Bonnie Lies Over/the Ocean 79--79--NS The standard folk tune is fine fare for kids of all ages. Good recording,

UNCLE JOHN RUST-FRANK NOVAK Ting-a-Ling (Sides | & 11) 80--80--NS LONDON 200-20-Replete with sound effects of clock chimes musical background and an effective small cast this tale makes excellent moppet fare. Moral is be happy with what you are. Neatly packaged and well-produced, the disk should please those in the immediate pre-

(Continued on page 36)





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POPULAR

* RUBY WRIGHT 15093 IF YOU WANT SOME LOVIN'

A CRAZY AFTERNOON

* TERRY SHAND

15091 WALKING ON THE **GREEN GRASS** SEA ROVIN' COWBOY * JOHNNY LONG 15092 WHO-ZITS FROM MAS-SACHUSETTS

ANY TIME IS SWEET-15081 ONCE YOU FIND YOUR GUY I DON'T CARE

* MARGARET PHELAN 15089 HALF AS MUCH FLIRTIN' THINKING OF YOU

FOLK-WESTERN

* MOON MULLICAN

917 THE LEAVES MUSTN'T I WAS SORTA WONDERIN'

* HAWKSHAW HAWKINS

918 TEARDROPS FROM MY EYES I LOVE YOU A THOUSAND WAYS

* REDD STEWART

921 PEEK-A-BOO I'VE DECIDED

* HANK PENNY

924 THE SOLITARY BLUES TELL ME ALL ABOUT CEORGIA

* WAYNE RANEY

914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME

910 PARDON MY WHISKERS OLD FASHIONED MATRI-MONY IN MIND

* AL DEXTER

913 DIDDY WAH BOOGIE YOU'VE BEEN CHEATING,

* DELMORE BROTHERS

927 I LET THE FREIGHT TRAIN CARRY ME ON PLEASE BE MY SUNSHINE

* CLYDE MOODY 922 SIX WHITE HORSES

SEPIA-BLUES

* TINY BRADSHAW

4427 WALK THAT MESS ONE, TWO, THREE, KICK BLUES

* WYNONIE HARRIS

4415 PUT IT BACK

* IVORY JOE HUNTER

4424 FALSE FRIEND BLUES SEND ME, PRETTY MAMA

TRIFLIN' WOMAN

tederal

* THE DOMINOES

12001 DO SOMETHING FOR ME CHICKEN BLUES 12010 HARBOR LIGHTS "NO!" SAYS MY HEART

DELUXE

* ROY BROWN

3311 DOUBLE CROSSING WOMAN TEEN AGE JAMBOREE LOVE DON'T LOVE

NOBODY



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1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

ARTIST LABEL AND NO.

COMMENT

TUNES

BILLVILLE

Continued from page 35

CHILDREN'S

ANNE LLOYD-DICK BYRON-THE SANDPIPERS

(M. Miller Ork)

follow-up for the book buyers. For tots.

Busy Timmy (Timmy Is a Big Boy Now) 78--78--78--NS GOLDEN RECORD R-52 (6")-Another Wilder-Barer original based on a Little Golden book. This one has pop ballad potential. Fine

The Three Bears 80--80--80--NS Story is the familiar one, but the melody is new. Top production, singing and recording.

ANNE LLOYD-THE SANDPIPERS (M. Miller Ork)

Who's Afraid of the Big Bad Wolf? (Pts. I & II) 84--84--NS GOLDEN RECORD RD-15-For a 25-cent kidisk package, this is first class material, production and packaging. Disney story is done akin to the original cast sound. Any kid familiar with the story or flick will go for this.

ROGER WHITE-RAY HALLEE (Enoch Light Ork)

The Emperor's New Clothes LINCOLN 517-Moppets in the seven to 10 group should go for this tale of fitting the emperor with a new suit of clothes. Fine production, orking and singing.

Little Boy Blue and Where Has My Little Dog Gone? 78--78--78--NS Production on the "Little Boy Blue" standard includes voices of

Mother Goose, Simple Simon and Humpty Dumpty, "Little Dog" tune is handled in the usual manner. For the younger set.

CLASSICAL

ARTHUR FIEDLER-BOSTON POPS ORK

Paganini; La Campanella 83--85--80--NS VICTOR (45)49-3077-34 strings of the Boston Pops are wonderfully recorded in this striking arrangement of the rondo from Paganini's

Second Violin Concerto. Delightful hight listening. Moto Perpetuo

Paganini's frothy excercise for violin is arranged for the 34 Pops

strings to make an exciting etching. This one's a real attention grabber. Good stuff for jukes which can handle either 12-inch or 45 platters. Likewise fine pop deejay fare.

(Continued on page 79)

80--80--80--NS

85--90--85--80

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THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

A PENNY A KISS...... Andrews Sisters Decca 27414 Eddy Howard Mercury 5567

> This feathery nevelty ditty, off to a solid start via the Dinah Shore-Tony Martin etching, gets two more attractive renditions in the Andrews and Howard Jobs. Both can run in the money.

MOCKIN' BIRD HILL.....

Using a Page and Page duet for the refrain and solo voice for the verse, the "Tennessee Waltz" lady does a smush job on this pretty, promising country

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

1. SENTIMENTAL MUSIC	.Patti Page
2. LOVESICK BLUES	. Kay Starr
3. JOHN AND MARSHA	.Stan Freberg
4. WOULD I LOVE YOU?	. Helen O'Connell
5. DOWN IN NASHVILLE, TENNESSEE	. Dinah Shore
6. LITTLE SMALL TOWN GIRL	. Ella Fitzgerald-Ink Spots Decca 27419
7. MOCKIN' BIRD HILL	. Les Paul-Mary Ford Capitol 1373
8. TAKE MY LOVE	. Frank Sinatra
9. I CRY	. Buddy Johnson Ork Decca
10. MAY THE GOOD LORD BLESS AND KEEP YOU	.Bing CrosbyDecca 27404

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. JET	. King Cole Trio
2. MOCKIN' BIRD HILL	
3. IN YOUR ARMS	
4. ACROSS THE WIDE MISSOURI	
. 5. LOVESICK BLUES	
6. A PENNY A KISS	
7. SEVEN WONDERS OF THE WORLD	Don Cherry
8. THE CHICKEN SONG	
9. TELL ME YOU LOVE ME	
10. SENTIMENTAL MUSIC	

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:

100	and work of the construction	4.000	DANCE WELL-STREET	-CAP	H28072828-227078-6402078	
1.	THE CHICKEN SONG	. Guy	Lombardo Or	rk	Decca 2739	3
2.	A PENNY A KISS	. Edd	Howard		Mercury 556	7
3.	LITTLE SMALL TOWN GIRL	. Ella	Fitzgerald-In	nk Spots	Decca 2741	9
4.	VELVET LIPS	. Guy	Lombardo Or	rk	Decca 2739	3
5	WOULD I LOVE YOU?	. Patt	Page		Mercury 557	1
	BRING BACK THE THRILL					
	I STILL FEEL THE SAME ABOUT YOU					
8.	IN YOUR ARMS	. Dina	h Shore-Tony	Martin	Victor 20-401	9
	TELL ME YOU LOVE ME					
	SENTIMENTAL MUSIC					

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 Jackeys think tomorrow's hits will be:

1.	MAY	THE	600	D LORD	BLESS A	ND KEE	P YOU. Eddy	Arnold	Victor	21-0425
									Columb	
3.	NEW	ROV	IN' (SAMBLE	R		Hani	Thompson		itol 1379
4.	STAC	K-A-	LEE				Tenn	essee Ernie-Joe	(Fingers) Carr. Cap	itol 1349
5.	DEAR	JOI	HN				Hank	Williams		M 10904

FOLK TALENT AND TUNES

Continued from page 33

at WSFT, Thomaston, Ga. . N. C., reports he is trading free He recently cut for Nemo Recplugs for local record stores to get disks for station library. . . . Palatka, Fla., has entered the Danny Shaver, WFLO, Farmville, Baptist Seminary in Louisville. Va., reports that Bill and Mary Reid have moved to WTIK, Durham, N. C. . . Ben Blackmon, KWBU, Corpus Christi, Tex., writes that the Rhythmaires have manager and singer with Cowboy returned to the station after several months of touring. . . . Floyd joined KCMO, where he is get-Tillman (Columbia) is now working at KVET, Austin, Tex., according to spinner Red Jones. . . . Joe Rumore, WVOK, Bir- cent meeting at KCMO, found out mingham, cut 18 interviews with they are closely related. the WSM, Nashville, gang last week for use on his shows. . . Lee Sutton, KMA, Shenandoah, Ia., reports that a daughter was by Jack Blue, Denver, between born to Mack and Jeanie Sanders (Blue Ribbon) of his station. . . Peanut Faircloth, WNEX, Macon, Ga., writes that Ray Melton cut

his first session for Bullet.

Reggie Ward now doing a disk Jack Harter, WFMY, Greensboro, show at KVMA, Magnolia, Ark. . . Bill Wood doing shows at WFEC, Miami. . . . Dal Stallard, KCMO, Kansas City, Mo., reports that Billy Starr, formerly road ting big billing and forming his own band. Starr and Stallard, who never met before their re-

> Rocky Rauch, KTLN, Denver, is working a circuit of dates set disk spinning. . . . Dave Walshak, KCTI, Gonzales, Tex., now doing an hour morning show of rural ditties. . .



78 RPM- MGM 10909 . 45 RPM- MGM KI0909



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78 RPM-MGM 30324 - 45 RPM-MGM K30324

SHENANDOAH WALTZ 78 RPM-MGM 10897 • 45 RPM-MGM K10897 BRING BACK THE THRILL

78 RPM-MGM 10903 * 45 RPM-MGM K10903 IN THE LAND OF MAKE BELIEVE

MORE THAN I CARE TO REMEMBER 78 RPM-MGM 10900 • 45 RPM-MGM K10900 HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE

78 RPM-MGM 30316 - 45 RPM-MGM K30316

Debbie Reynolds Carleton Carpenter

> **David Rose** and his Orch.

Tommy Tucker and his Orch.

Billy Eckstine

Bill Farrell

Fred Astaire Jane Powell

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MUSIC

POPULAR

Always You-Bobby Wayne (Runnin' Around) | Emma Lou-Jan Garber (Yearning) Cap 1392 London 972 Any Time Is Sweetheart Time-Johnny Long

(Who-Zits) King 15092 Anytime-Leo & His Trio (Silver Spurs) Intro

(I'm a Dreamer) Aren't We All-Charlie Barnett (Theme for) Cap 1394 Around the World-M. Torme-P. Rugolo Ork

(Sidewalk Shufflers) Cap 1383 Bad, Bad Whiskey-Lee Bros.-Paul Weston (I Don't) Col (33)3-39144

Batio-Harry Wilcox & Clef Clan (What Happened) SWCI R-522

Between Two Trees-Harry Babbitt (My Dear) Coral 60367 Blame It on the Waltz-Johnny Vadnal (Clap

Hands) V(45)51-1186 Castles in the Sand-Smith Bros. (Little Small)

London 959 Christopher Columbus—Guy Mitchell (Sparrow in) Col 39190

Clap Hands Polka-Johnny Vadnal (Blame It) V(45)51-1186 Crazy Afternoon, A-Ruby Wright (If You) King

Daddy's Little Boy-Eddy Howard (Daddy's Little) Mer 5578

Don't Do It-April Stevens (The Sweetest) Society 9-10 Down in Nashville, Tennessee-Tex Beneke (Sen-

timental) MGM 10910 Drop Another Bean in the Bucket, Joe-Bob Crosby (Sidewalk) Coral 60368

INTRODUCED

EXCLUSIVELY

- nia n'anna -Bob Hannon-Johnny Ryan (Sam the) Dec 27425

Envelope and the Rope, The-A. Stevens

Everybody Loves That Hadacol-Andy Lockhart

Face, The-Tony Pastor (Sentimental) Col 39158

For You-Geo. Shearing Quintet (Little White)

Good Morning-Victor Young (I'll Take) Dec

How Can I Forget-Ted Tyle (How to) Coral

How To Make Love-Ted Tyle (How Can) Coral

Hullabaloo-Irving Irving (Misirlou) Intro 6011

I Apologize-Anita O'Day (You Took) London 964

If You Want Some Lovin'-Ruby Wright (A

I'll Take You Home Again, Kathleen-Victor

It Could Be Forever-Melody Mac (Still in)

Jet-Woody Herman (Lonesome Gal) MGM 10909

Let Me In-Bobby Wayne (Wild Card) London

Let Me Look at You-C. Dennis (Tell Me) Cap

Little Small Town Girl-Smith Bros. (Castles

Little White Lies-Geo. Shearing Quintet (For

Lonesome Gal-Woody Herman (Jet) MGM 10909

Weston (Bad, Bad) Col (33)3-39144

Young (Good Morning) Dec 27423

If-Guy Lombardo (Wait for) Dec 27449

Don't Want To Love You-Lee Bros.-Paul

(Shadow Waltz) Society 13

(Move the) Mer 6305

Crazy) King 15093

Musicart 102

in) London 959

You) MGM 10907

1400

MGM 10907

60362

5550

Misirlou-Irving Irving (Hullabaloo) Intro 6011 More Than I Care To Remember-Gordon Jenkins (Sally) Dec 27433

Memphis Blues-Clyde McCoy (Wait for)

Move the Body Over-Andy Lockhart (Everybody) Mer 6305

My Dear One Harry Babbitt (Between Two) Coral 60367

Night Train-Otto Cesana (Stepping) Cap 1395 One, Two, Three, Kick Blues-T. Bradshaw (Walk That) King 4427

Peter Cottontail-S. Jones (Rhapsody From) V20-4055, (45)47-4055 Rhapsody From Hunger(y)—S. Jones (Peter)

V(78)20-4055, (45)47-4055 Runnin' Around—Bobby Wayne (Always You)

London 972 Saily Doesn't Care-Gordon Jenkins (More Than)

Dec 27433 Sam the Old Accordion Man-Bob Hannon-

Johnny Ryan (Dust Off) Dec 27425 Sentimental Music-Tex Beneke (Down in) MGM

Sentimental Music-R. Clooney-T. Pastor (The Face) Col 39158 Shadow Time-Carmen Cavallaro (They Can't)

Dec 27422 Shadow Waltz-A. Stevens (Envelope and) Society 13

Sidewalk Shufflers-Bob Crosby (Drop Another) Coral 60368 Sidewalk Shufflers-M. Torme (Around the) Cap

Silver Spurs-Leo & His Trio (Anytime) Intro

Sparrow in the Tree Top-Guy Mitchell (Christopher Columbus) Col 39190 Stack-o-Lee-Clyde McCoy (When You're) Mer

Stepping Out-Otto Cesana (Night Train) Cap

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BY RECORD REVIEWERS—DISK JOCKEYS

Musicart 102

Sweetest Day, The April Stevens (Don't Do) Society 9-10

Tell Me That You Love Me-C. Dennis (Let Me) Cap 1400

Theme for Cynthia—Charlie Barnett (Aren't We) Cap 1394

There's That Lonely Feeling Again-Louis Prima (Yeah!) Robin Hood 105

They Can't Take That Away From Me-Carmen Cavallaro (Shadow) Dec 27422 Tonight You Belong To Me-J. Mitchelle (When

Summer) King 4428 Wait for Me-Guy Lombardo (II) Dec 27449 Wait for Me-Clyde McCoy (Memphis Blues) Mer

Walk That Mess-T. Bradshaw (One, Two) King

What Happened to Our Romance-Karen O'Hara & Clef Clan (Batio) SWCI R-522

When Summer Is Gone-J. Mitchelle (Tonight)

When You're Smiling-Clyde McCoy (Stock-o-Lee) Mer 5551 Who-Zits From Massachusetts-Johnny Long Ork

(Anytime) King 15092 Wild Card-Bobby Wayne (Let Me) London 973 Yeah! Yeah! Yeah!-Louis Prima (There's That) Robin Hood 105

Yearning-Jan Garber (Emma Lou) Cap 1392 You Took Advantage of Me-Anita O'Day (I Apologize) London 964

POPULAR ALBUMS

Barbershop Harmonies Album-The Cities Service Green & White Quartet (3-10") V(78)P-304 (45); By the Watermelon Vine; Dear Old Girl; Down By the Old Mill Stream; If I Had My Way; In the Evening by the Moonlight; Just a Dream of

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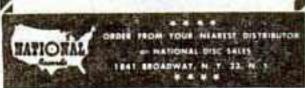
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Presenting Dick Contino Album-D. Contino-D. Bergman Ork (3-10") V(78)P-303, (45)WP-303; Beer Barrel Polka; El Relicario; Peggy O'Neil; Roman Guitar; Sabre Dance; Tea for Two.

Dixieland Jazz Album-New Orleans Rhythm Kings (4-10") Brunswick 9-7009; Bluin' the Blues; Jazz Me Blues; Original Dixieland One-Step; Ostrich Walk; Panama; San Antonio Shout; Sensation; Tin Roof Blues.

Jimmy Durante in Person Album-Durante-Roy Bargy-MGM(33)E-542, (45)K-69; I'll Do the Strut-Away; It's My Nose's Birthday; I'm the Guy Who Found the Lost Chord; The Day I Read a Book; Fugitive From Esquire; Dollar a Year Man; Chidabee-Ch-Ch; The State of Arkansas.

Percy Faith Favorites Album-P. Faith Ork (3-10") V(78)P-306, (45)WP-306; Beyond the Sea; Body and Soul; Cumana; El Cumbanchero; Perpetual Notion; Solitude.

Billie Holiday Favorites Album (1-10") Col(33)CL-6163; It's a Sin To Tell a Lie; Laughing at Life; Loveless Love; Mandy Is Two; Swing, Brother, Swing; Tell Me More; Time on My Hands; Without Your Love.

Nero Fiddlers Album-Paul Nero (1-10") Cap(33) H-236; Hot Canary; Placidia; Hot Gavotte; A Lover's Waltz; Beverly Hillbilly; Vine Street Gypsy.

Artie Shaw Dance Program Album—A. Shaw Ork (1-10") Dec(33)DL-5286; I'll Remember April; Love Walked In; Mucho DeNada; Foggy Foggy Dew; The Continental; I Get a Kick Out of You; Orinoco; He's Gone Away.

RELIGIOUS

Back to the Dust-Prof. E. Holland Jr. (Only a) Blue 132

Building On the Sand-Bailes Bros. (He'll Strike) King 929

Do You Know Him-Prof. E. Holland Jr. (In My)

Don't Miss That Train-Marie Knight (I Heard) Dec 48198 Empty Tomb-J. Holden-F. Kay (Standing by)

V 21-0432 He the Pearly Gates Will Open-G. Beverly

Shea-D. Fisher (Jesus Is) Singspiration S-3068 He'll Strike You Down-Bailes Bros. (Building) King 929

I Can't Keep It To Myself Alone-Ethel Davenport (It's a) Coral 65044 I Heard My Mother Pray-Marie Knight (Don't

Miss) Dec 48198 In My Home Over There—W. Woolridge (Do You)

It Is No Secret-H. McAlerney Barth-A. Smith

(They Are) Singspiration S-3071 It's a Blessing-Ethel Davenport (I Can't) Coral

Jesus Is the Sweetest Name I Know-G. Beverly Shea-D. Fisher (He the) Singspiration S-3068 Job and Satan-Trumpeteers (Use Me) Score

Only a Look-J. Smith (Back to) Blue 132 Ridin' on the Milky Way-Imperial Quartet-

Marion Snider (Whispering Hope) Intro 6005 Standing By His Side-J. Holden-F. Kay (Empty

They Are Nailed to the Cross-H. McAlerney Barth-A. Smith (It Is) Singspiration S-3071 Use Me, Lord-Trumpeteers (Job and) Score

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by the

FONTANE SISTERS

REA WICTOR Regards

45 rpm 47-4009 78 rpm 20-4009





Governor GORDON

sings

BROWNING OF TENNESSEE



LULU BELLE

SCOTTY

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"SHENANDOAH WALTZ"

ON MERCURY 6304

"TENNESSEE WALTZ"

ON MERCURY 6310

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MERCURY RECORDS,



CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Tubb Claims "Tenn. Waltz"

Continued from page 11

had already caused considerable Range subsidiary. Rose also says damage to the tune. A concrete he has a deposition from Stewart example, he said, was the cancel- which will show the true facts at special editions made on order for ing firm in partnership. armed forces musical units.

20, 1947, a "considerable time" volving other tunes and other pubbefore Stewart signed up as an lishers in the country field.

the Tubb notification to the trade exclusive writer with the Hill & Dealers' Service of a large order sidelight is that Stewart and King for orchestrations for the hit kits, have just set up a BMI publish-

From sources close to the Hill According to Rose, his contract & Range operation, reports also with Stewart and King for Ten- emanated this week that the pubnessee Waltz was inked March bery may make further claims in-



"SLEEPER OF THE WEEK"

IF YOU WANT SOME LOVIN' (Acuff-Rose)—Teresa Brewer (Lon. 967) has a made-to-measure item here. Chosen "Sleeper of the Week," tune is receiving a big play via Dude Martin-Sue Thompson disc (Mer. 6290). Showing strong potential.

EARNS APPLAUSE IN THE LAND OF MAKE BELIEVE (BMI)—Buddy Morrow's (Vic. 20-4025) orch. with Tommy Mercer doing an excellent vocal job earns applause. Bill Farrell (MGM 10900) with Russ Case backing turns in a noteworthy job on this fine ballad, as does Champ Butler (Col. 39157).

BET

SHENANDOAH WALTZ (Acuff-Rose)— Tommy Tucker (MGM 10897) tees off on a terrific follow-up of TENNESSEE WALTZ. Tune is slated for heavy promotion. Other labels are covering this sure-bet.

WAIT FOR ME (Algonquin)-A flock of releases foretells a rosy career for this tune. Dinah Shore (Vic. 20-4015), Guy Lombardo (Dec. 27449), Clyde McCoy (Mer. 5550), Denny Vaughn (Coral 60355), Gordon MacRae (Cap. 1374) and others will be kept spinning!

VIC DAMONE CLICK

TELL ME YOU LOVE ME (Republic)-Vic Damone (Mer. 5575) lands a Billboard "pick." which says: "Combination of allout English-Italian chanting and an imaginative cleffing makes this a potent version of the Pagliacci adaptation." Sammy Kaye's (Col. 39140) Version is equally efficacious.

TRADE PAPERS RAVE

IN YOUR ARMS (Hill & Range)—Variety calls the Dinah Shore-Tony Martin (Vic. 20-4019) discing ". . . a surefire melody underlying a good lyric." Also "picked" by Billboard as a "pash adaptation of Offenbach's 'Barcarolle.'" Also rates "Disk of the Week." . . . An all-around winner.

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re-ordered already by them all!

SPIN THE BOTTLE SPIN THE BOTTLE SPIN THE BOTTLE SPIP AND BOTTLE

RCA Mines Gold

Continued from page 11

culling of great Metopera performances. It is not necessary to expatiate here on the magnificence of that voice; it is in order to state that Caruso is reproduced lation yesterday (2) by the Music the proper time. An interesting in the "Treasury" set in what Goddard Lieberson, artist and re- ment with regard to the Paul sounds like a very close approximation of the real voice.

> One other artist has an album to himself-Feodor Chaliapin as Boris (Victor LCT-3). Again we have a case of the evidence corroborating the legend. mighty basso voice and the tremendous vitality and dramatic power of the singer come thru impressively, to awesome effect.

The other offerings include: "Magic Strings," with selections by Pablo Casals, Mischa Elman, Fritz Kreisler and Andres Segovia. Victor LCT 1002. "Wagner," with selections by Lotte Lehman, Lauritz Melchior, Frida Leider, Elisabeth Rethberg, Friedrich Schorr, Ernestine Schumann-Heink, Herbert Witherspoon and Johanna Gadski. Victor LCT-1001. "Golden Duets," pairing Lucrezia Bori-John McCormack, Caruso-Ruffo, Caruso-Scotti, Gigli-Ruffo, Caruso-Geraldine Farrar, Rosa Ponselle-Marion Telva, Ponselle-Martinelli. Victor LCT-1004. "Golden Voices Sing Light Music," with Bori. Galli-Curci, Alma Gluck, Louise Homer, Ponselle, Schumann-Heink, McCormack, Rethberg, Challapin. Victor LCT-1008. 'Golden Age Ensembles," featuring combinations of many of the singers mentioned above in groups ranging from duets to sextets. Victor LCT-1003.

"Sacred Songs," with McCormack, Caruso, Chaliapin, Margarete Matzenauer, Ponselle, Schumann-Heink, Victor LCT-1005. "Golden Age at the Metropolitan," arias featuring Bori, Emma Calve, Caruso, Parrar, Galli-Curci, Marcel Journet, Ponselle, Ruffo, Schipa, Tetrazzini, Chaliapin, Rethberg, McCormack. Victor LCT-1006. "Genius at the Keyboard," with piano selections by Vladimir De Pachmann, Paderewski, Prokofieff, Rachmaninoff, Moriz Rosenthal and an organ selection by Albert Schweitzer, Victor LCT-1000. "Com-poser's Favorite Interpretations," Composer-favored performances of arias by Caruso, Farrar, Mary Garden, Edward Johnson, Maria Jeritza, Lotte Lehman, Maria Olszewska and Francesco Tamagna Victor LCT-1.

Jerry Wexler

Cap and Gallup

Continued from page 11

lad a few times before being asked for a reaction. Conkling, who at one time had been associated with the Gallup organization, displayed great interest in these studies, and in the event Capitol abandons its working arrangement with the Gallup firm, will most likely seek their continuance at Columbia Records, firm he now heads as prexy. Furthermore, Columbia's Frank Stanton, a researcher in his own right, can be expected to support Conkling in such a move.

According to Audience Research's Beverly Jones, similar continuing studies have solved many problems in other fields. For example, Jones claims the Gallup firm predetermines the market for bantam books with a margin of error less than 2 per cent. This permits publishers to set proper press run without costly errors in production orders. If pretesting could be perfected in the disk biz, it could conceivably save record industry fortunes in misspent coin.

Research firm remains vague as to the cost of this service. For experimental sessions Audience Research charged Capitol only its cost, but researcher Jones refuses to estimate expense of a regular service. According to him, considerable money will have to be invested in perfecting the system.

War Shortages

Continued from page 11

type of merchandise. Both Varsity and Signature-Hi-Tone have given up self-production and are obtaining pressings from outside sources. Signature Hi-Tone's organiza-

tion has dwindled to a virtual oneman operation centered around topper Bob Thiele. Thiele's business currently revolves solely around his 78 r.p.m. single pop disk merchandise and this is being peddled only in five-and-dime centers. Thiele, because of the production cost rise, has upped the price of his singles from 39 to 49 cents. His economy kick extends to the making of his recordings which now are done with head arrangements, rhythm section and singer.

Only aspect of the entire lowprice disk field which appears to be enjoying any notable success is the cheap longhair long-play record business. Oberstein has such a line, but the kingpin of this particular phase of the business is Don Gabor's Remington line. The \$1.49-\$1.99 longhair LP stuff has found its way into the former key merchandising outlets for lowprice pops - department stores, chains, mail-order houses and even in a number of standard retail

Conkling Calls for Status Quo

Continued from page 11

partments.

Among upper echelon personnel berson spiked the rumors.

sounds. He feels Columbia's Mitch expiring. Miller and Percy Faith have been successful in this, and his Capitol background fits nicely into the speed over another. Rather, what's over-all idea. There will be no in the groove counts and Columbia sloughing off of established talent, would put it out in whatever

Conkling intends to divide his time between Bridgeport, Conn., and New York, in order to famil- of "International House Party," iarize himself with all phases of radio program aired from Buffalo, the operation. Heretofore, the has been appointed a. and r. head exec's accent has been on a. and of Maple Leaf Records. Record r. The Columbia post will necessi- company, headquartering in tate complete familiarity with dis- Montreal, is headed by L. Dutribution, merchandising produc- broski, who also heads the Snidor tion and administration as well. Phonograph Manufacturing Com-In line with this he is making pany.

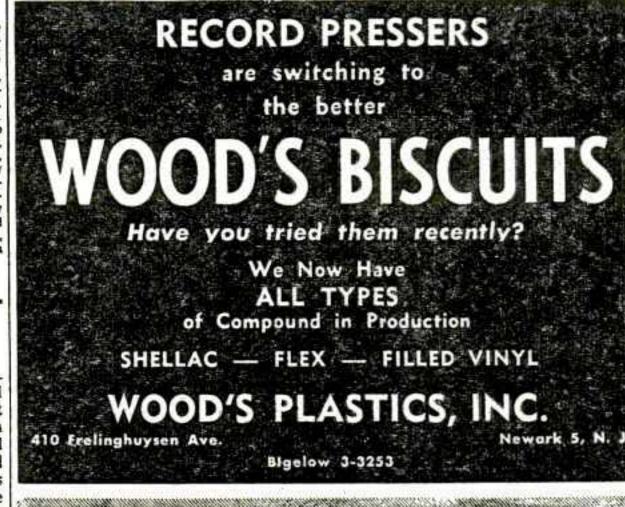
the status quo prevails in all de- a series of studies of the various

departments. The ex-Cap veepee also stated

this had special reference to that there was no further developpertory supervisory chief, who has Weston-Columbia Coast a, and r. been reported as leaving the com- post. He indicated that possibly pany. At the press conference no new appointment would be ne-Friday (2) both Conkling and Lie- cessary. And he spiked reports that he would bring some Capitol Conkling strongly indicated he talent into the Columbia fold. would keep the a. and r. operation Prior to switching to Columbia continually oriented to the po- he signed renewal pacts with those tentialities of new talent and new Cap artists whose papers were

> Conkling indicated he had no preconceived favoritism for one form the consumer wished.

'Gibby Wall, one-time producer



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By PEE WEE KING, Nation's No. 1 Western Band Leader with Vocals by Redd Stewart RCA-VICTOR RECORD No. 21-0429

The writers of TENNESSEE WALTZ have another "sleeper" to offer.

shops,

AGVA TERMS MET. ROXY STRIKE OFF

Theater Okays Salary Demands; Seniority Clause Is Formalized

Roxy walkout scheduled for early Friday (2) evening was called off when the theater management came thru with most of them at the lower levels. the demands made by the American Guild of Variety Artists for the chorus.

remained unsettled. The cast originally had demanded a guaranty of 40 weeks' work a year ing to Henry Dunn, AGVA topper. out of 52. The Roxy refused, claiming it might have to drop all 5 p.m. Friday, and AGVA people, flesh on orders of the 20th Century-Fox home office.

The offer made by the Roxy and accepted by AGVA included an \$80 starting salary for a sixday week with a raise up to \$90 after six months. In hirings, a preferential list was to be used, with those rehired to get their highest rate of salary when previously on the Roxy pay roll.

The prevailing scale, arranged for on a contract which expired January 31, called for graduated

Walters Preps 2d LQ Package For Cafe Route

NEW YORK, Feb. 2. - Lou Walters, operator of the Latin Quarter, will send another unit on the road some time in May. Walters now has one package playing the cafe route, current date being at the Lookout House, Covington, Ky.

Tho the price for the 35-person LQ package hasn't been decided, it is likely that Walters will set the same figure on the second package that he gets for the show now on the road. The current unit's asking price for theaters is \$12,500. The cafe price is somewhat smaller, but that too rises as the jumps themselves become

Cafe dates are handled by Miles Ingalls; theater dates are booked by Eddie Elkort.

Coast's Oasis Hot on Names

HOLLYWOOD, Feb. 3.-A small jazz bistro on the other side of the tracks is paying top money for name talent and looms as one of the hottest spots in town. Club Oasis has shelled out \$91,000 in the past eight months; co-owners Joe Abrahams and Bill Robinson expect to continue the high-price policy. Nitery is currently being redecorated and altered to the tune of \$35,000.

Big money policy was kicked off by ex-owner Eddie Desure. He booked Billy Eckstine at \$2,000 plus a 50-50 split of the door. The singer walked off with \$10,623 for a two-week date. Acts that followed received similar fat payoffs. Sarah Vaughan netted \$8,700 for her fortnight's work; George Shearing was paid \$5,400; Billie Holiday, \$4,300; Ella Fitzgerald, \$2,600 for one week; Cab Calloway, \$2,500 for a single frame, and Louis Armstrong \$3,200 for two weeks. Also booked at figures ranging from \$1,000 to \$1,500 were Dizzy Gillespie, Ivory Joe Hunter, Dinah Washington, Treniers, King Cole, Eddie Heywood, Count Basie, Illinois Jacquet and other blues talent. All went in on the guarantee plus 50 per cent of the door policy.

Oasis shuttered Sunday (28) and immediately began a 24-hour remodeling job. A new front neon sign and attraction board were installed, building was painted and inside expanded to accommodate several dozen more patrons.

YORK, Feb. 3.—The salaries ranging from \$55 to \$72.50. Cast had claimed that theater fired people from time to time when they got to the upper wage brackets and then rehired

In order to strengthen its bargaining power AGVA called in the heads of the stagehands', At least one thing, job security, musicians' and projectors' unions, all of whom had promised "full support" in case of strike, accord-

> The strike was to be called for plus the Roxy cast, had been alterted. Picket signs were made and a strike headquarters was set up at the Playgoer's Club.

> When the negotiators, including the heads of the other talent unions -Solly Pernick, IATSE (stagehands); Sam Suber, 802, AFM, and Steve D'Amuzullo, projectionists-urged the members to accept the Roxy offer, it was evident there was confusion and disorganization between the AGVA leadership and the rank and file.

The heads of the other unions aid flatly they couldn't openly ssist in any strike without the said flatly they couldn't openly assist in any strike without the approval of the international body of AFL. This was a straight disclaimer of the statement previously made by Dunn.

There were charges of sellout, with some of the members deprevailed.

went back to the theater to talk follow. some more.

bill, said he had been alerted for a Maxie Rosenbloom, Mel Torme and strike. He refused to say what the Borrah Minevitch Rascals. The he would do in case of a walk- third week is still open, but the out, but explained, "I'm a mem- fourth bill will have Louis Jordan ber in good standing in AGVA and a package for which acts are and have every intention of fol- now being sought. lowing its orders."

N. O. Blue Room Books Bonano Jazz

NEW ORLEANS, Feb. 3 .-Sharkey Bonano, who with his five Kings of Dixieland recently filled an engagement at the Palmer House in Chicago, has been signed for a 12-weeker at the Blue Room of the Roosevelt Hotel here.

The New Orleans jazz player will work as an act at the Blue Room floorshow where Johnny Long is now current.

The Blue Room has booked Jan Garber and his ork for Febru-

EUROPE AHEAD

Hazel Scott Set For 40 Weeks, May Hit 100G

NEW YORK, Feb. 3.—Hazel Scott will do about 40 weeks in England, the Continent and the Middle East, starting in March, which will gross her about \$100,000.

Miss Scott will start with four weeks in London at the Colony-Astor followed by two weeks in the provinces. Then comes a series of Parisian concerts followed by 10 more concerts in the Scandinavian countries. After the Scandinavian dates she'll take a short vacation, then head to Israel for a series of additional concerts, ending about Christmas.

Before heading for Europe Miss Scott will do a one-woman benefit, sponsored by The Philadelphia Bulletin, for the Korean war's quadruple amputee. The paper will end up with a political forum March 14, chaired by General Eisenhower, in which Miss Scott will give the closing address.

Lines Up Flesh

NEW YORK, Feb. 3. - The manding a strike, but cooler heads newly reopened RKO Boston, which went back to flesh last week The Roxy cast went into a hud- with Jack Carson and Don Cherry, dle and at 8 p.m. the negotiators is in there punching for names to

Following the Carson show, Dan Danny Kaye, currently on the Friendly, chain booker, has set

Fran Warren, Bert Wheeler and Hank Ladd will follow Jordan for a week. The seventh bill of the series will have Sarah Vaughan and the Harmonicats.

Alaska Nitery Posts Bond With AGVA

Last Chance Club of Anchorage, Alaska, has posted a \$1,500 bond with the American Guild of Variety Artists (AGVA). Nitery becomes the first spot outside the and grossing \$19,785.45. country to do so. James Sumptu, club owner, will begin booking immediately. Deal was made Bradley Fieldhouse, an attendance thru Sumptu and AGVA offices and gross record. Scale was 50 in Seattle and Portland.

EMA-ARA Group To Make Study of **AGVA** Proposals

Club Date Bookers See Protection In New Code; Seek Four-Year Pact

problems which confronted the from \$250 to \$500. Artists Representatives Association's New York membership meeting last week, provided stormy discussion here Tuesday (30) at a meeting of Entertainment Manseg. Membership agreed, however, that despite these two controversial passages in negotiations between ARA and the American Guild of Variety Artists, the contemplated code would protect the club-date booker who under the Rule B code is completely overlooked.

A committee of three local clubdate skedders-Jim Roberts, Art Goldsmith and Doris Hurtig-was appointed to study the proposed regulations and submit their report to Sid Page, EMA-ARA prexy.

Seek 4-Year Pact

ARA is striving for a four-year pact, which would hold except if a U. S. Bureau of Labor Statistics report showed a cost of living rise of 3 per cent or more.

The new code states that AGVA reps shall not enter private residences where club dates are being staged. The proposal also would bar AGVA from access to records of the club-date booker.

Under the present EMA-AGVA contract for club dates, the percenter is required to post a cash bond. Under the new code, an agent would be covered by a bond, posted by ARA, which would cost each ARA member \$10 per year.

Autry and Burnette Continue To Wax Fat on Road Trek

HOLLYWOOD, Feb. 3.-Gene Autry-Smiley Burnette 37-day p.-a. tour continues to break at-HOLLYWOOD, Feb. 3. - The tendance and gross records.

Most recent b.-o. smash was Monday (29) in Bowling Green, Ky., where the troupe played two s.r.o. shows, turning away 1,500

Last week in Peoria, Ill., Autry cents to \$1.85.

CHICAGO, Feb. 3.—The \$1-per- | Agents in New York, Los Angeles, act-per-club-date insurance pay- San Francisco and Chicago would ment to acts and the filing of sal- be covered by a \$1,000 bond. In aries paid to acts on club dates, other cities bonds would range

The new code proposes that any beefs over club-date agents and acts shall be ironed out in the AGVA branch area where the ARA member maintains his office. agers' Association, Midwest ARA If a decision cannot be reached, the American Arbitration Association shall arbitrate.

AGVA Negotiations

The code gives AGVA the right to negotiate further agreements with other agents' groups, but if more favorable regulations are contained in these new pacts, these new regulations shall supersede what is in the proposed ARA-AGVA pact.

PARA AND CAP **BRING STEM** TAKE TO 359G

Over-All Take OK Despite Slip at Radio City, Roxy

NEW YORK, Feb. 3.-A big week at two houses, Paramount and the Capitol, accounted for the rise in the over-all gross of the Stem's combo theaters. Figure was \$359,000 against previous week's \$321,000.

Radio City Music Hall (6.200 seats; average \$124,000) well back to \$100,000 for its second and final week with Magnificent Yankee and Ben Wrigley against a teeoff of \$124,000. New show will have September Affair, Harold Barnes and Rudy Cardenas.

Roxy (6,000 seats; average \$76,-000) got \$35.000 for the final five days for Halls of Montezuma, Robert Maxwell and Al Bernie. Show started with \$100.000, followed by grossed \$13,123.45 at the 6,000-seat | \$65,000 and \$62,000. New bill has Danny Kaye and Call Me Mister.

Capitol (4,627 seats; average \$43,000) did a big \$73,000 for its preem frame with The Enforcer and Lionel Hampton stageshow

Paramount (3,654 seats; average \$64,000) came in strong for its first week with At War With the Army, Harvey Stone, Ella Fitzgerald and Boyd Raeburn band.

Strand (2,700 seats; average \$36,000) collected \$25,000 for its third and final week with Dallas. Dean Murphy, Betty Reilly and Betty Bruce. Bill started with \$40,000, followed by \$32.000. New show has Operation Pacific, Denise Darcel, Joey Bishop and Victor Lombardo ork.

Palace (1,700 seats; average \$17,-000) slipped off to \$16,000 for bill of Buck and Bubbles, Ken Whitmer, six other acts and Kansas Raiders against \$19,000 the week before. New bill has Claudia Pinza, seven other acts and Mystery Submarine.

Detroit Indie House Books Live Talent

DETROIT, Feb. 3.—Stageshows are being tried out at the reopened Chandler Theater, small East Side house, on a three-day week-end basis by Frank Scheuer, who has just taken over and installed a German picture policy

The Chandler, Jacing heavy lo-State, is shivering in the grasp of the coldest weather in 75 years.

All in the Act

Masterfully flacked by Hilde
Masterfully flacked by Hilde
There's planty of the town will support good shows. Attractions at that time included the store, and the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the town will support good shows. Attractions at that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the store that time included the Sonja Henie show, Kiss Me considered the sticks by anyone the store the store that time included the Sonja Henie show, Kiss Me considered the store the Sonja Henie show, Kiss Me considered the store the store the store the store the store that time included the store the store the store that the store the store the store the store that the store that the store t ly as the backbone of his show.

Hildy's Milw'kee Homecoming A Triumphant \$ Procession

local showbiz people.

Waiters, hat check girls, and parking lot attendants report seeing the first big buck coming their way that they can recall. A comreservations for any performances. long. Normal capacity of the room has been stretched way beyond capacity and about 9,000 will have seen 'her work before the storm subsides. The original booking was for 10 days, but demand stretched the stay to two weeks and several additional matinees.

Lush business is even more impressive when it is considered that Milwaukee, along with entire

garde's personal rep. Anna So- ness, anymore. There's plenty of pades.

MILWAUKEE, Feb. 3.-The senko, the homecoming blossomed money waiting for something artist promotion involving Hilde- into a full-blown triumphal progarde's personal appearance at the cession rom the onset, with be properly Schroeder Hotel Empire Room everyone from old school chums merchandised. Too starting January 25 has hypoed to the mayor and the gov rnor names are sitting in elegant hotel this normally staid burg to pro- in the act. Daily papers carri d suites and making easy money portions beyond the memory of full-page display ads by firms welcoming her back home. Among the concerns that zoomed their advertising budgets for her were Schlitz, Miller and Blatz breweries; Mack Truck Company; Soundscriber; Hixons and Gimbel plete sellout for two weeks before stores and Paul Masson Chamopening night, The Empire Room pagne. Dozens of other stores and ran ads notifying customers it was manufacturers tied in her appearno use even trying to latch on to ance with their spreads all week

Biggest single outside promotion involved a few hours spent by Hildegarde at Gimbels behind the notion counter where he worked years ago. Crowds jammed the store during her appearance and tied up traffic for several hours..

Work Aplenty

worthwhile, but the talent has ... intelligently many big ir the ke; show cities, when for the sake of the business they should be out working in front of the people who really count. Sure, we sacrificed in comfort by going out on the road, and sometimes we work for a little less money, but in the long run it more tha: pays off and makes it easier for other performers working."

The socko success of the Hildegarde run has the Schroeder Hotel management mulling plans to follers up with other big names and top bands. Loaded cash registers at the Schroeder added to the fact that several months back a series of attractions had similar success in Milwaukee, pulling out over \$400,000 in less than a month, Anna Sosenko termed it a built to the obvious conclusion that vindication of chosen policy of the town will support good shows. cal competition, was closed several

Palace, New York

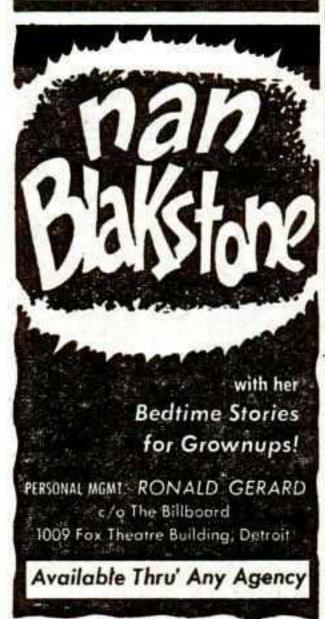
The Langs

NIGHT CLUBS-VAUDE



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Night Club-Vaude Reviews

Habibi, New York (Tuesday, January 23)

Capacity, 246. Price policy. \$2.50-\$3.50 minimum. Shows at 9:30 and 12:30. Operator-owner, Motya and Leo Nemerov. Booking, wide open. Publicity, David Lip-sky. Estimated budget this show, \$1,200.

This show is all Leo Fuld and justifiably so. Fuld has made quite a rep abroad in concert work, but never made it in the Big Town. This time, he showed class and everything the word implies. Working in the closing spot and following a show that had too much singing, Fuld, a short, red-headed Dutchman, went on and tied it up-and also with singing. He used French tunes, Dutch numbers, songs in Yiddish and Hebrew, interspaced with sufficient English lyrics to make his act a solid whole. In between his numbers he used a little comedy that was as warm as it was appealing. His strong tenor deviated between stirring folk songs of the Negev to nostalgic tunes of East European origin. Some had cantorial

for appropriate accompaniment, Freeman Overshadowed

chants; others had a jazz bounce.

The audience was enchanted. On

a few numbers, Fuld had the

house violinist down on the floor

The show opened with Mort Freeman, emseeing and singing. Freeman was overshadowed by the rest of the talent, tho he does a fine job in his own right. He sings well and radiates a masculine ap-

Eda Loy, girl dancer, a husky brunette, did a series of Israeli folk dances in two spots. Tho Miss Loy gives the native terps the proper emphasis, her act could stand trimming.

Lillian Loy, a fashionably dressed gal with a Mary Martin blonde hairdo, is apparently a she went into American numbers, she lost them. Demonstrating a flexible routine is one thing, but (Continued on page 44)

Radio City Music Hall, Monte Carlo, Pittsburgh New York

(Thursday, February 1)

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.

The house used all the stage gimmicks on this show. The ork teed it off playing Offenbach's Orpheus on stage, shifting to the pit via the moving platform. Scrims, cloud effects, circular stage and stage-side stairs were all brought into play to give body and motion to the spectacle.

The basic format was nostalgia built around Dearie, with Mark Dawson and Helen Dodge selling the lyrics and the oldies that followed. The team worked ahead of each production, tying them into a whole.

The outside acts were Harold Barnes, wire worker, and Rudy Cardenas, diminutive juggler. Barnes worked with spectacular gracefulness, especially to the tango and his daring flips got heavy applause.

Following the Scotch medley routine by the mixed chorus, Cardenas worked in a kilt instead of his usual Mexican get-up. He did his routine with a lot of relish which paid off with big hands.

The Rockettes finished the show on a spectacular setting. The number wound up with the revolving of the mirror faceted sphere for flashy effects.

Pic: September Affair. Gene Plotnik.

Biltmore Bowl, Biltmore Hotel, Los Angeles

(Monday, January 22)

Capacity, 850. Price policy, \$1 cover, week nights; \$1.50 Saturdays. Shows at graduate of the Yiddish stage. 9 and 12. Booking policy, non-exclusive.
When she did Israeli and Yiddish Owner, Biltmore Hotel. Operator, Joe tunes she held attention. When Paber, Publicity, Maury Polodare, Estimated budget this show, \$2,000, mated budget last show, \$2,000.

(Continued on page 44) an outfit.

(Wednesday, January 31)

Capacity, 200. Policy: no cover, no minimum. Booking, non-exclusive. Owneroperator, Allan F. Clark. Shows at 8:30 and 12. Estimated budget this show, \$750. Estimated budget last show, \$400.

Joyce Bryant, in the star spot has about everything a girl needs to make it and if she can only learn to control her higher register, where she likes to wander now and then, she will be a sure bet for stardom. The gal has a sexy contrakto voice, and shades and phrases perfectly, but when she moves into her soprano range she tends to go off just a bit, spoiling the effect. The fem is a real looker, throws in a lot of dramatic touches and dresses her act beautifully.

Richard Bain, the only other act on the bill, is clearly a master of the harmonica and has enough pleasant chatter to score solidly with the class audience the Monte Carlo caters to. Bobby Cardillo's Trio does a smooth-as-silk backing on the show and plays well for Len Litman. dancing.

Raleigh Room, Hotel Warwick, New York

(Thursday, January 18)

Capacity, 150. Price policy, \$1 cover after 10:30 p.m.; \$1.50 cover after 10:30 p.m. Saturdays. Operators: Kirkeby Hotels. Booking, non-exclusive. Publicity, Frank Law. Estimated budget this show,

The Raleigh Room at the Hotel Warwick has reverted to a small show policy, with the one-act show going on for supper only.

The current act is Cass Franklin and Monica Moore, an experienced vocal duo who combine okay voices with a well mixed collection of tunes. They do both standards and pops, with considerable special material, e.g., a South trained soprano.

New four-act layout lacks name and accordion-percolate consid- cut the show, with relief coming when it's lost on an audience, it power, but is a clean, fast-moving erable dansapation for so small from the Tony Barone trio. Jerry Franken.

(Thursday, Pebruary 1)

Capacity, 1,700. Price range, 50 cents-\$1.20. Pour shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

Sparking the current bill are four non-talking acts, and, as usual, the staging, lighting and Don Albert's ork lent a heavy assist.

Three D's open with a fast turn on the parallel bars spotted with enough sight comedy to get the house into a happy mood. Tho billed as a trio of two males and one fem, the team consisted of three neatly garbed males.

The Trumpet Twins ran thru a series of "impersonations" of name bands. The brother-sister team doubled on trombone, slide cornet (Continued on page 44)

Iceland, New York

(Thursday, Pebruary 1)

Capacity, 950. Price policy, \$2 and \$2.50 minimum. Shows at 7:20 and 12:20 weekdays; 7:20, 10 and 1:20, Saturdays. Operator, Abe Goldstein. Booking, non-exclusive. Estimated budget this show, \$1,200.

The new Jean Rose package featured a commendable effort to give the line (7) ballet-type choregraphies. The routines were interesting, even if the crowd didn't seem especially appreciative. More experience before different types of audiences seemed in order.

The rest of the show consisted of three youngish acts. Marlie Bank's strong point was his warm personality, tho his soft shoe and tap dancing in Bill Robinson style were also good. Scotty Graham, a standard stroller at East Side rooms, showed a good tenor voice and a bit of schmaltz on ballads. His clean-cut look and bedroom eyes got audible sighs from the

Freckles Pulls Yocks

Rusty Freckles got yocks delivering a stream of old gags on the more unfortunate aspects of sex. Wearing sweater and sarong, he worked into the line's tropical number and smeared gooey kisses on a couple of brows in the crowd. Pacific parody. Franklin has an His most able work was with a easy baritone, and Miss Moore a trumpet, imitating the style of several famous trumpeters.

The Magic Notes-organ, guitar Jack Palmer's four-piece band

Gene Plotnik.

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Cirque Medrano, Paris (Wednesday, January 17)

Hollywood Rhythm Extravaganza

Capacity, 1,500. Price policy, 70 cents-\$2.10. Booking, Jerome Medrano, Bronson office, Hollywood. Publicity, Pelix Vitry. Open six nights. Matinees Monday, Thursday, Saturday and Sunday.

This season the tanbark of the most famous single ring on the Continent is covered with a hardwood floor, with a vaude show featuring Peg Leg Bates and a line of girls.

Eight production numbers and individual acts are well dressed. Bates was the hit and did two encores. Rose Gold's trapeze work got additional gasps and a big hand. These two, and other Stateside acts are the nucleus of the American package formed in Hollywood by Jerome Medrano (Jerry E. Morden Productions) with composer-arranger-conductor Charles Anthony Gould and dance director Matty King.

For Paris, it's a flashy and fastmoving show, but there are slow spots that need tightening. The layout, which has acts working with their backs to a good part of the audience at times; the Gould ork, with fronter's back to the performers, and the long turns all need pruning and changing.

Ffolliett, dancer, sells to good effect as well as assists King in the production. Canadian cowboy Lance King does well in the 42foot ring with his trick riding. Dolores and Don do a smooth acrobatic dance to Slaughter on Tenth Avenue, with a sensational windup. Diane Robinson does a contortionist number balanced on a ball. The Brunos do a hand-tohand act with a twist that went over well here. Two satin-bloused stooges work the ring until challenged by the Brunos, who start their act by hand-balancing in the audience while dressed in street clothes.

Custard Pie

The De la Cour school horses, which have been with the Medrano Babe, with Sonny Parker on the Circus, are featured in a square vocals, which had 'em screaming; juggler, carries the burden of the laughs with a platter mimic number, three blackouts (one with custard pies) and his own ball and cigar box routine.

Chorus is made up of 12 American, 12 English and 12 French girls, with 12 boys to fill in the production numbers. The best of these is a penquin dance. Foot-wide wadding between the knees of the costumes makes dancers waddle like the birds and gets chuckles. Other spots are a drum major number, a jungle get-up with Tarzan, a caged gorilla and a white slave, a Mexican number introducing the Monterey Quartet, a good looking "toy" number and a Western spectacle which manages somehow to involve the can-can.

Gould has augmented the ork with a chorus of singers on the stand, and there is a running commentary over the p.-a. system between a boy and a girl. Show runs two hours and 15 minutes without intermission. Art Rosett.

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Capitol, New York

(Thursday, January 25)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily; five, week-ends. Loew chain booker, Sidney Piermont. Producer, Alian Zee. Show played Lionel Hampton's

The big house keeps jumping from the time the pit comes up with Lionel Hampton's red-coated band (21) belting out Glady's Idea to the end of the show when the pit goes down to Flying Home. In between a couple of acts, plus Hamp's leading sidemen, do turns, each getting good to solid results.

Highlights of the bill, with the exception of the Hamp band, were Janet Thurlow, Curley Hammer, Gil Bernal and George Kirby. Miss Thurlow, a big gal, drew catcalls for her walk-on, but as soon as she got into her vocal, Tenderly, she hushed them up and kept them that way. She showed an amazing range and an impressive styling. Tho she did only one song she showed promise. Curley Hammer's been around and works very well. His tapping, the good, wasn't as effective as his comedy chatter with Hampton. His jive gab fractured them. For his finale he did a drum duet with the band fronter for heavy mitts.

Real and Imitation

Gil Bernal, a kid that Hamp picked up on the West Coast, also showed promise. His I Only Have Eyes for You was well sung and delicately phrased. The boy needs experience, but once he gets that he should make it. George Kirby, a standard act, drew real yocks with his impressions of big names ranging from Wallace Beery to Billie Holiday. Each time the house recognized the carbon it squealed with

Danny Alexander, who opened with a combo of hoofology and rope skip-dancing, worked okay, but after preceding torrid Hamp specialty, his turn seemed tepid.

Band Big Ones

The big ones for the band were the opener using flickering spots for increased motional effects; Oh. dance. Johnny Romero, comedy Eli Eli, a strange combo of moving tenderness featuring the sax section, and the finale, Flying Home, announced as the 1951 free rocking version. The closer built to a peak of excitement almost impossible to resist. The band rocked in maniacal fashion; the music became madder and madder until the house roared in ecstacy. If the pit hadn't started to descend and the music go down there would have been explosions. Hamp's vibe solos, Vibe Boogie and Where or When, were pleasant interludes between the moving Eli Eli and the frenzied Flying Home. Incidentally, the band has added a new instrument, a Hammond organ.

> Pic, The Enforcer. Bill Smith.

Wedgwood Room, Waldorf-Astoria, **New York**

(Thursday, January 25)

Capacity, 282. Price policy, \$2 cover after 9:15. Shows at 9:15 and 12. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Paul Stewart. Estimated talent budget this show, \$2,500. Estimated budget last show, \$3,000.

Two acts, Liberace, and Landre and Verna, packed a lot of entertainment into their turns, even if on paper the bill sounds tepid. First on were Landre and Verna, dance team, who hit right away with at least four big tricks in their opening routine. Then came a breather which closed with more chestnuts, followed by a cute Oh, You Beautiful Doll with another big chestnut, a one-arm spin-lift, to tremendous applause. Had Pete Landre milked that last one, he could have stopped the show. As it was, they were both wonderful.

Liberace Solid

Liberace, working with his brother, George, who led the band, gave them his old smile, a selection of longhairs, mixed up with jazz oldies, plus a couple of pops, and had them right in his mit. Liberace paces himself shrewdly, throwing in sly comedy chatter and a singing style that is listenable in a pleasant, relaxed fashion. The pianist is a real showman. He uses lights for major impact; his own mike and the glittering candelabra giving class to his turn. A relaxed delivery helps wrap up an ideal hotel room act. The one detracting influence is brother George's illuminated baton waving. rather than stressing it on the star.

Emil Coleman's show cutting Emile Petti played a tough show was smooth as velvet. Mischa in excellent fashion. Panchito's Borr's relief work was equally Bill Smith. effective.

Roxy, New York (Wednesday, January 31)

THE BILLBOARD

Capacity, 6,000. Price range, 80 cents-\$1.50. Pour shows daily; extras on weekends. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house

Current show should grab off a good hunk of business. It packs a heavy marquee punch, but equally important, it's solid entertainment. Danny Kaye is magnificent, and the theater has protected him with one of the best stageshows it has had in a long

toyed with his audience like a kid Trinidad would brighten the show. with a ball. He gave it every- His New Orleans, written espething, audience participation, his cially for the show got a big hand standard songs with the scat end- but didn't stack with his Besame ings and a gem of a hoofing bit Mucho and others. His biggest with the Dunhills, and always laughs came with Over the Hill using the most graceful hands in and Hard To Keep a Good Man showbiz today. In between numbers Kaye ran the gamut from childish naivete to ultra-sophistication, to the vocal delight of a packed house. If there was anything Kaye missed, it wasn't apparent to this observer. He was tremendous.

The dancing Dunhills, three boys, sold their precision taps as well as ever, earning solid applause. Next on were Bill Baird's Marionettes. The handling of the dolls was superb. The comedic and satiric touches were potent giggle-pullers, and the finale, a three-kitten harmony to an Andrews' Sister record was greater than ever.

Miss Sumac Great

The next-to-closing slot was filled by Yma Sumac. Miss Sumac a tremendous Capitol Records album seller, showed an amazing voice range. Using frequent liturgical chants for contra-voice pacing, the gal went thru some Inca Indian numbers with rare skill. She displayed versatility in moving from key to key with a finesse that was the epitome of straight voice selling. At times her voice took on a savage intensity in the lower register. Then it rose to pure melodic soprano attaining almost a religious fascination. Her entire turn was spellbinding.

Pic, Call Me Mister. Bill Smith.

Versailles, New York

(Wednesday, January 31)

Capacity, 300. Price policy, \$5 minimum. Operators, Nick Prounis-Arnold Rossfield. Shows at 9:30 and 12:30. Booking, open Publicity, John O'Malley. Estimated tal-ent budget this show, \$3,000. Estimated talent budget last show, \$2,500.

Despite one of the worst snowstorms of the year, the opening was surprisingly good. Every table was taken, tho the hustle and bustle of a preem night usually prevailing here was lacking.

Johnny Coy, working on the raised platform, opened the show. The boy's ballet-tap combo didn't start too well, but once over the first number he was pitching and the audience was catching. As he worked he demonstrated good choregraphy, blending imaginative patterns to listenable musical arrangements for an attention-getting whole. His biggest number was a weird "Lost Weekend" kind of a routine labeled a Tap Dancers Nightmare. It started on an eerie note with offstage sound effects and built to an exciting finish.

Miss Carson Flubs

Mindy Carson, looking as whole-

some and charming as ever, teed off with From This Moment On and finished with Take Love Easy. Best of all her numbers, her RCA Victor recording Boutonniere was the high spot because of an accident. Miss Carson forgot the lyrics but did it with such amusement and poise it gained sympathy for what up to the second chorus was a pleasant song in which the gal used a flower giveaway gimmick while strolling with a hand mike. The fact that Miss Carson handled the flub so smoothly drew added attention. Because Boutonniere lends itself to minor comedy, some variation of the blow-up in lines could be included in subsequent routines. In between the opener and finisher, the gal did a couple of standards in beautiful style. Her September Song in a pin spot was breathtaking, tho her All the Things You Are was just so-so. While Mad About the Boy was given the slow, easy treatment, If I Were a Bell was meaningless. She did Take Love Easy, expertly. But this is a number for a gal that sells sex appeal. Miss Carson The latter draws attention to him is very easy on the eyes but hardly a fem fatale.

rumbas did the hip-swing sessions.

Blue Room, Roosevelt Hotel, New Orleans

(Thursday, January 11)

Capacity, 400. Price policy, \$2 to \$3.50. Shows at 7:30 p.m. and 12:30 a.m. Open bookings. Owner, Roosevelt Hotel. Bourgeois, publicity. Estimated talent budget, \$2,500.

Sunny Skylar again grabs himself major spot on a neatly-packaged show with Johnny Long's solid rhythm that clicked with nitery fans.

Skylar got off slowly with his "Then I wrote" routine. More Working in a sport coat, Kaye of his calypso numbers like his at Home.

> Teeing off the bill was Billy Romano's rapid fashioning animal shapes from balloons with a few puffs and twists. A little polishing of chatter might help this act.

The DeMattiazzis, recently at the Waldorf, put a finished deftness to their automaton dance routine with a finale flourish that sparkled.

Bob Evans and his red-thatched dummy have a routine that is nearly flawless, tho needs a little polishing in manipulating the wooden stooge.

Long does a clean, smooth cutting job. His samba and rumba numbers were best received. Kathy Kearns, band vocalist, appeared weak in the selling department. Fred Cumbus.

Shelburne Lounge, New York

(Tuesday, January 23)

Capacity, 238. Price policy, no coverno minimum. One show nightly, week days; two, week-ends. Operator-manager, Larry Dagger. Booking, MCA. Publicity, Ted Howard. Estimated budget this show,

Operating under a limited budget, Larry Dagger's new regime at this hotel spot has come up with a strong package. Billed as the Harding and Moss Revue, it includes Dick Harding on organ, Bill Moss on piano, Sonny Kaufman on drums and Carol Blaine handling the vocals with the lastnamed walking off with the honors. Playing for dancing as well, the quartet has put together a floor show production that has Harding working as emsee, Moss as caricaturist and tap dancer and Miss Blaine chirping everything from pops to light classics. Replete with costume changes and some production effects, the half-hour opus needs only a little tightening to make it more effective.

Fine Routines

The physically endowed Miss Blaine does a good job with such tunes as I've Got My Eyes On You, Maids of Cadiz and All The Things You Are. Her opening number includes the standard mirror bit. A sock routine has the gal pick a straight from the house and set him up as a model for Moss's caricaturing. The gal serenades the guy with sex-inuendoed tunes, while Moss sketches. The final routine is an original piece of material based on the trials of a would-be fem show biz star.

In all, the customers get their money's worth. The trio's musicianship is first-rate, and its terp tempos are okay. Ram Ramirez handles a solo piano for both dancing and listening.

Joe Martin.

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Hocus-Pocus

of Magic and Magi By BILL SACHS

House, Columbus." . . . New York

magi are mourning the loss of an-

around the Big Town for many

years. . . . Dunninger guested on

Faye Emerson's TV show last

week with mentalism, slate writ-

ing and the floating table. . . . Dr.

Jaks is set for a magic lecture at

the Yogi Magic Mart, Baltimore,

next Saturday (10), with Phil

Thomas sponsoring. . . . Between his one-man shows, lecture en-

gagements and weekly TVer, Mil-

bourne Christopher is busy at

work on his history of magic in

America, and he's scouring every

nook and cranny to purchase let-

ters, playbills and lithos of prom-

inent magicians of the past. Jack

O'Brien, New York Journal-

American columnist, gave Chris-

topher most of his column re-

cently when the latter succeeded

in picking up color TV on his

black and white set without the

use of a convertor. Quite a trick!

. . Justin F. Ratterman (Justini),

Cincinnati trixster, is the new

secretary of the Magicians' Guild

of America, pro org, succeeding

Ed W. Dart, who recently re-

signed. . . . George Schindler says he's making the present slow sea-

son pay off by accepting emsee

assignments in and around his

native Brooklyn, relying more on

Biltmore Bowl, LA

show that should do biz. Show

breaks with the Knight Sisters,

attractive duo who mix acro work

with a variety of dances. They

make with the muscles in a way to

for his xylophone and taps set. He

plays the 'phone with four sticks

and then with two, combined with

In the next to closing slot are

Richard and Flora Stuart, ball-

room terpers. Their initial offering

didn't impress, but their final bit,

Bolero of the Capes, won the crowd

with flashes of color displayed by

Jack Marshall, back after more

than a year's absence, showed a

lot of new material. His timely

quips on taxes and politics got

laughs and steady hands. He

scored with a clever ditty, We're

Going to See a Man. This creation

of characters by using a hat brim

pulled well. Closed with a trom-

bone nifty, playing four parts at

Habibi, New York

means the act is too long or not

history. Martin Roman, a fine

pianist, is a graduate of many

German concentration camps.

Julius Feurstein, who fronts the

small band, also is out of Dachau.

ily on the Yiddish trade and pa-

triotic Israeli. It makes for a

strange intimacy and spontaneous

audience participation which is in-

The spot obviously draws heav-

The ork here is unusual for its

Continued from page 42

properly routined.

Joe Bleeden.

twirling multi-hued capes.

his comedy than his magic. .

• Continued from page 42

bring good returns.

simple tap steps.

Morris office.

TAY PALMER AND DOREEN Ohio Capital, Syl W. Reilly, Coare still going great guns in lumbus magic maker, writes: "The London and are destined to re- guy is okay. He recently gave main there for some time yet. me a good look as his Predic-They have offers for Denmark, tion Chest. It's the smallest and Sweden, Norway and France, as most foolproof I've ever seen. well as India and Greece, and Incidentally, I've just set two plan to take them all in stride more acts for our forthcoming once they wind up their London Magic Fest-Nelson Kelly, Canastay to begin an around-the-world dian vent, and Dr. Herman Snyhop, which will take them over der and Company. The dates are all the major Tivoli houses in February 9-10; the place, the Neil Australia. Jay and Doreen were at Shepard's Bush Empire, London, week of January 22, and last week played Moss's Empire, magic fraternity, "Uncle Charlie" Nagle, a club date performer Nagle, a club date performer featured the Scotchman's Miracle of pouring free beer and mixed drinks from their Magic Kettle. . Al Behrends is working Columbus, O., schools thru the local recreation department. . . . Jack Courtney is presenting his magic and puppetry in schools thru Central Ohio. . . . Elgin Mason appeared on the Seabees' Ninth Anniversary Show at Port Hueneme, Calif., recently, sponsored by Sta-tion KNBH, Los Angeles, . . . Ladson Butler, past president of Parent Assembly No. 1, Society of American Magicians, New York, died January 25 in that city. . . . The Magical Menges are doing a half hour television stint each Sunday, 3:30-4 p.m., over WTVN, Columbus, O., under sponsorship of Gilbert Shoes. Norman Menges does the magic, and Mrs. Menges sings and does a vent turn. They carry one assistant. . . . One of the features of the forthcoming Magic Fest to be held in Columbus, O., February 9-10, will be I-Fu-Li-Yu and She-Fu-Li-Yu-Tu (R. L. Stephey and D. Odene Hull) in their presentation of Oriental magic. The turn is a presentation of the Stephey Studio, Kenton, O. Also on the Stephey staff are Nina B. Stephey, Charles Hull and Dorothy M. Wolf. . . . After nine weeks in Pennsyl- the DeGrasse, set by the William vania, Larry Weeks, the magical juggler, has moved into Iceland Restaurant on Broadway for an indefinite stay. . . . Doc Weiss, escapologist, made The Brooklyn Daily of January 19 with four photos showing him busting out of a straightjacket and an assortment of chains.

RICHARD DUBOIS, billed as the "cowboy magician," will appear at East High School Auditorium, Columbus, O., Friday night, February 16, under auspices of the Vassar Club of Columbus. In calling our attention to DuBois' appearance in the

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Palace, N. Y.

Continued from page 42

and piano, but failed to exhibit any great musical ability. Playing I'm Getting Sentimental Over You doesn't constitute an impersonation of Tommy Dorsey. Billed as a satirist, Guy Marks drew well with a series of vocal impressions of name performers. He came close to breaking it up with a sock falsetto impression of Margaret Truman. Bob Ganjou, an old-timer on the Palace boards, brought in a new adagio trio. The team exhibited slick terping in a well-timed act that sold well.

Ben Beri's standard juggling routine did as well this time around as in any previous appearance on the Stem. His polished ball, club and tambourine handling was top-flight. Headliner Claudia Pinza, making her first vaude appearance, drew an okay mitt, but could have been a smash if she'd stuck to operatic arias. Working with her own pianist and conductor, she started off very slowly with original material on being the daughter of Ezio. A jazzed up version of The Man I Love drew a fair mitt, but the Jewel Song from Faust got her off to a rousing

Slim Timblin's familiar blackface turn drew laughs, even tho much of his material is in bad taste in these times. Closing the bill was Eva Walker's sock rope climbing and trapeze act. The gal opened with the rope and switched to the flying bar for some breathtaking stunts. A breakaway over the audience drew gasps and a big mitt. . Pic, Mystery Submarine.

Joe Martin.

Palace, New York

(Thursday, January 25)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly, Pro-ducer, Dave Bines. Show played by Don ducer, Dave Bines. Albert's house ork.

Equal portions of standard acts, Frank Garcia is working his new turns, comedy and music magic on a Carribean cruise on makes the current layout a good entertainment package. Such w.k. turns as Buck and Bubbles and Ken Whitmer, both repeating, lend share of new faces.

Opening spot went to the Quinlans, a fresh and young-looking roller skating duet. Starting off slowly with standard skate bits, they built to a fair finish. Tho they use black light as part of the turn, they didn't take full advantage of the effects possible. A little more Jimmy Vey, a good-looker, works hard and draws big hands flash would have sparked a much bigger mitt. Alan Shackner, a fine harmonica player who's been around for some time, sold well on virtuoso renditions of pop and classical tunes. Cutting arrangements to one chorus and getting in a greater variety of music could have sold the turn a lot stronger.

Danny Shaw, in need of patter material, got some big yocks with a closing bit on a guy riding a crosscountry bus. He worked hard thru a series of pratt-falls and some acro bits, but it was the closing bit that got him across. Marta and Lucia came on for what looked like a standard hand-to-hand balancing turn, but surprised with a relaxed demeanor. Team works to Latin-American tempos, with understander Martez doing a terp step thru a series of head-to-foot and head-to-head bits. They drew

a big mitt. Culture Stuff Fails

Lillian Shelby, a tall, comely lass, ran thru a batch of Romberg tunes, Granada and Cole Porter's Wunderbar. Gal possesses a good set of soprano pipes, but at show caught, the house wasn't buying culture. Whitmer in No. 6 sold big with his musical-laugh routines, working in the pit on both piano and drums for a solid finish. Next to closing spot was given to Gloria Gilbert, a muscularlegged toe dancer who could have selected a better costume than a white ballet-type garb for her heft. Gal drew a big mitt for her nearamazing bit of whirling on her toes at a terrific speed. Act was shortest on the bill. Gal apparently has little more to offer than a fast ballet intro to her toe-spinning.

Buck and Bubbles ran thru the act's standard routine, drawing mitt after mitt. They couldn't miss in this house.

Pic: Kansas Raiders. Joe Martin.

Barbara Belle Marries

www.americanradiohistory.com

Burlesque Bits

PRINCESS LaHOMA, who Daily News January 28 when she with Herbie Barris, is doing a repeat at a higher salary, this time sharing headline honors with comics Al Anger and Tommy Miller. . . . Tommy Brice has left the Mayfair, Dayton, O., to join the Hopalong Cassidy and Eddy Arnold show in Houston. . . . Linda Turner, sister of Jessica Rogers, wound up a brief engagement as featured strip at the Orchid Room, New York, and opened January 26 for three weeks at the Gayety, Norfolk, Va., thru Dave Cohn and Lou Miller. . . . Hap Arnold, comic, who recently was installed as manager of John Head's bar and grille in Louisville, was forced by illness to leave and is now in New York for a check-up in Memorial Hospital. . . . Daisy Hunter (Frances Metz) has been shifted from the Empire, Newark, N. J., to the Jack Montgomery paraders at the Hudson, Union City, N. J. . . Frank Podmore and Jack Gill opened January 23 for two weeks at the Dundee Dell Lounge, Omaha, thru Stan Zucker. . . . Gayety, Montreal, shuttered five weeks, reopened January 27 with its usual policy of eight vaude acts, a chorus line and an exotic dancer.

TESSICA ROGERS, now at the Lois DeFee, following featured Samoa, New York, pulled spot bookings on the Hirst Cirstories and photos in The New cuit, opens February 25 at Club York Post and The New York Gable, Miami, for eight weeks.

toured the Hirst Circuit at was chosen Salami Queen by the the start of the season, co-featured | Hebrew National Sausage Company. . . . Charlie Lauk, former burly house manager, is in Kingsbridge (Bronx) Veterans' Hospital, Ward 11-D, recovering from an operation. . . . Maxie and Jackie McSween closed at Ned Hakim's Lyric, Sacramento, Calif., to tour niteries with a five-people package show. Jackie will produce and do straights for Maxie. . . . Among those present at the Lambs' Club, New York, January 28 for the Burlesque Gambol was Stuyvesant Van Veen, professor at City College, New York, with his wife, is collecting data for a book on burlesque. . . . Mimi Lynn is new at the Old Mill nitery in the Bronx. . . . Ward Hall and Harry Leonard are currently at the Cobra Lounge, Baton Rouge, La. . Betty Briggs, former chorine at the Follies and Burbank, Los Angeles, is now a featured strip at the El Rancho nitery there. Other principals are Claudette and Carney, Carole Abbott and Bobby Faye. . . . Jo Ann Michaels and Jerry Moore are holdovers at Strip City nitery, Los Angeles. New principals are Lisa, Julie Athens and Simone. . . . Hudson, Union City, N. J., has been equipped with binoculars attached to rear ork and balcony

seats by the See-Well org. . . .

Extra Added

Brief but important night club-vaudeville news

New York:

June Havoc is being submitted for theater dates by General class to a bill that presents a fair Artists Corporation. . . The next three flickers at the Paramount will be RKO products. . . . Harry Stienman, Latin Casino, Philly op, dickering with owner of the Paramount Hotel for the old Diamond Horseshoe site. . . Frankie Laine did \$9,000 in business Saturday (27) at the Copa. . . . Julie Wilson leaves the St. Regis to take over a part in London company of "Kiss Me, Kate."

Fosse and Niles held over with Annamary Dickey at the Pierre. The next dance team here will be Mario and Floria. Betty Dean, ex-dancer, is now running a beauty and health aid parlor in mid-

Manhattan.

Pittsburgh: George Hamis, Lou Miller and H. H. Conn will book the Casino Theater here. The burly house let its line go and will use acts with burly strips and comics. . . . George Claire, agent, has added a publicity department and hired Lou De Paul, ex-promotion head of Mercury Records here. Tiny Sinclair, who was one of the big attractions around here for the past year, signed with General Artists Corporation after her big click on the Robert Q. Lewis and Arthur Murray TV shows. Rex Dale and Marty Allen, comedy team, who got together here, were caught by George Wood in Miami and signed to a William Morris exclusive. Joe Leiber, long associated with the Carousel, has left the club to go into TV as a producer of packaged shows. Joe Hiller and Anton Scibilia are getting together another show unit to go overseas for the Moose.

Hollywood:

Music Corporation of America (MCA) skedding dates for Dick Haymes at St. Louis' Hotel Chase, Houston's Shamrock and Minneapolis' Flame Room after he completes two-week run at Flamingo in Las Vegas. . . . Steve Gibson and the Red Caps closed at Larry Potter's Supper Club Wednesday (31) and headed for a month stint at the Chi-Chi Club in Palm Springs.

E. Carrol Reopening Spurs AM, TV Action

HOLLYWOOD, Feb. 3. - Word that Earl Carroll's Theater Restaurant would reopen February 20 kicked local radio and TV stations into action this week. Almost every AM and video outlet here has considered the spot as a definite show possibility. While no long-term pacts have been worked out with any station, two one-time deals were made this

Leo Carillo takes his show into the nitery tomorrow (4) for a oneshot deal on KLAC-TV. Don Mc-Neil's Breakfast Club will be broadcast from Carroll's for eight days beginning with the show's arrival here February 18.

Other stations considering shows from the eatery include KTTV, planning an afternoon telecast during lunch.

NEW YORK, Feb. 3.—Barbara Belle, personal manager, becomes Mrs. Lee Newman Thursday (1). Miss Belle represents Fran Warren, Champ Butler and Jose Ferrer. Newman is in the liquor business.

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Radio, Stage, etc. TV gagfiles #1, 2, 3—52 each. Contains sock original sight
gags. Many ideas can be

punch Lines aggiles 1-10

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monologs, \$5 e 8 great dialogs, \$5 e 8 skirs,
\$5 e FREE with any order, 10 parodies e
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other half when completely satisfied.

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Contact SIGRID SORENSON, M. C.

CLUB SHANGRI LA, KENOSHA, WISCONSIN

LEGITIMATE

Broadway Openings

PEER GYNT

(Onened Sunday, January 28)

ANTA Playhouse

An adaptation by Paul Green of Henrik Ibsen's poetic fantasy. Staged by Lee Strasberg Sets and lighting by Donald Oenslager. Costumes by Rose Bogdanoff. Music by Lan Adomian Near-East music by Hillel and Aviva Dances by Valerie Bettis, General manager, Jack Schlissel Stage manager, Hane Sondheimer, Press representatives, Bill Del', Dick Wi'llams and Michael O'Shea. Presented by Cheryl

Crawford and R. L. Stevens.
Aase Mildred Dunnee Peer Gunt John Garfield
An El lerly Man Ray Gordon
An Elderly Woman Ann Bole Aslak John Randoln
Astak John Randolni
Solve's Pearl Lan
Her Father Joseph Anthon
Her Mother Anne Hegir
A Buttonmolder Karl Malde
Ingrid Rebecca Dark
Her Father Nehemia Persot
Her Mother Pergy Moredit
Mads Moen Mahlon Nati
His Pather Edward Binn
His Mather Lisa Bake
The Master Cook Ray Gordo
Pirst Hard Girl Lucille Patto
Second Herd Girl Barbara Gav
Third Herd Girl Beverlee Bozema
A Greenclad Woman Sherry Britto
A Greenciad Woman Sherry Britton The Tro'l King Nehemiah Person
The Ugiv Brat Ed Horne
The Voice John Randolp
Kari Lisa Bake
Monsieur Ballon Joseph Anthon
Herr Von Eberkopf Edward Binn
Mr. Cotton Richard Purd
Herr Trompetstraale John Randolp
The Plutist Hills
A Thief Ray Gordo
A Healer Ed Horne
A Singer Aviv
Anitra Sono Osat
Anitra's Attendants: Patricia Birsh, Bar
bara Gaye, Bob Emmett, Stuart Hode
De Dessiffenteldt Toeanh Anthon
Dr. Begriffenfeldt Joseph Anthon
Hussein, an Eastern Diplomat

..... Richard Purdy Wedding Guests, Trolis, Inmates, Mourners: Lisa Baker, Patricia Birsh, Ann Boley, Beyerlee Bozeman, Rebecca Darke, Margaret Feury, Barbara Gaye, Anne Edward Binns, Iriving Burton, Bob Emmett, Ray Gordon, Stuart Hodes, Ed Horner, Mahlon Naill, Richard Purdy, John Randolph, Lou Yetter.

DANCERS: Beverlee Bozeman, Patricia Birsh, Barbara Gaye, Lucille Patton, Irving Burton, Bob Emmett, Stuart Hodes,

Perhaps with the best intentions in the world, there seems to be a growing tendency to rewrite classics for current stage consumption. A reporter is not talking about trimming and rearranging for sharper accent and projection, which has been done adroitly a score of times. But when it comes to putting new words in the old maestros' mouths and turn'ng what are essentially period pieces into travesties of what their authors originally intended via a hypo of modern idioms, it is time to leave the books on the shelves.

The American National Theater and Academy is rightly enough giving its subscribers a chance to see a worthy play that is seldom produced. But why revive a poetic fantasy like Peer Gynt only to emasculate all poetic feeling and most of its fantasy; to put a dominant emphasis on sex, which Henrik Isben certainly did not, and, worst of all, to eliminate the magnificent score which Edvard Grieg wrote for it, and which has been and Lan Adomian's intermittent (Continued on page 46)

Hollywood Ivar To Open Doors With 'Barretts'

HOLLYWOOD, Feb. 3. - Haroutz' Ivar Theater will open its doors for the first time February 5, with Rudolf Besier's The Barretts of Wimpole Street. Frances Austin, Peter Adams and Harold Kennedy have leased the theater for 12 weeks and will present what they term "good plays with important actors." Wimpole Street will star Susan Peters, Philip Reed, John Hoyt, Jeff Donnell, plus a cast of eight. On February 20 Louise Rainer will be presented in Joan of Lorraine by Maxwell

The new house seats 375. Performances are slated nightly with a Saturday matinee. Top for opening will be \$4.80 and \$3.60. Regular prices are \$3.60, \$2.40 and \$1.80. Threesome renting the theater from its owner, will go under the name of Actors' Album.

100

THE GREEN BAY TREE

(Opened Friday, February 2)

Golden Theater

A drama by Mordaunt Shairp, Staged by Shepard Traube. Settings by Raymond Sovay, General manager, Leonard Field. Stage manager, Bill Ross, Press representatives. George Ross, Dorothy Ross and Madelin Blitzstein. Presented by Shepard Traube.

Trum	Francis Compton
	Joseph Schildkraut
	Denham Elliott
	Anne Crawford
Mr. Owen	Mercer McLeod

It may be a trick of memory which makes the original production of the late Mordaunt Shairp's The Green Bay Tree to have seemed much more wonderfully evil back in 1933 than the current revival at the Golden. It may be that its implications of latent homosexuality were then more startling stagewise. Perhaps 18 years have brought about a more sympathetic dulled the startling impact of Mordaunt's book and play. Be that as it may, Tree has lost a lot of pristine shock.

Tree, it may be remembered. concerns the tragic and decadent influence of an aging and hedonistic dilettante on a boy he has adopted and brought up in his own image as a barrier against old-age loneliness. The lad wants to break away and marry a nice girl. The tragedy comes with the boy's realization that he has become corrupted to a point where not even love can out-balance his ingrown necessity for easy living. He despises himself, but as his mentor cynically remarks: "One can even get over self-loathing." The boy's Hegira. Peggy Meredith. Lucille Patton | real father kills the smirking seducer, but even so the girl loses out. The lad inherits all the money and at curtain is setting out to continue in his mentor's pattern.

Still Eloquent

Mordaunt's study of twisted relationships is still eloquent and at times extremely moving. But somewhere the sting has gone out of the theme over the years. Shepard Traube has staged it pretty much along the lines of the original and selected an excellent cast to play it, Joseph Schildkraut is a suave and compelling dilettante, playing with less inflection on the abnormal theme than on aesthetic self-indulgence. He can, however, stress the feline qualities necessary to the character when the occasion arises.

Denham Elliott is excellent in the extremely difficult role of the boy and more than justifies the promise he gave recently in Ring Around the Moon. Anne Crawford makes a fine Stem debut as the girl with her feet on the ground, and Mercer McLeod scores briefly as the boy's super-religious father. And, of course, there is Francis Compton to play a butler as only Compton can play one.

In sum, Tree is an interesting and superior production, excelcherished by music lovers for 75 lently acted, but there doesn't seem years? The combination of Paul to be any particular point in spot-Green's "American Version," Lee lighting a study of callus selfish-Strasberg's pedestrian direction ness in times like the present. There will doubtless be a special audience for it, but it doesn't seem that The Green Bay Tree will flourish this second time on Broad-Bob Francis.

Dramatic & Musical Routes

Apple of His Eye (Melba) Dallas, Tex., 7 (Music Hall) Houston 8; Paramount) Austin 9; (Texas) San Antonio 10. Ballet de Paris (Mayfair) Portland, Ore. 7-10.

Brigadoon (Auditorium) Miami, Fla., 5-9 (Auditorium) Fort Lauderdale, 10. Come Back Little Sheba (Walnut St.) Philadelphia

Death of a Salesman (Gayety) Washington. Guardsman, The (Shubert-Lafayette) Detroit. Hepburn, Katharine (Auditorium) St. Paul

9-10. It's a Great Day (Blackstone) Chicago. King of Friday's Men (Plymouth) Boston Kiss Me Kate (Memorial Auditorium Sacramento, Calif., 7-10. Lunts, The (Murat) Indianapolis, 7-8

(Auditorium) Louisville, 9-10. Mr. Roberts (Victory) Dayton, O. Mr. Roberts (Erlanger) Buffalo, 7-10. McCauley, Mike (Geary) San Francisco Not for Children (Ford) Baltimore. Oklahoma (Davidson) Milwaukee. Peter Pan (Opera House) Boston, Romeo & Juliet (Hanna) Cleveland. Still Small Hours (Forrest) Philadelphia South Pacific (Shubert) Chicago, Strange Sanctuary (Shubert) New Haven,

Conn., 8-10. Street Car Named Desire (Keith-Albee) Huntington, W. Va., 7; (Hartman) Co-lumbus. O., 8-10.

West, Mae (Ryman Auditorium) Nashville 7; (Civic) New Orleans, 8-12.

HISTORY NAME AND THE OWN

NEWS REVIEW

Are in Usual Tip-Top Form

NEW YORK, Feb. 3.-There is fine news for Gilbert and Sullivan fans this week. The D'Oyly Carte troupe is back in town after a three-year absence for a fourweek stand at the St. James Theater with a change of bill weekly. Since the Rodgers-Hammerstein after the Devon Horse Show conmusical. The King and I, is not due cludes at the end of May and in that theater until March 29. there will be ample opportunity for the Savoyards to extend their late September. stay "by popular demand"- a pattern which usually repeats itself dubbed The Main Line Music Carwhen the Londoners come to the

understanding of abnormalities and S. worshipers want their operettas straight and in the strict tent manufacturer, has a contract (Continued on page 46)

Out of Town Review

MR. BIG-SHOT (Opened Tuesday January 23)

Las Palmas Theater, Hollywood

A drama by Robert Abel. Directed by Edmond Angelo. Settings by Robert Jay Brandt. Music selected by William Schallert. Photography by Wilson Millar. Stage manager, Leon Charles. Press representative, Jack Proctor. Produced by Edmond Angelo and Robert

JerseyNick Adam
Molly
Arnold BentleyJohn Kellog
200 Johnson Bigelow Says
Neal Bentley
Jake Edward Colebroo
Kay Roberts Lisa Howar
Ann Bentley Betty Ba
William Mallin
Bea Mallin
Jean Parker Anne Gwynn
Claude ParkerNorman Raine
T - 141 A MILL A TO 1 A

Legitimate Theater Productions' presentation of Mr. Big-Shot, a flat. Characterizations are overdone, with too much emphasis on re-creating impressions of Damon Runyon characters. The acting isn't inspired.

The play runs along implausible lines with considerable repetition. to follow and doesn't build to much of a climax.

The dialog is bright, but wordy, and is occasionally spiced by a brief individual performance, but on the whole the play could stand rewriting: More natural character definitions and a relaxing style of projection would enhance its chances. It is hard to imagine this play going much of anywhere in its present form.

The Plunge

(Continued on page 48) Stem this spring.

TENT SONG & DANCER D'Oyly Carters FOR PHILLY MAINLINE

climb on the summer operetta-ina-tent band wagon is Theron Bamberger, operator of the Bucks County Playhouse at New Hope, Pa. In association with Leighton Brill, ex-Oscar Hammerstein production assistant, Bamberger has signed a long-term lease with the Devon Show Grounds, Inc., for grounds just outside of Philadelphia. Brill will act as executive producer, and Bamberger will direct an 11-week season of arena song and dancers, starting in June, terminating just before the annual Bryn Mawr equine frolic opens in

The operation, tentatively nival, will be offered on an oval central stage under canvas, with Real dyed-in-the-wool G. and a seating capacity of 1,200. Arthur E. Campfield, the New York for a big top measuring 100 by 140 feet, with a 12-foot sidewall.

Mary Hunter Sets Gingold **Brattle Revue**

NEW YORK, Feb. 3. - It's About Time is a little likely suggested by Hermione Gingold for her appearance in a revue which at long last was set up this week. Several months ago the British star arrived here expressly for that purpose, but one hitch or another intervened. There was talk of the Theater Guild's joining hands with the Brattle Theater group of Cambridge, Mass., in putting on such an opus, but the plans fell thru.

This week Mary Hunter announced that she had joined forces with the Cambridge troupe as new drama by Robert Abel, falls supervising producer for the undertaking. The Bostonians will put up between 7 and 8G, the normal amount budgeted for one of their own productions, and Miss Hunter has raised the difference between that figure and approximately \$15,000 to cover the revue's try-The plot at times is confused, hard out expenses. Time will unveil at the Brattle Theater during the week of March 5.

> According to Miss Hunter, none of the Brattle personnel will be involved in the proceedings, except as to sets and costumes.

She plans a cast of 14 for an intimate review, headed by la Gingold. Material will be drawn from the comedienne's three West End successes Sweet and Low, Sweeter and Lower and Sweetest and Lowest, plus some new Ameri-The entire action takes place in can material which the producer a New York apartment. The plot has dug up. No one, except the concerns an ex-G.I. trying his star, has as yet been signed. Wally hand at film producing. He is Crisham will direct. Miss Hunter surrounded by various showbiz says she will get the show on the

(Continued on page 46)

NEW YORK, Feb. 3.—Latest to Eddie Coronadi will handle all seating arrangements.

Bills will follow the general pattern of similar previous undertakings. Tentatively listed at this early date are revivals of Desert Song, Show Boat, Chocolate Soldier and Brigadoon. Bamberger considers the location a natural for this sort of silo entertainment, dog-day use of the horse-show located as it is within easy reach of towns in Delaware and Chester counties, not to mention Main Line suburbs and Philadelphia proper. Bamber will continue to operate the Bucks County Playhouse as heretofore.

NEWS REVIEW

Bolger Great In "Charley" Stem Reprise

NEW YORK, Feb. 3.-Ray Bolger came back to town this week and brought along Where's Charley? to the Broadway Theater, prior to a national tour. A four-week stand is the schedule. but if Monday (29) reception is a criterion, Bolger should string the stay out as long as he likes.

This is one of those occasions when a reporter has to eat a certain amount of crow and like it. Back on opening night in October. 1948, this reviewer dubbed the George Abbott musical version of Charley's Aunt "progressively humorless" with lyrics and tunes (Continued on page 48)

BROADWAY SHOWLOG

Performances Thru February 3, 1951 DRAMAS
Affairs of State 9-25, '50

(Music Box)	
Angel in the Pawnshop 1-18, '51	20
(Booth) Bell, Book and Candle11-14, '50	95
(Barrymore) Darkness at Noon 1-13, '51	25
(Alvin)	25
King Lear	48
King Richard 11 1-24, '51 (City Center)	13
Peer Gynt	7
Season in the Sun 9-28, '50	148
Second Threshold 1- 2, '51	39
(Morosco) The Country Girl11-10, '50	99
(Lyceum) The Green Bay Tree 2- 1. '51	
(Golden) The Happy Time 1-24, '50 (Plymouth)	431
The Lady's Not for Burning	92
The Member of the Wedding 1- 5, '50 (Empire)	452
The Rose Tattoo 2- 3, '51 (Martin Beck)	1
20th Century	48
MUSICAL	
Bless You All12-14, '50 (Hellinger)	60
Call Me Madam	132
Gentlemen Prefer Blondes. 12- 8, '49	484
(Ziegfeld) Guys and Dolls11-24, '50	83
(45th Street)	772225

Kiss Me, Kate 12-30, '48 (Shubert) Michael Todd's Peep Show 6-28, '50 (Winter Garden) Out of This World......12-21, '50 (Century) South Pacific 4- 7, '48 (Majestic) Where's Charley?..... 1-28, '51 (Broadway) CLOSED

An Enemy of the People.. 1-27, '51 (Broadhurst) (Opened 12-28, '50)

Mikado..... 2- 4, '51 (St. James) (Opened 1-29, '51)

COMING UP

(Week of February	5,	1951
H.M.S. Pinafore & Trial		
by Jury	2-	5, '51
Billy Budd	2-	6, '51
Not for Children (Coronet)	2-	8, '51

Ti-Coq 2- 9, '51

(Broadhurst)

Sides and Asides

Production Notes and Personal Intelligence . . .

"The Member of the Wedding" will end its Broadway run March The play won Donaldson Awards last season for author Carson McCullers, director Harold Clurman and players Julie Harris and Brandon De Wilde. The show will tour March 26 thru May 19. . . It's definite that Harry Fromkes will put up half the financing for "The Green Pastures." The presentation will be made by the Dwight Deere Wiman estate. . . . Harold Clurman and Robert Whitehead will discuss with Equity Council the possibility of sending American plays with Equity casts to Lausanne, Switzerland, for the tourist season. The Swiss Tourist Bureau is offering expenses, pocket money and a share of profits for players. Equity wants guaranteed salaries. . . "Let Me Hear the Melbdy" may move into the Empire March 21. . . . Two former bookkeepers for the Theater Guild, Jean and Patricia Fausel, are suing the Guild for unpaid overtime during 1949 and 1950. They are asking for a total of \$12,120. . . . Gordon Richards replaced Clive Brook in "Second Threshold" for several performances last week while the latter was out with a cold. . . . "King Lear" will tour next fall beginning September 10 under Theater Guild auspices. . . . Added to the cast of "The Small Hours," are Kathleen Bolton, John Marriott, Eileen Burns, Heywood Hale Broun, Paul Giles, Ludie Claire, Joseph Hardy, Patricia Remick and Elaine Ivans. . . Ray Boyle will have a role in the American National Theater and Academy's "Mary Rose." . . . Paul Du Pont will do the costumes for "Sodom, Tennessee." . . . Felix Jacoves will be

46

Palais de Glace in Paris Sets Mark With 57 Years' Operation

ice rinks here, most notable of which is Palais de Glace which has operated continuously since 1893, virtually unaffected by changes in style and tempo.

It is the oldest covered ice rink in the world-and looks it. It's like going back into the past to visit the venerable palace which was once one of the most fashionable spots in Paris. Located at the Rond-Point of the Champs Elysees, it is housed in a circular building that has been little modified. A glass dome ceiling, elegant feature of many of the buildings of the '90s, obviates the use of artificial light on all but the darkest days. The circular rink is small, about half the size of a standard hockey field and real ice, no muck, is used. Another 1893 vestige is seen in advertising methods. The Palais still pastes eight-sheets on the kiosks of Paris as its only advertising.

One concession to modernism is the use of canned music for accompaniment, with skating turns called as in American rinks. All equipment is French. Peak months are January and February in a season that runs from October to April. Admission is 100 francs (about 30 cents).

The annual amateur figure skating championships are held in the Palais under the direction of Federation Français.

Separated from the rink by glass

Some SAVE ON RINK SUPPLIES Metal Skate Cases, ass't colors, \$34.08 dox. Skate Cases, 39.00 'Streamliner' Skate Cases, rounded corners, dox. 36.48 Shoe Laces, all colors, 54". 72", 81", dox. pr. L. & L. PRODUCTS 7019 Glenwood St. Chicago 7019 Glenwood St. Chicago 26, III. Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.

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PARIS, Feb. 3.—There are four is a restaurant and dance floor. This section is more modern than the rink and the decor in the inevitable bar features drawings of people whirling around the rink in costumes of the '90s. An orchestra plays for dancers. There is little accommodation for spectators outside the bar.

Inschos Open Vassar Spot

VASSAR, Mich., Feb. 3.—Vassar Roller Rink, the first in this area, occupies a new 60 by 120-foot cement block air-conditioned building. White, blue and red fluorescent lights create the color scheme. An automatic record changer and 35-watt public address system provide music for the 300 to 400 skaters who can be accommodated on the floor. There are 140 pairs of rental skates.

Skating hours are from 7 to 11 p.m., week days and Sunday afternoons. Lunchroom facilities are available. The rink is owned by Mr. and Mrs. Junior Inscho.

Derby in Cincy Garden

CINCINNATI, Feb. 3. - The Roller Derby comes to the Cincinnati Garden April 11 for a run thru the 27th, Garden General Manager Alex Sinclair announced this week. The date marks the first Derby appearance in the Garden. Three years ago it was held at Crosley Field. Nightly performances will be offered.

HOCUS-POCUS

'Magic Circle' **Gimmick Tried** At Bal-A-Roue

MEDFORD, Mass., Feb. 3.-A "magic circle" gimmick is the latest promotion contrived by the Fred H. Freeman Bal-a-Roue Rollerway here to boost box-office grosses. The persons whose pictures appear in the magic circles are awarded passes good for a week's free skating at the rink.

Each week the Bal-a-Roue roving photographer will make several visits to the rink, unannounced, at any time during matinee or evening sessions and take pictures of skaters in action. After prints have been made the management will insert circles around the faces of various people appearing in the photos and date and identify the skating program from which the pictures were snapped. Then for one week the pictures will be posted on a bulletin board. Everyone who identifies himself with the manager as being a skater in a circle will receive a pass having a \$5 value. Five or six skaters will be snapped at each session the photographer

ARENAS AND AUDITORIA

McElravy, Maxwell Merge Organize Promotion Agency

By DAPHNE (DEE) POLI

MEMPHIS, Feb. 3. — Charles A. McElravy, retired manager of Ellis Auditorium here, has formed a partnership with Early Maxwell, of Early Maxwell Associates here, to specialize in entertainment promotions. The partnership has established offices in the Peabody

McElravy's relationship with the aud terminated January 15, but he has remained in an advisory capacity to Chauncey Barbour, new manager.

In announcing the new agency, Maxwell said the firm will concentrate on entertainment promotions in Memphis and the mid-South, but would also be available for consultation.

McElravy retired as manager and executive director of the Ellis Auditorium, a post he held 27 years, when he passed the compulsory retirement age last fall.

The new org's first promotion is to be the First Drama Quartet under Junior Chamber of Commerce auspices. The event is set for the aud here February 24 and will star Charles Boyer, Charles Laughton, Sir Cedric Hardwicke and

WILL HAVE NO OTHER.

THERE IS A REASON.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, III.

Agnes Moorehead in Don Juan in Hell. The same bill will be staged March 14 in Birmingham, McElravy-Maxwell recently finished handling tours by Bob Hope and Roy Rogers.

Moore to Syracuse

SYRACUSE, Feb. 3.—Benjamin C. Moore, operations superintendent of Municipal Auditorium, Sioux City, Ia., has been appointed operations superintendent of Onondaga County War Memorial Auditorium here. Moore will terminate his Sioux City association late in February.

William B. Stark is executive director of the Syracuse building. The aud here and the one in Sioux City are both managed by an activities or personnel committee with an operations superintendent and general working staff, rather than a one-man managerial office,

Oscar Broyer, head of the Sioux City activity committee, has announced a change in policy. The aud will seek a manager and publicity director to have complete charge of the building along with a mechanical department and general working staff.

Mercury "Dimes" Show Draws Two Houses of 1,500

NORFOLK, Feb. 3.-Mason and Scott's Mercury Roller Rink here staged its sixth annual March of Dimes benefit show January 27 and 28, each night drawing an estimated 1,500 people who paid a \$1.20 gate charge.

About 135 skaters took part in the two-hour show of 14 acts, including such top skaters as Judy Hubbard, Sharon Garbett, Phidel Keaton, Joan Byrnes, Ann Sieloff, Frances Aiken, Gene Spry, Claud Whitehurst, RSROA national juvenile free style champ; Malynn Bly, Bobby Perry, Bob Mason, Dick Bazemore, Jim Barrett, Marcia Jones, Don Dumalo, George Bonafe, Red Lindsay, Cecil Perry, Booty Francis, Patricia Garbett, Marcie Jones.

Nations. Jack Neblett and His lently, and his acting is 100 per backgrounds when it's the music Melody Men supplied accompaniment, and there was a vocal by Hazel Wilson.

Sides and Asides

Continued from page 45

stage manager for "The High Ground." . . . Random House will publish Sidney Kingsley dramatization of "Darkness at Noon." . . . Producer Richard Aldrich, who holds a commander's commission in the navy, is in Washington for special training. . . . "Don Juan in Hell," which is the third act of George Bernard Shaw's "Man and Superman," began its tour last week. Forty-three cities are already booked. The cast: Charles Laughton, Charles Boyer, Agnes Moorehead and Cedric Hardwicke. New York opening of "Billy Budd" has been postponed four

days to Saturday (10) to make further polishing possible. . . . The

New Opera Company which, in association with the late Lodewick

Vroom, sponsored a long run of "Rosalinda" back in 1942, is plan-

ning to bring the operetta back this fall. New costumes and scenery

will be used. Some of the original cast will come back with it, but

Dorothy Sarnoff, original lead, currently signed for "The King and I," will not be available. Meanwhile, Edwin Lester is contemplating putting on still another "Rosalinda" on the West Coast next summer, with Mimi Benzell starring. . . . Robert Sterling will have a major role in "Gramercy Ghost," the Sarah Churchill starrer by John Cecil Holm. . . . Equity Library Theater will stage five performances of "Antigone," the Lewis Galantiere version of the Jean Anouilh play. . . . Malcolm Lee Beggs has been cast in "The Moon Is Blue." . . . Patricia Hitchcock has been signed for a role in Herman Shumlin's play, "Bonaventure." She just completed "Strangers On a Train" for Warner Bros. . . . Luise Rainer will do "Joan of Lorraine" on the West Coast, starting February 19. . . . Pasadena Playhouse's third offering via its play-of-the-month plan is Franklin Lacey's farce, "Pagan in the Parlor." . . . Fred Hofer has signed thru the Samuel French office for the German language rights to George Kelly's "The Show Off." Hofer will sail for Europe shortly to arrange for production in Germany, Austria and Switzerland. . . .

Rosalynd Avery returned to New York Wednesday (31) after a two-

NOT FOR CHILDREN

year thesp stint in London.

(Opened Wednesday, January 31)

Shubert Theater, New Haven, Conn.

new comedy by Elmer Rice. Staged by the author. Settings and lighting by John Root. Costumes by Mainbocker. Music by Robert Emmett Dolan. General manager, Victor Samrock. Stage manager. John Gerstad. Press representatives. William Fields, Walter Alford, Arthur Cantor. Presented by the Playwrights' Company.

Continued from page 3

two comedy songs. J. Edward Bromberg, as the manager, is very much out of place.

While direction is extremely spotty, the over-all production is top drawer.

In short, Not for Children is not for adults either.

D'Oyly Carters

Continued from page 45

tradition, which is why the D'Oyly Carters are the best in the world at their jobs. Every word of the sacred lyrics must be clearly enunciated and every beloved tune encored. The faithful can never seem to get enough.

So everything was at its happiest last Monday (29) when the troupe offered The Mikado as its opening bill. Such favorites as Martyn Green, Darrell Fancourt, Richard Watson, Margaret Mitchell, Joan Gillingham and Ella Halman were loudly welcomed back. And the appearance of Isidore Godfrey in the pit, without whose baton no Savoyard production would be complete, signaled another noisy ovation.

Cast Superb

Green seems to have discovered a fountain of youth; he actually grows more agile thru the years. A reporter likes him better in scenes. His lighting is likewise other G. and S. comic chores, but superb, and Rose Bogdanoff's coshe has made the silly lord high tuming is a splendid asset. executioner his own particular tour de force. Fancourt continues his perennial stint as the jovially sadistic Mikado, and Richard Watson is a thoroly seasoned Pooh-Bah. Margaret Mitchell's Yum-Yum is still traditionally overprecious, but when it comes to The Sun and I her voice has the fans really begging for more. Ella Nellie and Clarence Doughty and Halman is again exactly in the groove for the predatory Katisha. what as to sets and costumes. But Theme of the show, directed by A newcomer here, Neville the chorus, as usual, is wonderpro Ed Kosjer, was the United Griffiths, sings Nanki-Poo excel- fully drilled. And who cares about

> It seems that postwar years have At their trade they are tops. limited the troupe's budget some-

Peer Gynt

Continued from page 45

music, of which a pewsitter can't remember a phrase, make this a plodding lifeless and, on occasion, tasteless affair.

All Unnecessary

Nor does this seem to have been at all necessary. Looking back at the Theater Guild's revival in 1923, when Joseph Schildkraut played Ibsen's bragging egotist whose life accomplishments added up to be worthy of neither heaven nor hell, there was poetic fantasy in plenty. Likewise there was humor, even if usually sardonic. The troll king's court was grotesquely amusing without an embellishment of frantic sexy dancing. Nor, if memory serves, did a middle-aged Peer attempt such graphic seduction of Anitra in the African desert. However, these were minor matters, since the whole was integrated by Grieg's immortal music, with which the play continuously warmed itself and from which it frequently took

It is easy to understand why John Garfield should have given up more lucrative undertakings to play the title role. Gynt ould easily be an actor's dream, spanning as it does rugged, bounding youth to venerable austerity. However, sincere as Garfield evidently is, he has not the acting stature for this sort of chore. The early scenes need a bravura approach that he seems afraid to give. He is so busy underplaying that he fails completely to get the character's feet off the ground.

Bit Cast

The Green version makes it appear that nobody else has more than a bit assignment in the proceedings, or if they have, it is astonishing how little such excellent players as Mildred Dunnock, Nehemiah Persoff, Karl Malden, John Randolph, Pearl Lang, Sherry Britton and Sono Osato are able to get out of their stints.

Prime honors for the production go to Donald Oenslager for a brilliant backgrounding job, admirably adapted in every particular to a play which requires an almost continuous change of

However, Strasberg's staging does little to enhance what goes on in them, and even the talented Valerie Bettis has not come up with much this time in the way of stimulating dance patterns. In sum, Peer Gynt with 1951 overtones is a vast disappointment.

Bob Francis.

cent better than that of his prede- and words that count. It is a treat cessor in the role three years ago. to have the Savoyards back again.

Roadshow Rep

of South America. . . . Brunk's Weage, Wendall Poe, Bob Gentry, Comedians, owned and operated by Henry L. Brunk, are in Dallas winter quarters making ready for Tiltons. their 1951 tour. Brunk, who recently purchased several new 66T'VE BEEN MAKING halls trucks, announces that a number of three-night stands will be in- animal show and have no comcluded on this year's itinerary. plaints," writes Gil Curry from Heretofore, the org played week- Ronan, Mont. "The jumps are stands only. He added that a long in this State, but business new line of paper will be used has been satisfactory for my this season. . . . Mr. and Mrs. M. small nut. I don't see much in R. Tilton's Comedians are playing school shows in general because a circle of towns out of Fort in most States they are too far Dodge, Ia., to reported good busi- apart to bother with. Played ness. While on a circle out of from a platform all last summer Mason City, Ia., recently they en- and will repeat that deal this joyed visits with former leading summer. Since I've had a good man, Gus Reed: Ring Cole, comedeal of merchandising experi-dian, and Mr. and Mrs. Billy ence, I don't have to worry about Guthrie, who with the Tiltons, getting out of town right side up. operated the Tilton-Guthrie Play- I met the Howe Show recently. ers for 20 years in Iowa. The It's a good show and plays all Tiltons currently are framing a types of dates, including ranch tent show to play the T-G terri- dances, and does well." . . . Prof. tory this summer. Visitors to the Ernest Caron is playing Vanunit in Fort Dodge included Mr. couver, B. C., to good business. and Mrs. Karl Ring, George and He plans to move back to the

London Dispatch

By LEIGH VANCE

Continued from page 2

telle nitery, claims to have signed group, will play sponsor dates in Sophie Tucker for the "highest sal- Massachusetts and New Hampary ever paid in Britain." Previous tops were Hildegarde, Kay Thompson and Beatrice Lillie (\$2,800 a ing in Lawrence, Mass. . . . Secreweek). . . . The Sadler's Wells tary of state has issued a charter ballet touring Canada made be- to Hi-Way Theaters, Inc., of Flortween \$430,000 and \$450,000 in a ida, with principal office in Holly-month. . . . Back from the States wood, to engage in a general will sing the material composed after her New York run of Black amusement enterprise business, and played by the latter. Watched Chiffon and a four-and-a-half Authorized capital stock in 100 month road tour, actress Flora shares, no par value. Principals Robson moaned: "I earned more include Bruno Ferrari Sr., Bruno in America than ever before, but Ferrari Jr., John Slate and John most of it's gone in taxes. They'll M. Ridilla. . . . Sun Players open let me have \$3,000 back—in about two years. . . ."

Banker Lawrie A Rising Pix Power . . .

Man of rising power and influence is James Lawrie, boss of the government - sponsored Film Fi-

for new change: "To familiarize the public with newsreaders' voices."

hour when Paris's begins, is going manager of the show ran an ad out of date. Wartime conditions forced theaters to open at 7 p.m. Many continue the habit. Now the its current spicy late-night revue to a West End theater, starting at 10:30 p.m.

The Arts Council, governmentbacked body for encouraging the arts, has sunk a special fund to help finance "deserving" productions during the coming festival. If the play runs only May and June, none of the money need be repaid. But if the run continues, the AC will expect a "modest" cut.

BRUNK'S COMEDIANS WANT FOR '51 SEASON

People in all lines. Prefer people doing specialties. Need Musicians and Workingmen. If can drive truck, say so. Need top-notch Vaudeville Act to change. Season opens mid-April. Territory mostly Colorado. Tell it all and salary expected. Address: HENRY L. BRUNK, General Delivery, Dallas, Texas.

WANTED

For Circle and Tent in Iowa, Leading Man and Juvenile Man; other useful people, write. State all. Circle opens February 26.

SUN PLAYERS—JESS SUND 614 Jackson

16MM. FILM-MACHINE BARGAINS

CAPT. BILLY BRYANT is in Kingsleys. Tilton roster includes Cuba on his hop-off for a tour Maude Nevins, Lee Baird, Won Dick Ellis, I. W. Lawler and the

and schools with my small Roy Gilman and the Charles States in the spring when he will play Washington. He'd like to see some news notes here from Capt. Irving Locke and Prof. Forest Allen. Both are old-timers in the solo show hypnotic field.
... W. J. McDonald, who was in New Mexico recently on his coast-to-coast tour, reports that the junket is proving to be one of the best he's ever made. . . . Gitt's Show has been playing dates around Ogden, Utah, to better-than-average business. . . . Merrimac Players, new three-cast a circle of stock out of Oelwein, Ia., February 20. They will play that sector until May 1 when they hit the road under canvas.

THE BURNT CORKERS, nashowmen and minstrels, recently a picture while here, he said: "The nance Corporation, who announced held its midwinter meeting at only time I'll ever do another pica new financial umbrella for pro- Lancaster, O., with Doc Waddell, ture anywhere, is when they pay ducers last week. Trim, gray- veteran circus preacher as prin- me more than anybody else." haired, 43-year-old Lawrie looks cipal speaker. Charles Lucks, like the banker he was until he joined the corporation in 1948. Now he will ladle out the \$2,800,000 in from Brockton, Mass., that he Jean Kent will play the corporation coffers to boost read with interest the recent item production. Says he: "I had no from a Springfield, Ill., writer. "In previous experience in films. I've my youth, I made my home in never had to work so hard."

The BBC is whittling down its lory. "When the Ethel Tucker 19-strong news casting team to a rep company played the city I specially chosen seven. BBC news was doing odds and ends around readers are anonymous. But dur- a small vaude house that Bill ing the war the no-name rule was Gallagher was operating there. I relaxed so that the public could caught on with the 10-20-30 spot fake enemy messages. Reason Tucker show as property man and finally got to playing one-line parts. Our bills at the time had The old grouse that London's been done to death in the cities show-life begins to close at the we had planned to play. So the in The New York Clipper and The Dramatic Mirror for a stage manager and director with bills. The pocket-sized Watergate Theater fellow who answered came on Club announces it is transferring with 60 plays in his trunk. Among the bills was "After Dark," a play that was being done at the time. Edith Pial for "Lili"; We put it on at Salem, Mass., and after the first act the manager said: 'This looks like a play that we have had here.' Before we arrived at the next week's stand we had a writ and attachment on the box-office. It was fixed up for a fee and the new stage man-

ager went back to Chicago." WALTER E. HENNINGWAY comes thru with the following from Manchester, N. H.: "I've Minstrels. I put in two two seaone of these we presented a Lime Kilm Club after-act sketch auhad been used on Diamond Bros.'

Billboard Backstage

By JOE CSIDA

Continued from page 2

on the basis of the amount of Edvertising a manufacturer, publisher or artist buys. Will I name it and say: ". . . This prostitute of the publishing profession is a blot on the escutcheon of the gramophone industry . . .?" Hell, no.

There is the paper in the radio field which often prints press releases verbatim, not even deigning to correct the punctuation. Will I declaim: ". . . No red-blooded member of the broadcasting fraternity should permit himself to be found in a state of decomposition with this mousey magazine in his hands . . . ?" Perish the notion.

There is the sheet which fills its editorial pages with bylined pieces by executives of the industry, written by press agents and touting the individual brass's pet and usually stale promotions. Will I rush to my sizzling typewriter with: ". . . Any industry official who contributes to this shoddy mirror of the vanity of certain corporate leadership deserves to have his fat head and stuffed shirt reflect itself for all the world to see . . . ?" Don't be silly. Today we're polite.

Oh, to have been one of those beard and bowler editors!

Paris Peek

- By ART ROSETT

Continued from page 2

ald O'Connor show. Bert Barnard, of the act, will marry Zoe Gail, London musical comedy star, in March. Zoe is breaking in a new them work together the other night, and they look classy. . . . The Merrimacs open at the Club Lido March 12, for one month.
. . . Claire Anderson, chorine at the Casino De Paris for the past seven years, hasn't missed a day in all that time. . . . Jackie Cooper comment on the Mr. Roberts show which he just closed in London, is: "I never shoulda come!" We asked tional organization of former him if he was interested in doing

Jean Kent "Frou-Frou";

Jean Kent will play Sarah Bernhardt's Frou-Frou role in the West End of London. Frou-Frou is the third of four plays to earn a transfer since London's new Lindsey Theater Club began its policy of English adaptations of French plays. Show will break in at the King's Theater, South Sea, March 19, and then into the West End. . . . Cheesecake headline in January 29 issue of Paris New York Herald, "7 Waves Are Assigned to SHAPE Hq in Paris." . . . Gene Kelly enjoyed the show at Carreres. . . . The United States Army has over 500 juke boxes in France. G.I. cooks and bakers at Cordon Bleu Cooking School have selected thrush Jorie Reemes as the "gal we'd most love to bake a cake for, if we knew she was coming."

Lover Role A'Beggin' . . .

Edith Piaf will star in a play with music, La Petite Lili, by Marcel Achard, scheduled to open at the A.B.C. Theater February 15. Opposite her will be Robert Lamoureux, the most popular young comedian in Paris. Lamoureux may be remembered by stateside audiences who saw his vaudeville act with Dudule, a duck puppet, in '49. The guy, unknown on the enjoyed reading the old-time Coast at the time, practically minstrel notes. I played clarinet stopped the show cold at the with Eddie LaBarre's Minstrels starr-studded opening of Hollyfor a season and also was with wood NBC-TV that fall. . . . Nine the Culhane, Chase & Western top actresses, including British stars Jean Simmons and Anna sons with Leon Washburn and on Magnani, have turned down the leading role in Lady Chatterley's Lover, dramatized by Henri Bernthored by E. F. Hannan and which stein from the T. V. Lawrence novel. Bernstein is the playwright Minstrels. Washburn carried nu- who is famous for duelling with merous people and we flooded the the critics. . . . Marcel Pagnol will Used Victor and RCA Sound Projectors, \$50.00. stage with blackface characters for this show. I'm currently with a commercial house. Can anyone Shipping Cases, \$3.50 each. Mills Panoram Soundie Machines, complete, reconditioned for \$125.00. Soundie Subjects, \$2.50 each. Free list. SIMPSON FILMS, 155 High St., Dayton 3, Ohio.

stage with blackface characters for this show. I'm currently with a commercial house. Can anyone send in something on the San Fernandel. . . . Marie Montez has opened in The Happy Isle, by her out of Bennington, Va.?"

Washington Once-Over

Continued from page 2

Communist party), which is something nobody has ever asked me."

Federal Communications Com-

Short Takes, Chiefly About Radio & TV . . .

mission faces are angry-red over "low necklines" headlines on stories in daily press last week reporting FCC's TV program study. Stories heralded the study and upcoming program conference as preparatory to TV blue book, but commissioners say this is completely contrary to fact. Commissioners flatly rejected staff recommendation for TV blue book. and instead voted for "soul-searching" confab with TV station operators. Any report resulting from confab will steer clear of old radio blue-book pattern of singling out individual station programs for criticism. Snapped one FCC'er: 'Even if we write a report, it'll probably be bound in any color but blue." . . . Many weeks more of hearings are in store for FCC on TV allocations issue. Educational TV phase wound up this Richards' control of his three stations to trusteeship . . . Radio-TV set production is running about 15 per cent below "normal" but well ahead of previous forecasts based on shortages of defense materials, according to latest Radio-Tele-vision Manufacturers' Association figures . . . McFarland bill setting up cease-desist rules system in

Showbiz May

Continued from page 2

leaders on Capitol Hill are showing an inclination to double the present 10 per cent tax on radio-TV sets. or settle for a 50 per cent hike. A for the gaming machine tax, now fixed at \$150, and a substantial hike is also being discussed for the present \$10 tax on pinball ma-

Ways and Means Committee Moncent. Current rate is 47 per cent. Baltimore.

never become a member (of the FCC, and proposing other revisions in commission set-up, is headed for Senate action next week, but faces tough sledding in House . . . North American Regional Broadcast Agreement which threatens clear channel stations in New York and other cities, is due to reach Senate Foreign Relations Committee soon, but it will get a rough going-over by a subcommittee. Forecast currently is that proposed pact will be turned down in committee.

Drivin' Round The Drive-Ins

NOVA SCOTIA is studying a

plan to tax and regulate drive-

in theaters at the 1951 session of the legislature. The session is to open the middle of February. The tax collection and regulation will be left with the provincial censors board at Halifax. . . . Two theaweek with cross-questioning of ter chains are considering adding CBS Prexy Frank Stanton and drive-ins in the Atlantic provinces. some direct testimony on engineer- Famous Players, subsidiary of ing. Next phase is testimony on Paramount, has two drive-in locacity-by-city allocations . . . Senate tions optioned, one near Halifax, Small Business Committee, which N. S., and the other near Sydney, recently reported it was looking N. S. Chains operates indoor theainto color TV problem, completely ters in both cities. The Franklin ignored the topic at its executive & Herschorn Company, based at meeting yesterday (2) . . . FCC St. John, N. B., is planning a this week granted G. A. Richards drive-in at the summer home of petition dismissal without preju- J. M. Franklin, the chain's head. dice of applications to transfer Another is planned for the outskirts of Halifax. . . Arrangements also are being made to establish a drive-in several miles out of the heart of St. John's, Newfoundland, in the early summer. Sponsor is Barney Williams and the location selected adjoins a roadside restaurant operated by Williams and his wife. . . . Borderland, on the U. S.-Canada border, will enlarge its car capacity. Spot was opened in 1949, and the nearest towns are Houlton, Me., and Woodstock, N. B., Sunday afternoon and night business is stressed because Sunday movies are permitted on the U.S. side, and forbidden on the Canadian sweeping increase is being forecast side. The drive-in is just over the U. S. line. . . . George E. Landers, Hartford division manager, E. M. Lowe's Theaters, has announced appointment of Don King, Washington area supervisor for E. M. Lowe's Theaters, as re-As Secretary of Treasury John Snyder prepared to outline the lief house manager at Lowe's President's program to the House Hartford theater, pending appointment of a permanent replacement day (5), signs were already visible for George Hudak, manager of the that Congress will try to pare the Newington, Conn., Theater. In his President's budget in quest of econ- capacity as Washington area omies and tax-saving. Neverthe- supervisor, King supervises the less, indications were for a cor- Mt. Vernon (Va.) Drive-In and poration tax rise, possibly to 55 per the Governor Ritchie Drive-In,



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The Final Curtain

BRAWNER-C. H. (Tex),

50, concessionaire with various carnivals for 35 years, recently in Cleveland, Miss., of cancer of the lungs. He had most recently been with the American Eagle Shows. Survived by his widow. Edith; three stepsons, Victor, Lewis and Eugene Bassie; a stepdaughter, Laura Collier; his mother, three sisters and two brothers, all of Texas. Burial in Greenville, Miss.

BRIDIE-James,

63, one of Britain's most successful playwrights, January 29 in Edinburgh, Scotland. His real name was Dr. Osborne Henry Mayor. A Glasgow physician, he originally wrote plays as a hobby. His first work, "The Sunlight Sonata," was produced in Glasgow in 1928. It was followed in 1929 by "The Switchback." In the same year he wrote "What It Is To Be Young." His first London play. "The Anatomist," produced in 1930, ran a full season. In succession came "Tobias and the Angel," "The Girl Who Did Not Want To Go To Kuala Lumpur.' "Jonah and the Whale," "A Sleeping Clergyman," "Marriage Is No Joke," "The Black Eye," an adaptation of "Storm in a Teacup," "Susannah and the Elders," "The King of Nowhere" and "The Last Trump." In 1938 he gave up his medical practice to become a full-time playwright. Bridle served with the British army in both World Wars. In 1942 he wrote "Holy Isle." Since then he had penned "Mr. Bolfry," "It Depends on What You Mean," "The Forrigan Reel," "John Knox," and "Daphne Laureola," which was produced on Broadway in 1950.

> IN MEMORY Of Our Dear Mother MARIE BeGAR Who Passed Away Feb. 8, '50 GRACE, EARL & HARRY

BRYDEN-Eugene S.,

48, stage director, January 26 at his home in Van Nuys, Calif. Born in Germany, he came to this country in 1937 with the Salzburg Opera Guild on a nationwide tour. In 1942 he produced a revival of "As You Like It" on Broadway. In 1947 and 1948 he was associated with the New York City Center in the production of eight operas.

BUXBAUM-Edward F.,

58, palmist and former motion picture actor, suddenly January 21 in Punta Gorda, Pla. He appeared in "Scara-mooch," "Doorway to Hell" and "The Great Ziegfeld." Survived by his widow, Marian, and two sisters, Mrs. Stells Maynier, Forest Hills, L. I., N. Y., and Mrs. Elsie Schoen, Miami. Services in Tampa, with burial in Myrtle Hill Memorial Park there.

CAHOON-William B.,

96, former screen and stage actor, January 27 in Norwalk (Conn.) Hospital. A showman for 50 years, his stage appearances included a role in "The Trial of Mary Dugan." He portrayed the role of Abraham Lincoln on numerous occasions. Survived by two sons, Stanley, Garien, Conn., and William, Knoxville, Burial in New London, Conn., January 30

COCHRAN-Sir Charles Blake,

78, one of Britain's top theatrical producers and showmen, January 31 in a London hospital from the effects of a scalding received the week before. Born in England, ne went to New York when 18 and appeared in the stage production of the then popular melodrama, "Around the World in Eighty Days," playing five roles. He toured with Joseph Jefferson in "Rip Van Winkle" and with various companies in one-night stands thruout the country. His acting career ended when Richard Mansfield, whose company had engaged Cochran, decided he would make a better secretary than thespian. During the three years he held this post he absorbed much of the commercial side of the theater and then went on his own. As a vaudeville operator and producer he was instrumental in introducing Georges Hackenschmidt, noted wrestler, Houdini and Odette Dulac to English audiences. Earlier he operated a flea circus and medicine show in this country and sold fountain pens at the Chicago World's Fair of 1893. His first theatrical production was Ibsen's "John Gabriel Borkman" in New York in 1897. He returned to England, where his first London production, in conjunction with the late George Giddens, was "Sporting Simpson," in 1902. Cochran's first solid managerial success came in 1911 with production of "The Miracle." Particularly adept at producing musical revues, he was responsible for the development of stars in this country and England, including Beatrice Lillie, Noel Coward, Elisabeth Bergner and Yvonne Printemps. In England he introduced Eleonora Duse and the Sacha Guitrys, and among the chorus girls in his revues were Anna Neagle, now a top British film name, and Florence Desmond, mimic and comedienne appearing in New York. Having lost over \$1,000,000 thru a series of financial reverses, he began again at 52 and regained his fortune with eight Noel Coward productions in nine years, including "Conversation Piece," Sweet" and "Cavalcade." He became ill in 1946, shortly before the opening of "Big Ben," but went on to produce "Bless the Bride" in 1948, which ran for 886 performances, and "Tough at the Top" in 1950. In all, he produced 128 plays and revues and planned to produce his 129th, "The Lion and the Unicorn," in April as part of the Festival of Britain. In addition to his work with plays and musicals, he also presented Diaghileff's Russian ballet, promoted many top boxing matches and booked the first rodeo in Wembley Stadium in England in 1924. He was manager of Albert Hall, London, for 12 years, vice-

CONRAD-John.

widow survives.

68, former vaudevillian, January 27 at his home in Detroit. Survived by his widow, Minnie, two sons and four daughters. Interment in Acacia Park Cemetery, Detroit.

president of the Actors' Benevolent Fund

and governor of the Shakespeare Me-

was made a knight bachelor in 1948 for

his activity in the British theater. His

COSSART-Ernest,

74, veteran stage actor, January 21 at his home in New York. Born in England, he made his theater debut in "Robert Macaire," 1896, in London. There followed several seasons of bit parts, an opportunity in "The Duchess of Dantzig" in London and then Granville Barker, making his start as a producer, engaged him for the gardener in "Prunella," which opened in London in 1906. Cossart came to New York shortly thereafter and made his bow in 1906 as Colonel Finkhausen in "The Girls of Gottenberg" at the Knickerbocker Theater. When Barker arrived in the United States in 1915 Cossart was hired to play with the producer's company in "Androcles and the Lion," "The Doctor's Dilemma" and as Bottom in "A Midsummer Night's Dream." Cossart was seen in several Theater Guild productions, including "Mary of Scotland," "The Mask and the Face,"
"Reunion in Vienna," "Getting Married," "The Apple Cart," "Caprice,"
"Marco Millions," "The Chief Thing,"
"Arms and the Man," "Volpone," "Saint
Joan," "From Morn to Midnight," "He Who Gets Slapped" and "Madame Bo-vary." His many other appearances included "The Great Waltz," "The Way of the World," "What Never Dies," and "Candida." His last role was that of Charles Dickens' father in "The Ivy Green," presented in New York in 1949. Cossart appeared in a series of movies, starting in 1935. Survived by his widow and a daughter, actress Valerie Cossart.

FORTIER-W. A., 62, advance agent for Wilson Greater Shows, and formerly wth Morris & Castle, George Rapp and Ed Whybro shows, January 28 in Winkleman, Ariz. Survived by his widow and two sons. Burial in Arizona Showmen's Association plot, Greenwood Cemetery, Phoenix, Ariz.

In Loving Memory of A. B. (PETE) JONES

Who died Feb. 13, 1950.

No one knows my longing, a few have seen me weep, I shed my tears while others are sound asleep. However long my life may be, wherever I may be, whatever joy or sorrow be mine, I still remember not just today, in silence I remember, for death can never take away love and memory, they live forever.

ANNA JONES

KIRKPATRICK-William B.,

shooting gallery operator for several years, January 21 in Belmont, Calif., of a heart attack. More recently he had been associated with his brother Charles (Charles the Wizard), in the operation of a Funhouse, Penny Arcade and shooting galleries at Pairyland Park, Kansas City, Mo. He had also been a film projectionist in Keokuk, Ia., for 15 years. Survived by his widow; five sons, William, Francis, John, Wayne and Richard, and four sisters, Rena, Daisy, Carrie Florence.

LAYMAN-Frank.

well-known carnival operator, recently in Kansas City, Mo., of a heart attack. A long-time member of the Heart of America Showmen's Club, Kansas City, he had been employed at the Schuyler Hotel there since closing his show in October. Burial in Showmen's Rest, Memorial Park Cemetery, Kansas City, January 31.

MARSHALL-Henry W.,

86, president of the International Livestock Exposition, Chicago, for 17 years and a prominent Lafayette, Ind., newspaper publisher, January 31 in Lafayette. A son, Henry Jr., survives.

MENNINGER-Mrs. Bertha,

former singer-actress, January 27 at her home in Covington, Ky. Mrs. Menninger, who once sang in Victor Herbert productions in New York, was the mother of Billy Huber, Cincinnati radio and stage musician. She also leaves a sister, Mrs. Jane Smith, Louisville. Burial in Highland Cemetery, Fort Mitchell, Ky., January 30.

MORRIS-James C.,

37, bass player, recently in Los Angeles Interment in Inglewood (Calif.) Park

OSTFELD-Jack,

49, veteran music man, February 2 in Roosevelt Hospital, New York, of a heart ailment. (Details in Music Department.)

PENNOYER-Mrs. Blanche Noyes,

87, retired actress, January 29 at her home in New York. She was a member of the company supporting Robert B. Mantell about 1900. She later played with Neil Burgess in his "County Pair," with Charles Datton in "The Sign of the Cross," with Maude Adams in J. M. Barrie's "Quality Street" and with E. H. Sothern in "If I Were King" and "A Proud Prince." Before retiring 30 years ago she also acted with stock companies in Boston, Pittsburgh and Springfield,

REVERE-Thomas H.,

48, radio and television mamager of the Biow Company, Inc., ad agency, January 25 at his home in New York. He was vice-president and manager of radio for Benton & Bowles from 1930 to 1942. and thereafter for three years he was with Ted Bates & Company as vicepresident of radio. From 1945 to 1947 he held the same job with Donohue & Coe, joining Blow in the latter year. Survived by his widow, a son and a daughter.

RUBIN-Mrs. Rebecca,

78, mother of Benny Rubin, radio and television comic, January 28 at Chelsea, Mass. Six other sons survive.

morial Theater at Stratford-on-Avon. He RYMER-Henry William,

former secretary of the Amusement England, January 11 at his home in Hornchurch, Essex. (Details in General Outdoor Department.)

SPENCER-John D.,

one-time circus clowning juggler and later a newspaperman, January 27 at his home in Macon, Ga. He had served on papers in Knoxville, Chicago, New

York; Mobile, Ala.; New Orleans, St. Louis, Houston, Montgomery, Ala., and Macon. His column in The Macon Telegraph was titled "More Otherwise and

STRUM-Julius.

68, cellist, January 26 in Detroit. He had been with European orchestras, the Philadelphia Symphony, and for 30 years was with the Detroit Symphony. Survived by three sons. Interment at Lafayette, Ind.

SULLIVAN—James A. (Blackie)

65, veteran concession operator, Janusry 10 in Kennett, Mo., of a heart ailment. He left the road 10 years ago after having operated concessions on Barnett & Shultz, Snapps' Greater, Byers Bros. and other shows. Survived by his widow, Margaret. Burial in Oak Ridge Cemetery, Kennett.

WEENEY-Eugene V.,

63, actor who appeared with George M Cohan and worked as a vaude performer, January 22 in Yonkers, N. Y He played in stock companies thruout Westchester County, N. Y., for several years, joining Cohan about 1916 in a play called "Young America." Sweeney continued the association for three years and toured as a vaudevillian until 1923. His widow and three daughters survive.

SZOPINSKI-Richard,

24, trumpet player, January 26 at the Woods, Wis., veterans' hospital of lukemia. He played in an army band he was with the Lawrence Welk, Buddy Marino and Tommy Sheridan bands. Survived by his parents, Mr. and Mrs. John Szopinski, and a sister, Mrs. Lindy Giacomini, Milwaukee.

THOMOSON-Troy S.,

owner and operator of a motion picture theater at Lawrenceville, Ga., January 21 at his home there. He formerly operated theaters in Monroe and Winder, Ga. Surviving are his widow and two daughters. Interment in Shadowlawn Cemetery, Lawrenceville.

WAVERLY-Jack,

54, music publisher, January 30 at his home in Bellmore, L. I., N. Y.. His songs included "Beneath a Starry Heaven," "Don't Worry, Darlin'," "I'm Just a Poor Hillbilly Lookin' for a Hill,"
"Louie Learned To Yodel," "When Grampa Got His Whiskers Caught in the Zipper of His Shirt" and "Nobody Wants To Do the Dishes." His widow, a brother and sister survive.

WHEELER-Marguerite Farrell, 62, vaude singer, January 26 in Buffalo.

Under her maiden name, she played the Palace, New York, during its top Starting her career 50 years ago in New York in a Shakespearean production, she toured the country for 50 years and was the original Kelly Girl of the 1916 song hit, "If I Knock the L Out of Kelly." A daughter and sister survive.

WILLIS-Charles H., 91, founder of the Willis Music Com-

pany, Cincinnati, January 27 in Christ Hospital, that city. Willis, who founded the music company in 1899, retired from active participation in the firm in 1919. Previously he had been associated with the former John Church Company, music publishers, for 27 years. Survivors include a daughter, Mrs. Mayme Langdale, Cincinnati. Burial in Evergreen Cemetery, Southgate, Ky., January 30.

ZSIGA—Bela J.,

60, cymbalon performer, January 30 at a New York restaurant where he was giving a performance. He had appeared with the London Philharmonic. At one time he played for the late President Franklin D. Roosevelt. Survived by his widow, a daughter and a son.

Marriages

BARKER-CAGNEY-

Nadine Barker to William Cagney, pic producer and brother of James Cagney, January 21 in Las Vegas, Nev.

BUCKLEY-WARNER-

Kay Buckley, film actress, and J. Arthur Warner, January 22 in Juarez, Mexico.

BENNETT-STIRLING-

Gladys Bennett, receptionist at WLIB. New York, and James Stirling, Columbia Records engineer, January 21 in New

Virginia Bunnell, of the Bunnell Sisters, and Warren H. Lees, assistant manager of the Carman Theater, Philadelphia, recently in Portland, Ore.

HART-SMITH-

Maria Hart, actress, and Drake Smith, pic actor, January 27 in Ensenada, Mex.

LINBECK-SEAMAN-

Lorraine Linbeck and Jack Seaman, film producer, January 27 in Ensenada,

MAIER-CLEMENS-

Agnes W. Maier, of the Circus Fans' Association of America, and Derwood J. Clemens January 15 in New York.

Births

A son, David Blake to Mr. and Mrs. H. Blake Chatfield recently in Hollywood. Pather was a formerly a magician and now is supervisor of broadcast promotion for the National Broadcasting Company in Hollywood. Mother, the former Roccina Moshetti, was in the American Broadcasting Company's pub-

A daughter, Fredna Yvonne, to Mr. and Mrs. Fred W. Roth recently in Odessa, Tex. Father was formerly a concessionaire and ride foreman with Byers Bros., Moore's Modern Museum, and L. B. Lamb and Byers Bros. shows.

THE ROSE TATTOO

(Opened Saturday, February 3)

Martin Beck Theater

A drama by Tennessee Williams. Staged by Daniel Mann. Settings by Boris Aronson. Costumes by Rose Bogdanoff. Incidental music by David Diamond. General manager, John Yorke. Stage manager, Ralph DeLauney. Press repby Cheryl Crawford.

ViviJudy Ratner	
Bruno Salvatore Taormina	6
AssuntaLudmilla Toretzka	1
Rosa Delle Rose	ì
Serafina Delle Rose Maureen Stapleton	-
Estelle Hohengarten Sonia Sorel	6
The Strega	
GiuseppinaRossana San Marco	3
PepinaAugusta Merighi	-
Violetta	5
Mariella Penny Santon	٦
Teresa Nancy Franklin	
Father De LeoRobert Carricart	١.
Doctor Andrew Duggan	t
Miss Yorke Dorrit Kelton	1
PloraJane Hoffman	ľ
BessieFlorence Sundstrom	
Jack Hunter Don Murray	1
Salesman Eddie Hyans	1
Alvarro MangiacavalloEli Wallach	٠
Marie Mangiacavano	1
Man	1
Man	i

Continued from page 3

his death, that she has unknowingly shared him with another woman, she scatters his ashes all over the floor and goes to bed with a clown of a truck driver whose body reminds her of her late husband's. The clown has had the during 1945. On return to civillan life foresight to get himself properly tattooed beforehand. This seems to clear up matters completely because she lets her young daughter run off with a sailor, and is evidently cured of her fixations.

Poignant Scenes

There is much more to Tattoo,

however, than the above. Williams has written some deeply poignant scenes as well as some of quiet humor. His people look and sound utterly authentic and the jig-saw bits of characterization fit neatly into the whole pattern. For once all his minor characters get full dimensional values. His lines, as usual, are earthy and he has no hesitation at calling a spade a spade. But perhaps because his people are volatile Latins, Tattoo is never offensive. Production be the world preem of a new comand cast-wise no more can be edy by P. G. Wodehouse. asked for the play. Boris Aronson's set and Rose Bogdanoff's costumes are a wonderful atmospheric | company operated by Bruce York asset. Maureen Stapleton is completely splendid as the woman who Niagara Falls) will come in for worships an empty memory, and she richly deserved the ovation she received from a first-night by the islands' most prominent audience. Eli Wallach is likewise citizens, including Sir Howard excellent as her emancipating Trott, Sir Elden Trimmingham truck driver. Phyllis Love and Tom Murray contribute handsomely as the teen-age daughter and the sailor she loves, and there Butterfield, of the Bank of Butterare fine vignettes from Ludmilla Toretzka, Jane Hoffman and Florence Sundstrom. Daniel Mann has directed them all expertly, grooving them in the tempos which the play's varying moods demand. In sum, Tattoo is not for children or grandma, but it is a highly interesting and entertaining piece of

Bolger Great

Continued from page 45

which "sparkle only at fitful inhigh spots when Bolger threw away the book and took to hoof-

As a matter of fact, Charley's plot today is still pretty grim going, but our first gentleman of the heel-and-toe has single handedly built it into something that is supremely his own. Whatever the process has been, Bolger by virtue of his own superlative timing and interpolation of personal business has built Charley into a very funny show every moment he is on stage. Since he is on most of the time, its lesser moments have become negligible.

Several new faces are in the cast for the tour. Robert Shackleton and Betty Oakes are the other pair of lovers, who are enmeshed in Charley's masquerade. Rose Inghram is his current statuesque, real aunt from Brazil, and Irene Weston and Ralph Lowe are replacements in lesser roles. All of them acquit themselves tunefully and competently.

Remaining among the old guard are Allyn McLerie, still giving a winning performance as Charley's girl friend, and Paul England whose straight playing to Bolger's comic antics is one of the show's assets.

Charley has improved 100 per cent since opening night. Now it's got high spots, whether Bol-Bob Francis.

Cincy 'Post' Readers Pick Video Faves

CINCINNATI, Feb. 3.-In a poll of readers of The Cincinnati Post to determine television preferences, made by Mary Wood, the paper's radio-TV editor, Paul Dixon, popular work-horse disk resentative. Wolfe Kaufman. Presented jockey of the Scripps-Howard station, WCPO-TV, was named as Salvatore Salvatore Mineo the territory's favorite TV personality, with comic Jerry Lester running second, and Ruth Lyons, powerhouse feature of the WLW and WLW-T Morning Matinee and 50 Club, third. Dixon's Music Shop, heard from 3 to 5, six days a week, also was voted the favorite daytime program.

Winners in the other classifications were as follows, in the order

Favorite comedy show-Milton Berle, Broadway Open House and Show of Shows; favorite dramatic program - Pulitzer Prize Playhouse. Studio One and Robert Montgomery Presents; favorite musical show - Cavalcade of Bands: Fred Waring Show and Stop the Music; favorite quiz show -Twenty Questions, Stop the Music and You Bet Your Life: favorite daytime show-Paul Dixon. Kate Smith and Garry Moore; favorite news program-Camel News Caravan, WCPO-TV News and Three-City Final (WLW-T); favorite kitchen show-Kathy Mc-Call (WCPO-TV) Magic Tele-Kitchen (WLW-TV), and Penny Pruden (WLW-TV); best liked by children-Kukla, Fran and Ol-

In sports telecasts, Post readers showed preference for wrestling, baseball and boxing, in that order.

lie, Howdy Doody and Six-Gun

Stock for Bermuda

Continued from page 1

Theater.

Darling Daughter, with Mady Christians: The Circle, with Florence Reed, and Keep Your Head, with John Loder. Last named will

Following the five-week run of the Miles Players, a Canadian (who has run summer stock in 16 weeks.

Bermuda stock enterprise is run (both were recently knighted); Harry Vesey, chairman of the Trade Development Board; H. D. field, etc. General manager of the enterprise is Jerry Wilmot, who is also general manager of local radio Station ZBM.

The corporation has taken over the old ballroom of the Bermudiana Hotel, which is presently being converted into an apartment hotel. Theater will seat 450 people. House scale will be from \$1.40 to \$3.50 in American money.

Mr. Big Shot

Continued from page 45

stereotypes. The lad gets in debt tervals." It seemed only to hit to a Runyonesque hood and is financially aided by an old flame. He tries to get the gal'- spouse to back his pic, but the deal falters somewhat when he and ex-flame are found in bed by the potential show backer. There are further complications to bring matters to an unhappy finale with the lad dead after a fall from a fourthstory window.

William Schallert's portrayal of a psychologically beaten father merits praise. Lisa Howard shows promise and should get better jobs. Anne Gwynne isn't convincing and is capable of a better performance. John Kellogg hovers along the line of mediocrity, staying below it too often. The lone set is simple, obviously adhering to a tight budget. John Bleeden.

Gridcast Bill

· Continued from page 1

cluded basketball in his project. However, Illinois sports authorities would be overjoyed to televise Illinois college and State tournament games if they could find a sponsor to pick up the tab.

Notre Dame has agreed to go along with the NCAA rule prohibiting live telecasts of football next fall as long as other schools do. But it is almost certain that if Illinois, Minnesota or any other big State school disregards the NCAA ger throws away the book or not. rule, Notre Dame will also be on the air next fall.

ESE MARSHALS AID

Mass Fairs Prepare To Battle State Tax

WEST SPRINGFIELD, Mass., been amplified by a Special Taxation Committee which is mailing to fair officials copies of State Legislation bills embracing the proposed levy. Committee chairman is J. Loring Brooks, president, Eastern States Exposition here.

At the recent meeting of the Massachusetts Agricultural Fairs Association, Brooks warned representatives of other fairs that the efforts of Tax Commissioner Henry F. Long, who is backing the bills, to impose levies on the ESE was the first step in the taxation of all events in the State. Taxation committee is supplying copies of a letter by Brooks blasting the proposed measures, lists of legislators and their home addresses and urging all concerned in fair operation and agriculture to pressure their State representatives and senators to defeat the taxation bills.

Only Offices Exempt

The measure would subject all fair property to taxation except those portions used for a fair's "offices, libraries and exhibitions." In the letter, Brooks claims that \$71,100 by John Arthur Exhibiexhibits at annuals are those of tions, operator of the Ripley individuals and groups and not Museum of Oddities in St. Augusof the agricultural or fair societies tine, Fla. themselves. Only the courts would ultimately settle that phase of the proposed law, according to Brooks.

Brooks states that fair officials know that concessions, entertainment facilities and parking areas are essential to an annual and that under the proposed measure all portions of property devoted to these necessary revenue and audience-producing activities would Poplin Plans be taxable.

British Cele Preps Biz Seg

LONDON, Feb. 3.-Work is well advanced on construction of the Festival Gardens for the 1951 Festival of Britain, which will open May 3 and continue thru November 3. The gardens, with its midway, will be located some distance from the main exhibit area of the festival and will occupy an area of 37 acres in London's Battersea Park on the banks of the River Thames. A separate admission fee of two shillings (approximately 30 cents) will be levied at the gar-

About six and a half acres of the Festival Gardens will be occupied by the midway, which will have such big rides as a Roller Coaster and the new Rotor as well as most of the flat rides, kiddle rides and concessions found in an amusement park or on a midway.

Remainder of the gardens will be occupied by flower gardens, a boating lake, restaurants, refreshment stands, theaters, concert halls, and open-air stage and a dance hall. No elaborate theatrical spectacles are envisaged, but entertainment offered will include some outdoor circus and variety shows. Indoor presentations will be concerts, ballet and puppet shows. Elaborate lighting effects and nightly displays of fireworks are to be featured.

England's blue laws will be rigidly enforced, which means that while the Festival Gardens will be open seven days a week, none of the rides or shows will be permitted to operate on Sundays. Thru some quirk in the regulations, one or two rides, such as the miniature railway, are not classed as amusement devices and will do business as usual on Sundays.

Davenport, la., Inks Young Revue

DAVENPORT, Ia., Feb. 3.-Mississippi Valley Fair here this Adds Two Annuals week signed with the Ernie Young '51 annual. The Young Agency will bring in practically the same revue that is skedded to play the booking trip. Western Canadian A Circuit. Unit will play five nights here, August his hell driving route are Owego, the public thru a series of daily Vines succeeds Hank Theodor, Columbia, S. C., papers carried 15-19.

Feb. 3.-Opposition to State taxa- to Brooks, is that any budget-protion of Massachusetts fairs has ducing, off-season rental of fair property covers more calendar days than the annual itself and probably would be ruled the predominant use of fairgrounds to further apply taxes to such buildings or land not already covered under Lee, St. Paul, and Clarence Smith, the above provisions.

> In 1947 Long sought taxation on all fairs that received off-season revenue from rentals of their property, but the bill was defeated.

Ripley Stock Brings 72G

WHITE PLAINS, N. Y., Feb. 3. -A 60 per cent stock interest in Believe It or Not, Inc., owned by the estate of the late Robert L. Ripley, brought \$72,000 here this week when sealed bids were disclosed. The bid of Douglas Ripley and Douglas L. Storer was approved, while the other bid was

The Arthur firm originally made a bid of \$50,000 for the stock several weeks ago, but Ripley, a brother of the deceased cartoonist, objected that the amount was too low. Sealed bids were then ordered. The transaction will be closed Friday (16).

Kiddie Unit

NORFOLK, Va., Feb. 3. - Tom Poplin, former circus - carnivalpark operator, announced that he will launch a mobile kiddieland featuring four rides and a free act in May. Territory will be limited to the lower part of Virginia. Sponsorship by Parent-Teacher and church groups will be sought, Several concessions will be included.

Prizes will be given away daily to stimulate attendance. Poplin said he is already working on the contracting of church and school

Henry Marshall, Int'l Stock Expo Prez, Dies at 86

LA FAYETTE, Ind., Feb. 3.-Henry W. Marshall, 86, president, International Live Stock Exposition, Chicago, for 17 years, and local newspaper publisher, died here Wednesday (31) following a long illness.

Marshall retired as president of the Chicago show last fall, after serving in the post since 1933. He owned 6,000 acres of farm land in the vicinity of this city.

Snyder, Vet P. A., Joins Ross Allen Reptile Institute

SILVER SPRINGS, Fla., Feb. 3. —Bill Snyder, former carnival publicity man, has resigned as information and education chief and editor of Florida Wildlife magazine for the Florida Game and Fresh Water Fish Commission, to accept a public relations position with Ross Allen's Reptile Institute.

In addition to public relations work, Snyder has been appointed secretary of Wild Animals, Inc., which handles mail order sales of reptiles, animals and birds.

Irish Horan Unit

agent, Bob Conto, returned here Wednesday (31) after a short

N. Y., and Stafford Springs, Conn. forums.

BC Contracts Mont. A Loop, The gaff in the bills, according Minot, N. D.

BILLINGS, Mont., Feb. 3.-Contracts to provide shows at fairs of the A, B, C, and D circuits of the Rocky Mountain Association of Fairs were awarded to Barnes-Carruthers, Chicago; Williams & Salt Lake City, at the association's 25th annual meeting here.

Fred H. Kressmann, representing Barnes-Carruthers, signed for shows at North Montana State Fair, Great Falls, and Midland Empire Fair here. They are the only two events in the A circuit. Kressmann said his firm again will feature a revue-type show titled, State Fair Revue. Other dates announced here include Fort William, Ont.; Grand Forks, N. D.; Minot, N. D., and Casper, Wyo. B-C had shows at Minot and Casper in 1949. These fairs, with the exception of Casper, were not represented at the local sessions.

Gladys Williams, of Williams & Lee, signed contracts for the shows at all of the B and D circuit fairs. They include events at Shelby, Havre, Lewistown, Dodson, Basin, Wyo.; Powell, Glasgow and Miles

Mrs. Williams said that her presentation will be Faircapades and the company will include about 45 people. The show will open in Independence, Ia., July 4, and close in Albion, Neb., September 15. En route to the Montana and Wyoming fairs, the W&L show will play the Wells County Fair, Fessenden, N. D.; Cavalier County Fair, Langdon, N. D., and Pembina County Fair, Hamilton, N. D. She for the RMAF Class B fairs for four years since the war. She also held the 1937 and 1938 con-

Clarence Smith received the C Circuit classification of six events.

Pittera Heads Fair of Italy

NEW YORK, Feb. 3. - Directed by the Fair and Exposition Management Corporation of this city, the Fair of Italy, dedicated to the display of that nation's products, will be held at Grand Central Palace here May 30-June 14. Fred Pittera will be managing director

The fair is viewed as a stimulus for Italy's dollar exports, and federal and municipal agencies in this country and the Italian Government have pledged their cooperation and technical assistance. Special legislation will permit foreign goods to be placed at the Palace free of customs duty or charges. Goods will be sold at any time during the fair for delivery at the close of the event, subject to duty, if any.

Exhibits have been classified into 31 categories of products and services of industry, commerce, artisan crafts, tourism and culture. The show will feature an art exhibition and a display on the restoration of the film industry, with screenings of top Italian movies as well as documentaries on tourism. There also will be a showing of Italian fashions.

Melton Hooked Up In Hartf'd NARCE

HARTFORD, Conn., Feb. 3 .-James Melton, Metopera star, will participate in a parade at the wheel of a 1914 Stutz Bearcat and will exhibit a number of his old cars during the March 3-10 National Auto Racing Convention and Exposition in the State Armory here, ports Joe Kizis, NARCE director. Melton also will act as chairman of Antique Car Day,

Purpose of the convention and show is to develop public interest in all forms of automotive racing Agency, Chicago, to produce its night grandstand attraction at the Horan, thrill show op, and his ganized racing on a national basis and afford the manufacturer and distributor the opportunity to ex-hibit the latest developments and manager of the Chunk-E-Nut New dates added by Horan to products to racing personnel and Products Company office here.

N. Carolina Mulls Ban on Stock Cars

RALEIGH, N. C., Feb. 3.-A bill make it a misdemeanor for anyone to promote or engage in stock car races.

An advisory highway committee named by Gov. Kerr Scott recommended that stock car races be forbidden. It said the races were a bad influence on youngsters and served to inspire them to highspeed driving on the highways.

Only Stocks Affected

Stock cars are defined as "an automotive vehicle of a model and type produced commercially and usually kept in stock by automobile dealers for regular sales." The bill is not designed to interfere with contests in which racing model or midget cars participate.

Detroit Cele Pulls 60,000

DETROIT, Feb. 3. - Third annual Midwinter Carnival sponsored by St. Joseph's High School here drew an estimated 60,000 to Convention Hall Saturday night (27), at \$1.50 a head. Jerry Lester and Dagmar, television star, headlined their own troupe on the stage, with two performances required because of the size of the crowd. dancing.

All four halls of the building has booked grandstand attractions were used, doubling the space shows," Urs declared. "The fairs normally taken even by larger are not considerate and the trade shows. Joseph Frederick's changes work a hardship on those Merry-Go-Round from Motor who play our events." States carried 2,600 persons in six hours. W. O. King had the Derby Racer and shooting gallery, while Charles J. Stapleton had a bingo seating about 1,500, and a number of concessions. There also were about 40 independent conces-

Conn. Grange Opposes Changes In Game Laws

HARTFORD, Conn., Feb. 3. -The seven-man legislative committee of the Connecticut State Grange has voted to oppose any change in State gambling laws,

According to State Grange Master Ira F. Wilcox, under the present laws, which he considers too lenient, religious organizations sponsor games of chance and minors can participate in them. "The Grange," he said, "is against any modification of the law.'

There has been talk in legislative circles that a measure would be introduced during the present legislative session that would permit expansion of gambling laws.

Shillan Ready To Push Looper At Bahamas Spot

LONDON, Feb, 3. - J. W (Jack) Shillan, former amusement device manufacturer, is established | built and additional stalls are in Nassau, Bahamas, where he has organized a new firm, Trixana, Ltd., which is handling sales of Norman Bartlett's flat ride, the Biller Bulls Looper. Firm also is operating a resort village near Nassau.

Shillan has sole manufacturing rights for the Looper in England and has appointed a London representative to handle demands for the ride there. Because of restrictions on the importation of foreignmade items, plus high customs tariffs, permits are being offered to interested showmen to build the ride, with blueprints and instructions for its construction.

Vines Replaces Theodor At Chunk-E-Nut Office

PITTSBURGH, Feb. 3. — Ted painting equipment.
Vines has been named temporary Several hundred l

resigned.

North Carolina has long ranked to ban stock car racing in North high in the number of stock car Carolina has been introduced to races presented annually. Permanthe Legislature by Sen. Junius ent tracks are located at Butner, Powell. The racing bill would Hillsboro, Charlotte, High Point and North Wilkesboro.

> Stock car racing has also long been a popular feature on the entertainment program of many fairs, in addition to providing a substantial amount of revenue to annuals during the off-season thru ground rentals to race promoters. Several of the State's fairmen are understood to be actively opposing the bill.

RMAF Prexy Urges Fairs To Hold to Dates

BILLINGS, Mont., Feb. 3 .-Carnival and booking office representatives have been peeved for a long time about fairs changing dates but they did nothing about However, in the Rocky Mountain Association of Fairs (RMAF), their plight was aired by Stephen Urs, newly elected president.

When reports from the grievance committee were asked in the closing minutes of the 25th annual session here this week, Urs, who was not on the committee, asked Claude Thornhill's ork played for that there be no changing of fair dates after they are set.

"This is not fair to carnivals and

N. E. Agents Name Cogert

BOSTON, Feb. 3. - Henry Cogert was re-elected president of the Theatrical Agents, Inc., of New England at the association's annual meeting here last week. Also reelected were Henry Drake, vicepresident; Jacy Collier, treasurer and Peg Norton, secretary.

Named to the board of directors, in addition to the officers, were Danny White, Billy Waldron and Jack Ford.

The Rhode Island Agent's Association combined with TAINE and

President Sam Silverman and Vice-President Ray Mullin were added to the parent org's board of directors.

Saskatoon Track To Be Resurfaced For Auto Racing

SASKATOON, Sask., Feb. 3 .-The Saskatoon Exhibition here will resurface its race track prior to the summer fair to make it suitable for auto races, officials announced. Advice on the job will be sought from the soil department of the University of Saskatchewan.

A new main gate and entrance to the grandstand also will be planned so the plant will be able to accommodate 450 race horses.

Back in Barn

CAMDEN, S. C., Feb. 2.-Elephants, stock and equipment used by Biller Bros.' Circus for indoor dates in New York and Providence, R. I., were returned to quarters here Sunday (21).

Show personnel swung into full activity of preparing for the outdoor season. Arthur Sturmak, general manager, arrived to supervise work. Dave and Deacon McIntosh, boss mechanics, are directing work on tractors and trailers. Superintendent Pete March has a crew of 25 repairing and

Several hundred local residents were on hand to watch arrival of the bulls. Local and Charlotte and items on the arrival.

The MIDGE-O-RACER



The BIC STORY in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddle Auto Ride featuring Kiddie-Kontrolled steering — an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

KIDDIE-KONTROLLED

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Phone, wire or write for additional details about this sensational money winning ride.





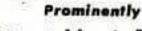
Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

LOOK! PARKER DOES IT AGAIN

Mr. James D. Carpenter, of Omaha, Nebraska, writes: "I thought perhaps you might like to know just how pleased I am with the Parker Baby 'Q' that we bought from you last spring. I credit it with being a real factor in the success of our Kiddieland and only regret that its capacity is limited. But the kids don't seem to mind waiting, sometimes an hour and more, for rides. We have ridden some 150,000 over the past two seasons and the machine still looks as good as the day we set it up. Prices start at \$5,750.00 for a Teen-Ager-Adult machine.

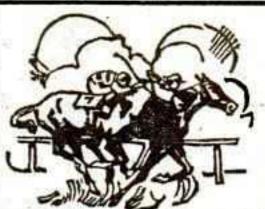
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FAMOUS TAYLOR HI-STRIKERS

All Steel Base Electric Towers \$200.00-\$250.00-\$300.00 Also Small Counter Strikers for Stock Stores or P.C., \$100.00 per set of two. G. W. TAYLOR **BOX 255**

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CLOSE-UPS: POLISH FISHER

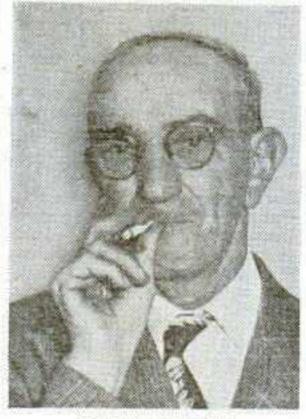
His Homey Philosophy Paved Way for San Francisco Club

By SAM ABBOTT

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

COME of the members around of that day, "An ill winde that Show Folks of America in San bloweth no man to good." Francisco chuckle at Harry Pol- This showman doesn't care from ish Fisher's homey and un-pol- where the saying came. It fits ished philosophy. They fail to his way of life and so he uses realize that these crackerbox re- it in its modern paraphrasing. And flections brought him thru 45 it is the Heywood cogitation that years of show business, and that underlies the beginning of the one of his epigrams was indirectly San Francisco Chapter 2 of Show responsible for the formation of Folks. their organization.

Polish Fisher (it is Pol-ish, not Pole-ish, probably doesn't know that one of his pet idealisms that he has reduced to "nothing is so



POLISH FISHER

bad that some good can't come from it" originated about 400 years ago. When John Heywood, who died in 1580, originated this

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Write for bulletin Amusement Industries, Box 2, Dayton 1, 0.

In 1943, the Fishers, Rose and Polish, temporarily interrupted a long circus and carnival career. to open a novelty store at 50 Taylor Street in the Bay City. The store, being centrally located, became a rendezvous for show people. A radio was installed, bulletin boards showing carnival routes were hung on the wall, and many traveling showmen used the Fishers' address much the way they use The Billboard's mail service.

"When people came from other parts of the country, they dropped into the store," Fisher recalls in his slow and deliberate manner of speech. "They look me up for information on booking on shows. The place got to be a hangout. Harry Seber, Sammy Corenson, Mary Ragan, Danny Lewis, Art Craner-everybody-came in.

"The store got so crowded there was little chance for customers to come in. If there was a customer, they'd all jump up to show their salesmanship. They'd wait on the customer and generally sell him what he didn't want. I had a million dollars worth of salesmanship gratis.

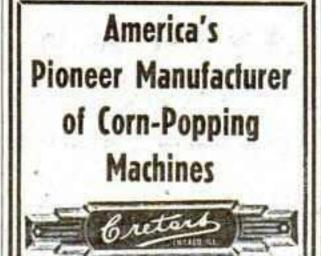
"Mary and Madeline Ragan belonged to Show Folks in Chicago. That was Chapter 1. So they started one on the Coast. Got a pondering it was, in the spelling charter to start Chapter 2. About 20 people showed up for the first meeting. Mary Ragan was president and rented an upstairs over Palace Market where she was pitching medicine. Decided to charge \$2 for membership."

This is the way Polish Fisher relates the beginning of the club. Actually, the large number of friends decreased his business. That's the sad side of the story. But, this, like every story, has another side. In fact, there are two parts to the good side.

The Show Folks of America grew into a large and enthusiastic organization. Today it has nearly 1,000 members, new clubrooms at 145 Turk Street, and a 600plot Show Folks' Rest in Olivet Cemetery. The group recently burned a \$40,000 mortgage on its burial grounds and monument. That, of course, is Part 1 of the beneficial

Fisher-this is Part 2 of the good side-never realized how many friends he did have in show business until he opened his novelty shop. The fact that every-(Continued on page 57)





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Replacements, Numbered Balls, ea....40
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Middleweight Cards, 515 x714; White,
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3,000 Small, Thin, "Brownie" Bingo

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Plastic Markers, Red or Green, round or square, 34" diameter, M Scalloped Edge, Green only, M., Smaller Size, 36" diam. Red or Green Plastics, M
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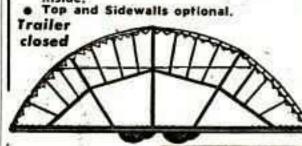
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HARRY SOMMERVILLE

Reorganize Club For Hugo Showmen

HUGO, Okla., Feb. 3.-Frank Ellis, of the Cole & Walters Wild Animal Circus, has been named president of the reorganized Hugo Showmen's Club, which is located in the Goldfedder Building on West Duke Street. Wayne Sanguin, builder for the Al G. Kelly & Miller Bros.' Circus, is secretarytreasurer, and the following have been named directors: Herb Walters, Tom McLaughlin, Bob Bunch, T. H. Strong, Doc Sherwin and Jimmie Hamiter.

New clubrooms have been decorated with photos and paper from shows wintering in this area. A number of events are planned for the adjoining banquet. The club is signed by Boyle Woolfolk open daily from 11 a.m. to midnight.

Art Miller, Kelly-Miller general agent, is correspondent for the club. Andrew McFarland is steward.

H. Rymer, British ACA Founder, Dies

LONDON, Feb. 3. - Henry William Rymer, former secretary of the Amusement Caterers' Association, died at his daughter's home in Hornchurch, Essex, January 11. Rymer was one of the founders of the ACA, organization of British amusement park and arcade showmen, and was its first secretary.

He also was the first secretary of the Amusement Trades Exhibition, Ltd., which annually stages a big trade show in London, and for a number of years served as secretary of the Amusement Caterers' Tobacco Company, Ltd. Rymer was active in lobbying for better laws and regulations covering the outdoor amusement field.

Red Deer, Alta., Quits Stampede

RED DEER, Alta., Feb. 3.-City council has been advised that Red Deer Elks Lodge is no longer interested in promoting an annual stampede here.

Approval was given a lodge request for permission to dismantle corrals erected in 1945, under an agreement with the city. Excessive operating costs were given as a reason for the lodge's move.

Canadian Zoos Make Plans for Expansion

EDMONTON, Alta., Feb. 3. — A city council committee has recommended an extra \$35,000 for the zoo here as the first step in financing a new plant to replace Borden Park Zoo. A. C. Patterson, super-intendent, said \$35,000 annually for four years would be needed to build the new zoo.

At Calgary, Alta., it was re-ported that Tom Baines, curator of Calgary Zoological Society, has been invited to Winnipeg to advise the city on extension of the zoo

Henderson Keeps Execs

HENDERSON, N. C., Feb. 3 .-All officers and directors of the Golden Belt Fair here were reelected for 1951 during the group's recent annual meeting. E. C. Huff is president; J. W. Coghill, vicepresident; Clyde S. Hight, second vice-president; Hamilton Stewart, third vice-president; C. M. Hight, secretary-treasurer; C. M. Hight Jr., assistant secretary-treasurer.

Penn Premier Shows have been contracted for the 1951 event, according to C. M. Hight. Date of the annual has been set for October 1-6.

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The American Foundation for the Blind Lights the

Way for Those Who Walk in Darkness

Talent Topics

By CHARLES BYRNES and JIM McHUGH

Harold Coates, male half of the Marimba Co-Eds, xylophones; Balancing Collegians, trampoline, who have been traveling as the half-time attraction with the Harlem Globe Trotter's basketball team, has received his draft papers and will enter the army within 60 days. . . . Ala Ming, wire act, was on the "Courtesy Hour," Friday night (2), TV show aired from Chicago. . . . Talent Agency, Chicago, for the 1951 outdoor season includes Mel Marcus, comedy pantomime and table rock; Four Droguettes, Mexican hat jugglers, formerly with Dailey Bros.' Circus; the Barons, balanc-ing and Risley; Musical Chefs, comedy musical, and Lloyd and Grace Connelly, known professionally as the Libonati Trio, musical.

Selden, the Stratosphere Man, and the Walkmirs, the latter known professionally as the Girl in the Moon, high act, have been booked into Kennywood Park, Pittsburgh for two-week stints this summer. Booking was handled thru Ernie Young, Chicago.
. . . Line-up of talent for the Western Canadian Class A Fair Circuit, also contracted by Young, will include Egle Zacchini, can-

Novak and Faye, comedy acro; Cortello's dogs plus a 16-gal line.

The Orantos, perch, are stopping over in Chicago prior to joining Orrin Davenport's Shrine Circus for its St. Paul stand February 26. . . . The Hustrei Sisters, trapeze, left Chicago recently for two weeks of indoor billing in Milwaukee. . . . Berg's Movieland Seals are skedded for the Sunday (11) Super Circus TV show which is aired from Chicago via ABC. Set for the following Sunday, according to Vic Brown, who books the show, are Coco, Steve and Eddie, comedy knockabout and teeter board, and Will Hill's ponies and dogs.

Harold Barnes, wire performer, has been busy in New York where he recently played repeat performances at the Roxy Theater, Radio City Music Hall and on Ed Sullivan's TV show, "Toast of the Town," all within six weeks. Wife Elaine has been working with the ballet on the same bill.

The Langs, trampoline, are playing the Sports and Boat Show in Mechanics Hall, Boston, February 3-11 and will then move to non act; Marcus Troupe, jugglers; the Grand Central Place, New Chuck Brown and Rita, ropes; York, for a February 17-25 stint.

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Boston-J. Cifre, Inc.; Nat'l Theatre Sup. Co.

Buffalo-Dion Products; Nat'l Theatre Sup. Co. Charlotte-Nat'l Theatre Sup. Co.; Standard

Theatre Sup. Co. Chicago-Abbott Theatre Equip. Co.; Gardner Jansen, Inc.; Hollywood Stage Lighting Co.;

Midwest Stage Lighting Co.; Midwest Theatre Service & Equip. Co.; Nat'l Theatre Sup. Co.

Cincinnati-Nat'l Theatre Sup. Co.

Cleveland-Nat'l Theatre Sup. Co.

Dallas-Hardin Theatre Sup. Co.; Modern Theatre Equip. Co.; Nat'l Theatre Sup. Co.

Denver-Nat'l Theatre Sup. Co.; Graham Brothers.

Des Moines-Nat'l Theatre Sup. Co. Detroit-Nat'l Theatre Sup. Co.

Forty Fort, Pa .- V. M. Tate Theatre Supplies. Greensboro, N. C .- Standard Theatre Sup. Co. Houston-Southwestern Theatre Equipment Co. Indianapolis-Nat'l Theatre Sup. Co.

Kansas City, Mo.-Shreve Theatre Supply; Nat'l Theatre Sup. Co.

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Minneapolis-Minneapolis Theatre Sup.; Nat'l Theatre Sup. Co.

New Haven-Nat'l Theatre Sup. Co. New Orleans-Nat'l Theatre Sup. Co. New York City-Nat'l Theatre Sup. Co.

Norfolk-Nat'l Theatre Sup. Co. Oklahoma City-Nat'l Theatre Sup. Co.; Oklahoma Theatre Sup. Co.

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Out in the Open

Mr. and Mrs. A. Joseph Geist, of Rockaways' Playland, left New York for the West Coast shortly after returning from a cruise to Puerto Rico. They plan to visit several California amusement centers. . . . Stanley Wathon has returned to his Woodside, L. I., home after a tough bout with douagent is anxious to get back to show folk hangouts, his medico advises that a period of home convalescence will have to follow his hospital care. Wathon's daughter, Denise, who returned home because of her father's illness, will shortly embark on Gus Sun time with the Juggling Jewels.

Frank Moore, manager of the annual Madison Square Garden Rodeo, is back in New York after an extended Florida visit. . Alfred Byrne, in charge of the Roller Coaster at Rockaways' (N. Y.) Playland, has entered the

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army and is stationed at a Massachusetts camp.

Frank Melville, head of the New York talent agency bearing his name, was en route home from the recent Southern fair meetings when his suitcase, containing signed pacts with annuals and pix of acts to be used as selling points, ble pneumonia. Altho the talent fell from the unlocked trunk of his car in West Virginia. Frank didn't discover the loss until reaching Hagerstown, Md., and upon arrival in New York received a telegram from the finder of the suitcase. He's sweating out its safe return while making the New York State fair meeting at Albany.

> Ainsley Lambert, producer of revue numbers for Barnes-Carruthers Theatrical Enterprises, Chicago, has left the Edgewater Beach Hotel and is convalescing at 4425 North Rockwell Street, Chicago, where he would like to hear from his friends.

Jimmie Van Cise, thrill show op, was in Chicago Thursday (1) still weighted down by a cast on his back. Van Cise suffered the back injury last fall in an auto crash and has been taking treatments since. . . . Harry J. Batt, operator of Pontchartrain Beach, New Orleans, is visiting in Florida and will go to the West Coast soon. . . . George W. Schmidt, of Riverview Park, Chicago, will remain in Florida until March. . . Art Fritz, Chicago Kiddieland pioneer, is in the South, and Richard Miller, operator of another Chicago Kiddieland, planned to leave for Florida last week.

Frederick McKinley Jones, vet auto race driver who drove as Casey Jones in the 1914-'25 era, was the subject of a feature story in the Monday (29) issue of The Chicago Tribune. McKinley, who retired from the dirt ovals in 1925, is now chief engineer for the United States thermo control company, Minneapolis.

Edward J. Hayden, art director of Rockaways' (N. Y.) Playland, spent three days last week at Joyland Park in Lexington, Ky. The management of the spot requested his services in redesigning and modernizing the spot.

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

American Eagle: Pascagoula, Miss., 10-17. Hames, Bill: Houston, Tex Orange State: Key West, Fla.; (Colored Fair) Miami 12-17. Prell's Broadway: (Fair) Pt. Myers, Fla.: (Fair) Ft. Pierce 12-17. Robertson & Coler Am.: Coolidge, Ga Royal American: (Fair) Tampa, Fla.

Royal Expo.: (Colored Fair) Daytona Beach, Fla. Sunshine: Ft. Myers, Fla., 12-17.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Davenport, Orrin: Cleveland, O., 5-18. Hamid-Morton: Memphis, Tenn., 10-17. Polack Bros. (Eastern): (Legion Auditorium) Roanoke, Va., 14-17. Polack Bros. (Western); (Armory) Louisville, Ky., 5-11; (Taft Auditorium) Cin-

cinnati, O., 14-24.
Seers Bros.: Bunnell, Fla., 6: Hawthorne
7: Crescent City 8: Ormond Beach 9: DeLand 10; Inverness 12.

West Bros.: Sweetwater, Tex., 6-8; Odessa 9; Big Spring 10; Carlsbad, N. M., 12-13; Las Cruces, 14-15; El Paso, Tex., 16-17.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Henie, Sonja, Ice Revue (Olympic) De-troit, Mich., 10-March 4. ice Capades of 1951 (Sports Arena) Hershey, Pa., 6-17,

Ice Pollies of 1951 (The Forum) Montreal, Can., 5-11; (Boston Garden) Boston, Mass., 13-25. Ingham's Wild Life Exhibit: (City Park)

Augusta, Ga., indef. Lee's Estel, Arizona Wildcats (Hager) Madison, W. Va., 4-14. Miller's, Irvin C., Brown-Skin Models (Leon) Tallahassee, Fla., 7; (Strand) Jacksonville 8-10; (Lincoln) Tampa 14;

(Roxy) Lakeland 15. Skating Vanities of 1951 (Sports Arena) Toledo, O., 6-11; White Plains, N. Y.,



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WOM Books New Revue, Other Units

World of Mirth Shows, will not be of units on this outfit in years. back with that organization this year, Frank Bergen, general manager, announced here this week. Altho it was previously announced that Zorita would repeat with the revue and also present a Posing Show, it is believed that the principals failed to get together on terms.

Bergen also announced that Johnny Orneallas would present the revue and posing units this season. Orneallas is a well-known show operator, having served with a number of units in the East.

Other points in the East.

Other major units booked by Bergen, in addition to those previously announced, include a Nat Rogers unit, Mallott's Illusion Show and Stan Baker's Old Mill. The latter will be presented at fairs.

New Side Show

Bergen last week announced that a new Side Show unit would replace the one operated by Glenn Porter the past several seasons. The show will no longer present a half and half attraction, he said. The additions, plus nine previously announced, cover practi-

Top Front-End **Personnel Set** For Lawrence

Gee and Sammy Stein will have lights and a neon-trimmed show the front end on the Lawrence front will be other features. Greater Shows, with Curley Graham acting as business manager this year, it was announced here this week by Shirley and Sam Levy, owners-managers. Fitzie Brown managed the front line last

The final line-up of paid attractions is expected to be completed after the closing of the Tampa Fair. Units already set include Leonard Duncan's colored revue, which is returning for its third season; Earl Myers' Side Show and Crime Show and Wimpy Scheimel's Penny Arcade. A little Dipper and a Sky Fighter will be added to the kiddle section, the Levys said.

Bobby Kline, general representative, is scheduled to leave here next week to arrange a route of spring dates in the South. Ralph Clawson, general manager, will be in charge of winter quarters which will open Saturday (10) at Moultrie, Ga. Charles Roy will return as purchasing agent. Personnel already in quarters includes Bob Young, Slim Blakenship, Roy McGovern, and Bill Woodall.

T. J. Tidwell Prepares for March Opener

BILLINGS, Mont., Feb. 3.—T. J. Tidwell Shows will open its 27th annual tour near Sweetwater, Tex., about March 1, T. J. Tidwell, owner-manager, said here at the annual meeting of the Rocky Mountain Association of Fairs.

The 1951 lineup will include 12 rides, 8 shows and about 30 concessions. Rides are now on location at Killeen near Camp Hood and have been operating one week a month since conclusion of the season. The tour will again includethe Southwest and Northwest.

In addition to Tidwell, the managerial staff includes Evelyn Tidwell, secretary, and B. B. (Doc) Snow, general agent. The coming season's attractions will again be Gertie the chimp and Queenie the

Magic Empire Inks Troy

Alabama fairs.

RICHMOND, Va., Feb. 3.- | cally every major show offering Zorita. Girl Show feature and on the World of Mirth midway and manager last season with the add up to the most drastic change

One of the reasons behind the upheavel is believed to be the fact that World of Mirth has played many of its spots, including fairs, for a decade or more and major changes in the attractions line-up were in order.

Orange Show

SAN BERNARDINO, Calif., Feb. 3.-Crafts 20 Big Shows was awarded the midway contract for the National Orange Show opening here March 8 for 11 days. The shows, headed by Orville N. Crafts, bid for the date against the Ferris Greater, Whittier, and West Coast

Russell Z. Smith, secretarymanager, did not release terms of the contract, but said it was based upon a minimum guarantee or percentage, which ever is greater, of gross revenues from shows, rides and sale of concession space.

Ferris Greater played the date in 1950, replacing Crafts, which had held it for all postwar shows beginning in 1947 and for a series of shows prior to World War II.

Org wil' open with 18 major rides, 14 kid rides, 10 shows and 75 concessions, according to Crafts. NEW YORK, Feb. 3 .- Pat Mc- Total of 30 light towers, six search-

Drew Contracts Charleston Date

CHARLESTON, W. Va., Feb. 3. -James H. Drew, owner of the shows bearing his name, has contracted to provide midway attractions at this year's West Virginia Agriculture and Industrial Fair here. A railroad show played the date last year.

Dates for the annual are September 1-9, which include twoweek-ends and Labor Day. Org will be greatly expanded to play the spot, according to Drew.

American Carnival Ass'n, Inc.

By MAX COHEN.

ROCHESTER, N. Y., Feb. 3. -This was written shortly before our departure for the New York State Fair meeting at Albany, where we expect to confer with the membership present on matters of interest to the industry. Information has been received from the International Association of Fairs and Expositions, advising that its 61st annual meeting will be held at Hotel Sherman, Chicago, November 26-28, and accordingly, in conformity with our by-laws, our 1951 meeting will be held at the same time and place.

Several matters of interest to the industry are pending before the bingo and eliminating any penalty for the use of premises for this purpose, and a bill relative to defining the minimum contents of frozen custard.

Information received from Washington indicates that employers are relatively safe in employing individuals over the age of 25, as it is not anticipated that the present draft regulations will go beyond delayed beyond that point. Current thinking in Congressional circles seems to be along the lines that corporations sustaining the increased rates as of the beginning of the year and individuals to assume increases probably as of midyear. There is also some consideration being given to imposing excise the industry.

Big Year Seen By Eastern Ops

Count on Flood of Defense \$\$ To Boost Earnings to Top Levels

cent eastern fair meetings. A big season lies ahead, they say, and nix the prospects.

For many, the bright outlook is a life saver since the contagious optimism which it inspires has served to ease the strain of giving on the part of bankrolling friends, New York State Legislature. These some of whom were already quizinclude bills relative to legalizing zical about continuing to shell out. The poor takes experienced by many units during the past semester necessitated slow pay-offs and any guy with dough to invest wants it to show earnings when he puts it to work.

Fresh Money Seen

Stimulating the gleeful outlook is the expected flood of defense dollars. Fresh money is exthat age. We also have word to the pected to be in circulation by effect that no tax bill is anticipated spring, many ops say, despite the much earlier than mid-year, with common belief that it will take a possibility that it may even be some time before the letting of government contracts and actual entry into production begin to reflect defense plans. Business increases will be retroactive with picked up considerably last fall and the late fair dates saved many shows which might otherwise have floundered.

The South is being tagged as one of the likeliest sections to pay big dividends. The reviving of taxes on soft drinks, candy and camps and increased army perpaint, among the items used by sonnel documented their importance in the gross of many

NEW YORK, Feb. 3.—Eastern shows last fall. The influx of big operators, practically without ex- industry in the South, including ception, put the happy sign on many concerns of national fame. prospects for their forthcoming has already hypoed the economy. treks when sounded out at the re- New show towns are expected to result since multi-million dollar plants are under construction in nothing short of total war will hamlets and their completion is expected to result in the growth of thriving communities.

53

Hopeful Attitude

While some managers are openly hopeful that the upcoming season will equal 1947, they are mindful of the fact that many a budding career was buried during the fabulous '40s because of bad management. Most of them know from experience that the slump in still-date earnings failed to keep pace with the increases registered at fairs.

Surprisingly, increased costs and a possible shortage of help appear to be of little concern at the moment. This probably stems from the fact that few operators have yet started full-scale operations. It does not indicate a lack of awareness.

Royal Crown Gets Okay Biz At Largo Fair

LARGO, Fla., Feb. 3.—Aided by a record-breaking kids' day, Tuesday (23), Royal Crown Shows closed its five-day stand at Pinellas County Fair here Saturday (27) after racking up good grosses.

Schools thruout the county closed at noon Tuesday and over 35,000 youngsters poured onto the midway to chalk up a record gross for the annual event. Org operated 18 rides and 14 shows.

Mrs. Margaret Abrahamson, daughter of Eddie Young, org's owner, arrived here from Madison, Wis., to spend a few weeks with her father. J. L. Machamer, shows' secretary, took delivery of a new Liberty house trailer here.

Visitors here included Starr next Monday. But today passed DeBelle, Herb Pickard, Tommy Thomas, Roy Jones, S. T. Jessop, John Davis, Sam (Kinky) Wolfe, Mr. and Mrs. W. Carroll, Robert Hardy, Melvin Westmoreland, Marshall Beasley, Joseph Spicola, James Long, Chief of Police Malcomb Beasley, Phil Lucey, Mr. and Mrs. Carl Brown and Bernie Ber-

> Org's next stop is the Florida Citrus Exposition, Winter Haven, with opening skedded for Febru-

Tampa Visitors Cut Up Weather---Not Jackpots TAMPA, Feb. 3.- Jackpot di- at the mouth of Royal American viders, here for their annual, tho Shows' midway. It also kept many

Florida State Fair, this week warmth of their hotel rooms. shunned their favorite pastime of cutting jackies to discuss the weather-of all things.

There was ample reason. The mercury hovered almost unbelievably at the near-freezing point, a situation which amazed the visiting gentry as much as it did locals. Moreover, it was a trifle embarrassing to some of the visiting firemen, who had come here with only lightweight clothes, figuring they were to drink up some strong sun while cutting jackies.

This shortage in the wardrobe department cut short the huddles

unofficial winter convention at of the visitors confined to the

Old-timers couldn't recall a time when so few of the visiting fraternity had put in appearance on the lot. Many who had planned to make the trip here are either snowbound at home or en route

Normally, the height of the influx is reached on the Saturday preceding Gasparilla Day, which is with only a small group of arrivals. The fact that continued cold here is prophesied suggests that many now will pass up the trip. Some, in fact, will be forced to because of transportation difficulties caused by storms in the North.

Included among early arrivals were Ida Cohen, Bernie Mendelson, Don and Sam Greco, W. E. (Shotgun) Page, Bob Parker, Ned E. Torti, Mrs. Al Wagner, Harry Illions, Slim Donaldson, Mr. and Mrs. Joe J. Fontana, L. J. Heth, Charles E. Lenz, Kelley Abbott, Mrs. Annie Gruberg, Marshall Johnson, Harry Rubens, Joe Corbett, Jimmy Rose, Jimmy Annin, George Golden, Art Frazier and Kinky Wolfe.

Wagner, Hickey Rides At Mobile Mardi Gras

MOBILE, Ala., Feb. 3.—Despite a curtailed program because of the international situation, the Mobile Carnival Association had three more parades booked this year than last for the annual Mardi Gras which started here January 25 to run thru February 6. This was brought about by the entry of three women's mystic societies.

The annual Negro parade, held on Davis Avenue in the Negro section, was canceled, as were all activities of the Negro Carnival Association. Usual influx of nov-

several concessions scattered will be joined there by his brother, Model's fair route, beginning around the K. of C. Home on Babe, who is returning from his TROY, Ala., Feb. 3.—Magic Empire Shows has contracted to supply the midway for Pike County Fair, which is being revived here this year, giving the show six Alabama fairs.

Mode's fair route, beginning around file K. 9. C. Holle in Copa County Fair, Mesa, Ariz. The show will have 20 rides, 12 shows and 35 concessions.

To play Circuits B and C, Northern Exposition Owner-Manager this year, giving the show six Alabama fairs.

Mode's fair route, beginning around file K. 9. C. Holle in Copa County Fair, Mesa, Ariz. The last week of June, covers Iowa, Wisconsin, Nebraska, Kan-show will supervise the refurbishing program.

Work is in progress here in preparing equipment for the March Hickey's Gem City Shows had two rides on the Greyhound Bus plete the contracting of still dates and color of the stanting from the Copa County Fair, Mesa, Ariz. The last week of June, covers Iowa, Wisconsin, Nebraska, Kan-show will supervise the refurbishing program.

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Vivonas Bag **Full Route** Of Annuals

NEW YORK, Feb. 3.-Herb Shive, general representative of Vivona Bros.' Shows, said here this week that a solid route of fairs starting August 12 and running thru November 10 has been lined up for the org.

Shive announced the signing of Covington and Tappahannock, Va.; Marlington, W. Va.; Union and Newberry, S. C., and Leaksville, Lumberton and Clinton, N. C. Announcement of the remaining dates is being withheld for tactical reasons, Shive said.

Johnny Vivona left his New Jerelty dealers and confetti peddlers sey home yesterday with a conwas down to a minimum, with voy of trucks containing rebuildfew of the old-'imers showing up. ing supplies for shows' winter Al Wagner had seven rides and quarters at Goldsboro, N. C. He

and celebrations.

Siebrand, No. Expo, Standard Pact Rocky Mountain Loops

Shows and Standard Shows were Gil Tuve. awarded contracts to play Circuits A, B, C and D of the Rocky Mountain Assocation of Fairs. The deals were made at the 25th annual RMAF convention which ended its three-day run here Tuesday (30) at the Northern Hotel.

Signing of a contract marks the seventh year for Siebrand Bros. on the A Circuit, which includes North Montana State Fair, Great Falls, August 6-11, and Midland Empire Fair here, August 13-18. Northern Exposition, thru a switch in circuits, signed for its eighth straight year to play fairs listed in the B and C circuits and which practically amount to the 1950 B-1

Standard Shows, headed by Vince Jones and headquartering in Douglas, Wyo., made its debut into the RMAF circuit assignments. Standard has played individual fairs before, but this was the first time it secured a block of dates.

Siebrand Bros., headed by Pete and Hiko Siebrand, winters in Phoenix, Ariz., and will open its 36th season February 22 at Mari-

rides, 6 shows and 30 concessions. | ton, Okla.

BILLINGS, Mont., Feb. 3.—Sie- | The organization winters in Worthbrand Bros.' Circus & Carnival ing, S. D. Contracts were handled Company, Northern Exposition by Smith and his general agent,

Standard Shows, in bidding for the D route of four fairs, was represented by Jones and his general agent, Ray Atherton, Equipment includes 9 rides, 3 shows and 20 concessions. Opening May 1, it will be the organization's 12th season.

Robinson Signs 14 Annuals for Model

BONHAM, Tex., Feb. 3.-Returning here from the recent Nebraska fair meeting, John L. Robinson, president of the Model Shows, Inc., reported the signing of three fairs while there. While on the Northern trip Robinson also signed to supply midways for the Clinton, Ia., Street Celebration, held in Lyons; Neosho (Mo.) Fair and Bentonville (Ark.) Fair, bringing to 14 the number of fairs Model has booked. Mrs. Robinson accompanied him.

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HELP WANTED: Foreman for Twin Ferris Wheel and Foremen and Second Men for all other Major Rides. Top salary and bonuses paid to reliable men. Electrician with Speery Searchlight experience. Lot Man and Billposter with car or truck, also Canvasman for Marquee and other good, experienced Carnival Help. All address:

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All of the above equipment in the best of condition, thoroughly overhauled and repainted ready for the road. Have good transportation for all, including winch truck. Will sell as a complete unit, with terms to responsible persons or separately for

This equipment comprised the #2 Unit of Don Franklin Shows last season and our offer to sell the above in no way effects the size or operation of our #1 Show. All of this equipment can be seen in operation at the San Antonio Livestock Exposition, Feb. 16 thru 25. On the grounds beginning Feb. 10.

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Midway Confab

Archie Futrell, formerly with show biz attorney has entered Central Amusement Company, Mount Carmel Hospital, Detroit, has opened the Dixie Diner truck for a check-up. . . . Leo Lippa, stop in Murfreesboro, N. C. With former carnival owner, is conhim as night manager and cook valescing in his Detroit home folis A. C. (Heavy) McClain, veteran lowing an operation. . . R. A. carnival man . . . "Harlem Cu- (Fats Norton) Nathanson, is vabana" is the minstrel revue cationing in Tampa. . . . Sam Solof signed by Cavalcade of Amuse- infos he will join World of Pleasments. It will carry 23 people, ure Shows this year with eight including Tytsin and Tytsin, Buster Mills, Pat Hanley, Gean Collins and the Lucky Jackson band. . Earl (Buck) Weaver, who is in Wesley Memorial Hospital, Chicago, awaiting surgery, would

like to hear from friends. . . . Roy Wallace is preparing to take | Hospital, Detroit. out Larry Nolan's 5-in-1 this season. . . Mrs. Albert (June) Drescher, concessionaire last with the Dobson United Shows, entered Bemidji (Minn.) Hospital for surgery January 29. She would like to hear from friends who may address her at 820 Mississippi Avenue, Bemidji.

Notes from Rice's Trailer Park,

Ruskin, Fla.: Roy Duffey and crew are readying a string of concessions. . . . Wild Bill Thomp-son, of Mighty Page Shows, is building two concessions. . . Glen Cooley and wife, Ann, are manufacturing jewelry for the coming season. . . . Forest Poole, owner-manager of the new Gladstone Shows, is making preparations for the new season. L. H. Hardin, his general superintendent, has completed construction of an entrance arch and ticket box. . . . Mr. and Mrs. George Jones and daughter left recently with diggers and a Derby Racer to make spots with the Royal Crown and Prell shows. . . . Mr. and Mrs. Pat O'Brien are to join the Barney Taswell Shows with their jewelry joint. . . . Mrs. L. H. wife of Forest Poole. . . . Visitors ville, Mo. have included Whitey Hardiman, Whitey Slaten, Bill Stoffer, Mrs. Lou Keller is chairman of George O'Neil, Al Renton and Art the Ways and Means Committee Detwiler.

in Detroit, and Harry Letzer, 1951 activities.

of Mr. and Mrs. Harry Wagner.

Shows' business manager, has Company during the winter.

Virginia Kline infos from Los Angeles the the along with Mr. and Mrs. P. Smith, were recent dinner g s at the trailer home of Mrs Bill Meyer in Monterey Park. She also visited Jerry and Gladys Mackey, of Jantzen Beach Park, Portland, Ore., who have an apartment at the Dover. Virginia reports that Madge Buckley is confined to Hollywood Presbyterian Hospital with a heart ailment and Clara Zeiger is confined to her Burbank

Walter Lankford pens that he is Hardin, with the assistance of Lankford is wintering at Warner Mrs. Billie Rice, Mrs. Bill Thomp- Robins, Ga., and opens his season, Mrs. Jewel Jones, Mrs. Ann son in June. . . . Mrs. Clyde Hoy Cooley, Mrs. Gail and Mrs. Pat has been visiting Mr. and Mrs. O'Brien, arranged a January 17 Frank Sparks, who operate a birthday party for Elsie Poole, restaurant and tavern in Keytes-

Gil Cohen, concessionaire, is ill started plans for the committee's

op and auctioneer, is confined to his Newark, N. J., home. . . . Herman Magnusson, past commander of the Joey Moss Michigan Showmen's Association American Legion Post has entered Veteran's

Harry Wilson was on the scene when the Gibsonton, Fla., volunteer fire department extinguished its first major blaze at the home

Roy B. Jones, James E. Strates been employed by the Pepsi-Cola

framing a new cookhouse outfit with a kitchen mounted in a truck and using new canvas.

for the Ladies' Auxiliary, Showmen's League of America, and has

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JOHN HAYES-J. & B. SHOWS

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books—all records. UNDERSTAND ALL
TAXES. BEST REFERENCES—WORTH
INVESTIGATING. Show must be of high
standard. Salary must be right. Address:
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HOWARD INGRAM Route 3, Box 275, Sarasota, Florida

Flashbacks

25 Years Ago

Honest Bill Newton was named manager of Greater Orange Bros.' Flying Ward acts with Sells-Floto Circus, opened on the Loew Circuit. . . . Paul Conway was engaged as general press representative of the Walter L. Main Circus. . . . Joe Loyd was appointed boss hostler for Christy Bros.' Shows. . . . Frank McGuyre, of the Mighty Haag Shows, was recovering at his home in Tal-. . . Charles Cooper was named 24-hour man for the Gentry show. of privileges with the Sparks Cir-Hotel. . . . G. H. Williamson was re-engaged as superintendent of properties for the Sells-Floto Cir- W. H. Dunn, secretary. cus. . . . Willard Garr signed to join the advertising car of Hagenbeck-Wallace Circus. . . . Aerial Clarks (George and Mae) were playing the Loew time.

Stringham A. Stevens, manager of Saltair, Salt Lake City, anrebuilt during 1926. . . . Seccaium the park under lease for 10 years.

plans to install an Old Mill at Forest Park, Utica, N. Y. . . . Texas Association of Fairs convention at Dallas elected W. V. Crawford, Waco, president; Jelks Castellaw, Ennis, secretary, and W. E. Donovan, vice-president. . . West Virginia Association of Fairs convention at Charleston elected A. F. Whelan Jr., Weston, president; W. L. Tabscott, Lewisburg; J. B. Sydenstricker, Greenbrier, and E. E. Cottrill, Glenville, vice- Aransas Pass Honors presidents, and Bert Swartz, Wheeling, secretary-treasurer.

Harry S. Noyes was named genreported improving in Tampa from injuries suffered when struck by an automobile. . . . The 1951 staff for the Rubin & Cherry Shows was announced as Rubin Gruberg, president; Wilbur S. Cherry, general representative; Herbert A. Kline, general man-ager; Walter A. White, business manager; Frank S. Reed, secretary; Arthur Atherion, treasurer; Thomas Salmon, general superintendent; Ed Payton, trainmaster; William Cain, chief electrician, and Arthur Greil, purchasing agent.

Deaths: Maud Burton, fat girl; George Castor, tent showman; W. C. Moores, fair man; John Richardson, circus musician.

10 Years Ago

Eddie Woeckener was re-en-

gaged to direct the band on Russell Bros.' Circus. . . Frank Braden completed publicity work in Philadelphia for the Walt Disrejoin the Ringling-Barnum circus in Sarasota, Fla. . . . Capt. Albert Spiller and his seals were contracted to play all winter dates for Polack Bros.' Circus. . . . Stricken ill, Baron Novak, midget, was compelled to cancel a date at the Hotel Belden, Canton, O. . . . Tiny Tim left the Wild West field to go with the James M. Cole Indoor Circus. . . . Naida Perez was recuperating in Cleveland from an accident in which she suffered a fractured skull. . . . Johanna Rittley was appearing with the Lewiston World's Fair Museum in Eastern Ohio. . . Feris Phillips and wife played the Shrine Circus at Grand Rapids, Mich. . . . Frank Konopka, aerial bar performer, was re-engaged by the Ringling-Barnum show to work with the Concellos. George (Slim) Griffin was re-engaged as superintendent of reserved seats with Dailey Bros.' Circus.

Rudolph Benson began his ninth season as publicity director of Coney Island, Cincinnati, . . Donald Boyce Jr., was appointed supervisor of Stewart Beach, Galveston, Tex. Walter D. Newcomb Jr., took operation of Santa Monica (Calif.) Amusement Pier. . . . George A. Hamid was negotiating for control of Steel Pier, Atlantic City. . . . Illinois Association of Agricultural Fairs conven-

tion at Springfield re-elected E. E. Irwin, president; C. C. Hunter, vice-president; A. W. Grunze, secretary-treasurer. . . Pennsyl-Shows, a consolidation of the vania State Association of County Orange Bros. and Moon Bros. Fairs convention at Harrisburg shows. . . . Bee Star, of the re-elected William Brice Jr., president; Harry B. Correl, John H. Rutter and M. H. Beary, vicepresidents, and Charles W. Swoyer, secretary-treasurer. . . . Organization of North Central Iowa Fairs Circuit was completed at a meeting in Mason City, Ia., with the following elected: Dr. C. E. Juhl, president; Norton Bloom, vice-president, and R. V. ladega, Ala., from an operation. Wilkinson, secretary-treasurer. . . . Dr. Linwood W. Snow, secretary of Michigan State Fair, Detroit, . . . Doc Walker, superintendent for two years, resigned. . . . North Carolina Association of Agriculcus, purchased the Macon (Ga.) tural Fairs convention elected John W. Robinson, president; Hobart Brantley, vice-president, and

Judith Solomon was elected president of the Missouri Showwomen's Club, St. Louis. . . . L. S. (Larry) Hogan, Amusement Corporation of America general agent, was released from a Chi-cago hospital and was en route nounced that the resort would be to Texas to recuperate. . . . Glenn Ireton, carnival press representa-Park, Bucyrus, O., was purchased tive, was doing exploitation work by R. A. Jolly, who had operated in Toronto for Warner Bros. Pictures. . . . Mr. and Mrs. J. C. Weer . . . Harry C. Baker was making returned to Miami from a threeweek vacation in Havana.

> Deaths: John A. Bendiksen, circus performer; Mrs. Lola Dutremble, lion trainer; Mose Engel, circus advance man; F. W. Hall, outdoor showman; Frank R. Kobiela, acrobat: Mrs. Tony Lewis, carnival woman; William G. Overly, park man; Dave Rose, outdoor

Governor of Texas

ARANSAS PASS, Tex., Feb. 3.eral agent for the Abner K. Kline Gov. Allen Shivers of Texas was Shows. . . . Jack Oliver announced made an honorary member of the that he had gone into partner- Aransas Pass Showmen's Associaship with Schulenberg, owner of tion recently. Secretary of State the Alabama Amusement Com- John Ben Sheppherd and Olin Culpany. . . . Nat D. Rodgers, head of berson, railroad commissioner, also the Rodgers & Harris Circus, was are honorary members. Jack Edwards is president of the club, which was founded two years ago.

Winter Quarters

Virginia Greater

SUFFOLK, Va., Feb. 3.—Rocco Massucci, general manager, returned to quarters after attending the North and South Carolina and Virginia fair meetings. William C. Murray, general agent, continues in charge of quarters and will supervise the refurbishing program. Three tents have been ordered from Bill Sanders, American Tent & Awning Company. Tops will go to the Girl Show, Minstrel Show and Merry-Go-Round. Four light towers have been received, making a total of 12.

Leo and Mike Matina, midgets, have left for Springfield, O., where ney film, "Fantasia," and left to they will be guests of Bill Wendt at the Francis Hotel there. Visitors included Dr. L. C. Holland, Tommy Poplin and Larry Brigg. In guarters are George Gillespie, James and Stella Bowser, J. (Sheriff) Mitchell and Tommy Jones.

Wolf Greater

MINNEAPOLIS, Feb. 3.—Quarters open about March 15. Show will confine its route to Minnesota. Thus far 21 weeks have been scheduled, including fairs at Kasson, Howard Lake, Anoka, Garden City, St. James, Caledonia, Cambridge and Fairmont and the St. Peter American Legion convention, Winnebago Legion Street Celebration, Willmer Koffee Fest, Sleepy Eye drum and bugle event, Springfield Sauerkraut Days, Norwood Harvest Celebration and Cokato Corn Festival.

Show will have 10 office-owned rides and carry about five shows and 30 concessions.

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people THE GREAT NAHALA 2407 Fannin

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 3.—Meeting on January 25 was called to order by President Estelle Regan, all officers and 30 members being present. She named the chairmen and cochairmen of her committees: Board of governors, Goldie Fisher, Ida McCoy: revision committee, Anna Jane Bunting, Daisy Davis; publicity, Arlene Sidenberg; entertainment, Nora Gdynia, Clara Campbell; sick and hospital, Ida McCoy, Gertrude Lange; building equipment, Esther Speroni, Joan Lipsky; house reception, Babe Weinstien; ways and means, Elizabeth Stiehl, Verna Schantz.

Floella Chaney and Minmie Quillon were reported on sick list. First prize was won by Nora Gdynia, prize, Norma Lange, donated by the receiving committee. New Hopper and W. C. Deneke. members accepted were Bertha Marx, Lillian Davis, Catherine Schultz, Margaret Simmons, Edith Meyers, Anna Schall and Patricia Prosperi. .

International Showmen's Association 415A Chestnut St., St. Louis

ST, LOUIS, Feb. 3.—Last meeting was attended by 65 members. Kaplan, John Lempart, Louis J. President Buff was in the chair Berger, Rube Liebman, Ned Torti, and on rostrum with him were Whitey Lehrter, William Carsky, Euby Cobb and Leo Lang. Minutes Chick Schloss, George Golden, of board of governors' meeting John L. Lorman, George W. John-January 18 were read in regard to son, Pat Purcell, Mickey Doolan, refinancing the club. Fred Proper John W. Gallagan and Sunny Berleft for opening of the Polack cir- net. cus. Food for Saturday parties is prepared and served by Orville Hagan. A television set has been installed in the clubrooms.

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Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Feb. 3.-Ed Sopenar presided at the Thursday (1) meeting. With him on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary, and injury. Still sick are Henry Fein, Morris A. Haft, league counsel. Welfare Island, New York, and new quarters.

reported recuperating following charged from the hospital. donated by Estelle Regan; second operations. Morris Mossman is improving, altho still confined. Bob Jeanette Hart. Big attendance at McDowell attended the meeting the Saturday night dance. Supper fully recovered from a recent acwas served by Ed Schantz, Estelle cident. Nothing new on Ainslie sent by Louis D'Onofrio, R. W. Regan and Buff Hottle were on Lambert, W. O. Perrot, Arthur Smith, Harold Nevins, Herman S.

> Membership cards being held for W. J. Stephens, Hugo Mallman, Morris Friedenheim, Harry Dennis, John Hardman, Jack Temkin and Wilborn S. Robertson.

Chicago visitors this week included Bill Naylor en route to Hot Springs and Jimmie Van Cise.

Ernie A. Young, chairman of the 1951 banquet and ball, announced his program committee as follows: Gerald Snellens, chairman; Jack

Ladies' Auxiliary Lillian Glick, president, served

as hostess at the recent social. Ways and means committee for 1951 includes Mrs. Lou Keller, chairman; Anne Sleyster, Mae Taylor, Lucille Hirsch, Frances Berger, Sally Rand, Pat Seery, Ethal Wadoz, Mae Smith, Ida Chase and Mrs. Ann Doolan, Plans are being formulated by Mrs. Kel-

ler to swell the funds. Lillian Glick left recently for a two-month Florida business trip with her husband. Lillian Ptashkin is recuperating at her home from a recent illness.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Feb. 3.—Business and illness added to a little bad weather caused a big drop in attendance at the January 29 meeting. In absence of President nouncing the death of Waldo Tup-Siebrand, Second Vice-President per. A letter of thanks and ap-Louis Block called the meeting to order. W. J. Siebrand substituted for D. W. Yeakle, secretary, who was on the sick list. Correspondence was read from the Boy Scouts of America and body voted to donate to same. Tom Armstrong then donated same amount to the club to reimburse the fund.

Entertainment committee reported all in readiness for Hi-Jinks party to be held in clubprize for the annual bazaar books was donated by a pledge signed by 10 members. Another donation for same accepted from Dwyer. Members were saddned by announcement of the death of W. A. Fortier, well known in local show

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National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 3.-Word has been received that Joseph Horan is at Veterans Hospital, White River Junction, Vt., with a knee Next meeting will be held in the Sam Weisser at Kingsbridge Veterans Hospital, Bronx, N. Y. Mel Harris and Ozy Breger are George D. Hensley has been dis-

After an absence of several months Mr. and Mrs. Oscar C. Buck and their son are coming in from Miami, Letters have been Robinson and Stanley W. Wathon, who thanks members for remembering him during his recent illness. Stanley expects to be up and around soon.

Sale of bonds for the building fund drive is proceeding nicely. An application for membership has been received from Louis Miller, sponsored by Irving Sherman. Recent visitors included Ross Manning, Allan Travers, Irving Reichenthaler, Frank Capell, Ralph Goldstone, Aaron Hymes, Joseph Walker, Williams Schwartz, William Stanbury, Charles Saffer, James Isaacs, Jack Zupan, Lois Williams and Mark Rosen.

Next regular meeting will be held Wednesday (14).

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Feb. 3.—The regular meeting was called to order January 22 by President Fred Weidmann. At roll call of officers, Phoebe Carsky, Nan Rankine, the absence of Second Vice-Presi-Ethel Weer, Clara Zeigler, Isabel dent Tony Masseth and Third Vice-Brantman, Hattie Wagner, Clara President Ed Helwig was noted. Etta Barker, Lillian Lawrence, Called to the rostrum to fill in were Al Rodin and Phil Sapira.

> The membership was requested to stand and the house lights were lowered. Harry Seber, chairman of the cemetery committee, announced the sudden death January 14 of our financial secretary, Adam McBride. Services, conducted by Seber, as chaplain, were held at Halsted's, with cremation at Olivet Memorial Park.

Correspondence: A letter was read from Paddy Conklin, Hamilton, Ont. A card, thanking Show Folks for flowers and sympathy, was received from Milt Williams. A telegram was read from Helene DeCenzie, expressing regret at the death of Adam McBride. A telegram was read from the PCSA, anpreciation for his good work as emsee at Show Folks Banquet and Ball, was sent to Al St. John, Vallejo, Calif.

Past - President Eddie Burke called for more donors for Show Folks' Blood Bank, First Vice-President Bill Kindel, chairman of the Hi-Jinks committee, to be held March 5, gave a progress report. The following subscribed for name plates and chairs for our clubrooms next meeting night. Second rooms: Phil Sapira, Margaret Weingarten, Peggy Morris, Orie Blome and William Stathos.

President Weidmann presented the following members and guests: Bill Haynes; Blackie Stein; just returned from Alaska; Flossie Fitzgerald, just returned from a visit to her mother in New York; Fitz Fitzgerald, and Myrtle Hutt, of Los Angeles.

Miami Showmen's Association 236 W. Flagler St., Miami

Ladies' Auxiliary

About 700 persons attended the annual dance and follies Sunday (21). The floorshow was directed by Babs Geffin, Rosita Dell and Peggy Heiman. Chorus girls were auxiliary members. Their Charleston and Hawaiian numbers were outstanding.

Specialty numbers were presented by Jimmy Ferrenzi, Niles Bell and Nan Bell. Emsee was Dolly Kramer. Bill Cowan handled distribution of gifts. Dancing continued until 2 a.m.

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Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 3.—President M. J. Doolan presided at the Jimmie Owens, treasurer. January 29 meeting. Vice-President Frank Warren will spend a few weeks at Tampo. He also will ripresent us at the meeting of the Federation of Showmen's Associations.

deposit in Red Cross Blood Bank. by Mrs. B. E. Lichliter. Each member who gives a pint of Walter Winchell for the Runyon Mrs. Woodrow Jones emseed.

invited to the Elks Circus, Los dames and Ed Strausburg, Kansas Angeles, February 14. Members City; Pat Gordon Frey, St. Louis; of Elks Circus committee are J. Ed Brown, S. L. Cronin, Hunter G. Farmer and Paul Eagles. Doolan has appointed a committee consisting of Chairman Max Hillman and Co-Chairman Joe Steinberg to look into the matter of forming going president, was presented an American Legion post honoring with a gold membership card and our late brother, Tony Chontos, a gift. Mrs. Fillingham and Mrs. who was killed in Sicily in World Owens also received gifts for their War II. Eligible are PCSA members who served in any of our past wars.

The following were called upon who just returned from the Ring-Levaggi, J. Ed Brown, Albert Kathleen Sutton; sick, Woody from Chicago, Frank Nisco, of El Segunde Novelty Company; Atkinson.

Orville N. Crafts has invited all members to attend the Orange Show March 13 as his guests, and will furnish a luncheon. Caravan will leave Lincoln Park at 10:00 a.m. and will have motor escort to San Bernardino. Drawing was won by Joe Blash Jr.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Feb. 3.—President Harry Stahl presided at our regular meeting January 29. With him on the rostrum were Third Vice-President William Zakoor and Chaplain Edward Ford. Ben Miller, of the sick committee, reports that Sam Gold, Sam Fishman, Herman Manguson, Gil Cohen, Nat Golden and Treasurer Louis Rosenthal are confined to their homes with illness. Past President Leo Lippa has returned from the hospital after an operation and is reported doing fairly well.

At the regular meeting next week the by-laws committee will report with their recommendations for changes. President Stahl urged all members to attend. Letters were received from R. A. Nathanson, Nat Golden, Ray Ellis and Ben Landis. Visitors included Henry Shelby, Thomas Gordon, C. A. Lovejoy, Ray Williams an' Cameron Murray Jr.

Ladies' Auxiliary

The regular meeting was held January 29. President Bernice Stahl called the meeting to order at 9:00 p.m. Chaplain Bertha Ford read the prayer. The following officers were present: Grace Zeigler, Francis Moran, Maud Pence, Marion Dickstein, Dottie Miller and Charlotte Richardson.

Our first social with the new officers will be held February 12. Photographer donated a set of in-

clubrooms. accepted for membership. We two-day bingo party staged by made our annual contribution to the club as a benefit for the March the March of Dimes.

Showmen's Assn. Tampa, Fla.

Ladies' Auxiliary

Greater Tampa

Season's high point came Sunday (28) at the third annual installation of officers. Mrs. Russell J. Caughey installed Mrs. Paul Kleider, president; Dolly Young, first vice-president; Mrs. Nat D. Rodgers, second vicepresident, Mrs. Pat R. McGree, third vice-president; Mrs. Everett Fillingham, secretary, and Mrs.

Mrs. Charles Fogle was chairman, with Mrs. Jack Young and Mrs. Billie Cooper in charge of the program and entertainment. Menu was supervised by Mrs. Ben Blakely, with Mrs. Pete Burkhardt Doolan and Joe Steinberg have and Mrs. Steve Pelak handling deposited \$100 each with Execu- floral decorations. Mrs. Nat Rodgtive Secretary Al Flint for the ers directed table and seating arpurpose of building up our blood rangements. Invocation was read

Hostesses included Mesdames blood will receive a cash prize Ben Field, Joe Pontico, Stanley of \$5. A. C. Housman also will Plas, Freddie King, Minnow Waver donate a cash prize of \$5 to all and Mickey Davis. Mrs. Pete who give their blood. At each Thompson was flower girl, with meeting a collection is taken for Doris Coulston, Virginia Pyle, the cancer fund. At present it Vera Hauck and Gloria West as amounts to \$97.96. At the end of pages. Billie Macollyand and the year it will be forwarded to Gloria Pierson were candle girls.

Representing other clubs were All PCSA members have been Lola K. Hunter, Chicago, and Mes-Ben Blakely, New York; L. I. Thomas, Miami; Al Wagner, Detroit; P. McGlynn, Caravans, Inc.; Bill Kemp, Dallas, and S. Walters, Hot Springs.

> Mrs. C. J. Sedlmayr Jr., outservices.

Hazel Maddox and Blanche Lemesh were appointed sergeants at arms. Lucilla Lichliter was to say a few words: Theo Forstall named chaplain. Finance committee includes Arlene Cooper and ling show, W. F. Dutton, back from Flo Pontico, while Virginia McGee Honolulu, Roger Warren, Charles and Arlene Kenter were named to Murdock, Frank Murphy, Joe the ways and means group. Press, Krug, Harry Fink, S. J. Cronin, Marie Caughney and Grace Filling-Ted LeFors, M. J. Shaw, John ham; welfare, Evelyn Blakely and Yoder, John L. Lorman, Edward Julius and Florence Rubin; house, Troy from Pennsylvania, Jack Ida Morin and Kittie Burkhardt; entertainment, Leslie Ford and Esther Young; refreshments, Lois Eddie Edwards and Gladstone Turohv and Mary Wenzic; hostess, Bette Rodgers and Marie Caughey; membership, Myrtle Jeter and Evelyn Clain; librarians, Geraldine Gaughn and Gladys

> Music was furnished by Young Raymond's ork. Entertainment by George Gregg, Buddy Barnett and Aris Renly from the Frolic Club. Dave Davis emseed.

Heart of America Showmen's Club

913A Broadway, Kansas City. Mo.

KANSAS CITY, Mo., Feb. 3.-The board of directors held a short meeting prior to the regular weekly meeting and took action on several important matters which had been pending. The regular weekly meeting was opened with President Capt. E. H. Hugo presiding and Treasurer George Carpenter and Secretary Al C. Wilson present. Thirtylive members were present.

F. W. Warfield, chairman of the banquet and ball committee, stated that his committee would start to publicize this annual event in the near future. A last minute change in plans, brought about by sickness in the Roger C. Haney family, necessitated sub-stituting Ellis White to represent the club at the Greater Tampa Showmen's Association banquet. Shortly after the meeting, Past President L. K. Carter received word that his mother was not expected to live. He and his wife left immediately for Moberly, Mo., but arrived there too late to see his mother alive.

Hot Springs Showmen's Association

3101/2 Central Ave., Hot Springs

HOT SPRINGS, Feb. 3 .- All of-Reported on the sick list are Faye ficers were present at the Thurs-Stone, Ada Green, Irma King, 'day (26) meeting. Five new mem-Alice Wagner and Louise Perfile. bers were installed. Clayton Holt, Charles Weaver and Harry Zimstallation dinner pictures for the dars, who were named a committee to locate the new club home and Hilda DeCorado won first prize handle details of alterations, were and Alma Martin won second prize thanked by President Fairly for in our raffle. Lena Martin was their work and dismissed. The of Dimes produced \$732.

Steve and Lena STEVENS

or anyone knowing their present whereabouts kindly communicate

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-W.G. WADE-SHOWS

Now Contracting Want Ride Foremen and Helpers for all rides.

For 1951 Season

G. P. O. BOX 1488. DETROIT 31

Thirty-six foot 2-abreast Merry-Co-Round for cash. No junk, Will lease, book or buy Octopus. Want Concessions of all kinds, Shows with own equipment. Bingo Help wanted. R. L. Overstreet. contact me at once.

Nessler's Greater Shows

Fourth of July Celebration Committees, especially in Illinois: We have not as yet contracted for the Fourth of July. Write or wire at once.

NOW BOOKING

SHOWS and CONCESSIONS 1951 SEASON Opening April 21st. Contact

Owensboro, Ky.

47TH ANNUAL OLD SOLDIERS' REUNION

Hymera, Ind., last of July Want 4 or 5 Good Rides

WM. SARGENT, Chairman

WANTED TO BUY UNUSUAL ATTRACTION

Mechanical, gangster cars, midget animals, deep sea, wax, Barnum's museum, or what have you? Prefer something that can be or is framed on semi No junk. Cash waiting.

JAMES E. MILLER Kansas City, Mo.

TREMONT ANNUAL HOMECOMING TREMONT, SCHUYLKILL CO., PENNA.,

JULY 2 TO 7, 1951, INCLUSIVE

Wanted — Concessions, Rides all kinds. Interested in good clean Carnival. Apply AL KUTZER, Chairman Tremont, Pa.

FOR SALE A 16-Unit Metro Derby

num Trailer, good tires, a real buy. A \$6500.00 job for \$2750.00 cash.

VERNON R. HALL 317 West Hines Tucumcari, New Mex.

WANTED

Large Merry-Go-Round or large Ferris Wheel, also several Kiddie Rides and Concessions. Also want outstanding Acts to work as free attractions for Annual Celebration to be held July 1 thru July 7, sponsored by the West Leechburg Volun-teer Fire Co. Will feature huge fire-men's parade on July 4. For further details write STEVE POCHIBER JR., Gen. Chrm., P.O. Box 605, Leechburg, Pa.

Experienced Neon Man with own equipment to move into our park for several

G. D. Kincaid, President JOYLAND PARK Lexinston, Kentucky Phone 2-6455

WORLD OF PLEASURE SHOWS

Now contracting for 1951 SHOWS—RIDES—CONCESSIONS Opening in April. Vicinity of Detroit.
JOHN QUINN, Owner
6923 Calhoun St. Dearborn, Mich.

DRIVE YOURSELF TO LOS ANGELES, CALIF.

In a 1951 model car, share expenses. Belmont 5-4040.

> Mr. Brady CHICAGO

Way for San Francisco Club

Continued from page 50

They those who visited there. were trying sincerely to help. Fisher has this to say of their co-operation:

"They tried to help every way they could. When Rose and I wanted to take a few days off. we turned the keys to the cash register and front door over to just anyone and went away. When we got back, the register was filled with money.

"They were fine, fine people. God bless 'em."

When Fisher greets people individually, he grasps their right hand between his two hands and squeezes hard with a "God bless you." The hallowed salutation always is sincerely extended for it is a method of greeting that the showman has used for many

Evangelist's Influence

Just what was the beginning of unable to definitely set. However, "Doc" Waddell, the evangelist of pealed to me." the tanbark, and this evidently affected him deeply.

"'Doc' always used it," Fisher declared, referring to the phrase, "I guess I got to using it, too. In fact, I got to talk and act like 'Doc' Waddell. He was so sincere with his 'God bless you.' I really believe in that expression and have used it nearly all my life."

During his ownership of the Golden West Shows, for which he bought the original equipment in 1944, Fisher was in a family partnership with his son, Nathan Cohn. The fact that Rose and Coast but Fisher stayed on the Polish introduced him as their son road, being with the Conklin Shows and by that name created a little in Canada in 1937 and later the bit of confusion. People would Royal American Shows until 1940. ask aside if Nathan was Rose's When he settled down in San son-if Polish's son, why was his Francisco, he was connected with name Cohn? Despite the puzzle- the West Coast Shows and also ment to some people there is with Mel Vaught's State Fair really no mystery to it.

Legal Name Cohn

Harry Polish Fisher's legal name is Samuel Cohn. He and Rose were married in Charleston, S. C., her home town, in 1915. At that time Polish was on the Howes Great London Shows. Nathan, their only child, was born in the Carolinian city three years later.

When Polish, he was actually Samuel Cohn then, was about 17 years old, he worked as an agent on a roll down in an amusement park in Philadelphia, where he was born in 1884. A couple of years later, he joined the old Sig Sautelle Circus, a wagon show out of New York. They played oneday stands and the show often traveled south into Florida. As Sautelle played in opposition to the large railroad shows, such as Buffalo Bill, Pawnee Bill and Ringling Bros., Polish classified the Sautelle unit as the greatest wagon organization on the road of its time. He was with Sautelle for several years. As he had run away from home to make hiscareer under the big top, he changed his name to Harry Fisher.

There is a story behind the selection of the name Fisher-and it dates the nome de concession as sometime between 1906 and 1913.

Swaps Name

The transition from Cohn to Fisher came while this showman was on the Sautelle lot. He recalls that among the featured acts, such as the Lowanda Family, George Rawlings and others, there was the Flying Fishers. As young Cohn was friendly with the elder Fisher and also wanted a new name, he hit upon that used by the trapeze

The insertion of the middle initial "P" came, it is believed, about 1914. And its origin also is a little vague when Fisher tries to recall definite incidents associated with it. However, this is the way he explains it:

"I don't know how I became to be known as 'Polish.' There was a fellow named Polly on the Zeidman & Polly Shows. I certainly admired that man for I thought he was a great showman. Some people thought I looked like him. I think they got to calling me 'Polly,' and this probably went into 'Polish' when they realized that I was not related to him.

"And, sometimes people call me Po-lish-but it's Pol-ish."

Varied Career

While Fisher's participation in show business has been varied, he prides himself upon handling a spindle.

"I was considered one of the

one in the store wanted to be a best and was solicited by many salesman is no reflection upon shows who wanted me. Only thing that hindered me from operating sometimes was that carnival concessionaires on the show I was with wanted to play my game."

> Fisher was with the Mugavan & Bowers operated Howes Great London Show until about 1919 when this interest bought the Hagenbeck & Wallace Circus, There he worked with William Kellogg, whom he places in his personal hall of fame as the greatest legal adjuster of all times. Also in his All-American line-up are Mugavan & Bowers as the greatest circus operators and John Sheesley for the same honor in the carnival field. The latter rating was based upon Fisher's experience as a legal adjuster on the show in 1925. Sheesley was playing the then booming Florida and Fisher's concessions were making money. During this year, he was also with Dyckman & Joyce.

"I got to liking the carnival busithe divine invocation, Fisher is ness," Fisher says in explaining his switch of affection from tanabout 1916 he was associated with bark to midways. "The money ap-

Launches Own Carnival

In 1926 Fisher took out his own carnival and continued to operate it until 1931. His reason for selling out was one concerning his fam-

"My boy, by that time, needed to settle down and get some real schooling" he said. "All of his folks and friends had moved to San Francisco. So, we came out to the West Coast and I did very well operating concessions and legal adjusting."

The family moved to the West Shows. In 1941, he gave up working for traveling outfits for a time and opened concessions at the Golden Gate Exposition on Treasure Island. But in 1942 he was back on the road, this time with Cole Bros.' Circus.

Late in 1943, with the novelty business disposed of, the road beckoned again and Fisher bought a couple of rides and launched the Golden West Shows. When it ended its 1950 season, the equipment totaled 10 rides. The final year he was in partnership with Charles Walpert, who had bought Nathan Cohn's interest in 1949. The show is now being offered for sale for Fisher has signed as general agent for the Frock & Myer Amusement Company, operators of the Gold Coast Shows.

Idea Pays Off

The idea of settling down on the West Coast so that his son could go to school has paid off handsomely. His son completed school and attended law classes while also helping manage the Golden West Shows. Today Nathan Cohn has his own law offices in a Market Street building and serves as the legal adviser of the Western Showowners' Association.

Fisher has spent about half of his show years on carnivals and half on circuses. He believes that an organization of personnel from both categories works well.

"Friendship meant so much to the old-timers and their word was their bond," he recalls. When the band played Home Sweet Home on a circus, everyone was like a family. In the olden days, circus people felt themselves superior to carnival people. I found that on my show that a lot of brotherly love was extended once they got to know one another. When a carnival man got in trouble, the circus fellow was the first to go to his assistance—and visa versa.

"If I had my life to live over, I'd spend half on a circus and half on a carnival again. They're all great show folks."

Looks Ahead

Fisher now looks back upon his many years as a spindle operator and a legal adjuster, yet ahead to more fruitful ones. While it may not be in his repertoire of modern day philosophy, the following, reduced to fit the need, might sum up the situation:

"Come they from cottage or come they from hall, "Mankind are my subjects,

100 Rolls 38.00 all, all, all! ROLLS 2,000 EACH "Let them loiter in pleasure **Double Coupons**

or toilfully spin-Double Prices "I gather them in, I gather No C. O. D. Orders Size: Single Tkt., 1x2 them in!"

His Homey Philosophy Paved DENN DREMIER SHOWS

First Call—Now Contracting—First Call This show is operating under a new policy this season and will only carry Hanky Pank Concessions. Others save stamps.

15 FAIRS—WE HAVE JUST FINISHED CONTRACTING OUR FAIRS—15 FAIRS

SHOWS

RIDES

HELP

Will book Age, Scales, Fish Ponds, High Striker, Novelties, Photo, Hoop-La, Cork Gallery, Ball Games, Glass Pitch, American Palmistry, and any other kind of Game that gives a prize every time. Will book Percentage if you have Legitimate Games with it. Will book Wild Life, Arcade, Monkey or Animal Show, or any Show not conflicting. Can place Manager with Girls for Girl Show, but must be in keeping with the Show, furnish wardrobe and sound, Joe 16. Pankin and Carl Thomason, Carl Munn, contact ma.

Carl Thompson, Capt. Munn, contact me.
Can place Fly-O-Plane, Caterpillar or Spitfire. We have a real ride territory. No other Ries needed as we own 20 office owned Rides.

Can place Foremen on the following Riden Merry-Go-Round, Chairplane, Rolloplane, Octopus, Tilt, Wheels, Silver Streak, Dipper, Jet Ride, and all other Rides. Want Front Man, Tower Man. Can place first class Mechanic with tools who will work and stay sober. Also first class Scenic Artist for Pictorials and Letter-

ing. Address all mail to : LLOYD D. SERFASS, c/o Eddie's Hut, Gibsenton, Florida, until February 20th; then all mail and wires c/o Penn Premier Shows, Goldsboro, N. C. This Show will open March 31st. Winter Quarters now open.

ROSS MANNING SHOWS

Opening March 19th, Jacksonville, N. C. Camp Le Jeune, 40,000 Marines Payday March 20th

Will book the following concessions for 1951: Cookhouse, Photo, Durk Pond, Cigarette Gallery, Long and Short Range Gallery, Two Ball Gamer, Hanky Panks, Novelty, one Mitt Camp, Penny Arcade, Rotary, Guess Age and Scales. SHOWS: Will book one Girl Show for four weeks (Jim Ferenzi, write). Want Motordrome (Thompson, write); C. F. Thomson (Two Headed Cow). Have Tops and Fronts for Grind Shows, Doc Jones wants for Side Show, Ticket Seller who can make second openings. Fire Eater, Pin Cushion, and Working Atts. Want Man to operate office owned Glass House; must drive semi. RIDES: Will book Tilt and Rolloplane, Kiddie Rides.

RIDE HELP: Want Help who can drive semis. Top salary. This show will play best dates in New Jersey starting April 23rd. Get with a winner. All address:

ROSS MANNING 63-45 Alderton Street, Rego Park, N. Y. Phone: Havemeyer 6-8#24

PEERLESS CELEBRATION

FIRST WINTER QUARTERS OPEN MARCH 1 CALL SHOW OPENS MARCH 31

CALL

PLAYING REGULAR ROUTE THROUGH NORTH CAROLINA, VIRGINIA, WEST VIRGINIA, PENNSYLVANIA.

CONCESSIONAIRES—Everything open for short time (contact now). SHOWS—Clean family-type Monkey, Illusion, Mechanical, War, etc., 25%. RIDES—Want Comet, Roll-o-Plane, Octopus, Kid Rides. What have you to book or lease? HELP for new Wheel, Merry-Go-Round: Ride Foreman, Truck Mechanic, Electrician, Concession Agents, contact if reliable and keep sober. Opening for General Agent or consider hook-up or partner, ride owner or concessioner. Address:

WILLIAM J. MESPELT, Mgr.-Owner FAIR GROUNDS, GREENWOOD, SOUTH CAROLINA

P.S.: Have for Sale-Smith & Smith Chairplane, Miniature Train, several Tops like new and transportation if wanted at a fair price.

FOR SALE

1947 Eli Wheel "5, in very good condition with transportation, \$7500.00 cash; 1947 24-loot Smith & Smith Chairplane, in good condition with transportation, \$2000.00; 1950 Fire Engine and Pony Kiddie Ride, built on a tandem wheel trailer by the Roll-O-Whirl Co., with a Ford one-ton panel equipped as a sound truck, \$3000.00 cash; 1948 Roll-O-Whirl, in good condition, with a sound system installed, \$650.00 cash. All trucks have new tires mounted in August, 1950.

H. C. BOYLES

1839 WEST 14TH STREET

BRADENTON, FLORIDA

GRAND AMERICAN SHOWS

Want for 1951 Season—Opening March 26, Malden, Mo.

Want 2 or 3 Kiddie Rides, will book for season. We have 6 Major Rides, office owned. Want Manager and People for Side Show, Girl Show. Any Grind Show that will get money. We have the top and fronts. Also want Motor Drome, Arcade, Fun House, Mechanical Show with own equipment. Ginger Lee and Cliff Travis, write me. Want Concessions—Hanky Panks that do not conflict, also Glass Pitch, High Striker, Scale and Age, Fish Bowl, Novelties, etc. Cook House, 14x21 set up, all new 1950, for sale. Will book same on Show. Want Ride Help who will drive semis, Wheel Foreman, Second Help on all Rides. Cliff Wilson, Joe Lakeland, Kirby and all others, write me. P. O. Box 102, Malden, Mo. Winter Quarters Open March 1st.

L. O. WEAVER, Owner-Mgr.

GLADSTONE EXPOSITION SHOWS

WANT

16 FAIRS

CONCESSIONS—Grab Custard, Apples, Derby, Short Bange. All Hanky Panks open, \$20,00. Pan Game, Rat, Over and Under, Beat the Dealer, Six Cat, Buckets, Pin Store, HELP—Foremen on Wheel, Jenny, new '51 Tilt, Comet; drivers preferred. Also Electrician for Transformers. RIDES—Octopus, Chairplane, Dark Ride, Kiddie Rides, Airplane, Train, Boat, Pony, etc. SHOWS—Girl Show, Snake, Monkey, Illusion, Drome. L. H. Hardin wants Hanky Pank Agents.

Forrest O. Poole, Owner Box 255, Ruskin, Fla.

Jack Oliver, Gen. Agent Edwards Hotel, Jackson, Miss.

Robertson and Caler Amusements

CONCESSIONS—Photos, High Striker, Basketball, Long and Short Range, Balloon and Darts, Custard, French Fries, Slum Blower, Bumper, Derby, Bingo, Slum Bowling Alley, any other Hanky Pank not conflicting. SHOWS—Mechanical, 10-in-1 with own equipment, Snake, Jig, Penny Arcade, Mr. Groner, with Bingo, contact. Mr. Nelson, with Bingo and Derby, contact. Bert Lamont, contact. Scrubboard Wallace, have proposition. No flats, gypsies, Girl Shows. This show will play Georgia, Tennessee, Kentucky and strong route of Indiana Fairs already booked. Playing vegetable region now to good business. Coolidge, Ga., Feb. 5-10. Committees, contact PAUL T. ROBERTSON and WHITEY CALER, Owners.

GRANT'S RIDES & AMUSEMENTS

Ride Help for Wheel, Merry-Go-Round. Chair Swing: Top Wages: no drunks; must be semi drivers. Shows: Wild Life, Monkey, Snake, Mechanical or what have you. Concessions: Legitimate: no grift. Can use French Fries, Mug Joint, Long Range Lead Gallery, Cork Gallery, Age and Weight, Coke Bottle, Custard, Noveities, Jewelry, Cigarette Pitch, Penny Pitch, Country Store, Hoop La, Huckley Buck. Add Em Up Dart. Devil's Bowling Alley or any other Grind Store. Write:

George A. Grant, Route #3, Pleasantville, Venango Co., Pa.

STOCK TICKETS Courage consists of hanging on One Roll \$ 1.50 one minute longer. Five Rolls 4.00 Ten Rolls 6.00 TICKETS Fifty Rolls 20.00

> THE TOLEDO TICKET COMPANY 114-16 Erie St. Toledo (Ticket City) 2, Ohio

of every description

SPECIAL PRINTED Cash With Order Prices: & 2,000\$ 6.90 9 4,000 7.80 5 8,000 10,000 30,000 15.50 8 50,000 20.50 9 100,000 33.00 9 500,000 133.00 9 1,000.000 258 00 5

Communications to 188 W. Randolph St., Chicago 1, Ill.

58

Playland To Add Four Kid Rides; No Important Price Hikes Seen

local funspot representing an plus federal tax. Most of the types of boating and fishing facilioriginal investment of \$9,000,000, kiddie rides have been 5 cents, but ties. The Meseck Lines have been is set to open May 19 for the the new rides will be priced at week-end, with daily operation 9 cents for children under 12. slated for May 26. Col. Allan E. MacNicol, director of the West- children over eight years old no chester County-operated park, longer desire to ride moppet desaid it is planned to add four new vices. At the other end of the rides to spot's kiddie division in scale, the survey showed that time for the bow. The devices kiddle rides are patronized by have yet to be selected.

MacNicol said that since the park's rides are in excellent condition management does not feel control on materials will greatly affect a successful year. While cost-of-living has spurted, Playland's present plans do not call for increases in ride prices, except some small adjustments that will enable the park to handle admissions by including federal tax in even numbers of five cents.

Million in Three Years

The park, which has shown a net revenue of over \$1,000,000 in t e past three years, according to MacNicol, is still in the process of cleaning up the \$250,000 damage done by a gale late last year. Mashed by the storm were steamboat and speedboat piers and a lake boat dock, but MacNicol expects all to be in readiness for the season's bow. Playland plans to operate thru September 4, the day after Labor Day.

A creative project under way at the park is the widening of the beach an additional 100 feet, which will provide an added 40,000 square feet above the waterline.

Major Rides Refurbished

cealed behind ornate colonnades, have been fitted with new cars, tracks and motors. tracks and motors. The price range of major devices since the end of World War II has been from

Rock's Spot Sets Outings

NEW YORK, Feb. 3.-Rockaways' Playland is making arrangements to insure a full quota of outings to the spot this season, with President A. Joseph Geist setting at 100,000 the number of children who will visit the spot this year. According to Geist, this figure will almost double last year's mark.

Already planned are outings to be staged in connection with the Police Athletic League, Boy Scouts, Hudson Guild Neighborhood Center, Youth United, Police Anchor Club, Ottillie Orphan Home and the Girl Scouts. The park also plans special outings said this week management confor veterans groups.

Chamber of Commerce for the Rockaways' area will build a new pier adjacent to the park which will handle three excursion boats. The Wilson Line, excursion system servicing the spot, also will sked its trips to Rockaways later in the day to give patrons more time at the spot. Flacking chief Dick Geist feels that the park scored something of a beat when it induced the American Automobile Association and other mapmaking firms to place the park on its road directives.

Joyland P.A. Tells About Promotion Trip to Germany

WICHITA, Kan., Feb. 3.-R. G. Langenwalter, public relations director of Joyland Park, is continuing the series of speeches before service clubs, schools and other organizations which he began upon his return from Germany in November.

park in the German town to which chain, said in Chicago that plans a mass of school supplies, collected for the Kiddieland remain unat the park's School's Out Party changed since the project was unlast spring, were donated. His dertaken (The Billboard, Cetober talks describe his trip and the 21, 1950). German town. Motion pictures He pointed out that work was are used as illustration.

Langenwalter also has been ap-Wichita Bar Association.

children one year old. Most of the kiddie devices are operated by women attendants and are so constructed that a partial parent participation is practical.

No Help Problem Seen

MacNicol feels that while labor undoubtedly will be scarce in the present emergency, it will not cramp Playland operation to any has been working on increased automatic operation of rides. During the season the park employs about 1000, while the permanent winter staff, including the administrative section, totals 75. Park is policed by Westchester County Parkway Police.

Playland, which offers a free gate, draws a heavy outing trade since it features picnic groves and shelters, accommodating 5,000, nu-

Will Rebuild Razed Coaster

IRVINGTON, N. J., Feb. 3. -Roller Coaster at Olympic Park here which was severly damaged by a gale last November 25 will be rebuilt according to plans and specifications supplied by Herbert Schmeck, of Philadelphia Toboggan Company, Robert Guenther, park treasurer, said this week.

Under present regulations no approval from the National Production Authority will be necessary, according to Guenther. Debris from the damaged Coaster is being cleared in preparation for the project, while general refurbishing proceeds at Olympic.

Ride Cost Cut At Palisades

NEW YORK, Feb. 3.-Expecting a big season, Irving Rosenthal, co-owner of Palisades (N. J.) Park, templated no increase in ride prices but rather practically an over-all reduction, with cuts of 5, 3 and 2 cents to be made on various devices at the spot.

Irving envisions at least a partial return of loose money days, production providing potential customers with more cash. To kick off the season the park will stage a month-long contest to pin a new appelation on the recently imported chased. The new kid ride will be German ride, the Rotor. He feels an Overland Amusements hookthe present name is flashless, and and-ladder fire engine model. the person submitting the best new General refurbishing of grounds title for the ride will get a \$1,000 and equipment also is proceeding government savings bond.

RYE, N. Y., Feb. 3.—Playland, 5 cents to a maximum of 20 cents merous athletic fields, and several operating excursion vessels from New York to this spot for 20 years. According to a park survey, Many large outings are yearly repeaters because of Playland's organizational set-up which enables a group to depart on time They were the Legislative, Special and for members of the party to be constantly in touch with each other. One of Playland's largest sources of revenue is derived from small outings such as churches, clubs, schools, vet and scout groups, according to MacNicol.

New Bus Service Set

While Westchester County residents continue to supply a large percentage of park patronage, outings visit the park from a 100great extent since the park staff mile radius. A New York bus line has obtained franchises from most of the county communities to pick up and discharge passengers at Playland starting this season, and management counts on this to swell patronage. The park also is serviced by bus lines from Connecticut communities.

> Playland advertising employs all local newspapers and radio stations plus limited advertising in New York sheets. Also used is an extensive mailing list of outing groups. Peak outing time at the park comes before July 1.

The construction of the park is such that patrons enter the spot (Continued on page 59)

NAAPPB Plans History Book; Text Studied

CHICAGO, Feb. 3. — First steps toward publication of a history of amusement parks and riding devices is being taken by the National Association of Amusement Parks, Pools and Beaches (NAAPPB). The manuscript and picture collection was compiled by W. F. Mangels, of New York.

Following an NAAPPB committee meeting in New York, Paul H. Huedepohl has begun a study of the text. Included are about 200 pages of historic data extending from the 17th century to the present. Five scrapbooks of pictures and drawings illustrate the text

Huedepohl said that the organization will seek a publisher for the book. NAAPPB expects to underwrite the publication and encourage distribution of the proposed volume thru members.

Olympic Adds Kiddie Ride

IRVINGTON, N. J., Feb. 3.— Olympic Park here will replace cars on two of its rides and add a kiddie device for the coming seawith increased national defense son, Robert Guenther, park treasurer, said this week.

A new set of cars will be obtained for the spot's Whip and five new Scooter cars also will be purat Olympic.

Weather Slows Construction Of Balaban-Katz Kiddieland

TOLEDO, Feb. 3.—Construction of Balaban & Katz's kiddieland here has been held up temporarily by weather, but all materials are on hand and rides are in storage pending resumption of work.

A. L. Trebow, purchasing agent Langenwalter represented the for the motion picture theater

well under way prior to issuance of the National Production pointed executive secretary of the Authority's construction limitation 30 unless construction is delayed here on a booking tour shortly for a new organ to go with the deorder.

How the NPA order may affect further Kiddieland activities of the Balaban & Katz firm remains to be seen, he stated. If the Toledo experimental entry into outdoor biz meets B&K expectations, it was assumed that other kiddielands would be built. The NPA limitation would curtail such a move, however, according to

The spot will be called Maumee Kiddieland and will use 10 rides. Cost is estimated at \$250,000. Trebow said it will open about May too long by weather.

Carroll Names Members Of NAAPPB Committees

include:

National Association of Amusement Parks, Pools and Beaches were announced this week by President Edward J. Carroll thru the NAAPPB office here.

No additional committees were created this year, he stated, but three 1950 committees were combined into a single group for 1951. Public Relations and Special Tax Advisory groups, which this year are included in the single Legislative committee.

Also listed by Carroll were members of two elective committees, Nominating, and Locations and Exhibits. William B. Schmidt, elected chairman of the Program committee, will announce members of his group later, it was stated. Also to be announced

Rocks' Spot Plans Bigger **Bus Crowds**

NEW YORK, Feb. 3. - Board of Estimate is expected to approve the application of the Resort Bus Lines to operate a route between Yonkers, N. Y., and Rockaways' Playland here this summer. The new route would be thru heavily populated sections of New York, with Playland as its terminus.

The bus firm offered this service last season under temporary permission of the Public Service Commission, using four busses. The number of vehicles may be increased to eight this summer.

Questionable is whether the city will be authorized to continue repairs on the Boardwalk at Rockaways as a result of National Production Authority rulings. The ban places a boardwalk used primarily for amusement or recreation in the prohibited construction class.

Dothan Spot Bows Feb. 10

DOTHAN, Ala., Feb. 3. - Final preparations for the opening of the 10-acre American Legion Park here February 10 were completed this week. Operation is being sponsored by the American Legion Post and other civic organizations under of the shows bearing his name. Park is said to have a potential draw of 300,000.

Officials said that attractions will include seven major and five kiddie rides, a Kiddieland, skating rink, arcade, Wild Life Exhibit and Funhouse. W. E. West, former carnival owner-operator, has booked four concessions and a ride. Park expects to attract a good portion of the personnel from near-by Camp Rucker. A feature at the opening will be a free barbeque, with all armed service personnel, city and civic officials and citizens and their families as guests of the manage-

Park officials also are mulling the possibility of featuring name bands for two-week stands. Children's matinees will be held each Tuesday, Thursday and Saturday until May 1, when the park goes into daily operation. A new entrance arch is ready for opening.

In addition to Caruso, park personnel includes Richmond Flowers, American Legion Post commander and manager-attorney; Frank Ross, concession manager; Joe Karr, superintendent of grounds; Frank Hill, public relations and advertising director, and Virginia Powell, secretary.

Funland Bow Draws 4,000

KEY WEST, Fla., Feb. 3.-Funland Amusement Park, set up on Duval Street here under direction of Cecil Carvanall and Pearl Reed, attracted an estimated 4,000 at its formal opening, George W. Leonard reported.

eration, with all attractions being to recondition the replacement carprovided by Endy Bros.' Shows. rousel, which was obtained from a David B. Endy, shows' owner, left | Coney Island operator, plus \$2,000 after opening festivities.

CHICAGO, Feb. 3. - Names of later are members of the Pools members on 14 committees for the and Beaches committee, headed by Vernon D. Platt.

Illions Leads Awards Committees listed by Carroll

AREA Awards-Harry Illions. chairman; Julian H. Norton, vicechairman; Fred McFalls, Larry Stone and Don Dazey.

Historians — W. F. Mangels, chairman; Fred W. Pearce, R. C. Uzzell and W. St. C. Jones.

Insurance - N. S. Alexander, chairman; H. P. Schmeck, Edward L. Schott and Edward J. Carroll.

Reception and Social-Elmer E. Foeld, chairman; Arnold B. Gurtler Jr., vice-chairman; George A. Hamid, Mrs. Edward J. Carroll, Ida E. Cohen, Mrs. John L. Coleman, Mrs. William Fisher, Virginia Kline, Mrs. H. P. Schmeck, Mrs. George K. Whitney, Mrs. J. R. Singhiser.

Resolutions-R. S. Uzzell, chairman; Edward S. Scheck, vicechairman and Henry G. Bowen.

Special Awards-Dr. L. H. Firestone, chairman; John Coleman, vice-chairman; Don Dazey, Larry Stone and R. M. Spangler.

Finance - Edward L. Schott, chairman; A. B. McSwigan, vice-chairman; Arnold B. Gurtler, Henry Bowen and Lou Jenkins.

Foehl Plans Banquet

Banquet-Elmer Foehl, chairman; Arnold B. Gurtler Jr., vicechairman: George A. Hamid, vicechairman; DeArv G. Barton, Mrs. Harry J. Batt, R. M. Spangler, Fred Williamson and Russell Facchine.

Music Royalty-Joseph Malec, chairman; Edward L. Schott, vicechairman; John Dinnen, C. E. Henninger, Marvin Staton, George Hamid Jr., Julian Norton, Arnold Gurtler Jr., John Collins and Robert A. Reichardt.

Publicity-Roger S. Littleford Jr., chairman; Harry Storin, vicechairman; Harry J. Batt, Irving Rosenthal and Dr. L. H. Firestone.

Ladies' Social-Mrs. Edward J. Carroll, chairman; Mrs. Harry J. Batt, vice-chairman; Mrs. Edythe Conklin, Mrs. William Fisher, Ida E. Cohen, Mrs. George A. Hamid, Mrs. Herbert Schmeck, Mrs. Paul Huedepohl, Mrs. O. B. Jenkinson, Mrs. L. W. Jenkinson Jr., Mrs. Don Dazey, Mrs. Doug Wiser, Mrs. William B. Schmidt, Mrs. H. J. Terrill and Mrs. Vernon Platt.

Bowen Heads Legislative

Legislative - Henry Bowen, direction of John J. Caruso, owner chairman; Dr. L. H. Firestone, vicechairman; Edward L. Schott, C. Melvin Sharpe, Harry Illions, Jo-(Continued on page 59)

Columbus Council Pledges 150G for Zoo Improvement

COLUMBUS, O., Feb. 3.—City council has pledged \$150,000 to help finance a 10-year improvement program at the zoo here. Many of the improvements are slated to be completed before the zoo observes its silver anniversary in 1953.

Under the proposed plan, more land will be provided for parking, and other facilities will be added, such as new giraffe and reptile houses, an expanded and modernized children's zoo, miniature train, warehouse, 20-foot circular pool at the elephant house, additional toilet facilities, and an addition to an auxiliary power plant,

Last year more than 1,000,000 people visited the zoo. Gate receipts totaled \$62,000.

Plan 75G Bldg. To House M-G-R In Central Park

NEW YORK, Feb. 3. - Plans were announced here to construct a \$75,000 building to house the carrousel which will replace the one damaged by fire at Central Park here last November. The device is expected to be in operation by June.

The Park Department estimated Spot is slated for a six-week op- that it will require about \$10,000 vice.

Patent

2,536,538

EARNING

CAPACITY

HURRY! BUY Bowl-O NOW! Don't Miss Out Because of Shortages

To be sure you get your share of big BOWL-O earnings, order your units nowat once. Don't delay. Material shortages will hit soon and then you'll miss out on this terrific money-maker. Bowl-O will last 8-10 years!

BOWL-O is the hottest thing to hit the arcade and amusement park biz in years! Folks go wild for it. Owners and operators report tremendous earnings and profits. Many have more than doubled their BOWL-O installations for '51.

See for yourself. Write today for illustrated literature and sensational reports of actual earnings. ACT NOW!

SUTPHEN PRODUCTS Cornoration 61 West 56th Street New York, N. Y.

> Here's Permanent Player Appeal!

> > NEW! 10 FRAME OPERATION

(Optional-small extra charge)

The Only Real Bowe-C **Bowling Game**

MIDWAY PARK

ON LAKE CHAUTAUQUA

15 Miles from Jamestown, N. Y. 65 Miles from Buffalo, N. Y.

WILL BE SOLD

To Settle the Estate of the Late Thomas Carr

PARK CONSISTS OF 25 ACRES

- With 1,300 Feet Lake Front
- 9 Cottages Merry-Go-Round
- Large Skating Rink Bath House
- Bar and Dining Room
- Refreshment Concessions, Best Refrigeration and Equipment
- Picnic Buildings Athletic Field
 - Modern Arcade and Shooting Gallery, only Concession Leased for next 5 Years.

FOR PRICE AND FULL INFORMATION

GEORGE CARR

Care Bank of Jamestown, Trust Dept.

Jamestown, N. Y.

WILL BUY SKILL-O

Card Group Game Must be in A-1 condition.

> Write BOX D-489 c/o The Billboard, Cincinnati 22, O.

BINGO-WANTED-BINGO

Permanent Bingo locations at parks. beaches or resorts. Eastern area preferred. Reply:

JOS. GOODMAN

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Indian Point Park WANTS

RIDES, KIDDYLAND, ARCADE

May 19-Sept. 10th

300,000 LAST YEAR

40 Miles From New York City

CH 4-5659 152 W. 42nd St., N.Y.C.

CRAIG BEACH PARK

We have opening for one Major Ride. We have opening for few non-conflicting Rides.

> HARRY H. JACOBS, Manager Lake Milton, Ohio

LOCATION WANTED FOR ARCADE JOE MUNVES 577 Tenth Ave., New York 18, N. Y. BRyant 9-6677-8-9

WANTED OUTDOOR ACTS

SUITABLE FOR LARGE AMUSEMENT PARK

★ WRITE TO ★ GEORGE M. HARTON

AGENCY PITTSBURGH 29, PA.

FOR SALE Complete Playground Equipment Coach (enclosed) Gasoline Streamlined

3 Coach (enclosed) Gasoline Streamlined Train with 400 feet double tracks • 1 Murdock 10 Horse Flying Jenny • 1 Auto Kiddie Ride (10 Cars) • 1 Portable Merry-Go-Round (Flying Jenny) 20 seat capacity • 1 Murdock 18 Passenger Airplane Ride • 1 Kiddie Airplane Ride (6 passenger). No reasonable offer refused or will lease complete. E. T. AUGER, P.O. Box 508, Carpenteria, Calif. (Santa Claus)

FOR SALE

16 NATIONAL SKEE ROLL ALLEYS-16 14' long, first class condition. For information write or call

Bert Amusement Co.

(Montgomery County) Box 208, Willow Grove, Pa. Willow Grove 1343

WANT TO LEASE LAKESIDE-PARK OR PAVILION BOX 614 Billboard, 1564 Broadway, N. Y. C.

FOR SALE PORTABLE STEEL BLEACHER SEATS

Practically New. Capacity approximately 1500. Excellent Buy. SO. JERSEY STATE FAIR Broadway-Stevens Bldg., Camden, N. J.

Amusement Ride, percentage basis or flat rate, located Coney Island or Rockaway. BOX NY-130

c/o The Billboard, 1564 Broadway New York 19, N. Y.

Miniature Golf Courses Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interest-ing. No drainage problems. Ball Counter for

18th hole. Reference and photographs gladly furnished. **HOLMES COOK COMPANY** Room #508, 302 State St., New London, Conn.

Rye Holds Line Continued from page 58

from either end or the center. Center entrance adjoins a parking space which can accommodate 3.000 cars. There also is another lot which can handle 1,500 cars.

In addition to restaurant facilities adjacent to the spot, food is dispensed within the park by 15 stands. A grandstand, seating 2.000, faces the beachfront, and free acts will be presented before the structure starting July 2 this year. Fireworks will be offered opening day and cach Tuesday and Thursday. Charge for the grandstand is 10 cents, but the structure is situated so that a view of proceedings also can be had from outside the stand. A season ticket entitling customers to beach, swim pool and checking facilities goes for \$18, with a \$3.60 tax added.

Insect Control Used

During the summer, Playland is chemically treated periodically to control insects, and MacNicol said management is considering using a heliocopter for that pur-

Playland's Ice Rink, which operates from October thru March, also is an important source of revenue. Last year the Eastern United States amateur figure skating championships were held there, and on March 17 a local club will present a skating festival expected to attract top amateurs, with admission set at \$1.80 and \$2.40. College hockey also is conducted.

Ride Line-Up

Ride line-up this season will include Aero Coaster, Auto Scooter, Boomerang, Butble Bounce, Carrousel, Derby Race, Ferris Wheel, Flying Scooter, three Funhouses, Loop-o-Plane, Magic Carpet, Octopus, Old Mill, Rocket Ship, Scoota Boats, Silver Streak, Speedway, Turtle Chase, Whip. Rolloplane and two Roller Coasters.

The kiddie division will offer Aeroplane, Boat, Carrousel, Ferris Wheel, Whip, Auto, Dog Sled, Horse and Buggy, Jeep, Roller Coaster, Miniature Railroad, Merry-Go-Round and a pony track.

In addition to MacNicol, spot's staff includes Charles A Palmer, publicity and promotion director; Anthony A. Lofaro, refreshments manager; Max Vogel, general superintendent; Robert Boehm, operating superintendent; Manny Renson, auditor, and John Wheatley, booking manager.

Carroll Names

Continued from page 58

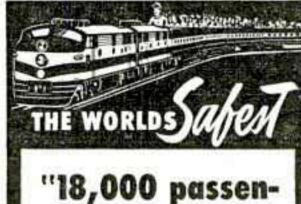
seph Malec, Harry Storin, A. W. Ketchum, William Fisher, William B. Schmidt, A. B. McSwigan, Harry J. Batt, George Hamid Jr., Arnold Gurtler Jr., John Coleman, Herb Schmeck, F. W. A. Moeller and Robert L. Plarr.

Membership — John Gurtler, chairman; Harold K. Barr, vicechairman; J. L. Campbell, William de L'horbe Jr., L. H. Firestone, R. M. Spangler, George Hamid Jr., Allan MacNicol, Robert A. Reich-ardt, Richard L. Geist, Robert Howard, George K. Whitney Jr., J. R. Singhiser, John J. Carlin, Carl E. Henninger, Fred W. Pearce Jr., Ralph Wachs and Robert E. Freed.

Museum - N. S. Alexander, chairman; George A. Hamid, vicechairman; George K. Whitney and A. B. McSwigan.

Nominating - Harry Illions, chairman; George Whitney, vicechairman, John R. Singhiser, H. J. Humphrey, Robert Freed and O. B. Jenkinson.

Locations and Exhibits—Edward L. Schott, chairman; Dr. L. H. Firestone, vice-chairman; Paul H. Huedepohl and William B. Schmidt.



gers in I day at Riverview Park"

THE @ MINIATURE TRAIN Write for Free 1951 Catalog MINIATURE TRAIN CO RENSSELAER, INDIANA

HOPPYLAND

WORLD'S LARGEST ALL-YEAR-ROUND PARK

FREE GATE

80 ACRES OF AMUSEMENT & RECREATION

20 Acres Picnic and Recreation

20 Acres Lake

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CONCESSIONS NOW BOOKED

Little Dipper . . . Miniature Railroad . . . Pony Ride . . . Whirlwind . . . Sky Ride . . . Auto Ride . . . Merry-Go-Round (kiddie) . . . Carousel . . . Kiddie Car Ride . . . Sleigh Ride (kiddie) . . . Lagoon

Boat Ride . . . Popcorn-Peanuts ... Street Car (kiddie) ... Shooting Gallery . . . Milk Bottle . . . Sling Shot ... Darts ... Hot Dog (2) ... Ice Cream . . . Juice Bar.

Concessions Wanted for Spring Opening (With Leases)

Skooter . . . Caterpillar . . . Fun House . . . Basket Ball . . . Bat 'em Ball . . . Roller Skating . . . Fly-O-Plane . . . Rocket . . . Fish Pond . . . Machine Guns . . . Bazooka . . . Ring Toss . . . Skill Games . . . Shoe String Potatoes . . . Coffee-Donut ... Octopus ... Miniature Gold ... Photo Gallery . . . Souvenirs and Novelties . . . Square Dancing.

Hopalong Cassidy's new Hoppyland, 80 acres of park in Venice drawing from 4 million population of Los Angeles area.

Now preparing for opening with free picnic area, adequate parking, world's finest family park.

HOPPYLAND

Venice, Calif. 400 Washington St. Telephone: AR. 7-0229

No matter what happens . . .

REG. U. S. PAT OFF.

will still be America's Favorite Skill Game.

Of course production will be limited, but you are assured of receiving the same quality materials and fine workmanship as before, with no substitutions or replacements.

The Alleys can now be equipped with either a 5¢ or 10¢ coin slot. The popular colored plastic balls are standard.

The future is bright with Skee-Ball.

We are also taking orders for a limited number of Fun House and Dark Ride Stunts for Spring delivery

Coaster Cars and Replacement Parts for Coasters are in fair supply. The order of the day is-"Don't Délay"-Get your order in now

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL ST.

PHILADELPHIA 44, PA.

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WANT

For long-established and successful amusement park in Indiana's second city, Fort Wayne, as the result of a dissolution of partnership January 20.

Need 6 Kiddie Rides and 3 Major Rides, also Merchandise Concessions. Positively no grift or percentage. Will lease Dance Pavilion and Restaurant.

U. S. Air Force is reactivating 1,500-acre Baer Field as a bomber base in the near vicinity of West Swinney Amusement Park, Fort Wayne, Ind.

Write H. E. HART, Auburn, Indiana

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.

The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

Communications to 188 W. Randolph St., Chicago 1, Ill.

Montana Conclave Gets 100% Turnout

Urs Elected President, Klinger Veep; Switch Four Circuit Classifications

By SAM ABBOTT

BILLINGS, Mont., Feb. 3.-With 100 per cent representation from 25 dues-paid Montana fairs, members of Rocky Mountain Association of Fairs devoted the lion's share of their 25th annual three-day session here to setting 1951 dates. Meeting in the Northern Hotel, the group heard constructive talks, booked carnivals and grandstand attractions, held two social get-togethers, named new officers and picked Great Falls for its 1952 convention. The sessions ended Tuesday (30).

Altho the meetings were held from morning until well into the night in order to get all business matters out of the way, there was never any doubt that the fairs would run this year. Unlike other fair meets, there was no talk of what might happen to fair money while the Legislature is in session. Montana fairs are supported by a millage, tax from counties. They receive no pari-mutuel aid. The

Wyo. Annuals Organize Assn.

BILLINGS, Mont., Feb. 3.—The Wyoming Fair & Rodeo Association has been organized in an effort to regionalize annuals and space out dates. Guy Engle, president, said. Engle attended the 25th annual Rocky Mountain Association of Fairs meeting January 28-30.

Engle said that the association's basic idea was for "complete cooperation between Wyoming fairs in a given area." He said that fair dates had conflicted in the past but the plan was to separate them, with the Central Wyoming Fair, Casper, serving as the hub.

Dusty Farnsworth, secretary-manager, Wyoming State Fair, Douglas, is association secretary.

Nashville Inks Howard Water Show

CHICAGO, Feb. 3.-Sam How ard's Aqua Thrills, water ballet, has been signed as night grandstand attraction at Tennessee State Ad Mat Service Fair, Nashville. Show, booked thru the Ernie Young Agency here, will For Hamid Org stage six performances.

Other dates set for the water unit include annuals at Northwood. Fair's More Fun in '51 is the theme Ia.: Owatonna, Minn., and Mani- of an advertising mat service that towoc, Wis.

Center Sandwich, N. H., Drops \$947 in 1950

CENTER SANDWICH, N. H., Feb. 3.—The Sandwich Town and Grange Fair chalked up a loss of \$947.58 on its 1950 operations despite cutting expenses by \$3,300, it was announced at the annual meeting here. Due to rain, attendance to clients as well as to individual at the one-day event dropped from fairs. Traube's firm is working approximately 9,000 in 1949 to the idea on its own this year with 5,491 the past year.

Officers re-elected included a line plugging Hamid talent. Harry Blanchard, president; William P. Hacker, vice-president; 250 annuals with the ad packages Mrs. Isabel Smith, treasurer, and Mrs. Doris Benz, secretary. Luther Burrows was named concession manager and Mrs. Rosealie Burrows, ticket chairman,

Saskatoon Pavilion **Awaits Steel Ration**

SASKATOON, Sask., Feb. 3. -Foundation for a \$150,000 live- the race track infield at the fairstock pavilion at Saskatoon Exhibition grounds has been laid, but work is at a standstill pending Exhibition Association. word on procurement of necessary steel, now controlled in Canada. and recreation at all times except

sideration.

latter has plagued annuals in some other States.

Stephen Urs, Glasgow, was elevated to the presidency from vicepresident. He succeeds Charles Cooley, Lewistown. Al Klinger, Shelby, was elected vice-president, and Clifford D. Coover, Shelby, was again named secretary-treas-

At the proposal of Harry Fitton, secretary-manager, Midland Empire Fair and host for this session, Great Falls was selected for the next meeting. It won out easily over Sidney, which had been suggested by Ray Lunby of that city. RMAF alternates its conventions between here and the North Montana city.

Introduce Reps

Session got under way Sunday morning, January 28, with registration occupying the forenoon period. Attraction and agency representatives were introduced at the early afternoon session. These included Harry Roe, announcer; B. J. Barnes, Rich Bros.' Fireworks Company; Alice Greenough, rodeo presentations; George Flint, Boyle Woolfolk Agency; Gladys Williams, Williams & Lee; Clarence Smith, DeWaldo Attractions; John Tunnicliff, rodeos; Jimmy Adams, attractions; Mike Smith, Northern Exposition Shows; Roy Atherton, Standard Shows; H. P. Hill, Hill's Greater Shows; B. B. Snow, T. J. Tidwell Shows; Reginald Voorhees, Voorhees-Fleckles; Art Briese, Thearle-Duffield Fire-works, Inc.; Fred H. Kressmann, \$1,350,000 Coliseum at the State Barnes-Carruthers Theatrical En-(Continued on page 61)

Palmyra, N.Y., Names McLouth

PALMYRA, N. Y., Feb. 3. -Charles McLouth Jr., was named president of Palmyra Fair at the annual meeting of the board. W. R. Converse was re-elected secretary and acting treasurer.

Vern Cator was named vicepresident and John D. Meyers director of publicity and race secre-

Dates for the '51 event were set for August 21-25.

Traube Designs

NEW YORK, Feb. 3. - The will be distributed to clients by the George A. Hamid & Son Agency. The service was originated and is being carried out by Leonard Traube Associates, New York public relations firm.

Traube launched the mat service last year on behalf of the International Association of Fairs and Expositions which peddled working kits to Hamid and other fair suppliers in bulk for distribution the result that the mats will carry

Hamid expects to service about which include mats, proofs and instructions.

Edmonton Offers Wider Plant Usage

EDMONTON, Alta., Feb. 3.-An invitation to the city recreation commission to make more use of grounds has been extended by James Paul, maanger of Edmonton

The infield is available for sports It was planned to have the building ready for the summer exhibition. exhibition week, Paul said. Future plans include provision of a chilpicnic facilities.

ART BRIESE SEES GOOD '51 FOR MONTANA

BILLINGS, Mont., Feb. 3.-Art Briese, whose appearance at the Rocky Mountain Association of Fairs convention here is as certain as snow, appeared in a dual role at this year's conclave. He set up his sales room for Thearle-Duffield Fireworks, Inc., and walked off with all the pyrotechnic contracts. Then, formally listed as Arthur F. Briese, he addressed the group on Observations and Predictions.

In the role of a firecracker pitchman, Briese signed up the local fair; and those at Great Falls, Casper, Havre, Shelby, Fort Benton, Sidney, Glendive and Forsyth.

Briese in his talk painted an optimistic future for fairs. He reported that pari-mutuel betting figures had shown increases, as did attendance at many fairs.

New Coliseum Wins Approval Of N. C. Solons

State Fair Group Victorious in Bitter Legislative Battle

RALEIGH, N. C., Feb. 3.-General Assembly gave the green light Fair here Wednesday (31). Approval followed several weeks of bitter effort on the part of a legislative group which sought to cancel plans for the ultra-modern 9,000-seat structure. The one-sided favorable vote of 98-18 ran contrary to predictions of many persons interested in the outcome, since opposition forces were large, apparently well organized and included a big segment of the press.

Many legislators who voted in favor of continuing the project said that they would oppose it ex-\$250,000 to sever existing contracthat it would be a reflection on the Assembly, were stopped now.

Nixes Future Aid

Dr. J. S. Dorton, fair manager, is reported to have told the especially appointed investigative committee that the State fair would never again request an appropriation from the State. This would seriously hamper the fair's rebuilding plans, which are already in the working model stage, and Illinois Annual which encompass every unit, including landscaping. However, Signs Huckstead Dorton is said to have indicated that future capital improvements could be financed from fair revenue and sources outside the State.

The project had the constant support of Gov. Kerr Scott; L. Y. Ballentine, commissioner of agriculture, and numerous farm groups. Opposition was led by Rep. Edwin Pou.

The State Fair Coliseum will be located within four miles of the State College Coliseum. Latter is a 12,000-seat edifice only a year old and equipped for presentation of all types of indoor events.

Hypos Youth Program

SHAUNAVON, Sask., Feb. 3. Shaunavon Agricultural Society here has added two livestock classes for school-age livestock exhibitors to encourage participation of youth in the annual fair. The society will sponsor four agricultural field days this year.

Ford Bend Elects

SUGAR LAND, Tex., Feb. 3.-W. K. Helmcamp, this city, has for August 18.

JACK FROST BOSS AT TAMPA EVENT

Near-Freezing Weather Thins Crowds; Opening Day Tops 1950

TAMPA, Feb. 3.-The pirates hardier than most fair patrons. are supposed to reign supreme during the Florida State Fair. That's the way the script has read for years and that was the theme for stepped in and took the play completely away from the swashbuckling set.

Old Jacko arrived with much gusto late Thursday (1), third day of the 11-day event. And as of tonight the big chill is still on and natives, the big chill took their threatens to get bigger.

Cold winds lashed the fairgrounds late Thursday, sending patrons scurrying home. The mercury dipped to slightly above the freezing mark Friday and rain fell most of the day, turning it into a virtual blank. Joie Chitwood's Thrill Show, skedded for the afternoon, yielded to the weather, and a few were reported snowbound Royal American Shows shuttered The fact that many of the railroads during the dinner hour.

Near-freezing weather today thinned attendance. Midway patronage was light and spending lighter. Big car sprints presented the fair was the attendance Tuesby Gaylord White and Al Sweeney did well considering the weather, but then the speed filberts are

James Martin **Elected Prexy** By B. C. Assn.

CLOVERDALE, B. C., Feb. 3 .-James Martin, this city, was elected president of Lower Fraser casters, however, predict frost for Valley Agricultural Association at its annual meeting here. Honorary presidents include Sen. Tom Reid. William Mott, Reeve Charles Schultz, J. T. Brown, A. J. Christmas and T. W. Currie, Vice-presidents are J. J. Brown, W. Wood, Art Bourassa, Matt Kenedy and Ed Hamre.

Appointed to the board of directors were T. W. Currie, J. J. Brown, James Martin, S. H. Shannon, W. Lock, Ed Lowden, L. H. Atchison, cept that work has proceeded to the F. B. Pearson, Mrs. F. Gunst, Norpoint that it would cost upwards of man Craig, R. W. Keery, E. Molyneux, Albert Huff, W. B. Jamieson, tural obligations. They also said D. Hunter, J. Shannon, A. Tarves, J. Warkentin, W. H. Taylor, G. State if the project, which was Bailey, S. McKinnon, J. Nordin, V granted funds by the 1949 General Stagg, H. Ketchison, C. Bushby. E. Bergeron, H. Harris, W. J. Harris, W. Mackie, J. L. Lane, H. Wyborn and William Dickson,

> Reappointed to the radio committee were J. Warkington, Vic Stagg, J. Nordin, Howard Harris, W. Mackie, E. Hamre and J. Shan-

As Publicity Aid

SPRINGFIELD, Ill., Feb. 3.—L. R. Huckstead, manager of the Heart of Illinois Exposition, Peoria, from 1947 thru 1950, this week was named an administrative assistant in charge of public relations for the Illinois Department of Agriculture.

In his new position, Huckstead will devote a good portion of his time to advertising, publicity and handling of special events for Illinois State Fair here.

Prior to World War II, Huckstead was with the Wisconsin State Fair, Milwaukee, where he handled promotion of the annual's youth programs. During the war he served four years in the U.S. Army Air Corps.

Conn. Grange Fair Earns 1G

LYME, Conn., Feb. 3. - The Lyme Grange earned \$1,000 from its 1950 fair. The 1951 event is set

Meanwhile erection of a new dren's Happyland, more landscap- here. Helmcamp is vice-president and cashier of the Imperial Bank sideration.

| A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's Happyland, more landscap- and cashier of the Imperial Bank sideration. | A children's

Midway play, however, was light, as the bulk of fairgoers who didn't take in the races kept inside the the current fair. But Jack Frost relative warmth of the exhibit buildings.

Veteran showmen, who have been making the fair here for years, couldn't recall when the weather has been so cold. As for minds off the fair, caused them to stay at home, where they kept their eyes peeled for reported traces of snow, a rarity in these

The deep freeze up North meanwhile thinned the number of customary visiting showmen on hanc for the early days of the fair. Not were slowed by strikes added to their woes in trying to get here.

Opener Good

Bright note to the early days of day, opening day. Then the gate and grandstand ran above last year pleasing P. T. (Pa) Strieder. now in his 35th year as manager of the fair, and White and Sweeney, who had the auto races.

Some were quick to take the opening day turnout as indicative of what lies ahead for this fair and perhaps for fairs generally. More conservative showmen were prone to reserve predictions on the season normally. Today would have been a big one. Biggest, however, is Gasparilla Day, which will be observed Monday (5); the foreearly Monday morning

Fair execs, past and present, who were in for the early days, included Maurice W. Jencks, Kansas Free Fair, Topeka, and Mrs. Jencks; Ray Lee, who resigned recently as Minnesota State Fair manager, and Mrs. Lee: Ralph Ammon, former manager of Wisconsin State Fair, and Mrs. Ammon; Elwood Hughes, general manager of the Canadian National Exhibition, Toronto, and Mrs. Hughes; Harold Pike, president, Iowa State Fair board, and Mrs. Pike; E. J. Pillsbury, director of California State Fair, and Mrs. Pillsbury, and J. A. Saunders, of Elmira (N. Y.) Fair, and Mrs. Saunders.

Cardston, Alta., To Revive Annual, Enlarge Rodeo

CARDSTON, Alta., Feb. 3. -Decision to revive Cardston Fair, dropped in 1933, was made at a meeting of the Cardston Agricultural Society. A tentative date, August 15, was set.

The society re-elected C. B. Cheesman president. Ellesworth Bevans is vice-president and Bert Gibbs is secretary, succeeding Lewis Darby.

Plans are being laid for a bigger Cardston rodeo this year. Financial report of the association showed \$1,600 in the building fund and \$3,200 in the general fund. Last year's receipts were within a few dollars of the previous year. Rodeo will be held July 17-18, with Herman and Warner Linder directing.

Regina, Sask., Collects 30G

REGINA, Sask., Feb. 3.-Regina Exhibition's proposed new livestock arena moved a step closer to realization here with the receipt by the fair of \$30,884 insurance on a 1946 fire that destroyed its women's building.

Payment of the sum, held up by the city until a need arose, has been approved by the council. Whether work will start this spring

Winter Fairs

ARIZONA

Mesa-Maricopa Co. Fair. Feb. 22-March Marcel Delporte, Phoenix, Ariz.

CALIFORNIA

Imperial-California Mid-Winter Fair, Peb. 24-March 4. D. V. Stewart. Indio-Riverside Co. Pair & Nat'l Date Pestival. Peb. 16-22. R. M. C. Pullenwider.

FLORIDA

Cocos-Indian River Orange Jubilee. March 6-12. Mrs. Marion Oxford. Daytona Beach-Halifax Pair. Pirst week in March. Turner Scott. Deiray Beach-South Fla. Gladiola Festival-Pair. Feb. 19-24. Mike Machek.

Bustis-Plorida Sportsmen's Expo.-Lake Co. Fair. March 19-24. Karl Lehmann. Ta-Port Lauderdale-Broward Co. Fair. Feb. 22-March 3. Lew Duncan.

Port Myers-Southwest Pla. Pair. Peb. 10. R. V. Lee. Miami-Dade Co. Pair. March 8-17. Robert C. Booth.

Orlando-Central Pla. Expo. Feb. 19-24 Crawford T. Bickford. Plant City-Florida Strawberry Pestival March 5-10. G. R. Patten. Tampa-Plorida State Pair. Jan. 30-Feb. 10. P. T. Strieder. West Palm Beach-Palm Beach Co. Expo Peb. 16-25. W. Karl Lations. Winter Haven-Florida Citrus Expo. Peb 12-17. Phil. E. Lucey.

LOUISIANA

St. Francisville-W. Peliciana Pair. Peb. 22-24. C. L. Flowers.

TEXAS

Houston-Houston Fat Stock Show & Livestock Expo. Jan. 31-Feb. 11. Herman

Name Doyle Felton Eldora, Ia., Secretary

ELDORA, Ia., Feb. 3.—Doyle Felton, this city, has been named secretary of Hardin County Fair here, succeeding C. W. Haase, who had served in that capacity for the past 18 years.

R. A. Scott was elected president; James G. Bales, vice-president, and Howard Calfee, treasurer. Dates for 1951 were tentatively set for the week of August



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> American Cancer Society

Good Turnout At Ark. Meet

LITTLE ROCK, Ark., Feb. 3 .-Despite ice-coated highways and temperature readings near the zero mark, over 200 fair delegates, carnival reps and bookers turned out for the annual meeting of the Arkansas Fair Managers' Association here in the Marion Hotel, Tuesday and Wednesday (30-31).

Business sessions were held to sizable attendance, with Gov. Sidney S. McMath one of the principle speakers. Jake Ward, former secretary of the Illinois State Fair, also addressed the group.

L. H. Autry, Burdette, was reelected president of the association; Edgar Eryor, Fort Smith, was named vice-president, and Sen. Clyde E. Bird, Eldorado, was again elected secretary-treasury.

Social high point of the confab was the annual banquet Tuesday night (30), which drew an estimated crowd of 300. Following supper a floorshow was staged.

Elect Geo. Adams Macon President

MACON, Ga., Feb. 3.-George W. Adams, who has directed publicity for recent Georgia State Fairs, has been elected president of the Macon Exchange Club Fair Association. Adams has been a member of the fair's board of directors for nine years and served as vice-president last year.

Other new officers are J. C. Sheehan, vice-president, and W. C. Ragan, secretary-treasurer. E. Ross Jordan, veteran fair executive, remains as general manager.

Adams said that a contract was signed here with George A. Hamid & Son to furnish grandstand attractions again this year. A renewal of the midway contract with Cetlin & Wilson Shows was announced last fall. Fair dates this years are October 15-21.

Boyette To Aid Alabama Annuals

ANDALUSIA, Ala., Feb. 3.-Geneva (Ala.) County Fair Association and Dale County Fair, Ozark, incorporated recently by the secertary of state, have retained Marion (Paul) Boyette, general agent of Magic Empire Shows and president of Covington County Fair here, in an advisory capacity. Boyette will assist both annuals with their free attractions, exhibits and midway commitments.

Geneva will hold its first annual at Geneva Airport, November 5-10. Sylvester Cooper is president and business manager, and R. G. (Dick) Wright, city commissioner, is vice-president. Directors are Festus Cooper, Joe Jackson, Ralph Preacher, Tom Carroll and Sam Owens.

Dale County Fair, which will be held October 29-November 3 elected Rex Hayes, president, and Don F. Sessions, vice-president and manager. Directors are Hubert Law, W. C. Brown, Johnnie H. Hayes, L. F. Sessions Jr., and Sam H. Strickland. The group has leased 13 acres on the Ozark-Camp Rucker Highway where it will hold its annual, Boyette said. Exhibits for the initial event will be housed in tents.

Lancaster, N. H., Nets \$170; Elects Directors

LANCASTER, N. H., Feb. 3 .-Lancaster Fair in '50 yielded a net profit of \$170.63. Treasurer Raynold Guilmette reported at the fair's annual meeting that receipts totaled \$41,062.97, expenditures \$40,892.34. Gate receipts were off about \$3,000, due to four days of rain.

Harry Lang, Concord; Donald McGoff and Albert J. Kenney, both of Lancaster, and Angus Beaton, Woodsville, were re-elected directors for three-year terms. John Evans is a new member of the

Cortland Sets Features

at Syracuse.

Fair Assn. Meetings

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive sec-

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 16. G. B. Boyd, Springfield, Mo., president.

Casper, Wyo., Extends Run To Six-Days

BILLINGS, Mont., Feb. 3.—With dates of Central Wyoming Fair, Casper, set for August 20-25, the four to six days in 1951, Robert Latta, secretary-manager, said here this week.

With the new schedule, the fair has signed the Barnes-Carruthers State Fair Revue for the first three nights and Leo Cremer's rodeo for the last three. Other features will include an appearance of Queen for a Day, the Mutual Network program emseed by Jack Bailey, and the selections of Mrs. Wyoming and Miss KSPR.

Atlanta Inks Hamid Talent

ATLANTA, Feb. 3.-George A Hamid & Son, talent agency, will furnish a program of acts at the 1951 Southeastern Fair A Ganza, it was announced here. Talent pact was signed by Mike Benton, fair's general manager, and George A. Hamid Jr.

Jack Kochman's auto thrill show also is scheduled for daily appearances in front of the grand-

6 N. D. Fairs Sign Swenson

MINNEAPOLIS, Feb. 3. — Six North Dakota fairs awarded thrill show contracts to the Swenson Thrillcade at the North Dakota fair meeting, Aut Swenson, ownermanager, announced on his return here from the Minot confab.

Annuals signed included Fessenden, Minnewauken, Rugby, Flaxton, Rolla and Langdon, Engagement of the org at the Eastern Montana Fairgrounds, Miles City, and the State Line Arena, west of Williston, N. D., will tie in the late June-early July fair route with the 16th annual Northwest Water Carnival, July 14-15, Detroit Lakes,

4 N. C. Annuals Sign Kochman

RALEIGH, N. C., Feb. 3.—Four North Carolina fairs awarded thrill show contracts to Jack Kochman, owner-operator of the unit bearing his name, at the recent meeting of the State association of fairs here.

Events, all repeat dates, are Charlotte, Shelby, Raleigh and Greensboro.

Brookfield Elects Slate

BROOKFIELD, N. Y., Feb. 3.-Officers were elected and dates for Madison County Fair here were set at a recent meeting. Dates are September 3-6. Directors voted to joint the State and national trotting associations and the Association of Town and County Fairs. Weekly stock car races during the summer will be continued.

Re-elected were Irving A. Baldwin, West Edmeston, president; Rupert Chesebro, Brookfield, first CORTLAND, N. Y., Feb. 3 .- vice-president; E. J. Frair, Brook-Contracts have been signed for the field, treasurer, and Raymond James E. Strates Shows to supply Burdick, Brookfield, secretary. midway features and for a Frank Also named were F. L. Jewitt, Wirth musical revue at Cortland County Fair here, August 13-17, according to Harry B. Tanner, sected as the second vice-president, and these directors: Fay Johnson, Brookfield, succeeding A. L. Rogretary. Dates were chosen so as ers, resigned; Burt E. Bacon and not to conflict with the State Fair Glade Baldwin, both of Brookfield, and Jewitt.

100% Turnout at Montana

Continued from page 60

terprises; Ed Owens, Manufacturing Cremer, rodeos: Jack Greeley, announcer, and Wallace Smith, horse trainer.

At the second day's session Coover reported on the point system as discussed at the International Rodeo Association's San Francisco convention. Ray Lathom, of Midland Empire Fair, talked on the 1950 Federation of State and Provincial Association of Fairs meeting that he attended in Chicago. Leo C. Dailey, secretary-manager, North Montana State Fair, discussed the International Association of Fairs and Expositions' Chicago conclave.

Other speakers included Walter Nye on Dudes Are Interested in Fairs and Rodeos; J. Hugh King, manager, Central Washington Fair, Yakima, Washington Fairs, and Art Briese, Observations and Predictions.

The afternoon session opened with Harry Roe showing colored slides of fairs and rodeos. Speakat that session were A. W. Johnson, State FFA adviser, on Buildevent will extend its run from ing Better Agriculture and Better Communities; William H. Browning, Publicizing Montana; Ray G. Johnson, range specialist, Grassland Farming as a Livestock Frontier, and Paul J. Moore, State 4-H Club leader, 4-H Clubs.

> Sunday night's program included a buffet supper. Banquet was held Monday.

Loop Switches

The association switched its classification of fairs from Circuits A, B-1, B-2, and C, to A, B, C, D, and E. The A Circuit remained unchanged with B and C and part

Central N. Y. Meet Gets Good Crowd

SYRACUSE, Feb. 3.—Some 60 delegates and show reps were on hand at the annual meeting of the Central New York Association of Agricultural Societies here in the Hotel Syracuse Monday (29).

President Miller, Owego, presided over the business sessions. Jim Carey, secretary of the Department of Agriculture, held an open forum where tax problems and how to tighten the fair's front gates were discussed.

Meeting closed with the annual dinner, which pulled 75 persons.

Conn. Execs **Elect Bartlett**

HARTFORD, Conn., Feb. 3. -Joseph C. Bartlett, North Haven, has been re-elected president of the Association of Connecticut

Other officers for 1951 include Paul Johnson, first vice-president; Emerson Leonard, second vicepresident, and Laura Bartlett, secretary-treasurer.

Bartlett is associated with North Haven Fair.

Charleston, S. C. **Re-Elects Bailey**

CHARLESTON, S. C., Feb. 3.-E. W. Bailey was re-elected president of the Charleston Agricultural and Industrial Fair Association at the org's annual meeting here. Ernest H. Pringle was renamed vice-president, and W. Mc-Leod Frampton, treasurer and

Named to the executive committee were Homer M. Pace, Emmons S. Welch, M. O. Gardner, George E. Lancer and C. E. Cole.

Regalia of C virtually taking up the former Company; Leo B's ratings. The last-named category practically replaced the old C designation. While it apparently accomplished nothing more than adding alphabetizing to the rating, the system will be followed thruout the year.

> Tuesday's session was confined to the morning with a reconfirmation regarding contracts being featured. The resolutions committee extended its thanks to several publications for their co-operation. The Billboard was voted the association's official publica-

Vegreville, Alta., Re-Elects Cole Prez

VEGREVILLE, Alta., Feb. 3. -L. S. Cole was re-elected president of Vegreville Exhibition Association here, with George Warren, vice-president, and Tom Casson, secretary-manager.

Financial report showed a 15 per cent decrease in all revenue departments due to poor crop conditions. Deficit for the year was



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BEATTY NAMES SMITH, AYLESWORTH TO STAFF

Shuffle of High Command Puts Former RB Execs in Key Posts

SHREVEPORT, La., Feb. 3. — Circus in 1949 and 1950 and was been repainted except for the let-George W. Smith has been named general manager of the Ringling tering of the title. general manager of the Clyde show for many years. During Beatty Circus and Leonard Ayles- | World War II he was loaned by worth has been signed as general Ringling to the army to frame a superintendent. The appointments major war show. followed a statement made several weeks ago by Clyde Beatty that an extensive revamping of his staff was in the making.

Both men come to the Beatty show with long experience on Ringling-Barnum and other cir-

Smith managed Dailey Bros.'

New Acts Work At Gainesville; Five Stands Set

GAINESVILLE, Tex., Feb. 3 .-Preparations for the 1951 season of the Gainesville Community Circus now are in full swing, and five engagements have been announced.

Acts at Gainesville quarters include the Zoppes, Hartleys, Art Henry, Glen Henry Family, Costello's Chimps and the Harrisons. The Seigrists and Eldonas left recently to make the Shreveport, La., Shrine date. Dutch Orton and family were visitors here.

The Zoppe Family is training seven persons for the Gainesville riding act. Jerry Hartley is training four rolling globe acts. Vern Brewer and Portis Sims, of Gainesville, are working stock which includes a six-horse Liberty act, six Ruth Diltz is rehearsing 20 girls Jacobs for a ballet number which will be part of the show's spec, and Betty

show's trucks and tableau wagons. Paul McGehee and Foster Renfro
have completed the double flying crocker, Dave Murphy, Doc Henderson, return rigging, built under Joe Ugo and Angli Bogino, Tommy Cropper, return rigging, built under Joe Seigrist's direction.

The show will open here April 18-20. Additional dates contracted now include Garland, Tex., April 26-27 Abilene, May 11-12; Amarillo, June 1-2, and Dallas, June 8-9.

Aylesworth Experience

Aylesworth's varied posts on the Ringling circus included those of lot superintendent and boss canvasman,

It also was confirmed that William Moore will continue as general agent for Beatty. Moore was on the show last year and late in the season moved ahead to the general agent's position. He is a former general agent of the Dailey

At Beatty's local winter quarters, wagons are being processed thru the shop. A number have been taken to local machine shops for reconditioning and several have

WQ COLONY

Many Spend Off-Season In Sarasota

SARASOTA, Fla., Feb. 3.-A large colony of circus staffers and performers is wintering here, with much of the activity centering around winter quarters of Ringling Bros. and Barnum & Bailey. The roster varies often To Lewiston as acts leave for and return from winter dates. Among those spending most of the winter here are: Arthur and Antoinette Concello, Mr. and Mrs. Frank McClosky, Mr. and Mrs. Willis E Lawson, Merle Evans, Babe and Red Ployd, Frank Sering, Mr. and Mrs. Joe McCarthy, Mr. and Mrs. John Carson, high school horses, two six-pony drills, dog and pony acts, baby elephant and trick mule. Mary Jimmy Armstrong, Carl Stephens and Lou

The Alzanas, Mr. and Mrs. Fay Alexander, Mr and Mrs. Harold Genders, Mr. and Mrs. Les Thomas, Nina Thomas, Laz Ward is supervising wardrobe Rosin, Mr. and Mrs. Mark Johnson, Mr. ork.

Tom Thomas is painting the Mr. and Mrs. Bill Webster, Mr. and Mrs. Bill Webster, Mr. and Mrs. Arky Scott.

> Jack Leontini, the Harold Voise act, the Cristianis, Ed and Jenny Rooney, Madelaine Geiger, Aerial Snyders, Nate Eagles Midgets, Marian Seifert, Mr. and Mrs. Willie Krause, Delores Murphy.
>
> Esther Chaney, Bill Warner, Brick and

Emma Robenis, Pinito del Org, the Wal-lendas, Jackie LeClaire, Marchinos, Joe and Margie Geiger, the Otaris, Eddie Bil-letti and Lola Dobritch.

Communications to 188 W. Randolph St., Chicago 1, III.

Some Beatty wagons and trucks as well as show stock were used in a street parade here in connection with the independently produced Shrine circus which closed Sunday (28). Beatty horses and elephants were used by the Shrine and such circus property as ring curbs were loaned to the local group. However, use of the Beatty name was held to a minimum in view of the circus' plan to open here in March.

The Shrine show played to packed night houses in the Auditorium. Turnaway houses Friday (26) prompted Shriners to extend the four-day run to five days, ending Sunday.

Beatty also announced this week that these staffers have been signed for 1951:

Harry Golub, Side Show; G. E. Booth, advertising car manager; J. R. Hervey, contracting agent; Floyd Lee, 24-hour agent; Tom Plank, purchasing agent; Harry Brown, boss ticket seller; George Davis, cookhouse; Harry Hammond, timekeeper; Norman and Shirley Carroll, West Coast radio; and John Cline, equestrian direc-

Mills Concert, Annex Leased

DETROIT, Feb. 3.—Mills Bros. Circus has leased its Side Show and concert operation rights for 1951 to Harry Lewiston, it was reported here this week by Lewiston, The contract calls for a 32-week season opening at Columbus, O., in mid-April.

Lewiston was manager of the Hagenbeck-Wallace Side Show for many years and formerly was assistant Side Show manager on the Ringling-Barnum circus. In recent years he has operated similar attractions in amusement parks in

Ernestine Clarke To Work Horses On Polack Show

CHICAGO, Feb. 3. — Ernestine Clarke Baer joins Polack Bros.' Western Unit at Louisville and will start working the Oestermaier horses at the Cincinnati stand, it was learned here this week.

She worked with the horses during the winter and will replace Jack Joyce in the act. Joyce has been working the horses in addition to his regular turn with the four-camel Liberty act.

Cole-Walters Org **Buys New Canvas**

HUGO, Okla., Feb. 3.-Cole & Walters Circus has ordered new canvas and will have three additional cages in 1951, Manager Herbert Walters said this week.

He also announced that Chief Keys has been signed to present the concert and that Tillie Keys will have the cookhouse.

Royal Circus, indoor org made up largely of Cole & Walters and Kelly-Miller personnel, will close stand, working on the stage; other here with a one-week stand for

Knie Unit Playing **Brussels Arena**

BRUSSELS, Feb. 3. - Circus Knie, of Switzerland, is playing an entended indoor season here at the Cirque Royal. Opening bill included several of the Knie animal numbers. Program is being re-

RB ROUTE CARD **GETS NEW LOOK**

CHICAGO, Feb. 3. - Route card of Ringling Bros. and Barnum & Bailey Circus will carry a new color design in 1951.

Change will be the first since the previous design was adopted late in the first season of the combination. New art work will be similar to that on the Ringling letterhead.

Late Additions Complete Bill On Polack Unit

FORT WAYNE, Ind., Feb. 3.-Polack Bros.' Western Unit opened 30, while the advance sale for the its second week of the season here remainder of the run starts in mid-Monday (29) with the program March as is the custom. up to full strength and the running order slightly amended. Org opened at Hammond, Ind., last week.

Ibarras Brothers, bar act recently arrived from Mexico, began work Wednesday (24) after a de-lay in arrival of their rigging. Fifth and smallest of the Tom Packs elephants is back in the act after missing the first few Polack parformances. Ostermaier's dressage horse also returned to the act after penicillin treatments for a cold. Earlier, only the Ostermaier Liberty horse had been worked in this turn.

Natal's monkey routine has been moved to the first half of the program. The Ibarras Brothers open the second half.

Property Crew

Unit is headed by Barney (Soldier) Longsdorf and includes Frank today to join Arthur at Camden, Dougherty, Boyd Kimes, Russell, Nafus, Chester Stanley, Vern Eldrige and Cleo Gamble.

George W. Paige is manager of the unit's show-owned concessions. Gwen Carsey is secretary-auditor and Fred Merkle is assistant man-In the concession department

are Edward Daley, Scotty Brown, Charles Webb, Roy Johnston, Mr. and Mrs. Red Moyer, Bobbie Cline, John Day, Billy Watson, Viola Watson, Viola Watson II, Jo Webb, Deep Sea Red, Frank Daugherty, Beauty Winks, Clyde Ferguson, Dick Kaliell, John Koyrez, Julian Sass and Arthur Harris.

Animal men on the show include Maxie Morris and William B. Moody, camels; Elmer Ford, horses, and Harold Streator and Richard ances are presented in the Scala Serbrook, elephants.

Ringling Sets April 4 Bow In New York

NEW YORK, Feb. 3 .-- Ringling-Barnum circus has set its annual run in Madison Square Garden here for April 4-May 6, with the 33-day date to encompass 65 shows. The number of days and shows corresponds exactly with the Big One's run here last year.

Opening night proceeds go to the Louise Baer Fund of the New York Heart Association. In addition to the regular circus performance, it is planned to offer top Broadway and Hollywood names at the debut. An automobile giveaway also will be staged in conjunction with the presentation. Advance tickets for the first show of the date went on sale January

Creditors Give Biller Bros. 4-Year Term

NEW YORK, Feb. 3 .- Hy Sturmak, co-owner with brother. Arthur, of Biller Bros.' Circus, announced here Thursday (1) that all creditors of the show had agreed to a plan whereby the org's indebtedness would be paid off within the next four years (The Billboard, January 27).

Property crew of the Western | With the show now assured of getting out for the season, Hy left S. C., winter quarters. No date or place has been set for the season's bow, but Hy said the matter would be discussed upon his arrival in quarters.

Circus Exposition Opens in Holland

THE HAGUE, Holland, Feb. 3. -An international exposition featuring all phases of circus operation opened here at the Scala January 16 and will continue thru February 15. Exhibits include several notable collections of circus programs, books, posters and souvenirs.

In conjunction with the circus exposition daily circus perform-

Plunketts Speed Switch to Circus

Family Adds Dailey Bull, King Top; Readies New Menage, Riding Acts

-The Plunkett family, long-time and family band. rep-tent show ops, has purchased an elephant from Dailey Bros.' Circus and a tent from King Bros. Circus as part of its switch this season to circus operation.

Org plans to make one-night stands and will be called Plunketts' Stageshow and Circus. Work in local quarters is aimed at a late Kortes Extends February opening.

circus-type presentation in recent seasons and new circus turns will be added to the ones introduced previously. Program also will include the family's repertoire of singing, dancing and specialty numbers. One stage and one ring will be used.

Corky Plunkett is drilling a new bareback riding act. Capt. Fuzz Plunkett is working two menage added.

Holdover circus acts presented by Unit will then sail for the main-

ARANSAS PASS, Tex., Feb. 3. traps, cloud swing, aerial ballet

Lot layout will include Side Show and banner line and cookhouse as well as the big top. Late last year the show bought a light plant and a semi-trailer for horses as well as other rolling stock to boost its string to 12 vehicles.

Show program has swung to the Hawaiian Stand

LOS ANGELES, Feb. 3. - Pete Kortes' Side Show run in the Hawaiian Islands has been extended four weeks and the date of the organization's opening in Mexico City advanced to March 5 to coincide with the Spring Festival there, it was reported by Harry Golub, who will manage the Mexi-

Extension in Hawaii will allow horses, one recently acquired from Kortes' unit to open in Honolulu Dailey Bros. There is a possibility with the Japanese circus that E. K. school athletic fields. Night and Rapids, Mich., three performances | Feature circus acts in the Knie | that two more Dailey bulls will be | Fernandez is taking there Febru-

only one performance is given, land where it opens Monday (5) board; Tay-Ru, equilibrist; and the family will include three land to ready its Mexican trek, Show has 3 trucks, 3 trailers, 2 for a two-week stand under Grotto the Yong troupe of Chinese trained seals, a chimp, dogs, mon-entering that country at Matacages, 4 house cars and cookhouse, auspices. equilibrists.

DAVENPORT'S BIZ **CONTINUES STRONG**

First Time in Saginaw Brings Capacity Crowds on Early Days

rin Davenport Circus, making its (29) the matinee was delayed a first appearance here, played to few minutes while Shriners full houses early in the week and crowded late-comers into the Auwas assured by a strong advance ditorium. About 500 persons had sale of big business thruout the to be turned away.

Alabama Okay For Martin Bros.

WAYCROSS, Ga., Feb. 3.--Martin Bros.' Wild Animal Circus, owned and operated by George B. Hubler and Eddy Kuhns, has been playing to good business since trian director and announcer; Izzy opening the season recently in Columbia, Ala., J. C. Admire, advance Jones, property boss; Chuck Maman, said here this week. Admire rine, assistant property boss; Harry says that the show is carrying 17 Haag, master of transportation; Alpeople, with one other advance bert White, in charge of traveling agent,

Show is playing under auspices, cessions. making two stands daily on high cages, 4 house cars and cookhouse. auspices.

SAGINAW, Mich., Feb. 3 .- Or- with two capacity houses. Monday

Tuesday's matinee was strong Engagement opened Sunday (28) and the night show was about three-quarters filled despite blizzard-like weather. A. E. (Buck) Waltrip promoted the date,

Presentation here has Albert Rix and his bears, and Unus, finger ground acts in a ring on the main the March of Dimes. floor, and aerial acts working above the main floor seats.

Staff here includes Davenport, producer: Harry Thomas, eques-Cervone, bandmaster; Charles personnel, and Nick Carter, con-

On the final day (27) in Grand vamped after a six-week run. matinee performances are pre- were given. Stand here closes to- line-up include the Three Alizes, sented daily except Saturday, when day (3) and show moves to Cleve- flying trapeze; Talo Boys, teeter-

Under the Marquee

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Hi Lo Merk visited West Bros.' Julian West has a well-balanced program of 18 acts and that Tige Hale leads the band. Among acts are the DeWayne Troupe, Robert Chenoweth and Wally and Pat Knight Troupe, Roy Bible's Sophie Wallace. He reports that chimp act, Wick's dogs and ponies, Ed Weideman's elephant, and Farias Brothers, roly-boly and hand-balancing. Circus was sponsored by the Chattanooga City High School Band Association. . . Guy O. Smuck, with Capell Bros. Circus and Kelly-Miller the past season, arrved in Cincinnati Monday (22) from Hot Springs. He will remain in Cincy for the re-

> Fred Proper, concession manager on Polack Bros.' Circus Eastern Unit, is assisted by George Cutshall. In the department are Jack Robling, Benny Schweitzer, Al Hyman, Mac Langford, Joe Smith, Heavy Courtney, Morris Gepheart, Pud Graham, Roy Bohn and wife, Frank Love, Jimmy Sweeney, Ernest (English) Hitchcock, Fanny Brice, Harry Johnson, Harry Kibble, Bennie Egan, Ruby Cutshall and Rosalie Harri-

mainder of the winter.

Bobby Harrison, master rigger with Polack Eastern, has Bobby Harrison, Irish Donovan, A Grandstaff, Anthony Rottenbucher, Richard Roberts, Bill Walden and Red Eis working with him.

Dorothy Anderson Rubens reports she is with Seers Bros.' Circus in Florida and will not be connected with the Seal Bros. Circus being framed by Laura Anderson and Norman Anderson in California.

Jimmy Troy, appearing Weber's Hofbrau, Camden, N. J., has appeared twice recently on the CBS television show, "Big! Top," doing comedy traps and Roman rings. He will play fair heel and toe catch act. dates for Barnes-Carruthers this

Robert D. Good, Allentown, Pa., reports animal trainer Damoo Dhotre, who was with Ringling-Barnum from 1940 to 1949, now is with Cirque Amar in Algeria, February 13 and will return to France two or three weeks later. wife, Bess.

(La.) Auditorium during the Shrine show there recently included wagons and trucks carrying titles of Clyde Beatty, Stevens and Plunkett circuses.

Homer R. Sharar, formerly with Rogers Bros.'- and Dailey Bros., is wintering in San Antonio. He was cookhouse steward on Rogers and in the pie car of the Dailey to open with the Clyde Beatty Circus in March. He had been farming the past six years. He spent three seasons on the Cole Bros.' Side Show, managed by Arthur Hoffman, and also was with Dick Best and Pete Kortes. Originally Plum was a Ferris Wheel man. Last year he won a prize at the Sullivan (Mo.) Fair.

Lois Jean Prechtl, who apwith Ringling-Barnum a few seasons back, was graduated with honors from Hunter College, New time spent in 1948 with Olsen and Johnson's "Laffacade" and line member in Bridgeport, Conn., trek out of Valdosta. and Saratoga Springs, N. Y., night

Dick Lewis, clown, plans to be on the West Coast until about March 1 and will rejoin the Orrin Davenport Circus at Detroit. . . Jack Karen, former general agent of Barker Bros.' Circus, will have promotion of the Old Baldy Shrine Club's circus in Los Angeles this year and expects to will be in June.

Ark., visited friends at Kelly- in Bridgeport, Conn., which was Miller quarters in Hugo, Okla., built and used by the late P. T. recently. . . . Tom McLaughlin, Barnum as his residence, was the agent and part-owner of Cole & scene of a fire last week which Walters Circus, and his wife at-tended graduation exercises for trol. The building is now used their son, Dick. at University of by the University of Bridgeport Nebraska recently. . . . Whitey as a dormitory for students.

Dressing Room Gossip

Polack Eastern

The season started at Flint, Mich., and we are off to a good start. Nate and Harriet Lewis arrived with a Florida tan. Henry Kyes rode with them from Sarasota. Slivers and Jo Madison are decked out in svelte attire for their Whitbeck elephant act.

Kenneth Waite is on hand with a large bunch of walk-around heads that are getting laughs. Ed Raymond is producing clown. With him are Mickey McDonald, George LaSalle, Billie Griffith and Red Carter. Mike and June Koucik and Jeep Ward worked the Flint date. Billy Ward and Mickey King joined.

Jackpot session at the hotel included Mr. and Mrs. Bill Kay, Mr. and Mrs. Fred Proper, Mr. and Mrs. George Cutshall, and Mr. and Mrs. Henry Barrett. The Howells have joined from Dallas.

Butcher arrivals included Benny Sweitzer, Big City English, Crackerjack Mac Langford, John Brice and Al Hyman. Whitey and Edythe Boyd are back at the drums and organ. Band numbers 18 pieces.

Opening performance went like clockwork. However, no one could get into the building until midnight of the day before the opening because of other bookings in the building. Show opened under the direction of Nate Lewis and under supervision of Mrs. Bessie Polack and Louis Stern.

If business in Flint, Mich., is a barometer of the 1951 season, then it looks like a banner year. The Ward. Mala, the Georgetto Broth-Shriners threw a party the closing ers' dog, has been looking for Mrs. night that was a dilly and the Bessie Polack. They were great wrecking crew band was the hit of the evening. Nick Carter and year. Jonesy visited, also Miss Velarde,

the show with group of Owosso, Mich., circus fans. The writer has again been appointed trainmaster (office without portfolio) and is also mailman and The Billboard sales agent.

Among visitors were Carl F. Tunisia and Morocco. The French | Haussman Jr., CFA; Herbert Conn org will play Casa Blanca starting and son, former Ringling clowns, and Mr. and Mrs. Clyde Harrison and staff, who are promoting the Dhotre is accompanied by his Lansing, Mich., date. Al (Iron Man) Perry scored in Lansing with feur window displays from Parking lot near the Shreveport | the miniature circus set-up of the builder and modeler, H. R. Kline. —HENRY KYES.

and Mary Thorn spent a recent week-end in Hugo. . . . Frank Ellis, concession operator on Cole & Walters, has returned to Hugo from a trip to Chicago, Detroit and Emporia, Kan. . . . Mrs. Art Miller, wife of the Kelly-Miller org. . . . Abner Plum is skedded general agent, and their daughter were in Hugo for a visit. Mrs. Miller is with her father for the winter and will be with her husband ahead of Kelly-Miller this

Jim Admire, agent for Martin Bros. and Capt. Eddy Kuhn's Wild Animal Circus, which has been playing Georgia school athletic fields, has been headquartering in Albany, Valdosta and Waycross, peared in aerial ballet numbers Ga., while setting auspice dates in those areas. Business has been fair despite the loss of two days in the past two weeks. Show York, last week. Her showbiz plays morning shows in one town background, acquired in between and hops to another for matinee educational stints, also included and evening performances. Sid Lovett, who goes with King Bros.' Circus this year, accompanied stretch last summer as a chorus Lovitt on a two-day contracting

Matt Saunders, Loew city manager in Bridgeport, Conn., has not forgotten his press agent experience gained with the old Buffalo Bill Show. He obtained a good deal of publicity for a local theater which housed the film, "The Halls of Montezuma," when with the co-operation of the local U. S. Marine recruiting office he start work in February. Show had 33 volunteers sworn in on the theater stage and dubbed the group "The Halls of Montezuma Mrs. Charles Roark, Malvern, Platoon." . . . Marine Hall, also

Polack Western

New clown production numbers are under direction of Gene Randow Jr. New clowns this season are Gene, the Georgetti brothers. Dennis Stevens and Henry Boers.

Gus Bell and Harold Ward are interpreters for the Ibarra Brothers, new Mexican bar act. Jack Joyce has done a great job in breaking the camel act, which debuted recently. Many new acts, new wardrobe and animal trapings are the keynote of this year's show.

Mike and June Kocuik, of the Flying Malkos, have joined. Mike will temporarily replace Ed Ward, catcher in the Ward-Bell Fliers, who broke an ankle in a practice session.

Justus Edwards, press and radio representative, has covered each act in the new program booklet. Barney (Soldier) Longsdorf again is prop boss and The Billboard agent. Wally Newbury has written and arranged music for the new Ward-Bell act. We're all glad to have Don Dorsey back after three years' absence.

Louis Stern and Ross Paul have the performance moving swiftly and pleasing the huge crowds. The act and trappings of Jack Joyce's camels are attracting much favorable comment and press attention.

Gene Randow and his mother gave a party for all the clowns. Dennis Stevens furnished a bit of hilarious entertainment. Natal has a new monkey suit made of chimpanzee fur. The Ibarra Brothers are studying English with the help of Gus and Betty Bell and Harold friends on the Eastern Unit last

Visitors included Ruth Christensen, Kid Montana, Bob Raupfer, Mrs. Thomas Dewey attended Mr. and Mrs. Charles Zemater and son, Mr. and Mrs. Eric Filmore, Chris Neilson, Emil and Evelyn, Claire Levine, the Tate family, Conchita Escalante, Jose la Cruce, Lugwig Berosini, Eugene Willys. Jack Hendrix, Jack Lehr, Chuck Brown and Rita, Will Hill and Jess Detwiler.—HARRY DANN.

Orrin Davenport

For the first time in a long while we traveled overland to make a date. Harry Thomas is called "Wrong Way" Thomas since he took the wrong road out of Grand Rapids. He almost missed the first matinee in Saginaw. One of the hits of the Grand Rapids show was Chuck Marine and his "gorgeous blondes." The prop boys have a fad of dyeing their

Otto Griebling gets a big hand for his fall into the orchestra pit. This date started many old timers reminiscing about the old vaude days. It's the first time we've played a theater in years. Everyone goes on the radio here, with programs scheduled twice daily. Among those who have appeared are Unus, Mme. Mussett, Felix Adler, Paul Jerome, Albert Rix. and Col. and Mrs. Harry Thomas.

One of the Gutis boys fell out of the balcony but was not injured. The George Hanneford Family is a show-stopper here. Their working so close to the audience gives viewers a real thrill. Harold E. Bradley, model builder, and his wife have been hosts to several performers.

We are looking forward to Cleveland and those wonderful "night show only" days in the first part of the week. - ALBERT WHITE.

Reinsch Reorganizes

COPENHAGEN, Denmark, Feb. 3. - The Circus Moreno-Reinsch, which folded after a brief tour of Denmark last summer, is being reorganized and will travel this coming season under the sole direction of Reinsch.

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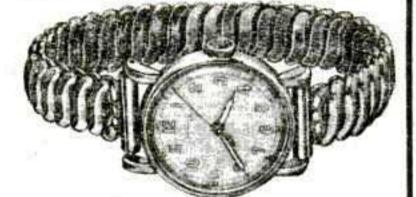


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SELL REPEAT ITEM-ICE CREAM GOING higher, storekeeper will want sherbert cone; big commissions. S. Bonde, Concessions, 2808 Wentworth Ave., Chicago 16, Ill. SIDELINE SALESMAN—SELL "SCRIPTO"
Pen-Pencils: wholesale price list. Write
Box 146, Park Ridge. N. J. Factory Distributors.

STAG ASSORTMENT FOR MEN! RED HOT Cartoons, Photos breath-taking lovelies. \$1. postpaid Steele. Box 4763-K. San

YOUR OWN BUSINESS SELLING ARMY surplus, new and used clothing; lowest prices; enormous profits; catalog free. Moro, 558-B Roosevelt, Chicago 7. np

ZODIAC COINS — LUCKY NUMBER AND best days, 25¢ seller; 100% profit to dealers. Sunshine Sales, Box 1126, Delray Beach, Fla. 100 COMIC CARTOON CARDS, \$1—FREE List for your Letterhead. Cheshires Fun House 739 Poydras, New Orleans, La. fe24

ANIMALS, BIRDS, PETS

BEAR CUB'S WANTED-WILL PAY \$30 each for them. Otis Noe, Noe's Inn. Middlesboro, Ky. fel0

BEST PERFORMING SEALS - SELECTED from ocean by only trapper-trainer in the business; basic training given on definite order; two trained seals, props, ready for road. Homer F. Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. fe17

FREE-SPECIAL SHOWMEN'S PRICE LIST on Snakes, Reptiles, Animals, Birds for exhibit; prompt delivery domestic poison-ous and non-poisonous Snakes, South American or Mexican Boas; ten per cent discount telephone sales. Wild Animals, Inc., Silver Springs, Fla. Telephone 668-White. fel7

FRESH RATTLESNAKES, 4 FT., \$6: 5 FT., \$8; 6 ft., \$12; Wildcats, \$20; baby Ringtail and Spider Monkeys, \$30. Ray Singleton, Rattlesnake, Fla. GIANT SEA TURTLES-HARMLESS; VEGE-

tarians; great attractions; live anywhere, \$150; other tropical birds, animals, etc. Marine Gardens, Clearwater, Florida. fe17 SIX SHETLAND PONIES, SADDLES, sweep, loud-speaker, complete. Mrs. Ida Knapp, 1157 E. Alosta, Glendora, Calif.

BUNNIES

The Eyes Light as You Touch It. Standard Flashlight Bulbs and Batteries—Eyes Replaced in a Jiffy.

NO. 801E ELECTRIC EYE BEGGAR All high lustre plush,

13" high, in assorted Easter colors.

\$18.00 Samples, \$2.00 Ea.

NO. 801M



same as above, with Swiss \$36.00 music box. Guaranteed to captivate the hearts of Samples, young and old, \$3.50 Ea.

Full line of Easter and all-year-round sales winners. New Easter merchandise catalog now ready. Write for yours today!

25% Deposit, Balance C. O. D. Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway New York 10 N Y

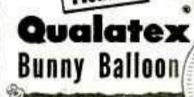
CLOSE-OUTS Be prepared! Goods are getting hard to get! Prices are going up. It's now or never at these low prices!

Lg. Ass't Gless Animals, Im-Imported Novelties, Ass'td Gr. 6.90
Imported Novelties, Ass'td Gr. 5.75
Porcelains, Vases, etc. Gr. 5.75
Smoking Pipes. Dz. Ass'td z1 6.00
Ass'td z2 3.00
Bankrupt Jewelry Stock, all
Boxed. Pin, Earrings, Necklaces, Beads, etc. 100 Pc. Ass'td 35.00

Perfume, 25¢ seller. Gr. 6.00 Popeye Soap. Each bar shaped & labeled "Popeye."
Case of 500 Bars
Stuffed Plush Animals & Dolls, Ass'td Special Closeout! Dr. . Movable Eye Glamour Dolls, 11" high, each in celotex, Dz. . 12.00

Slum (Giveaways), Novelties, Toys, Gifts, Good for grab bags, giveaways for all kinds of games. 3000 Pc. Lot25.00 Satisfaction guaranteed or money re-funded. 25% Deposit, Balance C.O.D. Mdse. Distributing Co. 19 E. 16th St., Dept. 8B, N. Y. City

Pitch Men: This PIONEER



Seller for



06

Here's a giant rabbit that doesn't lay an egg! PIONEER'S Qualatex Easter Bunny Balloon, 28" tall, sells on sight - at a darn sweet profit! Body, head and ears inflate. A natural money-maker for Easter. Ask for

No. F-28-R toss-up. As-Write today - The Pioneer Guaranteed by Rubber Co., 107 Tiffin Road, Willard, Ohio.



MEN-Build a Wholesale Route INTO A Big Pay Business



We Help You Establish Steady Route of Dealer Customers Make good weekly earnings selling stores our BIG line of 200 products—all daily necessitles. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5e and 10e to \$1.00. You make big cash profits. No large capital required, Easy to Start. Our products are known coast to coast—nation-ally advertised. No experience needed. Get all the moneymaking facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation, WRITE TODAY!
World's Products Co., Dept. 8-5, Spencer, Ind.

LARGE DISCOUNTS

In Case Lots of 40 Doz.

Large Walking Bear w/fish	\$7.20
Large Walking Circus Elephant	7.20
Mechanical Hopping Squirrel	7.20
Large Walking Chimpanzee	7.20
Stop & Walk Bear	7.20
Hula Hula Dancer	5.50
Fur Jumping Rabbit	5.50
Fur Jumping Dog	5.50
Small Walking Bear	5.50
Walking Wire Dog	5.50
25% deposit with order, balance of	
sent C.O.D.	

Rated accounts sent open.

WHOLESALE OUTLET CO. New York 17, N. Y. 545 Fifth Ave.

CRANDON LE SAFT

Priced Right!!

offers fine quality at a new low price



LOOK! "SUNBURST"

BEAUTIFUL NECKLACE AND EARRING SETS

The new SUNBURST necklace and earring set "steals" the show from other low priced costume sets. \$7.50 per set, retail price. Imit. Cameo-Black and White, Brown and White. Also ass't birthstone colors, \$13.50 per doz. sets, boxed.

Also available in opals—Fire Opal and Black. \$15.00 per doz. sets. boxed.

These sets, though inexpensive, are of the finest quality. Send for sample and be convinced. 2 assorted sample sets sent postpaid, \$3.00. State your business.

Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only. New catalog sent free.

STERLING JEWELERS

44 East Long Street Columbus 15, Ohio



EVERYBODY WANTS ONE HULA DANCER LAMP

She Really Rolls Her Hips 26" Tall This amazing lamp

works like magic . . . press a button it lights . . . press again and electric motor sends girl into a real Hawaiian Dance. The grass skirt waves, revealing her beautiful, thrilling curves. Made of metal and richly toned gold, silver, rose gold or bronze, with skirt and flashy satin shade in maroon, char-

treuse or green. 20-yr. guarantee. Sensational at\$ 28.95 retail. Only \$12.80 Min. order 3. Sample \$15.00. \$12.80 \$12.95 Standard make Auto-matic Electric Irons\$5.88

3.50 Cutlery Sets, including cleaver 1.00 24.95 Standard make Pop-Up

TED BURKE INDUSTRIES

Dept. B-32, 10 W. 27 St. MU 4-6756

PRICE LIST READY WRITE FOR COPY

CELEBRATION COORS

CELEBRATION GOODS
N4079-Balloon Asst. Gr\$2.35
N5101—Adult Paper Hats. Cr 4.80
N6308-Min. Met. Hats, Gr 4.80
N102-61/2 In. Paper Horn, Gr 5.50
N7201-8 In. Tin Horn. Gr 8.50
N9005—Serpentine Confetti, Asst'd
colors, 50 rolls in box (800

streamers.) Box . N9000—Bulk Confetti, 50 Lb. Bag 6.25 N9004—Pkgd. Confetti, 100

Pkgs. for 2.75 Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

SURPLUS STOCK FOR EXCHANGE—MALE Llamas, all ages and colors; tame, hand-raised Deer, many varieties; African Pygmy Donkeys; over 150 surplus animals. We wish to acquire 2 Snow-White Shetland Ponies, 2 Black Shetland Ponies, 2 Palomino Sheland Ponies; we are interested in a pony of any color not over 28 inches high; young Giraffe or Elephant, 3 to 5 years old. Will trade on a very liberal basis, over 700 animals on hand. Catskill Game Farm, Inc., Zoological Garden & Recreation Park, Catskill, N. Y. fe17

WANT TO BUY YEARLING ZEBRA COLTS; give full particulars. Write: Del T. Harmon, Stanfield, Ore.

YEAR OLD SEXUAL FREAK GOAT-PER-fectly healthy; send 50¢ for picture and full information. Santa Maria Farms, Box 368, La Feria, Tex. fe10

BUSINESS OPPORTUNITIES

AMUSEMENT ROAD TO RICHES—AUTO-matic Miniature Bowling Alley (1314 ft., 1814 ft., 2314 ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$950 starts you; indoors-outdoors, Kingpin, 128 North Court Square, Memphis 3, Tenn.

ATTENTION. CARNIVALS AND CIR-cuses: We offer for rent (short term or year 'round) an entire block, size 300x400. close to the center of Birmingham. For information write Jemison Realty Co., 2105 Third Ave., N., Birmingham, Ala. fe10

COLLECTION AGENCY BUSINESS EASILY learned by mail; pays big; free booklet. Franklin Credit School, Roanoke 7, Va.

DO YOUR OWN BOOKKEEPING OR FOR others; write for sample forms; state type business. Winters, 9280 Yellowstone, Detroit

FOR SALE—ROLLER RINK, 100 FT. square, volcanic ash, beautiful snack bar. Wisconsin hard maple floor, overhead natural gas and heaters Fort Collins Amusement Co., Dba. Long Pond Roller Rink, 1009 Laporte Ave., Fort Collins, Colo. fe17

FOR SALE-BOWLING ALLEY; 12 BRUNSwick Alleys, completely equipped: down-town location: \$45,000 full price: \$25,000 down. Write Eldon A. Godfrey. 3460 E Carpenter Rd., Flint, Mich. fe10

FOR SALE — COMBINATION REFRESH-ment Stand, Bar and Restaurant; located on Staten Island Beach near Fort Wadsworth; five year lease, established 14 years; excellent opportunity, owner leaving because of illness; price \$12,000, \$8,000 cash, balance terms. Box 617, The Billboard, 1564 Broadway, N.Y.C.

FREE INFORMATION OF 1,000 WAYS TO make money. Midwest Sales Co., Box 106BB, Nevada, Mo.

HUGE PROFITS! MAKE FAST DOLLARS working small town promotions; legitimate, tested, tried. Write Smith Associates Paragould 3. Ark.

INDIAN BEADWORK, BUCKSKIN, BEADS Feathers Moccasins, Wigs. Supplies, buy-ing direct from Indians: prices reason-able; free list. Pawnee Bill's Indian Trad-ing Post. Box 35-B. Pawnee. Okla. fe24

PORTABLE AERO-RIDE, DODGEM—WITH or without building; money making restaurant, heart of business city, 40 thousand Johnny Sharrock, Auctioneer, Liquidator, 458 N. Prospect St., Marion, O. Phone 2-9278. Chattel sales appreciated; complete sales service anywhere; best of references. "PRICED TO SELL"-ROLLER RINK AND on beautiful north shore of Minn.; will consider some good income property in trade in Minnesota or Wisconsin. For further information write: Income Estates Co., 2431 Hennepin Ave., Minneapolis, Minn Attention, Wallie Zimmerman.

QUICK SIGN PAINTING — USE LETTER Patterns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. mh3

RACING AND AMUSEMENT PARK—NEW \$18,000 drive in service; 25 miles from the site of the new bomb plant that is to employ 24 thousand people; only place in miles of which beer can be sold; over \$125,000 investment offered for half; terms; 30% down, balance 10 years Seay's Realty Co. Augusta Co. Co., Augusta, Ga.

SELL FREE RADIO TIME-500% PROFIT.
P. E. Brooner, 1810 American, Pomona,
Calif. fel7

WANTED-MEN AND WOMEN TO OPER-ate missing persons bureau. Write. Jan. 2266 S. Chase Ave., Milwaukee 7, Wis. fe24 YOUR ADVERTISEMENT IN 40 WEEKLY newspapers, \$3.50 (24 words); 132,000 readers; Texas or elsewhere. M. Penne-

baker, Kerrville, Tex. \$124.50 WEEKLY GUARANTEED! AT home, sparetime, \$1 (deposit). Science Syndicate. Howard Gibson, Distributor, 1332 Ark, Memphis 9, Tenn.

\$124.50 WEEKLY — GUARANTEED! AT home, sparetime; \$1 (deposit). Science Syndicate, 312 Morrison Springs Rd., Chattanooga, Tenn.

200 CAR DRIVE-IN MOVIES IN CENTRAL W. Va.; 16MM Arc Equipment and Con-cession Trailer; \$1,000 down. Riverside Drive-In, Gassaway, W. Va. fe17

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 70 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWN BUNDLE ODDS, \$7; NEW RED Wigs, \$4; Red Caps, Coats, Minstrel Wigs; Curtain, Red Velvet (12x21), \$75; Silk Velvet Curtain (7x32), (rose), \$50; Orchestra Coats, Wallace, 2416 N. Halsted, Chicago. CLOWNS PROFESSIONAL WARDROBE made to order; in business for myself nly. Dorothy "Jojo" Barnett, 1509½ W. 105th St., Los Angeles 47, Calif.

THEATRICAL PAPIER MACHE MADE TO order John Praetorius, Box 932, Riviera Beach, Florida. Formerly of N. Y. for 45

FORMULAS & PLANS

BE SMART, GET FORMULA AND MAKE your own dry cleaning soap, for home or business use; we will rush secret formula upon receipt of \$1; write at once to May's Distributing Corp., Box 772, Vallejo, Calif.

FOR SALE SECONDHAND GOODS

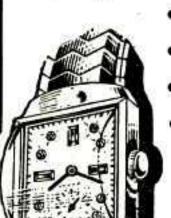
ABOUT ALL MAKES POPPERS AVAIL-able; Candy Corn Machines, steam pow-ered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So. Halsted, Chicago, Ill.

FROZEN CUSTARD MACHINES—POPCORN Machines, Popcorn "Sez" Vendors, Cig-arette Machines, Candy Vendors, complete "Drive Ins." State your needs; 30 years' experience enables us to help "you." The Beverator Co., 600 Hyatt Ave., Cambridge, O. Phone 32941.

NEW FLOSS MACHINE, \$219; NEW NIchrome Ribbons, \$3 ea.; \$30 doz.; New and Used Popcorn, Peanut, French Fry, Snowball and Water Ice Machines. Jones, 140 Vine St., Philadelphia 6, Pa. fe24

POPCORN MACHINES, PEANUT ROAST-ers, candy floss, geared popping, candy, caramel corn kettles. Northside Co.. 509 E. 4th, Indianola, Iowa. mh3

MAKE MONEY with Joseph Bros. Merchandise



• Elgin

 Benrus Bulova Gruen

> Waltham 7-Jewel \$**Q**.95

For men and women, new model watches, cases and dials. Reconditioned like new. Com-plete with leather straps.

15-J, \$11.95; 17-J, \$14.95; 21-J, \$18.95 Gold Plated Expansion Band, 95¢ add.

will bring you our new 1951 wholesale catalog. Take credit of 25¢ on your first order, so you get this catalog FREE.

Wholesale only-\$1 additional for samples.) 25% with order, balance C. O. D. 5-day money-back guarantee if not

Joseph Bros. 5 S. Wabash Ave. "The Watch and Diamond House."

FAMOUS - MAKE COSTUME JEWELRY LOW WHOLESALE PRICES DIRECT FROM MANUFACTURER Special Sample Offer

МO

per doz. boxed ALIKE 25% deposit with order,

balance C. O. D.



Send \$2—Balance \$22.50 C.O.D. Mink-Dyed Marmink Coats, Sample \$39.50 each. Write for FREE Wholesale Catalog of Complete Line. ROSE FUR CO., DEPT. 23

PHOTO KNIFE

I wo Blades Highly Polished Carbon Steel Unbreakable Plastic Handle with Beautiful Art Photo 1584BB

Per Doz.

10 Doz. or More-Per Doz.

ROHDE SPENCER CO. 223-225 W. Madison St., Chicago 6, III.

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IMMEDIATE DELIVERY!

 Electric Flash Boards Electric Bingo Blowers Wire or write for Catalog

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SOMETHING NEW:

1. Unpainted Home "Television Bar." 2. Travelette Electric Bingo Blower. Priced so you can buy today! LIPKA MFG. CO. 617 East 11th St. New York 9, N. Y Spring 7-2327

FOR SALE—SECOND-HAND SHOW PROPERTY

AIRPLANE RIDE — DROP TANK TYPE planes, \$350; incomplete 10' Concession Trailer, welded steel framework, \$250. M. McKee, 335 Mistletoe Ave., Youngstown 11, O. Phone 86079.

ALL 16MM. SOUND — 1,000 FEATURES, 2,000 Shorts, Serials, \$5 reel; 50 DeVry Natco Projectors, \$150 each. Roshon. North Court Square, Memphis, Tenn.

ARCADE—COMPLETE, OVER 60 PIECES; 28x54 royal blue tent, also semi trailer-tractor; Football, 2 players, \$100, refinished; Texas Leaguer Baseball, \$40; Grandma animated wax figure fortune, large fir. size. \$300. Joe Frederick, 2263 Newton, Detroit 11, Mich.

BARGAINS GALORE — THEATER AND Sound Projectors, 8, 16 and 35mm.: Arcs. Rectifiers, Chairs, Drapes, Screens. S. O. S. Cinema Supply Corp.. Dept. L. 602 W 52d St., New York 19. fe24

BRILL HAS FOUR NEW PLANS—14x18
Bingo or Sitdown Grab, individual stools,
\$8; African Dip, Roll Out Mabel, \$5; Live
Pony-Go-Round, \$5; Illusions, Sword Box,
Cane Cabinet, Chinese Chopper, Dagger
Box, Razor Blade and Spike, all 6, \$5. Free
circulars. Brill, Box 875, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; cata-log on request. Movie Supply Co.. 1318 S. Wabash Ave., Chicago. fe24

COMPLETE SNOWBALL JOINT AND Peerless Kettle Popper with heating unit; cheap. R. J. Kern, R.R. #2, Bedford, Ind.

LARGE DOUBLE HEAD FLOSS CANDY Machine, slightly used, perfect mechanical condition; Andre Super Circus Style, world's finest and fastest candy maker; original cost \$525; will sacrifice because of my sickness. Write Box 618, Billboard, 1564 Broadway. N.Y.C.

LONG RANGE GALLERY—24' FRONT, plenty moving targets; make offer. John Glover, 651 Monroe St., N.E., HO 5819, Washington, D. C.

MERRY - GO - ROUND, KIDDIE RIDES, Horses, Parts, etc., used. Marquis, 12210 E. Kerrwood, El Monte, Calif.

MUST SELL AT ONCE—COMPLETE AFRI-can Dip with Canvas Tank; all new nets, used about 2 months; will pay for itself in one week; best offer takes. Guy King. 5935 Linwood, Detroit 8, Mich.

SECOND HAND FILMS BOUGHT, SOLD and Exchanged. Write for our Lists. Film Classic Exchange, Fredonia, N. Y. fel? SUPER WIZARD FLOSS MACHINE-COM-

plete with stand; perfect condition, like new store Peninstown Rd., Memphis, Tenn THEATER CHAIRS—SCREENS, 4,000 FOLD-ing Chairs, Projectors, Tents, Pews. Lone Star Film Co., Box 1734, Dallas, Tex.

TWO COMPLETE AMPRO-ARC 16MM Sound Projectors with 55 Watt Amplifiers and Hi-Int Lights; complete unit, \$750 or dual outfit, \$1,300; cost over 3M. Ideal Store, Gassaway, W. Va. fe24

7 FOOT SHOOTING GALLERY-MOSTLY new, has moving ducks, deer, a revolving target in front, with stars, dots, plps and owls and 2 targets on each side; made of heavy plate and mostly new; for sale. B. F. Jands, Box 274, Buckeye, Ariz.

35MM. WESTERNS, SERIALS, COMEDIES Box 123. Ft. Smith, Ark.

1949 FACTORY BUILT CONCESSION
Trailer: 16 ft., with living quarters; now
being used for jewelry; will sell separate
or with stock and string of fairs. Inquire:
J. F. Balley, 1724 Bellflower, S. W., Canton,
Ohio.

INSTRUCTIONS **BOOKS & CARTOONS**

CARICATURES—PHOTOGRAPH AND \$5. Lowen, 952 St. Marks Ave., Brooklyn, N. Y. SWING PIANO BY MAIL—30 SELF TEACH-ing lessons, \$3; over 50 publications, clas-sical and popular; order boprhythmology new progressive piano solo, \$1; new work; order free samples. Phil Breton Publica-tions, P. O. Box 1402, Omaha 8, Neb. np

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A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, both 50e; wholesale. Nelson En-terprises, 336-B S. High, Columbus, O. fe24 BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ire-land, B-109, N. Dearborn, Chicago 2.

JOKES, TRICKS, PUZZLES, NOVELTIES— Latest list, 25¢. Package Hot Gum and Key Puzzle free. Bolay's Hobbies, Bolay Building, Decatur, Ill. fe17

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound, easily concealed; illustrated brochure, specifica-tions, price. Nelson Enterprises, 336 South High, Columbus, O. fe24

VENTRILOQUIAL (\$45 UP) PUNCH FIG-ures, \$12 each dressed; Books, Wigs, Eyes, Acts. Spencer. 3240 Columbus, Minne-

MISCELLANEOUS

BELLY TANKS"-\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T", Merced, Calif. fe17 DOLLAR GIFT FOR WIFE, DAUGHTER or Sweetheart; send 50¢ coin or stamps. Behm, 3635A Roosevelt, Chicago 24. fe17

FOR SALE—WHITE HULLESS POPCORN.
Iopop #5 in truckload or carload lots.
For prices and sample contact Ronald
Meyer Popcorn Co., Carnaryon, Iowa. MALLS-16 LB. WOOD, LAMINATED Hardwood, solid Hickory Handle, \$1.85 ea.; f.o.b. Biddle, 1549 Harrison Ave., Cin-

cinnati 14, Ohio. MEXICAN JUMPING BEANS—A WONDER of nature; 50¢ for package of 25 beans: \$1 for hundred; \$5 per thousand; postage paid; send cash or m. o. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio.

PAINT—50c GAL.. IN 5 GAL CANS. MFG by M. J. Merkins Co., Inc., Color: Black or Earth Brown; mixes with mineral spirits gasoline or water. (f.o.b.). Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe19 RAZOR BLADES—le EACH IN LOTS OF 100; postage paid; made of highest quality steel; double edge; every blade guaranteed. Biddle, 1549 Harrison Ave.. Cincinnati 14.

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximately 8 oz.: 6x100', \$62.74; 7x100', \$72.50; 8'x100', \$82.25; 9x100', \$92; 10x100', \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone: CAdillac 5691, fe17 SPARK PLUGS- 29e EA., POSTAGE PAID in lots of 6 or more; Champion, AC, Auto-Lite; guaranteed 10,000 miles: rebuilt; state

year and model of car. Biddle, 1549 Harrison Ave., Cincinnati 14, Ohio. fe10 WANTED—OLD SILENT MOVING PICTURE Machine, with or without films; older the better. Don Malkames, 7 Plymouth Ave. Tuckahoe, N. Y. fe24

YOUR NAME IN BIG BLACK HEADLINES on a standard newspaper page; make up your own headline; three different, \$1; two lines, 18 letters per line; headline blanks, \$20 per thousand postpaid. P. O. Box 1351, Dept. 14, Hartford, Conn. fe10

NEW CUTE DOG

Walks-Shakes Bone-Good Action. We are first to have this number. DOZEN, \$8.00; SAMPLE, \$1.00 CASE LOTS OF 40 DOZEN, \$7.20 DOZ.



NO	ITEM DOZEN
3090	WALKING BEAR W/FISH\$7.20
3050	BABY TORTOISE 3.60
3052	COWBOY ON HORSE 7.20
3053	AUTO 3.60
3056	MOUSE 1.85
3059	AUTO 3.60 MOUSE 1.85 DANCING COUPLE 2.30
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3069	ROL'OVER CAT 4.25
3077	HARLEM SPORT 6.50
3079	STOP & WALK BEAR 7.20
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3081	CIRCUS ELEPHANT 7.20
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3089	SINGING B'RD 2.00
3095	ANGORA RABBIT 4.80
	CAMEL W/RIDER 7.20
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3098	SMALL WALKING BEAR 5.40
3099	WALKING ELEPHANT 7.20
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No. 3047 LARGE CLEVER WALKING BEAR \$7.20 000

All Numbers in Stock for Immediate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D.

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PRECISION MADE ELECTRIC SHAVER

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SINGLEHEAD DOUBLEHEAD GROSS LOTS \$1.75 ea....\$2.50 ea. LOTS OF 60 1.85 ea.... 2.60 ea. LOTS OF 12 1.95 ea. . . . 2.75 ea.

Full Line of Watches Available Sample, \$1.00 Extra. 25% Deposit, Balance C. O. D. NATIONAL DISTRIBUTING CO. CALUMET BLDG MIAMI, FLA.

DELICIOUS CHOCOLATE EASTER EGGS

Direct From Factory. Jobbers' Prices Luscious Coconut Fruit Cream Cen-ter, Hand Made, Hand Dipped Each in Fancy Box. I Lbs., \$5 Doz. 24 to Case Case Lots Only Sample \$1 25% Cash C. O. D.'s. BARBARA FRITCHIE CHOCOLATES

Frederick, Maryland

13 (100) Supplies and Equipment



Plastic INDESTRUCTO BALLS

ELECTRIC FLASH BOARDS ELECTRIC BINGO BLOWERS

Immediate Delivery Write Dept. K for Catalog and Sample Ball



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CLEVER . AMUSING **AMAZING**



A Sensation in the Only Three Cities Opened in 1950

NOW READY FOR DELIVERY EVERYWHERE

SEND FOR SAMPLE TODAY

Quantity and Distributor Inquiries Invited Everyone wants a CIG-O-MAT. It's not a toy. but a practical cigarette dispenser and savings bank for the home, office, recreation rooms, etc.

Folks get a lot of pleasure, exciting their friends, customers, business prospects with this real, honest-to-goodness cigarette machine-an identical likeness in miniature of conventional cigarette machines.

Made of die cast metal, has a gleaming, beautiful chromium finish. Fully guaranteed.

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POT OF GOLD **NEW BEACON LEOPARD** DESIGN BLANKET

\$3.50 EACH IN CASE LOTS OF 30

\$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid

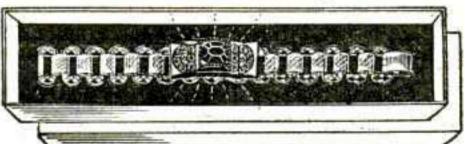
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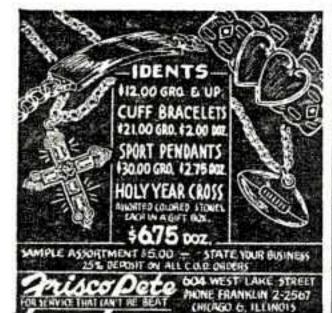


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Letter List

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 Serien, to you in our care, look for your name EACH WEEK. Mail is listed according Sevelo. Peter to the office of The Billboard where it is held, Cincinnati, New York, Chicago Sharar, Homer Robt. or St. Louis. To be listed in following week's issue, mail must reach New Sharo, York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Shartzer, Carl Shay, Weldon E.
Shelford, Wm.
Shelley, Herb "Bozo"
Midwestern Expo. Shows Shephard, Harla
Miles, John A.
Sherwood, William Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Anderson, John E., TcMcore, Gene Johnson, Mrs. O. D., 25e

Abbey, David A. Davis, 2nd Lt. Jack W Abbott, Dave Davis, Joseph Ables, Eugene Abrams, John Calvin Acomb, Marshel Davis, L. E. Davis, Louis E. Davis, Louis H. Adams, Dewey P. Davis, Louis Herman Adams, Geo. Airs, Viola & James Davis, Wm. "Flash" DeCampa, Raymond Albanis, The Great Alberti, Raven Alkon, Harry Deare, Mrs. Corriune Deaver, Herman Alland Maurice Decker, Earl Allen, H. S. Deffany, Jos. A Allen, James C. Demetro, John Dutch Deprizio, Frank A. Allen. Mrs. Juanita

Allen, Roy Stephen Dercott, John Allen, W. H. (Jungle Derter, Alvah Barnes Oddities) Dexter, Elton A. Allen, Wm. Robt. Amburn, A. L. Anders, Jessie L. Anderson, Mrs. Norman Dion, Jos. J. Annin, Ralph J. Donner, Rosen Donner, Rosemary Anthony, Mile Arthur, John B. Asberry, Bethel Chester Doolittle, Melvin Doss, B. F. Drano, Joe Ashmore, Victor R. Atkins, Mrs. Beatice Avalon, Fay (Tramp Dreger, Carl Drogmiller, Earnest

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Ellison, Edw.

Engler, Harold

Erler, Carl

Erwin, Lee

Etzel, Kenny

Evans, Geo.

Evans, Sam

Evans, Tom

Fairbanks, Wm. Faulker, Eddie

Feldman, B. Fennessy, E. J. Fenton, M.

Fisette, Harrey L. Fishback, John .

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Fucel, Gary Fuller, Robt. X.

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Gambone, Felix

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Gagner, Wilfred E

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Gaffney, John

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Gaskilla, Wm.

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Gregory, Chan

Haines, Bill

Haney, Ott

Handley, Lawrence

Haney, Mrs. Ruhy Harden, Larkin E.

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Torabio

Ginter, Jos.

Gomez.

Green,

Green,

Gilmore, Prentice

Garrett.

Fisher, Earl

Wando

Evans.

Eastdill, Capt. Don Ebersole, L. K. Edwards, A. B.

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Barr, Mrs. Gertie
Barrickman, Floyd N.
Bates, Fred (Shorty)
Bates, Frenchy Bauer, Mr. Gene Baner, Geo. H. Beal, Glenn E. Benenley, Elaine Benson, Ben C. Bentley, Mrs. Mary Benton, Henry L. Hergstrem, Donald Berry, Bill Best, Dick Rible. Roy

sher. Mabe Bills, Larry Fleming, David Rishop, Clyde Blackley, John R. Fleming Jack Flord, Herman Carl Blackwell, W. A. Blakely, John Forbus, Jos. L. Fordham, Mrs. Mary Fowler, Whitey Fox. Benny Blakely, Tom Blakely, Wm. Blank, Ted R. Blozier, W. R. Bonham, James Francis, Betty Hoone, Gen. Wm Francia, Earl Frazier. David Freeman, Lawrence Freeman, Robt. Foster

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Carter, Chas (S. S. Guinn, John C.
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Carter, Clifford Guthrie, Lloyd D
Carter, John Haddox, Lin
Carter, Raymond L. Hagemier, Robt.
Haggerty, Leo

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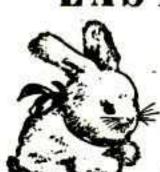
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Merchandise Topics

New York:

is drawing complaints in the trade. For example, it is reported that the manufacturer who to broil a steak or chop on each patriotically absorbed rising side to the same degree. Comcosts and held the line on his item's price is penalized in favor of another manufacturer who disregarded the government's request and continued to raise prices. The present freeze stipulates that both manufacturers the present status quo.

the 20th National Packaging Ex- Popeil Bros.' cookie press and position to be held in Atlantic cake decorator set is reported City under sponsorship of the American Management Associababies. The rattles come in single and will float in water. . . . Artix Products now is producing Lil' Abner figurines for home coloring. There's Lil' Abner, Daisy Mae, the Schmoo, Lonesome Polecat, Mammy Yokum and others. With original sculpturing by Al Capp, the item sells from 29 to 69 cents. . . . Super-Jet is a water reloading. Knickerbocker Plastic considers the individually boxed, clear plastic toy a 59-cent seller.

... Gilberton Company has illus-trated Homer's "Iliad" in comic book fashion for the youngsters. The comic book classic sells for 10 cents. . . . Also, for 15 cents retail, Dillon-Beck Manufacturing offers a toy automobile nearly six inches long. The brightly colored plastic car is a streamlined sedan. . . . Scope Instrument is importing from England an autotomatic four-color mechanical pencil. Feature of the pencil is that by pushing forward the button for the color desired, the lead previously used automatically slides back into the pencil. The item, in polished rhodium finish and with extra leads, sells for \$4.

Latest product by Novo-Plas Manufacturing is a mini-manicure kit to sell for 50 cents. Complete

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Stainless Steel Set				Eac
All-Purpose Kitchen Set Cutlery & Carving Set Cleaver & Knife Set Knife & Fork Set	•	:	::	\$2.8 4.0 2.0 2.3
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with key chain, the plastic purse kit contains tweezers, nail file, The government's price freeze emery board and orange stick.

. . . Kord Manufacturing's doubleaction, infra-red broiler is said plete with drip pan, the unit operates on either a.c. or d.c., each side receiving 700 watts. .

There's an adhesive-backed plastic hook on the market that adheres to tile, metal, wood, plastic, etc., without nails or screws. By cannot increase their prices above | Selfix Products, the hook is said to support 15 pounds and retails April 17-20 are the dates for at 25 cents for a card of two. . . .

moving well. The item has been demonstrated on many mail order tion. . . . Knickerbocker Plastic television shows. . . . Haymans has fish-shaped toy rattles for Manufacturing & Sales is offering 8-ounce cans of shoe impregnite. or double heads. The 25-cent The product also is used for number is suitable for teething campers' canned heat—a can will burn for one and one-half hours.

.. Nu-Age Products has a smokering gun that fires a smoke pellet. The non-toxic smoke rings are shot from a plastic Buck Rogers Z gun that features a repeater trigger. Smoke pellets are inserted into a hinged metal ammunition chamber. . . . For 89 cents Morris pistol that fires 250 times without Suspender Company is turning out a Western-styled leather belt, one inch wide, with a pearlhandled pistol design buckle. The belt, with Western inlay motif, is individually carded.

Chicago:

M. K. (Mike) Brody is vacationing in Hot Springs prior to his buying trip to New York. Brody's new catalog will be ready for delivery in about six weeks. . One of the cleverest items on

the market today is a combination belt buckle-cigarette lighter being handled by Cook Bros. The package comes with a genuine cowhide belt and removable gold or chrome finish buckle that doubles for a lighter and is packed in an embossed gift box that may be used for holding cigarettes. Item carries a price tag of \$14.95.



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Full cash with orders under \$10.00 others 1/3 Dep., Bal. C. O. D. Write to Dept. M for Complete List of Premium & Novelty Merchandise 609 Spring Garden St. Philadelphia 23, Pa.

SOLD OUT IN I DAY: "RUSH DOUBLE ORDER." SAYS

OHIO DEALER. SELLING CUTIE "CUTIE

> BIGGEST THING SINCE PIN UPS sensational projector that fits in the palm of your hand and projects a huge image on any wall. Come com-plete with bulb plus

PROJECTOR"

SAMPLE

PROJECTOR

and reel of

film only

\$7.50

\$27.00 Doz.

39 TERRIFIC ART STILLS

yes, we said 39 Uses ordinary flash-light batteries—nothing to plug in, can be used anywhere. Fits in pocket. Rush your seed of the s

B. SUTTER Box 21 - Metro Station Brooklyn 6, N. Y., Dept ,3-B

with it since 1907 send for STO phone: new 1951 BAyport 1-5338 CATALOG day and nite service MILLER CREATIONS 7739 Avalon Ave. Chicago, Ill.

STEEL OR WOOD

Folding or Non-Folding Prompt delivery. Minimum order 4 dox. Ask for prices, tell number needed.

ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.), Dept. 4. MU 3-1385

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. 210

53 West Jackson Blvd. Chicago 4, III.

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GIVE TO THE RUNYON CANCER FUND

each

PITCHMEN-SALESMEN WE'VE BUILT THE

BIGGEST

IN THE WORLD

If you have a hot, fast-selling ITEM . . . our PROFIT-SHARING DEAL can win you MORE MONEY . . . pitching on TV.

We FINANCE, PRODUCE, PACKAGE the complete deal... in a NATION-WIDE volume operation.

Our reputation is written in its own SUCCESS story . . through PROFIT-SHARING

Contact us IMMEDIATELY! Give full details. Replies confidential.

Television Advertising Associates, Inc.

913 Cathedral St., Baltimore 1, Md.

These Pens Manufacturer Sell Sensational Like Value. Wildfire Combination BALL PEN and LIGHTER \$4.20 \$48 Gr. VACUUM FILLER \$4.20 \$48 Gr. 25% Deposit With Order. Send \$2.50 for Samples. ORDER NOW!

NEW UNUSUAL . . . DIFFERENT HAWAIIAN SUGAR ROASTED

Salesmen • Jobbers • Distributors Exclusive Territory. Counter Card With 1 Dox., \$1.20

Retail. Quantity Prices on Request.

ROBERT CHARLES CORP. 330 S. Wells St. Chicago 5, III.

GOLD-PLATED CASE



WATCH ONLY

Brand New! Not Reconditioned

Biggest buy in the field! A wonder-seller and profit-maker! Two-tone dial. Radium dial and hands. Red sweep second hand. Removable pins. Matching gold-plated ex-pansion band, 20¢ extra. Rush order while

10% Deposit, Balance C. O. D. BURTON SALES CO., Dept. P-27 Chicago 7, III.

NOTICE

finest foy, the BRONCO PONY, television's inflated hobby horse, 28" high, made of vinylite plastic so strong it holds 250 lb. man . . . as advertised (at \$2.49) on over 450 television and radio stations throughout country this winter, creating huge ready market waiting for you! Children love it! Demand is terrific . . . and will still increase, for Bronco Pony is also ideal water toy (beach men, note). Production costs ristoy (beach men, note). Production costs rising due to vinyl scarcity; soon unobtainable.

ACT NOW! First come, first served.

Dealers, concessionaires, \$16.20 dz.; by carton, 50 pcs., \$65; all F.O.B.; 25% dep., bal.

C.O.D. Samples, \$1.85 ea. pp. Jobbers invited. Write, wire

GRAND NATIONAL DISTRIBUTORS 4248 Fourth St., S. E.

Washington 20, D. C.
FLASH! Just out for Easter! Similar
28" vinylite BUNNY! Kids all ages can ride it, too - same prices. Order now!

Be first!

Pipes for Pitchmen

South Carolina to good business.

Does your surliness drive your tips away?

JOHNNY RIECH . . . is working soap products around South Carolina,

Pity some pitcheroos and it will cost you a fortune.

DON BRACKEN . . .

is in Seattle with a rad layout are getting the long green working and garnering better-than-average kitchen gadgets in Seattle spots. money.

Fancy Freddie says: "His tips are as good as a home-made pie."

OWEN REDFEATHER . . . Cherokee Indian med pitchman, was the subject of a Page 1 feature in the January 26 edition of The Cincinnati Times-Star. Written by Douglass M. Allen, the locale of the story was the Indian

PERFECT LADIES' GIFT

ONLY \$24.00 DOZEN

Sample \$2.75. WHOLESALE ONLY

30 West 90th St.

LIGHTS

LIKE A

CHARM!

Bright gold

simulated emerald lew-eled four leaf

clover, • Jewel Faced

e Retails \$4.00

lighters and

25% deposit.

e Bal. C.O.D.

a Immediate

delivery.

New York 24, N. Y.

OAK-HYTEX

BALLOON

. Red Hot

Pitch Item

Action! Noise! order

the OAK RUBBER CO RAVENNA OHIO

· Miles of Smooth, Clear Writing

· We Do Our Own IMPRINTING

· Write for Illustrated Catalog and

INTERNATIONAL PEN CORP.

7 W. 22nd St. New York 10, N. Y.

"OO-LA-LA," QUEEN OF THE PEEP SHOW

Fur Jumping Rabbit\$4.50 \$4.75

25% Deposit—Balance C.O.D.

UNITED ENTERPRISES

BUY YOUR HOSIERY

Direct From Mill

All gauges—51, 54 and 66, in 15 and 30 deniers; prices from \$1.50 a dozen and up; also men's and ladles' Anklets, all sizes, colors and grades. Satisfaction guaranteed or money refunded.

Tennessee Valley Mfg. Co.

2400 Dayton Blvd., Chattanooga 5, Tenn.

Fur Jumping Dogs 4.25

Tumbling Fido 4.25 Large Circus Seals 6.50

Bears 6.50

Itchy Dogs 1.50

175 5th Avenue

THE RESIDENCE IN COLUMN 2 IN C

in Magic Skin — Her Dance Is Enchant-ing. Turn the crank and it's a Sale. A Hot \$1.00 number.

It's Alluring — Fas-cinating. They All Buy—From 7 to 70. Price \$4.50 dozen in gross lots. Dozen \$4.75. Also FATIMA.

\$3.25 dozen, LOW PRICES ON EAS-

Dz. Gr. Lots Dz.

New York 10, N. Y.

Ink Visible at All Times

Direct From Factory to You

• Cheaper Than Refills

from your jobber

oth illustra-

nevelties.

· Beautifully

FRANK CURRY . . . Arrow Herb Company, owned and is reported to be working spots in operated on Central Avenue in the Queen City by Cherokee Pete Whitson, who revealed to Allen that this winter's herb business has been the worst in Pete's many years of operation. An accompanying photo depicted Redfeather making his pitch, with Whitson, his wife, Ruth; Chief Frank Canoe and Princess Lauging Eyes in Redfeather's tip.

FRANK AND CORRINE POLK . .

Times like the present are conducive to plenty of haywire

BUSTER HUGHES ... is still working his liquid cleaner on the West Coast.

BOB RONE . . . has his slicer layout going well in Portland, Ore,

Pitchmen for the most part are fired with enthusiasm for their work.

ANYONE KNOWING . . . the whereabouts of James R. Clark is asked to have him contact his wife, Mae, at her home in Port Orange, Fla. G. C. Wheeler reports that she is seriously ill there.

You make the grade in Pitchdom only after you know what it's all about.

THE MORGANS. Cherie and Charlie, have returned to the U.S. after a two-week vacation in Cuba.

GOOD WEATHER . .

prevailed at the Fat Stock Show here opening day," letters Big Al Wilson from Fort Worth. "However, when the local papers warned that a cold wave was about to set in, the pitchmen began moving out for Dallas, New Orleans and Houston. The cold wave came fast, with the result that the outside spots are frozen out and impossible to work, just as they have been for the past four years. Of course, this Texas weather can do a fast turnabout. What few inside spots there are may get a break but the mob passes thru there pretty (Continued on page 70)

IT'S A BUCKLE—IT'S A LIGHTER Easy one hand operation with the dual purpose belt buckle-lighter. Eliminates bulging, sagging pockets. DeLuxe ensemble complete with high quality genuine cowhide belt in small,

Beauty_Combined With Utility

medium, large and extra large sizes. Lighter - Buckle comes in gold or chrome finish, Specify.

#6712-B Gold-1" width

black price-tag of \$14.95

#6711-B Chrome-11/4" width Packaged in embossed leather-like gift box which can be used as a utility box around the house, with 2-color gold &

the safety match. Always convenient and available Sample \$4.00



No more searching through pockets. The latest innova-tion since the invention of

U.S. Pat. Pend. D12-3-Terms: 25% dep. with order, bal. C.O.D.

816 W. Maxwell St. L Chicago 8. Illinois WHOLESALE ONLY

GURGLING GERTIE . . . The TALKING DUCK

A Sensational and Immediate Selling Toy

Gyrgling Gertie, the fabulous duck, actually talks when you put her head in water and squeeze her. Molded of flexible vinyl, Gertie comes in beau-tiful rainbow colors and is safe and simple for children to play with in bathtub or play pool. A fascinating toy, Gurgling Gertie creates immediate Sales Atten-

Send for Free New Wholesale Catalog

NOVELTY MART

Everywhere!

order. Balance €.O.D. **39 EAST 8TH STREET** NEW YORK 3, N. Y.

DUNK HER HEAD IN

IMMEDIATE DELIVERY ←STYLE 3CC

STYLE 4MC



pc. Plastic Pen Set METAL CAPS Fountain Pen

MECH. PENCIL **Ball Point Pen**

\$45.00 GROSS

4 Pc. Plastic Pen Set, METAL CAPS. With Knife \$67.75 CROSS-\$6.00 DOZ.

4 Pe. Plastic Pen Set. METAL CAPS. With Plashlight \$64.00 GROSS--\$5.50 DOZ.

SAMPLES \$1.00 EA. 25% deposit with order, M.O. or Cash-F.O.B. N. Y.

International Pen Corp. STYLE 3CC

GIVE TO DAMON RUNYON CANCER FUND

Two HOT Giveaways for SHUFFLE-BOARD OPERATORS

the Original BOWLING BALL BAR



503 - MUSICAL BOWLING

BALL BAR, Finest quality hidden

wiss music maker plays a charm-

ing tune when bottle is raised. Fitted with 5 gold-rimmed glasses

and famous-label dummy whiskey bottle set in attractive gold col-lored tray, Only \$7.75 each. Min-imum Order 8 Bowling Ball Bars.

Completely hidden bar . for the millions of American bowlers! A regulation size, walnut-grained, plastic bowl-ing ball . . . handsome . . . rich looking . . . a prize pos-session for any home. No. 504-Fitted with six

gold-rimmed glasses and famous-label dummy whiskey bottle set in at-tractive gold colored

\$5.50 Only

Minimum order, 8 Bowl-ing Ball Bars.

ACTION-MOVING It's the

Here is a terrific item that will

zoom your shuffleboard play . . and sales, Luminous eyes, mouth and dial. Precision electrical movement, self-starting meter will tell accurate time for years. Size overall, 1514"x4". Melded black plastic case.

25% Deposit, Balance C.O.D., F.O.B. New York INVENTORY ON HAND AT ALL TIMES

THALER AND CO., INC. 141 Fifth Ave. (Near 21st St.) New York 10, N. Y.

GRamercy 5-3141-2-3

\$8.37 Ea. in each delivered. If not for resale add 20% Federal



FATIMA

The Original One

Sensational Dancing Cirl. What a Movement! Selling like wild fire all over the country.



Minimum order 2 doz. in box \$6.50

3-PIECE PEN SET \$4.00 Dez.

\$4.50 Doz.

ZIPPER PICTURE WALLETS With Card Holders

PLASTIC WALLETS

Terrific number — with card holders and secret pocket \$4.50 Doz.

4-PIECE PEN SETS

\$6.50 Doz.

THE NEW SENSATION FROM HOLLYWOOD The Matchless Flames

4 Doz. to a Box \$6.00

This number sells on sight.

They look just like a pack of matches, but inside-WOW!!!

MECHANICAL WIND-UP JUMPING FUR DOG

First quality—Special. Each one individually



Walking Seals,

Walking Fur

MECHANICAL WIND-UP TOYS

Cowboy with Lariat\$1.75 Doz.

Bicycle ... 2.00 Dox. Bear, large

Medium Bears. 3.50 Dox. Elephants, large 5.50 Dox.

Monkey, with high hat and cane 3.50 Dox. size 5.00 Dex. Begging Poodle 4.00 Dox.

with ball . . \$5.50 Dox.

25% WITH ORDER, MONEY ORDER OR CASH-THIS IS OUR ONLY STORE

HARRIS NOVELTY CO.

1102 ARCH ST.

PHILADELPHIA 7, PA. PHONES: WA 2-6970 MA 7-9848

SALESBOARDS

JUST RELEASED!

Clover Queen - 10c Play Rabbit Foot - 10c Play - 10c Play Easy Tens

Smoky Ben 5c Play Aces Up

TITLES W. FULTON STREET CHICAGO ILLINOIS



Over 2/5 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.



WE ARE MANUFACTURERS All Kinds—PULL TICKET GAMES 🚓 TIP BOOKS Buy Direct From Manufacturer at B Very, Very Reasonable Prices Columbia Sales Co. —

302 MAIN ST. WHEELING, W. VA. Phone: Wheeling 340

Salesboard Sidelights

pany, Chippewa Falls, Wis., reported last week the receipt of the largest shipment of paperboard in firm's 36-year history. With a tight board market in the offing, Brady said the new stock will insure supply for an uninterrupted flow of its line of push cards to customers thruout the U. S. and Canada.

Jay Zelle and Jay Goldman, heads of Triangle Manufacturing Company, Minneapolis, have returned from extensive trips during which the former covered the entire country and Goldman contacted inland States. Both carried a message of assurance that Triangle ticket customer de-mands would be taken care of in succeeding months. Altho the paper situation is becoming critical, both Jays stress that the company is well protected for capacity production for both its day and night shifts.

Empire Press, Chicago, is plugging its board line as a two-some profit maker: top quality newest design boards at low level prices equal the dual sales tact. Joseph Zimmerman, Empire head, adds that firm's push cards are hitting high order levels along with the salesboards.

Roy Galentine, Galentine Novelty Company, South Bend, Ind., expects business to pick up as the year progresses. Galentine's giant stock of boards assures meeting op demands, Roy points out. Availability, coupled with dot delivery make for smilin' buyers, he opines.

Gam Sales Company, Peoria, Ill., announces new highs in recent months in popularity of its



SALESBOARDS—JAR TICKETS **NEW LOW PRICE** SAME DAY RECEIVED

Holes	Pla	v Description
300	25€	KWARTER KOLORS, THICK
400	56	LUCKY BUCKS, THICK
1000	56	5¢ CHARLEY, THIN
1000 1000 1200 1000 1000	25€	J.P. CHARLEY, THIN
1200	250	TEXAS CHARLEY, THICK
1000	5e	SOUTH PACIFIC, GIRL BOARD
1000	54	HOLD THAT LINE, GIRL BOARD.
1000	Se	FLAMING GIRL, GIRL BOARD
1000	100	TEN CENT SAW BUCKS
1000	25¢	SIX TWO BITS
00000	WRIT	F FOR OUR LATEST HILLISTPATED

2.50 2.25 2.25 2.25 2.25 2.25 2.25 26.89 27.20 27.00 45.00 Avg. 114.28 Avg.

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS On Sticks-Sizes 1000-1200 1260-1600

Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders-balance C.O.D

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

LARGE STOCK OF SALESBOARDS

Priced Low for Immediate Delivery

Write, wire or phone 2-4261

GALENTINE NOVELTY CO.

322 East Colfax Avenue

South Bend 24, Ind.

Attention, Coin Machine Operators and Jobbers! IT WILL PAY YOU TO PAY US A VISIT!

We distribute United Metal Goods, Costume Jewelry, Watches, Ensemble Sets, Plush Easter Merchandise, unusual TV Lamps, Bee Jay Boards and Jar-o-Do Tickets. Our prices are LOW, as we are factory representatives and distributors. Our showrooms are complete with 1951 lines and HARD-TO-GET Merchandise at LOW PRICES.

H & H NOVELTY COMPANY

5713 Euclid Ave., Cleveland, Ohio ENdicott 1-2175

918 W. Market St., Louisville, Ky. WAbash 3697

PUNCHBOARDS

DISTRIBUTORS AND OPERATORS immediate delivery at lowest market prices

PEERLESS PRODUCTS, INC.

633 PLYMOUTH COURT

CHICAGO 5. ILL.

J. George are company's repre- Ad manager Ralph Cryer tells of sentatives who attended a recent salesmen's enthusiasm over the

business picture were Leonard Ruben, George Brodsky, Sam Lubow and Dave Altshuler. Central West representatives offering the same news were Ernest Marley and Irv Weiss.

Superior Products, Inc., Chi-F. W. Brady, W. H. Brady Com- tickets in all territories. Back- cago, hails its Poncho nickel ing up the word of Gam's Samuel punchboard as a real sales comer sales meeting at the home office. number, with operator reaction Among the Western area sales the reason for the sales boys' personnel talking up the bright smiles.

Letter List

Continued from page 67

Young, Albert Grant Young, Reubin

t Grant Zebik, Jack in Zalk, Albert (Frenchy) Zorn, Martin MAIL ON HAND AT

Adams, Dewey Painter, Harriet Ashley, Mr. & Mrs. Paul Paul, Sol Baron, Rence Quinn, James

NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

Baron, Rence Quinn, James
Baxter, Joe Radeliffe, Frank
Boda, Paul Reid, David Andre
Burton, R. A. Reynolds, Sheila
Cameron, Louis Charles Roberts, Nadia
Cassella, Michael Ross, Leonard
Chessier, Frank Rouse, Smoker Cassella, Michael Ross, Leonard
Chessier, Frank Rouse, Smokey Dover, Joseph M.
Christian, P. Royal, Splinter Dugan, W. P. Jr.
Codona, Lula Simmonds & Simmonds Dukes, Mrs. Anna
Dill, Mr. & Mrs. John Smith, M. (Marty)
Edwards, G. A.
(Sugar) Sacks, Mike Edwards, G. A.
(Sugar) Sacks, Mike Edwards, Giles
Drinkwater, Edward Solomon, Saul Eng, Dorothy
Gardner, Robert Spielvogel, Ethel Erickson, Eric
Goldberg, Al Straight, George F. Evans, Arthur
Heisler, Ann Sullivan, Nellie Eyster, C. W.
Jandro, Frank Swartz, Jack Farmer, James
Kellow, Jack Thames Mr. & Mrs. Forster, Gus X. Goldberg, Al
Heisler, Ann
Jandro, Frank
Kellow, Jack
Lewis, Daisy
Litchfield, Slim
Manners, Marie
Marks, Dewey
Maxwell, Charles D.
McCarty, Mary
McCord, Glenn Jones
McPherson, Beverly

Swartz, Jack Thames, Mr. & Mrs. Troy, Mr. & Mrs. Tunstall, M. E. Waade, Merwin Walker, Clarence Walker. Sylvester Ward, Harold McPherson. Beverly Mertz, Elsie Milletta, Ruth Neff, Bill Weeks, Harold

> MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Itt.

Badall. Salvatore Barnett, Robert Jones, Carroll M.
Franklin Levi, W. J.
Beek, Ralph & Norma Lewin, R. G.
Brady, Robert S.
Brown, Slim Russell Manners, Marie
Cooper, Tex
Nolen, Margaret
Densmore, Donald Priest, William Bernard Jurden, Donald
Fredrick Sample, Lawre Need Kamakus, Duka

Hutchins, Lex. Brown, Slim Russen

Cooper, Tex Nolen, Manual Bernard

Densmore, Donald Priest, William Bernard

Fredrick Sample, James Neal Kamakua, Priest, William Bernard

Fredrick Sample, James Neal Kamakua, Priest, Smith, Henrietta R. Keeshling, Loyd

Dichter & Nathan Smith, Henrietta R. Keeshling, Loyd

Smith, John "High Kerr, Robt, Striker" King, Larry M,

Wiorence Kreil, Charles

Lamay, Miss Le

> MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

> > St. Louis 1, Mo.

Adams, Mr. & Mrs.

Adams, Fred
Alkon, Harry
Allen, William H.

Allowan, A. J.

Baby Thelma
Barber, Edward
Barnaby, George
Barr, Estil & Mary
Bennett, Mr. & Mrs.
Charle

Allman, A. J.
Allman, A. J.
Alloway, Mrs. Ruby Lee
Ames, Miss Adrienne
Anderson, Doc
Arnold, Morris Edwin
Arnold, Woodrow Babb, Jack

Brown, Tandy
Brumley, William L.
Brumley, Cecil
Bryan, C. "Jack"
Bryer, Ollie Jr.

Callender, P. Carson, Sain Carter, Sherman Wm. Dawson, Mr. & Mrs.

Mrs. Forster, Gus X.
Clarence Foster, Jack Jr.
Irs. Foster, Robert Wendal
Jimmy Fraken, Mr. & Mrs.

Hall, John R. "Whitey" Hammond, Joe Harney, James Harold Henderson, Texas
Tommy (Cody)
Heth, R. L.
Hidey, Miss Una L.
Hitt, Charles D.
Hobbs, Russell
Hodge, Mrs. Cliff
Hollis, Steve

Hooper, I. Howard, H. Jay Howe, C. J. Huges, Delma Hunter, Clarence Hysell, Bill "Satan" Johnson, Charles Wm. Jones, Fred Jurden, Buddy Lampugnole, Margaret Lee, Delmer Lee, Mrs. Jeanie Lewis, Jo Lee Lorenzo, Jack Lucas, Bernard &

Lucien, Ralph Lundy, Rusell Lunzer, Richard John McClenghan, DeWayne

McClung, Leo McDonough, John C. McGuire, Arthur R. McIntire, James McIntire, Jessie Charles McMann, McNeece, Louis McPike, Carl Wnt. Madison, Mr. & Mrs. Maloney, John F.

Bryer, Mr. & Mrs. Ollie Martin, Leik R. Caldwell, Edward S. Matthews, Mr. & Caldwell, Incorne Matthews, Mr. & Mrs. Meck, Harold Melbye, Viggo Meyers, Frank (Smilie) Carter, Sherman Will.
Chis ol a, Dave Middleton, Mr. & Mr.
Chistowon, Walter Christowon, Walter Christowon, Walter Moreno, Mrs. T. M.
Coleman, Clarence Morfield, James Lemmie Morrow, Eugene Collins, Paul Mundy, Chuck a Luck Neal, Jimmie Neely, Robert B. Neely, Robert B.

Cotter, Ernest Leon Nelson, Jimmie
Creighton, Robt, Elmer Olsen, John D.
Creston, Carnival Co. Osburn, James Willard
Curtis, Marvin Frances Page, W. A.
Davies, Heney D. Peck, Mrs. Louise
Davy, Jack Pitre, Allen Pitre, Allen Patterson, Stanley James

Pobanz, Earl
Poirier, Edward R.
Press, Rill
Powell, Phillip R.
Purvis, Mrs. Joy Cube
Qualls, Mickey
Rankin, Mike
Rawlings, Bill, Jack
Rea, Leroy Bei.
Redd, Delbert E.
Reinhardt, Geo. Foster, Robert Wendal Reynonds, Harris Renton, Al Reynolds, Peggy Charles Rice, Earl Richard (Babe) Rivo, Joseph F. Gray, Lewis Calvin Robison, Madame Gray, Robt, Roy Hale, Robert Dee Rocco, F. Lillian Hall, John Robison, Rocco, F. Lillian Robison, Madame Rocco, F. Lillian Rocc

Rocco, Frank D.
Rodgers, Mrs. Jimmie
Rogers, Reese Ernest
Rosenbloom, Earl
Russell, Wm. Harry
Ryan, Mrs. Margaret
Schneckloth, Harry H.
Servis Edward F, Sheehan, Edw. Shinn, Fred Skalny, Steve Slusser, Mr. & Mrs.

Melvin E. South, Leola Smith, Edward Smith, Harry G. Smith, Smith, Smith, William D. Snyder, W. E. (Bill) Sprague, Kenneth Ralph Stacy, W. A. Stacy, W. A.
Stacy, W. A.
Stanley, Joe
Staley, Loyal G.
Sten, Edward C.
Stonecipher, Otto Lee
Stoneman, Mr. & Mrs. Striegel, Charles

Sulzinger, Jim W.
Sulzinger, Jim W.
Sutton, F. M. Jr.
Taft, Paul
Taylor, Jimmie Lee
Taylor, Tiny Billy Thomas, John Carrie Thurman, Brad Wesley Troy, Mrs. Mamie Stone Turouh, Julius John Vasulka, Frank watson, James W. Watson, Mrs. John Waters, Steve V. West, Mrs. Edna Widaman, Edwin White, Richard Whiteman, Lee Willis, Clarence Willis, Wm. E.

Wilson, Dixie Lee Mrs. Wilson, H. A. Harry Wood, James Leslie, Jr. Wyrick, Brice

USED COIN-OPERATED MACHINES

Music • Yending ● Amusement ● Bells ● Counter Only advertisements of Used Machines accepted for publication in this column.

> RATE—12c a Word Minimum \$2

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? Mac Postel, 6416 N. Newgaard Ave., Chicago, Ill.

A-1 UNEEDA CANDY MACHINES, \$40; Electro Popcorn, \$25. Wanted: Shipman Stamp Machines. U. S. P., 100 Grand, Waterbury (5), Conn. mh3

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates, for two venders, \$1.30 each; top plates for three venders, \$1.55 each; all prices f.o.b. factory; ½ deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, III.

DIGGERS-ERIES, HAND OPERATED, FOR Carnivals; without coin chutes; Muto-scopes, Electro-Hoists, Buckley, Rotary Merchandisers, Parts. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE OR OPERATING ARRANGE-ment: 21 "Zingo" Machines; 6 months olds; similar in size and operation to Poker-inos. Pastime Amusement Co., 11 W. 42nd

FOR SALE — SLIGHTLY USED RISTAU-crat "45" Music Boxes @ \$120 each, certified check with order. Hatcher Amuse-ment Co., 712 N. 11th St., Garden City, Kan. FOR SALE—(2) VICTORY SPECIALS, \$35
ea.; Daily Races, \$45; Special Entry, \$50;
Poolette Pool Table, \$75; Seeburg Classic,
\$50; Colonel, \$60; list of other games on
request; want WL56 Seeburg Boxes; 2200
RWB tickets, \$1.90 gross. American Sales
Co., Box 218, Sidney, O.

FOR SALE—SLIGHTLY USED POSTWAR Photomatic, good condition; priced right. D. L. DeMoss, 409 S. 3d St., Toronto, O. OR THE FINEST IN CIGARETTE AND Candy Machines see Central; completely overhauled and refinished; buy now before further increase in prices; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4,

HOT NUT VENDORS—SEVERAL THREE unit Challengers, good condition, cheap; reducing route. H. Engle, Punxsutawney 1, Penna. fe10

POKERINO — 20 TABLES, \$1.150; 10 Tables, \$600; 1 to 9, \$65 each; perfect working order, uncrated f.o.b. James Travis, 700 E. Main St., Millville, N. J. Tel. 2278.

STAMP FOLDERS DIRECT FROM MANUfacturer; low low prices; immediate de-livery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

UNIVERSAL TWIN BOWLER, \$89.50; United Shuffle, \$39.50; United Super, \$55; United Double Shuffle, \$89.50; Genco Bowler, 8 ft., \$32.50; 5¢ Silver King, clean, \$5; 1¢ Victor, late, \$6; ABT 1¢ Gun, like new, \$20 each. Ace Amusement Co., 27 Stroud St., Wilmington, Del.

WANTED—COIN-OPERATED RADIOS OR Television (new or used), complete infor-mation first letter. Billboard, Box #C-301,

WANTED—NEW OR USED ONE ACE COIN Counter. Write or call William Hames, 314 N. Sylvan Rd., East Point, Ga. FA 2949. WANTED — USED PACKARD WALL Boxes; state condition, whether chrome or satin; best price. Alpha Co., 1025 N. Highland Ave., Hollywood, Calif.

WANTED, IN GOOD CONDITION—CANDY and Sandwich Machines; Drink Machines; state age and price. Box #C-305, c/o Bill-board, Cincinnati, O. WANTED-ARCADE EQUIPMENT (PHOTO-

Pipes

• Continued from page 69

rapidly each night. Glen Hosberg's spots are well sprinkled and he has some clean looking layouts. They'll score, rain or shine. While strolling down around the Hotel Texas the other day, I'm certain I saw Doc Lushwell and Count Seldom Scoff riding in a Model T Ford. The Count had on a high hat and was talking to someone in the back seat who looked like Tom Kennedy. Wonder if those fellows are trying to learn where I get my monkeys?"

The pitchman is one guy who doesn't frighten his tip to death when he flat-

BILL McDONALD . . . advises from Winnipeg that he has been working plastic snow men there to good returns after chalking up slick business during December. His next stop is the Dog Derby at Flin Flon, Man. "I just received word that Glen Hosberg and Chet Nairne are doing well with their new factory," McDonald advises. "I've made connections with a South American exporter to get monkeys and I think I should be able to do as well with

You have to do your own job efficiently before you can criticize your friends.

them as does Big Al Wilson."

DOC FINKELSTEIN . . . is working shampoo to good takes in a smart location in Winnipeg.

DOC LAMB ... has his flukum layout clicking at a downtown parking lot in Winni-

HOLDS DOWN PUNCHBOARD PRICES

WRITE TO EMPIRE TODAY FOR PRICE LISTS AND ILLUSTRATED LITERATURE

YOU'LL GET THE FINEST MOST UP TO DATE PUNCHBOARDS EVER MADE - AT AMERICA'S LOWEST PRICES!

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MANUFACTURERS OF THE FINEST IN PUNCHBOARDS & PUSH CARDS

WRITE US FOR PROFITABLE DEALS In regards to

SALESBOARDS

R. C. WALTERS MFG. CO.

4201 Norfolk St. Louis 10, Mo.

NUMBEREENO **New Low Priced Counter Game**



Pays for itself in one evening. No federal license, Everyone loves to pick their lucky number. Player WRITES DOWN his number on the 'Numberceno' Betting Pad (any no. from 111 to 666) and gets one throw of 3 dice. Odds 10 to 1 if dice

match his written number. Six consolation prizes. Makes 65% profit for house. Price includes Betting Pads, Dice Shaker, 3 perfect Dice. Shipped prepaid. Send full \$19.50 amount; no C.O.D.'s. Complete.... \$19.50

WEBB MFG. CORP. 4958 West Chicago Ave.

SALESBOARDS

WANTED—ARCADE EQUIPMENT (PHOTO-matics), Games, Guns, etc.; Chicago Coin Basketball Champs, Seeburg Bear Guns; everything in Exhibit Machines; state condition and price. Mike Munves, 577 Tenth Ave., N. Y. C.

6 8' KEENEY TEN PINS BOWLING MAchines, used 2 months, best offer. William Ambrunn, 213 W. Passaic Ave., Bloomfield, N. J. Edison 8-9462.

1000 25¢ Charley Board ... Prof. \$50.00 \$.98

1400 10¢ Barrel Board ... Prof. \$50.00 \$.98

1000 25¢ Lulu, X Tk. ... Prof. 18.00 1.69

1000 25¢ J.P. Charley, X Tk. Prof. 52.08 1.69

1000 25¢ J.P. Charley, X Tk. Prof. 52.08 1.69

1000 25¢ J.P. Girlie Bds. ... 28.00 2.25

DELUXE SALES CO. BLUE EARTH, MINN.

REPORTS UNFAIR

Detroit Ops Defend Industry, Leaders

ment of an investigation here by lationships between the location the Senate Kefauver committee owner, the operator, the distribuwas being criticized in the music tor, and the union alike. There is industry here, with operators and others in the business taking the position that newspapers had associated the juke box business with unsavory connotations. Individual operators pointed out that, while streamer headlines referred to investigation of "r cketeers," a substantial number of perpetuate an erroneous associawitnesses named in the stories tion in the mind of the public. were reputable Lusiness men.

Bulk of the Kefauver committee's investigation here was apparently directed to fields remote from the coin machine business. William E. Bufalino, president of the Service Drivers and Helpers Local, Teamsters' Union, was called as a witness.

Typical was the reaction of Louis Fisher, head of the Fisher Music Company at 18320 Hartwell Avenue, who came to the defense of the industry.

"Our industry is at the peak of harmonious relationships," he de-

Plan Doubles Shuffle Meet In Wisconsin

MADISON, Wis., Feb. 3.-The third annual Hardy's Shuffleboard Sweepstakes for men and women double teams will be held here March 24-April 2 under the direction of Hardy Endres, tournament manager. Winning team is guaranteed \$200 and its sponsor \$50. Number of cash prizes for additional positions will depend on number of entries.

Interested players should write to Endres, 1421 Regent Street, Madison, for entry blanks. Preliminary rounds will be held March 24-25, March 31, April 1, April 7-8 and April 14-15. Finals are scheduled for April 22. In filling out entry blanks, teams should specify which dates they are applying for. Matches will be played on 22-foot boards and under American Shuffleboard Leagues, Inc. (ASLI) rules. Team entry is \$5, which includes board fees.

Last year's winners were Vernon Harding and Wilfred Chapiewsky, Bangor, Wis In that sweepstakes a total of \$600 in cash | mally does the bulk of its busiprizes was distributed.

DETROIT, Feb. 3 .- Press treat- | clared. There are friendly reno reasons to cast any aspersions whatsoever upon the juke box industry today."

> Position of operators is that they are the unfortunate victims of remote unsavory incidents or individuals in the past, and that continued publicity has tended to

New Bell Bill Introduced by Spokane Solon

SPOKANE, Feb. 3. — A bill which would allow the importation of bell machines and parts into the State was introduced in the State Legislature at Olympia this week by Sen. John H. Happy, of Spokane,

Congress recently passed a law banning inter-State shipments of bell machines unless enabling legislation was passed by a State to permit importation of the machines.

The senator took the position that as long as the machines are considered legal in private clubs in the State it was up to the Legislature to provide the necessary ac-

tion. He pointed out that the State's would be about \$12,000,000 this biennium and that Spokane's Memorial Stadium was built by contributions of Spokane private clubs which get much of their revenue center. from the machines.

NEW, USED EQUIPMENT COVERED BY ESA ORDER

Interpretation Says Entire Coin Machine Biz Included in Freeze

BY BEN ATLAS Chief, Washington Bureau

WASHINGTON, Feb. 3.-The entire coin machine industry is covered by the blanket price freeze order imposed by the Economic Stabilization Agency last week, according to current interpretation of the order. An ESA legal spokesman told The Billboard that the price freeze order "covers both used and new items." He said the order appies to prices of used vending machines, juke boxes and other equipment as well as to new products. The spokesman added that his interpretation was "unofficial," and he indicated that parts of this subject are likely to be touched upon in upcoming clarifying orders and regulations

"knocked out" by some of the upcoming clarifying regulations.

The order, as currently interpreted, freezes the prices of all items, new and used, to the highest level charged in the period between December 19 and January A revision is expected shortly. supplanting this base period with a margin freeze period. Exempted by the defense production act which implemented the freeze order are a number of commodities such as roins and stamps, precious stones, paintings, household articles, damaged property, real estate, radio-TV advertising, fresh fruits, vegetables, fish and seafood and several farm commodities.

Mixed Effect

The order will have a mixed for specific industries. The legal- effect on prices of farm commodiist hinted, too, that his unofficial ties used in vending machine interpretation might possibly be products. One of the ESA freeze

removal of bell machines had cur-

tailed budgets for entertaining

servicemen with professional tal-

ent. When asked as to how they

would regain this entertainment

where Hope played free, but, in

professional talent dates, officers

had charged \$1.50 per head for the

Hope show (The Billboard, Feb-

ruary 3). Resultant gripe by the

camp's servicemen, who didn't

understand the officers' intent to

build an entertainment fund, has

stymied similar efforts in other

camps, it was found. Officers

said they are hoping that the long-

awaited debut of some type of

USO activity occurs or that Con-

gress will replace what is lost be-

cause of the removal of bell ma-

chines with a special entertain-

ment appropriation. It was pointed

out that such an appropriation

probably could not be set up for

ment, staged for the entire per-

sonnel of the base. Officers said

that with camps already crowded

order's major loopholes is in provisions dealing with farm parity prices as required by the Defense Production Act. Prices on commodities which have not yet reached parity level cannot be frozen at any level. When a product does reach parity, the price ceiling is thereupon reached, and mark-up can be passed along

THE BILLBOARD

(Continued on page 80)

Colorado Bill On Locations In 2d Reading

Would Permit Use Of Music Machines, Amusement Games

DENVER, Feb. 3. - Colorado liquor - serving establishments would be permitted to operate coin machines and other amusement devices not used for gambling under a bill which has passed second reading in the State Senate.

The bill, introduced by Senators Sam T. Taylor (Dem.), Walsenburg, and E. I. (Ted) Herring (Rep.) Laporte amends the State budget, the officers said they had liquor code which, strictly construed, banned all amusements, from live orchestras and music machines to any skill amusement device. The present law restricts businesses holding liquor licenses to the sale of food, drinks and tobacco. Even the sale of an aspirin or the installation of a coin telephone could be held a violation of the law.

> The Senate bill, which is not expected to have much opposition, would permit music machines, pinball machines, ray guns and any non-gambling device.

Holds Games On Free Play individual officers' and NCO clubs, but that such an appropriation would probably be for entertain-

FRANKFORT, Ky., Feb. 3.—An opinion that amusement games with a free-play feature are legal under Kentucky law was given by Atty. Gen. A. E. Funk last week.

In a letter to Campbell County Attorney Wesley Bowen, Newport, Funk said he based his opinion on a 1950 amendment to the statutes. He explained that the amendment made last year exempted from anti-gambling laws machines which return no money, merchandise or anything of value. The amendment included a specific description of equipment generally known as pinballs.

Bally Exec Key Speaker At N. Y. Meet

NEW YORK, Feb. 3.-Associated Amusement Machine Operators of New York, Inc., will hold its an-nual banquet at the Henry Hudson Hotel here Thursday (8), with Jack Nelson, Bally Manufacturing Company sales manager, as featured speaker. The New York City trade group is headed by L. L. Rosenberg, president, and is managed by Joe Hirsch.

Nelson has been invited to tell local operators the position of amusement game manufacturers in the present mobilized economy and what to expect in the months ahead the current fiscal year were \$20,- if current National Production Au-841,901.29 as compared with \$13,- thority orders remain as stringent

Johnson Bill Smacks Service Ork Bookings

Continued from page 14

Field, San Angelo, Tex., and a officers at these bases said that series of eight army air force fields thru Texas, which were booked out of Lackland Field, San Antonio. The Lackland dates, which were block booked by a committee of officers from eight bases, offered a band anywhere from \$4,500 share in bell machine revenue to \$8,000, depending upon the stature of the band. On many of no idea of how these budgets could these dates, the ork played a date be obtained. Many said they had at the officers' club and then did heard of the uproar over a date a performance for the NCO's by Bob Hope at Chanute Field,

When contacted, Special Service order to obtain funds for future

JUNE IN JANUARY

Off-Season Spurt In Arcade Buying

NEW YORK, Feb. 3. - It was | son of April, May and June. But only more so.

The arcade supply house norness during the three-month sea-

June in January for the Mike last month it racked up more Munves Corporation last month, orders and shipped more equipment than in any previous 30-day stretch. Actually, declared Mike Munves, January billings totalled more than any two mid-season months in the company's history added together.

He attributes the swollen demand to fear on the part of arcade owners that the days of ready availability of new coin equipment are numbered. Production of coin amusement devices is tapering off due to economic controls and arcade proprietors are concerned about the possibility of an imminent machine famine.

Those who have the money are buying now, Munves said. He reported that many orders are three and four times their normal

Meanwhile, the buying splurge said, "There is a definite shortage is fast depleting the Munves stock of post World War II equipment Clavir says that his company has Should the present rate of business continue he faces the prospect of having little in the way of late machines to offer this spring when

> Prewar equipment is also moving rapidly, he reported. Most (Continued on page 84)

Hit Canadian Trade TORONTO, Feb. 3 .- While the set about current equipment short-

Equipment Shortages

ban against the importation of coin ages. machines into this country is off, coin machine distributors are up-

Nat. Rejectors NY Office Sets Move; Lipton, Russ Out

NEW YORK, Feb. 9.—The New York branch office of National Rejectors, Inc., created recently to take over the functions of an associated company, is in the midst of a move to new and larger quarters at 39-30 61st Street, Woodside. The transfer from its present location 446 West 50th Street here, should be completed in about 10 days, according to A. A. Hauser, manager of the facility.

The St. Louis firm was formerly represented here by the National Rejectors Service Company of New York, headed by Charles Lipton and Harry Russ. Lipton and Russ are no longer associated with National, it was announced.

Hauser said his office, now operated as a division of the parent company, will put on at least three service in the Eastern territory.

"Just when it looks like we are

going to be able to make a living. things turn against us," said one distrib. He pointed out the shortage of machines from the States. Al Clavir, Toronto Trading Post,

distributor in Canada for the AMI,

of new machines in this country." an order for 100 machines, but the manufacturer will not guarantee

"Here was a chance for us to the order rate normally accelerates. get even and catch up with some of our orders, but no luck," he complained.

Keeps Optimistic

But despite the bad fortunes of the present, distributors are optimistic. They say that 1951 should be a bumper year for both the distributor and the operator.

"The revenues are increasing weekly, as are profits. The costs may be going up, but the increased revenues are more than making up for the extra costs," one distributor

Canada is hampered by the lack

gone into the business in recent Florida and South Georgia. Branch representatives to handle field months. Among these are Charles was formerly located at 508 Del-Kirke and Sam Wells.

Bush Opens Larger Branch

MIAMI, Feb. 3.—Bush Distributing Company, Wurlitzer distributor in South Georgia, Florida and Cuba, announced the relocation of its branch in Jacksonville, Fla. The coin machine business in Manager is Billy Whitcomb.

New building is at 60 Riverside of skilled mechanics, others pointed Avenue, has 11,000 square feet of floor space and is designed to bet-Numerous new operators have ter serve firm's customers in North wood Avenue.

with personnel, it would be impossible to play one show and (Continued on page 79) Wurlitzer Net Continues Rise

Chicago, Feb. 3.-Continuing its upward trend for the third quarter, including the final three months of 1950, the Rudolph Wurlitzer Company this week reported a net profit of \$301,229.40, or 36 cents per share, after provision for income and excess profits taxes of \$507,000. This compared with a profit of \$159,342.95 for the same period last year, according to President R. C. Rolfing. Sales for the third quarter totaled \$7,983,-169.61 as compared with \$5,809,-683.28 for the corresponding period in the previous fiscal year.

Pointing up the firm's progress the report stated that for the first nine months of the current fiscal year, April thru December, 1950, Wurlitzer had shown a net profit of \$884,988.70, or \$1.06 per share, after income and excess profits amounting to \$1,130,000 computed at the new tax rate. This compares with a loss of \$90,693.13 for the same period in the last fiscal year. Sales for the first nine months of

(Continued on page 79) as they now are.

Communications to 188 W. Randolph St., Chicago 1, Ill.

STORMY WEATHER NO BAR

TO WURLITZER SHOWINGS IN TORONTO

Ops Turn Out En Masse To View New Phono, Accessory Equipment

of the worst stretches of weather February 3). which blanketed practically the entire country, music operators turned out in large numbers across the nation Sunday and Monday (28-29) for National Wurlitzer Days. Celebrated in the showrooms of the firm's chain of distributors, the two-day event served to introduce two new phonographs, Models 1400 and 1450, and a line of remote equipment, wall boxes

Cleveland Ops Air Biz Costs

CLEVELAND, Feb. 3.-A major Chicago topic during the regular monthly meeting of the Cleveland Phonograph Merchants' Association were ways and means of meeting the the turnout at the Coven Dishigh cost of operations.

cussion of the Music Operators' of Ben Coven, firm head, reported America convention and exhibit in that despite the many invitations Chicago March 19-21. Jack Cohen, CPMA president, conducted the tie-up, operators from more distant over 300 persons from New York meeting.

CHICAGO, Feb. 3.—Despite one and speakers (The Billboard, train to Chicago to view the new

Ed Wurgler, general sales manager, phonograph division, attended the showing at the Bush Distributing Company, Miami; A. D. Palmer, advertising and sales promotion director, was at the Commercial Music Company headquarters in Dallas; Max Waters, Music Distributing, Pittsburgh; Robert H. Baer, Cain-Calliouette, Indianapolis; Gary Sinclair, Hart Distributing, Seattle, and Joe Hrdelicka, Active Amusements, Philadelphia.

Following are reports from some of the Wurlitzer distributors who participated in the national unveiling of the new music line.

With temperatures dipping as much as 15 degrees below zero, tributing Company's two-day Also on the agenda was a dis- showing was above expectations. the showing caught in a mail areas nevertheless traveled by

The Coven display included four new phonographs, two each of the 1400 and 1450 models. One of each was set up in a special display room, while the other was stripped down to display the simplicity of the new unit, plus the new 30-second changeover feature (record speeds).

Food and beverages were on hand thruout the two-day period, with the refreshments supplied by a catering firm. A uniformed attendant was on hand to serve guests. R. C. Rolfing, Wurlitzer president, and other executives of the firm located in Chicago, were in attendance. Operators from Illinois and Northern Indiana were included among the visitors.

Assisting Coven at the showing were Mac Brier, office manager; Harold Saul, advertising manager, the complete sales staff and service and office personnel. Mrs. Coven acted as official hostess.

New York

Wurlitzer Days attracted well (Continued on page 76)

FIRST WOMAN JUKE OPERATOR

TORONTO, Feb. 3.-For the first time in the history of the coin machine business in Toronto, a woman has taken over the operation of music boxes. She is Gertrude Caron who recently bought a route of 15 machines.

Miss Caron is a bookkeeper and has hired a serviceman to look after her route.

Wurlitzer Rep Adds Territory

NORTH TONAWANDA, N. Y., Feb. 3.-Following the announcement last week that Cain-Caillouette, Inc., Nashville, had taken over the Indianapolis territory for Wurlitzer, it became known this week that the firm had also added the Louisville area which was formerly handled, for the phono firm, by Cruze Distributing Company, Charleston, W. Va.

The Louisville arrangement was completed by agreement between the two distribs. Under the new set-up, Cain-Caillouette will take over the Louisville offices formerly run by Cruze and will retain Lloyd Cruze as manager of the branch. W. T. Cruze, president of the firm bearing his name, will confine his activities to the Charleston area.

4 Conn. Areas Plan 10c Play **Juke Box Test**

HARTFORD, Conn., Feb. 3 .-Because of steadily mounting costs of operation, key coin machine operators in four Connecticut cities, Hartford, Waterbury, New Haven and New London, have been conducting an experiment with their music machines.

"These men," said Abe Fish, of General Amusement Game of Hartford and head of the Connecticut State Coin Association, Inc., "are trying 10-cent plays. They can't make enough with the 5-cent plays and so we'll be seeing shortly how this new policy will work out."

As yet, no operator has reported on the success or failure of the newly imposed policy on his specific route. "Reports," said Fish, "will probably be forthcoming at a meeting of the coin association in Hartford."

Coin operators, feeling that new machine and equipment costs are steadily rising, believe that the 5cent play cannot plausibly pay off enough for the route, and so coinmen are trying out this new policy in Connecticut.

"Reaction, of course," he added, "is hard to determine. We believe, tho, that the public is becoming accustomed to seeing the 10-cent piece replace the 5-cent piece in the telephone booths."

Colorado Guild Set For Special Meet

Ten-Cent Play To Highlight Agenda At Statewide Gathering in Denver

meeting of the Colorado Music Guild to be called by President Wolf Roberts.

Close on the heels of another special meeting, held early in January, the second event will concentrate on a discussion of the possibilities of 10-cent record play, put it. "The first meeting was aimed at establishing points having to do with the legality of the music business in taverns and other establishments serving liquor," Roberts stated. "That point will be taken care of during the action on 10-cent play." present meeting of the State Legislature. Now we're determined to impress upon operators from each section of Colorado the absolute necessity of 10-cen' operation."

Some 350 operators are concerned over this all-important question, which to date has never benefited from an open-forum discussion with representation from all parts of Colorado. Therefore State-wide phonograph opmusic men have been notified to be ready for a call, when a complete review of operating costs will be presented and the question of 10-cent chutes put to a vote.

While there are a few outstand-

DENVER, Feb. 3.-Phonograph having successfully limited play operators from all over the State to 10 cents, or at least three for will convene here at a special 25 cents, such instances have been isolated, according to Pete Geritz, of Peerless Music Company, an executive of the Music Guild.

"Most operators have experimented sporadically with 10-cent play, then finding that others have not fallen in line, have given it up," he said. "Those operators who have been entirely successwithout which "we might as well ful have usually done so on the get out of business," as Roberts basis of controlling most of the locations in their own area and going to special efforts to get location-owner co-operation. Now we're going to try to make every phonograph operator in the State realize the necessity for concerted

The fact that many small-scale operators do not conscientiously keep books to indicate actual profit return has been a stumbling block against 10-cent play, the Music Guild believes. If the operator reviews his costs carefully, he will soon see that his returns are far less than even during the prewar "recession years," association executive believes. "There are many operators stumerators, distributors and other bling along, believing that they are earning an excellent profit thru refusal to recognize facts," one Denver operator asserted. "If all operators can be brought to see the light, 10-cent play will become State-wide, rather than ing examples of major operators localized in a few areas."

Ristaucrat Readies S-45 for Music Show

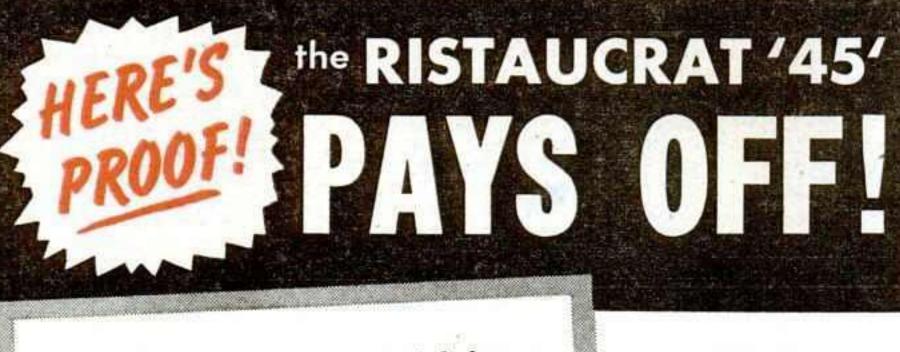
Ristaucrat, Inc., producers of the long period, but the entire unit first 45 r.p.m. counter music ma- has been built with simplicity of chine, confirmed thru President service and ease in operation, Joe Cohen this week that its selective unit the S-45 will be unveiled at the Music Operators of on the basis of operator needs in America convention at the Palmer House, March 19-21. The selective nation's leading industrial designers.

Several features embodied in the a nickel.

APPLETON, Wis., Feb. 3.- | S-45 have been developed over a Cohen said. Its size, shape and over-all weight have been figured locations which have proven the need for a counter model.

The S-45 will stress one tune unit will differ sharply in appear- for a nickel play and will offer

ance from the non-selective model selection of 12 45 records. Cohen and has been designed by one of added that the non-selective machine will remain in production. It features one or two tunes for





Forrest M. Bird & Assoc. Portland, Oregon SOLD OVER 500 RISTAUCRATS IN 31/4 MONTHS

Forrest M. Bird. Ristaucrat distributor, says: "In 15 weeks we've sold more than 500 Ristaucrat 45's that are now on location in both large and small spots. All machines are paying out above expectations. What impressed me most is that NOT ONCE IN 31/2 MONTHS have we had to make a service call on the Ristaucrats."



LOW COST

COUNTER MODEL

RISTAUCRAT '45' IS PROVEN LOCATION

Here's How the RISTAUCRAT PAYS OFF!

- 1 or 2 HIT TUNES FOR 5c—a Ristaucrat exclusive—a flick of the finger sets the play for any location.
- TROUBLE FREE OPERATION Ristaucrat machines stay in top operating condition-require the minimum of service.
- NATIONAL SLUG REJECTORS are standard equipment on all Ristaucrats.
- RISTAUCRAT TONE and CLARITY pays off on all locations—true sound reproduction means greater play.
- LOW COST-Ristaucrat's low cost means you can open more locations, get more profit per machine.

A Few Distributorships Still Available—Write for Information.

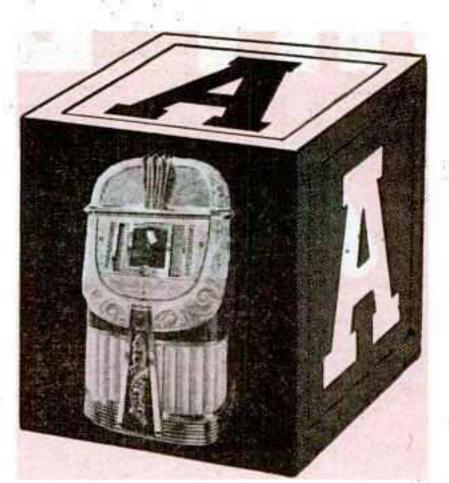


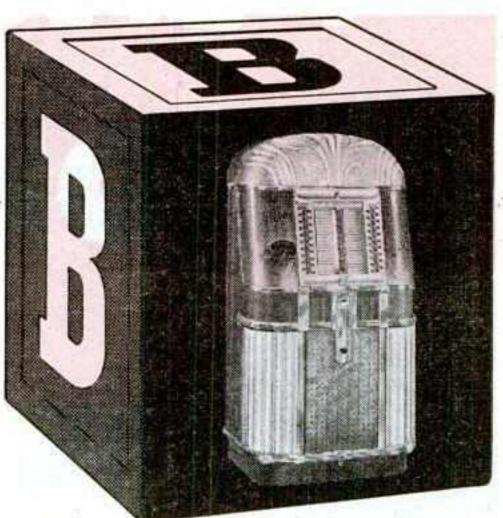
1216 E. Wisconsin Ave.

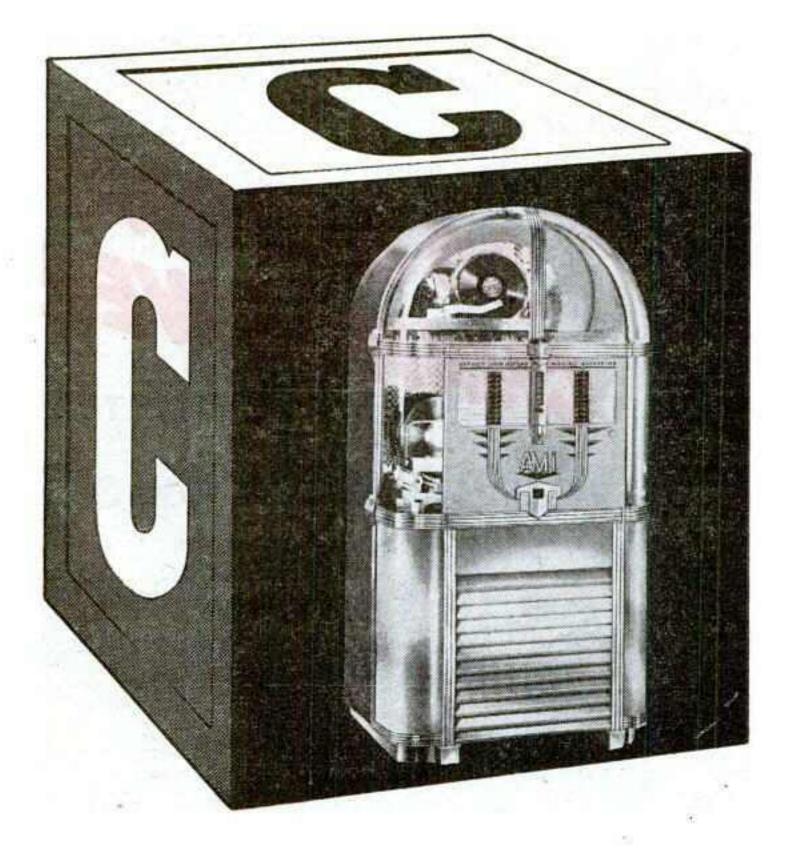
Appleton, Wis

73

models of simplicity!





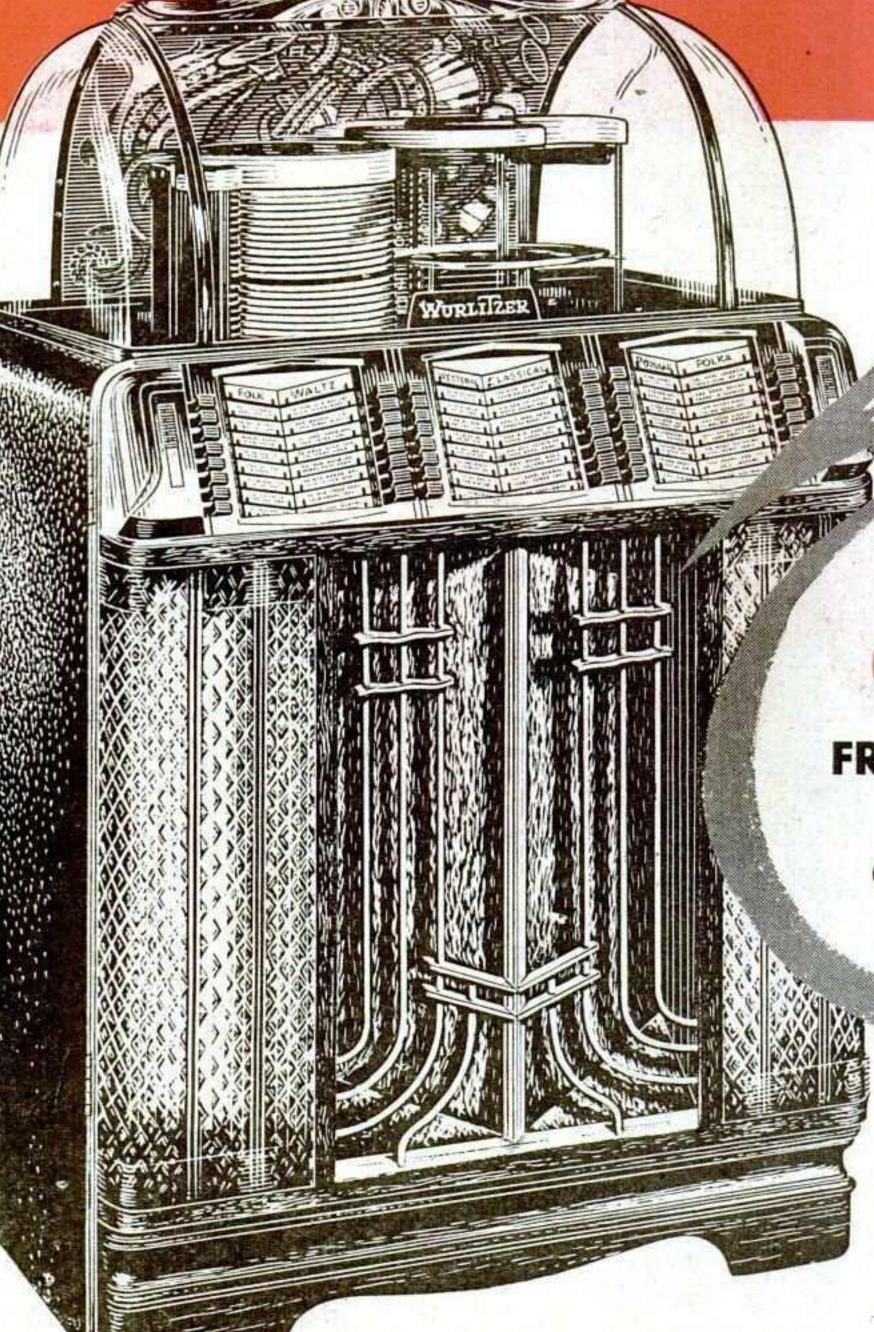


The dependability of the AMI record changing mechanism is basic — universally acclaimed! Its performance over the years proves to all music operators there is more profit, more financial security in running AMI's than any other make. Those sterling performers, Model "A" and Model "B" are today delivering the goods in tens of thousands of locations. Regardless of age, they play and work as if they had just been shipped from the factory this week. And should anyone want to sell them, they command a premium! AMI music is the foundation of operating success; you not only bank big operating profits, you save the greatest part of your first investment. 40 years of music know-how are behind the "C".

AM Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

WHY BUY TWO WE PLAY SAFE BUY PLAY ALL ON ONE



30 SECOND 30 SECOND WITHOUT TOOLS)

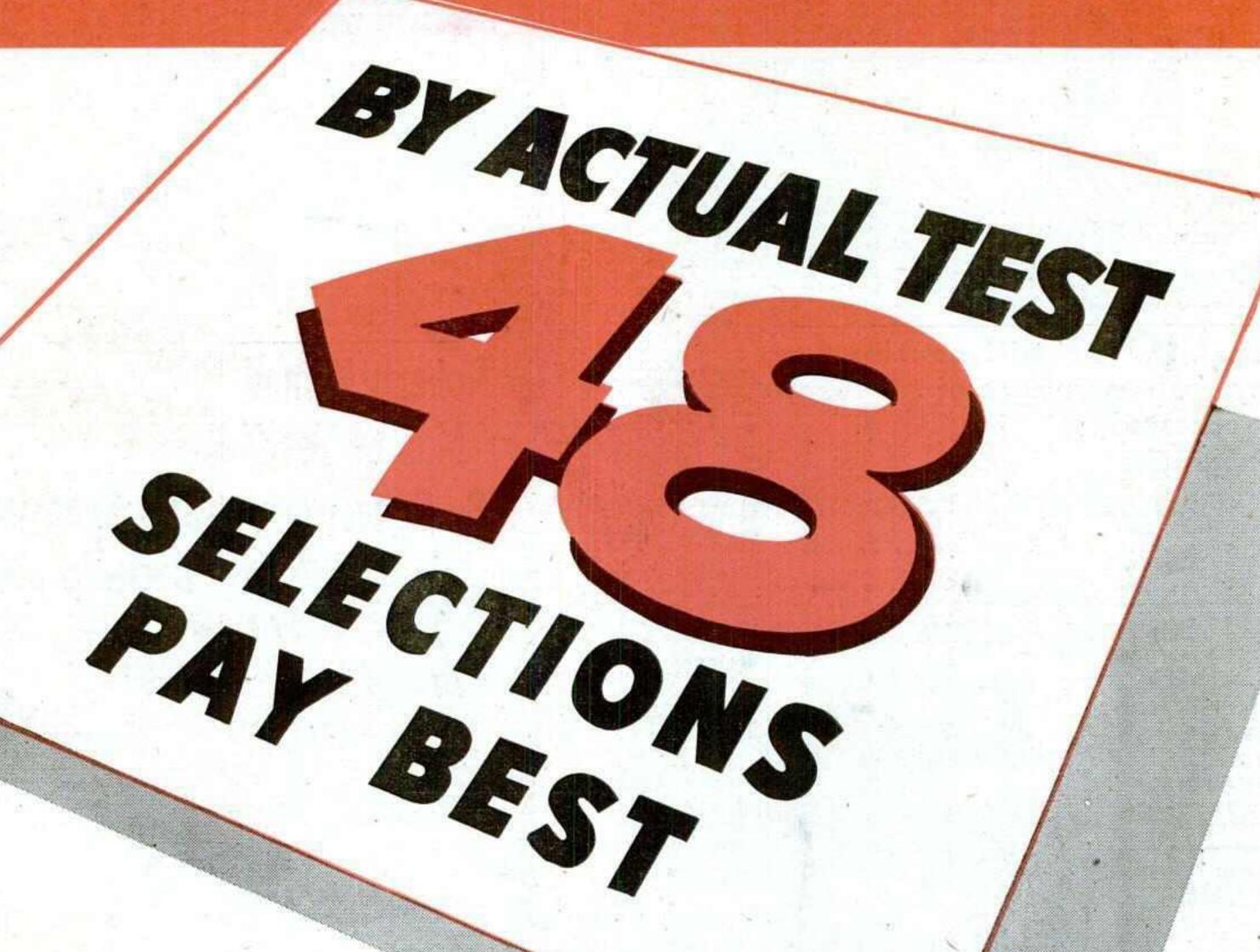
FROM 78 TO 45 OR 331/3
RPM SPEEDS
ON 10 OR 7 INCH
RECORDS

S F F T H F

NEW MODELS 1400-145

AT YOUR WURLITZER DISTRIBUTOR

EN ONE WILL DO? WURLITZER AND SPEED RECORDS PHONOGRAPH



THE RUDOLPH WURLITZER CO.
NORTH TONAWANDA, NEW YORK

THE STOLET OF THEFARE

STORMY WEATHER NO BAR

Continued from page 72

and Northern New Jersey Young Distributing showrooms to view the firm's 1951 line of phonographs, wall boxes and accessories. Joe Young, head of the outlet, stated orders were being written at a brisk rate this week, with machines already being delivered to local operators.

Among industry figures attending the two-day event were: Henry Barbour, vice-president of Landscaft, Inc., ad agency handling the Wurlitzer account; Lou Price and Morris Kahn, County Enterprises; Jim Sherry, Sherry-Muse Music; John Stanczyk, Central Music; Stanley and Clarence Weeks, Granville Music; Joe Kochansky, Bay Ridge Music; Joe Hahnen, Gordon Amusement; Max Iskowitz, Maxwell Music; Charlie Sachs, Union Automatic and Joe Connors, Connors Automatic.

Also in attendance were Al Goldberg, Emerson Music; Mac Pollay, United Phonograph; Sam Sacks, Acme Sales; Leslie Boyd, Ace Distributing; Ben Feinberg, Monarch Music; Al Denver, Lincoln Service; Mike Knowles, Sid Levine, Joe deCristofaro, Jack and Dick Friedman, Isidore Lutzker, Max Klein, Manny Ehrenfeld and Al Layne.

Detroit

New model Wurlitzers were formally presented to the trade Sunday and Monday (28-29) by Angott Distributing Company, which represents the firm in the Lower Peninsula. Open house, held at the firm's salesroom, drew about 450 persons, including a majority of the Detroit operators and their wives.

Many operators came from a considerable distance, with up-State men in the crowd including George Skinas, ene-time Detroit operator, now at Saginaw; Ray Averill, Adrian; Ernie Cassin and Lowell Kessler, Port Huron; Ralph Shagena, Ubly; William Pawley and Sam Suess, Saginaw; Richard Griffin, South Farmington; Mr. and Mrs. A. H. Giffel and Martin Giffel, Bay City; Clyde Lambert, St. Clair; Ray Vollmer, Pigeon, and Allen Griffith, of Lakeview, and John Kamp, of Cedar Springs, who flew down in their plane. A heavy snowstorm kept many others from getting to the city.

Representatives of other distributing firms attended and Bill Hodgkins, Ned Corbett and J. C. Dauble, of RCA Victor, were on Robin Seymour, disk jockey on WKMH, Dearborn, made an appearance.

Entertainment

coin-operated

phonographs

interested in the convenient 45 r.p.m. conversion feature. Buffetstyle refreshments were served by for a quarter play, in a section of catering company. Souvenir gifts were presented to all visitors.

John G. Kern, Wurlitzer factory representative, was in from North Tonawanda, N. Y., joining with the local hosts—Carl Angott, Ted Parker, Madeline Gorman and Leo Angott.

Leo Angott announced that he will conduct a special training program for servicemen of operating firms in the servicing of the new machines.

Subsequent showings of the new Wurlitzer have been set by Angott Distributing Company to cover the remainder of its territory, February 18-19 at Hotel Hillcrest, Toledo, and February 25 at Hotel Pantlind, Grand Rapids, Mich.

Richmond, Va.

A large and enthusiastic group of operators and their representatives attended the special showing of the new Wurlitzer phonographs and accessories held by O'Connor Distributors, Inc., Sunday and Monday (28-29) at the company's showrooms. Considerable attention was paid to the demonstrations of the quick change-over possible for different speed records and the simplicity of replacing various units quickly on Models 1400 and 1450. Sales were brisk, with many deliveries being made while the show was in progress, according to Manager Kenneth A. O'Connor. Remote control equipment came in for a bit of attention and the 48 selection wall boxes were singled out for their size and visibility.

Other than the actual showing of the new machines, the main topic of conversation centered around the possibility of changing from 5 to 10-cent play in this section. O'Connor advocated a 10-cent single play, six for a quarter, with the idea that the bargain 25-cent offer would stimulate play in locations with a series of wall boxes, a limited time of play and a large turn-over during that period Expressions from other operators varied, with a few in favor of the plan, some wanting 10-cent, three for a quarter play and still others of the opinion that a straight dime set-up would be the best solution.

Hold 5c Line? Some of the die-hards still want to hold play at a 5-cent level, particularly in competitive locations, feeling the location owner would be skeptical of the increase due to the possible loss of other business should his competitor on Reception of the new models was the other side of the street be favorable, with operators especially offering merchandise at "half

price." One operator is definitely going ahead with the 10-cent, six the city which he practically controls. Other ops are awaiting the outcome of this experiment before doing anything. Consensus, however, is that with mounting costs all along the line something must be done.

Many ops are converting to 45r.p.m. records in order to hold down costs due to the longer life of the plastics. Several are giving many of their smaller locations keys to the machines, with the location having the privilege of purchasing a given amount of records between collection calls in order to save man hours necessary to deliver new records. All are agreed, however, that there are certain types of locations that will have to be held at a nickel play in order to keep the older pieces of equipment in operation.

Guests

Among those present at the showing were George F. Barringer, Tri-City Music Company, Greensboro, N. C.; J. E. Cockman, Mr. and Mrs. F. Schneider, Playtime Games Company, Norfolk; G. Lewis Hoffman, Minor Music Company, Richmond; Mr. and Mrs. C. H. Bartlett, Christianburg; Mr. Luckman, J & L Music Company, Newport News, Mr. and Mrs. Jack Pemberton, Jack's Amusement Company, Front Royal; Mr. and Mrs. K. Gillette and Jean and Sylvia Gillette, Gillette Amusements, Norfolk; V. E. Johnson, Hampton; Michael Montelone, Fredericksburg; Willie Riggs, Riggs Amusement Company Elizabeth City, N. C.; R. N. Wilson, Peninsula Amusement Company, Hilton Village; Nancy K. Schroder and Onis M. Hilburn, Sebring Amusement Company, Norfolk; Mr. and Mrs. E. T. Williams, Richmond; Mr. and Mrs. Dennis Trobaugh, Harrisonburg; Joe and Milton Sinsinheimer, Allen Distributing Company, Richmond; J. S. O'Neill and Charles E. Williams, O'Neill Novelty Company, Norfolk; Mr. and Mrs. Dan Hawley, Mr. and Mrs. T. A. Brown, Portsmouth; Mr. and Mrs. J. T. Mincher, Roanoke Rapids, N. C.; Mr. and Mrs. T. E. Pope, Rich Square, N. C.; C. C. Connelly and Harry Vaughan, Hopewell; Mr. and Mrs. Minnie Haney, Fredericksburg, Va. and Mr. and Mrs. James Finks, Culpepper.

Willard A. East, Alta Vista; Alfredo J. and B. A. Goria, James W. Messick and C. M. Smith, Goria Novelty Company, Roanoke; Bernard Inge and N. Roberts, Tidewater Music Company, Norfolk; Joe Wigington and Thelma Chandler, Wigington Amusement Company, Richmond; C. E. Morse and sons, Richmond; Hon. H. Bayliss Epps, Richmond; Mr. and Mrs. N. B. Killebrew, Petersburg; Mr. and Mrs. A. J. Middendorf, Richmond; Mike Oley, Oley Amusement Company, Richmond; H. L. Gibson, Richmond; Robert S. Jordan and Leslie Perry, Hertford, N. C.; Chelf Hart-wood, Richmond; W. J. Sno, Musical Sales Company, Seeburg representative, Norfolk; Dan M. Wertz, Wertz Music Company, Richmond; Boyd Alley, Automatic Music System, Inc., AMI, Richmond; Johnny J. Kline, New York; Jack Fairchild, Johnny Cass and Tony Peters, The Cavaliers, New York and Mr. and Mrs. Ralph G. Lockett, Ettrick.

Boston

Over 450 operators viewed the new Wurlitzer line at the Boston headquarters of Redd Distributing and firm's Springfield branch played host to another 350 coinmen. W. S. Redd announced this week. The turnout, despite inclement weather, proved to be the best recorded by the firm, with a new high in bona fide orders reached during the two-day event. Visual proof of this fact was afforded by a photo showing W. P. Hamel, Hamel Music, Concord, N. H., presenting Redd with a certified check for \$21,905 in advance payment of his order for new 1400 units.

The record department of the distrib outlet also was active during the showing, presenting Larry pointed out, now stocks every la- lations columnist. bel on the market and has started a free title strip service for phonograph operators.

In addition to operators in at-

(Continued on page 78)

Route Study Hypes Nickel-Dime Fuss

sic operators here still far from change-over to a dime is made, unanimity on the question of dime operation, new data came to light this week to provide additional statistical fuel for protagonists on either side who might be running short of argumentative material.

The data, result of a statistical breakdown of one week's income from a well-diversified route segment of 56 locations, furnishes those operators to whom it has been made available with a factual set of figures on which to base calculations. And the reckoning pursues these main avenues: If the switch to a dime is made, how much loss in play can the operator stand before gross income drops?

At what point in the declining play-percentage scale will the operator no longer stand to gain financially under present incomesplit deals?

At the same time, Dick Steinberg, head of the Music Guild of America and a director of the Music Operators of America, lined up forcefully on the side of retaining nickel play. His view, expressed in an MGA bulletin released this week, is that the coin phonograph business remains a nickel business and that the operator still has not exhausted the revenue potential within the nickel framework."

The New York analysis, runs by a seasoned, well-established operator, cut thru a cross section of "typical" city locations. It tabulated total number of plays, the number of plays at nickel, two-for-a-dime and five-fora-quarter levels. These were broken down into percentages, as were the income splits going to operator and location owner. Most of the locations were on top-money deals favoring the operator. Altho some of the quarter plays represented six disks. they were figured as five across the board, leaving a small margin of error, considered negligible, in this factor.

Test Table

Income during the test period totaled \$1,052, of which \$661.15 (62.85 per cent) was retained by the operator. Commissions to storekeepers added up to \$390.85 (37.15 per cent).

Coins Nicke Dime	els s	No. of Plays 7,954 7,576	Money \$397.70 378.80	Pct. 37½ 36¼
Quar	ters	5,510	275.50	261/4

Totals 21,040 \$1,052.00 100 Using these figures as a jumpoff point, it is pointed out that

Roberts Named "Man of Year" By Denver Org

DENVER, Feb. 3.-Wolf Roberts, head of Wolf Sales Company and president of the Colorado Music Guild, was named Man of the Year by Tau Sigma, a fraternity of Denver's five leading high schools.

The occasion of the award was Roberts' constant donations of reconditioned phonographs and radio-phonographs to charitable institutions in the Denver area during the past 10 years. To date the music man, who has been actively operating coin phonographs for 45 years, has contributed more than a dozen machines to such organizations as the YWCA and YMCA, welfare homes, Teen-Age Canteens and other social centers for underprivileged youngsters.

The coinman's picture was run in The Denver Post as he signed over the radio phonograph which he donated to a home for orphan boys at 9 Pearl Street, Denver. Judge Phillip B. Gilliam, of the Colorado Juvenile Court, was pres-Green, a recording artist, as guest ent to witness the presentation, star. This department, Redd as was Jane Sterling, human re-

center which provides for under- the law. privileged boys and girls in Denver has been the recipient of at tendance, Art Garvey, Bally Manu- least one such gift from Roberts, facturing; Billy DeSelm, general according to Pete Geritz, execusales manager, and Johnny Casola, tive of Peerless Music Company, music bill, which most legislators which is also operated by Roberts. to date appear to favor.

NEW YORK, Feb. 3.-With mu- gross income, whether or not a would have to increase more than 25 per cent before the operator could receive any boost in takeback revenue. Put another way this means that gross would have to reach twice \$661.15 (op's end). or \$1,322.30 before he benefits directly. The sample locations, in common with most in the city, are on top-money deals. The storekeeper, therefore, must realize a sum equaling the operator's before the remainder, if any, is split down the middle.

> In terms of plays, following a change-over to dime operation, no more than 4,512 tune selections (22 per cent) can be lost if the operator is to gain revenue.

> Here, it is explained, a switch to a dime does not mean that 10 cents will fall into the cash box each time a disk is played. Since most stumping for the switch also plan to adjust coin mechanisms to give three plays for a quarter, actual revenue per selection will average nearer 8 cents.

> Under these conditions, just to retain the status quo on income, no more than 7,890 plays (371/2 per cent) can be sacrificed following a switch. Using the test table, 13,150 plays would be needed at the 8-cent level to return the same gross (\$1,052) as 21,040 plays at a nickel.

Actual Trial Needed

Assuming the applicability of the test sampling to operators here generally, the question of how many plays will be lost after change-over still remains unanswered. Only an actual trial will bring those figures to light.

On the other hand it apparently punches holes in the argument that an operator can stand to lose 50 per cent of his plays and still retain his income standard.

Meanwhile, it has been reported that conversion costs would be moderate, should the step be taken. Estimates place the cost of converting New York's 10,000 juke boxes at about \$6,000.

Steinberg, in his current bulletin, counters the argument that inflationary trends have softened the public sufficiently to take dime juke play in stride. "Even in these . . . times," he states, "The consensus is that the service (phonographs) would be over-priced at 10 cents."

He reasons that dime play would meet up against strong consumer resistance and that a sizeable percentage of present players would permanently wean themselves from the juke habit.

He suggests that public relations and merchandising techniques be refined so that the base of play can be broadened still further at the nickel rate while, at the same time, changing the operator-storekeeper contractual relationship to a more equitable

CMG Readying "Back-Up Bill"

DENVER, Feb. 3.-Members of the Colorado Music Guild (CMG). composed entirely of phonograph operators, are preparing a bill which seeks legalization of music machines in taverns, cocktail lounges and other liquor-serving establishments.

The purpose of the bill, according to Wolf Roberts, president, is to "back up" a previous bill, sponsored by a more generalized group of operators, which asked for the same interpretation in favor of both pin games and phonographs.

More than 200 operators are watching the progress of this bill. which draws a sharp line between "gambling devices" and the standard five-ball pin game, shooting gallery types of devices and similar machines. The legislative action is aimed at Colorado's blue law which has for 25 years prohibited tavern proprietors from extending their business beyond sales of liquor and food. Coin machines of various types constitute To date every home or social a separate business, according to

> The Colorado Music Guild feels that if the first bill fails to receive approval, the association will come right back with the exclusively

. BUT for how long can YOU, Mr. Operator, guarantee phonographs to your locations? For how long can your phonographs go on delivering steady, profitable earnings? If you operate Evans' Constellations, we say, practically INDEFINITELY! The reasons, of course, lie in Evans built-to-last Quality and Proven trouble free Performance. There was never a better time than now to investigate your

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MILLIONS will continue to

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EVANS' 20 RECORD 40 SELECTION CONSTELLATION

AVAILABLE NOW - Evans

Record Play Meter for Original Constellation.

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SEE ANOTHER EVANS PROFIT STIMULATOR ON PAGE 89



opportunities with Constellation . . . the phonograph designed to



SELECTIVITY including "Cancel" Button.

CREDIT UNIT accepts up to 40 nickels at a time.

PROVED

PERFORMANCE . . .

incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism.

SIMPLE TO SERVICE....

Its easily understood mechanism requires no special knowledge and the exclusive "IN-A-DRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light - weighs only 50 lbs. - and can be transported by car instead of a costly truck.

ONLY Music Mite Offers all these ADVANTAGES TO MUSIC OPERATORS

MUSIC MITE DOES EVERYTHING THE STANDARD SIZE PHONOGRAPH CAN DO - BUT COSTS LESS -MUCH LESS!

PEDESTAL STAND

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.



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(26) P. & S. DISTRIBUTING CO. 110 Eleventh Street Des Moines, Iowa

(27) BRADY DISTRIBUTING CO. 522 East Trade Street Charlotte, No. Carolina MODERN DISTRIBUTING CO.

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HEAR IT - SEE IT BUY IT FROM THE WILLIAMS DISTRIBUTOR LOCATED IN YOUR TERRITORY OR MAIL **COUPON TODAY!**



STORMY WEATHER NO BAR

Continued from page 76

sales rep for United Manufacturing, visited the Boston and Springfield showings. Redd announced that in addition to Wurlitzer sales, orders had been written for Chicago Coin's Band Box, United's Shuffle-Cade and five player Shuffle Alley, Keeney cigarette venders, and Universal's highscore Bowling Alley.

Visitors Among out-of-towners attending the Redd showings were: J. W. Lambert, Concord, N. H.; Gerald Waterhouse, New Bedford, Mass.; William Goudreau, Manchester, N. H.; Leo Laverdiere, Manchester; E. S. Laughton, York Beach, Me.; Sam Grille, Westerly, R. I.; Paul Sansone, Walpole, Mass.; Anthony Joseph, Cranston, R. I.; Ed Beals, Needham, Mass.; Victor Davignon, Woonsocket, R. I.; Ernest and Raymond Thurston, Fall River, Mass., and Warren and Gerry Belliveau, Fitchburg, Mass.

Houston

The latest model Wurlitzer phonographs were unveiled to South Texas music operators at a two-day showing in Houston January 28-29. The new models, 1400 and 1450, were displayed and demonstrated by Steele Distributing Company.

Attendance was above average, altho many out-of-town operators were kept away by bad weather. Several main highways into the city were covered with ice and travel over them was dangerous. Besides the cities of Houston, Galveston and Beaumont, 17 smaller towns in the South Texas area were represented.

Barbecue dinners with a variety of drinks were served from 1 until 7 each day.

The showing was conducted by Joe R. Steele, owner; W. C. Lynch, ager Richard (Dick) Wagner was branch manager; Harold Horton and S. M. (Dan) Lynch, sales day turnout. representatives, and members of the office and service personel. It

Despite a sever sleet storm which hit Dallas Sunday and continued thru Monday, Ray Williams, head of Commercial Music, Inc., Wurlitzer distrib for Texas, Oklahoma and New Mexico, reported a large turnout of ops to see the new Wurlitzer line. Williams was joined by A. D. Palmer, Wurlitzer advertising and sales manager, for the twoday event.

Chalking up its heaviest attendance from ops in Texas and Louisiana, Williams reported actual orders written were far above expectations and that enthusiasm displayed by the ops was at a new high for a music showing.

Milwaukee

Wurlitzer Days at United, Inc., were sunny days despite a blizzard and sub-zero weather. The operafactors that helped bring out outof-town operators were the first auto show held here in 10 years and the presence of Hildegarde in Milwaukee.

Refreshments were served. Mr. and Mrs. Fred Sager, operators, Ahmee, Mich., which illustrated the interest shown in the new models. After seeing the machine he commented that it was worth the trip.

Speeds Covered

The 150 operators attending were interested in the fact that as far as Wurlitzer is concerned, the size or speed of the record makes no difference and doubly so because there is no expensive conversion to buy and anyone can make the change in one-half minute. Another popular feature was the tone leveler introduced on the new models, providing the same volume on all records with no blast

The cabinet of the new Wurlitzer and the choice of four colors in two finishes was another point

of interest. One of the chief points discussed was that the Wurlitzer firm provided for the protection of the Wurlitzer operator regarding use of auxiliary equipment and type of record. Speed or size of record will

All types—as they come. Our standing order granted year-round.

Jalen Amusement Co. Baltimore 17, Md. 1200 Bolton St Madison 10031

make no difference to the Wurlitzer operator because he will be able to use any kind on his equipment from the 1015 on.

Guest List

Among those present were John

Barros, Merrill; Bill Wanek, Marinette; Harold Paul, Horicon; Gordon Conrad, Wausau; Stanley Gerlach, Palmyra; Pete Richard, West Allis; Mr. and Mrs. Frank Sager, Ahmee, Mich.; N. C. Tompkins, Two Rivers; Mrs. L. A. Rank, Manitowoc; Mrs. Alma Tompkins, Two Rivers; Everett Saunders, Menominee, Mich.; Al Janisch, Beaver Dam; Agnes Keller, Neillsville; Jack Hammer, Wausau; Mr. and Mrs. Harold Christianson, Racine; Leroy Subrod, Burlington; A. Germain and George Forst, Green Bay; R. C. Martin, Omro, and the following from Milwaukee; Ed Erickson, Edwin Walker, John Price, Chris Lamee, Robert Puccio, R. H. Rischmen, Donald Caspar, James Houtros, Ken Kulow, A. L. Durand, Joe Beck, Nick Dacquisto, Joseph Pelligrini, Bud Wagner, Jerome Jacomet, Erwin Beck, Otto Hedrian, Chas Opitz, Lucas Zetting, William Zajc, E. A. Tarman, Arnold Jose, Doug Opitz, Pat O'Neill, George Schroeder and Matt Schaefer.

Indianapolis

National Wurlitzer Days was celebrated at Cain-Caillouette, Inc., headquarters, 409 North Noble Street here. The high spot of the celebration was the showing of two new models, 1400 and 1450. Operators, despite the adverse weather conditions which included ice and sub-zero temperatures, came from far and near to see the two new creations, manufactured at North Tonawanda, N. Y. Manmore than pleased with the two-

Firm's new headquarters were renovated and redecorated in adwas announced that delivery on vance for the occasion. Robert here, but a large turnout of ops new models would start in Febru- (Bob) Baer, Wurlitzer's assistant from Cleveland and near-by towns sales manager, came for the opening of the new branch and welcomed the operators and representatives from the branches at Louisville and Nashville.

> Wagner has been associated with Wurlitzer for more than six years in various capacities and at one time served as manager for the Brandt Distributing Company. He is widely known in this territory and has many operator friends. The new Cain-Caillouette, Inc., headquarters has a complete stock department where all parts are available for repairs.

Los Angeles

In conjunction with the national showing of Wurlitzer's new 1951 lines, local Wurlitzer dealers held open house Sunday (28) and Monday (29). Paul A. Laymon, Inc., Miami Southern California distributor, feted over 300 ops and friends. tors arrived cold but soon warmed Buffet was served and gardenias up to the new Wurlitzers, Two and carnations were given to guests.

The Four Freshmen provided the entertainment. Impromptu bits by Helen O'Connell, Peggy Lee, Mel Torme, Dottie O'Brien, Margaret Whiting, Mary Ford, Les Paul, Tex Williams, Pete Daily, motored over 400 miles from Jimmy Dolan, Ivory Joe Hunter and Ziggy Elman livened the Ted Bush. Out-of-towners inshowing. Paul Featherstone, Voyle Gilmore and Joe Mathews, Capitol Records, and MGM's Gordon Wolf, Jim Corbett and James Burkemeyer represented local diskeries.

Des Moines

Tho the temperature in Des Moines was 10 below zero, operators from all parts of Iowa braved the elements for a look at the new Wurlitzer models. With Manager John Balk handling the showing for the Brandt Distributing Company here, operators were given a warm welcome and openly expressed satisfaction with the appearance and tone quality of the two machines. Among those arriving with large parties were Al Lamberti, Ankeny; Les Chapman, Carroll; Robert Collins, Cedar Rapids; Bill Garrett, Oskaloosa, and Bill Frey, Maquoketa.

Kansas City

With Central Music Distributing Company officials acting as hosts, music men from both Missouri and near-by Kansas attended supplies South Carolina and Music in Columbia, said "All any-WE BUY USED RECORDS | souri and near-by Kansas attended supplies South Carolina and Music in Columbia, said the Wurlitzer Days' Activities in Southeastern Georgia, said coin one has to do is listen and they'll the firm's Kansas City, Mo., head- ops and their wives and guests know why the tone of the new quarters. Local operators and poured in from every section of 48-selector Wurlitzer has no wives dropping in included Mr. his territory to view the new equal." and Mrs. Frank Murray and Mr. models. and Mrs. E. J. Nettles, Music Serv- Refreshments were served from about the new volume level conice Company. Out-of-towners in- 8 a.m. until 10 p.m. Sunday, and trol.

cluded W. C. Ingram, Hays, Kan.; John Clark, Salina, Kan.; Walter Cobb, St. Joseph, Mo.; Francis Steele, Joplin, Mo., and Joe Sheldon, Garnett, Kan.

Central Music owners stated acceptability of the 1400 and 1450 was encouraging and was emphasized by a number of bona fide orders for each. Firm also reported a good reception to the Keeney cigarette vender and the Bastian Blessing carbonator and soda dispenser, two items which operators have been using in conjunction with their music operations.

Cincinnati

Weather also proved to be an item in Cincinnati during the Wurlitzer Days here sponsored by T. & L. Distributing Company, headed by Len Goldstein. But the crowd turned out just the same. Among those present for an introduction to the operation of the 1400 and 1450 were Dewey Laughlin, Laughlin Music Company Harry Hester and Harry Binnell B. & H. Vending Company; William Fitzpatrick; Bill Harris, Ohio Specialty Company; Nat Bartfield B. W. Novelty; Charles Kanter, Ace Sales Company; John Weisenberger, Kentucky Service; Nelson Weiskettle, Winston Brown; Ernest Gullette and Joe Feldman. Goldstein says that on the basis of the initial reception, it will be no problem to sell the allotted Wurlitzer quota in record time. He said operators particularly liked the easy switch from 45 to 78 r.p.m. play in a matter of seconds. Among the sidelights of the Cincinnati showing was a buffet luncheon and the serving of beverages thru the day.

Cleveland ·

H. E. Wedewen, Northern Music Inc., Cleveland, reported that freezing weather and icy road conditions had somewhat hampered the Wurlitzer Days celebration had filled the firm's showrooms Sunday and Monday.

Unanimous acceptance of the new 1400 and 1450 models was noted by Wedewen, who said his staff had received many compliments on the complete new Wurlitzer line displayed.

Firm is still pushing, via promotion, the 10-cent play, six-fora-quarter program, believing this to be the best deal for music operators in today's market.

A large representative of Cleveland ops was on hand for the showing, with Jack Cohen, head of the Cleveland Phonograph Merchants' Association, spearheading the group. Other cities represented at the showing included Akron, Columbus, Galion, Canton, Sheffield Lake, Lakeland and Willard.

Officials of Bush Distributing Company, exclusive Wurlitzer distribs in South Georgia, Florida and Cuba, unveiled the new 1400 and 1450 Wurlitzer phonograph models at simultaneous open house gatherings in Miami and Jacksonville Sunday and Monday (28-29).

At Miami, some 60 ops from the greater Miami area voiced approval of the new jukes, according to Bush Distributing Prexy cluded Vance Barden, Clearwater; W. W. and Joe Daniels, Tampa; George Culverhouse, Fort Pierce; Oscar Garcia, Key West; Bill Turner, Homestead; Floyd Thompson, Fort Lauderdale and Roberto Ross, Santiago de Cuba, Cuba.

Ozzie Truppman played host to 100 ops at the Jacksonville showing. Guests from outside Jacksonville included Earl and Don Brockington, Cocoa; Phil Goldman, St. Augustine and Ed Ponder, Tampa.

Drinks and a buffet luncheon were served at both shindigs. Firm plans another simultaneous open house February 4-5 at Tampa and at its Havana branch.

Columbia, S. C.

More than 200 visitors to F. A. B. Distributing Company here gave enthusiastic praise to Wurlitzer's new 1400 and 1450 music machines at an open house held Sunday and Monday (28-29).

Jim Faulk, manager of the Columbia office of F. A. B., which

Calendar for Coinmen

February 7—Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston,

February 8 — Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford. February 8 - Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Wash-

February 8-Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building,

February 10-Wisconsin Phonograph Operators' Guild, Inc. (WPOG), monthly meeting, Eagle's Club, Brodhead, Wis.

February 13, 27 - Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia,

February 14—Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Hapsburg Inn, River Road

near Foundry Road. February 14, 28-Music Merchants Guild (MMG), semimonthly meeting, Narragansett Hotel, Providence.

February 20-Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore. February 20-Music Operators' Association of Indiana, Inc.

(MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis, February 21—Operators' Guild of Westchester County, New

York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y. February 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento. February 22-Michigan Self-Service Laundry Association

(MSSLA), dinner discussion meeting, Leland Hotel, Detroit. February 26 - Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

February 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York. March 1-Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

March 1-Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

March 5-Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill. March 19-21-Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

SEPTUAGENARIANS

Age No Barrier as 2 Wisconsin Ops Prove

By BENN OLLMAN

BELOIT, Wis., Feb. 3. - That old age need be no barrier to successful route operation is ably proved by the Keenan & Radway music firm, of Beloit, Wis.

Not merely middle aged men, but actually in their late 70's Lovell Radway and John Keenan are turning out a standout job when most men of their ages have long since signed up to take advantage of Uncle Sam's Social Security. Radway admits to 77 birthdays, and John Keenan "just ain't

Their route consists of 80 juke boxes fanned out in locations covering a 50-mile radius in and around Beloit in Southern Wisconsin. Most of their well kept equipment is Seeburg, altho they have not as yet added any 100-play

Servicing

The servicing of the route is handled by Radway with the aid of one man, the firm's only employee. Keenan, who is not quite as active as his partner, was in the coin machine biz for 15 years before Radway joined him in 1930. A real old timer in coin machine annals, he goes back to the days when he ran a string of piano roll machines and the old Violin Mills coin teasers.

Many of the accounts serviced today are now run by sons and daughters of the original location

until 6 p.m. Monday, in F. A. B.'s recently remodeled quarters at 911 Gervaise Street.

Op Reactions

Albert J. Mauterer, local coin machine operator, told Faulk, "I watch the pennies and let the dollars take care of themselves. That's why Wurlitzer's new 30-second changeover from one record speed to another appeals to me as the best money-saving idea in the music operating business."

G. Z. Church, of Chester said "Why buy two when one will do?" He continued, "I don't think any operator will. The new 48 selector all-speed Wurlitzers offer him everything he could ask for that will stimulate play and profits. I believe Wurlitzer to be the year's best value in automatic music."

John Miller, head of Palmetto

Miller was also enthusiastic

owners who started doing business over a quarter of a century ago with John Keenan,

One of the reasons Radway joined forces with his associate 20 years ago was the fact that he has a lame leg. Tho it does not apparently seem to hinder him in his own business, he had found it difficult in those days to find and hold down regular jobs. "Where else could a man at my age and with a bad leg find a deal like this?" he points out.

Disk Buying

Besides handling service and collections, Radway also does all the disk purchasing. He makes it a point to keep up with all the latest music developments. The Billboard advertisements and record ratings play an important part in helping him make his selections. He makes the rounds of record distributors in Milwaukee on regularly scheduled buying trips.

In recent months his top nickel pulling artist, he claims, has been Mercury's Patti Page. He operates equipment in all of the race spots in Beloit, and he points out that Patti is the first artist whose waxings have racked up first-rate cash box grosses in the race as well as in the white locations.

Hillbilly records also have been receiving a lot of attention from him of late. "A few years ago you couldn't put hillbillies out on the boxes, but now you've got to have a few on each machine," he insists.

Favorites Favorite artists over the past 20

years? Well, naturally he favors the ones who consistently yank the most nickels. This is the way he rates them: Bing Crosby did the most business for him, and then he likes Guy Lombardo, Wayne King and Jan Garber. Of course, the list is not a complete one and he is not averse to trying out a box of sides by a newcomer now and then. In the main, however, he sticks with winners and does his best to fill any requests from locations that he gets.

Philosophically, Lovell Radway has a short and solid formula for coin machine success. As he sees it: "Do as much of your work as you can; then you'll be sure it's

WILL BUY

USED & NEW RECORDS

Specify Quantity-Best Price WHITE NOVELTY CO.

Detroit 6, Mich. 8422 Linwood Phone: TYler 8-7390

JOCKS.

Record Reviews

CHARLES MUNCH-BOSTON SYMPHONY ORK

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

ARTIST LABEL AND NO.

Twilight Polka

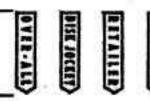
Exekial and the Bones

South quartet.

Swing Low

Latino

TUNES COMMENT



71--70--70--72

65--69--66--59

65--69--66--59

73--73--73

Continued from page 36

one of Berlioz's last. It certainly is cleverly too far greater attention than it currently is accorde	oled and is worthy of
fine Boston group thru a handsome reading.	335
JUSSI BJOERING (Nils Grevillius) Donizetti; Una Furtiva Lagrima VICTOR (45)49-3086—This familiar aria from 'rendered most persuasively in the rich tenor Scandinavian singer. Grevillius conducts the ac sympathetic reading	tones of the fine
Cilea; Lamento DeFederico-E La Solita From this Italian's best known work, "L'Arlesiana familiar aria sung with intensity by Bjoerling.	Storia 808278NS
PIERRE LUBOSHUTZ-GENIA NEMENOFF	December (Process Water
Strauss: Der Rosenkavalier Waltzes VICTOR (45)49-3079—The talented piano duo fa of the familiar themes in their arrangement for	
Shostakovich; Waltz Op 30 The team's two-piano version of the w.k. piece waxing.	767774NS
INTERNATI	ONAL
EDDIE HABAT	

CLASSICAL

Berliox; Beatrice and Benedict Overature (Parts I & II) 74--78--70--NS

DECCA 45126-A danceable instrumental disking by the Habat polka ork.	/1/0/2
Little Darling Ray Young and Betty Jayne handle the vocal duet as the accordion lead ork runs thru another danceable polka.	717072
FRANK WOJNAROWSKI Danaz Moja Dana DANA 713—Zestful, happy disking of a danceable polka with vocal duet in Polish.	73737274
Jasiu Jasiu Femme voice and ensemble chant a typical European waltz in Polish.	73737274
STAS JAWORSKI-GENE WISNIEWSKI (Harmony Bells Ork Luba Golebica DANA 714—This is "La Paloma" sung in Polish by a fine tenor voice, but with a Latin-American tempo.) 72737272
Niebieski Walc Tenor handles the "Blue Waltz" in danceable style with ork supplying first-rate terp backing.	79797880
SIX FAT DUTCHMEN (H. Loeffelmacher) Mutt and Jeff VICTOR 51-1184—The Midwestern group plays a lilting schottish with the brass and reeds predominating as usual.	656566
Th. T. D. D. D. H.	72 70 70 75

Barroom jukes have a natural in this musical request to "tap another keg of beer."	
SPIRITUAL	
BESS FOLK (Gospelaires) I Call Jesus My Rock APOLLO 236—Folk gal shouts up a storm with the aid of a male group and organ.	797979N
Every Day (Norsalus McKissick-Gospelaires) Deeply felt chanting results in a well-executed slow gospel tune by the male singer.	7070NS
SISTER ROSITA THARPE (Marie Knight) I Was Healed DECCA 48194—The w.k. team hands the effective gospel tune a pro- found chanting.	81828278
I Shall Know Him (Jimmle Roots Trio-Alfred Miller) First rate gospel material is handled by the gal with much rhythmic appeal.	81828278
THE JORDANAIRES My Journey to the Sky CAPITOL 1363—Brisk tempo and strong beat spark the male quartet chanting a gespel jumper	73737471
David and Goliath More of the same.	73737471
THE 4 CHIMES	

BONEY 1004-Spiritual standard is effectively sung by the deep

Same comment.	
SELAH SINGERS Sorrow Valley JUBILEE 3003—Alternating bass and tenor lead voices spark the	767676NS
group in a pulsating hunk of gospel chanting. Since Mother's Done Gone Group gets a strong gospel feeling into a slow chant with plenty of emotional value.	7373NS
HOT JAZZ	
WILD BILL DAVIS Things Ain't What They Used To Be MERCER M 1955—Davis, the jazz organist who sparks Louis Jordan's current "Lemonade" hit disking, packs a whale of a beat in socking out a medium swing reading of the Ellington oldie.	67706565
Make No Mistake A boppish original serves as a fine showcase to demonstrate Davis' imaginative approach and swinging beat on the awkward instrument.	65706560
BILLY STRAYHORN TRIO C jam Blues MERCER M 1954—Strayhorn and Ellington work over their noted riff in a scintillating piano duet. High grade collectors' stuff here.	68757060
Flamingo The piano duet approach again spots Duke and Strayhorn working over this beautiful evergreen.	68757060
ERROLL GARNER I'll Be Seeing You ATLANTIC 674—This lovely standard makes ideal fare for the Garner keyboard style; disking should prove one of the B8-er's more profitable ventures.	78807877
No. 2017	

ATLANTIC 674—This lovely standard makes ideal fare for the Garner keyboard style; disking should prove one of the 88-er's more profitable ventures.	/880/8/
Trees Garner applies his swinging bounce approach to the evergreen for another effective slicing.	72757270
LATIN AMERICAN	
TITO PUENTE	I
Rogelio No Aprietes VICTOR 23-5311—Voval mambo by Puente and his ork will please the rumba addicts.	73747173
Saladito (Vincent Lopez Ork)	72737072
Instrumental mambo is offered up in typical Hotel Taft dance fashion by Lopez and his crew.	
PEREZ PRADO Jumbo Jumbo VICTOR 23-5326—Mighty close to his "Mambo Jambo" is this	80827880

latest Pardo opus handled in modern jazz style. Okay for Yankee

Plenty of promise in this mambo batiri, but it's never fullfilled.

The beat is right but the climax is missing.

Merchandising Music

REVISE COMMISSION . . . Holding the nickel line, but revamping the location commission arrangement has worked out for Wilson Strait, Des Moines operator. Strait says: "With records, tubes and parts going up, I have changed my music boxes so I can get 60 per cent of the gross now, deejay exploitation. This is refreshing stuff that and it helps out quite a bit."

LOCATION REQUESTS . . Dave Elmore, Berkeley, Calif., operator, is one of the growing group who believes in honoring off excellent technique, equally brilliant and madrecord requests made by the locations. Elmore has worked out heard to be appreciated. Capitol got the set off his own system, whereby he to a fine start with an unusual and attracting places the requested disks on his album cover. phonos, then moves them up into more prominent spots on the selector panel when they begin to draw play.

Evans To Bow 45 Adapter In February

CHICAGO, Feb. 3.—H. C. Evans & Company 45 r.p.m, adapter designed for use with Constellation music machines is now scheduled to be ready for operators later this month, Les Rieck, manager of the firm's music division, announced.

Originally planned for release in mid-January, it was held up by uncertainties in the flow of materials critical for production of music equipment, Rieck explained. He emphasized that comprehensive tests on location showed that the unit is practical, simple to install and plays 45 records with quality tone.

Mich. Op Reps To Study Calif. Fair Trade Law

DETROIT, Feb. 3.—A first-hand inspection of the operation of fair trade laws in the juke box field will be made by Michigan operators thru Frank Alluvot, owner of ing Ackerman, counsel of the Michigan Automatic Phonograph Ownto California to consult with machine operators and location owners, as well as to survey general public reaction. They plan to spend about five days in the California investigation and will report to the Michigan industry upon their re-

Wurlitzer Net

Continued from page 71

063,702.09 for the corresponding period a year ago.

Declare Dividend

At a meeting of the board of directors recently a dividend of 20 cents per share was ordered paid March 1, 1951, to stockholders of record at the close of business February 15.

Rolfing reported to the stockholders that plans are now under way to eventually convert, if necessary, a substantial portion of the firm's plant facilities to defense work. A number of such orby Wurlitzer for electronic equipment, and it is expected Wurlitzer will shortly complete negotiations for additional orders in the near

Regulate Output Production of civilian products in all divisions of the Wurlitzer organization is regulated by present governmental limitations. Rolfing said the backlog of orders for civilian products normally manufactured by the firm is now at an all-time high (see story on Wurlitzer Days in this section).

Johnson Bill

Continued from page 71

attempt to reach all personnel in the camp, which is the situation when shows are staged on an entire camp basis.

One installation officer in a large Midwest base said that last year, before the camp reached anywhere near the proportions it now has attained as far as personnel goes, the take from bell machines was \$70,000. Half of this money was given to charity, while the other half was spent to expand facilities of service clubs.

Album and LP Reviews

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

NERO FIDDLES-Paul Nero and His Entourage (1-10") Cap (33) H-236

Hot Canary; Placidia; Hot Gavotte; A Lover's Waltz; Beverly Hillbilly; Vine Street Gypsy; Oh, Fiddlesticks; Pitzi-Cats.

Here's a novel music package which could accumulate sizable sales if it is exploited. And the very novelty of the content lends itself ideally to thoro will make topnotch programing matter for pop spinners as well as some jazz jocks. The album is centered around the remarkable fiddling of Paul Nero and his original compositions, best noted of which is "The Hot Canary." Nero's fiddling shows cap imagination and high comedy. It's got to be

JOCKS JUKES Not suitable. See above.

KATHRYN GRAYSON — GROUNDS FOR MARRIAGE-K. Grayson-MGM Johnny Green, cond. (3-12") MGM (78) 67

Toy Concertino: Hymn to the Sun; O Soave Fan ciulla: Excerpts From Carmen; Micaela's Aria; Prelude and Habanera.

For the many who like their opera Hollywood style, this sound-track package of Miss Grayson singing

a group of evergreen arias will fill the bill admirably. While the counter potential will be largely dependent upon the success of the flick, the diskings could stand up on their own as singles and in album form. On the "Carmen" excerpts, La Grayson is teamed with Stephan Kemalyan and Gilbert Russell, and on the "La Boheme" selection with Richard Atckison. "Toy Concertino" is a David Raksin instrumental played by the studio ork.

> Several good sides Not suitable. for the lesser hip or family-type segs.

ARTIE SHAW DANCE PROGRAM (1-10") Decca (33) DL-5286

I'll Remember April; Love Walked In; Mucho De Nada; Foggy, Foggy, Dew; The Continental; I Get a Kick Out of You; Orinoco; He's Gone Away.

A varied selection from Shaw's initial platterings for Decca have been put together to make up a pleasant dance session. Shaw's clary is featured in large chunks thruout; the melody is clearly defined on all numbers but the Latin originals, which are not particularly commercially appealing. Shaw fans and dancers will be most likely to be interested.

JUKES Singles have been available.

JUKES

JOCKS The Shaw name still has meaning for pop shows. .

Classical Reviews

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

Continued from page 26

RICHARD STRAUSS: ROSENKAVALIER SUITE-Robin Hood Dell Ork of Philadelphia, Antal Dorati, Cond. (1-10") V (33) LM-48

Dorati has fashioned a captivating symphonic suite from the charming music which Strauss wrote for this witty opera. If he has accomplished nothing else, Dorati has managed to point up the radiant lyricism of the Strauss music. The arrangement makes strategic use of the familiar and popular "Rosenkavaller Waltzes." This first recording of the Robin Hood Dell Ork, comprised in the main of Philadelphia Ork men. It's an excellent recording, well-played and should find a ready market.

SONGS OF RACHMANINOFF-VILLA-LOBOS: SERESTAS THREE SONGS OF FREDERIC CHOPIN (1-12")

Columbia (33) ML 4357

Art song collectors have a feast in store for them in this set. Jennie Tourel, the multi-lingual mezzo-soprano, is heard here in 10 selections from Rachmaninoff (with Erich Itor Kahn at the piano Frank's Music Company, and Irv- and in Russian), three from Chopin (with George Reeves at the piano and in Polish) and six from Villa-Lobos (with an ork under the composer and ers' Association. Both are flying in Portuguese). Miss Tourel is, as always, an aural delight in this demonstration of her flexibility and versatility. The not oft heard Chopin songs are little gems; the Rachmaninoff pieces are fairly familiar; the Villa-Lobos' are his typically colorful slices of South Americana,

> WALTZES FROM THE CLASSICS-First Piano Quartet (3-7") Victor (45) WDM-1477 Johann Strauss: The Blue Danube; Tchaikovsky:

Waltz of the Flowers; Chopin: Grande Valse Brillante; Gounod-Liszt: Faust Waltzes; Brahms: Four Waltres; Kreisler: Liebesleid. Specially arranged by the quartet for their widely

accepted four piano stylings, this collection of "classical" waltzes should have little difficulty in attracting a large segment of the record buying public. It is a first rate follow-up to previous packages of the group. Tho the composers represented range from Chopin to Fritz Kreisler, not a single selection will be unfamiliar. As usual, the quartet handles each work with consummate skill and with an ear to the original score. Ideal middle-brow fare.

MOZART: SONATA IN C MAJOR (K279) AND SONATA IN F MAJOR (K280)-Florencia Raitzin (1-12") REB Editions (33) 4

The the combination of fairly unfamiliar Mozart | cleverly contrived group of selections written as keyboard music a little known planist does not ders have already been received augur commercial success for this recording, it is certainly a most welcome addition to the library cably played by the Prague ensemble. Recordings, of recorded music. The sonatas were written when I tho they sound somewhat dated and have been the composer was still a very young man. Both I transferred to LP from apparently noisy matrices,

Landowska, demonstrates her technical proficiency and warmth of style in a crisp performance. This is a fine package for the more discerning buyers of keyboard music and die-hard Mozartians.

KAY FULLER "LE PETIT" CONCERT-K. Fuller-Pearl Kelly (1-10") Damon (33) DL-9000

L'Amour Toujours; Kiss Me Again; Valse Di Musetta; O Mio Babbino Caro; Je Veux Vivre Dans Ce Reve; Lament; Oh Sleep! Why Dost Thou Leave Me?; Alleluja; Apres Un Reve; Stornellatrice; Una Voce Poco Fa In a collection of familiar vocal selections, the

hitherto unknown Miss Fuller demonstrates an accomplished soprano voice. Singing the music of Frim!, Herbert, Puccini, Gounod, Handel, Mozart, Faure, Sandoval, Respighi and Rossini; the Midwestern soprano runs the gamut from light classics to heavier writings. Tho she demonstrates a warmth and feeling for the music, it is doubtful whether this package can arouse great customer interest, save locally. Competition is both heavy and strong.

GREAT SACRED CHORUSES -- Robert Chorale-Robert Shaw, Shaw cond. (1-12")

V (339 LM 1117

Handel: Messiah, Hallelujah Chorus; Haydn: The Creation, The Heavens Are Telling; Mozart: Ave Verum; Beethoven: The Mount of Olives, Hallelujah; Mendelssohn: Elijah, He Watching Over Israel; Berlioz: L'Enfance du Christ, Thou Must Leave Thy Lowly Dwellings; Gounod: St. Cecilia Mass, Sanctus: Stainer: The Crucifixion, God So Loved the World This compilation of noted excerpts from eight sacred works should attract buyers of religious and/or choral works. The stirring work of the Robert Shaw Chorale is excellently captured on this recording, made in New York's Academy of Fine Arts and Letters. Organist Hugh Porter provides fitting accompaniment reverent and warm readings of the Chorale. Program is drawn from the more familiar in the religioso literature.

JANACEK-YOUTH AND BARTOS-LE BOUR-GEOUS GENTILHOMME-Prague Wind Quintet (1-10")

Mer (33) MG-15009

"Youth" already has been accepted in modern music circles as a gem of chamber music in our time. It is a sextet, superbly scored for winds, with suggestions of jazz influence but thruout revealing a spiritedly creative effort. The work is performed magnificently by the augmented Prague Wind Quintet. The disking is rounded out with a incidental music to Moliere's play by one of the post-Janacek Czech composers. It, too, is impecare intricately beautiful works. Miss Raitzin, a will be acceptable for that limited market which young Argentinian and a pupil of the great Wanda will find interest in such a set.

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:

WAR SHORTAGES, HIGHER COSTS STRIKE BLOW. The low-price record field appears to be on its last legs (Music Department).

GALLUP TO MEASURE DISK POTENTIALS. Capitol is the first diskery to pre-determine records' strength (Music Department)

DISKERS GET PEEK AT "KING AND I" SCORE. Rodgers-Hammerstein has 11 tunes for early March recording (General

Department). NEEDLES CUT SWATH, WALCO'S BIG OUTPUT. Indus-

try moves at fast clip to try to keep up with demand (Music Department)

GABOR VITALIZES DISK INTERESTS. Steps taken to hypo Continental, Remington output (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Communications to 188 W. Randolph St., Chicago 1, Ill.

+ 141, 11, 1

Location Commission Looms as Key To Op Profit; Cuts Come Slowly

Drink Ops Favor Sliding Scale, Cigs Show Commish Hike: Bulks 20-25 Per Cent

many instances offer the only commissions should be cut to 5 means whereby a better balance can be worked out between gross and net earnings, further spot surveys of different types of operations were made by The Billboard this week. Differing from a definite lower-commission trend in the candy operator field (The Billboard, February 3), cigarette, drink and bulk operations while hoping to set up such policies indicated they have not yet done so to any marked degree.

Some cup drink ops are ready to cut commissions from prevailing 20 per cent levels to 15 and even 10 per cent, it was indicated. Others take a more cautious view of slashes and say they would follow a sliding scale, ranging from a base 10 per cent for least important

See Early Halt To Cigarette Vender Output

NEW YORK, Feb. 3.—Altho current production of cigarette machines at the Rowe Manufacturing plant in Whipanny, N. Y., is being maintained at a "satisfactory level," staffers in the firm's executive offices here expect its production lines to grind to a halt next month, or in April at the latest.

A new order affecting cigarette machine output is expected to be issued soon by the National Production Authority, but little hope is held that the directive will permit the manufacture of such units beyond April.

Meantime, Rowe executives expressed the hope that NPA may allow the company to continue production of its sandwich and milk machines. As food vending granted special priorities.

CHICAGO, Feb. 3.—Because | stops to a top of 15-20 per cent for | commissions play a vital part in highest volume installations. Hot the operator profit picture and in drink (coffee, soup, chocolate) per cent, was the consensus in the field.

Cigs Static

Cigarette venders, in spite of the stronger service slant and frequent retail price changes of their product, appear to not have moved toward a lower commission scale in any strength. In fact, when recent per pack price increases were put into effect, commissions were upped in some instances 1/2 cent and a penny per pack. This also in spite of operator claims that cigarette locations generally are not 'commission conscious."

In the bulk vender field, operators feel that the present 20 per cent nut and 25 per cent ballgum commissions must be held to retain stops. The nut commission goes up to 25 per cent in some top locations, such as chain stores, etc. In this field, however, there is a certain fluidity in product portions which have in the past com-

pensated for higher supply, overhead costs. But operators feel the penny portion of peanuts (the backbone of nut operation) is already down to smallest possible level and further reduction would dry up sales.

Drink Dilemma

Harking back to round table discussions during the 1950 National Automatic Merchandising Association (NAMA) convention last November, San Diego drink operator, County Beverage Company, states there is a need for lower commissions as talked up during the show. This firm says it has already lowered commissions in most of its operations. Certain navy locations, however, continue to draw 25 per cent take as a result of having been "solicited by firms trying to interest new operators to buy equipment and who have made such location solicitation on the 25 per cent basis."

In theater, amusement, airport installations thru its area, vended cold drinks go at a dime, County

(Continued on page 82)

SURVEY LIKENS NICKEL TO DODO

NEW YORK, Feb. 3.—Re-sults of a survey by The Herald Tribune on what the nickel can still buy brought home the need for a "6 or 7-cent 'nickel." Prompted by the recent boost in pay booth phone calls to a dime, the survey dug up the following slim array of 5cent items still available, in places, for the one-coin price.

They were: One brand of cigar, jumbo size paper clip, spool of thread, shoe laces, a metal thimble and a diminishing selection of candy bars. Also available for 5 cents was Automat tea "but not coffee."

Some resistance to odd-cent prices was found. A Times Square cigar store reported most customers automatically pay 6 cents now for candy and

Diamond Names Veep

NEW YORK, Feb. 3.-C. E O'Connor Jr. has been elected a vice-president of the Diamond Match Company, it was announced by Robert G. Fairburn, president. O'Connor served as special assistant to the president since 1947. Prior to that he was vice-president of the B-F-D Company which was acquired by Diamond that

Movies Up 10c Stocks But 5c **Bars Hold Lead**

NEW YORK, Feb. 3.-While theaters are stocking more dime candy bars, 71 per cent of the nation's houses still look up to the nickel bar as the standard on both price and customer-acceptance counts. These facts were brought out in a recent survey of theater operators, with stress on the 5centers further accentuated by the feeling that present nickel bar size should be further reduced. if necessary, to avoid an increase in price.

The survey indicated that sales of candy in movies thruout the U. S. represent approximately 38 per cent of their (theaters) total refreshment business. This was based on figures reported by owners, managers and circuit executives.

Noted was increased popularity of pocket packages selling for both 5 cents and 10 cents. In some instances, packaged hard and jellied candies rivaled nickel bar sales.

Also brought out was the fact that a number of theater candy counters were getting higher prices for nickel and dime candy. Nickel items in many instances were going for 6 cents in both neighborhood and larger houses, and dime candies were selling for 11 cents.

But on the issue of whether to hold the nickel or dime price line, 70 per cent of responding theater men preferred to hold the 5-cent peg. And in line with this preference it was indicated by the survey that a majority of theaters continue to charge only a nickel for standard 5-cent items.

Vending Equipment, Supplies Are Included in ESA Blanket Freeze

Continued from page 71

saler, retailer and consumer.

Oddly enough, ESA has not yet —cane sugar, a highly important one to the vending machine industry. In the ESA order as currently published, cane sugar is listed as below parity, but ESA's information was based on the last available Agriculture Department data prior to the writing of the ESA order. That was data as of December 15, showing cane sugar a small fraction below parity level.

Latest Figures

This week (31) the AG Department issued its latest figures showequipment, it is felt they may be ing cane sugar for the first time zooming above the parity level.

from the farmer level to whole- Legal minimum price of cane sugar approved by the ESA. The freeze under parity regulations was \$8.93, regulation states: and the season average price as caught up with the latest parity listed this week was 10 cents which are under the legal ministatus of one of these commodities higher. Thus, the sugar price is mum have been exempted at the now frozen at that level. This means that price of sugar used in candy and other vending machine products is now frozen.

> Commodities on which vending machine operators will find themselves unprotected by the freeze in making purchases are popcorn, tree nuts (almonds, filberts, pecans and walnuts), peppermint oil spearmint oil, and some type of tobaccos for cigarettes, the price of popcorn has an especially long way to go before parity is reached. This week's latest figures show popcorn's season average price of \$2.88 per hundredweight well below the legal minimum of \$4.95. Prices of walnuts, pecans, filberts and almonds are also considerably below parity, and consequently can rise some. Most of the tobaccos are above parity, and so rises can not be expected. In instances where authorized rises take place, the vender is authorized mark-ups, which must be

"Those agricultural commodities

producer level. The prices at distributor levels have been frozen under the regulation, subject however to the provision that any increase in the price paid to the producer may be passed on in exact dollars and cents amounts, thru all subsequent stages of distribution

"As for commodities processed from such agricultural commodithe agricultural commodity may be passed on by the processor in the exact dollars and cents amount of his corresponding cost increase. This adjustment formula is made applicable to subsequent processors, and to distributors of the processed commodities."

The order singles out flue-cured tobacco as one of the commodities on which the automatic parity adjustment provision is not applicable because it is already above

(Continued on page 82) not announced.

Market New 5c Pencil Vender

PHILADELPHIA, Feb. 3.—Kaye ties, any increase in the price of & Company has announced production of a new nickel pencil vender, featuring a one-piece cast-aluminum alloy cabinet, two moving parts and a 175-plus capacity. M. Kaye, who heads the new firm at 2532 W. Lehigh Avenue here, stated the unit is being placed on the market following extensive operationlocation testing.

Called the Kaye Pencil Vender, unit is 161/2 inches high, 61/2 inches deep and 101/2 inches wide. It weighs approximately 15 pounds and is suitable for either wall, counter or stand mounting. Work-The freeze regulation states that ing parts are guaranteed against after the effective date of January defects for one year. Price was

CTA Hot Chocolate Op Slowed Pending New Bacteria Check

Mech. Merchants Readies Control Method; Pegs Drinks at 5-Cents

placement of hot chocolate venders nickel, Stamer revealed. thru the Chicago Transit Authority el system by Mechanical Merchants, Inc., has been held up pending addition of greater bacteria control aids suggested by the Chicago Health Department, Harold Stamer, operating firm vice-president, announced this week.

Need for stringent bacteria control is more pronounced in firm's pre-mix type venders slated for el platform use. The four-flavor drink units used in subway installations, using a straight sirup not mixed until actual delivery to consumer, require a minimum of bacteria control, it was pointed out. Thus, while the underground locations are being supplied with hot chocolate immediately, placement of 50 single-flavor pre-mix units on el platforms will, with the exception of two venders at the Belmont Avenue station, not be effected until next October, Stamer said. Delay in quantity delivery of necessary components for better bacteria control for these units rule out earlier placement.

5c Operation

A price change also is planned for the hot chocolate equipment. Earlier plans were for dime operation, but first units going into the subway and the two slated for el

CHICAGO, Feb. 3. - Blanket station placement will vend for a

With the opening of the new Dearborn Street subway later this month (25), Mechanical Merchants plans to have 11 Spacarb fourdrink machines operating on the new platforms, in addition to those in the State Street subway. All will carry a hot drink attachment special dispensing mechanism to vend hot chocolate. During the summer these units will dispense three carbonated cold drinks and, instead of hot chocolate, one noncarbonated cold drink,

Positive bacteria control will be possible in the pre-mix venders by the addition of a reset button, which must be used to restart the refrigeration mechanism, Stamer explained the control measure as follows:

Bacteria Control

pre-mixed chocolate drink (water etc., he said. and sirup) after 48 hours if it has not been under refrigeration for designed as a working model for that period. To insure a positive future franchise operators in other check on refrigeration, the reset parts of the country, has been set button will show servicemen when the machine has been inoperative. Wimpy Grills, Inc., chain. This now a standard 24 cents, operators

Lunch-O-Mat Expands Food Vender Biz

CHICAGO, Feb. 3. - Robert Lowy, president of Lunch-O-Mat, Inc., reorganized sandwich vender firm here (The Billboard, December 16), reported franchise operations were being set up in-various parts of the country. Firm's converted Dari Mart vender, with tailored to accomodate full sandwiches, packaged salads, canned and bottled milk and juices, retails for \$750 and is sold direct by Lunch-O-Mat.

Lowy stated firm's own Chicago operation has experienced a sharp increase in volume thru units located in industrial plants. This is due to new and enlarged night shifts, when workers find outside eateries closed and lunchroom facilities limited. Other major food vender spots include trade Bacteria multiplies rapidly in a schools, colleges, bowling alleys,

Lunch-O-Mat's own commissary, up with the experience of the Formerly, a unit could be off cur-rent for a prolonged period and would restart immediately upon current being resupplied. This The two businesses, however, are estimate they can absorb a penny to a cent-and-a-half excise in-crease without jumping into 30-cent operation. Even should the (Continued on page 82) | handled as separate enterprises.

SEE EXCISE HIKE

Conversion Poser Faced by Cig Ops

increase in the present 7-cent excise tax on cigarettes considered a strong probability in the near future, cigarette operators here and in other parts of the country are facing again the gloomy prospect of further expensive mechanism adjustments. This time, however, the problem will be complicated by the growing scarcity of essential rejector parts.

Until the actual amount of the tax hike is announced, tho, the effect in various territories cannot be estimated. As in past cigaretteprice or State tax boosts, the effect on operators is directly affected by whether or not the increase forces a change in 20 or 35-cent vend levels.

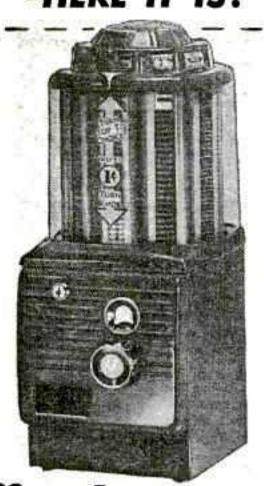
Here, where the vend price is increase go as high as 2 cents, most 30 cents.

NEW YORK, Feb. 3.-With an | route owners would be probably reluctant to jump the quarter barrier. Should this occur, packs would be un-pennied in quarter machines and an attempt would be made to pass on some of the increase to the location via a cut in commissions.

The problem would assume critical proportions if the increase amounts to more than 2 cents. Then, it seems agreed, operators would have to go to a 30-cent mechanism, with the actual vend price at least 27 cents.

A spot check of firms that have long done conversion business uncovered varying estimates of the probable changeover cost to machine owners. Estimates ranged from \$10 to \$25, or more, for venders of certain makes. Prime problem, they concurred, will be met with late-model machines which deliver smokes at a straight quarter. Other late-model units, of the nickel, dime, quarter type, require only simple adjusment for

OPERATORS -HERE IT IS!



Northwestern

SELECTIVE TAB **GUM VENDOR**

A sensation from the start! It has everything operators want in a gum vendor . . big capacity . . . fast servicing . . simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois

ITE FOR CATALOG On Bulk Vendors, Merchandise, Games, etc.

ALMONDS

Silver Wedding Rings, 1,000 ... 5.95
Toy Watches, 2 gross ... 2.50
Stone Set Rings, 2 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 loca-tions. Weighs 17 lbs. \$3.25 each \$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders. PARKWAY MACHINE CORP.

POPCORN

SHIPPED ANYWHERE IN THE COUNTRY



Packed in 21/2 peck glassine bags. Arrives fresh and tasty, ready

ABC POPCORN CO.

CHICAGO 47

BRAND NEW LUCKY BOY VENDORS



EACH Lots of 25.

Nut and Charm Vendors hold 5 lbs, Nuts, Ball Gum Vendors, 800 Ball Gum Fully Guaranteed. 1/3 Deposit, Balance C.O.D

DRDD BRACKET WITH EACH MACHINE

5 LBS. NUTS OR BALL GUM, ONE WALL BLOYD MFG. CO. VALLEY STATION, KY.



RED-WHITE-NATURAL Freshly Roasted and Salted WRITE FOR PRICES

AGRESS NUT & SEED COMPANY Third St. at Third Ave. Brooklyn 15, N.Y MAin 4-3213

"SWEETER" CUSTOMERS

Complaints Yardstick For Candy Op Success

keep up.

tray.

THE BILLBOARD

Serving routes today, he ex-

plains, is a young man's job. A

routeman has to drive to widely

separated locations and get in and out of his truck 40 times, some-

thing a man over 45-50 cannot

Certainly, delivery men are still

working at 55, but they are slower,

staid people. Checking bar col-

umns and shuffling columns of

candy bars into place are skills

which older folk in their exactness

make time-consuming and tedious.

White Machines

Gillette is one of the relatively

few persons with white vending

machines. They're made up spe-

cial; white paint simply goes on

Gillette chose white for his ma-

chines 10 years ago because he

thought white looked cleaner. In

addition, Gillette believes he gets

more sales. White paint is easy to

keep clean, needs only a frequent

light going-over. For this purpose

Gillette's routemen carry window

cleaner and a cloth in a special

compartment in the routeman's

less apt to get nicked. Bath tubs are

white and so are refrigerators and

if any of them got nicked, there

would be trouble, he points out.

So psychologically people are apt

to leave a white coating of paint

alone. There's even very little

scribbling done on the white sur-

face by pranksters, he says. Thus

with stiff competition, Gillette thinks doing something different

Most candy venders in this area

pay 10 per cent commission to the

location, Gillette, in persuading

new location prospects, finds that

instead of their quibbling over

his commission rate, they're more

interested in the manner that Gil-

lette keeps machines well stocked

with a variety of popular candy

And practical, slow-spoken Glen

Gillette seems to do just that. "If

people can't get along with us,"

he says, "they can't get along with anyone." His telephone-book sales

slogan offers all one could ask

for: "Call Me. You Won't Be

like this pays off.

Sorry."

Gillette also feels white paint is

over the prime coat.

men, Gillette believes.

By LEON M. LEFFINGWELL

WILKINSBURG, Pa., Feb. 3.-Complaints determined the type of vending Glen Gillette chose to get started 15 years ago. He liked the candy bar business because purchasers of sweets seemed less irritable, offered less complaints.

So from a dead start he began building a candy vending business. Today, Gillette vends close to 1,000,000 candy bars a year.

More Than Ideas

Job of building up is quite difficult even for the enterprising operator, Gillette believes. One major difficulty is that too often new operators attempt to oversee the business and be story-book execu-

In addition to the "good business practice" (1) good service, (2) maintaining nice-looking machines, and (3) securing a fair commission, are a number of little points which he doesn't see, and which spell failure or success.

"There's little difference," Gillette says, "between success and failure in the vending business. Some little thing will put you on the road to a good income, or skid you into seling out."

Personally, Gillette found himself out of work during the depression. Mechanically inclined, he spotted a newspaper ad offering vending machines for sale, and had five tough years getting started.

His own profitable operation became established because in his business crisis he spent a little more money than usual, and determined to train people to do well and correlate a multitude of small

Today his route men must make sure they don't miss one-or-two shelves in a bar column, else the customer will lose his nickel; keep advertising in its proper column in the machine, so the customer doesn't try for one bar and draw something else. The routemen must also make sure each machine is locked securely, not "almost" locked, and they must attempt to have location - proprietors keep their rooms cool enough that chocolate coating on the candy bar doesn't melt.

Careful checks on these and the multitude of other details in vending soon may become difficult, with the armed services threatening to take most of the best route-

la. Cig Tax Repeal **Defeated in Senate**

DES MOINES, Ia., Feb. 3. -Iowa Senate defeated by a vote of 31 to 14 a bill which sought the repeal of the Iowa cigarette pricefixing law adopted in 1949. The law had been upheld by the Iowa Supreme Court as constitutional, altho an appeal for rehearing of the decision is still pending.

The law requires wholesalers to mark up cigarettes at least 41/2 per cent above cost and retailers at least 8 per cent above cost.

A group of 10 senators introduced the bill to repeal the law but after a long debate they obtained only four additional votes and the measure was defeated.

Coca-Cola Price Up in Vancouver

VANCOUVER, B. C., Feb. 3. -Price of Coca-Cola went up 1 cent to 7 cents a bottle here last week. Other soft drinks have been selling for 7 cents here for several months.

"The imposition of recent special taxes on soft drinks forced the consumer price above the convenient, traditional nickel and this, coupled with a rise in costs, finally compelled this increase," Coca-Cola officials said.

Coke Bottler Exec

NEW YORK, Feb. 3. — Coca-Cola Bottling Company of New York, Inc., announced the election of Ford Wright to the board of directors. He succeeds the late Ernest Stauffen Jr.

Priced for Quick Sale

250 new all-metal Lotion Vending Machines. Plentiful supply of lotion available.

Address inquiries to W. C. SCHMIDT 505 Grant Bidg., 1095 Market St. San Francisco, Calif.

profits disappearing?

When profits disappear it's time to install Chicago ACE Locks on all your

The ACE 7 pin-tumbler mechanism, with over 80,000 key changes, protected key and registered key changes, is your assurance of super security and resistance to operating hazards. Sizes and types to fit practically any device -for new and replacement use.

So when profits disappear, install Chicago ACE Locks. For more information address Dept. B.

Leaders in Locks for Coin-Operated Equipment



CHICAGO LOCK CO. 2024 N. RACINE AVENUE . CHICAGO 14, ILLINOIS

SALE!

DuGrenier Model W. 9 Col., 308 Pack Cap.\$ 82.50 DuGrenier Champion, 9 or 11 Col., 400 Pack Cap. 89.50 DuGrenier Model S, 7 Col., 210 Pack Cap. 69.50 Rowe President, 10 Col., 475 Pack Cap. 125.00 Rowe President, 8 Col., 320 Pack Cap. 120,00 Rowe Royal, 10 Col., 400 Pack Сар. 95.00 Rowe Royal, 6 Col., 240 Pack 82.50 Rowe Imperial, 6 Col., 180 Pack 69.50 Cap.

CIGARETTE MACHINES

Rowe Royal 8 Col., 320 Pack Cap.

CANDY MACHINES Rowe Candy Vender, 120 Bar Cap.\$85.00 Candyman, like new, 72 Bar Cap.,

enclosed base 57.50 Vendit, 150 Bar Cap. 52.50 U-Select-It, 54 Bar Cap. 35.00 \$85.00

25c-30c CONVERSIONS; PARTS GUARANTEED

Uneeda Candy Vender 5 Col., 102 Bar Cap. \$75.00 TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED

SALE!

ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE, INC. "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER ST.

EVergreen 7-4568

Reconditioned—LIKE NEW BROOKLYN 11, N. Y.

VENDING MACHINE SALESMAN

Selling machines through business opportunity ads. We have the best vendor in the promotion business and the highest profit charge. Discounts will average 50% of the gross take, which is the highest commission in the business. Interested in high-class man capable of breaking in distributors on an over-right basis. No curiosity seekers or free sample artists need apply.

BOX D-492, THE BILLBOARD, CINCINNATI 22, OHIO.



For 25 years we've been trying to find out what you want most in vending machineswhat features could be improved ... what new

ones added . . . how to build them to make the most money for you. We've designed, studied performance, re-designed.

Now we can give you the bestthe ATLAS MIDGET 1c Ball Gum Vendor and the ATLAS BANTAM 5c Tray Vendor for almonds, pistachios, other nuts and candy.

These machines combine beauty, easy servicing, sturdiness and adaptability to varied locations. They'll be your top money-makers.

SALESMEN AND DISTRIBUTORS, write today for free 40-page catalog of the complete ATLAS line.



www.americanradiohistory.com



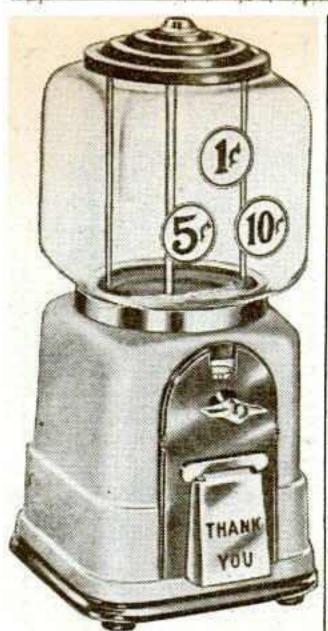
ATLAS BANTAM TRAY VENDOR

ATLAS

MIDGET

VENDOR

MANUFACTURING & SALES CORP. 12220 TRISKETT RD. DIPLE B-511 CLEVELAND 11, OHIO



UNIVERSAL DE LUXE **NOW BEING DELIVERED in** 1c-5c OR 10c CHUTE

VICTOR

VENDING CORPORATION 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

STAMP FOLDERS

Direct From Manufacturer.
UNLIMITED QUANTITIES—
IMMEDIATE DELIVERY.
Write for Prices. VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

Location Commission

Continued from page 80

Beverage reports. Generally, this means higher commissions, which a 20 per cent commission on nuts run from 40 to 50 per cent. And there is no chance of effecting a cut-back here as long as the dime price is continued.

Cigarette commission picture in Detroit is one of increases. Since the hike in pack price from 20 cents to 23 cents, it has doubled, going from 1 cent to 2 cents. On the whole, it works this way; location selling about 150 packs per month receive a base commission of 1/2-cent per pack, while those selling 1,000 packs get 2 cents. The new commission ratio suggested is in two stages; 200 to 500 packs, 1 cent, and 500-1,000 packs, 2 cents. Operators anticipate no commission decreases during the next the margin of profit is greater year, unless business volume falls off more than the 15-20 per cent it did during 1950.

Another commission - increase pattern was followed by Milwauto 2 cents when pack price rose last year. The same tact was many other parts of the country, however, ops have held to the penny and 11/2-cent per pack line. A leading Chicago operator continues to pay 1/2 cent a pack commission.

NAUGATUCK, Conn., Feb. 3 .-

Peter Paul Sets Execs

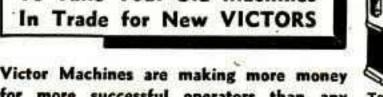
Board of directors of Peter Paul, Inc., here, elected Vice-President any commodity or service at a currently receiving on a compariand General Manager John H. Tatigian president of the company. Tatigian succeeds George Shamlian, who was named to the newly created post of chairman of the board. Guerin B. Carmody, a of the executive committee, was elected executive vice-president, succeeding Tatigian.

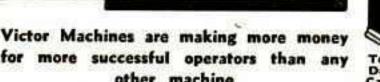
FORMULA FOR SUCCESS FOR 1951

IN THE MERCHANDISE VENDING FIELD



We Have a Plan To Take Your Old Machines In Trade for New VICTORS





other machine Small Deposit Will Hold Equipment for You, Protect

You Against Possible Increases and Insure Delivery. ORDER VICTOR TODAY!

Try VICTOR Once and you will Buy VICTOR Always!

VEEDCO SALES CO.

Phone: LOcust 7-1448

Philadelphia 3, Pa.



From LITTLE ACORNS mighty INCOMES grow!

ALL-PURPOSE VENDOR

- Vends all bulk mase. nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute. Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs. 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

Manufacturing co., inc. 11411 Knightsbridge Ave., Culver City, Calif.

CHARMS—Proven Sales Boosters

Write for Complete Price List!

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Bulk operators, while claiming is a must to retain stops, agree off the record that they need a 5 per cent cut to "keep going." But "with competition the way it is, no one wants to make the first

In fact, many better locations are not satisfied with a 20 per cent take and wind up demanding sional design which avoids machine and getting 25 per cent.

One of the few "less-commission" bulk operator reports came from Detroit. There, claim is that most have lowered commissions on nuts from 25 to 20 per cent and to 25 per cent on ballgum. Ops say they absorb the slight increase in cost on · the gum themselves, as than on nuts.

About 90 per cent of Motor City locations react favorably to the items. cuts while remainder do not want to machine at the reduced take. kee operator Herb Geiger. He Most of the super markets accept bowling alleys following suit, but about a fourth of the concessions adopted by Stacy Brothers. In in various areas repect lower commissions.

Intro 3 New Charm Lines

LOS ANGELES, Feb. 3.—Three new lines of plastic and metal charms made specially for the vending trade were announced by Operators Vending Machine Supply Company here. Firm is headed

Features of the lines are said to be unusually fine detailing and finishing, and the careful dimenjamming. The three lines are available in colorful plastic and metal finished in copper, gold and silver. They are styled for use on charm bracelets, jump rings and earrings which the firm offers to

The charms include Indian heads, boots and spurs, embossed saddles, pistols, bucking bronkos from the Wild West line. In the Sports Time line are baseballs, basketballs, bowling ball and other

The firm was established in 1926

ESA Freeze Hits Venders

Continued from page 80

price exceeding the ceiling estab- son commodity." lished by this regulation."

"Your ceiling price," continues the feasibility of replacing the did not deliver the commodity or extensive rollback. service during the base period, writing, but in the case of a redisplay."

The order goes on to state:

"If you are a manufacturer of a commodity which you did not deliver or offer for delivery during the base period but which falls within a category in which you dealt during the base period, determine your ceiling price by applying to your current unit direct cost the percentage mark-up you are currently receiving on a comparison commodity."

To wholesalers and retailers seeking to "determine a ceiling price for a commodity which you did not deliver or offer for delivery during the base period, but which falls within a category in which you dealt during the base

Hot Chocolate

Continued from page 80

would provide no sure check of "off time." With the reset button, vender will not restart until serviceman arrives. In any such shutoff, all sirup is removed, container sanitized with a portable steam unit before new sirup is added.

Stamer pointed out that 24-hour operation on CTA platforms means that equipment could be off during early morning hours without re-ceiving service calls, as stations do not have ticket attendants during this period.

The reset buttons are not being added to the Spacarb equipment used in subway spots. Here bacteria build-up does not occur because unmixed sirup used in these units is in sealed containers and does not attract bacteria even under normal room temperature.

ARREST SPECIAL ARREST CLEARANCE SALE!

- 2 C-8 ELECTRIC CIGARETTE, Brand New, 8 Col.\$220.00 5 U-NEED-A-PAK CIGARETTE, 8 Col., Cap. 240 Packs 85.00 2 U-NEED-A-PAK CANDY, 5¢, 5 Col., Cap. 105 Bars 59.50 1 DU GRENIER CANDY MAN, Like New, 5¢, Cap. 72 Bars 59.50 25 ASCO HOT PEANUT, 5¢... 12.50 25 CEBCO HOT NUT, 5¢. 2 Col. 19.95
- 25 CEBCO HOT NUT, 54, 2 CO 2 VICTOR COUNTER POP-CORN, Brand New ROCK-OLA JUKE BOXES,

#1422, Like New Plastic — Silver — Cop-per. WRITE FOR LOW PRICES.

WANTED TO BUY Stoner Candy Machines and Counter Games. 1/2 With Order, Balance C.O.D.

CAMEO VENDING SERVICE 432 W. 42nd St. New York 18, N. Y. LOngacre 3-1334

by Sam Weitzman and Sid Bloom.

the novelty jewelry trade.

and in addition to a line of bulk merchandise items also represents upped cig commissions from 11/2 the lowered commissions, with the Oak Manufacturing Company in the Western distribution of the Acorn 1-cent and 5-cent all-purpose and all-charm vending ma-

> 25, "regardless of any contract or period," the order states: "you deother obligation you shall not sell, termine your ceiling price by apand you shall not buy in the reg- plying to your net invoice cost ular course of business or trade, the percentage mark-up you are

> > The ESA is already exploring

the order, "for sale of a com- present price freeze with a system modity or service is the highest of "locking up" sellers mark-ups price at which you delivered it at pre-Korean levels, from the member of the board and chairman during the base period to a pur- manufacturer to the retailer. If chaser of the same class. If you carried out, this would mean an

In connection with ceiling prices your ceiling price is the highest for commodities in new categories price at which you offered it for and new services, the order specibase period delivery to a pur- fies that the ceiling price should chaser of the same class. The be fixed at an identical level with offer must have been made in the ceiling price "of your most competitive seller of the same tailer, may have been made by class selling the same commodity or service to the same class of purchases." Once this ceiling price is determined, states the order, a report must be filed to the Director of Price Stabilization, Washington 25, D. C.

Manufacturers are restricted from selling the commodity until 10 days after mailing the report to Washington, while wholesalers must wait 30 days, and retailers can begin selling as soon as they have prepared the proper records, as specified by the order, and mailed a required report to the Director of Price Stabilization.

Chase Candy Reports Gain After '49 Loss

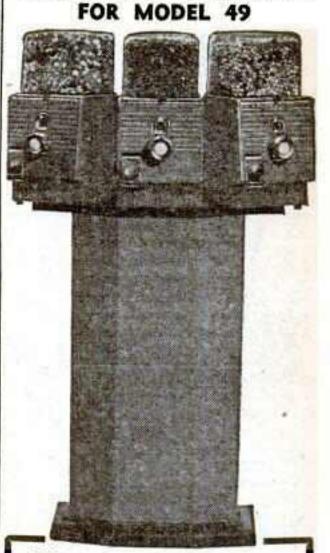
ST. LOUIS, Feb. 3. - Chase Candy Company reported a profit of \$234,982, before taxes, for the six-month period ending December 31. Figure compares with a \$806,783 loss for the same period a year earlier, according to chairman of the board Ralph A. Wenger.

Greater operating efficiency, following consolidation of firm's four Midwest plants into one plant here, plus an increase in sales, is listed as reason for the improvement.

Bigger Profit

FROM EVERY LOCATION With the New Northwestern

CABINET STAND



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.



VICTOR'S TOPPER ONLY \$12.00 Each (4 or More) 24 or More ONLY \$11.75 Each

ONLY \$11.25 Each Glass or Plastic Globes UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEA-NUTS, CHARMS, SALTED PEANUTS,

LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock all parts and VENDING SPECIAL IST SINCE 1934.

formation regarding VENDING SCHOOL for operators.



A-1 good buy and

buying it on the TORR Time Payment Plan makes it a doubly good 4 or more

\$12.00 each 100 or more \$11.25 each ROY TORR LANSDOWNE, PA.

CHARMS Paul A. Price Co.

220 Broadway, New York 38, N. Y.

MONEY BACK Sensational

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

DELUXE, It or 5¢, Baked Metallic

Whole Line of

MODEL 49 Prices LESS THAN 25 LESS THAN

\$17.15 100 OR MORE GUARANTEED NORTHWESTERN SPECIALS—Used #33 BALL GUM PORCELAIN, 1¢ ..\$7.45

MERCHANDISE AND SUPPLIES PISTACHIO, Jumbo ALMONDS, 480 Ct., Queen 62¢
FANCY TULIP, Large 60¢
INDIAN NUTS 56¢
CASHEW, Whole ... 58¢
CASHEW, Butts 53¢
VIRGINIA PEANUTS, 5 Lb. Vacuum Packed 85¢ RAINBOW PEANUTS. 28¢

MIXED NUTS53¢ BOSTON BAKED

Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

1/3 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted,

TO NESALES 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

VICTOR'S AMAZING NEW ... TOPPER



Sold 4 to a Case Sample, \$12.75 PISTACHIOS

25 lb. carton. Small, 55¢ lb. Vender's Mix-ture, 58¢ lb. Large, 62¢ lb. Extra Large, Full Cash With Order.

Plastic Auto-graphed Foot-balls, \$4,25 per M. Metal Plated, \$6.00 per M.

COLORED GUM, 140, 170 or 210 Count, BALL GUM All Sizes 25# 24¢ lb. with freight prepaid FULL CASH WITH ORDER. of 200 # or more with freight prepaid, 264 lb.

Write for our FREE Complete Charm List

1/3 Deposit, F.O.B. Brooklyn, N. Y.
Balance C.O.D.
Orders Under \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y.

Phone: Dickens 2-7992

—LARGEST— PROFIT MAKER 5c Silver-King for Pistachios



Change NOW to 5c Model for REAL **PROFITS**

5c Changeover parts available for all 1c Models

Sample, \$13.95 Ea. @ \$12.50 E write for low

oc HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers-or write.

Ask about the new "Hunter." SILVER KING CORP. 622 Diversey Parkway Chicago, III.

ADVANCE 21-A · Unit-C STICK GUM and MINT VENDOR

MONEY MAKER, Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 334" wide and 21/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1c or 5c, or 10c mechanism.

ORDER TODAY!

. SCHOENBACH

DISTRIBUTORS OF ADVANCE VENDING MACHINES 1647 Bedford Ave., Brooklyn 25, N. Y.

ACORN VENDORS **Ball Gum or Nuts**



\$10.95 EA

or those thrifty persons who can appreciate a beautifully reconditioned mahine made to ook like new.

/3 Deposit w/o. Bal. C. O. D.

Write For Our Prices on Any Vending Merchandise, Machines or Charms.

I COIN MACHINE AGENCY I eriy kake Coin Mach 2116 Fifth Ave., COurt 1-3842 Pittsburgh 19, Pa.

GIVE TO THE RUNYON CANCER FUND

Supplies In Brief

Peanut-Usage

WASHINGTON, Feb. 3.-Shelled peanuts used in peanut candy in the final six months of 1950 totaled 44,000,000 pounds. a decline from 47,870,000 pounds in the corresponding period of 1949, Agriculture Department reported. Amount used in salted peanuts in the September 1-December 31 period last year was 43,684,000 pounds, compared with 44,191,000 pounds in the corresponding period the previous year.

Shelled peanuts used in all types of edible grades (peanut | butter as well as peanut candy. salted peanuts and others) totaled 175,134,000 pounds in the final half of last year, compared with 183,139,000 pounds in the corresponding half of 1949.

For the season September 1 of 1949 to August 31, 1950, amount used in peanut candy was 126,-287,000 pounds, nearly 20 million pounds more than in the previous season; amount used in salted peanuts was 118,291,000 pounds, a slight dip from 120,018,000 pounds the previous season.

Holdings of peanuts in commercial positions on December 31, 1,266 million pounds, a whopping advance from 831 million pounds on hand at the corresponding time the previous year, Ag reported. Holdings of cleaned peanuts and shelled edible grade peanuts were at near normal levels December

31. Holdings of farmers' stock peanuts were at a record high seasonal level of 1,107 million pounds. Milling of farmers' stock peanuts during the 1950-'51 milling season thru December 31 amounted to 600 million pounds, compared with 898 million pounds milled thru the comparable period last season. Cleaning and shelling operations thru December 31 amounted to 577 million pounds, compared with 896 million pounds cleaned and shelled thru December 31 last year. PLETE LIST OF COIN-OPERATED Crushing of farmers' stock peanuts this season to date totaled 23 million pounds, compared with 3 million pounds crushed to December 31 last year.

Sugar Report

WASHINGTON, Feb. 3.-Total deliveries of 894,982,600 pounds of sugar for beverages, confectionery and related products were made in the U.S. in the third quarter of 1950, it was reported by the Production and Marketing Division of the Department of Agriculture. To these same users in that period, 37,179,900 pounds of dextrose were delivered. In addition, 160,368,000 pounds of sugar and 8,871,400 pounds of dextrose were delivered to ice cream and dairy products users.

The report showed that the amount of sugar delivered to users for beverage products in the quarter totaled 476,195,700 pounds. The amount of dextrose was 28,248,300 pounds. For confectionery and related products, deliveries were: 418,786,900 pounds of sugar, and 8,769,600 pounds of dextrose. Total deliveries of sugar to all types of users (hotels, restaurants, canneries, wholesalers, retailers, bakery, cereal, beverages, ice cream, confectionery and others) aggregated 5,119,266,500 pounds in the final quarter; total dextrose, 227,118,400 pounds.

Cig Usage Up

WASHINGTON, Feb. 3.-With 1950 cigarette consumption hitting a new record of 363 billion, a further gain is likely during 1951, Agriculture Department's Bureau of Agricultural Economics forecasts. The 1950 total was 3 per cent higher than in 1949 and twice as large as in 1940.

More than half the 1950 burley crop had been sold in December, Ag reported. Prices averaged 48.2 cents compared with 46.4 cents for the same part of last season. The 1951 allotted acreage will total about 4 per cent more than in 1950.

Average price of auction sales of Virginia flue-cured tobacco (type 21) thru December 15 was 35.2 cents a pound, about 6 per cent higher than in the pre-holiday period last year. The Kentucky-Tennessee fire-cured types begin marketing in early January. Principal use of fire-cured types is in manufacture of snuff, output of which in 1950 is estimated at about 41 million pounds, about same as in 1949.

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Cuts Costs Servicing Time in Half Less Than 25. . \$17.35

Less Than



AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING.

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WRITE FOR COMPLETE DETAILS Specify What Machines You Are Interested in Purchasing.

RECOND. VENDORS
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Columbus 46ZB, 5¢ Bulk 8.00
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NW Model 39, 1r Bulk 7.50
Land Line Court and the Court of the Court o
Strib triest State by the strike strike
LATE MICHAEL SO DOLL GOLL
or part com
Atlas Bantam, 5¢ 7.50
Victor Model V 8.50
Lucky Boy, 1¢ Bulk, new 9.75
N. Y. Stamp, 1¢ & 3¢ 12.50
Exhibit Card Vendors, 1¢ 15.00
Adams Gum, 6 Cols., 1¢ 14.50
RECOND. COUNTER GAMES
ABT Challenger, 1¢\$19.50

WE TAKE TRADE-INS LIBERAL ALLOWANCE /a Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

WRITE TO DEPT. V FOR COM-MACHINES AND SUPPLIES.







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Consisting of Grocery Charms, Scout Knives, Metal Scissors, Jewel Charms, Bugs, assorted Fortune Ball Mix - an array of talent-in-charms to empty machines.

ALL THIS-\$10 PER 1,000

EPPY Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 2, L I., N Y



COIN MACHINE EXCHANGE 1012 Milwaukee Ave. . Chicogo 22, Ill.

Most Farm Commodities Not Frozen

WASHINGTON, Feb. 🔪 — Most farm commodities used in vending machine products are still below parity level, according to Agricul-ture Department's later report, and therefore are not fixen by the Economic Stabilization Agency's new price-ceiling order. Prices of commodities below parity may advance until parity is reached. Current price status of major commodities used in vending machine products follows:

Popcorn, season average price, \$2.88 per hundredweight, \$2.07 below legal minimum (parity).

Sugar cane, \$9.03 per ton, 10 cents above parity.

Tobacco, flue-cured-types 11-14, \$5.47, 6 cents above parity.

Sugar beets, \$13.86 per ton, \$1.44 below parity. Peppermint oil, \$5.23 per pound,

\$1.91 below parity.

Spearmint oil, \$3.60 per pound, \$1.13 below parity.

Almonds, \$600 per ton, \$115 below parity.

Filberts, \$340 per ton, \$231 below Pecans, \$566 per ton, \$82 below

Walnuts, \$399 per ton, \$265 be-

ow parity. Peanuts, \$1.54 per bushel, 17 ents below parity.

Ag Department has not yet completed latest parity reports on most tobacco types.

Worthington Pump Ups Common Stock Profits

NEW YORK, Feb. 3.-Worthington Pump & Machinery Corporation reported this week that it expects to show a net income of about \$5.50 per common share for 1950. This compares with \$5.11 for the preceding year and \$5.17 for 1948.

Firm, which is booking an increasing volume of business resulting indirectly from the defense program, recently acquired the facilities of the National Transit Pump & Machine Company, Oil City, Pa. Worthington is a factor in the cup drink vender field.

More Almonds:

WASHINGTON, Feb. 3. - The preliminary estimate of 1950 shelled almond production in the leading foreign producing countries has been revised upward to 94,000 short tons compared to 60,-300 tons in 1949 and 54,000 tons in 1948, Agriculture Department reported.

The estimate is 46 per cent above the 1939-48 average of 64,300 tons and 26 per cent above the 1944-'48 average of 69,000 tons. The Italian harvest exceeded all expectations and was the largest on record.

Less Filberts:

WASHINGTON, Feb. 3. - The 1950 preliminary estimate for filbert production in Italy, Spain, Turkey and U. S., the leading commercial producing countries is 89,-620 short tons, unshelled basis, compared to 159,340 tons in 1949 and 102,340 tons in 1948. Agriculture Department announced.

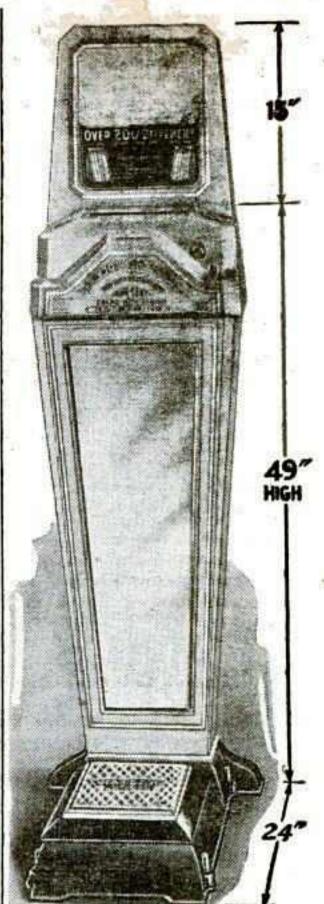
The estimate is about 15 per cent below the (1939-48) average of 105,770 tons and 21 per cent below the (1944-48) average of 113,910 tons. It is the smallest estimate since 1945 and follows the second largest production on record.

Revoke Cig Tax

ALEXANDRIA, Va., Feb. 3. -Following a protest by local merchants that their customers were patronizing near-by Fairfax and Arlington County stores, where there is no tax on cigarettes, a local 3 cents-per-package tax on cigarettes was revoked by City Council as of midnight, January 25. The 3-cent levy, which was imposed July 1, 1950, yielded some \$90,000 in revenue before it was revoked, city officials said.

Thatcher 15c Dividend

ELMIRA, N. Y., Feb. 3.—Thatcher Glass Manufacturing Company, Inc., declared a regular quarterly dividend of 15 cents per share on its common stock last week. It is payable March 15 to stockholders of record February 28, 1951.



13"WIDE WEIGHT, 165 LBS.

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

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Dispenser in More Than a Decade



AUTOMATIC PRODUCTS COMPANY 250-B W. 57th St., N.Y. 19, N.Y., PLaza 7-3123

NEW LOW PRICES U-SELECT-IT CANDY MACHINES U-Select-It, 72 Bar Size. Each\$27.50 CIGARETTE MACHINES Write for low prices all makes

COUNTER MODEL\$22.50
Half Deposit. Phone: BA. 9-0606 HARRIS VENDING Philadelphia 32, Pa. 2717 N. Park Ave.

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For Details

AT LOWEST DDICES

COIN MACHINES

AT LOWEST PRICE	3
24 Bally Speed Bowlers lifting pins 20 Bally Shuffle Bowlers lifting pins 24 Bally Shuffle Bowlers plain 2 Bally Shuffle Champs lifting pins 2 Univ. Twin Bowlers lifting pins 3 United Shuffle Alleys lifting pins 14 United Shuffle Alleys plain 1 Un. Twin Shuffle Alley lifting pins 1 United Shuffle Express lifting pins 1 United Shuffle Express lifting pins 2 Chi. Coin Bowling Alleys lifting pins 2 Chi. Coin Bowling Alleys plain 7 Keeney Pin Boys lifting pins 2 Keeney Pin Boys plain 2 Keeney Ten Pins	\$94.50 82.50 49.50 124.50 124.50 69.50 37.50 124.50 104.50 89.50 57.50 89.50 47.50
	64.50
7 Gottlieb Bowlettes	Landow Colonial Colon
35 Rock-Ola Shuffle Lanes	37.50
8 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues. 1/3 deposit with all ord	37.50

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New "down-the-middle" scoring is the secret to BIG Profits.

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Brand New

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Counter game. Closeout price! Limited quantity.

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For 18-20-22 ft. Shuffle-boards. Ultimate in shuf-

fle bowling. Lasting play appeal. Troublefree op-

U. S. COIN MACHINE EXCISE TAX COLLECTIONS INCREASE

WASHINGTON, Feb. 3.—Uncle Sam collected \$21,621,870 in excises on coin-operated devices last year, a jumbo-sized increase of \$1,378,749 over returns for the previous year, it was disclosed by official Bureau of Internal Revenue compilations. This gain was piled up despite the fact that the collections during the first half of the year were running nearly \$70,000 behind the comparable period of the previous year.

December returns from the tax totaled \$604,898, a gain of \$466,428 over the yield for the same month in 1949. This increase followed a phenomenal \$2,232,713 in November and a fairly substantial increase in October, Month-by-month recapitulation for the year follows:

1950	1949	
January\$ 315,928	\$ 315,588	\$ 340 gain
February 268,240	270,730	2,490 loss
March 218,657	229,893	11,236 loss
April 297,756	277,283	20,473 gain
May 336,165	254,045	82,120 gain
June 2,099,547	2,257,862	158,315 loss
July 6,504,926	6,972,100	467,174 loss
August 6,263,112	6,958,309	695,197 loss
September 968,903	1,120,698	151,795 loss
October 919,241	660,448	258,793 gain
November 2,824,446	787,693	2,232,713 gain
Dec 604,898	138,470	466,428 gain

Candyman Bank Exec

NAUGATUCK, Conn., Feb. 3.-Peter Paul, Inc., announced that Harold G. Kazanjian, treasurer and member of the board of directors, has been elected a director of the Naugatuck National Bank.

RISTAUCRAT 45

CONSTELLATION

Favored by operators for dependability, durability and beauty.

NEW

CLOSEOUTS

CHAMP\$275

June in January Continued from page 71

old units go to foreign buyers and Munves stated that import restrictions in many parts of the world have lately been relaxed, permitting greater overseas traffic.

With his own sources of new machines drying up, Munves is preparing for lean days ahead by getting facilities lined up for stepped-up reconditioning and revamp work.

310 Parking Meters Set for Cedar Rapids

CEDAR RAPIDS, Ia., Feb. 3. The Cedar Rapids City Council has let a contract to the Magee-Hale Company for 310 new "Parko-Meters" at a cost of \$18,995.25 for installation on the city-owned offstreet parking lot south of Greene Square, opposite Union Station.

At the same time the council instructed city attorney C. W. Garberson to prepare a petition to the State Legislature now in session, to change a State law that provides 75 per cent of all meter income must be allocated to offstreet parking purposes and 25 per cent for maintenance and operating costs. Councilmen complained this works a hardship on meter maintenance budgets.

The Legislature will be asked to change the statute to provide that 40 per cent of all meter income go to maintenance and the balance of 60 per cent as the offstreet parking cut.

Atlas Corp. Appoints Ad, Promotion Manager

CLEVELAND, Feb. 3. - W. A. Jenkins, president of Atlas Manufacturing & Sales Corporation, announced the appointment of Marian Catlin as head of firm's advertising and sales promotion activities. He said Atlas is planning expansion on both counts.

Catlin was advertising manager for American Greeting Publishers, Inc., for more than six years and advertising and sales manager for United Woolen Company for five years.

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THE BILLBOARD

INDEX of Advertised USED MACHINE PRICES

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Differences in prices obviously depend on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices	consu	it the	used	machin	e adv	ortison	tents i	n this	issue
	495583669	Is	sue of eb. 3			Issue of Jan. 27	2004/00/00	I	isue of an. 20
Advance Roll (Genco) Alice in Wonderland (Gottlieb)			\$35.00 59.50			\$59.50			\$69.50
Aquacade (United)			114.00			114.50			114.50
Baby Face (United)			145.00 65.00		MARKINE W	65.00			65.00
Ballerina (Bally)			59.50		59.50	50.00 40.00		59.50	74.50
Barnacle Bill (Gottlieb) Be-Bop			74.50 154.50		74.50				154.50
Bermuda (Chicago Coin)			29.50		29.50	59.50		29.50	59.50
Big Top (Genco) Bing a Roll (Genco)		A server	99.50		99.50	70.00			99.50
(roll-down)		85.00 80.00	and the second second second			89.50 99.50			89.50 99.50
Blue Skies (United)	00.00	55.00	69.50		65.00	69.50			MVIII
Boston (Williams) Bowling Champ (Exhibit)	75.00		149.00 109.50	89.50	109.50	149.50 90.00		139.50	149.50 109.50
Bowling League (Gottlieb) Buccaneer (Gottlieb)		50.00	79.50		79.50	24.50 55.00		80	79.50
Buffalo Bill (Gottlieb) Build Up (Exhibit)		475633	125.00 59.50		TAMES POR	in interest the			SAME
Buttons and Bows (Gottlieb).		80.00	109.50			59.50 109.50			59.50 109.50
Canasta (Gencó)		35.00	59.50		45.00	150.00 59.50		45.00	169.50 59.50
Carnival (Bally) Catalina (Chicago Coin)	e F	29.50		60.00 29.50	65.00 40.00		29.50	65.00 40.00	89.50
Champion (Bally)	i)	27.30	327.53		340.00	429.50	29.50	40.00	59.50
Cinderella (Gottlieb) Citation (Bally)			59.50 299.50	28.50 215.00	45.00 250.00				59.50
Cleopatra (Marvel) Contact (Exhibit)			49.50 59.50			49.50 59.50			49.50
Cover Girl (Gottlieb)			55.03			28.50			
Crazy Ball (Chicago Coin) Daily Races (Gottlieb)			45.00			60.00			
Dallas (Williams) Dew-Wa-Ditty (Williams)			104.50			109.50			109.50 99.50
Double Shuffle (Gottlieb)			119.50			119.50			119.50
Dreamy (Williams) Entry (Bally)			109.50		60.00	159.50 109.50	P.C.		169.50
Fast Ball (Exhibit) Floating Power (Genco)	65.00	79.50	89.50		79.50	24.50 89.50			89.50
Gold Cup (Bally)	05.00		199.50		17.50	110.00			07.30
Golden Gloves (Chicago Coin). Gondola (Exhibit)			110.00 79.50		70.00			70.00	79.50
Grand Award (Chicago Coin) Holiday (Chicago Coin)			74.50 75.00		65.00	74.50 75.00		65.00	74.50 75.00
Hot Rods (Bally)	159.50	179.50		75.00	159.50	179.50			159.50
Humpty Dumpty (Gottlieb)		29.50			29.50	The second second second		29.50	59.50
Hy-Roll (Bally (roll-down) Jamboree (Exhibit)		65.00	69.50 59.50		59.50	69.50 65.50		59.50	69.50 65.00
Jockey Club (Bally) Jockey Special (Bally)			35.50 179.50		95.00	139.50 129.50			
Just 21 (Gottlieb)	65.00	99.50	119.50			119.50		99.50	119.50
Kentucky (Bally) Lexington (Bally)			445.00 279.50		250.00	445.00 279.50			
Line Up (Keeney) (2) Magic (Exhibit)		32.50	39.00 69.50	33		39.00 69.50		55.00	69.50
Major League Baseball			20000707		33.00			33.00	
(United)			54.50 29.50			54.50 29.50		29.50	54.50 59.50
Maryland (Williams) Melody (Bally)		85.00	134.50 49.50			134.50 49.50			134.50 69.50
Merry Widow (Genco) Monterrey (United)			34.50			34.50			34.50
Moon Glow (United)			59.50			59.50 75.00	29	49.50 5	9.50(2)
Oklahoma (United) One, Two, Three (Mills)		54.50	119.50 79.50		54.50	119.50 79.50		54.50	119.50 79.50
Paradise (United) Photo Finish (Universal)		355.	350.00		350.00	375.00			79.50
Pinch Hitter (United)	·		114.50		330.00	114.50			
Pin Bowler (Chicago Coin) Pro-Score (Ponser)			155.00 40.00						
Puddin' Head (Genco) Ramona (United)		49.50	79.50		49.50 65.00	79.50 70.00	49.50	79.50	89.50 65.00
Rancho (Bally)					05.00	40.00			
Round-Up (Gottlieb)		45.00	SHEARS SEE			59.50 55.00			59,50
St Louis (Williams) Sally (Chicago Coin)	80.00	105.00	109.50 69.50		55.00	109.50 69.00		55.00	109.50 79.50
Screwball (Genco) Select-A-Card (Gottlieb)	39.50	59.50	69.50 124.50	39.50	59.50	69 50	39.50	59.50	69.50
Serenade (United)			69.50			124.50 69.50			124.50 69.50
Shanghai (Chicago Coin) Sharpshooter (Gottlieb)		90.00	59.50 110.00			59.50	30		59.50
Showboat (United) Showgirl (Williams)						55.00 24.50			
Singapore						24.50			
Special Entry (Bally) Speedway (Williams)					55.00	40.00			
Spinball (Chicago Coin)	29.50	49.50	59.50	28.50	29.50 49.50		29.50	49.50	59.50
Stardust			69.50		47.50	69.50			79.50
Stormy (Williams) Summertime (Gottlieb)			29.50			29.50 45.00			29.50
Sunny (Williams) Super Hockey (Chicago Coin).		(2)	29.50 99.50		75.00	29.50 99.50		29.50	59.50 99.50
Super Score (Chicago Coin)			2000			24.50			
Tahiti (Chicago Coin) Telecard (Gottlieb)			139.50 99.50			139.50 99.50			139.50 99.50
Temptation (Chicago Coin) Tennessee (Williams)			69.50 59.50			69.50 59.50		7	9.50(2) 79.50
Three Feathers (Genco) Thrill (Chicago Coin)			109.50 29.50			109.50			109.50
Trade Winds (Genco)		29.50	45.00			29.50 29.50			29.50 29.50
Triple Action (Genco) Trophy (Bally)		29.50 169.50	40.00		29.50	59.50 169.50			29.50
Tumbleweed (Exhibit)		DESCRIPTION OF THE PARTY OF THE		*		125.00			
Turf Champ (Stoner) Tucson (Williams)			85.00			24.50			
Utah (United) Victory Derby (Bally)			134.50 89.50			134.50 89.50			134.50
Victory Special (Bally) Virginia (Williams)			29.50	35.00	40.00	49.50			20.50
Whirl-A-Ball (Amusement			24.50			29.50			29.50
Enterprises)		29.50	59.50		29.50	12.50 59.50		12.50 29.50	19.50 59.50
Yanks (Williams)		39.50		39.50	40.00			39.50	59.50

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UNITED TEAM HOCKEY Exciting 2-player game. Priced low!

Only small music box proven on location. EVANS

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Un. SINGLE SHUFFLE ALLEY REBOUND. 275 Un. SHUFFLE SLUGGER 195 Wms. DOUBLE HEADER 215 **HEADQUARTERS** for SHUFFLE GAME,

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CONVERSIONS Rebound Conversions for Un. SHUFFLE ALLEY B. SHUFFLE BOWLER Flyaway Pin Conversions for Un. SHUFFLE ALLEY B. SHUFFLE BOWLER C. C. BOWLING ALLEY

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WE HAVE lockey Special, Photo Fin-ish, Victory Special, Mills Constellation, Wurlitzer WRITE! Terms: 1/2 Dep., Bel. C. O. D.

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	lley, flyback		4 50 E.
	en Pins		
1 Batting P	ractice		7.50
1 Genco Gi	ider	1	9.50
2 Gold Min	e Roll Down	15 2	9.50 Ea.
I Chico Go	alee		04.0
	Conversions		
2 Rebound	Conversions	101	
Bally All	eys	*******	2.50 Ea.
1 Double H	leader	16	4.50
	BETTER	-	
	MUSI	C coord	
2 Wurlitzer	1100's		4.50 Ea.
	750E		
	46M		
	850E		
	71 Counter		
4 Ristaucra	t Music Boxe	es 12	4.50 Ea.
3 Wurlitzer	219 Stepper	rs 2	2.50 Ea.
	BED 전경에 IF() 일본 4시 5분		
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	adway		
TIOU-UZ DIO	BUWGY	winding.	

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Exhibit Grip Developer (New	
Exhibit Striking Clock	125.00
Exhibit Punch Bag Trainer .	150.00
Exhibit Knockout Punch	150.00
Lighthouse Grip	
Ball Grip	
Mercury Grip Scale	95.00
Muto, Punching Bag	
Mills Punching Bag	
Write for Catalog—120 Illust	rations.



BALLY	Citations Write Special Entry for
Dale Cu	Victory Specials Prices
Un. Shu	ns \$80.00 ffle Alley Fly-Up Pins 95.00
	win Shuffle 65.00
	Bowlette 65.00
	Bowling Alley 100.00
	vin Bowler 110.00
	Express 149.00
	of Rods—NEW 225.00
ere nave	a supply of One Balls on hand. Write for Prices.
	LATECT DDEMILIMS

LAIEST PREMIUMS NEW SHUFFLE AND PIN GAMES

MERIT INDUSTRIES 542 W. 63rd St. Chicago 21, III. Phones: ENglewood 4-4144 STate 2-5600

FOR SALE

4 Williams Deluxe Bowlers, 5 Star Bowlers, 3 Shuffle Alleys, Just off location - Excellent condition - Priced for Quick Sale!

Write-Wire-Phone JOHN RIGALI

1607 N. Le Claire Ave. C Phone: NA 2-8855 Chicago, III. THE BILLBOARD

INDEX of Advertised USED MACHINE PRICES

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Differences in prices obviously depend on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 3		24	Issue			Issue of	
*** P	9070000 INTE	****		Jan. 2			Jan. 20	E
Ace Bomber (Mutoscope)		\$135.00		201501	\$75.00		Every	NEED WA
Air Raider (Keeney) All Stars (Williams)		100.00	100.50		100.00		\$95.00	
Art Show (Shipman)		109.50 49.50	109.50	125.00	49.50		109.50	
Atomic Bomber (Mutoscope)		125.00	1911		49.50			49.50
Baseball (NW)		89.38						95.00
(Chicago Coin)	165.00	195.00			195.00			195.00
Bat-A-Ball	25000000	10025041900						19.50
Batting Practice (Scientific)	34.50			30.00	75.00			75.00
Bear Gum (Seeburg)		365.00		360.00	365.00			365.00
Belgium Pool		75.00			75.00			75.00
Big Inning (Bally)		210.00			225.00	- 91		225.00
Blood Pressure Gauge		45.00						150.00
Boomerang (Amusematic Corp.) Bowl-A-Score		45.00			45.00			45.00
Candid Camera		75.00			75.00 15.00			75.00
Challenger (ABT)	24.50	47.50		24.50		19.50	20.00	15.00 24.50
	112300	200		24.50	77.50	17.30	20.00	47.50
Chicken Sam (Seeburg)	75.00	79.50		79.50	95.00	79.50	80.00	
Dale Gun (Exhibit)				75.00	80.00	17.50	00.00	75.00
					129.50	85.00	109.50	129 5/
Diggers (Exhibit)		85.00		2570000	85.00			95.0
Drive Mobile (Mutoscope)		125.00			125.00		95.00	125.0
Duck Hunters					24.50		16300119	(2) 645 A.M.
Electric Shocker (Acme) (2)		24.50			24.50	15.00	19.50	24.5
Fishing Well (Mutoscope)		125.00			125.00	500,500,500	TOTAL	
Flash Hockey (Coinex)	anna G	69.50			69.50			69.5
	19.50 99.50	125.00	85.00	99.50	125.00		109.50	125.00
Grip Vue (Silver King)					17.50			17.50
Gulf States Digger	68							
(Exhibit)		275.00		na was cara	275.00	(022552	00000000	THE PORT
Heavy Hitter (Bally)	50.00	Carlotte Company of the Carlotte Company	35.00	50.00	The second secon	50.00	75.00	79.50
Hit-A-Homer	24.50			75.00	27.50	19.50	24.50	27.50
Hollycrane (Como)	75.00			75.00			75.00	
Hoop-A-Roll		395.00 49.50		100	395.00			395.00
Irish Poker	27	115.00						
Jack Rabbit (Amusement Corp.)	41	109.50		200.00	109.50		100.00	100 50
Kicker & Catcher	18.00		58	18.00		19.00	22.50	
The state of the s	10.00	31.30		10.00	37.30	10.00		7.50(2)
Panorams					225.00			225:00
Peek (Shipman)					35.00			35.00
Periscope		85.00			85.00			95.00
Photomatic (Mutoscope)27	5.00 550.00		275.00	550.00		575.00	750.00	(late)
Pistol Pete (Chicago Coin)		129.50			159.50		129.50	
Pitch 'Em & Bat 'Em	175.00	189.50		175.00			. The state of the	189.50
Poker & Joker		49.50			49.50			49.50
Pokerina	27	99.50						
Pool Table (Edelco)		75.00			75.00			75.00
Quizzer		125.00			125.00			125.00
Rapid Fire (Bally)					75.00			115.00
Recordio (Wilson-Gay)					135.00		2.5.1	175.00
Rotary Claw Merch. (Exhibit) Seven High (Edelman)		40.50			240.00			40.50
Shoot the Bull		49.50			49.50			49.50
Silver Bullet (Exhibit)						7:	150.00	20.00
Silver Gloves (Mutoscope)		175.00			175.00		150.00	223.00
Skee Ball (midget) (Chicago					1,5.00			
Coin)		219.50			219.50			219.50
Skee Ball (Wurlitzer)		SOURCE VE			1030170			150.00
Skill Gun			59					47.50
Skill Test (Groetchen)		65.00			65.00		47.50	
Skill Thrill (Daval)		22.50			22.50			22.50
Sky Fighter (Mutoscope)					75.00			115.00
Spitfire (Genco) (Scientific)				200025-000	15.00	(1020)	EDISTE NEW	15.00
Star Series (Williams) 13	4.50 165.00			165.00	195.00	16	5.00 19	5.00(2
Strike-A-Lites (ABT)		47.50						
Target Master (Automatic Devices)		00.50						
Target Skill, Model F (ABT).	42.50	99.50 47.50			99.50			99.50
Team Hockey (United)	42.50	47.50			47.50			42.50
Telequiz (Telequiz)		174.50			185.00 174.50			185.00
Ten Strike (Evans)		75.00		75.00			75.00	99.50
Test Quest (Grunig Novelty)	£1	99.50		75.00	99.50		13.00	99.50
3-Way Gripper	177				77.50			77.50
(Western Equipment)				18.50	22.50	25	18.50	22.50
Tilt Test				20000000	\$1000000			27.50
Tommy Gun (Evans)		85.00			85.00			85.00
Undersea Raider (Bally)	10	95.00			10101110			55,00
								19.50
Victory (Victor Vending)		95.00			95.00			95.00
Victory (Victor Vending) Vitalizer (Exhibit)					495.00			495.00
Victory (Victor Vending) Vitalizer (Exhibit) Voiceograph (Mutoscope)					170.00			
Victory (Victor Vending) Vitalizer (Exhibit) Voiceograph (Mutoscope) Western Baseball					85.00			85.00
Victory (Victor Vending) Vitalizer (Exhibit) Voiceograph (Mutoscope) Western Baseball Whizz (Genco)		49.50						
Victory (Victor Vending) Vitalizer (Exhibit) Voiceograph (Mutoscope) Western Baseball Whizz (Genco) World Series (Rock-Ola)		49.50			85.00 49.50			50.00
Victory (Victor Vending) Vitalizer (Exhibit) Voiceograph (Mutoscope) Western Baseball Whizz (Genco)		49.50			85.00			85.00
Victory (Victor Vending) Vitalizer (Exhibit) Voiceograph (Mutoscope) Western Baseball Whizz (Genco) World Series (Rock-Ola)		49.50			85.00 49.50			50.0

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Differences in prices obviously depend on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Issue of Feb. 3				n. 20
	MARKET			
	monena	\$129.00		\$129.00
	80.00	95.00	1	30.00 95.00
		69.00		69.00
		125.00		125.00
		375.00		
	8	The second secon		550.00
				65.00
	3	199.50		199.50
				3 5
		225.00		
		Feb. 3 Jan. 2	\$129.00 \$0.00 95.00 69.00 125.00 375.00 475.00	\$129.00 80.00 95.00 69.00 125.00 375.00 475.00

(Continued on page 86)

Few Ligget & Myers Pres.; Andrews Retires

NEW YORK, Feb. 3.—Ligget & Myers Tobacco Company president, J. W. Andrews, retired Wednesday (31), in line with firm's employee retirement policy. He was suc-ceeded by Benjamin F. Few, who was elected to the office effective Thursday (1). Zach Toms was named vice-president.

Andrews had been with the firm since it was organized December 1, 1911. He was a director since 1929 and became president in 1936. Few, a director and vice-president prior to his new appointment, has been with the firm since his graduation from college in 1916.

Manufacturers of

Coin-Controlled Amusement, Skill and Vending Machines

4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

World Your Exclusive Distributor for Rock-Ola, Exhibit, Williams, Keeney

KEENEY

LEAGUE

BOWLER

Fastest rebound ever

made. Up to 4 players. Terrific profits!

8 or 91/2 ft. lengths.

WILLIAMS DOUBLE HEADER Fast, exciting, differ-

ent. Hot for every

WILLIAMS MUSIC MITE 10 Record 45 R.P.M selective phono. Best by test in all locations where space is at a

premium. NEW FIVE BALL GAMES Williams NIFTY Genco TRI SCORE Gottlieb KNOCKOUT

CONVERSIONS SHUFFLEBOARDS Improve your play ernize your shuf-fleboard. Keeney

MATCH BOWLER 4-WAY PLAYER Lite-up pins — Hi Score — Electrical-

ly controlled, with coin chute. Scores all split shots. Puck return on top. All mechanism in back box. ney DOUBLE

MORE CASH FOR YOUR GAMES WANTED . . .

 One Ball Games • Flipper Pin Games • Dale Guns PHONE-WIRE-WRITE NOW

EXHIBIT DALE SIX SHOOTER

Here's the latest in Target games. Attractive, authentic Western \$379.50

ROCK-OLA

ROCKET PHONOGRAPH The phono that's years ahead of its time. Plays 45 or 78 R.P.M. records. IMMEDIATE DELIVERY

> RECONDITIONED ARCADE EQUIPMENT Seeburg SHOOT-THE-BEAR\$395 Williams STAR SERIES, late . Exhibit SILVER BULLETS Bally HEAVY HITTER 75
> Exhibit HOCKEY
> 2-PLAYER Write
> Genco GLIDER 35 Mutoscope SKY FIGHTER 115 Bally RAPID FIRE 115 Chicago Coin GOALEE ... DRIVEMOBILE ... 95 Keeney AIR RAIDER 95 Rock-Ole WORLD

Reconditioned SHUFFLE GAMES



Registered with us when you buy ...

for New Coin Machines or Replacement



INDEPENDENT LOCK COMPANY FITCHBURG . MASSACHUSETTS

WRITE for PRICES!

-- ALL GAMES, PARTS, PREMIUMS, ETC. --

WANTEDI

FLIPPER 5 BALLS

DICCERS-1 BALLS

1012-14 MILWAUKEE AVE. . From EVERBLACE 4:2500 .



NOW AVAILABLE IN **COLOR COMBINATIONS**

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . : . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintalm an export staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

Cord and Wire Co. 4723 W. MONTROSE AVE CHICAGO 41, ILL

BRAND NEW TUBES 6A5 . . , .\$.90 ea.

> Nationally Advertised Brands Minimum Order-10 Tubes 1/2 dep., bal. C.O.D.

COMPLETE STOCK OF TUBES, MULTIPLE PHONOGRAPH CABLE, PARTS FOR ALL COIN MACHINES Wurlitzer 1015 \$275.00 Wurlitzer 1017 Hideaway 250.00 Uurlitzer 1080 250.00 Wurlitzer 1100 450.00 Seeburg 1465 235.00 Bally Speed Bowler 99.50 Bally Shuffle Champ 175.00

All Equipment Ready for Location Exclusive Distributors

WURLITZER - BALLY

COVEN Distributing Co.

Chicago, III. 3181 Elston Ave. Phone: INdependence 3-2210

Write for details TRAD TELEVISION CORP.

NEW CLOVER BELLS 5c-10e-25e-50e

Asbury Park, H. J., ASbury Park 3-7447

JENNINGS SUN CHIEF, 5c-10c-50c BALLY AND KEENEY CONSOLES NEW PINS AND SALESBOARDS Write-Wire-Phone

GENERAL COIN MACH. CO. 225 N. 9th St. Philadelphia 7, Pa. 1013 N. 3rd St. WAInut 2-4378

POKERINO TABLES

FOR SALE Made by Scientific,

Excellent condition—Used only two seasons. \$125.00 each or \$1,000.00 for the 10. BOX 181 CAPE MAY, N. J.

.

Trade Directory

Distributors

H. C. Evans & Company, Chicago, appointed following for Constellation Music Machine: T. B. Holliday Company, Inc., Charlotte, N. C., to cover North and South Carolina: Scott-Crosse Company, Philadelphia, to cover Eastern Pennsylvania and the New Jersey territory.

Vend-o-Mart, Inc., Boston, ap-pointed Lew London, Philadelphia, to cover Pennsylvania and Delaware.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed the Culp Distributing Company, Oklahoma City, to replace the Commercial Music Company for the Oklahoma territory.

New Firms

Amusement Service & Repair, 3138 West North Avenue, Chicago.

New Equipment

Five - player Shuffle Alleyshuffle game-United Manufacturing Company, Chicago.

Sprayon -- self - spraying touch up tool-for use on venders-Sprayon Products, Inc., Cleveland.

Personals

Atlas Manufacturing & Sales Corporation, Cleveland, appointed Marian Catlin head of firm's advertising and sales promotion activities.

Connecticut State Coin Association's officers for 1951: Abe Fish. Hartford, re-elected president for second term; Frank Marks, New London, vice-president; Louis Naclerio, Waterbury, re-elected secretary; Nat Cutler, New Haven, re-elected treasurer; Tony Wilkas and Jim Tolisano, both of Hartford, named assistants to Cutler.

J. H. Keeney & Company, Chicago, named Grant Shay advertising and promotion manager for

Tru-Ade, Inc., Chicago, elected W. S. McAdoo, vice-president of

Purchases

Spacarb of Washington, Inc., Washington, purchased the Vend Mart Corporation.

Walgreen Drug Company, Chicago, purchased the Mars, Inc., plant in Mexico City.

Lily-Tulip Building **New Container Plant**

SPRINGFIELD, Mo., Feb. 3. -Lily-Tulip Cup Corporation announced this week that it will erect a new 250,000 square foot cup and container plant here. Construction will start immediately, as structural steel and other needed materials have already been acquired, according to President Walter J. Bergman.

The new plant, which will be the ninth in the firm's chain of factories, will substantially increase output, he said. It will employ between 1,200 and 1,500 persons when at peak production.

YOU AIN'T SEEN NUTHIN' YET W. 5" IT PAYS TO WAIT FOR IT THE BEST IN PHONOS Chicago Coin

ROUTE FOR SALE

Established 22 Years

Consists of

PIN BALLS, AMUSEMENT GAMES & JUKE BOXES

Location: Westchester County Principals Only

Box 619, The Billboard, 1564 Broadway, NYC

WURLITZER—SEEBURG—ROCK-OLA MOTORS \$6.50

> Rebuilt—Exchanged Immediately Phono Electric Motor Ser. Co. 359 W. 45th St., N.Y.C. CI 5-9540

THE BILLBOARD

INDEX of Advertised USED MACHINE PRICES

Continued from page 85

Music Machines

		Issue of			550000000000000000000000000000000000000	of		Issue of	22
-	DACKARR	Feb. 3			Jan. 2	27		Jan. 20	l i
	PACKARD			20					222000
-	Hideaway	÷			83	125.00			125.00
g	ROCK-OLA					×			
5	Commando					49.00			49.00
-	Deluxe					85.00			85.00
	Deluxe '39				59.00			59.00	75.00
	Playmaster				57775	79.50			79.50
	Regal				- 50	TOP DESIGNO	4		59.00
	Super 40					59.00	93		59.00
,	'47					275.00			275.00
	1411		Acceptance			150:00			erico Avent
	1422		169.00	169.00	169.50		159.50	225,00	0.000
	1426		229.00	Trail I		229.00			239.00
-	1428								475.00
-	SEEBURG								14
	Classic								69.00
1	Colonel					69.50		69.00	69.50
-	H 146 M			250:00	259.00	269.00		ALL THE SERVE	SUTHINGEN.
	CASADANCII ARBA					279.50			259.00
	Hightone ES					2012 (2012 CARDS)			59.00
	Hightone RC						330	Hi	79.00
	Major								79.00
S	'47								299.50
1	146 S								249.00
	147 M		325.00			325.00		325.00	CONTRACTOR OF THE PARTY OF THE
	147-8M								389.00
	148 M								409.00
	H 147M Hideaway			2007107		275.00			200
	H 148M Hideaway		***	295.00	359.00				359.00
			409.00			425.00			449.00
						350.00			319.00
,	H 246M Hideaway		299.00		250.00	325.00			200.00
	1946 Hideway		299.00		250.00	325.00		185.00	299.00
	1946					323.00	5311	105.00	295.00
,	8200				69 50	110.00		69 50	110.00
S	8800				07,50	69.50		07.20	59.50
-	9800			69.50	95.00	110.00		69.50	110.00
90	WURLITZER		72)						
	Colonial					95.00			95.00
	41					73.00			65.00
	61								75.00
1	71								85.00
	500								59.50
f	600								59.50
	500K								69.00
	600R								64.00
	616					65.00			65.00
i	700					119.00			95.00
	780								129.00
	800								95.00
-	850		75.00		89.00	N 000000000000000000000000000000000000		8	9.00(2)
	950					89.00			89.00
	1015249	.50 259.50	279.50 295.00	259.50	269.00	269.50 279.00		269.50	289.00
	1017		273.00			2. 7.00			185.00
	1080		269.00			269.00		249.50	289.00
	1100		439.00	425.00	439.00		425.00	469.00	A COUNTY OF THE PARTY OF THE PA
	Victory		market (CO)	90045350.51					39.00

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Differences in prices obviously depend on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Issue of Issue of Jan. 27 Feb. 3 Jan. 20 Bango (Chicago Coin)..... 40.00 49.50 \$49.50 \$49.50 Baseball (Chicago Coin).... 65.00 75.00 149.50 65.00 75.00 149.50 65.00 75.00 99.50 149.50 Bowling Classic (Chicago Coin) 200.00 Bowl-A-Line (Genco)..... 225.00 Bowler (Genco) 50.00 65.00(2) 79.50 85.00 65.00 89.50 (2) Bowlette (Gottlieb)..... 89.00 89.50 95.00 90.00 95.00 109.50 Bowling Alley (Chicago Coin) 39.50 59.50 105.00 45.00 59.50 95.00 55.00 w/p 95.00 109.50 149.50 165.00 105.00(2) (w/pins) 99.50 100.00 105.00 109.50 110.00 149.50 w/p 109.50 110.00 135.00 w/p 145.00 w/p 149.50 165.00 w/p Bowling League (Genco).... 40.00 45.00 65.00 50.00 65.00 99.50 42.50 45.00 (2) 99.50 140.00 50.00 65.00 99.50 140.00 w/p Deluxe Bowler (Williams)... 50.00 79.50 90.00 89.50 99.50 110.00 75.00 89.50 w/p 100.00 Double Bowler (Keeney)..... 195.00 199.50 199.00 210.00 199.00 215.00 Double Header (Williams).... 65.00 89.50 149.50 140.00 169.50 169.50 Double Shuffle (Chicago Coin). 100.00 100.00 100.00 Double Shuffle Alley (United). 134.50 209.50 134.50 209.50 134.50 209.50 Glider (Genco)............ 14.50 30.00 34.50 34.50 50.00 59.50 34.50 35.00 59.50 50.00 59.50 99.50

EINE DHONOCD A DHC !

11175 11	IVIT	OGKALIIS:	
4 Wurlitzer 1100 Ea.	\$425.00	4 Wurlitzer 800	\$ 95.00
14 Wurlitzer 1015 Ea.	269.50	4 Wurlitzer 850	89.00
5 Wurlitzer 1080Ea.	249.50	4 Seeburg '47Ea.	200 50
3 Wurlitzer 500 Ea.	59.50	T seeburg T/	299.50
3 Wurlitzer 600 Ea.	59.50	1 Seeburg '46 Hideaway	185.00
4 Wurlitzer 700Ea.	95.00	3 Seeburg WL56, 5/10/25¢ Ea.	59.50
Districtions of the state of th			

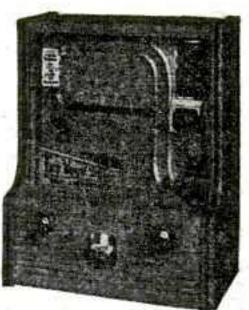
1/1 Dep., Bal. C. O. D., F. O. B. N. Y. WE HAVE ALL AMPLIFIER TUBES!

ALSO HARD TO GET PARTS AND SUPPLIES FOR PHONOGRAPHS WEST SIDE DISTRIBUTING CORP.

612 10TH AVE., NEW YORK 19, N. Y. PHONE: CIRCLE 6-8464

THE NEW 1951 MODEL

NEW SCORING ARRANGEMENT



100 PER CENT SKILL! TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY CAME MADE!

For One Cent \$37.50 F. O. B. CHICAGO 5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY!

Try it for 10 days! Money back it not satisfied! You keep receipts!

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

WANT ANYTHING COIN OPERATED

Send Your Equipment List Today!

HIGHEST PRICES PAID

DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 M. BROAD STREET PHILADELPHIA, 23, PA

CLOSEOUTS

PHONE: STEVENSON 2-2903

New Keeney League Bowler, 4 player Write New Ristaucrat Music Machines Write New Exhibit Six Shooter Write New United Double Hockey, 2 player Write New Mutoscope Fishing Well . 200.00 New Mutoscope Atomic

ATTENTION, PENNA. OPERATORS We have new Mills Vest Pockets; used Mills Late Slots, St to 50c; Bally De Luxe Draw Bell, Bally R. B. Draw Bell, Keeney Twin Consoles on hand. WRITE OR CALL FOR PRICES. Write for complete list of premiums. Terms; One-third, belance C.O.D.

K. C. VENDING CO. Jack Kauffman, prop.

800 N. 3rd St. Philadelphia 23, Pa. MArket 7-6865 or 7-6391

America's Finest TELESCOPE TIME PAY PUAN American Telescope Co.

EVANSVILLE 8, INDIANA

FOR IMMEDIATE DELIVERY!

Play Ball. Write Knockout, Write SixShooter Write

Twin Shuffle-Cade ... Write Select-a-Cards ...\$ 95.00

Hockey ..\$195,00 | Bowlette. 1/3 Dep., Bal. C.O.D. Bowlette, 135.00 Lehigh Specialty Co.

826 N. Broad St., Philadelphia 30, Pa.

THE BILLBOARD

INDEX of Advertised USED MACHINE PRICES

Shuffle Games

	1	ssue of			Issue	of		Issue of	
AND DESCRIPTION OF THE PARTY OF	â	Feb. 3			Jan. 2	27		Jan. 20	anderson in
King Pin (Keeney)		NAME OF THE OWN	165.00		125.00	165.00		150.00	
Lucky Strike (Keeney)			125.00			125.00	75.00	99.50	125.00
Pin Boy (Keeney)		0.00 49	9.00 (2)	3	9.00	49.00 (2)		202636	A=95VSVI
		50.00			65.00	89.00		85.00	99.50
Shuffle Alley (United)	40.00			39.50		50.00		60.00(a)	69.50
	85.00		129.50			129.50		85.00 9	
(pr) Pr			149.50			.50 w/p			.00 w/p
190		12			771015		11000		50 w/p
N1 411								and the second second second	.00 w/p
Shuffle Alley Express (United).1	25.00	135.00	145.00	125.00	135.00	145.00			135.00
			189.50			149.00	14	5.00 (2)	
Shuffle Bowl (Exhibit)			-07.00	100		89.50	0.000	20000102000	89.50
Shuffle Bowler (Bally)	55.00	59 50	65.00	49.50	55.00	79.50	55.00	59.50	the second second second second
and the same and t		1	79.50	110000000	-5.00	The state of	-5.00	79.50	
Shuffle Champs (Bally)			,,,,,,				144 50	w/p	189.00
Shuffle Lane (Rock-Ola)			40.00			50.00	90000000		50.00
Shuffle Pool (Nationwide)			49.50			49.50	19		49.50
Shuffle Skill (United)					39 00	59.50			59.50
Shuffle Slugger (United)		70.00	119.50		37.00	119.50			119.50
Speed Bowler (Bally)1		150.00			125 00	159.00	109 50	145.00	The second second second
Speed Downer (Daily)	23.00		179.50			179.50	107.50	173.00	175.00
Strike (Exhibit)			99.50	and the second second		175.00		99 50	109.50
Super Bowler (Universal)			77.50	77.50	167.50	185.00		77.50	207.50
Super Shuffle (United)	75.00	99 50	179 50	62 50	75.00	99.50	85.00	99 50	179.50
Soper Simile (Since)	13.00	77.50	177.50	02,50	13.00	179.50	05.00	77.50	117.50
Super Twin Bowler (Universal). 3	75 00	179 50	185.00		179 50	185.00	120 00	179.50	195 00
Ten Pins (Keeney)				35.00	AND AND DOMESTIC	125.00	for the second second second	89.50	The state of the s
Ten Tins thecing/	25.00	37.30	125.00	25.00	07.50	125.00	07.50	07.50	113.00
Trophy Bowl (Chicago Coin)			123.00					215 00	239.00
Twin Bowler (Universal)1	10.00	114 50	115.00	45	00 w/r	110.00			114.50
THIII DONIEL COMPESSAITTITI		11150	113.00			125.00			125.00
				447.50		.50 w/p	735		.50 w/p
Twin Express Rebound (United)					-0.3	249.50	3000	.00 107	275.00
Twin Shuffle Alley Rebound						247.50			275.00
(United)									245.00
Twin Shuffle (Williams)	49 50	45 DO	60 00		5.00(2)	69.00	250	30 50	65.00(2)
THE SHAFFE (WITHAMS)	47.50	ω.υυ	07.00		5.00(2)	07.00	1	and the second second second	89.50
Two-Player Shuffle Alley Express								67.00	69.50
(United)						209.50			209.50
connect/						207.50			207.50

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Differences in prices obviously depend on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 3			Issue of Jan. 2			Issue of Jan. 20	
Acorn (bulk)				172201.5	10		\$10.95	\$13.95
Adams Gum							410.75	14.50
Acorn (charm)				\$13.95	\$17.95			17.95
Advance 5c Bar Vender					20.15			
Atlas Bantam				555	14.50		17.50	14.50
Card Vender (Exhibit)		63/108						15.00
Columbus 46 Z 1c Bulk		7.50			7.50		8	7.50(2)
Columbus 46 ZB 5c Bulk		8.00			8.00			8.00
Electro Serve Popcorn				E7 50	E0 E0			15.00
DuGrenier Candy Man DuGrenier Challenger		95.00		57.50	59.50 95.00			57.50 95.00
DuGrenier Model S (7 col.)		75.00			69.50			69.50
DuGrenier Model W (9 col.)					89.50			89.50
DuGrenier Model W		50.00	117		50.00			50.00
Frantz Scale					115.00			115.00
Kirk's Astrology - Scale	3				50.00			50.00
Lo Boy Scale					50.00			50.00
Lucky Boy Vendors					9.75		9.50	9.75
Master				- 10	0220.25		2016.	7.50
Mill's Scale		neane e			50.00			50.00
Monarch (8 col.)		85.00			85.00			85.00
National 9 A		75.00			75.00			75.00
National 9-30 (9 col.)					89.50			89.50
National 950		95.00			95.00			95.00
National 6/18 Theatre Model.					95.00			
National 9/18 Candy Vender.					80.00			
N. Y. Stamp			22 50	14.05	27.00	10 50	74.05	12.50
Northwestern DeLuxe Northwestern Dual Nut		22	12.50	14.95	5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	12.50	14.95	27.00
Northwestern Model 39		7.50		7.45	45.00 7.50			45.00
Northwestern '49 Special		7.50		7.45	7.50			7.50
(single) (2)				9	17.35			7.35(2)
Northwestern Tab Gum					17.55		51.9 8	1.33(2)
Vender					29.95			25.95
Northwestern 33 Ball Gum		7.50		7.45	7.50		7.45	7.50(3)
Pop Corn Sez		7130			1130			49.50
Rowe Candy Vender								
(120 bar)					85.50			85.00
Rowe Candy Vender					No.			-27-77-75
(150 bar)					52.50			
Rowe Diplomat (8 col.)		220.00			220.00			220.00
Rowe Imperial (6 col.)		67.50		67.50	69.50		67.50	69.50
Rowe Imperial (8 col.)		77.50			77.50			77.50
Rowe President (8 col.)		120.00			120.00			120.00
Rowe Royal (6 col.)		72.50			72.50			72.50
Rowe Royal (8 col)	102122	85.00			85.00		0.00000	85.00
Rowe Royal (10 col.)	65.00				45.00		45.00	
Shipman Stamp Vender		22.50			22.50			22.50
Siros Brush-Up	7.00	70 50		0.00	75.00		2	75.00
Silver King 1 and 5c	7.50	12.50	6.95	8.00	13.95	6.95	7.50	
Silver King Ball Gum								13.95 7.50
Silver King Hot Nut Vender					29.95			29.95
Silver King Hunter					27.73			19.50
Silver King Target King								19.50
Smokeshop					229.50			229.50
Stewart-McGuire (7 col.)		45.00)		45.00			227.50
Stoner Univender (6 col.)		1			165.00			
Stoner Univender (8 col.)					210.00			
Uneed-a-Pak (5 col.)	47.50	75.00		47.50	75.00			75.00
Uneed-a-Pak (6 col.)					57.50	19		In the Control
Uneed-a-Pak, Model A								
(8 col.)			43		89.50			89.50
Uneed-a-Pak, Model A		103727000			SENGTO			
(9 col.)		82.50			82.50			82.50
Uneed-a-Pak, Model E								80227553
(5 col.)								47.50
Uneed-a-Pak, Model E		255			SERVER 13.			
(6 col.)		57.50			57.50			
Uneed-a-Pak, Model E					70 50			70.50
(8 col.) Uneed-a-Pak (15 col.)		85.00			79.50 85.00			79.50
U-Select-It		. 85.00			27.50		22.50	85.00 35.00
Vendit		79			27.50		44.50	52.50
Victor Model V		*						8.50
Victor's Topper		7.50		11.75	12 75		7.50	12.00

7.50

Victor's Topper.....

11.75 12.75

7.50 12.00

Coinmen You Know

Chicago:

The export market is booming, and shortages of used equipment to supply orders of foreign buyers is now a problem reports Joe Cal-dron, president of Trans-World Trading, Inc. Joe also reports that one of the biggest music items in demand in European and South American countries these days is the Ristaucrat. Joe Cohen, president of Ristaucrat, was a recent visitor to the Trans-World headquarters here. Caldron says Jack Howard, firm's vicepresident, who is in charge of the West Coast offices, backs up the foreign biz spurt report.

Despite two of the coldest days in recent Chicago history, Ben Coven, head of Coven Distributing, reported a large turnout of ops at his headquarters for National Wurlitzer Days. And Ben had a sheaf of orders, written by Mac Brier, Harold Saul and the rest of the staff to back up his statement that the models 1400 and 1450 looked like winners. A slow-up in the mails, due to the weather, also held down the attendance somewhat as invitations to ops in outlying areas were delayed.

Ted Rubenstein, Marvel, is readying his production lines to take on some defense contracts. Meanwhile he reports a rush on his conversion units for shuffle games. A special run was recently completed to meet the demand of ops.

Howie Freer, Empire Coin Machine Exchange, reports an influx of orders from France and Holland. He also made two volume shipments to Canada. Gil Kitt has been busy lining up all types of used equipment. . . Mike Spagnola, Automatic Distributing, has been putting in lots of overtime with visiting operators who are anxious to get music and game equipment from the firm. . . . Frank Mencuri, Exhibit Supply, is in the midst of a twoweek road trip which will include a stop at the Florida State Fair, Tampa.

At World Wide Distributors Al Stern, Len Micon and Monty West have entertained a steady run of operators from the States the firm covers. Micon reports larger shipments of the Rock-Ola 51 and Williams Music Mite have been coming in. He emphasizes the demand for both is also way up. . . . S. I. Neiman, NCMDA public relations director, made a brief biz trip early last week.

Lucky Dave Gottlieb took time out for that long deferred Florida trip just when the Chicago temperature was at 15 degrees below. With Sol Gottlieb also on a Southern trip, Nate and Alvin Gottlieb had their hands full taking care of distribs who wanted to reorder Knock-Out games. Among those dropping in were Don Fielding, Windsor, Ont.; Lou Boasberg, New Orleans Novelty Company, New Orleans; Joe Ash, Active Amusements, Philadel-phia; Irv Blumenfeld, General Vending, Baltimore, and Harry Silverberg, W B Music Company, Kansas City, Mo.

Visitors at Chicago Coin Machine Company last week included Max Brown, Philadelphia Coin, Philadelphia; Mr. and Mrs. Lou Dunis, Dunis Distributing, Portland, Ore.; John Michaels, Seattle, and Al Sleight, from the West Coast. Ed Levin and Sam Lewis, Chicago Coin sales execs, and their wives entertained some distribs and their wives at a dinner party early in the week. Lewis reports interest in Play Ball, the oversized baseball game, is mounting. Firm's Band Box, music play stimulator, is also drawing repeat orders in volume.

John Conroe, Charlie Pieri and Grant Shay are working out final details on a sales research program which is aimed at helping distributors of the Keeney line. They are also huddling on a sales program for firm's television line built around 17-inch picture tubes.

Bally officials including Ray Moloney, George Jenkins, Herb Jones and Jack Nelson received congratulations from all parts of the country on the eighth successive month in production of Turf King, the jumbo pinball game. Lou Dunis, head of Dunis 8.50 Distributing, Portland, Ore., was

(Continued on page 88)



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These are better quality phonographs in tip-top working order . . . ready for location. Phone, wire or write your order with full confidence that you are getting exceptionally good

148-M 395.00	H-148-M Hideaway \$299.50
147-M 339.50	HO246-M Hideaway 269.50
147-S 299.50	H-146-M Hideaway 250.00
WURLITZER	- AMI
"1250" Write "1080"\$269.50 "1015" 269.50	Model "C"
ROCK	-OLA

WALL	BOXES
SEEBURG SW5-156 S 49 5	AMI Post War Write
W4-L20 49.3	0 ROCK-OLA Post War 12.50 WURLITZER "3020" 39.50
	0 PACKARD (Satin) 12.50

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SHUFFLEBOARDS Must Be Sold Immediately ALL MAKES and SIZES PRICED AS \$70.50 LOW AS

FIRST COME-FIRST SERVED . . . WIRE OR PHONE TODAY PURVEYOR SHUFFLEBOARD CO. We also carry a complete PURVETUR SHOTTLE CHICAGO, ILL. line of Shuffleboard Sup- 4322-24 N. WESTERN AVE. CHICAGO, ILL. Phones: JUniper 8-1814, 1815, 1816

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FOR THE BIGGEST DOLLAR'S WORTH:

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EVER OFFERED TO COIN-MACHINE MEN ANYWHERE

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USED PIN GAMES GAMES

Robin Hood . \$ 59.50

Humpty Dumpty 59.50

Mr. Boston . 139.50

Paradise . 79.50

Cinderella . 59.50

Spinball . 49.50

Temptation . 79.50

Just 21 . 119.50

Jamborae . 59.50

Screwball . 59.50

Star Dust . 79.50

Sally . 79.50

Puddin' Head . 89.50 69.50 59.50 79.50 69.50 59.50 Build Up Tennessee Melody Shanghai Dew-Wa-Ditty . Monterrey EXHIBIT'S Dale Six Shooter

NEW PIN GAMES Chi. Coin—Playball Gottlieb—Knockout Genco—Tri-Score

SHUFFLE ALLEYS—USED United Orig. w/Dis. Pins 149.50 Genco Bowling Keeney Ten Pins .. 125.00 Chi Coin Bewling

Chi Coin Baseball Gottlieb Bowlettes. 107.50 Gence Glider 97.50 MUSIC 1946 Seeburg ..\$295.00 1946 Seeburg Hideaway ... 325.00 1422 Rock-Ola . 225.00

CLOSE OUT **NEW SHUFFLE** ALLEYS

United Shufflecade (Twin) United Skee Alley Roll United Twin Shuffle Alley Rebound United Single Shuffle Alley Rebound United Double Shuffle Alley Express, 91/2' United Single Shuffle Alley w/Return Puck United Shuffle Slugger

Universal Hi Score Bowler (Twin) Chi Coin Ace Bowler Chi Coin Trophy Bowl Keeney 4-Way League Bowler, 8' Keeney 4-Way League Bowler, 91/2'

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New England's Largest Stock New & Used Equipment

MUSIC GUARANTEED: * WURLITZER 1100, 1015, 1080, 1017, 750, 700, 850, 3020's and all older models—Write or Call. SEEBURG 100A, 147M, 146M, Hi-older models—Write or Call. AIREONS (75) DELUXE ... S80.00 ROCK-OLA 1426, 1422 and all older models—Write or Call.

Exclusive Distributors for

BALLY Turf King, Hook Bowler. Five Way Shuffle Alley, Shut-fle Game.

KEENEY Electric Cigarette Machine. CHI. COIN Band Box, 10¢ Play Pin EXHIBIT Trigger, Six Shooter.

WANTED: WILL PAY CASH FOR Bally used Turf King, Champion, Citation, Cold Cup, Jockey Special, Universal Photo Finish, used and new Five Balls, used and new Shuffle Machines, Packard Wallboxes, used Music.

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1015's \$395 \$275

BRUCE MUSIC CO.

WILLIAMSBURG, KY.

Coinmen You Know

Continued from page 87

Chicago:

a plant visitor. Jenkins says that Dunis' handling of the Washington, Oregon, Northern Idaho and Western Montana territory has made him one of the firm's top distributors. Jenkins adds that some new sales records will be

Al Stern, World Wide Distribudistributors and as a result Len

Micon and Monty West are now concentrating on their game and music sales. Monty just came getting a fair to good play. Colback from a combined buying and selling trip.

At First Distributors Wally Finke and Joe Kline were busy pouring coffee for a steady stream of visitors who were in from surrounding States as well as the suburbs. Finke reports reception up a steady stream of new premiums which he is certain will please the op trade.

Joe Schwartz, National Coin Machine Exchange, reports that his big three sales team of Sheldon Spira, Sam Kolber and John Semack are doing a fine job in their respective territories of Illinois, Iowa and Wisconsin. Schwartz says he has been getting a rush of requests for Gottlieb's Knock-Out.

a good run of South Side operation has been at peak, he says.

Bel E. Hall, president of Belvend Manufacturing Company, Inc., took off with his family Wednesday (31) for Arizona, Taking the family Caddy up to Tuclater himself to keep business commitments here. . . . A. Garrick Alex, Vendall Company prexy, abandon the nickel bar entirely, nickel competition would make Cade. for a volume business thru venders, something not now possible with only a few top demand dimby a wide variety of 5-cent bars as running mates in vender columns.

Herbert Silver, who numbers many of the trade execs among customers for his tailored suits, reports his headquarters on Jackson Boulevard is now a gathering place for out-of-towners. Herb, in years gone by, used to play baseball on the same team with Herb Oettinger, United's comptroller.

Sam Stern, Williams Manufacturing, reports business has been so brisk that they had to send an s.o.s. to Harry Williams in California to fly in and help with exec duties. Stern says production has been stepped up sharply in an effort to keep up with high demand for the Music Mite, 45 r.p.m. counter box.

At Purveyor Shuffleboard Company, boss Herb Perkins has completed arrangements for a continuous shipment of hard-to-find as low as \$79.50.

Universal Industries has been humming with activity in favor of its Winner Jumbo pin units. Bill Ryan states that High Score Bowler and Deluxe Twin Bowler are also getting steady repeat inquiries. Mel Binks has been busy greeting out-of-town visitors and making quick biz trips.

Cincinnati:

The executive board of directors of the Automatic Phonograph Owners Association met Tuesday (30) in the association offices. Those attending were Charles Kanter, Nat Bartfield, Philip Ostand, William Strout, Fred En-

9 p.m.

Indianapolis:

Joe L. Flynn, manager of the Wodin. Shaffer Music Company, Seeburg distributors, was confined to his home several days by a slight well as trade paper reps, have case of influenza. . . . Edward been invited to sit down with Shaffer Sr., head of the Shaffer local games ops Thursday (8) at if Dunis keeps up the fast pace Music Company, Columbus, O., spent several days at the local branch on business. . . . Despite Operators of New York in the the inclement weather, icy roads Henry Hudson Hotel. Lou Rosentors, is once again his busy self and sub-zero temperatures, opgreeting local and out-of-town erators came to Indianapolis for lections have gone up and are considered good by most small and Dave Lowy, so city operators. This is true in places where plants have been Washington: converted to war materials manufacture.

In several choice spots here, new equipment and wall boxes of a batch of practically new are being installed, replacing ob-phonos. Mal Finke, head of the solete juke boxes outmoded dipremium division, has just lined rectly after the second World War. Locations are asking for the modern type of equipment. Game distributors are enjoying a fair to good business with the many new games reaching the market. Operators of games from over the State are in every few days looking for something new and interesting. In many places one or two, and occasionally three new games are doing a good business and enjoying a good weekly take. Al Calderon, of the Calde-Col. Lou Lewis has been getting diana distributors for Rock-Ola a good run of South Side opera-tors in for a look at his expanding Florida. . . Ed Gooch, from the lines. Interest in giant pin balls Nashville office of Cain-Caillousuch as Special Entry and Cita- ette, Inc., is visiting the local branch.

New York:

to William Chase, of Chase Muson, Hall plans to plane back sic Box. Mack plans to confine his business interests to his pizzeria in Jackson Heights. . . Dave Simon, of Simon Sales, was last war. Phillips added that thinks candy bar makers should out last week nursing a sore arm. Meanwhile, ops have been visitenlarge it a bit and place it in the ing his coinrow showroom to 10-cent category. Elimination of view United's new Twin Shuffle- Playball, a 10-cent baseball game.

Ben Horowitz, of Albena Sales, is recuperating from a lengthy ers available and those smothered illness. He is well enough now to check into his office a couple Lanza's "Be My Love." of hours a day. . . . Dave Orowitz, head of the Vending Machine Repair Service, was in Boston last Washington juke boxes, accordweek for confabs with Ed Ravreby, sales manager of Vend-o-Mart. Orowitz distribs the manufacturer's candy and popcorn venders in this area.

> Al Simon keeps getting inquiries on what the new Chicago Coin phonograph will look like. But Simon tells the curious ops they will have to wait until he gets his first sample unit, due before the end of next week. . . Phil Koff, of Coffee Vending Service, reports that a good portion of his Kwik-Kafe machines have already been converted to dime operation. Tight supply of coin mechs is holding up the conversion of others.

Parker Lawrence, Sutphen Products sales manager, reports 10 new Bowl-O's have just been music and amusement machines, installed in the Casino at As-Perkins also reports he is getting bury Park, N. J., resort spot run a lot of action on his shuffleboard by Jack Goldberg, of the Beach sale which includes some units Amusement Company. The new units bring the total number of Bowl-O's at the Casino to 17. . . . Bill Alberg, of Brooklyn Amusement, has returned from a

Florida vacation. Harry Berger, of West Side box in town. Distributing, boasts one of the largest assortments of clocks in is in charge of his premium de-

now distributes the William's Music Mite here and plans soon to introduce a new coin game, Bowl-o-Matic, has bought a home in Lawrence, L. I.

Joe Young, of Young Distributing, played host to several hundred in the juke biz here dur-Mr. and Mrs. James Drivakis ing Wurlitzer Days, Sunday and have returned from a two-week Monday (28-29). Assisting him ern district sales manager of vacation at Fort Lauderdale, Fla. in demonstrating the new phonos Mars, Inc., candy manufacturing . . . Regular monthly meeting were Abe Lipsky, sales manager; firm, spoke at a luncheon of candy will be held Tuesday, February Bob Greenway. Allie Goldberg dealers and vending operators 13, at Hotel Sheraton-Gibson at and William Rose, sales staffers; here. There is no shortage of

and his assistants in the department, Bob Blake and Manny

Game jobbers and distribs, as a dinner meeting held by the Associated Amusement Machine berg, president of the org, and Joe Hirsch, manager, predict a heavy turnout. Other AAMONY officers are Murray Lax, vicepresident; Jack Semel, treasurer; Phil Greitzer, secretary; Joe Kochansky, financial secretary, and Dave Lowy, sergeant-at-arms.

Sidney Lotenberg, head of the Westway Vending Company, was expecting delivery of the first five coffee vending machines for his new coffee route.

Most recent Washington Music Guild "Record of the Week" selections as aired on disk jock Eddie Gallaher's "Moondial" and "Sundial" shows on WTOP were "So Long" by the Weavers and Gordon Jenkins and "Would I Love You" by Patti Page.

John Phillips, of the Phillips Novelty Company, summed up the pinball situation in Washington and environs by stating that amusements are off in general, tho music machines are "holding their own." Phillips said that the decline of pinballs plays could be traced to the lowered business of bowling alleys and similar places of amusement, which were always excellent pinball locations. Phillips attributed the decline in bowling alley receipts-and, in-Joe Mack has sold his juke directly, amusement machines' route, operated as Mack Music, receipts-to television, high food prices, and large scale buying of houses, appliances, and similar expensive items by a public which remembers the shortages of the among the new machines he was buying was the Joker, and prob-ably Tri-Score, Knockout, and

Latest "Record of the Week" on Service Music Company's "Modern Moods" program on WEAM, Arlington, Va., was Mario

Last week's top six tunes on ing to the Washington Musical Guild survey broadcast on Milt Grant's WINX "Cavalcade" show, were (1) "Tennessee Waltz" by Patti Page: (2) "My Heart Cries for You" by Guy Mitchell with Mitch Miller's orchestra; (3) Phil Harris's "The Thing;" (4) Sammy Kaye's "Harbor Lights;" (5) "Be My Love" by Mario Lanza, and (6) "Nevertheless" by Frank Sin-

Denver:

Wolf Roberts, head of Wolf Sales Company here, flew to San Francisco when his eldest son, A. A. Roberts, underwent a serious operation in a California hospital. The younger Roberts, suffering from chronic ulcers, was convalescing January 25, when Roberts returned to Denver.

Milwaukee:

Johnny O'Brien's Major Distributing Company is a busy place, what with another Patti Page hit in the bag. Patti's newest "Wouldn't I Love You" has found its way to practically every juke

Russel Copeland, of Russel addition to the novelty lines he Candy Service, reports that candy carries as premiums. Lester Paul | vending is nearing peak business levels once more. Immediate partment. . . . Nat Cohn, who cause for good receipts these days are the busy factories, where production lines are humming.

> A heart attack caused the death recently in Appleton of Chester W. Fletcher, who was State farm division superintendent for the Curtis Candy Company.

L. R. De Rosia, Chicago, West-Henry Slavis, service manager, candy, he told them, but a defi-

EVANS' 1951

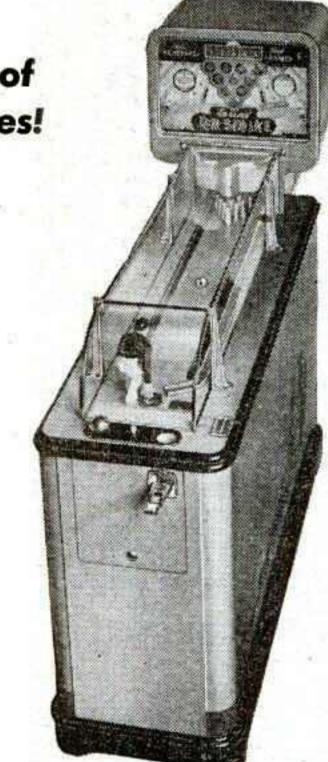
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Original and still Greatest of **Bowling Games!**

> As we predicted, TEN STRIKE, the only authentic Bowling Game, has demonstrated its popularity and is still outliving the many synthetic copies that have been introduced in the past decade!

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nite shortage of glassine and cellophane for wrapping candy, plus chipboard and corrugated paper for shipping boxes.

THE BILLBOARD

Quite a few of the local operators are playing a waiting game.
With the cost of operation having taken a slow but steady rise over the past few years, many of them are wondering how much longer it will be before they are either forced into dime a play price structure, or forced out of business.

At Banaco Music, Frank Bartnik has talked over the issue of upping nickel music to a dime with several location owners, but all have frowned on the suggestion. Both Frank and his wife are anxious to see someone start the ball rolling along with them.

Meanwhile, the Bartniks are expecting a visitor, Nancy Witalis, of Cleveland, whose parents are also music operators in that city. Nancy is to spend the weekend and be escorted to a special party at St. John's Military Acad-emy at Delafield where Roger Bartnik is enrolled. Roger is only 15 years old but already has hit the 6-foot mark.

Altho "Tennessee Waltz" and "My Heart Cries for You" are becoming somewhat dated by present-day mortality rates in the record field, Red's Novelty route-men still list these tunes as their top money-makers.

Ten cent candy bars are being seen much more frequently in vending machines in the Madison area. George Card, of Madison, and Bert Veldheisen, of Lake Mills, have been gradually easing into the dime price and finding it not too difficult to maintain a profitable level.

Candy salesman Herb Martin, who daily plugs the Paul Beich Candy Company, has just re-turned from a short trip thru the eastern corner of Iowa. Herb reports an encouraging acceptance by operators of his bars. The big attraction for venders in his sample case is still the old dependable Whiz candy bar which now retails in a 10-cent size as well as the old-fashioned nickel.

The debris is gradually disappearing and orderly conditions are slowly returning to the remodeled sales office and showrooms of the Paster Distributing Company, on Fond du Lac Avenue. Main display piece on the floor is the sample copy of the Williams Music Mite which draws a lot of attention from ogling ops. The Mite is wired up and keeps spinning its load of disks all day long, doing a sales job for itself.

One man who has been amazingly consistent with his run of bad luck in the last five years is Decca record rep Alvin Ripley who covers the Northern part of the State. "Believe It Or Not," Alvin Ripley has had his car smashed up every winter since 1945. This year, true to tradition, Ripley's car was hit while parked at the curb in Shawano by two other colliding autos. For the operators, the Decca Boys are singing the praises of Jack Owens's "Don't Say You Care." They say it's a sleeper.

Over at Capitol Records distrib, Lynne Jenks, who heads the staff, says that more and more ops are getting calls for the nov-elty number, "John and Marsha." But the number that Jenks thinks will prove a big nickel grabber for juke boxes is Les Paul's "Mocking Bird Hill."

Cold weather had a frigid grip on the entire Midwest last week and Milwaukee got some of the lowest readings. Local taverns and other spots using game and music equipment were adversely affected as the public in general elected to sit home and watch television.

Erv Beck, of Mitchell Novelty, reported that biz for the first three or four days of the cold spell was almost down to zero,

Speaking of the effect of the war situation on routemen and maintenance workers in the coin machine biz, Beck believes that Mitchell Novelty will not have too much to worry about in that respect since all their men are veterans of the last war.

An installation of Super Vend equipment in the Racine plant of J. I. Case firm, is reported by Sam Cooper, head man at the Faster Distributing office. Ben Alberts, handling the Super Vend line here, reports biz at a brisk

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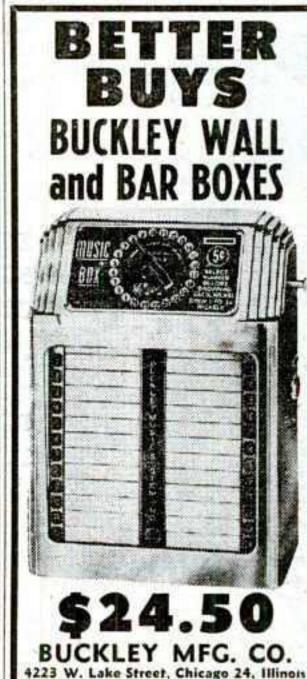
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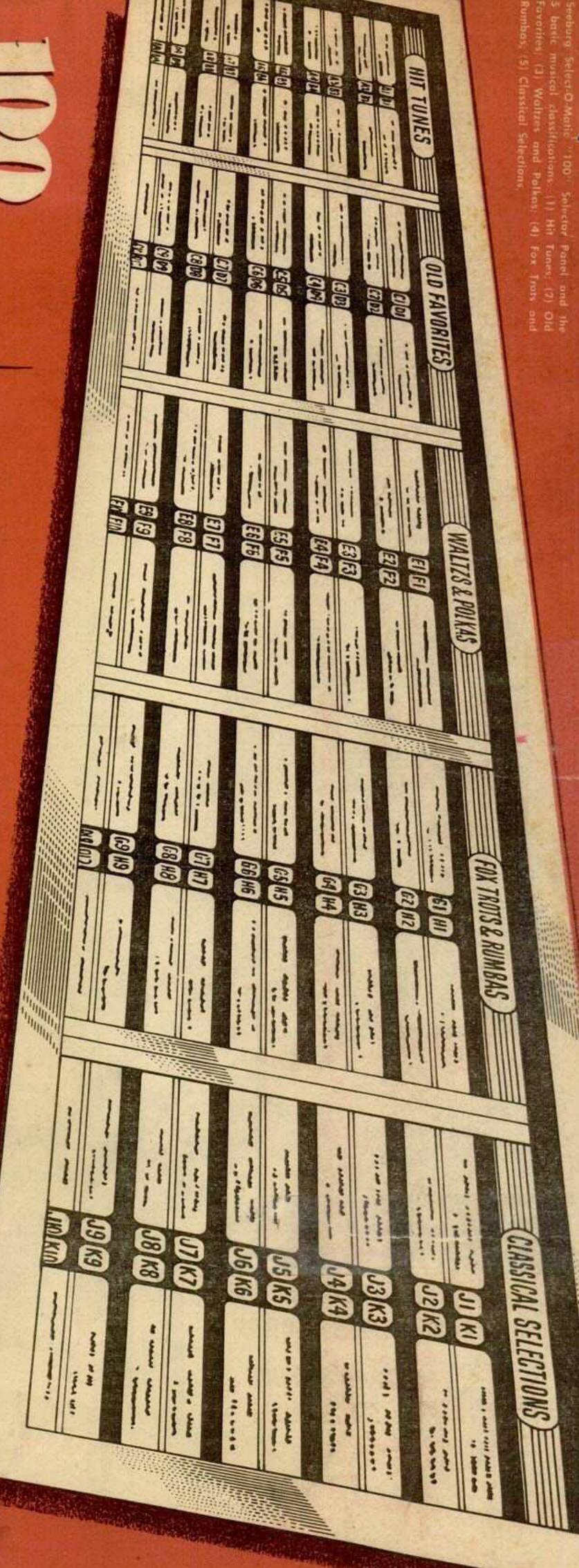
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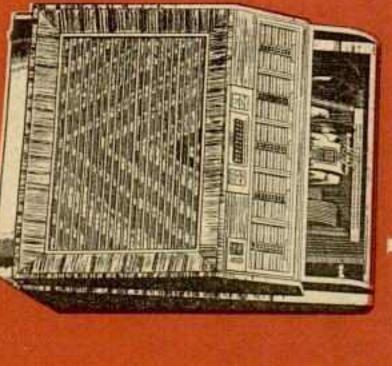
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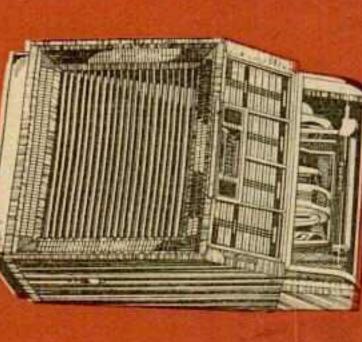
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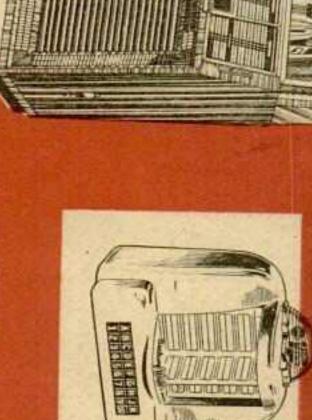
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