

The Billboard

MARCH 3



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Artist-Rep Merry-Go-Round Spins at New Speed, ?? RPM

ONE WAY TO GET AWAY FROM IT

NEW YORK, Feb. 24.—Radio actor Byron McGrath, and his wife, Grace Coppin, both among the top thespians in the field for years, recently decided to get away from it all. Two weeks ago they did so, with a vengeance.

The McGraths are now en route to Ecuador, where they have secured a government okay to operate an ice cream plant. It'll be the first of its kind in the country and will be located in the capital, Quito.

Chorus from the envious: "Make ours vanilla."

\$1,600,000 in Tootlers' Till

NEW YORK, Feb. 24.—Diskery contributions to the Music Performance Trust Fund for platters sold during the last half of 1950 should exceed a record-breaking \$900,000 according to estimates based on money already received at the office of trustee Samuel R. Rosenbaum.

The trustee's fourth report and statement, out this week, shows that \$732,765 was paid in for the first

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Oater Tycoon Buys Into TV Science Flicks

Para Sells 350G Fairbanks Series Share to Combine

HOLLYWOOD, Feb. 24.—Paramount Pictures this week sold its interest in Jerry Fairbanks' series of 85 Popular Science shorts to TV film distributors Toby Anguish and Elliott Hyman for \$350,000. Fairbanks originally made the one-reelers for Paramount release but stopped production two years ago with termination of his studio contract. Altho Fairbanks owned the pix, Paramount held world distribution rights to the series. Fairbanks will share in series' TV revenue with the Anguish-Hyman combine. Deal climaxes more than a year's negotiations. Paramount still holds distib rights to the other Fairbanks-produced shorts, including 50 Speaking of Animals and 78 Unusual Occupations.

According to Anguish, who until

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A BONG'S A BONG, BOYS; PLAY FAIR

NEW YORK, Feb. 24.—The Metropolitan Life Insurance Company, sponsor of Allan Jackson and the News, the six-bong program over Columbia Broadcasting System, this week claimed it has been short-changed a bong. Client sent a letter to the web outlining its complaint and stating, "We have had a letter from a listener who regularly tunes his radio in to the 6 o'clock news. Last week he was shocked to hear only five bongs of the tower bell introducing Allan Jackson. We are calling your attention to the fact. You owe us one bong."

G.I.'s To Get TV Via Kine Plan

NEW YORK, Feb. 24.—Television is finally moving into the overseas armed forces entertainment picture, or at least trying to. All video webs have in recent weeks been talking with military and other governmental brass, trying to work out a practical plan for sending kinescopes of top shows to fighting men abroad.

Key figure in the development on the TV side is Gen. Lyman Munson, director of operations of the National Broadcasting Company, who has been contracting top government officials with the idea of working out plan for the project. Holding up the plan at the moment is the usual official red tape as to which agency in government and/or the armed forces should handle the project.

General plan would naturally be patterned after the structures thru which the Armed Forces Radio Service gets radio shows and records and the Hollywood War Activities Com. ittee gets master prints of films overseas for troop entertainment.

and pass them on for final okay, and interest in their offer for the Sidney Kingsley-Arthur Koestler click was sparked by a story in the February 17 issue of *The Billboard*.

The Playwrights are eager to determine the extent of interest in their hit among schools before setting up a flat royalty-free plan for other groups as well, and with Alabama, Iowa and Massachusetts already responding, interest seems fairly widespread.

TV Actors on Rocky Road; 5,500 Called, 11 Chosen

NEW YORK, Feb. 24.—Altho CBS-TV has held 5,500 auditions since September, 1950, only 11 actors have been chosen for grooming for featured parts on the web's dramatic packages, according to Robert Fryer, CBS-TV casting director. The performers are Veronica Patacky, Jan Tyroler, Coleen Dewhurst, Nancy Marchand, Kathy Dugas, Jean Bolan, Jack Ewing, Nora Mitty, Dennis Cross, Richard Bowman and Logan Fields.

Fryer added, however, that out of the 5,500 actors and actresses heard, CBS-TV had found 500 who

could be used for smaller parts, but that most support is being given its 11 acting finds. They are to be brought along carefully. First they will be given roles as stand-ins, then bit parts, and finally leads.

Fryer claimed that those thespians who don't qualify at the auditions are mainly hampered by lack of sufficient training and experience. "Their acting has a flat one-dimensional quality," he stated. Of the emoting personalities who first got their start thru CBS-TV auditions, but who since have clicked, he named Leslie Nielson and Ann Marno. The most impressive CBS-TV dramatic discovery was Charlton Heston, now a top

Delaney Exits L'don; Geller Ditto Mercury

Kapp Settles Rumor of His Bow-Out; Tawny Neilson First Fem A.&R. Chief

NEW YORK, Feb. 24.—The artists and repertoire merry-go-round, always one of the dizzier aspects of the record business, spun this week at a new speed, unidentifiable as to revolutions per minute.

When the ride slowed down, nobody had latched onto much of a brass ring, but the industry had its first woman a. & r. topper in Miss Tawny Neilson, who replaced Joe Delaney as head of the popular artists and repertoire department of London Records; Dave Kapp, Decca veepee and a. & r. chief had settled, at least momentarily, persistent rumors that he was going to blow his spot; Alan Livingston, Capitol a. and r. bulwark, was in the middle of a romance with RCA Victor; Harry Geller, West Coast a. and r. chief of Mercury Records, was no longer in that spot, and Lou Busch left his

Capitol a. & r. post. Full details of all these developments are in the Music Department.

Mimic Renders Unto Caesar

NEW YORK, Feb. 24.—Sid Caesar and Columbia Broadcasting System-TV this week got into a legal entanglement when an act which appeared on Arthur Godfrey's *Talent Scouts* Monday (19) did Caesar's airplane imitation routine. A protest was filed shortly after the broadcast, and partial settlement was effected Friday (23) by Milton Mound, Caesar's attorney, and Coudert Bros., CBS counsel.

What complicates the situation is that David Astor, who did the

(Continued on page 42)

HI-HO SILVER DIMES!

Kids Stampede for Juke-Steed Rodeo

NEW YORK, Feb. 24.—Coin-operated ponies that gallop 60 seconds for a dime and the cowboy-struck small fry who ride them make for a unique operation now fanning out across the country. Harry Saltzman, whose Rider Amusement Corporation and Mountie Enterprises already have 43 mechanized hobby horses installed in department stores in seven important cities, has new placements scheduled in an additional six metropolitan centers and is aiming at a 100-unit operation.

Thus far, all concerned seem to benefit from the operation. Saltzman reports the ponies returning a satisfactory income, the stores are earning extra revenue and parents on shopping trips find their youngsters more manageable after a canter or two.

Operated here in such stores as Macy's and Gimbles, the ponies are installed in children's wear departments during most of the year. But at Christmas and Easter time they are moved into toy departments to catch the brunt of juvenile traffic. Macy's will have four of the steeds in a special corral enclosure this Easter to foster the cowboy atmosphere.

The horses, made by Memphis Metal Manufacturing, were originally designed for adults hoping

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Mistinguette Plans US Comeback at 77

NEW YORK, Feb. 24.—Mistinguette, who is to the dance dodge what George Bernard Shaw was to literary circles, is planning an American tour in the near future. The Parisian danseuse, now about 77, does a terp team turn with Nino Correnzio, who's just under 30. It's reported that a Stem presentation house has offered 5G weekly for the act.

She opens February 28 at the Montmartr, Montreal.

3 Colleges Hop for BB 'Darkness' Idea

NEW YORK, Feb. 24.—Three colleges, Birmingham-Southern, Iowa State Teachers and the Harvard Theater Group of Harvard University, have been quick to respond with requests to *The Billboard* on a recent offer made by the Playwrights' Company to grant permission for accredited college theatrical groups to produce their current anti-Commie Broadway smash, *Darkness at Noon*, royalty free.

This paper was asked by the play company to handle requests

It's Tuff All Over, Down Under as Well

SYDNEY, Feb. 24.—Local shortage of legit theaters faces another set-back. The 35-year-old Tatler Theater has turned in the balance of its 50-year lease for auction.

The Tatler was built on land still owned by the Sydney City Council, and at that time a 50-year lease was secured by Australian Picture Palace, Ltd., which presented pix for some years before subletting the house for legit shows.

Auctioneers, L. K. Hooker, Ltd., state that five prospects are interested in acquiring the premises. These include automobile as well as theatrical interests.

SEE THE BILLBOARD, MARCH 17 ISSUE, featuring a Special Section for Juke Box Operators published coincidental with the MOA Convention, Palmer House, Chicago, March 19-21.

"INCOME AND OPERATING COSTS"—another important feature for music machine operators. See it in *The Billboard* 1951 Juke Box Special, dated March 17 . . . out March 12.

LIST OF TOP TUNES FROM 1900 TO 1940 and records available—see it in *The Billboard* 1951 Juke Box Special, dated March 17 . . . out March 12.

"PROGRAMING FOR PROFIT"—TIPS ON how to program for greater juke box profits. See it in *The Billboard* 1951 Juke Box Special, dated March 17 . . . out March 12.

Billboard Backstage

By JOE CSIDA

It happens no doubt, once in a while, to everybody who has to do a regular column. The man keeps pointing at the clock and hollering all kinds of things meaning deadline, and you haven't even had time to think what you're going to write about.

So you start running thru your mind the columns you've been planning and know that if you take a crack at any of them full-blown, you will do a lousy job. Like you sure wanted to do a piece about Arzeno Eugene Selden, better known as the Stratosphere Man. It was only last November that you mentioned his full-page ad in the Cavalcade of Fairs section of the paper, headlined: *No! Still Very Much Alive!* and featuring front and rear views of Selden's own tombstone, which he himself designed.

The lead paragraph of the copy in that ad said: "Alive . . . and still performing the world's highest aerial act! But . . . one never knows when something may happen. . . . So it is best to be prepared!" And a couple of weeks ago Selden fell and slammed into a truck from a height of 50 feet while doing his slide for life blow-off to the high pole handstand at the Southwest Florida Fair. And a week later Selden died of a heart attack at the age of 61. He was a great showman, and I wish I had known him better. . . . What else is there to say even if you had time to plot a whole column!

You wanted to do a piece, too, on co-publisher Bill Littleford going off Monday (26) to an intensive three-month course at the Harvard School of Business Administration. But you probably wouldn't have done that one anyhow, inasmuch as Bill is a modest and publicity-shy guy, and there are characters who would probably accuse you of shining up some apples.

The follow-up piece on Le Comtesse De Vaulchier and Dr. Bergen's face-regenerating process you certainly wouldn't toss off without ample opportunity for thought, as much as you'd like to accede to the requests for the piece from readers who kindly wrote in. Nor would you blow the column on this paper's merchandise department in a quickie effort. It's much too promising as a good piece to toss it off fast. Nor the piece about the Young & Rubicam ad, nor the one on how you feel about George Lewis and his gagwriters and comics. All those you'd rather do some time when you've got at least 10 minutes to do 'em in. And you will.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 24.—In a closed-door confab one day this week, Administrator Manley Fleischmann, of the National Production Authority, got some brow-raising news revealing the magnitude of the military lag in contracts. A special delegation from the electronics industry told the NPA boss that only 5 per cent of the industry's total productive capacity was engaged in military output at the start of this year. This will probably rise to 10 per cent by July 1, and maybe to 25 per cent by the year's end.

Un-American Probers Ready for Coast . . .

Klieg lights will burn for weeks at House Un-American Activities Committee's upcoming new hearing on Communism in Hollywood. One committee staffer says he'll be surprised if the hearing runs less than two months. "What a strain," he added, envisioning the daily grinding of TV and newsreel cameras.

Stage for the long-expected new hearing is being set by a subcommittee of three, sent to Hollywood this week-end as aftermath of two executive meetings of the full committee. Altho March 21 has been slated for opening of hearing, committee isn't certain it will stick to this date. May have to settle for deferment unless members agree to let the subcommittee stage a Hollywood opening and move to Washington later. Edward G. Robinson, who voluntarily testified to committee last December to deny that he ever had Communist ties, is scheduled for a reappearance.

Grim Arithmetic, Then Laughter . . .

At Senate Interstate and Foreign Commerce Committee hearing this week on Defense Department's broadcast control bill, grimmest laugh was produced by Maj. Gen. Francis L. Ankenbrandt, air force director of communications. The general was politely noncommittal when Sen. Warren Magnuson (D., Wash.) asked him if air force would black out U. S. broadcast stations in event of an enemy raid. So Magnuson shrewdly pursued further.

"Suppose some squadrons of enemy planes were sighted over
(Continued on page 41)

Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 24.—Box-office magnetism of recording artists has proved itself to movie makers and is causing a trend toward more films boasting best selling disk artists. Producers are assured of a ready-made audience in using artists who have first shown their worth thru their record sales. Producers reap further benefits thru disk jockey exploitation of the films thru their own efforts, tie-ins with the respective recording companies and the independent campaigns launched by the artists involved. Recording companies have always been quick to tie in with a movie studio as have the artists, for both disk names and record labels see the motion picture screen as still another promotional tool in selling records.

Altho studios have used this device to boost their box office before, it was only carried on sporadically. First to pioneer the recent trend was Columbia Pictures' Jonie Taps. Three years ago Taps brought in his *Make Believe Ballroom* at a fraction of regular musical's budget, and thanks to the appeal of the recording artists featured in the film, *Ballroom* delivered heavy returns for the initial small investment. In addition to name disk artists, Taps wisely included footage of deejays Martin Block and Al Jarvis. Film salute to disk jockeydom as a whole paid off handsomely in free air plugs across the country.

Success of *Ballroom* led to Taps's elevation to the ranks of producer. Since then, Taps turned out *When You're Smiling*, another record artist-studded low budget musical with similar box-office results. Taps this week completed shooting of *Sunny Side of the Street*, filmed in super-cinacolor, his first effort in tinted footage. Film is equally loaded with disk names.

Eagle-Lion Follows With "Come Out Singing" . . .

Following the trend, Eagle-Lion, thru Kay Starr's manager Hal Stanley, is rolling *Come Out Singing*, a low-budget (\$300,000) musical featuring the complete talent roster of Capitol Records. Altho Taps
(Continued on page 41)

LIFE IN THE OLD GIRL YET

Radio Comeback Forecast By CBS's Lester Gottlieb

NEW YORK, Feb. 24.—Radio in the East is due for a strong comeback, Lester Gottlieb, new CBS radio program chief declared this week. He bases his opinion on the growing talent pool now mounting here because of TV, and pointed to the terrific number of guest appearances on Eastern radio shows

made this season by film stars who have commuted regularly between here and Hollywood.

Gottlieb noted that CBS had set up a booking arrangement to see that name talent was spread on a variety of programs, both radio and TV. More and more names are remaining in the East, where more work is available, not only in TV but in radio and in legit. Such names as Joan Bennett, Gary Cooper, Veronica Lake, Douglas Fairbanks, Jr., and others are working the radio and TV guest shot circuit and are available for series.

Gottlieb said that the network was wide open for radio packages, but that they must be priced right. He claimed that the market was not willing to pay more than \$5,000 a week for a top radio show, and that the day of the \$15,000 weekly AM package was over. The radio topper maintained that radio was far from thru, and that its resources were only beginning to be tapped. In comparison with TV, he stated, radio could produce any kind of a show and was not limited by the sight factor.

NO SOAP, ONLY \$\$ FOR RANSOM

CHICAGO, Feb. 24.—Government building restrictions probably will force Ransom Sherman to stay in television, altho his heart is in laundromats. When Sherman took over his afternoon National Broadcasting Company net show last fall, he had in his pocket an option on a lot in Reno, Nev., on which he wanted to build a laundromat which would include space for square dancing, a women's meeting room, a radio studio and a stage for entertaining during slack hours.

Sherman planned to build the super laundromat in case his TV show didn't click. The show was dropped by NBC in January, but Sherman found that government restrictions make it impossible to build his laundry.

Sherman, now in Chicago, has turned down several offers for shows, feeling they aren't his type, and will still go for the laundromat if a way can be found. He would have a 15-minute radio show daily, write a daily newspaper ad column, run the square dances, and perform in most of the laundry stageshows.

Rose Tosses Tour For Horseshoers

NEW YORK, Feb. 24. — A new package, a Billy Rose Diamond Horseshoe unit, that will play cafes, theaters, fairs, army camps and one-nighters, is being mulled if enough playing time plus the dough is available.

Rose has been approached by various agents who claim to be able to get \$12,500 for a unit, but he's hesitating for various reasons. If he does such a unit, Rose would want it to be costumed properly, to carry its own sets and to be able to do an hour show. To properly put such a show together, Rose estimates, would cost \$150,000.

Two of the gimmicks submitted to him call for one-nighters for a guaranty plus a percentage, and a tour for army camps under the sponsorship of a national advertiser.

HOLLYWOOD, Feb. 24.—An intimate revue for niteries is being packaged here containing 20 original songs and a cast of six. Producers Sam Kerner, George Tibbels and Ramez Idriss have put \$8,500 into the show and will peddle it for \$1,500-\$2,500. Show bows Thursday (1) at the Mapes Hotel, Reno.

Bookings are being worked thru William H. King, who has lined up the St. Francis Hotel, San Francisco, as the second date.

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British Ditty Full of Pity

NEW YORK, Feb. 24.—The lot of the song plugger in Merrie England could be merrier, according to the following nobby jingle, taken from the last souvenir journal of the Music Publishers' Contact Personnel Association of Great Britain:

*A contact man stood at the Golden Gate,
His head was bent and low;
He meekly asked the man of fate
Which way he should go.*

*"What have you done," St. Peter said,
"To seek admission here?"
"I offered music to everyone
For many and many a year!"*

*St. Peter opened wide the gate
And gently pressed the bell—
"Come inside and choose your harp,
You've had your share of hell!"*

75,000 Get Break Thru Wage Rule

NEW YORK, Feb. 24.—More than 75,000 New York State amusement workers in the lower pay brackets were given minimum wage protection by the signing of a new order by Industrial Commissioner Edward Corsi Monday (19).

The wage order, resulting from the findings of a wage board after private and public hearings in New York, Albany and Rochester, establishes a 75-cent-an-hour minimum and goes into effect April 22. Those specifically covered are employees in picture houses, at beaches and pools, sport arenas, golf courses and bowling alleys.

Exceptions have been made, however, to the 75-cent rule, particularly in areas outside New York City, with differential established in accordance to sizes of the cities. Also, beach attendants will re-
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War Crisis Nixes Packard Jamboree

DETROIT, Feb. 24.—Cancellation of a three-day jamboree sponsored by Packard Motor Car Company for 347 top salesmen marked the impact of the national crisis on entertainment plans. Event was to have been held at Edgewater Gulf Hotel, Edgewater Park, Miss., with entertainment including a variety show, semi-name band, and general musical background during the three-day funfest. Instead of holding the show, Packard decided to give the salesmen cash awards and solid gold rings.

The group was the largest Packard has had in its "master salesman" class since 1926. Direct spending by the company on the jamboree was estimated at \$25,000, with entertainment budget taking a sizable slice of the total.

London Dispatch

By LEIGH VANCE

LONDON, Feb. 24.—The British Broadcasting Corporation runs a Saturday Jazz Club program. This week it took place in the converted Playhouse Theater. Two groups—the Crane River Jazz Band and the Cranford Jazz Club—packed the theater with fans. All went well until the Crane River boys broke into an old Southern march, *Maryland, My Maryland*, which had a hauntingly familiar theme. Used by the Germans for a lullaby and the Marxists for a march called *The Red Flag*, the rendering brought a storm of protest from the public. Explained weary BBC operators, "The tune is international, has no political significance."

Moss Empires in Refinance Plan . . .

Moss Empires, who own the Palladium, are creating 139,000 new ordinary shares and capitalizing \$120,512 of their capital reserve. They will distribute these among ordinary shareholders in the proportion of one fully paid \$2.80 share for every \$56 ordinary stock now held. Later the new shares will be converted into stock which will rate equal to the existing ordinary stock.

The British Board of Film Censors, which checks every film for general showing, has come out with a new rating for movies unsuitable for junior. Previously the three classifications were "U" Certificate for all films okayed for kids (e.g. *Lassie*), "A" Certificate for films unsuitable for junior (e.g. *All About Eve*), and the rarely used "H" for Horror Certificate (*Frankenstein*), which put a total ban on all under-16's. This left a loophole where junior could sneak into morally unsuitable (*Birth of a Baby*) movies with an adult. Now the BBFC announces
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Paris Peek

By ART ROSETT

PARIS, Feb. 24.—Typical of French publicity methods, the Casino de Paris, one of the largest music halls in France, ran a large display advertisement in *France-Soir*, Paris daily. The ad stated that the show, *Exciting Paris*, an extravaganza in two acts and 45 scenes, had been booked by an American impresario for a New York run. We checked to find out the name of the impresario, the name of the theater and the opening date in New York. We were told, "It's just a publicity stunt. We have made no commitments to leave Paris."

Pic Plans Blossom; "Mona Lisa" Hit Tune . . .

Paul Paviat, the enterprising French director who made a Hollywood (?) Western here last year, is now shooting an American gangster film, *Blood in the Sawdust*, or *Chicago Digest*. Mexican star Maria Felix and Italian director Rossano Brazzi will make *The Black Crown* in Spain, from a Jean Cocteau script. Alida Valli and Gerard Philippe will appear in a Claud Autant-Lara film to be shot almost in its entirety in the Rome railroad station. Titled *Stazion Termini*, the picture will have virtually all its action taking place between trains. *Lady-Lou*, a Mae West novel, is scheduled for publication here. Mouné de Rivel dropped by to tell us she was on her way to Lou-sanne, Switzerland, to open at Jean Michels. After that, the Borse Cabaret in Zurich; the Tip-Top at Neufchatel, and then back to Milan at the Piccolo Bar. Gene Reynolds was given a farewell party by his friends on the Left Bank before leaving for Hollywood this week. The foreign song with the biggest potential here continues to be *Mona Lisa*.

Britain Lifts Play Ban; It's Oscar, Not Johann . . .

A French play, banned for the past 12 years in England, will open
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NBC Plans 6-Month Bally To Mark 25th Anniversary

NEW YORK, Feb. 24.—Promotion is indicative that all affiliated stations will participate with NBC. NBC will use every available medium for its bally, and in addition will air a number of special shows. One in the works is a two-day forum, with the subject tentatively set to deal on mankind's future at the beginning of the second half of this century. The web hopes that the forum may develop into an annual affair, comparable to *The New York Herald Tribune* forum. Also under consideration are several shows capable to *The New York Herald Tribune* forum. Also under consideration are several shows capable to *The New York Herald Tribune* forum.

ASR Dropping "College Bowl"

NEW YORK, Feb. 24.—The recently shifted American Safety Casting account started to shake itself down this week when *College Bowl*, now on ABC-TV, was dropped, and *The Show Goes On* set to move out of its Thursday night CBS-TV slot in June. The account last week moved from Ruthrauff & Ryan and was split between McCann-Erickson and BBDG, Barton, Durstine & Osborn. BBDG got *Treat and the Blue Star* division; McCann got the Silver Star billings.

College Bowl, packaged by MacIn Gosh, and co-sponsored by ASR and Pharmacratt, is to be canceled after its March 26 telecast. The Monday night 9-9:30 ABC-TV show was axed because of its rating. It is netted at the network, nevertheless, because of its rating. It is netted at the network, nevertheless, because of its rating.

3-Way Fight on Rights To "Dagmar" Handle

NEW YORK, Feb. 24.—A three-way battle involving NBC-TV, Jerry Lester and Dagmar (denied to turn out Dagmar dresses, dolls, slips and similar items. Seemingly, no deal can be firm up until the ownership issue has been settled. Miss Lewis is also reported doing a burn on the claim that Lester has cut down her stint on the program currently a hot property.

NBC and Danny Hollywood, Dagmar's manager, have been negotiating a new contract for some time, but so far no deal has been set. NBC insists it owns rights to the Dagmar name, and so does Miss Lewis. The latter purportedly bases her claim on the wording of her previous contract. She has been working without any contract for some weeks. Despite the delay in coming to an agreement, her relations with NBC are good.

At the same time, Lester is said to have entered his claim to the character with him that the character developed as one of the major draws on the *Open House* series. Lester works three nights a week; Monday and Wednesdays are filled by other comics, with NBC so far unable to come up with a suitable running mate.

An added complication stems from the fact that there is considerable merchandising money involved in the case. The RCA reply was that the case should be carried thru the Supreme Court because the ultimate decision is of major importance to one of the parties. The RCA reply was that the case should be carried thru the Supreme Court because the ultimate decision is of major importance to one of the parties.

NCAA & Telecasters Huddle To Clarify Football Policy

NEW YORK, Feb. 24.—Major mental angle as a loophole permitting TV coverage. As a result, one mission of next week's huddle will be clarification of the "controlled experimental" phraseology. This could mean establishing a specific limit to the number of such games each school will contract for, as well as setting up procedures whereby the school may request permission to make such agreements.

TWO STORKS-- THREE ASPIRINS

DETROIT, Feb. 24.—The stork proved a major hazard for WXYZ-TV Sunday (18), with Bob Mayberry forced into doing a straight 12-hour announcing stretch as a result. The only two other announcements on tap over the week-end were "hospitalized" for the births of their respective first offspring—Steve Lawrence and Tom Waber, Sunday, leaving Mayberry without a relief man.

NEW YORK, Feb. 24.—The first instance of a video show acquired by a split personality, not only as to sponsorship, but as to program type, is slated to start March 27, when *Cluett Peabody* (Arrow shorts) will begin alternating with *Holiday Hotel* with sponsorship of *Holiday Hotel* with a split personality, not only as to sponsorship, but as to program type.

NEW YORK, Feb. 24.—Opposition to a move by the Association of Theatrical Press Agents and Managers to organize TV managers and press agents developed this week from the Publishers' Guild, unaffiliated P. A. outfit. The Guild is sending a letter to broadcasters and ad agencies Monday (26) notifying them that it has, in fact, organized such personnel in its ranks.

PG states it is chartered to cover all publicity fields not presently assigned to the legit union or Screen Publishers' Guild, PG to take around 105 members. It expects to complete drafting standard contracts covering long and short-term publicity deals, as well as working conditions for staffers in all publicity offices, at a meeting next Thursday.

N. Y. AM-TV POOL FOR CRIME QUIZ

NEW YORK, Feb. 24.—Local indie WNEW here is currently negotiating with Sen. Estes Kefauver of Tennessee for permission to air his crime committee hearings in New York next month. The senator expressed definite interest in the idea, but said he would probably pool broadcast rights on the meet for all radio and TV outlets.

NEW YORK, Feb. 24.—Packagers Mark Goodson and Bill Todman are designing, according to authoritative reports, to ease the burden now placed on Chris Witting, DuMont's general manager. The moves are designed, according to reports, to ease the burden now placed on Chris Witting, DuMont's general manager.

NEW YORK, Feb. 24.—Plan Night TV Show Around Barry Gray. Gray's nighttime d. j. show airs on WMCA, New York.

NEW YORK, Feb. 24.—Station Hunt. Rose and his sponsor, Hudson Motors, this week began shopping for a new slot next season on a different network. The dramatic program is now on ABC-TV Tuesdays 9-9:30 p.m.

NEW YORK, Feb. 24.—Gen. Foods Takes DuMont's "Capt. Video" for Over 7 Yrs. Largest single sale of Class "A" time on the DuMont web since inception. With Benton & Bowles handling the show for General Foods, the following four products will be advertised on the show: Sugar Crisps, Post Toasties, Post Raisin Bran and Postum.

NEW YORK, Feb. 24.—Flack Guilds In TV Hassle. The buy probably marks the than seven years.

NEW YORK, Feb. 24.—Video Hotel Caters to Mixed Trade. Managers to organize TV managers and press agents developed this week from the Publishers' Guild, unaffiliated P. A. outfit.

NEW YORK, Feb. 24.—Client Dumps Love For Women in House. NBC so far unable to come up with a suitable running mate.

NEW YORK, Feb. 24.—ABC-TV Readies "Osmo". Emerson Radio & Television is filling a similar motion today.

DuMont Splits Exec Chores in Upper Echelon

NEW YORK, Feb. 24.—Re-alignment of top echelon duties in the works at the DuMont video network. It was reported this week that the burden now placed on Chris Witting, DuMont's general manager, is to be shared by several other executives.

NEW YORK, Feb. 24.—Rose on Time, Station Hunt. Rose and his sponsor, Hudson Motors, this week began shopping for a new slot next season on a different network.

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NEW YORK, Feb. 24.—ABC-TV Readies "Osmo". Emerson Radio & Television is filling a similar motion today.

NBC Plans 6-Month Bally To Mark 25th Anniversary

NEW YORK, Feb. 24.—Promotion attending the National Broadcasting Company's 25th anniversary this year may wind up as one of the most extensive long-run campaigns the industry has yet witnessed. Details are by no means complete and actually will not be until the network has heard from all its affiliates as to their participation. Approval last week by the NBC Stations Planning and Advisory Committee of a general 25th anniversary promotion, how-

ever, is indicative that all affiliates will participate with NBC.

NBC will use every available medium for its bally, and in addition will air a number of special shows. One in the works is a two-day forum, with the subject tentatively set to deal on mankind's future at the beginning of the second half of this century. The web hopes that the forum may develop into an annual affair, comparable to *The New York Herald Tribune* forum. Also under consideration are several shows capturing highlights of NBC's first quarter century.

AM Facilities

The anniversary will dovetail with NBC's extensive plans to promote its AM facilities this year, and emphasis will be laid on the fact that NBC is the first network to hit the 25-year mark. On-the-

air promotion, however, will use both AM and TV facilities.

Tentative plans call for the celebration to start June 1 and continue until the end of November, concluding with NBC's annual convention, scheduled this year for Boca Raton, Fla. Originally the bally was to wind up November 15, the actual date of the anniversary, but was extended to serve as a theme for the convention.

The network's committee developing the anniversary promotion is headed by William F. Brooks, vice-president in charge of public relations, and includes Sydney H. Eiges, veepee for press; Jim Nelson, TV promotion head; George Wallace, AM promotion head, and representatives from J. Walter Thompson Advertising Agency and Carl Byoir public relations office.

ASR Dropping "College Bowl"

NEW YORK, Feb. 24.—The recently shifted American Safety Razor account started to shake itself down this week when *College Bowl*, now on ABC-TV, was dropped, and *The Show Goes On* set to move out of its Thursday night CBS-TV slot in June. The account last week moved from Ruthrauff & Ryan and was split between McCann-Erickson and Batten, Barton, Durstine & Osborn. BBDO got Treet and the Blue Star division; McCann got the Silver Star billings.

College Bowl, packaged by Mactin Gosch, and co-sponsored by ASR and Pharmcraft, is to be canceled after its March 26 telecast. The Monday night 9-9:30 ABC-TV show was axed because the lighter division of ASR did not have enough money to continue sponsorship. Pharmcraft could not carry the show alone.

The ASR blade division, however, is extremely satisfied with Robert Q. Lewis's CBS-TV show because of its rating. It is nettled at the network, nevertheless, because of its rating. (Continued on page 42)

NCAA & Telecasters Huddle To Clarify Football Policy

NEW YORK, Feb. 24.—Major interest of telecasters and sports figures will center next week on Chicago, where a committee of the National Collegiate Athletic Association will meet in an attempt to clarify the NCAA stand on telecasting football games. NCAA reps from eight regions will attend, as will officials of the major TV networks.

It is believed that some modification of the NCAA ban on live telecasts may result from next week's meetings. Focal point of such a move is the line in the NCAA resolution, adopted last month at a meeting in Dallas, permitting "controlled experimental telecasts." Broadcasters regard the experi-

mental angle as a loophole permitting TV coverage.

As a result, one mission of next week's huddle will be clarification of the "controlled experimental" phraseology. This could mean establishing a specific limit to the number of such games each school may contract for, as well as setting up procedures whereby the school may request permission to make such agreements.

Telecasters declare that despite talk of legislation under which land grant and State institutions would be forced to permit telecasts, NCAA still has the controlling hand. They state that a recent move by the University of Pennsylvania, which signed a deal with ABC giving the network the right to meet any offer Penn gets for TV rights, has already prompted off-the-record comment from other

N. Y. AM-TV POOL FOR CRIME QUIZ

NEW YORK, Feb. 24.—Local indie WNEW here is currently negotiating with Sen. Estes Kefauver of Tennessee for permission to air his crime committee hearings in New York next month. The senator expressed definite interest in the idea, but said he would probably pool broadcasting rights on the meet for all radio and TV outlets.

Plan Night TV Show Around Barry Gray

NEW YORK, Feb. 24.—Packagers Mark Goodson and Bill Todman this week were blueprinting a new nighttime video show to be built around Barry Gray. The disk jockey is currently emceeing their *Winner Take All* daytime package.

Gray's nighttime d. j. show airs on WMCA, New York.

DuMont Splits Exec Chores in Upper Echelon

NEW YORK, Feb. 24.—Realignment of top echelon duties in the works at the DuMont video network, it was reported this week. The moves are designed, according to authoritative reports, to ease the burden now placed on Chris Witting, DuMont's general manager.

Info is that C. G. (Dutch) Alexander and Norman W. Drescher, each of whom is administrative assistant, will be given responsibility for three operating departments. The present heads of these departments will report to Alexander and Drescher who will still be responsible to Witting.

Alexander is said to be due to have programing, engineering and operations report to him, with station relations, traffic and tele-transcriptions to report to Drescher.

Details are being worked out by Witting and Mort Loewi, director of the DuMont network, but neither was available yesterday (Friday).

Rose on Time, Station Hunt

NEW YORK, Feb. 24.—Billy Rose and his sponsor, Hudson Motors, this week began their shopping for a new slot next season on a different network. The dramatic program is now on ABC TV Tuesdays 9-9:30 p.m.

Rose is inviting offers from NBC TV and CBS-TV, both of whom reputedly have indicated an interest. He feels that the program's quality, critical raves and publicity should have produced better ratings. Although Rose has been signed by NBC-TV as a video consultant he still is free to present his show over any web.

3-Way Fight on Rights To "Dagmar" Handle

NEW YORK, Feb. 24.—A three-way battle involving NBC-TV, Jerry Lester and Dagmar (Jennie Lewis) has been going on for some time, it was learned this week. Essentially, the scrap involves ownership of the name Dagmar, with the dead-pan comedienne of the *Broadway Open House* video series currently a hot property.

NBC and Danny Hollywood, Dagmar's manager, have been negotiating a new contract for some time, but so far no deal has been set. NBC insists it owns rights to the Dagmar name, and so does Miss Lewis. The latter purportedly bases her claim on the wording of her previous contract. She has been working without any contract for some weeks. Despite the delay in coming to an agreement, her relations with NBC are good.

At the same time, Lester is said to have entered his claim to the monicker, since it was thru working with him that the character developed as one of the major draws on the *Open House* series. Lester works three nights a week; Monday and Wednesday are filled by other comics, with NBC so far unable to come up with a suitable running mate.

An added complication stems from the fact that there is considerable merchandising money in-

involved. Dagmar has had a slew of bids from manufacturers who want to turn out Dagmar dresses, dolls, slips and similar items. Seemingly, no deals can be firmed up until the ownership issue has been settled.

Miss Lewis is also reported doing a burn on the claim that Lester has cut down her stint on the program lately.

Court Will Weigh TV Color Decision

NEW YORK, Feb. 26.—Radio Corporation of America (RCA) today (26) moved to insure a final decision in the color TV question by the U. S. Supreme Court.

Previously the Federal Communications Commission had filed a motion to affirm a District Court decision upholding the FCC's selection of CBS standard for color video.

Today RCA filed a reply to the FCC motion, asking that the Supreme Court make the final determination.

General tenor of the RCA reply was that the case should be carried thru the Supreme Court because the ultimate decision is of major importance to one of the nation's great new industries.

Emerson Radio & Television is filing a similar motion today.

ABC-TV Readies 'Osmo'

NEW YORK, Feb. 24.—American Broadcasting Company TV is teeing off a new puppet show, called *Osmo*, March 6, and will air the show twice weekly for 15 minutes in the 5 p.m. slot.

Web execs are optimistic as to its sales possibilities, with Ovaltine already expressing interest in sponsorship.

TWO STORKS---THREE ASPIRINS

DETROIT, Feb. 24.—The stork proved a major hazard for WXYZ-TV Sunday (18), with Bob Mayberry forced into doing a straight 12-hour announcing stretch as a result. The only two other announcers on tap over the week-end were "hospitalized" for the births of their respective first offspring — Steve Lawrence had his turn Saturday p.m. and Tom Waber, Sunday, leaving Mayberry without a relief man.

SCHIZOID INN

Video Hotel Caters to Mixed Trade

NEW YORK, Feb. 24.—The first instance of a video show acquiring a split personality, not only as to sponsorship, but as to program type, is slated to start March 27, when Cluett Peabody (*Arrow shorts*) will begin alternating sponsorship of *Holiday Hotel* with Packard Motors. The reason is that C-P wants to aim its pitches to younger shirt buyers in the viewing audience. Packard wants to aim its sales talks at older people, who presumably have the larger amount of dough necessary to buy a car.

Accordingly, *Hotel* is headed for a schizoid sort of future. With Don Ameche holding over as emcee, the shows aired under the shirt makers' label will accent comedy most of all. The Packard shows will emphasize music, and Felix Jackson, newly named producer of the series, will probably holler for help and a psychiatrist.

No truth to reports the show will be called the Waldorf one week and Mills Hotel the next.

Gen. Foods Takes DuMont's "Capt. Video" for Over 7 Yrs.

NEW YORK, Feb. 24.—General Foods this week purchased the *Captain Video* half-hour strip on the DuMont network. Sponsorship of the 7-7:30 show will begin Monday, April 2, and the contract, with its usual options, runs more than seven years.

The buy probably marks the

largest single sale of Class "A" time on the DuMont web since inception. With Benton & Bowles handling the show for General Foods, the following four products will be advertised on the show—Sugar Crispies, Post Toasties, Post Raisin Bran and Postum.

In video, General Foods also sponsors the Bert Parks half hour daytime show three times a week on NBC-TV, the *Aldrich Family* on CBS-TV and *Mama* on CBS-TV. Part of the money to pay for *Captain Video* undoubtedly will come from dough which last year was used to bankroll the Brooklyn Dodgers on radio over WMGM New York, but which General Foods did not pick up this year.

Flack Guilds In TV Hassle

NEW YORK, Feb. 24.—Opposition to a move by the Association of Theatrical Press Agents and Managers to organize TV managers and press agents developed this week from the Publicists' Guild, unaffiliated p. a. outfit. The Guild is sending a letter to broadcasters and ad agencies Monday (26) notifying them that it has, since organization about a year ago, included such personnel in its ranks.

The PG letter will not make any open threat of a jurisdictional fight, but will nevertheless make it clear to employers that ATPAM won't be given carte blanche in its organizing drive. ATPAM decision was made about a week ago.

PG states it is chartered to cover all publicity fields not presently assigned to the legit union or Screen Publicists' Guild. PG totals around 105 members. It expects to complete drafting standard contracts covering long and short-term publicity deals, as well as working conditions for staffers in publicity offices, at a meeting next Thursday.

Sam Geisen, of Phil Lord office, is PG president; Ivan Black and Spencer Hare, vice-presidents; John O'Malley, secretary, and Howard Weisman, president.

LSMFT Talking Montgomery Revival

NEW YORK, Feb. 24.—Lucky Strike Cigarettes has started negotiations for a new contract with Robert Montgomery, producer of the TV *Lucky Strike Theater*. Montgomery's current contract runs until May 6.

Lucky Strike, however, is reported not so satisfied with Jack Benny's TV efforts. Benny's this video show on CBS-TV March 1 will feature guest stars Claudette Colbert, Robert Montgomery and Vincent Price in a slightly different format in an effort to come up with a stronger program. It was previously believed that Benny would alternate with *This Is Show Business* next season in the Sunday night 7:30-8 p.m. slot, but these plans have been tabled until Benny gets better acquainted with the medium.

Meanwhile Lucky Strike has started shopping for a daytime video strip to be programed next season.

Client Dumps Love For Women in House

NEW YORK, Feb. 24.—Manhattan Soap has dropped its present soap opera, *We Love and Learn*, airing on NBC-AM, and will tee off with a new program soon. Time spot remains the same, 12:45 across the board.

New show is *Women in My House*, by Carleton Morse, author of *One Man's Family*. The program will probably originate in Hollywood. Duane Jones is the agency.

TV Set Sales Hit 7-Mil Mark In 1950 Count

WASHINGTON, Feb. 24.—More than 7,000,000 TV receivers were sold to dealers in 36 States and the District of Columbia in 1950, the Radio-Television Manufacturers' Association reported this week. This is more than double the 1949 total shipments to dealers. RTMA's figures cover sales by both RTMA members and non-members.

Production of radio and television receivers in January decreased 9 and 21 per cent, respectively, under the monthly average of the last quarter of 1950, according to RTMA monthly estimates of the industry's output. January radio production also dropped below the monthly average of 1950, but TV set output was more than 2 per cent above the 1950 rate.

January television production totalled 639,499 sets, compared with the fourth-quarter monthly average of 811,866, and the 1950 average of 621,983 TV sets a month. Radio output in January amounted to 1,203,591 units, as against a monthly average in the fourth-quarter of 1,317,033 sets, and 1,215,825 for the entire year.

BACK HOME

Duke, Mills Rehitch Team After 12 Yrs.

HOLLYWOOD, Feb. 24.—Duke Ellington has set a personal management deal with Irving Mills, Mills Music topper, thus returning to the man who built the Ellington band. Ellington split with Mills in 1939. Mills leaves Monday (26) for New York to work out details with the orkster's attorneys. Ellington this week broke with Cress Courtney, who previously was the batoner's p. m.

Prior to the Ellington-Mills break-up 12 years ago, Mills handled everything for Ellington, including the pubbing of the Duke's numerous cleffings.

There has been no actual signing between the music pubber and orkster and no monetary terms were revealed. Associated Booking Corporation has booked Ellington and his 21-piece concert ensemble into the Oasis here for two weeks at \$5,000 plus a hefty percentage. Ellington is not being exclusively booked. This is Mills' first p. m. property since his voluntary retirement 12 years ago, at which time he liquidated his entire stable.

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Trusts Trade In CBS, 20th Stock Blocks

NEW YORK, Feb. 24.—Investment management trusts bought 31,000 shares of showbiz stocks and sold 78,500 shares in the final quarter of 1950 ending December 31.

Three trusts bought 3,600 shares of Columbia Broadcasting System "B" and two trusts bought 27,400 shares of 20th Century-Fox during the same period. Of the three outfits who bought CBS "B," two were adding to their holdings, while one company made a new purchase.

Twentieth Century-Fox had 57,500 of its shares sold by four trusts.

Two trusts disposed of all their Decca stock, 8,500 shares.

Proser, AGVA Frenchy Pair Ride Ballyhoo

NEW YORK, Feb. 24.—An I-don't-want-him-you-can-have-him situation involving Clifford Fisher, Monte Proser and the American Guild of Variety Artists has everybody on the Merry-Go-Round, and all because Walter Winchell ran two items.

Proser originally bought Henri Salvador from Clifford Fisher for his East Side Cafe, La Vie En Rose, to open on or about February 15, for \$2,200 weekly. Then he signed Marjane, a French chanteuse, also a Clifford Fisher act, for either \$1,250 or \$1,500.

Along came Winchell with an item quoting Salvador's French manager questioning the patriotism of Mlle. Marjane. Then W. W. ran another item, retracting the first and quoting another source that cleared Mlle. Marjane but put Salvador in an unpatriotic light.

Proser, who was a top press agent before he became a cafe op, immediately notified Salvador that he had breached the contract and wouldn't play him.

In the meantime, both performers have pay-or-play contracts and, according to AGVA rules, Proser should have started to pay Salvador no later than a week after the on-or-about contract went into effect, even if the spot hadn't opened.

Fisher, who handles both acts, is meanwhile in the middle. AGVA is making "like a spinx, and Proser is getting columns plays.

NBC AM Roadshow All Ready for Tour

NEW YORK, Feb. 24.—NBC this week set the dates for the showings of its new AM presentation. The web is taking the pitch on a tour of its station districts, starting off in Los Angeles, March 9; Houston, March 13; Atlanta, March 15; Philadelphia, March 21, and Chicago, March 23.

Charles R. Denny, exec veepee; Carleton Smith, stations relations veepee, and Norman Cash, AM stations relations director, will make the pitches in the various cities.

Bill Littleford Off For 3-Month Course

NEW YORK, Feb. 24.—William D. Littleford, co-publisher of The Billboard, departs Monday (26) on a three-month leave of absence to attend the special management course at the Harvard School of Business Administration.

The course is restricted to 150 people, and Littleford's participation this semester marks the first time in the school's history that a trade publication man has been accepted.

Highlight Reviews

"VOICE OF AMERICA"

Washington, Paris Agree: Propaganda Lays an Egg

By BEN ATLAS

WASHINGTON, Feb. 24.—A sweeping Senate investigation of State Department's Voice of America, as formally proposed this week (The Billboard, February 24) by Sen. William D. Benton (D., Conn.), could lift the lid off one of the most colossal programing flops in broadcasting's history.

The average Voice news analysis program is as lack-lustre as a State Department directive. The Voice's typical commentary shows are painfully dull, pompous, didactic and laden with enough diplomatic cliches to put even the most avid White Paper enthusiast to sleep.

It will take lengthy, painstaking study for the Senate to do a complete program analysis of the Voice. Programs run around the clock in 26 languages. Content is widely varied and, as Assistant Secretary of State for Public Affairs Edward Barrett has said, "each program is hand-tailored for the target-audience at which it is directed." Program content for listeners behind the Iron Curtain, he explains, is "almost entirely news, political science and economic commentary and features about American life and aims."

On this side of the curtain, says Barrett, "for listeners who have access to adequate sources of free information, the emphasis is away from news and in the direction of what we call Americana." The object here, he says, is "to improve our friends' understanding of American policies and points of view of our American way of life." Voice spokesmen explain some of the program peculiarities as part of the tailoring for target areas. Chinese, for instance, want laborious explanations; Spanish, flowery, Polish, a satirical political verse at the wind-up, and so on.

Lacks Everything

Measured by simple universal prose standards, however, the typical Voice analysis program lacks imagination, appeal, clarity and common sense. Judging from a number of random scripts, the recipe appears to be: Use plenty of big-sounding soporifics, like "the monolithic structure of Communism," even if you don't know what they mean (swell for impressing the boss with your erudition); mix well with plenty of quotes from The New York Times editorials, giving credit for same (convenient for filling up time), water down freely with phrases like "allegedly," "it is reliably reported" and "nevertheless," except where you want to ridicule Communism; throw the book at the Communists without exercising subtlety, appeal or imagination even if you happen to sound offensive to potential listeners in and out of the free nations (don't worry; thumbnosing the Commies looks good on your job record).

If International Broadcasting Division, which operates the Voice, has any real talent on its whopping pay roll, the programs don't show it. Many a Voice script reads like a likely candidate for New Yorker magazine's "infatuation with sound of own words department." Here are some samples from a five-page script delivered earlier this year under the title, The Soviet Russia, Shadow and Substance.

Examples

"The Soviet regime continues to box at shadows and to avoid substance" (Page 2).

"Everywhere we see the Soviet regime hitting vigorously at shadows..." (Page 3).

"The latest Soviet note on Germany is a reflection of this air of unreality which constantly surrounds Soviet diplomacy" (Page 3).

"Why, it may be asked, does Soviet diplomacy continue to operate in this realm of unreality?" (Page 5).

"Why this constant boxing at shadows?" (Page 5).

"It may well be that the Soviet leaders will continue to box at shadows..." (Page 5).

As the paucity of ideas were not enough to deaden the script, the Voice rarely resists using polysyllabic mouth-fillers where sim-

The Billboard's Washington Bureau Chief and Paris correspondent, independently of each other, have made a survey of the effectiveness of our country's propaganda beamed abroad. Herewith are their reports. They speak for themselves.

ple English could do the trick. Here, for instance, is one of the ways the Voice answered that question, "Why this boxing at shadows?" "The answer," intoned the Voice, "lies in what Foreign Minister Kardelj of Yugoslavia has called the 'Hegemonistic tendencies' of the Soviet State." It's hard to imagine listeners anywhere keeping their ears glued to a radio droning out anything like the Voice's commentary program last December 29 on John Foster Dulles's celebrated speech on Cracks in the Iron Curtain. Here's a sample of how the Voice pontifically wrecked a perfectly good speech. Said the Voice pundit:

Another Sample

"As a result of the Korean conflict, the year's end finds men and women everywhere more uncertain and anxious than ever about the prospects of lasting peace. If human beings had the gift of prophecy, it would at least be easy to allay the uncertainty. Luckily, or unluckily, few, if any of us, are prophets. And so the best we can do is try to appraise the events of the past year in the light of a balanced perspective."

Anybody still awake after those banalities might have been treated to some didactic morsels such as, "It is this underlying and basic weakness of the Communist world to which Mr. Dulles has called our attention and which we should not overlook in the trying days to come."

The same commentator wrestled himself into a verbal headlock in what started out to be a refutation of some rantings of Soviet propagandist Peter Pospelov. First the Voice commentator quoted at length from Pospelov's utterances, thus using America's powerful overseas transmitters to give further circulation to Pospelov's propaganda. Declared the Voice commentator:

"The U. S., he (Pospelov) asserted, was the arch-enemy of the Soviet regime and the Russian people. It had worked to destroy the Soviet Union ever since the October revolution. 'The blood of the Russian people,' said Pospelov, 'stains the hands of the American imperialists.'"

The Voice pundit then declared: "This sentence which served as the keynote for Pospelov's long tirade of hate is remarkable for two reasons: First, because of the magnitude of the lies that it uttered; second, because in a physical sense Pospelov was dangerously close to the genuine truth at the very moment he was voicing his big lie."

The Voice commentator spent several minutes trying to untangle himself from that last one. Unfortunately, he never did succeed. His recitation had about as much impact as a reading of a city telephone directory. Typical: "But it is hard to believe that this campaign of hate can achieve its purpose. For, as a recent State Department declaration dealing with Pospelov's speech points out, the Russian people themselves must sense the untruth of Pospelov's statements..."

A program that ought to be one of the liveliest in the Voice repertoire is the five-day-a-week "report from Washington." This one, in three successive days heard by this writer last week, reached depths of boredom. The program starts with news headlines from New York City. It shifts to the nation's capital for "on-the-spot" news and commentaries, and then returns to New York for last-minute news. The headlines are much too sparse to be informative, and the commentaries tedious.

On one afternoon last week the (Continued on page 12)

By ART ROSETT

PARIS, Feb. 24.—Here is an on-the-spot report of thinking about the U. S. in France. It is believed here that these same conditions exist in every country in Europe, this side of the Iron Curtain.

A Paris butcher was asked what he thought of our Marshall Plan. "Marshall Plan? Bah!" was his comment. "It was created to help American capitalists sell more tractors and other industrial equipment."

A 19-year-old student of architecture at the Academy Beaux Arts—whose father is employed in New York and whose two sisters are married to Americans and reside and work in Washington and Maryland—was asked what he thought of our democratic way of life. He said, "It's a bunch of propaganda, and I'm not interested in it. If we have to go to war I'll do anything I can to get out of it. I am not going to fight for something I don't believe in."

In a tavern the other night a Frenchman told his compatriots how "mercenary" and "materialistic" all Americans are. An American made him understand that there are good and bad among all men.

From interviews with many hundreds of people here from all walks of life—farmers, engineers, professors, waiters, soldiers, publishers, theatrical agents—emerges this conviction. We have failed to do a selling job in France. Maybe those are fighting words, but Americans here are fighting mad, feeling that the U. S. has fallen down on representing its really good case.

A Showbiz Job

The problem of selling a democratic way of life to the world can best be achieved in dramatic fashion. As such, it represents a challenge to the entertainment industry.

What is wrong with our present propaganda set-up? For one checking all types of publicity media that we use, it is obvious that the American way of life is by far superior to any other way. Inadvertently, this type of pitch preaches that we are a super-race—more or less a corollary of what the late-unlamented Hitler used as a spiel. This type of talk (audio and visual), coming from us, against a people whose culture goes back 2,000 years, is resented.

At the present time all forms of publicity used are planned and written for the most part by Americans. A few radio shows are written by Frenchmen supervised by Americans with a definite American slant. All media are cleared by Washington before release. As copy goes from one desk to another, officials all along the line have a tendency to cut, lop off, blue-pencil and edit material, to prove their own efficiency, with the result that most of the stuff that goes out lays a nice, juicy egg.

Here is a constructive seven-point program for improvement based on interviews and suggestions from people of all walks of life here in France:

Oust Politicos

(1) Remove as much politics from the public relations program as possible. Bring in a leading figure from the entertainment world—a man of the same type as Wilson, of GM, who will have to account to as few superiors as possible. He must be a two-fisted executive capable of taking full advantage of all facilities; have the complete confidence of the major political parties, and the freedom to do his job conscientiously.

(2) The most popular actors, beloved by the French people (according to a leading theatrical agent here) are: Gary Cooper, Marlene Dietrich, Spencer Tracy, Ray Milland, Dorothy Lamour, Abbott and Costello, Danny Kaye, Esther Williams and Bing Crosby. No backer in France can afford to bring these people here. Subsidize them and bring them over. Arrange for them to hold a series of benefit performances in the lead-

(Continued on page 42)

VIDEODEX TOP FIVE SPOT ANNOUNCEMENT POSITIONS

December 1-7, 1950

Table with columns: City & Station, Time & Day, Spot Rating, Following Program, Preceding Program. Lists top five spots for various cities like Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Los Angeles, New York, Philadelphia, and Washington.

The ratings above were obtained by Videodex by use of the diary system in each city covered. The spot rating is obtained by counting the number of sets used on the same channel for two consecutive programs...

Videodex Answers Where, When For Top Plug Spots In 12 Areas

NEW YORK, Feb. 24.—Analysis of the top local time slots in the various TV markets for spot announcements is made by the latest Videodex Spot Rating computation, prepared for The Billboard by the Videodex research organization. This spot rating analysis enables station-break to determine the most significant periods offer potential in each of the 12 markets covered.

Of major importance in the study of audience flow is the time how much dial-switching is going on during the statitching. If there is little changing on break-tions at a particular time, it of audience, naturally, will be the spot. A complete turnover of audience, however, means the spot will not have reached many homes and thus will pull a lower rating.

New P&G Product On "Musicomedy?"

NEW YORK, Feb. 24.—A change in Procter & Gamble products sponsoring Musical Comedy Time was pending this week because of the recent single segment buy of Kukla, Fran and Ollie by Tide. Comedy Time is currently co-sponsored by Tide and Camay.

The programs reaches an entirely different group of homes. Two shows, adjacent on the same channel, may have identical ratings, yet only half the audience which saw the first of the two shows remained tuned for the second. In his case the second show would have gained half its audience from some other channel.

Amos 'n' Andy Spot Switched

NEW YORK, Feb. 24.—Without Amos making its TV debut, the video star, Andy Blatz-sponsored to another slot on the CBS-TV network. The slot on the CBS-TV network originally skeddenned time period 10-8 Saturday evening start Thursday. The program will be 8:30-9 p.m. on Saturday, June 28, in place Robert Q. Lewis's "The Show Must Go On, which will be sponsored by American Safety Razor.

Amos 'n' Andy will stay in the Thursday night time next fall, which will give the network 1 1/2 hours of comedy twice a month when Burns and Allen are on. The CBS-TV line-up those weeks—Burns and Allen, Amos 'n' Andy and Alan Young—will run from 8 to 9:30 p.m.

There were several reasons for the shift. Blatz could not get a sufficient network at that time, and the show would have immediately preceded the Ken Murray show sponsored by Budweiser, a competing beer company.

which occurs in TV households. Of course, the number of homes reached by a spot sandwiched between programs on the same channel will fluctuate unless the programs are viewed by the same homes.

The Videodex Spot Rating analysis was computed by counting the number of homes that remain on the same channel for two consecutive programs. To this is added one-half the homes that turn to the program following the spot. This latter group are people that either tuned from another channel, or tuned from the "off" position to see the show that came on just following the spot announcement. Research has shown that this percentage has joined the channel in sufficient time to have exposure to the spot.

The period covered by the current study is December 1-7, 1950. A previous Videodex spot analysis, covering August 1-7, appeared in The Billboard's issue of September 16, 1950.

ABC's Interest Show

CHICAGO, Feb. 24.—American Broadcasting Company here has several advertisers interested in the ABC Aquacade which was kinescoped Tuesday (20) in the swimming pool of the Town Club. A Jack Brand production, with Ivor McLaren directing for ABC, the try-out 30 minutes featured Mary Hartline singing and swimming, a chorus line of 10 girl swimmers, Danny O'Neill as emcee and tenor, and David LeWinter's orchestra. Three cameras were used from the surface of the pool and one movie camera below water.

Licked Solon Hits Fulton Lewis, MBS

WASHINGTON, Feb. 24.—A vigorous attack on the Mutual Broadcasting System and its top commentator, Fulton Lewis Jr., was made this week by former Sen. Millard Tydings, of Maryland. His denunciation was made during the course of a Senate hearing into Tydings' defeat for re-election by Sen. John Butler, and the part played in the campaign by a tabloid-sized leaflet attributing U. S. reverses in Korea, in part at least, to Tydings. The latter labeled the leaflet as "scurrilous," "libelous" and "conceived in moral squalor." The leaflet also featured a composite photo showing Tydings with former Communist leader Earl Browder.

Tydings charged that Mutual had indirectly contributed to Butler's campaign. Nineteen per cent of MBS stock is owned by The Chicago Tribune, he declared, "which in turn owns The Washington Times-Herald." The leaflet in question was printed on Times-Herald presses.

Lewis was scored on three points: The financial aspects of his broadcasts; alleged political bias and partisanship, and the timing,

insofar as the election was concerned. On the first point Tydings alleged that Lewis actually participated in electioneering on those stations over which he aired sustaining, since no one paid for the time, altho candidates and supporters are required to pay for time.

Referring to the text of some of Lewis's broadcasts, Tydings declared, "They are no more the words of a commentator than were the words of Goebbels when he spoke in Hitler's behalf. They are pure and unadulterated political tirades."

Tydings told the Senate committee that he hoped the committee would recommend criminal action, under the District of Columbia code passed by Congress, in connection with both the leaflet and the broadcasts.

St. Paul's Mayor Hopes To Settle KSTP Labor Rift

ST. PAUL, Feb. 24.—A new attempt to settle the 11-month-old labor dispute at KSTP and KSTP-TV has been undertaken here by Mayor Edward J. Delaney. Officials of the station and radio technicians Local 1216 of the AFL International Brotherhood of Electrical Workers have accepted the mayor's invitation to confer with him in an effort to find some basis of settlement.

Last April 5 the 21 technical employees at the station left their jobs over a pay dispute. The next day they offered to call off the walkout and return but by then Stanley Hubbard, KSTP prexy and g.m., said he had made certain replacements and was unwilling to take back all 21 strikers. The union employees insisted that all go back to work and when Hubbard refused to yield, the picket lines were continued. The conference will take place in Delaney's office, probably in the next 10 days.

BLAME TV FOR LOWER BAR BIZ

PHILADELPHIA, Feb. 24.—Television, originally credited with stimulating tavern business, now gets blamed for the marked drop in bar sales. Sales of drinks in 1950, says a Chamber of Commerce survey, were 6 per cent below 1949, despite an 8 per cent increase in all retail business. The slump was the second in a row. "There was a 4 per cent decline in 1949."

"It appears," concluded the Chamber's prexy, Albert M. Greenfield, "that television in the home is proving more attractive than television in the barroom."



a great new star in the APS library

GUY MITCHELL

sensational young singer whose recording of "My Heart Cries For You" has swept the nation. His fresh, exciting talent has brought him stardom almost overnight.

Other popular stars in the Associated library



ONE MORE FINE ARTIST joins the Associated family of outstanding musical stars. It's a happy event that means still another great name in the APS roster of leading musical performers. And it's another example of how APS subscribers continue to benefit because they selected the best and ever-improving radio library in the world.

With such excellent talent, plus the finest quality of recording and the experienced sales and promotion service Associated now renders - it is no wonder why APS subscribers unanimously agree that here is the library which "pays as it plays".

Associated is your surest guarantee of programming at a profit. Why not write, phone or wire today for more facts on how APS can create bigger sales for your station?

APS Associated Program Service "the library that pays for itself"

151 West 46th Street, New York 19, N. Y.



Come Back on Tuesday

TELEVISION — Reviewed Wednesday, February 21, 10-10:30 p.m. CST. Participating sponsors. WTMJ-TV, Milwaukee. Producer, Television Productions, Inc.; director, Alan Beaumont; writers, book by Ruth and Philip Hunter; music and lyrics by James C. Livingston. Cast: Gloria Scharf, Peter Collins, Connie Perino, Richard Gill and Ned Anello. Announcer, Art Whitfield.

Aired over the weekly half-hour television showcase seg which is used to audition local talent possibilities, Come Back on Tuesday, Milwaukee's first live musical didn't fall too far short of the caliber of work turned out by many of the network video offerings. This, in spite of the fact that most of the cast and production staff had very little professional TV experience. Plus the fact that WTMJ-TV has barely lifted a lens toward providing anything along the dramatic line.

Actually, the show was set up as a direct pitch for any local sponsor to buy the series of 13 episodes, of which this was the opener. Whether a bankroller will be snagged is problematical, due to budgeting factors and the sad fact that sponsors here are able to get all the audience they want with kitchen recipe shows, wrestling and old movie "single station" for local Come Back on Tuesday told the pattered story of a broke but talented group of kids trying to break into Broadway showbiz and to whom the casting directors always say, "Come back . . ."

Story was based on the novel by Ruth and Philip Hunter and the original tunes and lyrics were by James C. Livingston. The music is bouncy and clever and evidence that songsmith Livingston has a lot of ability. Especially catchy was the opening tune, A Couple of Characters, We. Other songs which carried the action of this opus along very neatly were, Spaghetti Polka, and the title tune. Come Back on Tuesday.

Cast of Five

The cast of five did an all-around pleasing job. Gloria Scharf and Peter Collins played the stage-struck young people. Their singing and thesping was top-notch. Connie Perino, Richard Gill and Ned Anello in the supporting roles also displayed fine all-round talents. Alan Beaumont's directing was responsible for a nicely paced production. Spot announcements were aired before and after the action so as to allow the play to proceed without interruption.

When stacked up against top caliber network shows, Tuesday might find tougher sledding, but the freshness of the cast, and their apparent zest for the work gave one the feeling that here is a group of newcomers that should be given an opportunity to see if they can maintain the high standard they set with their initial attempt.

Benn Ollman.

Hollywood Spotlight Revue

TELEVISION — Reviewed Wednesday (21), 9-9:30 p.m. on WGN-TV. Participating Director, Ernest Lukas. Cast: Art Jarrett, Jack Golly.

To fill this blue ribbon time WGN-TV has tried to tie together six Snader Telescription films into a half-hour package. The set was a Hollywood studio. Jarrett portrayed a movie director, Golly his assistant. Jarrett was to do a short talk or dance or comedy bit leading into a three-minute Snader film. It was all pretty dismal.

The fault wasn't entirely Jarrett's, although he looks no more like a Hollywood director than Eleanor Holm. He carried notes on a clipboard, which didn't help. The big fault was the complete obscurity of the dialog. Despite a conscientious attempt to understand what Jarrett and Golly were talking about, it was impossible to make any sense out of it. The viewer got a vague idea that another film was coming up, and when Golly and Jarrett did a Spanish dance around a chair, guessed correctly the film was of a Spanish dance. That was about the clearest point in the show. Two film commercials were introduced in the same manner.

The films were okay, and the idea for tying them together should make a decent show. But if Jarrett wants an audience he will have to remove some of the subtlety and secrecy from his comedy. Jack Mabley.

Television-Radio Reviews

Opera Cameos

TELEVISION — Reviewed Sunday, 6 p.m., over WPIX, New York. Sponsors—Progresso Brand Quality Foods. Producer, Carlo Vinti; director, Lou Ames; conductor, Salvatore Dell'Isola. Cast: Robert Bagar, David Ross, Giuseppe Valdengo, Laura Castellano.

This program can stand musically, but it is just another radio show brought over into video with virtually no visual support. This, coupled with embarrassingly awkward staging and production and shockingly bad commercials, gives the show no appeal. The show is one of two paired by WPIX for Italo-American set owners (see Nick Paone review, this issue).

As the title indicates, the little calls for opera vignettes, but none is done to add any stage element to the arias performed. A set for use in Traviata had a sketching but video's in both a solo and a duet. The drab-looking that there was such so many persistent curse-grams are stage-grams are stage-

All this wailing which pulls the show even further into the depths. It was a good idea to have music critic Bob Bagar serve as a host, but simply thrusting him into a loge-like seat whence he introduces the numbers (which he did too hurriedly) produced a dreadfully inept picture. Seemed to get Bagar at one point, too; at the end of one intro, with the camera still on him, he grimaced in extreme distaste. The same all-thumbs treatment was given David Ross in his lead-ins into the food commercials.

Salvatore Dell'Isola and his orchestra gave good support to baritone Giuseppe Valdengo and soprano Laura Castellano, but Bagar's interview with Valdengo was just a cut above the amateurish. There seemed, also, no logical reason why the bary's two solos should have been lumped together, rather than alternating with Miss Castellano.

Nothing wrong with this show that some sound production wouldn't cure. Jerry Franken.

Dick McCutchen—News

TELEVISION — Reviewed Thursday (22), 12-12:15 p.m. EST. Monday thru Friday. Participating sponsorship, Kirkman Flakes and Sunshine Krispy Crackers. Director, Ralph Giffen.

Dick McCutchen, a member of the WOR news staff, does a straightforward newscast five times a week. He presents facts rather than analyses, and tries to present international, national and local developments. From the standpoint of this viewer, McCutchen's sharp departmentalization of his show is a weakness. For instance, one segment is tabbed the "National Scene." For this section of the program, the newscaster touches briefly on the activity of congressional committees and one or two other items. The result is by no means the national scene—it is merely a few bits of information helping to make up the national scene.

Ideally, the program, if it were to keep to the departmental format, should devote more time to the international and national scenes. If this is not possible, no strict line of demarcation should be drawn—or at least no attempt should be made to pass off a few news items as the comprehensive picture.

Program uses maps and stills advantageously. For instance, McCutchen's remarks on action in Korea are given sharp clarification by his use of large-scale maps of local Korean areas. The stills, showing pictures of G.I.'s on the battle scene and talking to natives, are interesting. There should be more of them.

McCutchen does the commercials, holding up packages of the products and giving a strong sales talk. Some film is also used in the commercial presentations.

Generally, the program tries to cover a lot of ground. With the commercials, the use of stills, and the departmentalization of the format, the impression is created that it tries to cover too much ground too briefly. Some tightening up is indicated.

McCutchen's diction and appearance are excellent. Paul Ackerman.

Nick Paone

TELEVISION — Reviewed Sunday (18), over WPIX, New York. Sponsors: De Nola Macaroni, Lazpary, Paramount and Pastene & Company, Agents for all accounts: J. pany. Agency. Packaged by Paone Franklin Viola. Director: Pete Molnar. and Viola. Paone, others. Cast, Nick

pitch for Italo-American viewers—New York City—WPIX group 15 half-hour musicals aired has two-back Sundays, starting at back-br as soon thereafter as sports 5:30, ups from Madison Square pick-up permit. It's a sound idea Ga—the atrocious production-direction characterizing both shows is inexcusable, and it seems likely that unless there's improvement only the hardest of followers will stay with the shows.

Paone is quite a local favorite with this particular audience segment and in his video work reveals an infectious and pleasant personality. He has a strong tendency to overdo the schmaltz side, however, and would improve his video work by cutting down on the forced smile he over-employs. Same goes for his habit of prancing in and out of camera range; mobility is good in TV, but not to the extent Paone practices it.

Talent line-up in addition to Paone, who accompanies himself on guitar, are a gal trio and an instrumental rhythm group. Handling of novelties and bounce tunes is okay, but weak on ballads. Only one production number was attempted, Paone's tune called The Peanut Man. It's an unimpressive number, too obviously reminiscent of The Peanut Vendor, and was awkwardly handled, with Paone swindling out a baby carriage, trundling in a blanket, to simulate a peanut vendor's stand.

Commercials consist primarily of focusing the camera on the assorted products being plugged and off-screen sales blurbs.

Jerry Franken.

Jean Sablon

RADIO — Reviewed Wednesday (21), 3:30-4 p.m. EST. Monday thru Friday. Participating sponsorship via WOR. New York Producer-director, Martin Goodman. Director, Paul F. Adler. Writer, Lawrence James. Emcee, Jean Sablon.

The Jean Sablon Show is WOR's latest tape entry in the big name disk jockey ranks, and the French singer more than holds his own with such "personality" platter spinners as Rudy Vallee, Buddy Rogers, Kate Smith and Frank Sinatra.

Wednesday's (21) canned music session was chiefly distinguished by its lush relaxed musical programming, ranging from a richly orchestrated rendition of Street Scene to the bucolic tranquillity of Down by the Old Mill Stream, and a sultry platter or two by Sablon himself.

The baritone handled his mike chatter with suavity and charm, utilizing the soft, low tones that Americans (conditioned by Charles Boyer and his ilk) have come to expect from Gallic heart throbs. Materialwise, Sablon was on the vague side, drifting in amiable but aimless fashion from a rather contrived bit of whimsy about "dem bums" to dreamy reminiscences over the leisure life of Paris as contrasted to the rush-rush thinking of New Yorkers.

June Bundy.

Marion Morgan Show

RADIO — Reviewed Tuesday (20), 7:15-7:30 p.m. EST. Monday thru Friday, sustaining over WMGM, New York. Music, Joel Hergom ork.

Miss Morgan, recently a singer with Harry James' ork, exhibited a professional adequacy but little more on her 15-minute solo stint over WMGM. True, she was handicapped by slipshod, featureless and badly balanced orchestral backgrounds on the show reviewed. The arrangements were a transparent attempt to make a small group sound rich and big. Poor backing aside, however, the thrush registered as a fairly well schooled but uninspired band chirper, good enough for lyric chores in a framework of big-

Bob Howard Show

TELEVISION — Reviewed Tuesday (20), 7:15-7:30 p.m., via WOR-TV, New York. Producer, Wayne Wirth; director, Jim Jacobson. Cast: Bob Howard.

After about 20 years in show business, it would seem that Bob Howard could handle a 15-minute segment like this by himself. Apparently it's TV that needs the services of such assorted personnel as producers, directors and technicians—not Bob Howard. The simplest way to handle the show, it seems, is to put the guy at a piano, point out a camera and leave him and his own wiles.

In effect this is nothing more nor less than a happy character who gets a bigger kick out of playing, talking and singing than his audience can. The guy has a good deal of natural talent and personality—enough, anyhow, to cover up any vocal, grammatical or musical errors he might make. It just doesn't matter with Howard. You either think he's wonderful or boringly exuberant.

Point: To the credit of the producing and directing staff is the fact that they avoided the use of a mirrored panel over the piano keyboard. Point: To their discredit is the fact that they did get to use shots of the piano hammers and dampers. Anyhow, it's the kind of thing you can listen to or watch and get the same results. Joe Martin.

The Jane Graham Celebrity Circle

RADIO — Reviewed Sunday (18), 3-3:30 p.m. EST. Sustaining via WOR, New York. Producer-director, Jack Farren. Emcee, Jane Graham. Guests, Perry Como, Fontane Sisters, Mitch Ayers, others.

Celebrity Circle, a new twist on interview show, is something like a capsule radio version of a New Yorker profile, with the sting removed and considerable padding by the celeb's press agent.

Each week femsee Jane Graham, of singing commercial fame, trots around with her little tape machine and records carefully selected comments by friends and associates on the past, present and future of a prominent show business character. Mix them all together with a few choice remarks by the star herself, and the result is a distinctly one-sided, but with-all, entertaining half hour.

A smoother editing job and less prejudiced bio information (slander law permitting) might make this series a promising candidate for a network spot.

The basic format idea is a good one, and Miss Graham is likable and suitably antimated in her gregarious role of research-emsee.

A trite, but true, conclusion on this type of show, of course, is that it will always be as good as its subject matter. Singer Perry Como was the celeb in question last Sunday (18), and his barber-to-baritone saga provided ample conversation material. Miss Graham interviewed the affable singer; his Victor record pals Mitch Ayres and the Fontane Sisters; his secretary; Radio City's fabulous barber Rudy, and a gabby song plugger, addressed as "the mayor of 49th Street." The last named, who insisted on being called a "contact man," contributed the most interesting chatter seg, via a colorful account of his unsuccessful attempt to sell Como on waxing Mona Lisa, a subsequent disk hit. June Bundy.

league arrangements and band execution, but shy on projection when spotlighted in a soloist role. On ballads she had a sound somewhat like Fran Warren's and was fairly effective. But her rhythm tunes were lacking—in phrasing, punc. and line. On the credit side her selection of tunes was up to the mark. She mixed show tunes, standards and pops for an alert and well-rounded presentation.

Miss Morgan, it would appear, has been tabbed for a Loew's build-up. Our feeling is that she'll have to make it on what visual qualities she may possess—they may well be enough to put her across despite her mediocre vocal equipment. Jerry Wezler.

Betty Betz

TELEVISION — Reviewed Tuesday 7:15-7:30, over ABC-TV network. Sponsor, Friendly Shoes (General Shoe Corporation). Producer, Anderson & Cairns. Producer, Victor Seydel. Director Herman Liveright. Writer, Bob Bach. Cast: Betty Betz, Jacqueline Cochran.

Another case where inept treatment louses up a potentially interesting television show. The program features Betty Betz, widely syndicated teen-age columnist, whose following should be eager to see her in person. All that came off on the first show, however, was a routine and lifeless concoction, devoid of warmth or sincerity, which might have been satisfying to the columnist's kid readers but mainly probably stopped quite abruptly, right there.

In addition to Miss Betz, the program employs a group of high school girls and a notable in the world of femininity, this time Jacqueline Cochran. The kids on this show—really attractive quality—demonstrated the latest fashions in the somewhat remote world in which they have their being. There was one really spellbinding item—a belt made up entirely of safety pins, which should make combination-belt wearer really feel optimistic.

Where the show fell down most was in Miss Betz's interview with Miss Cochran, who seemed to have all the poise Miss Betz didn't. Both the questions she asked, and those asked by the panel of models, now converted from models into reporters, impressed as run-of-the-mill and uninspired. Ending was especially rough, with Miss Cochran—apparently spotting a cue—getting up even before adieus were bid.

Commercials center mainly around a young lady dubbed by Miss Betz as her "dream teen." Oh, to be a boy again. Jerry Franken.

Girl From Paris

RADIO — Reviewed Sunday (18), 2:45-3 p.m. EST. Sustaining via NBC, New York. Producer-director, George Voutsas. Writer, Jack Wilson. Star, Jane Morgan. Ork, Andrew Ackers.

NBC has a valuable property in Jane Morgan, the "Girl From Paris," by way of Boston. She has a pleasant, easy mike manner and superior vocal equipment, and the web has wisely tailored a smart but simple format to match.

The gimmick title stems from the fact that Miss Morgan recently returned from a four-year sojourn in France, where she supposedly scored as big a hit in cafe singing circles as Edith Piaf has here. Cashing in on the Gallic flavor, the canary sang a series of pons and standards (Show Business, Where Do I Go From You, etc.) on the show caught, first in French, then in English.

The gal paced the airer well with some unaffected chit-chat about her life in Paris, including a discreetly funny description of the French legit version of Annie Get Your Gun. Her clear, smooth thrushing received a nice assist from Andrew Ackers and NBC's 14-piece crew. June Bundy.

The Mary Hartline Show

TELEVISION — Reviewed Wednesday 5-5:15 p.m. EST. Sustaining via the ABC-TV network. Producer-director, Ivor McLaren. Writer, Bill Adams. Scenic designer, Ray Temple. Cast: Mary Hartline, Chet Roble.

The Mary Hartline Show doesn't even begin to get off the ground insofar as adequate TV programming for kids is concerned. While the program is supposed to be an audience-participation clambake for kids, it offers only the most primitive kind of stunts. These consisted of singing a song, identifying slides for prizes, phoning friends and spotting an error of etiquette. There were no clever or humorous gimmicks worked out to intrigue the young televiewers. It is obvious, of course, that it is difficult to get half pints to relax on the show, but in that case perhaps working with kids a little older would pay off.

Miss Hartline and her assistant, Chet Roble, both show enough talent to handle this kind of program, but they'd better get themselves some programing ideas which will add up to a format. Leon Morse.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Zoo Parade

Sunday (18), 6-6:30 p.m., CST via WNBQ, Chicago

Marlin Perkins has a way with snakes and television audiences, demonstrating both in this show. Cameras were moved into the reptile house of the Lincoln Park Zoo, and Perkins spent the 30 minutes handling and explaining poisonous snakes.

Opening shot had Perkins standing in a pit, wearing snake-proof boots and surrounded by rattlers, cottonmouths and coral snakes. To demonstrate the boots, he forced several of the snakes to bite the toes. The next set of shots was thru glass to the cages of the big poisonous specimens. An assistant jabbed the snakes with a snake stick to get some animation, and the pictures were excellent. Particularly effective and gruesome was a full screen head-on, close-up of the face of a rattler.

For the climax Perkins picked up a large cottonmouth with his bare hands, forced its mouth open and milked the poison from its fangs. It was a tense and effective minute. The slightest slip on Perkins' part meant a possible fatal bite. Perkins knows his animals, of course, and is gifted in his ability to talk about them. Jim Hurlburt, an NBC newsman, did a smooth job of combination announcer and question man. It was an excellent show.

Jack Mabley.

Stop the Music

WJZ-TV, Thursday (22)

Stop the Music is one of the few radio quiz shows to really make the grade in TV. It's done with a variety of visual production gimmicks (on-the-spot cartoon drawings, black-out sketches, etc.). Some of them are good, some so-so, and a few are downright bad, but all of them keep the series moving along at a reasonably fast pace, thus avoiding the audience ennui induced by the repetitive quality of most quizzes.

On the show caught, Bert Parks mugged his way thru the phone chores with his usual exuberance, and pulled a hearty studio audience reaction with a couple of rain-in-the-face, slapstick comedy bits. In the vocal department, pert, pretty Betty Ann Grove scored with a vivacious version of her Kiss Me, Kate hit, Always True to You in My Fashion. Warbling of Marion Morgan and Jimmy Blaine was pleasant, but rather pallid when contrasted to the showmanly flair of Miss Grove and Parks.

Admiral and Old Gold carry the hour on a split sponsorship basis. The former has happily dispensed with its old bargain-basement style display signs, and its current commercials are effective and in good taste. Old Gold, of course, retains its sure-fire dancing pin-up package routine. June Bundy.

Musical Comedy Time

NBC-TV Network.

Monday, 9:30-10:30 p.m.

Displaying a polish and a professional character previously lacking, Musical Comedy Time has improved considerably over its early stumbling attempts to present top terp and tune shows on TV.

Had the musical caught—*Revenge With Music*—been gifted with a book, the hour would have been manifestly worthwhile video. But even lacking this vital necessity, there were compensations. The distinctive score, some of the principals and some of the dialog registered. If the video adaptation had remained closer to the stage version instead of going in for current slang like "get lost" and "are you for real," it might have been materially better.

And as noted before, the production values were strong except for a tangled fight that made no sense and only created audience confusion.

Of the featured players, John Raitt was a notable asset playing a far from well-written part. Raitt's voice and video presence were enough to rate him further assignments. And both Audrey Christie and Billy Gilbert, in supporting parts, livened up the musical, especially in their duet, *Never Marry a Dancer*. Concert guitarist Vincente Gomez helped lend Spanish flavor to the show with his solo.

The Procter & Gamble commercials might have been better. Com-

paring Tide to other soaps when it is a detergent is not good copy. The more obvious comparison should be with other detergents. The Camay plugs feature blushing brides who talk about "love at first cake." This line sounds ridiculous on video. Leon Morse.

Sure as Fate

CBS-TV, Tuesday (20) 8-9 p.m.

This CBS ailer has rough competition. It's opposite Milton Berle on NBC. But the Columbia show is making a good try for audience, and what comes up on the screen makes interesting viewing. Tuesday's opus, titled *The Rabbit*, was no flawless piece of work. Yet it shaped up as good drama for the most part, with moments of fine characterization and suspense.

The yarn, done by Morton Grant and Philo Higley, was essentially a character study of a mild man (hence the term rabbit), who works as a bookkeeper in a bank. He is a genius at the job but is unmercifully taken advantage of by his superiors. The rabbit's troubled soul, how, he schemes to strike back, how he becomes a thief in the attempt, are segments in the general delineation.

Story-wise, Grant and Higley prepared an interesting script. It fails in several scenes. Firstly, those sequences in which the rabbit's co-workers are needing him seem overdrawn, such repetition is unnecessary. The idea can be established more subtly, and then too, it is unrealistic. When a person is so obviously downtrodden, the civilized savages may lay it on heavily—but not so obviously.

But the script had certain excellencies—notably in its unveiling of the rabbit's inner turmoil; his life of sanctuary with his wife; the revelation of his creative nature, etc.

Good Presentation

Two characters were presented very well, Richard Purdy as the rabbit, and Robert H. Harris as Heidt, the malign bank manager. Purdy's visage is mobile, intensely expressive, and this, plus this thespian talent, enabled him to register in all the nuances of despair, anger, fear and doubt. Heidt's role was different, but equally well done. His evil nature was toughly

Tele-Paris

TELEVISION — Reviewed Saturday (17), 1-1:30 p.m. Radiodiffusion — Television-Francaise — State-owned television. Producer-directors, Jacques Chabonnes and Roger Feral.

French TV airs mostly a choice of ancient movies, with an occasional excellent live telecast by such stars as Edith Piaf and Maurice Chevalier. Between such archaic American treasures as *Irene and the Bootleggers* and an interminable serial, *Daughter of the Jungle*, and the few good one-shots that turn up, the daily *Tele-Paris*, an interview show, is probably the most representative TV entertainment. It features more or less newsworthy guests, with an entertainer thrown in here and there.

Co-emeses Jacques Chabonnes and Roger Feral would be recognizable as video emsees by any experienced viewer from New York to Hollywood. The daily half-hour show presents between eight and 10 guest stars, ranging from unknown Left Bank painters who want to plug their exhibitions to such legit luminaries as Michael Simon. Being French, the interviews are polite, with much introduction and hand-shaking. Once that is over, the march past the camera is fast, with the interviewee flanked by the two emsees, prepared with those typical questions that lead to simple "yes" or "no" answers.

Tele-Paris, like video generally, has yet to realize that television is a visual medium, even though the show takes place on a tastefully furnished set, with a back-drop view of the Place Concorde. The Left Bank painter, for instance, an American who spoke little French, was not asked to display his paintings, surely a teevee natural. Among other guests were Jacqueline Francois, singer, who came off best video-wise; a Red Cross worker, a singing team and a classical pianist, Monsieur Angelwin, announcer, signs off the show with a chirping "Tele-Paris" that sounds more like Sunset and Vine than it does Rue Cognac-Jay. Arthur Rosett.

ingrained. He seemed possessed of a granite-like malevolence.

Sure as Fate is an hour-long show. It's in a rough time slot, but it is an encouraging program. It indicates television—in this case producer Montgomery Ford, director John Pyser, the scripters and actors, et al—are working hard and honestly to develop good video drama. Paul Ackerman.

TV Talent and Show Tips

Dorothy Greener

Youngster made a Stem legit debut last week and rates plenty of consideration for a similar bow-in on TV. Scouts can do well to drop in at *Razzle Dazzle*, intimate revue-in-the-round at the Arena Theater, to catch Dorothy Greener's brand of dead-pan, throw-away clowning. She is a natural comic monologist and can more than hold her own in sketch support. TV can, certainly use her talents.

Sugar Ray Robinson

If the recently crowned middleweight king is available, he'd certainly make an engaging emcee for a TV show. Appearing last week on the Ed Sullivan and *What's My Line?* shows, Robinson revealed that his good looks are accompanied by an easy style of talking and a warm personality. At the top of a popularity wave right now, he'd make a good video bet. J. F.

Comedy Cocktail Units

With more across-the-board shows seeking pacing, TV is missing a bet in not contacting cocktail booking offices such as Mc-Conkey Music, Music Corporation of America, Associated and Mutual Entertainment for comedy cocktail units.

These units are made up of capable musicians who have comedy and novelty repertoires which enable them to work three to four hours per night five to six days a week in a lounge. They offer a greater potential than the small instrumental and harmony groups now working TV, for they

Jack E. Leonard

Blimp-sized Jack E. Leonard, a veteran vaude comic, has built his record of return engagements on standard material, enhanced each time by excellent ad libs and great takes. Four appearances on the Ed Sullivan seg already are on his credit ledger. Leonard is extremely articulate and could handle either an emcee job or act as intermediary on a show in which the public participates. Leonard does better on TV than he does in a theater because his takes register more easily to the home viewer than they do to folks past the first five rows. The heavyweight humorist also has an excellent singing voice. J. S.

Walter Macken

Now that a really fine Irish actor has been imported to the local scene, why not use Walter Macken for a TV special St. Patrick's Day dramatic one-shot? Macken would be a honey for the lead in an Irish play, possibly something by Synge, O'Casey or Lennox Robinson, and support could be drawn from cast of *King of Friday's Men* in which he is currently appearing. Perhaps he might even have an Irish play of his own up his sleeve. He writes 'em as well as acts 'em. B. F.-L. M.

can do both well and can also do comedy production numbers.

Among such outstanding units are the Mary Kaye Trio, Nov-Elites, Cordsmen, Zany-Acks, Mirth-Quakes, Metrotones and McCormicks. All are of either three or four pieces. J. S.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Edward R. Murrow

CBS, 7:45-8 p.m. Daily

Edward R. Murrow really performed a public service Wednesday (21) when he diagnosed the current scrap between labor leaders and Charles E. Wilson, defense mobilization head. The question, Murrow said, was not simply the appointment of a labor representative in Wilson's office, as the mobilization head declared earlier that day—it was the question that labor is not being given a voice in the shaping of policies of vital interest to the country.

It is a question, Murrow declared, of "the composition of the group that shall determine ground rules" in the managed economy toward which the U. S. is pointing and which will restrict the rights of labor and management alike. Labor, Murrow noted, feels it should participate share and share alike in shaping those restrictions. With so much of what's been said and written about the Wilson-labor argument, Murrow made a signal contribution in digging down below the surface. Jerry Franken.

This Is Your FBI

Fridays, 8:30-9 p.m., ABC Radio

Clever scripting is the major factor in placing this documentary dramatic stanza in the front rank of similar factual programs. Take, for an example, the *Canvasback Frame-Up*, the show caught, which took a story of routine interest and tricked it up to hold the audience's interest almost until the end.

The yarn concerned a double-dealing fight manager who also cribbed jewelry thus bringing the FBI into the case. The plot accented his relationship with his dumb fighter and the latter's tough girl friend. The boxer was being given a short count all around and was in danger of going to the pen for his mentor's bauble lifting when the FBI got the goods on the real thief.

The acting, especially Walter Catlett's manager, and production were slick and professional.

The commercials plugging Equitable Life's assured home ownership plan were succinct and drove home the virtues of the scheme with four impressive reasons for getting more details on it. Leon Morse.

Reporters' Roundup

Mutual, Thursday (22)

This off-the-cuff interview session hit a slight snag Thursday, in the person of Cyrus S. Ching, chairman of the Wage Stabilization Board and chairman of the U. S. Mediation and Conciliation Service.

Ching was obviously "playing it safe," and his reticence in committing himself must have been rather exasperating to listeners, who have

sat in on the Roundup before and heard top government execs explain in detail the why-and-wherefore of their particular political ax.

The three reporters (Joe Loftus, *N. Y. Times*; James Y. Newton, *Washington Star*; and Fred W. Perkins, *Scripps-Howard Newspapers*) were finally forced to phrase their questions so that Ching could answer "yes" or "no," since any request for an opinion sent him scurrying back to a "no comment" fence.

The "yes and no" routine picked up the pace, tho. Ching gave a clipped "no" to a listener's query as to whether the wage stabilization controls deprive unions of the right to strike. He also gave the one word veto to a question about the advisability of Congress passing an anti-strike law at this time. Moderator Everett Holles, who is usually fairly imperturbable sounded a bit desperate toward the finish, when he found himself both asking and answering the questions put to Ching.

With or without a voluble guest, the series is always a vital one, but the pace certainly suffers when an "invited" one approaches the mike with Calvin Collidge-type mental reservations.

June Bundy.

Air Checks

Brief but important radio news

Bob Sampson Leaving WSAI

To Handle Jon Arthur Biz . . .

Robert M. Sampson is resigning as general manager of WSAI, Cincinnati, to devote his full time to the development of business aspects of the Jon Arthur network programs, "Big Jon and Sparkie," weekdays at 5 p.m., and "No School Today," Saturdays at 9 a.m., over 247 ABC stations. Both shows originate from WSAI. Fort Industries recently purchased WSAI from the Marshall Field Enterprises, and Federal Communications Commission's okay on the sale is expected by April 1. Sampson plans to leave the station when Fort Industries takes over.

David G. Taft New Chief

Of Three Cincy Stations . . .

David G. Taft has been named managing director of stations operated by Radio Cincinnati, Inc.—WKRC - FM, WKRC - TV and WKRC, all in Cincinnati. In addition, Taft will serve as assistant to Hulbert Taft Jr., executive vice-president The Cincinnati Times-Star affiliated stations. David Taft has been general manager of WKRC-FM, which broadcasts music and news to transit riders in the Cincinnati area. WKRC and WKRC-TV are Columbia Broadcasting System outlets. Robert F. Bender succeeds Taft as WKRC-FM boss.

CONNIE SAWYER

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NEW YORKER Says: Funniest Girl in town . . .

Holds her own with the best of them . . .

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Press

GORE-SOLTERS Associates

Management

WILLIAM MORRIS AGENCY

Senate Group To Tone Down Rules On U. S. Radio Control in Wartime

WASHINGTON, Feb. 24. — In the wake of a hearing earlier this week, the Senate Interstate and Foreign Commerce Committee is preparing to tone down drastically a Defense Department-sponsored bill seeking vastly broadened presidential emergency powers over the nation's broadcasting facilities. Convinced that the Defense Department's proposed legislation was ambiguously and carelessly drafted, the Senate committee is expected to dispose of the issue by introducing a minor amendment to the Communications Act. The amendment will be intended to bring the Communications Act up to date in dealing with regulation of radiations from devices which have come onto the national scene since 1934, when the law was enacted.

Chairman Edwin C. Johnson (D., Colo.), of the Senate Inter-

state and Foreign Commerce Committee, invited major witnesses at the hearing to study and report back on a suggested amendment drawn up by the committee staff. Witnesses included representatives of the Defense Department, National Association of Broadcasters, Radio-Television Manufacturers' Association and Federal Communications Commission.

Arbitrary Rule Attacked

All of the industry witnesses warned strongly against drastic legislation that would let the Defense Department arbitrarily commandeer commercial broadcast stations. Dr. W. R. G. Baker, director of RTMA's engineering department, championed a view echoed by several other industry witnesses that "arbitrarily" halting all activities causing radiations "for frequent or lengthy periods, unless they do in fact represent a hazard, would seriously damage the industrial output of the country and would prove a definite hazard to lives and public safety."

It was pointed out that a complete black-out of radiations would aid enemy air raiders or their guided missiles since the foe would

be given uninterrupted usage of any subversively planted radiation device which might be guiding the plane or missile. Dr. Baker speculated that an enemy bombing mission might not even bother using radiations from within U. S., but would rely on celestial navigational methods for charting a course.

Commissioner George F. Sterling, of the FCC, voiced belief that Section 606C of the Communications Act "is clearly broad enough to authorize the President to initiate such action as he may deem necessary to prevent the use of any private or government radio stations in any manner which would aid a potential enemy in an air attack upon the United States."

NAB Prexy Justin Miller testified that the present Communications Act gave the government adequate powers in World War II and, with minor amendment, can be brought up to date. He said the Defense Department's bill threatened to throw broadcasting into a hodge-podge of diathermy machines, industrial heating instruments, radio service test equipment, motors and generators, fluorescent signs, and so forth.

STRONG MAN'S BIG BUILD-UP

NEW YORK, Feb. 24.—Don Lurie, strong man on Sealtest's Big Top video show on the Columbia Broadcasting System is slated for a big build-up as a result of his initial fan mail response, according to N. W. Ayer exec Mark Hawley.

Lurie was originally slated for a bit part, but the agency is now readying a special sequence for each show, with the musclemen demonstrating a series of body-building exercises.

Crosley 3-City TV Jubilee in Two-Way Click

CINCINNATI, Feb. 24.—Crosley Broadcasting Corporation's Television Jubilee held over the last three week-ends in three Ohio cities—Cincinnati, Dayton and Columbus—to celebrate WLW-T's (Cincinnati) third anniversary in television and to subject TV-minded citizens in the Crosley television areas to a mass exposure of the newest in television sets panned out a huge success. An estimated 145,000 persons jammed exhibit halls in the three cities to see the latest TV models and to witness shows staged by the Crosley stations' talent in conjunction with the jubilee.

WLW-D, Dayton, launched the opening barrage in the promotion February 2-3. Despite some of the worst weather of the winter and the fact that many of the 14 shows presented in conjunction with the promotion were telecast, over 40,000 Daytonians turned out to see the exhibits and WLW-D's and WLW-T's talent parade.

In Cincinnati an estimated 60,000 persons visited Music Hall during the three-day jubilee, February 9-11. WLW-T, whose third anniversary coincided with the promotion, flew in Jerry Lester and his gang for two personal appearances February 10. The station virtually moved its entire operation to Music Hall during the three-day period. The supply of 9,500 tickets for the two appearances by Lester were given out in four hours, with a limit of two per person.

Columbus' three-day jubilee, February 18-20, bulwarked by appearances of WLW-C and WLW-T talents, drew an estimated 45,000 persons to Memorial Hall despite

(Continued on page 42)

De Luxe 4-Show TV Series Set In Pittsburgh

PITTSBURGH, Feb. 24. — The most elaborate and expensive television program series this city has ever seen will tee off on Wednesday (28) when the Duquesne Brewing Company presents its first live program on DuMont's WDTV here.

Vic Maitland, vice-president of the Walker & Downing Agency, is bringing Kyle McDonald to Pittsburgh for the first show, which will be a preview of the four different programs the company will sponsor.

The first week after the preview show will feature the 22-piece Pittsburgh Symphonetta, with Vladimir Bakaleinikoff conducting. The second show will be the brewery's successful radio show, *Welcome Aboard*, with Jimmy Saunders. A hillbilly show featuring Slim Bryant and His Wildcats will be the third format, and the fourth show will be a variety show patterned after *Toast of the Town*, with Harold V. Cohen. *Post-Gazette* critic and radio personality, as emcee. Each show will have guest stars and the budget allowed Maitland will make him the biggest talent buyer in the city.

Major interest is centered in the Duquesne series, not only because it is an unusually ambitious local venture, but as an indication as to what local stations can do toward programming on a network level. If the shows click, it could mean networks will increase their originations outside of New York and Chicago, thereby easing the terrific studio shortage now existing in those two key cities.

Esau-Terry in Run-Off Vote

WASHINGTON, Feb. 24.—A tie vote will require a run-off election between John Esau, KTUL, Tulsa, Okla., and Hugh B. Terry, KLZ, Denver, for a place on National Association of Broadcasters board of directors, it was revealed this week in final returns on polling. Esau is incumbent. The run-off will be staged immediately. C. E. Arney Jr., NAB secretary-treasurer, said. Board members elected and slated to take office at NAB's convention in Chicago in April are:

District 1, Craig Lawrence, WCOP, Boston, succeeds Paul W. Morency, WTIC, Hartford, Conn., who is filling the unexpired term of Harold Fellows, WEEI, Boston, resigned; District 3, Leonard Kapner, WCAE, Pittsburgh, succeeds George Coleman, WGBI, Scranton, District 5, Thad Holt, WAPI, Birmingham, succeeds Allen M. Woodall, WDAK, Columbus, Ga.; District 7, Robert T. Mason, WMRN, Marion, O., succeeding Gilmore N. Nunn, WLAF, Lexington, Ky.; District 9, Merrill Lindsay, WSOY, Decatur, Ill., succeeding Charles C. Caley, WMBD, Florida, Ill.; District 11, H. W. Linder, KWLM, Willmar, Minn., succeeds John Mcagher, KYSM, Mankato, Minn.; District 13, Kenyon Brown, KWFT, Wichita Falls, Tex., who succeeds Clyde Rembert, KRLD, Dallas; District 15, Glenn Shaw, KLN, Oakland, succeeds himself; District 17, H. Quenton Cox, KGW, Portland, Ore.; John H. Dewitt Jr., WSM, Nashville, succeeds himself as director-at-large representing large stations. Edgar Kobak, WTVA, Thomson, Ga., was re-elected as director-at-large representing small stations. Ben Strouse, WVXC, Washington, was re-elected director-at-large representing FM members.

KTTV, KLAC-TV Plunk Out 90G For Ball Games

HOLLYWOOD, Feb. 24.—Two TV stations this week dished out a total of \$90,000 for video rights to local baseball games. KTTV paid \$50,000 for 25 games of the local stars, while KLAC-TV nabbed the Los Angeles Angels' 30 home games for \$40,000. KLAC-TV's Don Fedderson packaged the Angels games with 69 films and sold both for \$250,000 to Eastside Beer. Pix will be used in connection with the games and on nights when the Angels are on the road.

Frank King, KTTV sales manager, closed the Stars deal with Bob Cobb, ball club's veepee. At press time the games were unsold. The pact includes a clause banning sponsorship of the games by a TV set manufacturer. Cobb said he's mixing set makers because they tend to sell people on buying a set to watch games at home rather than come to the ball park. Deal also includes KTTV's promise to devote a 30-minute weekly show on promoting interest in games.

Increase in viewing audience has almost doubled demand made by club owners on TV stations. Last year KLAC-TV aired the Stars at \$25,000 for the season.

BIG DEAL

WNEW Sets Diet Series For Fatties

NEW YORK, Feb. 24.—Fatties Anonymous (F. A.), a nationally organized group of would-be-thin over-weights, will be the subject of a new public service radio series over New York indie WNEW next month.

In co-operation with Ruth Douglas, F. A. prexy, WNEW Program Director Dick Pack is readying a weekly diet front. The F. A. is patterned after Alcoholics Anonymous and utilizes the same strength-in-numbers psychology to help people who have a compulsion to over-eat.

NAB Sets Apr. 1 Date To Get New Prez, TV G. M.

NEW YORK, Feb. 24.—National Association of Broadcasters has set April 1 as the target day by which its reorganization into the National Association of Radio and Television Broadcasters is to be completed. This will mean that the organization will officially start its new career at its Chicago convention in mid-April.

Major objectives to be gained by then are choice of a new president; choice of a TV director and recruitment of TV stations not now members. It appears to be almost definite that the presidency will be offered to Carl Haverlin, now president of Broadcast Music, Inc. (BMI), which is owned by broadcasters. No official offer has been made to Haverlin, but inside reports are that in informal talks he has indicated he will accept if a bid is made.

A major factor in the Haverlin designation is the fact that he has worked closely, for some years, with Justin Miller, NAB chairman, who is also BMI's board chairman. One essential in the new presidency is in selecting someone who clicks with Miller, who voluntarily stepped out of the presidency a month back. The new president and Miller will

share a total of \$75,000 in annual salaries, with the president to start at \$40,000 and work upward, and Miller to be scaled downward as he relinquishes responsibilities.

No TV director will be chosen until the president is set, the newly named NAB-TV directors meeting in New York this week agreed. The reason is that the TV men want to make their choice subject to the TV know-how of the all-over president. An eight-man committee will meet in New York next week on the NAB presidency; a five-man committee is handling the choice of a TV director.

Telecasters are apparently going for the new trade group wholeheartedly. The response to a wire sent out Monday (19) by the TV board, of which Eugene Thomas, WOR-TV is chairman, outlining the new set-up and explaining the dues structure, has already resulted in a number of stations mailing dues checks. TV membership dues are equivalent to stations' five-minute basic time rate, per month.

NAB members are currently voting on the change of name to NARTB and there appears no question as to its being approved.

Carnation Not Content With Family Party

NEW YORK, Feb. 24.—Carnation this week canceled its Family Party on CBS at the end of its current cycle. The audience participation show, which is emceed by Jay Stewart, is on 10-10:30 a.m. Saturdays.

Carnation, however, will stay with its *Contented Hour* Sunday nights on the same network and intends to amplify its network coverage of the evening show. Erwin Wasey is the agency.

Social Security Numbers May Be Lucky, But Not for Hooper

ORLANDO, Fla., Feb. 24.—The C. E. Hooper research organization found itself this week in the middle of a local station battle. Hooper recently contracted with the four stations here for a local listening survey, but February 11, with the survey hardly under way, WORZ made a deal with Max Azrael to run its *Lucky Social Security Numbers* show. Then the fun began. Show has local Social Security numbers read 10 times each day, Monday thru Saturday, with those listeners identifying broadcast numbers as their own and showing up at the station within 24 hours with substantiating evidence receiving \$50.

WORZ got terrific response (including 16,400 letters in a one-week pre-show promotion) and sold the lucky number spots to the Holthouse Company, representing some 30 local retailers, on a 52-week basis for \$19,000.

This week the three competing stations (WDBO, CBS; WHOO, ABC, and WLOF, Mutual) sent a joint wire to Ward Durrell, Hooper vice-president, canceling the survey. Seems they considered the show programming unfair competition. In reply, Durrell wired WORZ, saying Hooper was canceling the survey because of the squawk from the three stations. It is believed to be the first instance of Hooper canceling a local survey for such reasons. Only previous case known is that of WNOE, New Orleans, which ran a

telephone promotion urging phone call recipients, "Don't say hello, say WNOE."

The Azrael Social Security gimmick has been carried for over a year on stations in various parts of the country, including Jacksonville and St. Petersburg, Fla.; Baltimore and Cleveland.

WORZ General Manager Eugene Hill is reviewing several possible approaches to recourse.

Anguish, Hyman Buy for 350G Para Interest in 'Science' Pix

Continued from page 1

recently controlled a flock of Hopalong Cassidy oaters, each subject will be re-tailored especially for TV. Original 10-minute running time will be padded to 13 minutes, thereby converting each into a quarter-hour open-end reel. Gayne Whitman, who narrated the original soundtrack, will be available to spiel commercials if series is sold to national or regional sponsors.

Anguish expects to ask \$5,000 per quarter-hour seg for national and \$2,000 for regional sponsorship. With Paramount no longer in the picture, the *Popular Science* tag will now be clear for additional TV films if a bankroller desires to extend the series. Original-

nally shot in Magnacolor, the 85 subjects will be converted to black and white prints with tinted footage to be retained for future color use. No difficulty is anticipated with the music soundtrack inasmuch as most of the pix were filmed prior to 1946. If post-1946 pix do not already contain canned music, soundtrack will be re-dubbed with non-live music.

AT LIBERTY

For local Radio and TV Stations. Aggressive young Junior Executive wants to leave New York to settle down in small town. Extensive experience includes: Music Publisher, Talent Agent (own firm), associations with major network radio-TV shows. Has ideas, packages, ability to produce and direct complete shows. Top rate references. Draft exempt. Available April. Wire—write—Box 623, Billboard, 1564 Broadway, N.Y.C.

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A STEINMAN STATION

Decca Prexy Denies Rumor Of Kapp Shift

NEW YORK, Feb. 24.—In a week when artist and repertoire rumors and actual shifts (see other stories in this issue) were rampant up and down Broadway, probably the item which created the wildest speculation was that concerning a "shake-up" in the Decca Records, Inc., artist and repertoire department, centering around veepee and a. and r. head Dave Kapp. The truth is that Kapp is secure in his top a. and r. post at Decca for an indeterminate period.

Said Milton Rackmil, Decca president: "Sure, we've made changes and adjustments in the artist and repertoire department, in the interest of a tighter, more efficient, smooth-running, business-like organization. If such changes have been construed anywhere as representing Dave Kapp's being fired, or resigning, it's unfortunate. There's just nothing to the rumors."

Said Kapp, himself, "These rumors are all news to me. I'm in good shape here at Decca. There are no difficulties at all in the artist and repertoire operation. Everything is rolling smoothly and we've got a number of exciting records coming up."

The trade continued to speculate on further adjustments and changes in the Decca a. and r. operation, and guesses as to their probable eventual effect on Kapp's future with the company with which he and his late brother, Jack, have long been closely identified, ranged from: "Don't mean a thing," to "There'll be some real big changes soon."

Busch To Drop A. & R. Work For Pianistics

HOLLYWOOD, Feb. 24.—Lou Busch ends his two-year association with Capitol's artist-repertoire department, effective March 5, deciding to concentrate his efforts for the label as an artist. This includes continuing releases as Joe (Fingers) Carr, his nom de disk for the backroom piano sides, as well as batoning accompanying orks for his wife, Margaret Whiting, and other Cap artists. Voyle Gilmore, a former musician and since 1945 associated with Cap's sales wing, will move from his post as manager of Capitol's Los Angeles branch to the diskery's artist-repertoire department. Busch's resignation is effective March 15.

According to Cap Prexy Glenn Wallichs, Gilmore's transfer to artist-repertoire department is not a replacement for Busch. Wallichs (Continued on page 16)

Coast ASCAP-ers Split Over Gilbert Question

HOLLYWOOD, Feb. 24.—American Society of Composers, Authors and Publishers' Coast membership has split sharply on whether to put L. Wolfe Gilbert on salary or place him on ASCAP's board in next month's election. A resolution that would put Gilbert, chairman of the West Coast ASCAP committee, on salary was passed and forwarded to the executive board in New York. Members also voted to have Gilbert nominated for ASCAP's board. Confusion reigns now, since Gilbert cannot sit on the board and draw a salary too. Both jobs are independent.

Otto Harbach, ASCAP prexy, attended the meeting this week

BUT CAN SHE BAKE A PIE?

NEW YORK, Feb. 24.—Tawny Neilson, who has taken over as pop a. and r. chief of London Records, is believed to be the first woman to have held such a spot. The situation is unique and has already caused a flurry of excitement among music publishers and their professional staffs. One of the most highly regarded of the contact men's fraternity phrased it thus: "Let's face it — we must re-orient ourselves to an entirely new approach when we try to get a London disk." The old tried and true blandishments, it seems, cannot work in this case. The publishers and their minions, however, are making a scientific study of the problem.

Victor Moves To Compete in LP Pop Field

NEW YORK, Feb. 24.—RCA-Victor will shortly move into a full-scale pop long-play platter program, thus rounding out a complete three-speed program for the diskery. Company until now has confined the release of its pop albums to two speeds, 45 r.p.m. and 78 r.p.m. The date hasn't been set for the initial release of the regular LP pop stuff, but it is likely to kick off with long-play packaging of the *Here Come the Bands Again* album series, one of the label's merchandising high spots of the past year, and the Victor vocal series, out currently as singles but shortly due to be packaged into nine albums.

To date, the Victor pop LP activity has been confined to show album material for current legiters like *Call Me Madam* and the *Treasury of Immortal Performances* pop packages.

RTMA Plea to NPA For Essential Cobalt

WASHINGTON, Feb. 24.—Administrator Manly Fleischmann, of the National Production Authority, this week personally received a formal plea from a special committee representing the Radio-Television Manufacturers' Association, urging that the NPA immediately review the tight cobalt situation with the object of determining whether to make more cobalt available to the speaker industry or whether the industry be given more copper for electromagnetic type speakers. NPA Administrator Fleischmann assured the industry group that "speedy"

and will take the resolutions to New York for ruling within the next two weeks. Harbach is on the Coast in connection with ASCAP's financial report. Harbach said the Society's 1950 gross income was placed at over \$11,000,000, over a million better than in 1949.

Gilbert told *The Billboard* Friday (23) that it isn't important to him what the executive board does. He said the actual difficulties arise out of the long-standing East-West feud. Gilbert expressed the desire to remain in the position of helping local membership and acting as liaison between the two coasts.

London Weighs Pops Future In U. S., as Delaney Resigns

Kruse Seeks Closer Am.-English Ties, Increased Accent on British Talent

NEW YORK, Feb. 24.—The future of London Records as a pop label in the American market was under considerable discussion this week as a result of the resignation of Joe Delaney, vice-president and head of the pop a. and r. division. Tawny Neilson currently has taken over as pop a. and r. chief. Officially, London, according to Harry Kruse, executive vice-president, has no intention of folding the pop a. and r. department here. Kruse also points out that London's classical LP operation is of such stature that this phase of the diskery's business in itself would warrant the maintaining of an American London branch.

Kruse indicates the following:
1. There will be greater emphasis placed upon recordings by British artists, with such artists getting increased promotion.
2. The foregoing does not "necessarily" mean a de-emphasis of American-made disks.

3. There will be closer co-operation between the British and American offices. Such co-operation will stem not only from the greater accent on British talent, but also from a desire to make a more economical use of British facilities. For instance, disks made in the United States, but whose release is not an urgent matter, will be pressed abroad.

4. An attempt will be made to reduce the number of pop disks released.

5. In line with the last-mentioned point, there is likely to be a reduction in the number of short-term deals concluded with artists—contracts calling for four sides. Officially there is no intention of disposing of, or closing out, regular contractual arrangements.

The foregoing points have to do with the official position of the company on matters relating to a. and r.

The matter of London's a. and r. operation, however, is inextricably

entwined with the company's problems, which are not only those of a record company but those of a foreign-based company. It's no secret that London, from its inception, had as one of its purposes the promotion of British artists in order to bring American dollars into Britain. It's understood that the plethora of American-made disks has been regarded as somewhat unwarranted. On the other hand, E. R. (Ted) Lewis, London Records topper, has always wanted American hits.

Just how these two purposes can be accomplished, American hits and greater emphasis on British artists, poses a dilemma. (Continued on page 35)

Decca Deutsche Longhair LP's Out at \$5.85

NEW YORK, Feb. 24.—Decca Records this week shipped the first of the longhair waxings obtained thru its exchange deal with the German Deutsche Grammophon diskery. The German recordings will be marketed here on Decca's Gold Label long-play series, and will retail at \$5.85, the diskery's highest LP tag, established originally to handle such specialty recordings as Judith Anderson's *Medea*.

Remainder of the Decca longhair line was marked at \$4.85 and (Continued on page 16)

Victor Denies Reports of Signing Garland

HOLLYWOOD, Feb. 24.—To Judy Garland's other recent problems was added this week the question of her status as a recording artist. Miss Garland's management, somehow, got the impression she was signed to RCA Victor, as witness a press release sent to trade newspapers by the William Hebert office, handling Miss G's press. Opening sentence in the release said: "Judy Garland inked an exclusive recording contract with RCA Victor today."

RCA Victor vice-president and general manager of the record division (Continued on page 16)

Geller Leaves Coast Mercury

CHICAGO, Feb. 24.—Mercury Records this week parted company with Harry Geller, who has acted as Coast a. and r. rep and musical director for the diskery. Art Talmadge, exec veepee in charge of a. and r., said that Geller decided to remain permanently on the Coast, after Talmadge had told him that Mercury decided to close out on a Coast a. and r. man. Talmadge pointed out that he felt sufficient coverage could be accomplished with Mercury talent men here and in New York. Geller will handle Mercury work on the Coast on a free-lance basis. Talmadge said that Frankie Laine's exodus from Mercury was not responsible for Geller's departure.

Talmadge will operate as chief (Continued on page 16)

Slates Drawn for ASCAP Elections

All Boardmen To Serve Straight Two Years; Writers To Face Two Opponents; Pubs, One

NEW YORK, Feb. 24.—Nominating boards this week drew up slates for the forthcoming board elections of the American Society of Composers, Authors and Publishers. For the first time since the signing of the consent decree, all 24 directors (12 writers and 12 publishers) will serve straight two-year terms. Until now, tenure had been three years, with eight

positions up for election each year.

As usual, incumbents run as automatic candidates. For the writer half of the board, each incumbent runs against two new candidates; with the publisher half, there will be one new candidate for each slot.

The new writer candidates, in the pop-production division, are Arthur Altman, Maxwell Anderson, Benny Benjamin, Mann Curtis, Sylvia Dee, Jimmy Eaton, Sammy Gallop, Alex Gerber, Morton Gould, Moe Jaffe, J. C. Johnson, Sid Lippman, George Marion Jr., John Redmond, Harold Rome, Lou Singer, Harry Tierney and Jack Yellen. Writer candidates in the standard division are Otto Cesana, Walter Golde, J. Rosa-Robert MacGimsey and Harry mund Johnson, Frank La Forge, Wilson.

Incumbent Writers

The incumbent writer directors are Standley Adams, Fred Ahlert, Gene Buck, Paul Cunningham, (Continued on page 16)

Is He Is or Is He Ain't RCA's Baby?

HOLLYWOOD, Feb. 24.—Alan Livingston, of Capitol record artists and repertoire department (and widely credited with being largely responsible for Cap's stand-out success in 'he kidisk field), was in the peculiar position this week of being romanced by RCA Victor, with several key RCA Victor people totally unaware of such romancing.

In some respects the situation was much akin to the recent Paul Weston fiasco in the course of which Weston (then with Capitol) was dickering with RCA Victor for an artists and repertoire slot, but eventually wound up working in that category for Columbia Records in California.

Paul Barkmeier, RCA vice-president and general manager of the record department, told *The Billboard*: "To my knowledge no (Continued on page 16)

Columbia Renews Griffin Contract

CHICAGO, Feb. 24.—Ken Griffin this week was renewed by Columbia Records, with his second-year option calling for a raise in guarantee from \$15,000 to \$20,000 against 5 per cent royalty. Griffin, whose first-year royalty exceeded \$30,000, will cut an anniversary album within the next 10 days and a series of at least four singles.

Griffin is set for the Home Show, Rockford, Ill., March 15-18; the Elmwood Hotel, Windsor, Ont., March 19-25, and the Pastime Club, Des Moines, in April.

THE FOURTH ANNUAL JUKE BOX POLL

The Complete Record, Servicing and Trade Aspects

This is just one of the more than a dozen vital features and reference lists to be published in

The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13

Majors, Indies Square Off In Competition Over Disk Fields

Biggies Gobble Pops, Move on R&B; Independents Strong on LP Classics

NEW YORK, Feb. 24.—The position of independent diskers as against the seven major record companies has undergone considerable change in the past 12 months. Most evident of these changes are:

1. The majors have expanded their recording resourcefulness in the pop field to such an extent that they threaten to squelch the capacity of independents dealing in pop material.

2. The top seven have toed the mark in the several specialty fields in which the independents have prospered for some time. Most auspicious efforts by the top seven

are being made in the rhythm and blues market. The majors, too, are reaping a golden harvest in the country field; they have dominated the field for years, but in a period from the 1948 recording ban to last year they became lax enough in the market to allow a number of independents a sizable whiff of the hillbilly business.

3. The most potent competition offered the majors by independents these days is in the classical long-play record field.

4. Independents also have a strong foothold in the children's field, but their position in this market has become more precarious of late as some of the major diskers have been dipping deeper into the market.

Pop Category

The pop market has been noticeably devoid of independents' successes since the Eileen Barton disking of *If I Knew You Were Coming I'd've Baked a Cake* on National. Even with that disking

much of its sweep is attributed to the fact that National turned the master over to Mercury for the weight of that company's production and distributor set-up. A second example was the instance of Universal Records selling its master of *Jealous Heart* by Al Morgan to London just at a point when the disk was breaking for a hit.

The periodic appearance and hype of independent waxers' pop wax has resolved into a thin thread of activity today. On occasions the diskers were confronted with creative efforts from such sources as the Bullet label, the Damon diskery, Universal, Rainbow, National, Tower, Signature, etc.

Get Hep on R. and B.

The strongest specialty market invasion by the majors has been in the rhythm and blues field. The major diskers, thru expensive, exhaustive research have slowly been learning the r. and b. operation and have familiarized them-

(Continued on page 14)

First Lombardo Bash Pulls 9G

NEW YORK, Feb. 24.—Guy Lombardo started his concert tour auspiciously, with a \$9,330.20 gross at the Mosque, Richmond, Va., Thursday night (22). Attendance was 4,375, with hundreds turned away. Showing with Lombardo were the Ames Brothers.

The date inaugurates Lombardo's first full-fledged concert tour. The maestro tried a few such dates last year, sandwiched among dance dates, and did well. He's anxious to determine the extent of his family—as against dance—audience. The current tour, booked by Music Corporation of America, will total between 65 and 70 dates, winding up April 21. The trek starts in Virginia and covers the Southeastern States, thence west to Texas and north to Oklahoma, Kansas, Iowa, Nebraska and Wisconsin. Lombardo takes a vacation April 21 and will open at the Roosevelt Grill here May 1 for two months.

The tour will receive heavy promotion, with Decca Records and Frederic Ziv, transcription company, co-operating. Decca will contact dealers and jockeys in the cities where Lombardo appears. Ziv has prepared a series of spots to be used in those cities where the Lombardo wax show is sponsored. Coral Records also is promoting on behalf of the Ames Brothers.

Chi Hotel Beefs Over 5-Day Wk

CHICAGO, Feb. 24.—First contractual repercussion of the five-day week, initiated December 24 by the American Federation of Musicians here, was noted this week at the Edgewater Beach Hotel. This hotel was slated to open Xavier Cugat's ork for a month, just after the five-day week was announced by Local 10. The hotel at first beefed over the ruling, pointing out that Cugat's band contained almost the entire floorshow skedded for that period, but that if two days were cut off, a jobbing band could not hope to replace the show.

It was learned this week that since the introduction of the five-day week, the hotel has started offering orks a guarantee against a percentage of the gross realized from the cover and minimum charge. While this practice has been utilized by some New York hotel rooms, this is the first such contract offer proffered by a Midwestern hotel in some time.

Eastern Trek For H. James

HOLLYWOOD, Feb. 24.—Harry James and ork kick off a seven-week cross-country one-nighter tour April 14 at the Pla-Mor Ballroom, Kansas City, Mo. Orkster will play the Midwest States, his first such trek in the territory in four years. He is reportedly getting a bet'er than 50 per cent percentage on top of a guarantee. Other dates have been tentatively set.

James originally skedded a longer junket but business here made it necessary for him to be back in June. James' crew has been playing one-nighters on the Coast.

Trade Interest Keen In Goody Court Suit

Appellate Division To Hear Appeal Case Of Diskery in Fair Trade Law Complaint

NEW YORK, Feb. 24.—Trade interest will be focused next week on the appearance of Columbia Records and disk dealer Sam Goody before the appellate division of the New York Supreme Court. Diskery is appealing the decision handed down last December in its fair trade suit against the retailer. With a portion of the official referee's decision based on the standard disk industry "exclusive artists" contracts, traders in both the record and book industries are eying the appeal with some trepidation.

Importance of the "exclusive artists" factor was highlighted when the American Booksellers' Association petitioned the court to enter a brief as amicus curiae. Previous decision against the diskery was partially based on the proposition that a manufacturer could not fair-trade his merchandise unless it was in "free and open competition." The referee has decided that phonograph records of one manufacturer were not in "free and open competition" with those of another manufac-

turer because artists were signed to each label on an "exclusive basis," and that disk customers buy the artist's performance rather than the work.

Book trade wants to enter the case on the side of Columbia for fear that another adverse decision would upset its own fair-trade set-up.

In the meantime, the diskery has filed a brief in which it argues that the original decision was based on "an extremely narrow and unrealistic view." Columbia points out four basic forms of

(Continued on page 14)

All Set Sales Hop 76% in '50

WASHINGTON, Feb. 24.—A 76 per cent increase in sales volume of TV sets, phono players and radios was chalked up in department stores in 1950 over the previous year, according to the Federal Reserve System this week.

A 1 per cent decline was registered in sales of disks, sheet music and musical instruments in 1950, as compared with the previous year.

Months' end stocks last December were reported almost 189 per cent greater than the previous month in phonos, TV sets and radios in department stores. Stocks of disks, sheet music and instruments were 13 per cent greater, the report showed.

Gwitz, MCA Suit Settled

NEW YORK, Feb. 24.—The suit of Irwin Gwitz against the Music Corporation of America was settled out of court this week with no sum disclosed.

Gwitz had charged that MCA had induced pianist Jan August to break his contract of 1948 with Gwitz in order to sign with them. Gwitz and August settled last year. Gwitz had been head of the defunct Diamond Records, for whom August at one time recorded.

FISHER HEIR'S AIR NOW RARE

NEW YORK, Feb. 24.—Aeronautical type tunes apparently have an inescapable attraction for the songwriting Fisher family.

In 1910 Fred Fisher wrote *Come Josephine in My Flying Machine* in all probability without ever having seen an airplane.

In 1951 his son, Marvin, has co-written and published *Destination Moon*, the lyric of which is a take-off, rocket type, on father Fred's invitation to flight. *Moon*, a representative of the Fisher pubbery, has let it leak out, is a current release by Nat Cole for Capitol and is scheduled for plug activity.

Two Buy Into Reorganized Gallico Firm

NEW YORK, Feb. 24.—Al Gallico has sold a half interest in his Gallico Music to Joe Shribman and Charles Trotta for an undisclosed amount plus stock in Shribman and Trotta's Roger Music. Gallico will be professional manager for both firms, which have combined offices in the RKO Building.

Gallico Music had been backed by Dick Jurgens and his brother and manager, Will Jurgens; Gallico recently bought out their interest. Shribman and Trotta recently dissolved their liaison with George Paxton in Paxton Music. Among the copyrights they took over for their Roger Music firm are such tunes as *There's No Tomorrow*, *She's a Lady* and *Mr. Touchdown U.S.A.*

Winterhalter Set for N. Y. Para Vauder

NEW YORK, Feb. 24.—Hugo Winterhalter will make his personal appearance debut at the Paramount Theater here as part of that house's Easter show. The holiday presentation is due to open

(Continued on page 14)

RACKETY-RAX SELLS WAX

Indie Prexy Leads in Urging Broader Bally

NEW YORK, Feb. 24.—Herman Lubinsky, president of the Savoy and Regent labels and one of the better-known indie manufacturers, last week titillated the trade with a letter sent to his distributors under the general heading, "To all distributors—a shot in the arm." Lubinsky's missive, strong on comedy, also contains a measure of good sense. For these reasons, parts of the brain storm are quoted here.

"First: No harm intended. If the following contents offend you, please accept my apologies. But if you were sitting here in our office . . . you would soon sicken of the daily complaints . . . that the record business is thru. Business is good. We can't complain in certain territories. Let's not fool around. Get off your seat, roll up your sleeves and go to work. Mr. Distributor. . . . You have become a robot. . . . You lack the original

American ingenuity. Go and get them! If you don't go out and promote you are thru!

"Discuss it with your disk jockey. It is up to him. Have you been nice to him? (or did you neglect to remember him at Christmas?) . . . Man, smarten up! Promotion is the very life of your business.

"We have sent out questionnaires to disk jockeys and are getting

(Continued on page 14)

Offer Taped Music For Home Markets

NEW YORK, Feb. 24.—Attempt to reach the home market with music recorded on tape will be made within a month by a new subsidiary corporation of Audio-Video Products, distributor of tape recorders and duplicating outfits.

Heading the new firm will be Joe Hards, former manager of the London Library Service and previously with both Muzak and World Broadcasting. Also involved in the scheme are Percy Deutsch, former World exec, and Edgar Kobak, well known broadcasting industry exec who has held top positions with Mutual Broadcasting System and NBC's blue network. Latter two have been added to the board of directors of Audio-Video.

According to Charles E. Rynd, president of Audio-Video, the new firm will start with the release of 10 half-hour reels of recorded music in such categories as *Cocktail Time*, *Organ Reveries*, *Concert Hall* and *Religious Music*. Tapes

Coral Poised For Hop Into R&B Business

HOLLYWOOD, Feb. 24.—Within 60 days Coral Records will launch a full-scale invasion into the rhythm and blues field, long the strong-hold of the indie labels, closely patterning its operations along indie diskery lines. Coral topper Jimmy Hilliard, while on the Coast, inked blues warbler Martha Davis in the first of a series of talent acquisitions to prepare label for the all-out r. and b. drive. Hilliard told *The Billboard* he will soon name an r. and b. artist-repertoire head who will headquarter in New York, but may have to travel for tunes and talent.

Given the proper artists and material, Hilliard reasons, distribs will welcome Coral's r. and b. move. Almost all Coral's distribs handle indie r. and b. products. Hilliard feels distribs would welcome the savings in inventory and handling by getting r. and b. products from Coral. Success of the indie in this field proves to Hilliard there is hitherto untapped gold. Majors heretofore failed to grab that gold, Hilliard feels, because they didn't follow the successful operational patterns developed by the indies.

Coral has already taken steps into the r. and b. field, its talent roster including Bonnie Davis, Picadilly Pipers, Timmy Rogers and Erskine Hawkins. However, Hilliard does not consider Hawkins as purely in the r. and b. vein. Initial sides by Miss Davis will be released next and couples *Would I Love You with Old Phonographs Records*.

AFM, Nets Set Few Big Issues

NEW YORK, Feb. 24.—Negotiations between the American Federation of Musicians and the networks for a contract covering musicians on AM and TV continued this week, with the AFM reporting progress. It was stated that agreement has been reached on some national issues, contingent upon settlement of the over-all picture. It is conceivable, it was said, that national issues could be wrapped up next week, at which time local matters affecting Hollywood and New York would then be taken up.

The AFM would not elaborate on which issues had thus far been agreed upon, but said they were issues of substance. It was learned, however, that the negotiators still had not gone into the matter of film-TV, which promises to be one of the toughest obstacles, owing to the AFM demand for a 5 per cent payment to the royalty fund and the networks' insistence that they cannot agree to this principle.

The retroactivity deadline, which ends today, has been extended as long as will be necessary to reach an agreement.

Yesterday there was a side meeting of spokesmen for copyists and arrangers on one hand, and broadcasters on the other. Local 802 and Local 47 reps will report to their committees.

will be available in two speeds, 3¾ inches per second and 7½ inches per second. Half-hour reels contain 600 feet of tape with the full hour reels running 1,200 feet.

Retail prices are set as follows: Half-hour at the 3¾ speed, double track for \$5.99; same speed, one hour, \$9.45; half hour at the 7½ speed, double track for \$7.35; same speed, one hour, \$11.95.

All music on the first release was recorded in Europe, but the firm states that it will start recording in the United States within the near future. Tapes will be sold in musical categories for the present, but Rynd and Hards have plans for the use of name artists and orchestras if consumer demand warrants the additional expenditures. Admitting that the market for taped music in the home is limited, firm execs claim that the potential is still 500,000 non-commercial.

(Continued on page 14)

DECCA
RECORDS

America's Fastest Selling Records

SUPER SPECIAL!

BING CROSBY



**WITH MY SHILLELAGH
UNDER MY ARM**

and

ST. PATRICK'S DAY PARADE

DECCA 27478 (78 rpm) and 9-27478 (45 rpm)

CURRENT HITS!

with KEN DARBY SINGERS
MAY THE GOOD LORD BLESS AND KEEP YOU AND A PERFECT DAY
DECCA 27404 (78 rpm) and 9-27404 (45 rpm)

BING CROSBY and TOMMY DORSEY and His Orchestra
THEN YOU'VE NEVER BEEN BLUE and YOU GOTTA SHOW ME
DECCA 27461 (78 rpm) and 9-27461 (45 rpm)



DON CHERRY

BRING BACK THE THRILL
and
I APOLOGIZE

DECCA 27484 (78 rpm) and 9-27484 (45 rpm)

SUPER SPECIAL!

A CURRENT HIT!

WHEN YOU RETURN
and THE SEVEN WONDERS OF THE WORLD
DECCA 27435 (78 rpm) and 9-27435 (45 rpm)

DECCA RECORDS

LONZO and OSCAR

METRO POLKA
and

I LITHP

(Ekthept When I Thay "Ithaca")

DECCA 46299 (78 rpm) and 9-46299 (45 rpm)

Single Records 85¢ plus tax

SPECIALS

- Sparrow In The Tree Top Forsaking All Others BING CROSBY and ANDREWS SISTERS
Decca 27477 and *9-27477
- Sentimental Music BING CROSBY
Any Town Is Paris When You're Young Decca 27483 and *9-27483
- If (I Wonder Why) LOUIS ARMSTRONG and VELMA MIDDLETON
You're Just In Love Decca 27481 and *9-27481
- Bring Back The Thrill I Apologize DON CHERRY
Decca 27484 and *9-27484
- The King Of All Kings THE KING'S MEN
The Tears Of St. Anne Decca 14552 and *9-14552

*Indicates 45 RPM Version

NEW RELEASES-SINGLES

- No Man Is An Island Worship FRED WARING
Decca 27454 and *9-27454
- You're The One The Searching Wind TOMMY DORSEY and VICTOR YOUNG
Decca 27455 and *9-27455
- Ain't She Sweet Tain't What You Do (It's The Way That Cha Do It) SY OLIVER
Decca 27418 and *9-27418
- All Alone Blues In The Back Room DOLES DICKENS
Decca 48199 and *9-48199
- You're The One I Adore Just You JOE PRINCIE
Decca 45127 and *9-45127
- Misa De Once Noche De Reyes CARLOS GARDEL
Decca 21335

*Indicates 45 RPM Version

NEW RELEASES-ALBUMS

THE SOLITARY SINGER • TERRY GILKYSON
Singing His Own Songs
Vocal with Rhythm Accompaniment
Selections include: The Solitary Singer—Runnin' Away—Fast Freight—The Secret—Nellie Lou—The Tick Tock Song—Mr. Buzzard—Ev'ryone's Crazy—Captin Me
Decca Album A-817 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-157 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5305 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
All Album Records Available As Singles

**NEW DECCA GOLD LABEL SERIES
12" DECCALITE SINGLE RECORDS**

- La Bohème (Puccini) RENATA TEBALDI
Act I—Mimi's Aria: "Si, mi chiamano Mimi" Decca 20016
Act III—Mimi's Farewell: "Dónde lieta usci" Price \$1.50
- Andrea Chenier (Giordano) RENATA TEBALDI
Act III—Racconto di Maddalena: "La mamma morta"
- La Wally (Catalani) Decca 20017
Act I—Racconto di Wally: "Ebben, ne andr lontano"

Performance Trust on Way to Peak 900G for Last of 1950

• Continued from page 1

half of 1950, which means that better than \$1,600,000 will have been contributed to the fund for records sold during the year. Using a rough rule-of-thumb measure, based on an average contribution of 1 per cent, the figures indicate that at least \$160,000,000 worth of records were sold in 1950. The figure is certainly considerably

higher in view of the volume of records sold on which contributions are not paid—the many foreign recordings stimulated by the growth of LP, non-musical record-

ings, reissues of older platters and plain evasions by some of the smaller companies.

Firms Default

According to the report, 835 disk manufacturers and 109 transcription companies had signed trust agreements as of January 1. Of these, 156 diskeries and eight e. t. firms were canceled for default.

The half-year contributions since the formation of the MPTF in 1949 following the end of the record ban have been: First half of 1949, \$863,000; second half of 1949, \$743,000; first half of 1950, \$733,000; second half of 1950, an estimated \$900,000.

The trustee, on December 1, 1950, allocated \$700,000 to pay for musicians' salaries for free public performances during the first half of 1951. The same amount was allocated for expenditure during the last half of 1950; \$600,000 was allocated for the first half of 1950.

Remington-Douglas Suit Is Settled

NEW YORK, Feb. 24.—The suit of Remington Records, Inc., against Douglas Distributing Corporation in New York Supreme Court, to recover money allegedly owed for sale of goods, was settled out of court this week, according to Remington's attorney, Maxwell Okun.

It was understood that the suit will be discontinued upon Douglas's final payment, due March 16. Also, Douglas's exclusive distribution for Remington in New York and New Jersey is terminated, Okun said.

Burdge Seeks Trial by Jury

HOLLYWOOD, Feb. 24.—A plea of not guilty and request for a jury trial was made by Gordon Burdge Tuesday (20) when he appeared before the division of labor law enforcement. Burdge was called on the carpet for failure to answer a State Labor Commission personal subpoena last month. Request for a jury trial was granted and set for April 12 in the Hall of Justice in Los Angeles.

American Federation of Musicians Local 47, has charged that Burdge, Majestic Records' Coast rep, did not pay local bootleggers for wax dates cut on the ABC Eagle label. Eagle was owned by Burdge prior to his position with Majestic. Labor commission entered the case and issued the allegedly ignored subpoena. When Burdge failed to appear, the city attorney's office took over and demanded he tell why he brushed off the labor board.

Burdge told *The Billboard* Thursday (22) that when he was served the subpoena, he asked for a continuance. Labor commission, Burdge related, said he did not act soon enough, hence the current difficulties. The Majestic chief here said he is being forced to settle with the union "soon" and seek a license for Majestic. He also intends reviving ABC Eagle and affiliating the label with Majestic.

St. Nick-Sig Suit Is Off

GIMMICK BRINGS PAY-OFF

Remote Control Disk Demo Helps Illinois Merchant

CHICAGO, Feb. 24.—A unique remote control system of demonstrating records, coupled with a self-service selling operation, has "reaped" amazing customer response," according to Jim Edgcomb, disk department manager of the Emerson Piano House, Decatur, Ill.

Customer selections are taken to the sales counter for demonstration where sales clerks assign the customer to one of the shop's listening booths. Disks are played from behind the counter on a battery of Webster-Chicago three-speed players, each piped into one of nine booths. All selections are piled on the changer spindle. Controls in the booth permit the customer to push a reject button to change selections and also to adjust volume. Customer doesn't handle the disks. Changers for 45 r.p.m. disks are piped into two other listening booths.

Changers have all been wired so that a light on a panel changes when

strong promotion campaigns and sales meetings, believing "there is a lot of money to be made in the record business."

Decca Bows Into Can. Classic Field

TORONTO, Feb. 24.—Entering the classics field for the first time in Canada, Decca Records is issuing its 'ull list here.

However, the records will reflect the recent increase in the cost of vinylite which is becoming scarce. The former price of \$2.85 is now \$3.15 for LP's.

SERVICE BANDS SEEK CATALOGS

NEW YORK, Feb. 24.—Expansion of the armed forces and the consequent development of service bands has resulted in a greater use of band music by the U. S. government. Publishing firms with strong standard catalogs this week received a mild hypo when the government asked for bids on music. The request came from the Philadelphia Quartermaster's Depot. The music is to be used by the U. S. Navy School of Music. The navy school is specifically interested in libraries of band music and some dance music.

SACRED SURVEY

Label Mails Gospel Tune Quiz Letter

HOLLYWOOD, Feb. 24.—Sacred Records is using a survey of radio stations to determine the potential of its gospel folk music. Label topper Earle Williams has mailed detailed questionnaires to 1,200 AM stations in the South and Southwest. Diskery is trying to learn how many stations would use religious diskings and in what quantity. Over 600 outlets have replied, all to the effect that gospel platters would be welcome.

Sacred's gospels, issued by its subsid label, White Church, numbers 194 selections. Williams will mail his entire catalog March 1 to a Southern State in an effort to test the gospel slicings and compare sales as the result of the additional gospel platters to sales at this time last year.

One phase of the mailing pieces to stations is that Sacred has been able to inform dealers as to what stations are using its waxings. Dealers, in turn, make a special pitch for Sacred. Several stations have informed Sacred that they will use programs built around the White Church recordings.

Col'bia To Wax Stafford-Eddy A la G. MacRae

HOLLYWOOD, Feb. 24.—Columbia Records will pair Jo Stafford with Nelson Eddy in an effort to continue the songbird's high duet sales she achieved at Capitol with Gordon MacRae. Some of Miss Stafford's top Cap hits came via teaming with MacRae. Since switching to Columbia, latter label has been studying its talent roster for an appropriate baritone voice that would lend itself to duet blending. To date, she had only teamed voices for a single shot with Gene Autry on *My Heart Cries for You*, backed by *Tear Drops From My Eyes*. However, teaming with Nelson Eddy is expected to be continued on a long-range basis, similar to the MacRae duos.

Eddy will continue to voice for Columbia's Masterworks series, but will hop vocally to the pop side for the Stafford duets. Save for a few isolated exceptions, Eddy has stayed strictly to the semi-classical side of the song fence. His most recent pop venture was on *Mule Train*. Combination is expected to hypo disk sales for both the songstress and concert baritone. Columbia will back up initial release with a promotional campaign designed to lure the Stafford Capitol duet fans to Columbia.

ANTEDILUVIANS ARE PREFERRED

PHILADELPHIA, Feb. 24.—Nothing unusual in the local musicians' union notifying its membership—as it did—that the Philadelphia orchestra is holding auditions for a violist, bass player, a tympani man and a solo cellist. However, in addition to the usual queries as to age, musical education and experience, applicants this time must also give their draft status.

Music as Written

Benny Pollack Skedded For 1st San Fran Date . . .

Benny Pollack will play his first date in San Francisco March 1. In his many years as a musician and orkster, he has never left the Bay City. Associated Booking Corporation (ABC) booked Pollack into the 150 Club, three weeks, at \$2,000 a frame a door slice. The Dixie Lark, currently at the Club on the Strip, last fall cut sides for Discovery Records. Pollack may go East following his stand at the 150

Lark Bows March 1 Newest W. C. Plattfery . . .

Latest Coast diskery is Skylark records, kicking off with 10 releases March 1. Label is owned by Bob Scherman, ex-Webster Records topper. Diskery's stable includes Vivien Garry, Dick Taylor, the Knightingale's (4) and Theron Nay. Catalog embraces Latin, hillbilly, pop and swing tunes. Scherman, prior to forming Webster, was diskery chief for King Records, and before that, proxy of Atlas Records. Atlas had initial waxings of Frankie Laine, King Cole and Eileen Wilson.

Casals Cavalcade Opens July 7 . . .

The Casals Music Festival has been pushed back a month from its originally scheduled June 10 opening date. The longhair festival will kick off July 7 and run thru July 26 in Perpignan, France, in the Palace of the Kings of Mallorca. Works of Bach, Beethoven and Mozart will make up the programs for the festivities, which will be conducted by Pablo Casals. The program is the follow-up to the much celebrated Prades Festival of the past year. Soloists for the coming series will include Rudolf Serkin, Dame Myra Hess, Isaac Stern, Jennie Tourel, Alexander Schneider, etc.

The 1951 celebration will be recorded for Columbia Records, as was the first festival.

Chester Budny Tops Polka Popularity . . .

The Chester Budny ork took first place in the third annual polka popularity poll run by Cleveland disk jockey Paul Nakeel, who airs the polka platter shows over WJMO. Budny, a Columbia Records artist, last week cut a Polish language version of the pop hit, "Beautiful Brown Eyes."

'Beggars' Opera Bows New LP Diskery . . .

Another LP diskery enters the field next week when Motif Records makes its bow with a three-record set of John Gay's "Beggars' Opera." The work has already been recorded with two complete casts, and will include the full text of all 69 songs. Price of the diskings is \$17.85. Max Goberman heads the label. Included in the acting cast are Philip Bourneuf, Betty Garde, Leon Janney, Allan Hewitt and Frances Reid. Singing cast features Nancy Walker, Frances Paige, Helen Thigpen and Don Loring Rogers.

Southern Music To Package Latin Tunes . . .

Ben Selvin, Southern Music general manager, is continuing his package-type promotions. Month of March will be devoted to the plugging of mambos, notably "Mambo Jambo," by Perez Prado, R. Karl and C. Down; "Caballo Negro," and "Mambo No. 5," by Prado; "When the Mambo Came to Town," by Gilberto Valdes and Toy Lamont. In the the works at Southern is an upcoming schedule of promotions tying in with the anniversaries of heads of Latin-American governments. Tie-ins with Brazil and its president, Getulio Vargas, will probably be set for April.

Baltimore Distribs On Page One . . .

Distributors were page 1 news in the special television supplement of *The Baltimore American*. Appearing under a "Television Forecast for 1951" head were photos of 17 Baltimore receiver distributors and quotes from them concerning TV's future in the coming year. The tenor of their statements was that buyers would be wise to purchase sets now before materials shortages hit the industry.

Richmond TV Files As Bankrupt . . .

Debtor's petition under Chapter 11 of the bankruptcy act has been filed by Richmond Television Corporation, manufacturers of Natalie Kalmus TV sets. Company is headed by Jack Richmond. Petition calls for reorganization plans, paying debtors 100 cents on the dollar in 12 monthly installments. Procedure came as result of supplies' shortages, credit limitations and distributor difficulties.

ASCAP Annual Session Mar. 27 at Waldorf . . .

ASCAP's general annual meeting will be held at the Waldorf-Astoria Hotel March 27. The business session will take place in the afternoon, the dinner in the evening.

New York:

Low Lebish, show business attorney and certified public accountant, has just contracted for new offices over on 57th Street. Lebish is looking for someone to sublease his present headquarters at 50th Street and 6th Avenue. Stu Wayne, jockey on WPEN, Philadelphia and a kiddie disk specialist, is incorporating himself as Stu Wayne Enterprises. Wayne intends to branch out into promotion of toys and novelties, in addition to straight show business activities.

COLUMBIA



Blossoming out!

San Antonio Rose and Lovely Is The Evening

Sung By

Jo Stafford

78 rpm 39206

33 1/3 rpm 3-39206

45 rpm 4-39206

BEST SELLERS!

	78 RPM	33 1/3 RPM	45 RPM
POPULAR			
"MY HEART CRIES FOR YOU" and "THE ROVING KID" Guy Mitchell	39067	3-39067	4-39067
"BEAUTIFUL BROWN EYES" and "SHOT GUN BOOGIE" Rosemary Clooney	39212	3-39212	4-39212
"WOULD I LOVE YOU" and "LULLABY OF BROADWAY" Doris Day with Harry James	39159	3-39159	4-39159
"PETER COTTONTAIL" and "THE FUNNY LITTLE BUNNY" Gene Autry	38750	3-38750	MJV-4-68
"SO LONG" and "ACROSS THE WIDE MISSOURI" Paul Weston	39160	3-39160	4-39160

FOLK

"IF YOU'VE GOT THE MONEY I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS"—Lefty Frizzell	20739	3-20739	4-20739
"IT'S NO SECRET" and "BLOOD ON YOUR HANDS" Stuart Hamblen	20724	3-20724	4-20724
"SHINE, SHAVE, SHOWER" and "LOOK WHAT THOUGHTS WILL DO"—Lefty Frizzell	20772	3-20772	4-20772

NEW RELEASES!

POPULAR

"FAITHFUL" and "YOU'RE THE ONE" Frank Sinatra	39213	3-39213	4-39213
"LET ME IN" and "HOW THOUGHTFUL OF YOU" Paul Weston with Champ Buffer	39250	3-39250	4-39250
"LOVING IS BELIEVING" and "LIGHT IN THE WINDOW" The Mariners	39219	3-39219	4-39219

FOLK

"I LOVE YOU JUST AS YOU ARE" and "I DON'T CARE ANY MORE"—Floyd Tillman	20793	3-20793	4-20793
"TRUSTING HEART" and "I HOPE I DON'T LIVE LONG ENOUGH TO LOSE YOU"—Billy Brown	20789	3-20789	4-20789

NEW RELEASES!

	78 RPM	33 1/3 RPM	45 RPM
Coming Up! Watch These!			
POPULAR			
"SPARROW IN THE TREE TOP" and "CHRISTOPHER COLUMBUS"—Guy Mitchell	39190	3-39190	4-39190
"SONNY THE BUNNY" and "BUNNY ROUND-UP TIME" Gene Autry	39217	3-39217	MJV-4-103
"PETER COTTONTAIL" and "EASTER PARADE" Sammy Kaye	39186	3-39186	4-39186

BEST SELLERS!

ALBUMS

"BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT 1938" (2 Vols.)		SL 160	
"YOUR DANCE DATE WITH PAUL WESTON"		CL 6162	
"TEA FOR TWO"—Doris Day	C-215	CL 6149	B-215
"YOUNG MAN WITH A HORN"—Harry James	C-198	CL 6106	B-198
"SAMMY KAYE'S SUNDAY SERENADE 1950"	C-219	CL 6155	B-219





Their Greatest!

The Ames Brothers

Orchestra Directed by Roy Ross

SING



**MY LOVE
SERENADE**

and

**I LOVE
YOU MUCH
TOO
MUCH**

CORAL 60404 (78 rpm)
and
9-60404 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

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

Richmond's New Pubbery Goes Global

NEW YORK, Feb. 24.—The Baedeker is becoming as important an accessory of the Howie Richmond publishing operation as his reference books on copyright law. The young tune Titan has recently made song deals with publishers in France, England, Italy, South Africa and even China.

Set for an immediate plug is *Don't Cry*, an Edith Piaf tune with English lyrics by Eddie Constan-tine. Another Piaf tune being groomed by Richmond is *'Cause I Love You*. Rights were obtained from Arpege, a French pubbery; tunes are in Richmond's Hollis Music, a Broadcast Music, Inc. (BMI), firm.

In his Essex Music, an American Society of Composers, Authors and Publishers firm, he has placed a pair of British tunes acquired from Charles Forsythe on a recent visit here. They are *Good Luck, Good Health, God Bless You and Cider Night*. Also for Essex, he has obtained *Put on Your Red Silk Stockings* from the John Fields firm, another British pubbery.

The Italian, South African and Chinese tunes are as yet untitled melodies which Richmond is assigning to various lyricists.

He is also continuing excavations in the vein of indigenous American sources, preparing a raft of Woody Guthrie material for his Ludlow (formerly Spencer) pubbery, another of his BMI affiliates.

Geller Leaves

• Continued from page 9

of Mercury a. and r. department from the diskery's central office here, while Joe Carlton will handle Eastern assignments out of New York, and travel to cut artists where necessary.

Austin McCoy, r. and b. topper, will tour the South and Midwest for approximately six weeks, before returning to the Coast, where he'll cut more r. and b. sides by artists inked recently (*The Billboard*, February 24.)

THE LITTLE GENERAL
presents:
"LITTLE SMALL TOWN GIRL"
"THE LITTLE WHITE DUCK"
"POETRY!"
"SOMEBODY STOLE MY HORSE AND WAGON"

GENERAL MUSIC

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

Another BMI Pin-Up Hit!

"Sonny the Bunny"

BMI
GENE AUTRY.....(Columbia)
TOMMY TUCKER.....(MGM)
MERVIN SHINER.....(Decca)
ROBERTA QUINLAN.....(Mercury)

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MUSIC
BOURNE
TO LIVE

"A FRIEND OF JOHNNY'S"
INK SPOTS
DECCA 27391

BOURNE, Inc. 129-76 Ave. N.Y. 19 N.Y.

"BETWEEN TWO TREES"

Recorded by
HARRY BABBITT

CORAL 60367

Gale and Gayles
Incorporated

1619 BROADWAY, NEW YORK 19, N. Y.

SAVOY GOES IN BIG FOR BLUES

NEW YORK, Feb. 24.—Her-man Lubinsky, topper of the Savoy rhythm and blues diskery, this week signed a new fem blues singer for his label. According to Lubinsky, the gals weigh in the vicinity of 400 pounds. Looking for a tag to place on the new artist, the label's execs tossed around several names and finally came up with one that Lubinsky expects will create some attention.

The gal, who hails from De-troit, will be billed on disks as Fat Fanny.

Remington 45 Entry Ready

NEW YORK, Feb. 24.—Remington Records' entry into the low-priced 45 r.p.m. album field has been set for March 15, when the indie diskery will release 15 classical and 15 popular albums. Priced at \$1.99, the albums will contain three records packed in a box. The firm's president, Don Gabor, this week also named Joe Takacs as financial advisor and comptroller and announced the move of the Remington executive office to the new Mutual Life Building on Broadway here.

First 45 r.p.m. classics include such titles as *Unfinished Symphony, Scheherazade, New World Symphony, Emperor Concerto* and selections from *Barber of Seville* and *Carmen*. Pop album titles will include *Dinner Music, Frank Yankovic, Sarah Vaughan, Ethel Waters, Tangos and Cowboy Songs*.

Is He Is?

• Continued from page 9

one at RCA Victor has approached Alan Livingston with a proposition to leave Capitol Records and come with RCA Victor."

On the other hand, over-all artist and repertoire topper George Marek confirmed that RCA was definitely interested in Livingston, but was not quite decided on just how to use him in view of the good job turned in by RCA Victor's present kidisk a. and r. incumbent Steve Carlin. There was some consideration being given to the possibility of using Livingston in other than children's record activities.

The pitch to Livingston, in fact, was made by Radio Corporation staff Vice-President Manie Sacks during his just concluded visit to Hollywood. Sacks told *The Billboard* that he had talked to Livingston, but that no deal had been set. Livingston, according to Sacks, is interested in doing some television work, in addition to records, and consequently may be interested in jumping Cap for that reason.

Charlie Grean, manager of RCA Victor popular artists and repertoire department, and Carlin's immediate supervisor, said that he had no idea of hiring Livingston, nor that dickers for the Cap a. and r. man were in progress.

Busch To Drop

• Continued from page 9

lichs indicated more hands will be added to the a. and r. department. Busch was a member of Capitol's triumverate (others were Dave Dexter and Lee Gillette), which formed the committee that took over the a. and r. department's operations under Wallich's supervision after Jim Conkling quit the top a. and r. post to become Columbia's prexy. Busch's resignation from a. and r. does not affect his status as an artist. His artist's pact with Cap still has two years before it terminates. In some quarters it was felt Busch quit because he had anticipated promotion to the department's helm following Conkling's resignation.

HOLLYWOOD, Feb. 24.—Art Duncan, for six years associated with Capitol's advertising department, resigned this week to take an exec post with the Mayers Company, Inc., a local ad agency. Resignation is effective March 15. His duties will be absorbed by Lou Schurrer and Ray Polley. Schurrer is assistant merchandising manager under department topper Lloyd Dunn. Shirley Allen, Duncan's secretary, will be elevated in the personnel shift.

AFM Pickets Pulled in Chi

CHICAGO, Feb. 24.—First picket line established by members of Local 208, Negro branch of the American Federation of Musicians here, was discontinued after three days this week when the union was notified Thursday (22) that operators of the spot had reinstated union members. AFM members were dismissed by ops of Max's Burlesque Bar, South State Street bistro, Sunday (18) and were replaced Monday by non-union sidemen. Ops of the nitery notified union tooters to return to work Thursday evening, with the picket line being called off.

The neither Tom Rosenberg nor Ted Raynor, of the Chicago Cafe Operators' Association, could be contacted, it was learned from members of the org that they received letters indicating that CCOA will make another pitch to fight the AFM five day-week edict (*The Billboard*, February 10). In the letter, it is proposed that cafe ops set March 11 as a deadline for dropping live music. Ops are also asked to furnish CCOA with information as to how much they spend for music, cost of their operation, etc. The cafe ops' group has made several efforts previously to get concerted reaction to the five-day week, but the group has dissolved when definite steps were urged.

RTMA Plea

• Continued from page 9

March is expected to be about the same as it was this month, NPA stated.

Represent Entire Industry

The RTMA committee informed Fleischmann that it was presenting its case for the entire radio-TV industry and not just for the loud-speaker manufacturing element. It was emphasized that all radios, TV sets, sound equipment and inter-communications equipment are dependent on loud speakers. The group asked the NPA to reconsider its classification in order of urgency of cobalt uses, and to remove cobalt for loud speakers from a so called "wastebasket" or "less-essential" classification.

The industry delegation which met with Fleischmann consisted of the following, besides Chairman King: Matt Little, president, Quam-Nichols Company; Russell Fenton, general sales manager, Permoflux Corporation; Darwin C. Brown, law department, RCA Victor division; Thomas A. White, president, Jensen Manufacturing Company, and Judge John W. Van Allen, RTMA, general counsel.

Nickel Also Sought

Meanwhile a special task group of the Joint Electron Tube Engineering Council met this week (20) with NPA officials on methods of maintaining tube production. The group, headed by A. C. Gable, said a drastic cut in production of electron tubes loomed because of shortages of nickel of the type used in pins, cathode sleeves, anodes and other parts. The committee disclosed that the shortage affected the production of tubes for military as well as civilian use.

Slates Drawn

• Continued from page 9

Oscar Hammerstein, Otto Harbach, John Tasker Howard, Walter Kramer, Edgar Leslie, George Meyer and Deems Taylor. Ray Henderson, currently on the board, this week served notice that he was not a candidate for re-election. Henderson had resigned recently from the council of Song-writers' Protective Association because of the press of business affairs.

The new publisher candidates, in the pop-production division, are Ben Barton, Ben Bloom, Sam Fox, Charles H. Hansen, George Joy, Charles Lang, of Fred Fischer Music; George Paxton, Abner Silver, of Lincoln Music, and Charles Trotta, of Roger Music. Standard publishers candidates are Herman Coleman, of Coleman-Ross Music; Edwin C. Gunther, of Schroeder & Gunther Music, and Carl Fisher, of J. Fischer Bros. Music.

Pub Directors

Incumbent publisher directors are Louis Bernstein, Saul Bourne, Irving Caesar, Frank Connor, Max Dreyfus, Donald Gray, Jack Mills, Abe Olman, J. J. Robbins, Bernie Goodwin, Gustave Schirmer and Herman Starr.

The slate of writer candidates is

ASCAP GETS NEW HOME

NEW YORK, Feb. 24.—The move of the American Society of Composers, Authors and Publishers to new quarters, at 575 Madison Avenue, will take place Tuesday (27). The Society will occupy all of the ninth and most of the eighth floor of the new building.

Office operations will be better unified at the new site, with the several departments in closer contact than they had been at the offices in the RCA Building. The executive offices, New York office, index and program departments and the concert division will all be in closer proximity.

Merc Opens 4th Branch

CHICAGO, Feb. 24.—Mercury Records' sales chief, Morry Price, this week announced opening of the Chi diskery's fourth company-owned branch with the addition of an outlet in New Orleans. The branch will be temporarily operated by Cy Kertman. This area was formerly serviced by the Memphis distribber, also factory owned.

Price also dropped Sunland Distributors, El Paso, Tex., with Mercury Distributors of Los Angeles and Mercury Distributors of Dallas splitting the territory. Mercury Distributors of Minneapolis is opening a branch in Des Moines, Price said, while Davis Sales of Denver is opening in Salt Lake City also.

ASCAP-Video Talks Re-Set

NEW YORK, Feb. 24.—The American Society of Composers, Authors and Publishers and the all-industry TV per-program committee charmaned by Dwight W. Martin Wednesday (28) will resume negotiations for a contract covering use of music. This is the upshot of the industry's last letter sent to ASCAP last week, suggesting that talks be resumed (*The Billboard*, February 24).

Martin had indicated that all the telecasters would not back down on basic points, they were still of the opinion that a contract could be worked out, and would rather do so than ask the courts to set a scale of music costs.

Decca Deutsche

• Continued from page 9

will stay set at that level because of governmental price controls.

The Decca pioneered the price raise trend last December, the diskery didn't anticipate the LP price maneuvers which followed, and saw the competing waxers move the 12-inch longhair LP levels to \$5.45 and \$5.85. To catch up in part to the competition, Decca therefore is putting the German stuff in its \$5.85 special series LP group.

First wax from the German company is a complete recording of the incidental music for *Mid-summer Night's Dream* by Mendelssohn. Recording includes the rarely heard and never before recorded vocal parts. This diking has been rushed out as a special item, and is being handed a merchandising push by the diskery. Music of Johann Strauss comprises the second Deutsche Grammophon release; works were recorded by the Berlin Philharmonic and the Wurttemberg State Orchestra. Both are newly sliced recordings.

noteworthy for the number of members from the lower brackets, one of the requirements of the consent decree. However, insiders believe that most incumbents will be returned, with Jack Yellen a likely choice to win the spot vacated by Ray Henderson.

A noteworthy sidelight to the selection of the new pubber candidates is that the nominating board had some difficulty in finding nine pop pubbers willing and able to run. The search was complicated by the fact that many of the seemingly eligible had some connection with Broadcast Music, Inc. The board was careful to ask all prospects if they did have BMI connections, and a surprising number did.

Martinique Set For Musicals

CHICAGO, Feb. 24.—Plans were under way last week to convert Martinique Gardens, outdoor portion of the Martinique, suburban dancery, into a full-week summer theater or a musical revue spot using semi-name bands. Tony Desantis, op, told *The Billboard* that Danny Goldberg, erstwhile entertainment impresario, and Jules Pfeiffer, who produced *Maid of the Oaks* and several other leggers about five years ago, had contacted him regarding conversion of the 1,000-seat outdoor spot into a summer tent theater. If the deal goes thru Desantis will continue to operate his Martinique nitery thru the summer stock group. Desantis said that Goldberg and Pfeiffer are contemplating the use of top names with solid supporting casts. Up to now all straw-hat productions in this area have been on the Far North Shore.

If the Goldberg-Pfeiffer deal fails to jell, Desantis is mulling his own miniature legit musical a la the old College Inn and current Blackhawk productions. Desantis intends to contact Charlie Andrews, co-ordinator of the Gar-roway TV show, regarding the production of such a show for his spot. In addition, the spot would continue to use semi-names for dancing.

Victor Denies

• Continued from page 9

vision Paul Barkmeier, over-all artist and repertoire head George Marek, pop artist and repertoire manager Charles Grean all said Miss Garland had been under consideration but that no deal had been worked out.

Manie Sacks, Radio Corporation staff veepee, conducted the negotiations with Miss Garland and her representatives on his last West Coast trip (whence he just returned), and claims he made no firm commitment to the Garland interest at any time. It is understood, however, that Sacks made a strong pitch for Miss Garland for the Victor label, and was simply vetoed by the other members of the organization on the grounds that Victor could do Miss Garland little good in view of the fact that the company is slightly overloaded with girl singers.

Where Miss Garland's management got the idea she was all set, to the degree they decided to issue an "official" press release on the matter, must remain a minor trade mystery.

SPARROW
IN THE
TREETOP

SANTLY-JOY, Inc.
1619 B'way N. Y. 19

GYPSY
HEART

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

THE NIGHT
IS YOUNG

(AND YOU'RE SO BEAUTIFUL)

Recorded by
VAUGHN MONROE
(VICTOR)

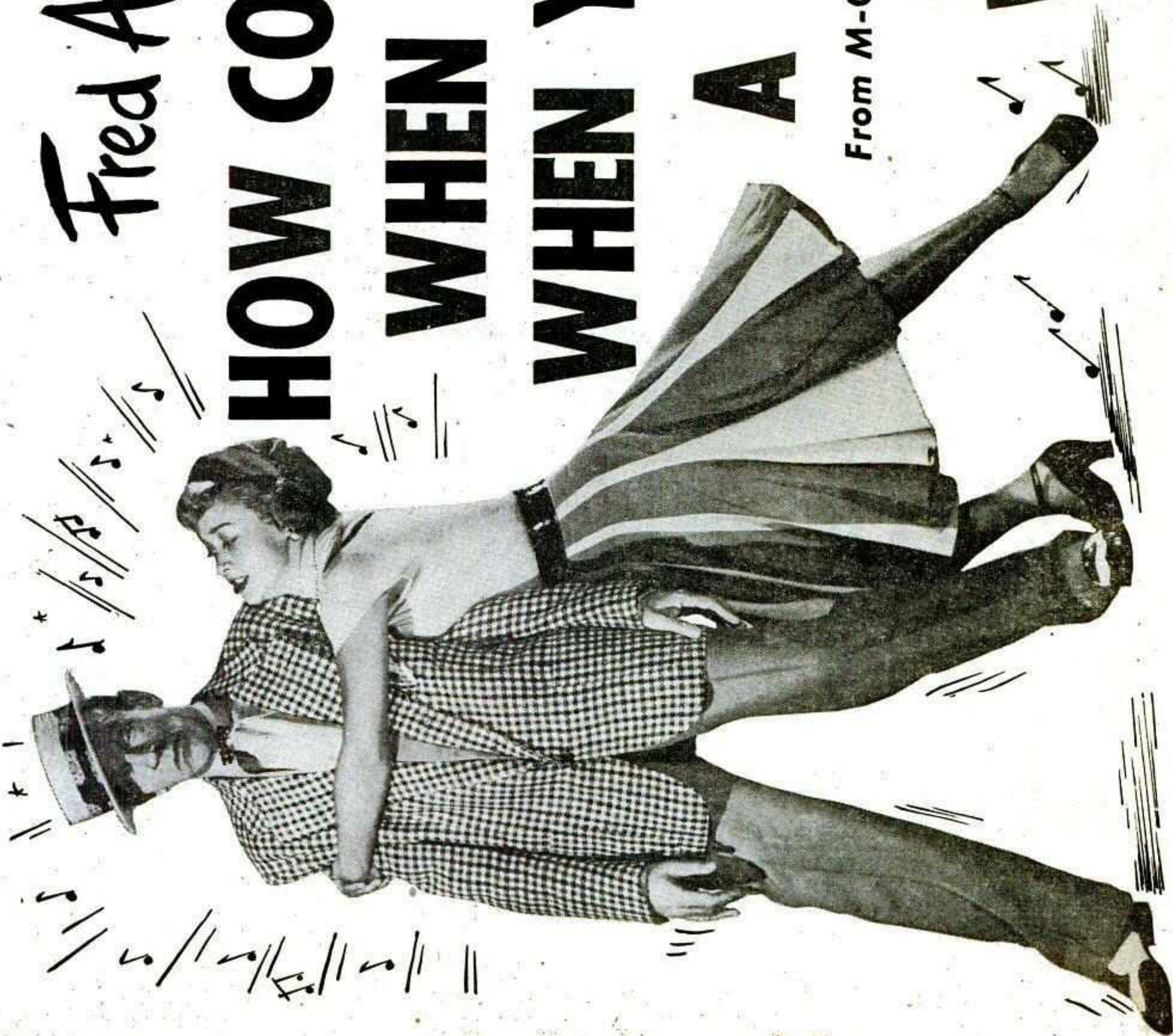
WORDS & MUSIC, Inc.

ATTENTION DISK JOCKEYS AND JUKE BOX OPERATORS!

YOUR NEXT BIG NOVELTY SMASH "THE LIAR SONG"

Fred Astaire and Jane Powell sing

**HOW COULD YOU BELIEVE ME
WHEN I SAID I LOVE YOU
WHEN YOU KNOW I'VE BEEN
A LIAR ALL MY LIFE**



From M-G-M's Sensational Film-Musical "ROYAL WEDDING"



MGM 30316—78rpm

MGM K30316—45rpm

For Disc Jockeys ONLY!

MERCURY RECORDS OFFERS

\$500.00

FOR THE BEST
TAG LINE SUGGESTED
For the New Singing Stylist



Billy Daniels

LISTEN TO HIS LATEST RELEASE

"I GET A KICK OUT OF YOU"
"TOO MARVELOUS FOR WORDS"

Contest Starts March 1st To April 1st, 1951

SEND ALL ENTRIES TO

BILLY DANIELS CONTEST EDITOR
% JIM McCARTHY 1619 BROADWAY
NEW YORK CITY, NEW YORK

**ASK HOW YOU CAN STIMULATE AUDIENCE
PARTICIPATION ON THIS CONTEST!**

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received February 21, 22 and 23.

Last Week | This Week

1. 1. Tennessee Waltz

By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (3312-150); 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, M&M 10864; Cowboy Copas-Ruby Wright, King 919; Mill Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129; S. Reichtzeit-S. Medoff, Banner 2586; Gov. G. Browning, Mer 6310.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alar Holmer, Associated

2. 2. My Heart Cries for You

By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shure-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086; D. Washington, Mer 8209; Lulu Belle and Scotty, Mer 6304; King Odum Four, Derby 754; S. Reichtzeit-S. Medoff, Banner 2587.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Tex Beneke, Thesaurus; Spade Cooley, Standard.

3. 3. If

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

4. 4. Be My Love

By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V (45)49-1353; (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus

6. 5. The Roving Kind

By Jessie Cavanaugh and Stanton Arnold—Published by Hollis (BMI)
RECORDS AVAILABLE: U. Brano, Crest CR-25002-1; Meletons, MGM 10879; G. Mitchell-M. Miller, Col 39067 Weavers, Dec 27332; R. Allen, Mer 5573; L. Baxter, Cap 1381.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth

5. 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. Martin & Son, Larry, Col 39115; E. Merman-Dick Haymes-G. Jenkins Ork, Dec 27317; G. Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Stevens-R. Merrill, V(45)49-3108; M. Tilton-H. Babbitt, Coral 60335.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus.

7. 7. Mocking Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396; (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1368; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061.
(No information on electrical transcription libraries available as The Billboard goes to press.)

8. 8. A Penny a Kiss, A Penny a Hug

By Buddy Kaye and Ralph Care—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: T. Brewer-S. Lanson, London 878; Andrews Sisters, Dec 27414; (45)9-27414; E. Howard, Mer 5567; (45)5567X45; A. Ham, Cap 1350; T. Martin-D. Shore, V 20-4019.
(No information on electrical transcription libraries available as The Billboard goes to press.)

7. 9. So Long

By Woody Guthrie—Published by Folksway (BMI)
RECORDS AVAILABLE: Les Baxter, Cap 1381; R. Martiere Ork, Mer 5570; Lynn Murray, Coral 60366; P. Weston, Col 39160; G. Jenkins-The Weavers, Dec 27376; S. Reichtzeit-S. Medoff Ork, Banner 2586; R. Foley-E. Tubb, Dec 46297.
ELECTRICAL TRANSCRIPTION LIBRARIES: New Yorkers, Standard.

10. 10. Would I Love You?

By Bob Russell and Harold Spina—Published by Walt Disney (ASCAP)
RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159; (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Pleis, London 8932.
(No information on electrical transcription libraries available as The Billboard goes to press.)

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|--|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "FAITHFUL," "LONESOME GAL"
Margaret Whiting..... | 1391 | F1391 |
| "TULSA TROT"
Tex Williams..... | 1398 | F1398 |
| "ALWAYS YOU," "DESTINATION MOON"
Nat "King" Cole..... | 1401 | F1401 |

HOT SELLERS!

POPULAR

- | | | |
|---|------|-------|
| "MOCKIN' BIRD HILL" Les Paul..... | 1373 | F1373 |
| "I TAUT I TAW A PUDDY TAT" Mel Blanc..... | 1360 | F1360 |
| "BEAUTIFUL BROWN EYES," "AT THE CLOSE OF
A LONG, LONG DAY" Jimmy Wakely..... | 1393 | F1393 |
| "TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"
Les Paul..... | 1316 | F1316 |
| "JOHN AND MARSHA" Stan Freberg..... | 1356 | F1356 |
| "MY HEART CRIES FOR YOU," "MUSIC BY
THE ANGELS" Jimmy Wakely..... | 1328 | F1328 |
| "JET," "THE MAGIC TREE" Nat "King" Cole..... | 1365 | F1365 |
| "THE ROVING KIND," "SO LONG (IT'S BEEN GOOD
TO KNOW YUH)" Les Baxter..... | 1381 | F1381 |
| "YOU AND YOUR BEAUTIFUL EYES,"
"TONDA WANDA HOY" Dean Martin..... | 1358 | F1358 |
| "ALWAYS YOU," "DESTINATION MOON"
Nat "King" Cole..... | 1401 | F1401 |
| "HARBOR LIGHTS," "NEVERTHELESS I'M IN LOVE
WITH YOU" Ray Anthony..... | 1190 | F1190 |
| "PETER COTTONTAIL," "MR. EASTER BUNNY"
Jimmy Wakely..... | 929 | F929 |
| "ZIP POLKA," "YOU'RE ALL I ASK FOR—WALTZ"
Johnny Pecon..... | 1387 | F1387 |

WESTERN & FOLK

- | | | |
|--|------|-------|
| "THE SHOT GUN BOOGIE"
Tennessee Ernie..... | 1295 | F1295 |
| "HOT ROD RACE"
Ramblin' Jimmie Dolan..... | 1322 | F1322 |
| "NEW ROVIN' GAMBLER"
Hank Thompson..... | 1379 | F1379 |
| "IF I COULD ONLY LIVE MY LIFE OVER"
Leon Payne..... | 1405 | F1405 |
| "YOU'RE ALWAYS BRAND NEW"
Tex Ritter..... | 1388 | F1388 |
| "A BROKEN HEART AND A GLASS OF BEER"
Hank Thompson..... | 1327 | F1327 |



Week ending
MARCH 3, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

A New
**Peggy
LEE**



Gives Out Strong With

"YEAH, YEAH, YEAH"

coupled with

"ROCK ME TO SLEEP"

A Big Barrelhouse Number That Will Hit

Capitol Record No. 1428 on 78 rpm • on 45 rpm No. F1428

NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
MARGARET WHITING <small>with Orchestra Conducted by FRANK DEVOL</small>	YOU ARE THE ONE SING YOU SINNERS <small>From the Paramount Picture "Sing You Sinners"</small>	1417	F1417
PEE WEE HUNT <small>And His Orchestra</small>	SUGAR BLUES <small>Instrumental</small> CAROLINA IN THE MORNING <small>Vocal by Pee Wee Hunt</small>	1418	F1418
MICKY KATZ <small>And His Orchestra</small>	GEHAKTE MAMBO CHINY TOWN <small>(Parody of "Chinatown, My Chinatown")</small>	1419	F1419
NELLIE LUTCHER <small>And Her Rhythm</small>	PA'S NOT HOME—MA'S UPSTAIRS I REALLY COULDN'T LOVE YOU	1420	F1420
THE EWING SISTERS <small>with Orchestra Conducted by Van Alexander</small>	FIDDLE <small>coupled with</small> FADDLE YOU'VE BEEN SO GOOD TO ME, DADDY	1421	F1421
UNCLE JULIUS <small>And His Boys</small>	HOW 'YA GONNA KEEP 'EM DOWN ON THE FARM <small>(AFTER THEY'VE SEEN PAREE)</small> WE LEFT OUR WIVES AT HOME	1422	F1422
RAMBLIN' JIMMIE DOLAN <small>with Instrumental Accompaniment</small>	WINE, WOMEN AND PINK ELEPHANTS I ALWAYS PLAY A LOSIN' HAND	1423	F1423
EDDIE DEAN	PLEASE DON'T CRY <small>coupled with</small> I'LL BE BACK <small>Words with Instrumental Accompaniment</small>	1424	F1424
BUCKY TIBBS <small>with Chiffie Stone's Honky-Tonk Jamboresque Gang</small>	SHENANDOAH WALTZ JUST LIKE TWO DROPS OF WATER	1425	F1425
The Original ARTHUR SMITH	BEAUTIFUL BROWN EYES TRAIN WHISTLE BLUES	1426	F1426
AUBREY GASS <small>Words with String Band</small>	DEAR JOHN <small>coupled with</small> K. C. BOOGIE	1427	F1427

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

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received February 21, 22 and 23

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

POSITION	Weeks Last This to date/Week/Week	Record	Artist	Label
8	2	1.	IF	P. Como
15	1	2.	TENNESSEE WALTZ	P. Page
11	3	3.	BE MY LOVE	M. Lanza
13	4	4.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller
12	5	5.	ROVING KIND	G. Mitchell-M. Miller
5	10	6.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter
13	6	7.	MY HEART CRIES FOR YOU	D. Shore
10	9	8.	YOU'RE JUST IN LOVE	P. Como-Fantane Sisters
4	12	9.	WOULD I LOVE YOU	P. Page
10	8	10.	MY HEART CRIES FOR YOU	V. Damone
7	7	11.	SO LONG	G. Jenkins-Weavers
2	16	12.	MOCKIN' BIRD HILL	L. Paul-M. Ford
5	—	13.	ZING ZING—ZOOM ZOOM	P. Como
8	19	14.	TENNESSEE WALTZ	L. Paul
6	17	15.	I TAUT I TAW A PUDDY TAT	M. Blanc
8	13	16.	IF	J. Stafford
3	15	17.	IF	B. Eckstine
1	—	18.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller
9	21	19.	MY HEART CRIES FOR YOU	J. Wakely
7	17	20.	ROVING KIND	Weavers
4	20	21.	ROVING KIND	Re: Allen
6	14	22.	BE MY LOVE	R. Anthony
1	—	23.	IF	D. Martin
4	23	24.	ACROSS THE WIDE MISSOURI	H. Winterhalter
18	—	25.	BUSHEL AND A PECK	B. Hutton-P. Como
1	—	26.	SO LONG	R. Martiere
1	—	26.	IN YOUR ARMS	D. Shore-T. Martin
1	—	28.	ABA DABA HONEYMOON	R. Hayes-K. Kallen
1	—	28.	BEAUTIFUL BROWN EYES	R. Clooney
5	11	30.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin

Songs With Most TV Performances (RH Tele-Log)

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

Rank	Song	Points
1.	If—Shapiro	210
2.	Be My Love—Miller	175
3.	Tennessee Waltz—Acuff-Rose	165
4.	Get Out Those Old Records—Lombardo	105
5.	You're Just in Love—Berlin	105
6.	My Heart Cries for You—Massey	80
7.	You and Your Beautiful Eyes—Paramount	80
8.	A Bushel and a Peck—E. H. Morris	75
9.	Harbor Lights—Chappell	75
10.	If I Were a Bell—E. H. Morris	75
11.	Nevertheless—Crawford	75
12.	An Orange Colored Sky—Frank	70
13.	It's a Lovely Day Today—Berlin	65
14.	Aba Daba Honeymoon—Feist	65
15.	I Am Loved—Chappell	50
16.	So Long—Folkways	45
17.	Teardrops From Your Eyes—Simon House	45
18.	Best Things for You—Berlin	40
19.	Night Is Young and You're So Beautiful—Words & Music	40
20.	Oh, Babe—Alamo	40
21.	Petite Waltz—Duchess	40
22.	Pagan Love Song—Robbins	35
23.	Marshmallow World—Shapiro	30
24.	Boutonniere—Santly-Joy	30
25.	By Heck—Marks	30
26.	Marrying for Love—Berlin	30
27.	The Roving Kind—Hollis	30
28.	Chicken Song—Leeds	20
29.	How Could You Believe Me When I Said I Love You?—Feist	20
30.	If You've Got the Money, I've Got the Time—Peer	20

VOX JOX

Gab Bag

Mercury fans rallied around last week to chastise Dick Martin, of WWL, New Orleans, and Bob Milton, KGLO Mason City, Ia., for their cracks anent the diskery and Eddy Howard. The latter's "No. 1 fan" in Chicago wrote, "You sure made a lot of Howard fans mad, and I can assure you there are plenty." Fred Caldwell, KNOW, Austin, Tex., also penned, "They (Mercury) give me good service and I think the records are okay!" Ed Warmoth, new staffer at KNPT, Newport, Ore., wrote a two-page single-spaced typewritten letter extolling the virtues of Mercury, saying, in part, "What Bob Milton had to say was definitely cutting! Before condemning Mercury give the rest of us a chance to testify, fellows like myself who have received only the best of co-operation from them. I also feel that when a company takes the trouble to send me a disk, the least I can do is play it a few times. I would feel terribly 'guilty' to file it away in some remote corner of the station library (or, worse yet, my own library) without giving listeners a chance to show their approval or disapproval."

Ad Lib Cuttings

Curt Gibson, ex-WSRK, Shelbyville, Ind., has replaced Pete Matthews at WPLH, Huntington, W. Va. Harry Light, WSN, Allentown, Pa., pens his first letter to Vox Jox to thank publisher Dave Dreyer, Myrna Granat and Kappi Jordan for making his recent Manhattan whirl such a fine one. Flack Jeanne M. Cornell, of Ruder & Finn, New York, reports a wonderful response to her recent disk jockey promotion on Dinah Shore's recording of "Nobody's Chasing Me." Miss Cornell says the national jingle contest received a particularly fine send-off from John Palladine, WBUD, Morrisville, Pa., on his "Nite Owl" show.

Preems

Lou Golson, WFAX, Falls Church, Va., has joined Ginny Barton on the "Lady Shopper Show." Howard Garland, ex-WGBA, Columbus, Ga., is new spinner at KVOE, Santa Ana, Calif. Dave Naber, WKAI, Macomb, Ill., has joined the air force, and is stationed at Lackland Air Base, Tex. George Carroll has resumed his disk jockey chores at WEEU, Reading, Pa., in addition to his program director duties. The show is the "C. C. Club." Leroy Miller, WFIL, Philadelphia, has signed a two-year contract with the station. Bob Hawkins, KWJB, Globe, Ariz., has been upped to program director. University of Virginia football star Johnny Papis is spinning 'em on Saturday morning over WCHV, Charlottesville, Va. Bob Huse, ex-WOTW, has joined WFGM, Fitchburg, Mass., as emcee on the "Breakfast Club." Danny Shaver, WFLO, is joining WSSV, Petersburg, Va., as program director and sports ed. Jerry Strong, WINX, Washington, has a new TV program tagged "Bouquets and Bonuses" over WMAL-TV, Washington, and WMAR-TV, Baltimore. Don T. Roberts, WCFM, Ashland, Ky., tees off a new quiz show, "Fact or Fiction," soon. The format is his own. Jack Stuart, WTAL, Tallahassee, Fla., has started a new 3 1/2-hour show on Saturday afternoons. Bob and Joyce Martin have moved their jazz collector show to WMTW, Portland, Me. Roger Forster is taking over Eddie Duncan's spot on "Start With a Whistle" over WEOA, Evansville, Ind. Duncan is ditching radio for the advertising business.

Best Selling Sheet Music

Based on reports received February 21, 22 and 23

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 greater number of sales; (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last This to date/Week/Week	Record	Publisher	
14	1	1.	TENNESSEE WALTZ (R)	Acuff-Rose
11	2	2.	MY HEART CRIES FOR YOU (R)	Massey
6	3	3.	IF (R)	Shapiro-Bernstein
10	4	4.	BE MY LOVE (F) (R)	Miller
8	5	5.	YOU'RE JUST IN LOVE (M) (R)	Berlin
9	6	6.	IT IS NO SECRET (R)	Duchess
22	7	7.	HARBOR LIGHTS (R)	Chappell
2	13	8.	MOCKIN' BIRD HILL (R)	Southern
4	8	9.	A PENNY A KISS (R)	Shapiro-Bernstein
1	—	10.	YOU AND YOUR BEAUTIFUL EYES (R)	Paramount
17	14	11.	A BUSHEL AND A PECK (M) (R)	Susan
6	12	12.	ZING ZING—ZOOM ZOOM (R)	Robbins
1	—	13.	I TAUT I TAW A PUDDY TAT (R)	Remick
1	—	14.	WOULD I LOVE YOU? (R)	Walt Disney
3	11	15.	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
9	10	15.	THE ROVING KIND (R)	Hollis

England's Top Twenty

POSITION	Weeks Last This to date/Week/Week	Record	English	American
5	2	1.	TENNESSEE WALTZ	Cinephonic—Acuff-Rose
10	1	2.	PETITE WALTZ	Duchess—Duchess
3	5	3.	MY HEART CRIES FOR YOU	Morris—Massey
6	4	4.	IF	Lennox—Shapiro-Bernstein
9	3	5.	BELOVED BE FAITHFUL	Pickwick—Pickwick
2	10	6.	C'N I CANOE YOU UP THE RIVER?	Leeds—Leeds
11	6	7.	FERRY BOAT INN	Campbell-Connelly—*
11	7	8.	ALL MY LOVE	Maurice—Mills
5	12	9.	NEVERTHELESS	Chappell—Chappell
4	15	10.	SEPTEMBER SONG	Chappell—Chappell
4	8	11.	I'LL ALWAYS LOVE YOU	Chappell—Famous
11	13	12.	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.—*
15	11	13.	AUTUMN LEAVES	Maurice—Ardmore
8	15	14.	SLEIGH RIDE	Mills Music, Ltd.—Mills
10	14	15.	THE THING	Leeds—Hollis
13	8	16.	I TAUT I TAW A PUDDY TAT	Harms-Connelly—Remick
2	19	17.	PLAY A SIMPLE MELODY	Berlin—Berlin
6	—	18.	IT'S A MARSHMALLOW WORLD	Kassner—Shapiro-Bernstein
5	20	18.	JUST THE WAY YOU ARE	Disney—Disney
3	—	20.	ME AND MY IMAGINATION	Campbell-Connelly—Santly-Joy

*Publisher not available as The Billboard goes to press

Songs With Greatest Radio Audiences (ACI)

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

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

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(Beginning Friday, February 16 8 a.m., and ending Friday, February 23, 8 a.m.)

Always You (R)	Dreyer-Marks—BMI
Be My Love (F) (R)	Miller—ASCAP
Bushel and a Peck, A (M) (R)	E. H. Morris—ASCAP
Dear, Dear, Dear (R)	Goday—BMI
Get Out Those Old Records (R)	Lombardo—ASCAP
Harbor Lights (R)	Chappell—ASCAP
Hullabaloo (R)	Mills—ASCAP
I Am Loved (M) (R)	Chappell—ASCAP
I Love the Way You Say Goodnight (R)	Remick—ASCAP
If (R)	Shapiro-Bernstein—ASCAP
If You've Got the Money I've Got the Time (R)	Peer—BMI
In the Land of Make Believe (R)	BMI—BMI
I've Never Been in Love Before (R)	E. H. Morris—ASCAP
Mockin' Bird Hill (R)	Southern—ASCAP
My Heart Cries for You (R)	Massey—ASCAP
Nevertheless (F) (R)	Chappell—ASCAP
Night Is Young and You're So Beautiful, The (R)	Words & Music—ASCAP
Oh, Babe (R)	Alamo—ASCAP
Penny a Kiss, A (R)	Shapiro-Bernstein—ASCAP
Roving Kind, The (R)	Hollis—BMI
So Long (R)	Folkways—BMI
Teardrops From My Eyes (R)	Simon House—BMI
Tennessee Waltz (R)	Acuff-Rose—BMI
Too Late Now (R)	Feist—ASCAP
Use Your Imagination (M) (R)	Chappell—ASCAP
Wait for Me (R)	Algonquin—BMI
Would I Love You? (R)	Walt Disney—ASCAP
You and Your Beautiful Eyes (R)	Paramount—ASCAP
You Love Me (R)	Witmark—ASCAP
You're Just in Love (M) (R)	Berlin—ASCAP
Zing Zing—Zoom Zoom (R)	Robbins—ASCAP

NOTE: "The Roving Kind," published by Hollis (BMI) and "So Long," published by Folkways (BMI), were inadvertently omitted in last week's Songs With Greatest Radio Audiences Chart. The Billboard regrets this error.

I CAN BE HEARD
 (IN PERSON) ON
SPYKE JONES'
 RCA VICTOR RECORDING...



Rock Potential

... and for you ...
LONG HARES here's
 the other side of
 this ...



SPYKE JONES *Hit...*
RHAPSODY
FROM
HUNGERY



RCA VICTOR Records

45 rpm—47-4055
 78 rpm—20-4055



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received February 21, 22 and 23

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

POSITION	Weeks Last	This to date	Record	Label
8	2	1	IF Zing Zing—Zoom Zoom	P. Como
16	1	2	TENNESSEE WALTZ Boogie Woogie Santa Claus	P. Page
12	3	3	BE MY LOVE I'll Never Love You	M. Lanza
13	6	4	ROVING KIND My Heart Cries for You	G. Mitchell-M. Miller
9	4	5	MY HEART CRIES FOR YOU Roving Kind	G. Mitchell-M. Miller
8	7	6	SO LONG Lonesome Traveler	G. Jenkins-Weavers
9	5	7	YOU'RE JUST IN LOVE It's a Lovely Day Today	P. Como
4	11	8	ABA DABA HONEYMOON Row Row Row	D. Reynolds-C. Carpenter
4	10	9	WOULD I LOVE YOU Sentimental Music	P. Page
3	16	10	MOCKIN' BIRD HILL Chickiee Reel	L. Paul-M. Ford
6	13	11	I TAUT I TAW A PUDDY TAT Yosemite Sam	M. Blanc
10	8	12	TENNESSEE WALTZ Little Rock Getaway	L. Paul
12	9	13	TENNESSEE WALTZ Get Out Those Old Records	G. Lombardo
11	11	14	MY HEART CRIES FOR YOU Nobody's Chasing Me	D. Shore
9	19	15	MY HEART CRIES FOR YOU Music By the Angels	V. Damone
5	15	16	BRING BACK THE THRILL If I Hadn't Been for You	E. Fisher-H. Winterhalter
6	18	17	ZING ZING—ZOOM ZOOM	P. Como
7	17	18	ROVING KIND John B	The Weavers
4	20	18	PENNY A KISS, PENNY A HUG In Your Arms	D. Shore-T. Martin
1	—	20	I APOLOGIZE Bring Back the Thrill	B. Eckstine
17	—	21	BUSHEL AND A PECK She's a Lady	B. Hutton-P. Como
9	21	22	MY HEART CRIES FOR YOU Music by the Angels	J. Wakely
2	22	23	MOCKIN' BIRD HILL I Love You Because	P. Page
4	27	24	IT IS NO SECRET I Hear a Choir	B. Kenny-Song Spinners
3	22	25	CHICKEN SONG Velvet Lips	G. Lombardo
1	—	26	IF When You Return	B. Eckstine
1	—	27	SPARROW IN THE TREE TOP Christopher Columbus	G. Mitchell-M. Miller
1	—	27	WOULD I LOVE YOU I Apologize	T. Martin
1	—	29	YOU'RE JUST IN LOVE Marrying for Love	G. Mitchell-R. Clooney
1	—	29	MOCKIN' BIRD HILL Big Parade Polka	Pinetoppers

Best Selling Classical Titles

Based on reports received February 21, 22 and 23

Last Week	This Week	Record	Label
1	1	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)LC1-1007
2	2	Strauss: Die Fledermaus, J. Patzak, H. Guelden, A. Dermota, A. Poell, W. Lipp, K. Peger, S. Wagner, A. Jaresch, Vienna Philharmonic Ork, Vienna State Opera Chorus	London(33)LLP-281-82
4	3	Bach: Prades Festival, Vol 5 (Sonata for Cello and Piano No. 3), P. Casals, cello; P. Baumgartner, piano	Col(33)ML-4349
—	4	Strauss: Highlights From Die Fledermaus, R. Stevens, J. Pearce, P. Munsel, J. Melton, R. Resnik, R. Merrill, J. Silver, H. Thompson, P. Lenchner, Robert Shaw, Chorus; R. Shaw, conductor	V(33)LM-1114
3	5	Golden Age at Metropolitan (Treasury of Immortal Performances), L. Bori, E. Calve, E. Caruso, G. Farrar, A. Galli Curci, M. Journet, R. Ponsette, T. Ruffo, T. Schipa, L. Tetrazzini, F. Chaliapin, E. Rethberg, J. McCormack	V(33)LC1-1006

Last Week	This Week	Record	Label
1	1	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11
2	2	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Gullinico, conductor	V(45)WDM-1395
—	3	Caruso Sings Light Music, E. Caruso	V(45)WCT-7
4	4	Verdi: Highlights From La Traviata, L. Albanese, J. Pearce, R. Merrill, RCA Victor Ork; F. Weissman, conductor	V(45)WDM-1473
5	4	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor	V(45)WDM-920

Advance Classical Releases

Schubert: Quartet for Flute, Guitar and Cello in G Major Album—K. F. Mess-Arthur Faiss-Heinz Kirchner—Siegfried Barchet (1-12") Period (33) SPLP 518

Schubert: Symphony No. 3 in D Major Album—Stuttgart Philharmonic Ork-W. Van Hoogstraten, Cond. and Quartetsatz in C Minor—Reinhold Barchet-Franz Huepfner-Heinz Kirchner-Siegfried Barchet-Barchet Quartet (1-12") Period (33) SPLP 517

Shakespeare: The Tempest Album—Raymond Massey, Hurd Hatfield, Lionel Stander, Lee Grant, Margaret Phillips, Richard Barr, director (2-12") Polydisc (33) PR-5001-2

Songs of Mozart Album—Genevieve Warner-Franz Rupp (Songs of Schubert) (1-12") Col (33) ML-4365: In a Lonely Forest; Song of Separation; When Louise Burned the Letters of Her Unfaithful Lover; Evening Mood; The Violet; To Chloe

DEALER DOINGS

News and Chatter

Nathan Fischer has leased the center-city Philadelphia store for the sale of disks and sheet music. . . . Newest music-record dealer in Toronto is Mason's Music, Ltd., headed by George Mason, formerly of the piano manufacturing firm, Mason & Risch. In addition to a complete record department, the shop will handle pianos, music, radio and appliances. The opening promotion staged had the shop giving a free 25-cent kidisk to all youngsters visiting the record department. . . . Louise M. Cody, of Pitts, Jamestown, N. Y., reports success by tie-ins with local theaters on musical films. Says that setting up displays in the department and in store windows does more than sell sound-track albums—it dresses up the shop in general. . . . Ohio Record Sales, Inc., Cincinnati, London Records distrib, has been pushing London's "I Taut I Taw a Puddy Tat" by Benny Lee and Mary via a contest on disk jock Rex Dale's "Kiddie Korner" prog. am on WCKY. Listeners are asked to submit names for a kitten, provided by a Queen City pet shop, with the winner getting the kitten. London Records also cashed in when Al Morgan opened the Newport, Ky., Glenn Rendezvous nitery, Friday (23) by having Al autograph his London records in the Song Shop, downtown Cincinnati.

Window Deejay

The Dolphins of Hollywood disk shop now has two deejay shows originating from its windows. The second show signed was platter spinner Robin Bruin, of KWKW. Bruin handles a combined pop and rhythm and blues show from 3 to 5 a.m. Other show is spun by Ray Robinson from 9:30 to 11:30 p.m. on KGfj. Owner John Dolphin recently turned his store into a 24-hour operation and reports that sales have jumped almost 100 per cent. Owner is also president of the Recorded in Hollywood disk label.

Dealer Beefs

"We need better service on delivery of 45 r.p.m. records." —Berkeley Music Company Worcester, Mass. . . . "Children's records are much too high-priced. Most of the mothers are complaining." —Dutka Music House, Chicago. . . . "Why do we get long play records which show scuff marks and scratches? There is every evidence that these records are improperly handled—and who gets the blame? The dealer!" —Salem Record Shop, Salem, Ore. . . . "Wish all the labels would supply us with photos of their artists just as King Records does. I've made lots of extra King sales because people knew they would get a photo of the star who recorded the song." —Clifford L. Barnhart, Retail Record Sales, Deposit, N. Y. . . . "We have the same old beef—the radio stations get the new releases entirely too far in advance of the time we get them into the shop." —Moran Appliance, Sherman, Tex.

Says, "Advertise"

"If you want to increase sales, the best way is to advertise—radio, newspaper or just giving some record away with each phonograph unit sold. An attractive window display is an obvious thought, but a very important sales getter. When you stop advertising, they stop buying your merchandise." —Abdalla's Furniture Store, Opelousas, La.

Best Selling Children's Records

Based on reports received February 21, 22 and 23

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	Record	Label
22	1	1	TWEETY PIE (One Record)	M. Blanc-B. May
3	2	2	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc
55	3	3	CINDERELLA (Two Records)	I Woods and Others
20	4	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May
20	8	5	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd
15	5	6	BUGS BUNNY SINGS (Two Records)	M. Blanc
139	6	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters
25	9	7	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May
13	12	9	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith
52	10	10	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks
1	—	11	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork
26	10	12	TREASURE ISLAND (Two Records)	B. Driscoll
11	15	12	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day
15	7	14	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May
137	13	15	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig
13	13	15	PETER AND THE WOLF (Two Records)	Sterling Holloway

Best Selling Pop Albums

Based on reports received February 21, 22 and 23

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 non pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Record	Label
1	1	SOUTH PACIFIC Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
2	2	GUYS AND DOLLS Original Cast	Dec(78)DA-825; (33)DL-8036
4	3	CARNEGIE HALL JAZZ CONCERT B. Goodman Vol. I and II	Col(33)SL-160
5	4	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
3	5	VOICE OF THE XTABAY Yma Sumac	Cap(78)CD-244; (33)H-244
7	6	TWO WEEKS WITH LOVE J. P. Well-C. Carpenter-D. Reynolds	MGM(78)MGM-61; (33)E-530
6	7	THREE LITTLE WORDS Original Cast	MGM(78)53; (33)E-516
8	8	CALL ME MADAM D. Shore and Original Cast	V(78)OC-1; (33)LOC-1000
9	9	TEA FOR TWO Doris Day	Col(78)C-215; (33)CL-6149
10	10	OUT OF THIS WORLD Original Cast	Col(78)MM-980; (33)ML-5439

Last Week	This Week	Record	Label
1	1	TOAST OF NEW ORLEANS (Two Records)	M. Lanza
2	2	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza
3	3	THREE LITTLE WORDS (Four Records)	Original Cast
4	4	TWO WEEKS WITH LOVE (Three Records)	J. Powell
5	5	GUYS AND DOLLS (Seven Records)	Original Cast
6	6	VOICE OF THE XTABAY (Four Records)	Yma Sumac
8	7	TEA FOR TWO (Four Records)	Doris Day
7	8	CALL ME MADAM (6 or 4 Records)	E. Merman-D. Haymes-E. Wilson-G. Jenkins
9	9	CALL ME MADAM (Five Records)	D. Shore and Original Cast
—	10	YOUNG MAN WITH A HORN (Four Records)	H. James-Doris Day

Classical Reviews

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

THE MUSIC OF CHARLES IVES (VOL. 1) —Polydisc Chamber Orchestra conducted by Vladimir Cherniavsky; Elliot Magaziner, violin; Frank Glazer, piano; and David Weber, clarinet (1-12") Polydisc (33) PRLP-1001

Four Pieces for Orchestra; Over the Pavements; The Unanswered Question; Hallow'een; Central Park in the Dark Some 40 Years Ago and Sonata Number 2 for Violin and Piano AND Trio Largo Quite remarkable is this initial of a promised complete collection of contemporary American composer Charles Ives' works. Ives is said to have dabbled in atonality and the most modern of composing techniques long before the Schoenbergs, Bartoks and Stravinskys. His is an uncompromising personal expression told often in terms of folk music derivations and set in glittering, brilliantly contrasting orchestral colors. His extension of polyphonic ideas, in itself a vast contribution, adds structural persuasion to music which already is thoroly moving. "Central Park" is probably the gem of the orchestral pieces recorded here, tho each displays different aspects of the Ives' scoring technique. The Sonata is more unadorned romanticism than any of the ork pieces but Ives' mastery at mood setting extends even into the intimacy of the scoring for the two

instruments. The growing Ives' cult will love this record and will welcome any others which may forthcoming. Added market for the disk should be found among collectors of the moderns.

RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL, OP. 34 AND BALLET MUSIC FROM THE OPERA—Andre Kostelanetz Ork (1-10") Col (33) ML-2161

BALLET MUSIC Dance for Six-Rossini; Bacchanale-Saint Saens; Dance of the Sylphs-Berlioz; Waltzes-Gounod This conglomerate package of familiar music is replete with brightness and vitality. And tho, as the accompanying notes point out, the Rimsky-Korsakov concert piece was not specially written for ballet interpretation; the five selections are all dance material by nature. As a catalogue replacement disk, the Kostelanetz version of "Capriccio Espagnol" is top caliber. Featuring solos by Bronislaw Gimpel on violin, Julius Baker on flute, Myor Rosen on harp, Clark Brody on clarinet and Mitch Miller on English horn, the performance is sparkling. The four ballet selections from 19th Century operas add to the salability.

(Continued on page 34)

LISA'S
GOT A
HIT!

"CHARLIE IS
MY DARLING"

and
"Beautiful Brown Eyes"



LISA KIRK on RCA Victor 20-4062 (78 rpm)--47-4062 (45 rpm)

This week's
New Releases
... on **RCA Victor**

Release 51-9

Ships Coast to Coast, Week of March 4

POPULAR

- VAUGHN MONROE and His Orchestra**
You Are the One
A Strawberry Moon (In a Blueberry Sky) 20-4074—(47-4074)*
- FRANKIE CARLE and His Orchestra**
Around the World
Where the Red Roses Grow 20-4075—(47-4075)*
- STEVE GIBSON and The Original Red Caps**
Three Dollars and Ninety-Eight Cents
D'Ya-Eat Yet, Joe? 20-4076—(47-4076)*
- THE FONTANE SISTERS with TEXAS JIM ROBERTSON**
Let Me In
Hurry Home To Me 20-4077—(47-4077)*

COUNTRY

- ANNIE LOU and DANNY and THE CARTER SISTERS with CHET ATKINS and His Guitar Pickers**
My Life With You
A Trinket of Shiny Gold 21-0439—(48-0439)*
- CHET ATKINS and His Guitar Pickers with DANNY DILL**
You're Always Brand New
Mountain Melody 21-0440—(48-0440)*
- HANK SNOW (The Singing Ranger) with ANITA CARTER and the Rainbow Ranch Boys**
Down the Trail of Achin' Hearts
Bluebird Island 21-0441—(48-0441)*
- JIM BOYD and His Men of the West**
Dear John (I Brought Your Saddle Home)
Boogie Bottom Boogie 21-0443—(48-0443)*

POP-SPECIALTY

- ERNIE BENEDICT and His Polkaeers**
Theresa Polka
Let's Hold Hands While We're Dancing 25-1189—(51-1189)*

RED SEAL SPECIAL

- JAN PEERCE with Orchestra and Chorus directed by Jay Blackton**
May the Good Lord Bless and Keep You Sing, Everyone Sing 10-3274—(49-3274)*

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



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

- IF/Zing Zing—Zoom Zoom
Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*
- Be My Love
Mario Lanza 10-1561—(49-1353)*
- Rhumba Boogie
Hank Snow 21-0431—(48-0431)*
- Oh, What a Face
Phil Harris 20-4070—(47-4070)*
- You're Just in Love
Perry Como and the Fontane Sisters 20-3945—(47-3945)*
- In Your Arms / A Penny a Kiss
Dinah Shore and Tony Martin 20-4019—(47-4019)*
- There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*
- Vesti La Giubba
Mario Lanza 10-3228—(49-3228)*
- St. Patrick's Day Parade
Dennis Day 20-4061—(47-4061)*
- Peter Cottontail
Spike Jones and His City Slickers 20-4055—(47-4055)*
- Across the Wide Missouri
Hugo Winterhalter and His Orchestra 20-4017—(47-4017)*
- Would I Love You
Tony Martin 20-4056—(47-4056)*
- Poison Love
Johnnie and Jack 21-0377—(48-0377)*
- The Golden Rocket
Hank Snow 21-0400—(48-0400)*
- I'm Moving On
Hank Snow 21-0328—(48-0328)*



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

- ★ Down in Nashville, Tennessee
Dinah Shore 20-4015—(47-4015)*
The Disk Jockeys Pick, the Billboard, February 10th.
- ★ I Apologize
Tony Martin 20-4076—(47-4056)*
The Disk Jockeys Pick, the Billboard, February 24th.
- ★ May the Good Lord Bless and Keep You
Eddy Arnold 21-0425—(48-0425)*
The Country and Western Disk Jocks Pick The Billboard, February 10th.
- ★ My Heart Cries for You
Dinah Shore 20-3978—(47-3978)*
Best Selling Pop Singles, Billboard, February 24th; Records Most Played by Disk Jockeys, Billboard, February 24th

TIPS LET ME IN

THE FONTANE SISTERS with
TEXAS JIM ROBERTSON
20-4077 (47-4077)*

"This Week's Mailbag"

O.K. You win!
We started a column in this space last November when BILLBOARD changed over to its new format. Then after a few issues we abandoned it in favor of display advertising on new RCA Victor records. We didn't think anyone would care, but, brothers, were we wrong!
We received letters from Chicago to Chautauqua—dealers, disc jockeys and coin ops (even publishers) asking us to reinstate the column. So here it is—the column you asked us to continue. We'll try to keep it interesting, newsy, and most of all helpful.

Something's happening in the record business and it started with a 45 rpm record called the BACKSTAGE RECORD.
Have you heard about the BACKSTAGE RECORD? If not, better hound your distributor or the salesman who sells you your records, because the BACKSTAGE RECORD has done plenty to get people talking about the record business.

One dealer sent out 200 BACKSTAGE RECORDS with his compliments to his 200 best customers. Result: more "thank you" calls than that dealer has ever received from any customer good-will activity.
Several dealers are using the BACKSTAGE RECORD to sell the Dinah Shore-original cast CALL ME MADAM album and they're reporting that as a result of the interest caused by the BACKSTAGE RECORD the RCA Victor CALL ME MADAM album is their top-selling album.

Latch on to the BACKSTAGE RECORD. It brings your customers backstage at the IMPERIAL THEATRE in N. Y. City, where CALL ME MADAM is playing. On the record are the voices of the stars, plus the legendary voice of IRVING BERLIN, plus the on-stage cues, the curtain calls and the general backstage confusion at a hit Broadway play. Again—if you're not hep to the BACKSTAGE RECORD, call your distributor now.

Watch LIFE MAGAZINE, issue of March 5th, for the full-page announcement of RCA Victor's fabulous SINGERS' SINGLE RECORD SERIES—those fifty-four tin-pan-alley greats which we released in one unprecedented single record salvo and which already have captured the hearts of the nation's disc jockeys and coin ops.
Tie in with this big LIFE ad by using the wealth of sales-creating display and merchandising items RCA Victor has developed for you. Call your RCA Victor distributor. Ask him for the window display pennants, giant hangers, Life ad blowups, special supplements and SPECIAL SINGLE RECORD MERCHANDISERS that will keep your cash registers ringing till the cows come home.

Be sure to read this column next week!

The stars who make the hits
are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

CORAL RECORDS

'Her Nibs'

Georgia Gibbs

with Orchestra
Directed by Glenn Osser

Sings

ONCE UPON A NICKEL

and

SHOO SHOO BABY

CORAL 60406 (78 rpm) and
9-60406 (45 rpm)

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received February 21, 22 and 23

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

POSITION	Weeks to date	Last Week	Title	Artist	Label
15	1	1.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
12	2	2.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (33)3-39067; (45)4-39067—ASCAP
7	3	3.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP
8	4	4.	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI
9	5	5.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
8	6	6.	SO LONG	G. Jenkins-Weavers	Dec(78)27376; (45)9-27376—BMI
12	7	7.	TENNESSEE WALTZ	G. Lombardo	Dec(78)27336; (45)9-27336—BMI
9	8	8.	YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V(78)20-3945; (45)47-3945—ASCAP
11	9	9.	MY HEART CRIES FOR YOU	D. Shore	V(78)20-3978; (45)47-3978—ASCAP
3	10	9.	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP
8	11	11.	ROVING KIND	Weavers	Dec(78)27332; (45)9-27332—BMI
8	14	12.	MY HEART CRIES FOR YOU	J. Wakely	Cap(78)1328; (45)F-1328—ASCAP
4	15	13.	PENNY A KISS, PENNY A HUG	D. Shore-T. Martin	V(78)20-4019; (45)47-4019—ASCAP
7	15	14.	ZING ZING—ZOOM ZOOM	P. Como	V(78)20-3997; (45)47-3997—ASCAP (Les Baxter Cap 1390; P. Faith Ork, Col 39155; D. Rose, MGM 30324)
2	20	14.	IF	D. Martin	Cap(78)1342; (45)F-1342—ASCAP
2	21	16.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
2	25	16.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
17	12	18.	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253—ASCAP (R. Flanagan Ork, V(78)20-3904; (45)47-3904; F. Laine, Mer 5395; P. Weston Ork-N. Lusauff Choir, Col 38982; M. Lewis-H. Mooney Ork, MGM 10772; R. Anthony Cup 1190; Embassy Trio, Masterstone 75-100-1; F. Sinatra, Col 39044)
1	—	18.	ABA DABA HONEYMOON	C. Carpenter-D. Reynolds	MGM(78)30282; (45)K-30282—ASCAP (Richard Hayes-Kitty Kallen, Mer 5586)
26	18	20.	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)3-38963; (45)4-38963—ASCAP (L. Raine, Universal U-195; J. Clay-S. Fisher's Rhythm, Hi-Tone 315; R. Anthony Ork, Cap 1190; B. Crosby-L. Murray Ork, Dec 27219; Shep Fields Ork, MGM 10823; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; G. Lombardo, Dec 27208; J. Byrd-J. Murad, Mer 5461; T. Papa Ork, Tower 1488; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll's Ork, Mer 5488; Dominoes, Federal 12010)
3	18	20.	PENNY A KISS, PENNY A HUG	E. Howard	Mercury(78)5567; (45)5567X45—ASCAP
6	21	22.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI (Rosemary Clooney, Col 39212; H. Hawkins, King 932)
8	17	23.	MY HEART CRIES FOR YOU	V. Damone	Mercury(78)5563; (45)5563X45—ASCAP
7	21	23.	TENNESSEE WALTZ	L. Paul	Cap(78)1316; (45)F-1316—BMI
15	13	25.	THING, THE	P. Harris	V(78)20-3968; (45)47-3968—BMI (Ames Bros.-R. Ross Ork, Coral 60333; T. Tucker Ork, MGM 10864; S. Reichtzeit, Banner B 585; Two Ton Baker-David LeWinter Ork, Mer 5548; T. Brewer-H. Jerome Ork, London 873; S. Gibson's Original Red Caps, V 20-3986; June Carter, V 21-0411; A. Godfrey-A. Bleyer Ork, Col 39068; D. Kaye, Dec 27350)
1	—	26.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
1	—	26.	PENNY A KISS, PENNY A HUG	Andrews Sisters	Dec(78)27414; (45)9-27414—ASCAP
4	29	28.	MY HEART CRIES FOR YOU	R. Foley-E. Knight	Dec(78)27378; (45)9-27378—ASCAP
3	29	29.	CHICKEN SONG	G. Lombardo	Dec(78)27393; (45)9-27393—ASCAP (Dottie O'Brien-Joe Fingers Carr, Cap 1409)
1	—	29.	IF	Ink Spots	Dec(78)27391; (45)9-27391—ASCAP

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

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

THE BILLBOARD Music Popularity Charts

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

... Based on reports received February 21, 22 and 23

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

POSITION	Weeks Last	This Week	Record	Artist	Label
11	1	1	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
6	2	2	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
17	3	3	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
14	4	4	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400—BMI
10	5	5	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI
12	6	6	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
2	7	7	TENNESSEE WALTZ	Pee Wee King	V(78)21-0407; (45)48-0407—BMI
4	9	7	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
1	—	9	TAILOR MADE WOMAN	Tennessee Ernie-J. "Fingers" Carr	Cap(78)1349; (45)F-1349
33	8	10	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
5	—	10	HOT ROD RACE	A. Shibley	Gilt Edge 5021—BMI
1	—	10	DEAR JOHN	H. Williams	MGM(78)10904; (45)K-10904—ASCAP

Coming Up

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

1.	DEAR JOHN	H. Williams	MGM (78)10904—ASCAP
2.	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (45)4-20772; (33)3-20772—BMI
3.	SHINE, SHAVE, SHOWER	L. Frizzell	Col(78)20772; (45)4-20772; (33)3-20772—BMI

FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

Artists' Activities

Leon Payne (Capitol), who left KWKH, Shreveport, La., recently, is back home in Houston. . . . PeeWee King and his boys just finished a week at the Lyric, Indianapolis vaude house, with Max Terhune and Lou Childre also on the bill. . . . Cowboy Copas and his teen-age daughter cut a session for King recently. . . . The lawsuit over "Chattanooga Shoe Shine Boy," filed by a Nashville woman, will be heard for a second time soon. First suit resulted in a hung jury, with a retrial necessary.

Foreman Bill, ex-San Francisco d.j., is the writer of "Forsaking All Others," cut by Bing Crosby and the Andrews Sisters. . . . Hill & Range Songs, Inc., has tied up the song, "Peek-a-Boo," written by PeeWee King and Redd Stewart, on the same legal grounds as "Tennessee Waltz." Song was originally pubbed by Len-Art Music, Chicago, but was turned over to Nat Tannen.

Disk Jockey Doings


Pat Breene, KTUL, Tulsa, Okla., got \$557.46 in a week of plugging Jimmy Wakely's "Pot of Gold" gimmick for the March of Dimes. She has written "I Needed You," cut by Johnny Lee Wills on Bullet. . . . Ramblin' Lou, WJLL, Niagara Falls, N. Y., is doing 18 hours of spinning per week, in addition to three hours of live shows. . . . C. V. (Red) Jones, KVET, Austin, Tex., has added a half-hour to his across-the-board hour-long show. . . . Peanut Faircloth, Decca warbler who spins 'em at WNEX, Macon, Ga., is back

(Continued on page 74)

• Advance Folk Releases

Black Mountain Rag—Tommy Jackson (Tennessee Waltz) Mer 6310
 Chicken Song—Foley-Ernest Tubb (So Long) Dec 46297
 Dad Gave My Hog Away—Hardrock Gunter (Lonesome Blues) Bama 202
 Don't Stay Too Long—Ernest Tubb (If You) Dec 46296
 Don't Angel Me—Texas Jim Robertson (You) V 21-0427
 End of the Line, The—Bob Wills (Anything) MGM 10898
 Faded Love—Wilma Lee and Stony Cooper (The Golden) Col 20781
 Georgia Waltz—Bill Franklin (I Don't) Abbey 15025
 Honky Tonk Blues—Chuck Murphy (My Bucket's) Coral 64082
 Hot Rod Race No. 2—Arkie Shibley (I Wish) Gilt Edge 3985
 I Don't Care What You Used To Be—Bill Franklin (Georgia Waltz) Abbey 15025
 I Litch—Alonso and Oscar (Metro) Mer 46299
 I Wish I Was Somebody's Rose—Arkie Shibley (Hot Rod) Gilt Edge 3985
 Lay Your Burden at His Feet—James and Martha Carson (I Ain't) Cap 1380
 Lowdown on Mona Lisa, The—Noel Boggs (Alabama) Magnolia MS 1059
 Mail Order Kisses—Al Victor-Bob Logan (You Made) Jubilee 4010
 Metro Polka—Alonso and Oscar (I Litch) Dec 46299
 Mickey the Chickiey—Kenny Roberts (Casper the) Coral 64079
 Mountain Swing—Dee Stone (Is There) Mutual M 203
 My Bucket's Been Fixed—Chuck Murphy (Honky Tonk) Coral 64082
 Piney Jane—Texas Jim Lewis (Sweet) Magnolia MS 1058
 Shadow of Your Love, The—Jimmie Dolan (You'll Be) Modern 20-798
 She's My Easter Lily—Tommy Sosebee (Easter Parade) Coral 64080
 So Long—Red Foley-Ernest Tubb (The Chicken) Dec 46297
 Tennessee Waltz—Gov. Gordon Browning (Black Mountain) Mer 6310
 Tulsa, Straight Ahead—Leon Mcauliffe (Take It) Col 20782
 Within My Heart—Pee Wee King (No One) V 21-0429

LOOK WHAT WE HATCHED



"MICKEY THE CHICKEY"
by
KENNY ROBERTS on CORAL 64079
EDWARD B. MARKS MUSIC CORP.
RCA BLDG., RADIO CITY, N. Y.

Write for LATEST CATALOG
NEW RECORDS
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MERVIN SHINER

SINGS THE BIG EASTER SONG!

SONNY THE BUNNY

COUPLED WITH
BUNNY ROUND-UP TIME

DECCA 27482 (78 rpm) and 9-27482 (45 rpm)

THIS
DECCA
RECORD
Available on 45 RPM - 78 RPM

America's Fastest Selling Records





ROY ACUFF



back again ...
better than ever,
singing

A plastic heart

and

Your address unknown



78 rpm 20792 33 1/3 rpm 3-20792
45 rpm 4-20792

Feature this long-awaited new release
by one of America's foremost folk artists

Columbia Records



First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received February 21, 22 and 23

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last	This Week	Record	Label
8	2	1	THERE'S BEEN A CHANGE IN ME E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
10	1	2	SHOTGUN BOOGIE Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
17	3	3	I LOVE YOU A THOUSAND WAYS L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI
15	4	4	GOLDEN ROCKET Hank Snow	V(78)21-0400; (45)48-0400—BMI
5	9	5	TENNESSEE WALTZ P. Page	Mercury(78)5534; (45)5534X45—BMI
2	—	6	TENNESSEE WALTZ Pee Wee King	V(78)21-0407; (45)48-0407—BMI
1	—	6	LOOK WHAT THOUGHTS WILL DO L. Frizzell	Col(78)20772; (33)3-20772; (45)4-20772—BMI
17	8	8	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME Lefty Frizzell	Col(78)20793; (33)3-20793; (45)4-20793—BMI
1	—	9	RHUMBA BOOGIE Hank Snow	V(78)21-0431; (45)48-0431—BMI
36	6	10	I'M MOVIN' ON H. Snow	V(78)21-0328; (45)48-0328—BMI

Coming Up

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

1.	IF YOU WANT LOVIN'	D. Martin-S. Thompson	Mercury (78)6290—BMI
2.	HOT ROD RACE #2	A. Shibley	Gilt Edge 5030
3.	SHINE, SHAVE, SHOWER	L. Frizzell	

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	OVERALL	DISK JOCKEY	REVIEWER	CRITIC
RED FOLEY-ERNEST/TUBB The Chicken Song DECCA 46297	The high-grade twin talents combine for a rollicking duet on this bit of barnyard japey, rising via a Lombardo etching.	84--84--84--84			
So Long	The boys are augmented here by a vocal trio for a hard-hitting rendition of the click pop-folker. Should do very well, despite its late appearance.	86--87--86--86			
ERNEST TUBB Don't Stay Too Long DECCA 46296	Tubb grows out an okay ballad in his husky, sentimental manner.	75--75--75--75			
If You Want Some Lovin'	The new country flick away via the Dude Martin-Sue Thompson Mercury platter, gets an infectious rhythm go from Tubbs; could forge right to the front.	85--85--85--85			
HARDROCK GUNTER (The Pebbles) Dad Gave My Hog Away BAMA 202	Gunter gets off a topnotch tongue-in-cheek recitation, taking off a broken-hearted little country boy. Piano, rhythm and sub-tone clary make a beautifully corny backing. Might be a sleeper here.	84--84--84--84			
Lonesome Blues	Warbler does a fine jump blues with a strong melody pattern and lyrics. Combo gets off some fine country jazz in back.	78--78--76--80			
TOMMY SOSEBBE She's My Easter Lily CORAL 64080	Country version of the pop seasonal ditty is effective as chanted by hill bary.	72--72--72--72			
Easter Parade	The Berlin standard is handed a neat countrified interpretation.	70--70--70--70			
ARKIE SHIBLEY (Mountain Dew Boys) Hot Rod Race No. 2 GILT-EDGE 3985	Shibley, creator of the original "Hot Rod" click has a follow-up along the same lines. Hard-hitting job; could catch hold.	83--84--83--82			
I Wish I Was Somebody's Rose	So-so tearjerker gets a medium-fast rendition. Routine side.	69--70--69--68			
CHUCK MURPHY My Bucket's Been Fixed CORAL 64082	Newcomer to the label chants with zest and presence on this blues follow-up to "My Bucket's Got a Hole in It."	74--74--72--76			
Honky Tonk Blues	Spanking honky blues with ragtime piano and country-dance strings. Murphy chants it with animation and fine projection.	75--75--74--77			
BILL FRANKLIN & MOLLY DARR (Bud Messner Ork) Georgia Waltz ABBEY 15025	Boy-gal duet is dreary, peplous on this effort to develop another "Tennessee Waltz."	50--50--50--50			
I Don't Care What You Used To Be (Bud Messner-Molly Darr)	This combination gets a lot more life and feeling into an old tearjerker, which, tho' clefted by Dubin & McHugh, is fine country timber.	70--70--70--70			
GOV. GORDON BROWNING Tennessee Waltz MERCURY 6310	The governor of Tennessee makes up in spirit and conviction what he may lack in musical finesse. Side is a promotional stunt, of course, with royalties going to charity.	63--70--60--60			
Black Mountain Rag (Tommy Jackson)	Apparently the Governor had only one side in him for the date—the flip here is a zippy instrumental square dance.	60--60--60--60			

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received February 21, 22 and 23

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

POSITION Weeks | Last | This to date | Week | Week

8	2	1.	THERE'S BEEN A CHANGE IN ME Tie Me to Your Apron Strings Again	E. Arnold V(78)21-0412; (45)48-0412—BMI
12	1	2.	SHOTGUN BOOGIE I Ain't Gonna Let It Happen Again	Tennessee Ernie Cap(78)1295; (45)F-1295—BMI
14	2	3.	GOLDEN ROCKET Paving the Highway With Tears	H. Snow V(78)21-0400; (45)48-0400—BMI
35	4	4.	I'M MOVIN' ON With This Ring I Thee Wed	H. Snow V(78)21-0328; (45)48-0328—BMI
1	—	5.	RHUMBA BOOGIE You Passed Me By	Hank Snow V(78)21-0431; (45)48-0431—BMI
19	6	6.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME I Love You a Thousand Ways	L. Frizzell Col(78)20739; (33)3-20739; (45)14-20739—BMI
1	—	7.	POISON LOVE Lonesome	Johnnie & Jack V(78)21-0377; (45)48-0377
2	10	8.	MAY THE GOOD LORD BLESS AND KEEP YOU I'm Writing a Letter to the Lord	E. Arnold V(78)21-0425; (45)48-0425—ASCAP
9	5	9.	I LOVE YOU A THOUSAND WAYS If You've Got the Money I've Got the Time	Lefty Frizzell Col(78)20739; (33)3-20739; (45)14-20739—BMI
14	9	10.	MOANIN' THE BLUES Nobby's Lonesome for Me	H. Williams MGM(78)10832; (45)K-10832—BMI

Coming Up

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

1.	SHINE, SHAVE, SHOWER	L. Frizzell Col(78)20772; (45)4-20772; (3)13-20772—BMI
2.	LOOK WHAT THOUGHTS WILL DO	L. Frizzell Col(78)20772; (45)4-20772; (3)13-20772—BMI
3.	COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BMI

THE JUKE BOX OPERATOR *and YOU*

In a YEAR OF CRISIS !

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis . . . It will point the way to the profitable operation for the future . . . It will serve as an operating manual for long term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

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- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able to Buy? and important reference lists like these:
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- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.

Issue Dated March 17—Out March 13

The Billboard 3-3
2160 Patterson St.
Cincinnati 22, Ohio

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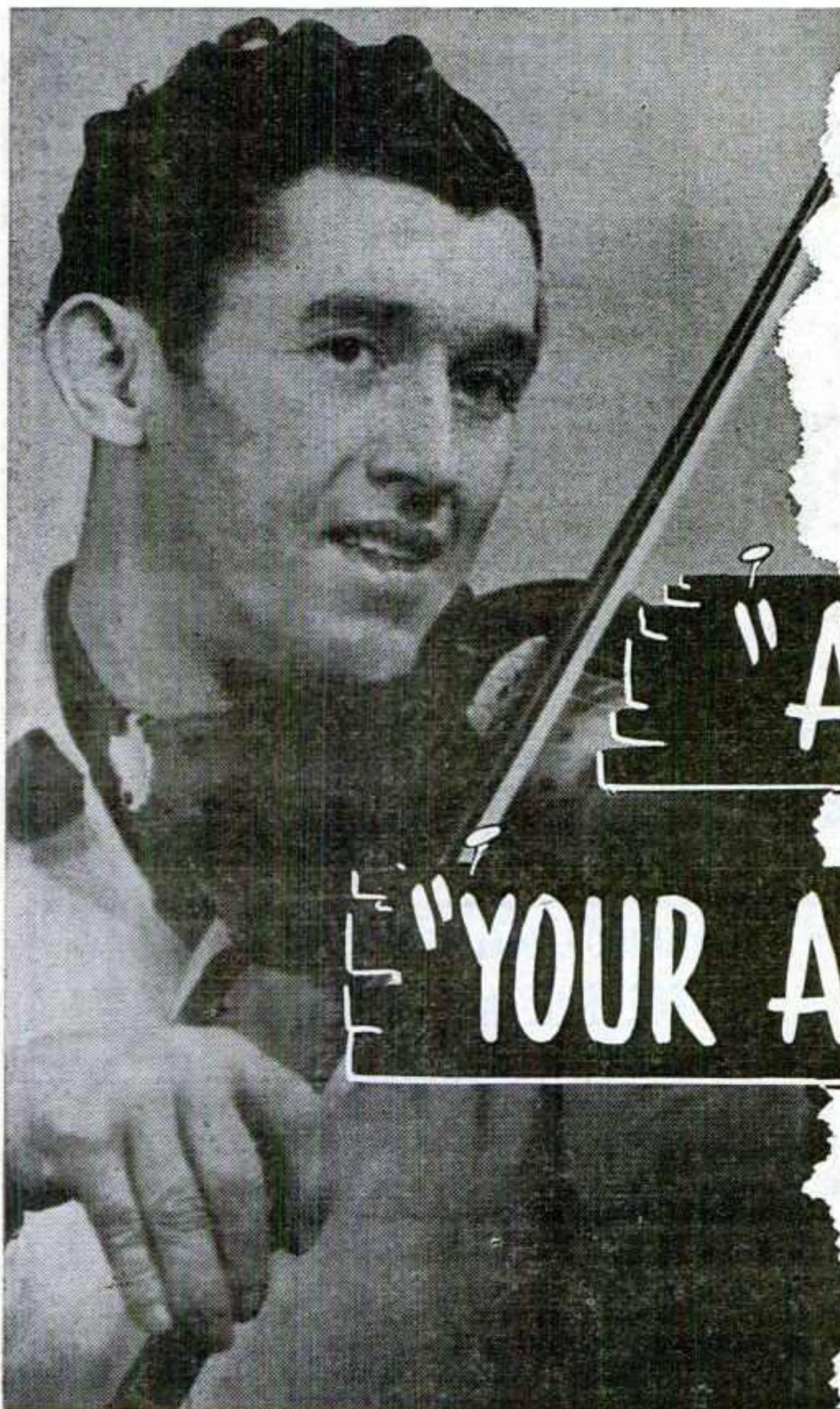
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City, Zone & State

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Bigger than ever...

Roy Acuff

Singing...

"A PLASTIC HEART"

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"YOUR ADDRESS UNKNOWN"

Columbia #20792—33 1/3 3-20792—45 4-20792

Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

Modern's New Release

"GOIN' AROUND IN CIRCLES"
"YOU CAN'T KISS A DREAM GOODNIGHT"
 by *Jimmy Witherspoon*
 Mod. 806

STILL HOT . . .
"BLUES ALL AROUND ME"
 by *Ray Hawkins*
 Mod. 794

RHYTHM AND BLUES NOTES

By HAL WEBMAN

The Griffin Brothers ork, Dot Records artist has inked a management pact with Shaw Artists Corporation. The band's vocalist is **Margie Day**. The group currently has a hit waxing, "Little Red Rooster." . . . **Charlie Parker** with his strings has been booked into New York's Birdland bistro for 10 days beginning March 22. Parker will follow the nitery with a one-weeker at the Apollo Theater, New York, beginning April 5. . . . Birdland also bought the **Slim Gaillard Trio** for a week; the group opened Washington's birthday. . . . **Johnny Hodges's** new small band, now being set for tour by Shaw Artists Corporation, has been inked for the 421 Club in Philadelphia for the week of April 2 and will follow that with a stanza at the Lou and Alex nitery in Washington. . . . The **Charioteers** have been signed to a National diskings pact. . . . Universal Attractions' topper, **Ben Bard**, is vacationing in St. Petersburg, Fla.

Imperial Records's "Chew Tobacco Rag" has topped the 60,000 mark and promises to be a top seller. Tune, in hillbilly vein, is waxed by cleffer **Billy Briggs**. Song is expected to exceed label's former big number, "Fat Man," by **Fats Domino**. . . . **King Cole Trio** opens at Harlem House, Philadelphia, March 12. . . . **Phil Moore**, ex-Discovery musical chief, is doing mood music for an art school as a hobby. . . . **Aladdin Records** execs **Leo and Eddie Mesner** left Hollywood offices. **Leo** departed Wednesday (21) for New York, and **Eddie** the same day for San Francisco. . . . **Modern's Jimmy Witherspoon** is prepping an Eastern p.-a. tour. Label's **Roy Hawkins** due in Hollywood March 6 to cut more sides.

Most Played Juke Box Rhythm & Blues Records

Based on reports received February 21, 22 and 23

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
4	3	1	BLACK NIGHT	C. Brown	Aladdin 376
3	4	2	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45
14	1	3	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
15	2	4	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10	5	5	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766-BMI
19	6	6	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45-BMI
1	—	7	MY HEART CRIES FOR YOU	D. Washington	Mercury(78)8209; (45)8209X45-ASCAP
3	—	8	BABY, LET ME HOLD YOUR HAND	R. Charles	Swingtime 250
2	8	9	ONCE THERE LIVED A FOOL	J. Grissom	Hollywood 143-BMI
6	7	10	TELEPHONE BLUES	F. Dixon	Aladdin 3075
9	10	10	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
1	—	10	I ONLY KNOW	D. Washington	Mercury(78)8163; (33)MG-25060

STILL ROCKIN' THE NATION!

Savoy #766

"ROCKIN' BLUES"

"MY HEART TELLS ME"

featuring *Johnny Otis Orch. and Mel Walker*

HEADING HIGH!

Savoy #769

"I WILL WAIT"

"JUST TO SEE YOU SMILE AGAIN"

with the *Four Buddies*

Don't Miss These Great Hits! Order Now!

NEW DANCE SENSATION!

Savoy #777

"MAMBO BOOGIE"

Instrumental—*Johnny Otis Orch.*

"GEE BABY"

by *Mel Walker*

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

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THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way **MORE PEOPLE** will be spending **MORE MONEY** in **MORE JUKE BOXES** than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

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 and ANOTHER
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OKEE DOAKS
 (#126)
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 by *Roy Hall and His Cohutta Mountain Boys*

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B/W

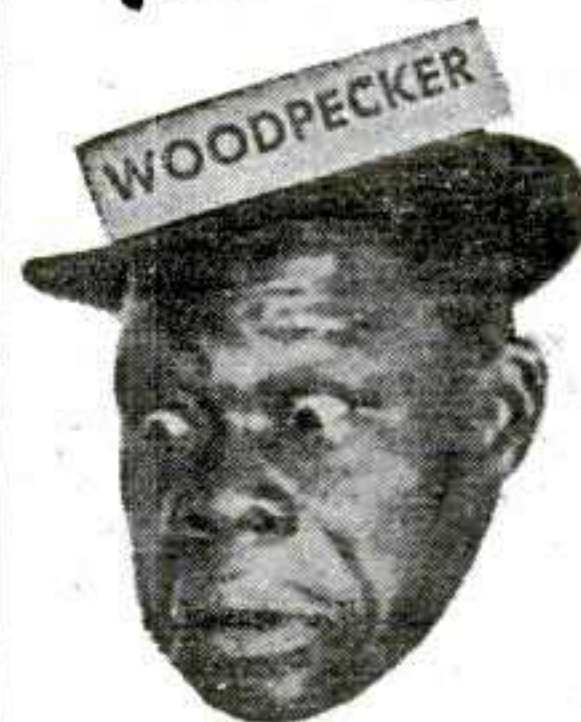
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Johnny Felton and His Orch.

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- 122 "THE NEW WOODPECKER"
- 123 "GOSSIP IN THE BARNYARD"
- 124 "EAVE DROPPIN'"

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

Best Selling Retail Rhythm & Blues Records

... Based on reports received February 21, 22 and 23

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

POSITION	Weeks to date	Last Week	This Week	ARTIST	TUNES	COMMENT
19	1	1	1	TEARDROPS FROM MY EYES... Ruth Brown	Am I Making the Same Mistake Again?	Atlantic 919—BMI
3	4	2	2	BAD, BAD WHISKEY... C. Brown	Once There Lived a Fool	Aladdin 376
19	3	3	3	PLEASE SEND ME SOMEONE TO LOVE... P. Mayfield	Strange Things Happening	Specialty(78)375; (45)375-45—BMI
9	5	4	4	ROCKIN' BLUES... J. Otis-M. Walker	My Heart Tells Me	Savoy 766—BMI
2	7	5	5	LOST LOVE... P. Mayfield	Life Is Suicide	Specialty(78)390; (45)390-45
16	2	6	6	BAD, BAD WHISKEY... A. Milburn	I'm Gonna Tell My Mama	Aladdin 3068
4	9	6	7	RED'S BOOGIE... Piano Red	Rockin' With Red	V(78)22-0099; (45)50-0099
2	—	8	8	DO SOMETHING FOR ME... Dominoes	Chicken Blues	Federal 12001—BMI
5	8	9	9	LITTLE RED ROOSTER... M. Day-Griffin Brothers	Blues All Alone	Dot 1019—BMI
22	6	10	10	ANYTIME, ANYPLACE, ANYWHERE... J. Morris-L. Tate	Come Back, Daddy Daddy	Atlantic 914
6	9	10	11	TELEPHONE BLUES... F. Dixon	Real Lovin' Mama	Aladdin 3075
5	—	10	12	ROCKING WITH RED... Piano Red	Red's Boogie	V(78)22-0099; (45)50-0099

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
RAY-O-VACS	Goodnight, My Love	DECCA 48197—Warbler Lester Harris uses the same choppy, throaty style as he did on the successful "Besame Mucho," but it doesn't come off here. Gimmick doesn't seem to fit the tune.	69--71--69--67
	Take Me Back to My Boots and Saddle	Same approach, even more incompatibility between the style and this pop-Western standard.	66--68--66--64
MELVIN MOORE (Budd Johnson)	I'm Still in Love With You	NATIONAL 9147—Moore, a smooth-chanting bary, does a feelingful job on an attractive slow blues ballad by T-Bone Walker. Rendition, with organ combo, is a shade placid.	71--71--70--72
	Moanin' the Blues	Moore packs a lit into this rhythmic Hank Williams blues opus. He sounds a bit like Louis Jordan, with a smart on-the-beat attack.	80--80--80--80
JOE MORRIS	Yeah! Yeah!	ATLANTIC 931—Fine, romping rendition of the Louis Prima boogie novelty. Both vocal and instrumental work are tops—side could slam thru.	84--84--83--85
	Jump, Everybody, Jump	Straight and simple rocker with a preach tenor chorus and a funny vocal tag exhorting everyone to jump.	74--74--73--75
THE RAVENS	Lilacs in the Rain	NATIONAL 9148—Nice choice of tune here in the delicate Mitch Parrish-Peter De Rose ballad. Group does it with effective feeling and shading.	83--83--83--83
	Time Is Marching On	Routine jump blues effort.	73--73--72--74
CECIL GANT	Rock Little Baby	DECCA 48200—Gant did a wonderful chanting and keyboard job in handling this fine, near forgotten, Alberta Hunter blues. Should be a money maker, particularly in Southern cities.	82--83--81--83
	Shot Gun Boogie	Another splendid two-way performance by Gant on a fast-stepping country item should pick up action.	82--83--81--83
JOHNNY FELTON	You're Spending My Money Too Fast	ABBEY 3022—A very funny and original novelty lyric is sold bright and brightly by Felton and the boys—real sleeper item here.	84--85--83--85
	One Note	Jump riffer centered around one note gets a bit frantic and fuzzy.	64--64--63--62
LITTLE ESTHER (Earl Warren Ork)	Other Lips, Other Arms	FEDERAL 12016—The young thrush debuts on Federal with an expressive, husky slow ballad job, with neat orking in back.	74--74--74--74
	The Deacon Moves In	(The Dominoes) Dominoes quartet joins Little Esther for an exciting novelty performance that crashes to a wild climax. Could sweep.	86--86--86--86
THE RAVENS	Gotta Find My Baby	COLUMBIA 39194—Group really hits top form in a live, pulsing job of their best type of tune—a swinging jump blues.	84--84--83--85
	You're Always in My Dreams	Combo departs from usual style by singing a close harmony in unison practically all the way. Good blend, likely tune.	81--81--80--82
THE FOUR BUDDIES	Sweet Slumber	SAVOY 779—Quartet socks thru with a smooth, insinuating slow ballad job. Lead tenor has a persuasive, intimate, note-bend attack that should snare attention.	83--83--82--84
	Don't Leave Me Now	Another very persuasive, intimate job on a likely slow ballad.	81--81--80--82

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS TO DATE	LAST WEEK	THIS WEEK
JOE HILL LOUIS	I Feel Like a Million	64--62--64--66		
	MODERN 20-795—Pounding, Southern style blues. Louis, a one-man band, sings and plays drums, guitar, and between lines, harmonica.			
Heartache Baby	63--61--63--65			
	Okay slow blues job, Southern style, by the same one-man combo.			
JIMMY WITHERSPOON	I'm Goin' Around in Circles	84--84--84--85		
	MODERN 20-806—Witherspoon delivers a heartfelt, moving, slow minor blues, with a stickout tenor sax obbligato punching home the message. Could latch on.			
You Can't Kiss a Dream Goodnight	72--72--70--74			
	Warbler does an expressive job on a so-so slow ballad.			
SONNY THOMPSON	Smoke Stack Blues	80--80--80--80		
	KING 4431—The "Long Gone" 88'er does a slow, insinuating walking blues stint, with a preaching, echoed sax go, guitar bit, and neat riff by combo around his keyboarding.			
Uncle Sam Blues	74--76--74--72			
	Warbler Jesse Edwards chants a medium tempo topical blues about the miseries of a draftee. Effective performance.			
STICKS MCGHEE	Oh, What a Face	55--55--55--55		
	LONDON 978—An r & b market coverage of the "Songs for Sale" promotion ditty completely misses fire.			
You Gotta Have Something on the Ball	52--55--50--50			
	Rather flimsy original material is delivered without spark by McGhee and Company.			

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SCOTTY GRAHAM
 National #9141
"EASY TO SAY"
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MELVIN MOORE
 National #9147
"I'M STILL IN LOVE WITH YOU"
"MOANIN' THE BLUES"

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LITTLE RED ROOSTER
 MARGIE DAY with
 GRIFFIN BROTHERS' ORCHESTRA
 1019

And Still Another Hit From

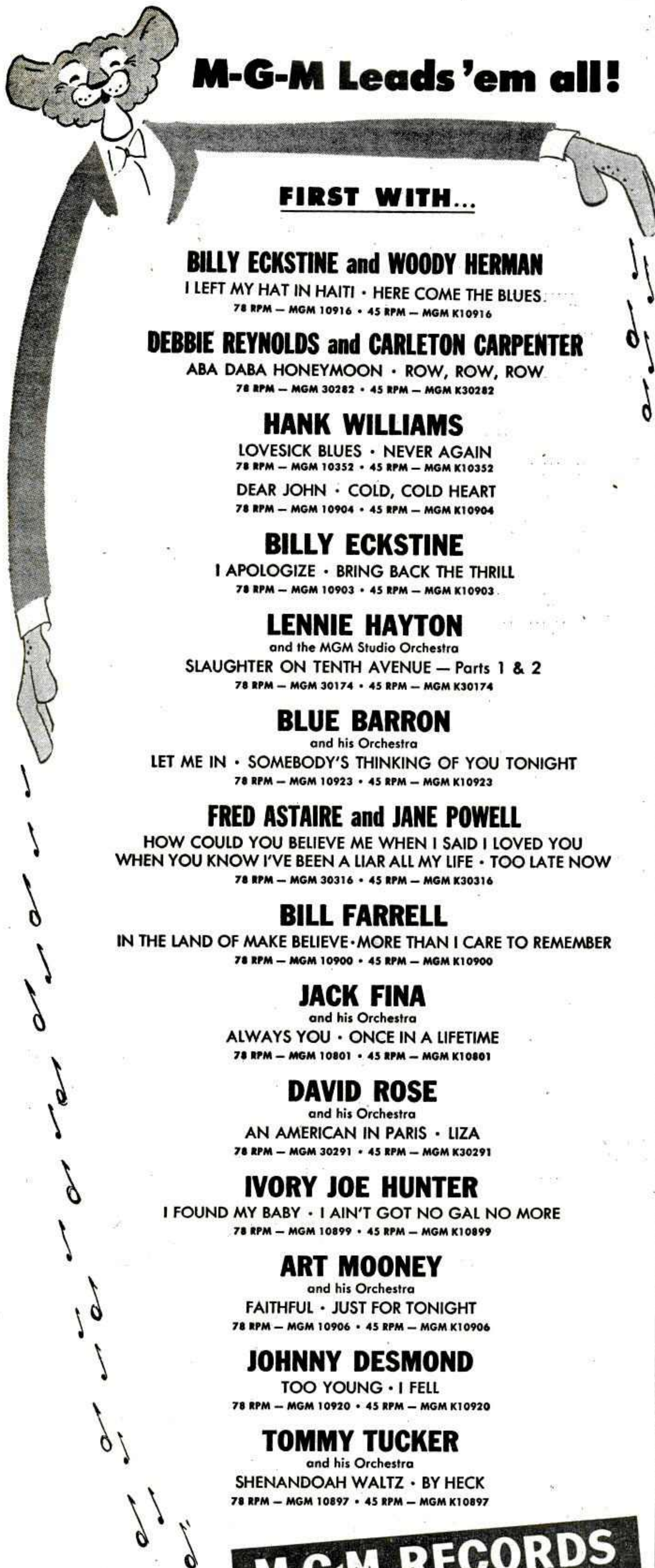
BEN LIGHT
"SLEEPYTIME GAL"
"YOU'RE THE CREAM IN MY COFFEE"
 TR 1222

TEMPO RECORD CO. OF AMERICA
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 Yes
"HOPEFULLY YOURS"
 (Coming Soon)

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BILLY ECKSTINE and WOODY HERMAN

I LEFT MY HAT IN HAITI • HERE COME THE BLUES
78 RPM — MGM 10916 • 45 RPM — MGM K10916

DEBBIE REYNOLDS and CARLETON CARPENTER

ABA DABA HONEYMOON • ROW, ROW, ROW
78 RPM — MGM 30282 • 45 RPM — MGM K30282

HANK WILLIAMS

LOVESICK BLUES • NEVER AGAIN
78 RPM — MGM 10352 • 45 RPM — MGM K10352
DEAR JOHN • COLD, COLD HEART
78 RPM — MGM 10904 • 45 RPM — MGM K10904

BILLY ECKSTINE

I APOLOGIZE • BRING BACK THE THRILL
78 RPM — MGM 10903 • 45 RPM — MGM K10903

LENNIE HAYTON

and the MGM Studio Orchestra
SLAUGHTER ON TENTH AVENUE — Parts 1 & 2
78 RPM — MGM 30174 • 45 RPM — MGM K30174

BLUE BARRON

and his Orchestra
LET ME IN • SOMEBODY'S THINKING OF YOU TONIGHT
78 RPM — MGM 10923 • 45 RPM — MGM K10923

FRED ASTAIRE and JANE POWELL

HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU
WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE • TOO LATE NOW
78 RPM — MGM 30316 • 45 RPM — MGM K30316

BILL FARRELL

IN THE LAND OF MAKE BELIEVE • MORE THAN I CARE TO REMEMBER
78 RPM — MGM 10900 • 45 RPM — MGM K10900

JACK FINA

and his Orchestra
ALWAYS YOU • ONCE IN A LIFETIME
78 RPM — MGM 10801 • 45 RPM — MGM K10801

DAVID ROSE

and his Orchestra
AN AMERICAN IN PARIS • LIZA
78 RPM — MGM 30291 • 45 RPM — MGM K30291

IVORY JOE HUNTER

I FOUND MY BABY • I AIN'T GOT NO GAL NO MORE
78 RPM — MGM 10899 • 45 RPM — MGM K10899

ART MOONEY

and his Orchestra
FAITHFUL • JUST FOR TONIGHT
78 RPM — MGM 10906 • 45 RPM — MGM K10906

JOHNNY DESMOND

TOO YOUNG • I FELL
78 RPM — MGM 10920 • 45 RPM — MGM K10920

TOMMY TUCKER

and his Orchestra
SHENANDOAH WALTZ • BY HECK
78 RPM — MGM 10897 • 45 RPM — MGM K10897

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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.

- WITHOUT A SONG.....Perry ComoVictor 20-4033
A masterful performance by Como on this vibrant standard rounds out an altogether stirring etching from the diskery's vocal series.
- PRETTY LITTLE BELLS.....Sammy Kaye OrkColumbia 39270
Kaye makes fluent use of every resource in his talented organization to create a happy, infectious slice of a likely new two-beat ditty.
- THE ABA DABA HONEYMOON.....Cass Daley-Hoagy Carmichael.....Decca 27474
Miss Daley and Carmichael, supported by a driving Dixie combo, pound out the fast-stepping oldie in a boisterous reading, bound to catch its share, especially in the jukes
- I LOVE YOU MUCH TOO MUCH
MY LOVE SERENADE.....Ames BrothersCoral 60404
The boys harmonize richly on "Serenade," a lovely ballad adaptation of "Ay, Ay, Ay," which sounds promising. The potent coupling features a glowingly warm solo go by Eddie Ames on a haunting oldie; the strong performance could rocket the side.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. MOCKIN' BIRD HILL.....Patti Page.....Mercury 5595
2. WOULD I LOVE YOU.....Tony Martin.....Victor 20-4056
3. LONESOME GAL.....Dinah Shore.....Victor 20-4060
4. CHARLIE IS MY DARLING.....Lisa Kirk.....Victor 20-4062
5. LET ME IN.....Bobby Wayne.....London 973
6. THE FACE.....Tony Pastor.....Columbia 39158
7. I LOVE THE WAY YOU SAY GOODNIGHT.....Frankie Carle.....Victor 20-4057
8. I LOVE YOU BECAUSE.....Patti Page.....Mercury 5595
9. LET ME IN.....Blue Barron Ork.....MGM 10923

• 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. BEAUTIFUL BROWN EYES.....Rosemary Clooney.....Columbia 39159
2. LET ME IN.....Bobby Wayne.....London 973
3. SPARROW IN THE TREE TOP.....Bing Crosby-Andrews Sisters.....Decca 27477
4. SENTIMENTAL MUSIC.....Patti Page.....Mercury 5571
5. LULLABY OF BROADWAY.....Doris Day-Harry James.....Columbia 39159
6. WOULD I LOVE YOU.....Doris Day-Harry James.....Columbia 39159
7. I LOVE THE WAY YOU SAY GOODNIGHT.....Russ Morgan Ork.....Decca 27445

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. I APOLOGIZE.....Tony Martin.....Victor 20-4056
2. LULLABY OF BROADWAY.....Doris Day-Harry James.....Columbia 39159
3. BEAUTIFUL BROWN EYES.....Rosemary Clooney.....Columbia 39219
4. I LOVE THE WAY YOU SAY GOODNIGHT.....Russ Morgan Ork.....Decca 27445
5. LET ME IN.....Bobby Wayne.....London 973
6. EMMA LOU.....Jan Garber Ork.....Capitol 1392
7. BEAUTIFUL BROWN EYES.....Lisa Kirk.....Victor 20-4062
8. BRING BACK THE THRILL.....Billy Eckstine.....MGM 10903

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockey's think tomorrow's hits will be:

1. MY LIFE WITH YOU.....Stu Hamblen.....Columbia 20779
2. COLD, COLD HEART.....Hank Williams.....MGM 10904
3. WITHIN MY HEART.....Pee Wee King.....Victor 21-0429
4. BESSIE THE HEIFER.....Little Jimmy Dickens.....Columbia 20786
5. BEAUTIFUL BROWN EYES.....Rosemary Clooney.....Columbia 39219
6. BEAUTIFUL BROWN EYES.....Jimmy Wakely.....Capitol 1393
7. HOD ROD RACE NO. 2.....Arkie Shibley.....Gilt Edge 3985
8. END OF THE LINE.....Bob Willis.....MGM 10898
9. MICKY THE CHICKY.....Kenny Roberts.....Coral 64079
10. STACK-O-LEE.....Tennessee Ernie-Joe (Fingers) Carr.....Capitol 1349

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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KEN GRIFFIN
My Heart Cries for You 72--72--70--75
COLUMBIA (33) 3-39142—Instrumental organ diskings is good coverage on the hit for Griffin's own market.
So Long 72--72--70--75
More of the same on another hit tune.

LISA KIRK
Charlie Is My Darling 87--87--87--87
VICTOR 20-4062—The vibrant music-comedy thrush has a promising side in this rousing 6/8 adaptation of an old folk song. Chorus and ork back her with great zest.
Beautiful Brown Eyes 84--85--84--83
This nostalgic waltz folkie is threatening to break thru; Miss Kirk's warm rendition, again with top drawer ork-chorus support, could grab a good slice.

THE THREE SUNS & LARRY GREEN
The Legend of the Glass Mountain 66--66--63--60
VICTOR 20-4064—The pianist and trio get a big, concerto sound on this pretty ditty, the title tune of a foreign flick. Effect is somewhat on the arty side.
Tenderly 76--77--74--77
Much more commercial endeavor is this winning treatment of a lovely pop that seems to be growing steadily into standard status.

BILL SNYDER ORK
I Can't Believe That You're in Love With Me 73--74--73--72
LONDON 971—The 88-ing orkster departs completely from the tranquil, mood artistry of his "Bewitched" with a very percussive, blunt piano attack and unsubtle orking.
The Very Thought of You 73--74--73--72
Same heavy approach to the Ray Noble standard.

TED HEATH ORK
Colonel Bogey 81--85--80--78
LONDON 902—The great English dance band turns on a march-swing instrumental that, properly ballyhooed, could be an eye-opener to both the trade and the fans.
My Very Good Friend—The Milkman 74--74--74--74
Thrush Lita Roza and the beautifully intoning ork do a cute job on a cute little pop of yesteryear.

PEGGY LEE
Yeah! Yeah! Yeah! 86--88--85--86
CAPITOL 1428—Backed by a superb swing band recalling the halcyon days of Basie, Miss Lee delivers one of her best jump vocals to date. If the Louis Prima novelty catches on, this disk will get a large share.
Rock Me To Sleep 83--83--83--83
Another effective collaboration by gal and ork, here on a light rhythm item reminiscent of "Rock It for Me."

RUTH WALLIS
Friendship 74--74--73--76
WALLIS ORIGINAL 3002—Miss Wallis, whose chief effort has been in risqué, unairable disks, does a lilting waltz novelty of her own clefting. A standout chant from the thrush, who has a real style and a sound.
Pleasant, Present Pastime 67--69--65--67
Thrush shows a winning ballad style, but tune, written by her, is routine.

BASIN STREET SIX
Everybody Loves That Hadacol 66--67--66--68
(Pinky Vidacovich)
MERCURY 6307—Warbler and a topnotch Dixie combo jazz the patent medicine anthem in New Orleans style.
Those Same Sweet Words 50--50--50--50
(George Girard)
Girard, the trumpet player of combo, warbles a so-so ballad in a sweet Dixie ork setting. Impact is weak.

TINY HILL ORK
Everybody Loves That Hadacol 83--85--81--85
MERCURY 5543—The clever, bouncy novelty tribute to the fabulous cure-all is perfect grist for Tiny Hill's ebullient style. Ork playing and unison chanting sparkle.
Don't Make Love to Mary 78--78--77--79
The likely new Tex Williams country novelty gets a peppy production. Could do a job in pop, plus country sales.

SMITH BROTHERS, THE
Just To Know That You're Around 75--75--75--75
LONDON 974—Smooth new male quartet do a mellow blend treatment of a likely new ballad.
The Kind of Girl I've Dreamed Of 74--74--74--74
Another pleasant job on a simple, pleasant, old-fashioned ballad. Boys double it up on second chorus a la Mills Brothers.

GUY LOMBARDO ORK (Kenny Gardner)
The Little White Duck 85--86--85--84
DECCA 27462—Gardner and crew get off a fetching job on this likely little ditty with pop-kid appeal.
The Unbirthday Song 86--86--86--86
(Kenny Gardner and Lombardo Trio)
A clever tune from the forthcoming Walt Disney "Alice in Wonderland" pic. Tune gets a handsome go here. Possibilities of this literate, quality song will hinge on the success of flick.

GENE AUTRY
Sonny the Bunny 88--88--88--88
COLUMBIA 39217—Happy new Easter ditty with kid-country-pop potential gets a typical, ingratiating Autry job. Department store tie-in augurs hefty national promotion.
Bunny Round-Up Time 85--85--85--85
This fine kidtune with Western touches is an imaginative, clever job of writing, makes a strong backing for "Sonny."

SONNY BURKE
El Choclo Mambo 75--75--75--75
DECCA 27427—The standard tango is set in the pulsating beats of the mambo by Burke for another effective diskings in the series by the diskery's coast music director.
Mamboogie 75--78--73--73
There's more drive and less melody in this Burke original for the growing mambo set. This is a real flashy slicing.

(Continued on page 32)

4 FOR THE MONEY!

BENNY LEE
sings
"FERRY BOAT INN"

backed by
"I TAUT I TAW A PUDDY TAT"
With The Stargazers and Nat Temple and His Orchestra
LONDON 834 (78 rpm) and 45-834 (45 rpm)

ANNE SHELTON
sings
"I REMEMBER THE CORNFIELDS"

backed by
"ONCE IN A WHILE"
With Roy Robertson and His Orchestra
LONDON 832 (78 rpm) and 45-832 (45 rpm)

STANLEY BLACK DICK JAMES
His Piano and Orchestra with The Stargazers and The George Mitchell Choir
"IF I DIDN'T MISS YOU"

backed by
"IF I WERE A BLACKBIRD"
LONDON 845 (78 rpm) and 45-845 (45 rpm)

MANTOVANI
And His Orchestra play
"THE LEGEND OF THE GLASS MOUNTAIN"

backed by
"FESTIVAL"
LONDON 723 (78 rpm)

NEW LONDON RECORDS RELEASED THIS WEEK!

- 908 * 45-908 AND YOU WERE THERE ALL MY LIFE
- 902 * 45-902 COL. BOGEY MARCH (Instr.) MY VERY GOOD FRIEND — THE MILKMAN (Voc.)
- 866 LIMEHOUSE BLUES BAIA
- 624 LILAC WINE YOU DON'T KNOW WHAT LOVE IS
- 16058 LET'S LIVE A LITTLE SOUTHERN FRIED CHICKEN
- GRACIE FIELDS with BOB FARNON and His ORCHESTRA
- TED HEATH and His ORCHESTRA
- THE MADCAPS
- JOYCE INDIG with JACK PLEIS and His ORCHESTRA
- JIMMY WORK and His TENNESSEE BORDER BOYS

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 music by **PETE RUGULO**

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	EXCELLENT	GOOD	SATISFACTORY	POOR
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Continued from page 31

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	EXCELLENT	GOOD	SATISFACTORY	POOR
STUBBY & BUCCANEERS Noah Was the Man DECCA 27448—Spiritual performance of a religious bit may have some meaning in the country sacred market. Pleasant, clean effort.		66--66--66--66				
Washboard Boogie A light boogie from the "Chattanooga Shoe Shine" family could pick up some coin in the country belt, primarily for the dance beat.		68--70--65--70				
LEREOY ANDERSON POPS ORK The Syncopated Clock DECCA 16005—A completely delightful Anderson melodic strain is worked into a frothy, catchy and richly recorded instrumental piece which should stir up pop action.		86--87--86--85				
The Waltzing Cat Another bubbly Anderson original has a gingery flavor thruout the humorous waltz. Coupling is being issued singly from the new Anderson album.		79--80--79--78				
NAT "KING" COLE Always You CAPITOL 1401—Nat treats the Tschaiakovsky adaptation to a glowing, feelingful vocal. Support by the Les Baxter ork and chorus sets up the fine mood. Should be a big one for Nat.		89--89--89--88				
Destination Moon Bright rhythm item clefied to take-off on the movie title of the same name is frothy, catchy. Could score some profitable juke and jock action.		77--78--75--78				
HERB JEFFRIES (Dick Hazard Ork) Was It a Dream? CORAL 60403—Jeffries making his Coral debut on this slicing opens his tonsils wide, as he hasn't in some time on record, for a pretty oldie.		76--79--75--75				
You Know You Belong to Somebody Else Pleasant old song draws a revival here but Jeffries crops up with some of the nasal affectations which have bogged him down for some time.		71--70--70--72				
FRED WARING Worship DECCA 27454—The Waring chorale chants a rich setting for the Whittier poem, a plea for freedom of worship. A worthwhile slicing, which if it doesn't sell, should certainly be heard.		75--80--70--NS				
No Man Is an Island Rich choral setting for a new song which preaches equality of man. Type of disk which should be used for public service values of spinner segs.		75--80--70--NS				

(Continued on page 70)



Bing Crosby and the Andrews Sisters singing

"FORSAKING ALL OTHERS"

backed by

"SPARROW IN THE TREE TOP"

DECCA
 78 rpm 27477
 45 rpm 9-27477



THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 85—ALLIE WRUBEL

A picture on a playroom wall made Allie Wrubel a candidate for Tin Pan Alley fame. He was one of a family of seven children, each of whom was made to study one other instrument in addition to the piano in order that they might join their mother and father in giving informal Sunday afternoon concerts in their Middletown, Conn., home.

On the fateful day Allie was asked what that other instrument was to be, his eyes roamed over the playroom as he tried to reach a decision and finally rested on the picture.

"The piccolo," he declared. He resembled the tow-headed boy who played the fife in drawing titled "The Spirit of '76."

Allie, who was born January 15, 1905, also sang in the church choir, played in the Middletown High School orchestra and organized and led the high school band. Prior to entering Wesleyan University in the fall of 1922, he played woodwinds and saxophones with Paul Whiteman's orchestra at the Palais Royal, New York, the Boardwalk Cafe in Atlantic City, and the New Amsterdam Theater, New York, during the run of the Ziegfeld Follies.

Altho well-grounded in music at the age of 17, Allie had no intention of making music his career when he donned a freshman's beanie. Instead, he planned to study medicine. But in his junior year, one of his professors, Wilbert Snow, who later became lieutenant-governor of Connecticut, persuaded him to follow his marked and unusual musical bent.

This advice was based on logical reasoning, since Allie, in his freshman year, had written a song, "You'll Do It Some Day," for a class smoker that was so enthusiastically received he published it himself and made enough money on the venture to defray his college expenses. In addition, he had sung in the Wesleyan glee club, played in the university band and trooped with Eddie Elkin's orchestra in the summer of 1924. He also took an inter-collegiate band to Europe in 1924, when he gave a command performance for the Prince of Wales, now the Duke of Windsor.

After graduating from Wesleyan with a Bachelor of Philosophy degree in 1926 and completing a post-graduate course in music at Columbia, Allie Wrubel started

making the rounds of Tin Pan Alley with a batch of his songs under his arm. The reception he received not only made him sorry he had switched from surgery to syncopation, but sent him scurrying to the more hospitable New Jersey, where he managed movie theaters for three years.

In 1931, however, Allie Wrubel licked his Tin Pan Alley jinx. Like most creative men and women, he found that he had wonderful ideas when asleep but couldn't remember them the following morning. So finally he decided to double-cross his subconscious mind by putting a pad of paper and a pencil on his bedside table on retiring for the night. And the ruse worked! For he awakened one morning to find the first eight bars of a "dream song" written on the pad, and when he completed it, he had his first hit—*Now You're in My Arms*—introduced by Morton Downey in that year's *Garrick Gaieties* and popularized on the radio by Kate Smith, Ben Bernie and George Olsen.

Allie Wrubel's "dream song" was followed by four other hits—*As You Desire Me*, *Farewell to Arms*, *To Be or Not To Be* and *Gypsy Fiddles*—and in 1934 the Hollywood *Radio Derby* had a new luncheon customer when Warner Bros. put Allie under contract as a studio composer.

Alternating between film numbers and popular songs, Allie Wrubel, today, has no reason to regret his choice of a Steinway over a stethoscope. In 1941 his *My Own America* took first prize in a national patriotic song-writing contest; five years later his *Zip-a-Dee-Do-Dee* was awarded the Oscar for the best film song of 1946, and his *Lady From Twenty-nine Palms* has put his place of residence on the musical map even tho it's but a pin-point in the Rand-McNally atlas.

The man whose "dream song" started him on a highly successful musical career now is helping to make the dreams of other young hopefuls come true. He and his wife, Wanda Wood Wrubel, have converted the barn on their estate into a meeting place and rehearsal hall where ambitious youngsters find heartening encouragement and the opportunity to display and develop their latent talents.

ALLIE WRUBEL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1931—**NOW YOU'RE IN MY ARMS**
With Morton Downey. Remick Music Corporation.
- 1932—**AS YOU DESIRE ME**
Words & Music, Inc.
(Available on the following records: Mercury 5030, Tony Martin; Decca 24585, Ink Spots; Columbia 38462 Sarah Vaughan; MGM 10308, Derry Falligant; Victor 20-3046, Philmore Four; Victor 20-2178, Vaughn Monroe.)
- 1933—**I'LL BE FAITHFUL**
Lyrics by Ned Washington. Robbins Music Corporation.
- FAREWELL TO ARMS**
With Abner Silver. Words & Music, Inc. (Available on London record 199, Vera Lynn.)
- TO BE OR NOT TO BE (IN LOVE)**
Lyrics by Elliott Grennard. Harms, Inc.

- GYPSY FIDDLES**
Words & Music, Inc.
PLEASE, MR. PRESIDENT
Lyrics by Maurice Sigler. Crawford Music Corporation.
- 1936—**THE YOU AND ME THAT USED TO BE**
Lyrics by Walter Bullock. Bourne, Inc.
- 1937—**GONE WITH THE WIND**
Lyrics by Herb Magidson. Bourne, Inc. (Available on the following records: MGM 10584, Mel Tormé; Victor 28-0419, Al Goodman orchestra; Capitol 10129 in CD-81, Paul Weston orchestra.)
- 1938—**MUSIC, MAESTRO, PLEASE**
Lyrics by Herb Magidson, Bourne, Inc. (Available on the following records: Decca 24085 in A-1938, Bob Grant orchestra; Capitol 20127, Benny Goodman; King 4184, Lord Essex; Universal U-194, Lorry Raine.)
- 1939—**I'M AFRAID THE MASQUERADE IS OVER**
Lyrics by Herb Magidson. Crawford Music Corporation.
- 1940—**I'M STEPPING OUT WITH A MEMORY TONIGHT**
Lyrics by Herb Magidson. Robbins Music Corporation. (Available on Decca record 25054, Tony Martin.)
- I CAN'T LOVE YOU ANY MORE THAN I DO**
Lyrics by Herb Magidson. Leeds Music Corporation.
- 1941—**MY OWN AMERICA**
Robbins Music Corporation.
THERE GOES THAT SONG AGAIN
A B C Music Corporation.
GOOD-BYE NOW
Bourne, Inc.

(Continued next week)

SONGWRITERS COMING UP!

- Will Present
ALLIE WRUBEL (Part II)
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 - LAY CORNEY
 - SPENCER WILLIAMS
 - MABEL WAYNE
 - FRANK LOESSER
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THE BILLBOARD Music
Popularity Charts

• **Album and LP Reviews**

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

POPULAR

BILLIE HOLIDAY FAVORITES (1-10'') **71**
Col (33) CL-6163
Time On My Hands; Laughing at Life; It's a Sin To Tell a Lie; Swing, Brother, Swing; Loveless Love; Without Your Love; Tell Me More; Mandy Is Two.
Miss Holiday must surely be one of the best represented of all pop artists on LP—this is Columbia's third Holiday offering, and Commodore has issued two. Happily, over the decade and a half she's been recording, there's an almost limitless reservoir of choice material to draw from. This is a well-rounded program, with the sides culled from several phases of her career. As was usually the case, there is great rapprochement between her and the sidemen—Young, Clayton, Auld, Wilson, et al. Album can't fail to delight her fans.

JUKES Not suitable. **JOCKS** Good item for jazz libraries.

PIANO MOODS—BUDDY WEED (1-10'') **65**
Col (33) CL-6160
Autumn in New York; Ragging the Scale; There's a Small Hotel; My Heart Is a Hobo; The Boy Next Door; Something To Remember You By; Yesterdays Song of the Islands.
Even tho a lengthy stint with Paul Whiteman on Gershwin concerts had Weed sticking close to the virtuosic school of piano playing, he has always been a tasteful tinkler with a great deal of respect for the melody. Weed avoids intricate phrasing and trills. He sells the melody all the way on this group of fine old standards. Difficult as it is to place his style into a specific category, it can be said that this is relaxed keyboard work with a tidy proportion of flowing, imaginative thought.

JUKES Not suitable. **JOCKS** For late evening segs.

PIANO MOODS—CY WALTER (1-10'') **68**
Col (33) CL-6161
That Old Black Magic; This Nearly Was Mine; So in Love; You Are Never Away; Happy Talk; You'll Never Walk Alone; Let's Begin; I Dream Too Much; Cheek to Cheek.
This latest in the Columbia keyboardist series spots one of prime faves of the cafe society cocktail lounge set of New York, Cy Walter. His particular lacy style has been absorbed by a number of other prominent stylists who have developed sort of a cult in society pianoisms. At any rate, the musical content of this set is in keeping with the high place which Walter enjoys among his fellow pianists. It's fine 88-ing of a group of superior tunes.

MR. I. MAGINATION MEETS RIP VAN WINKLE—Paul Tripp, Ray Carter, Ruth Enders, Johnny McGovern (2-10'') **82**
Col (78) MJV-96
Video viewing moppets and their parents will spot this one on disk shelves. The Paul Tripp TV show has been a favorite for some time and has undoubtedly built up a substantial following. The picture-story album is based on the Washington Irving tale and contains seven original tunes that help to tell the story. While production, music, packaging and pictures are first rate, the tunes themselves are only fair. Yet the album should do well enough over the counters with the TV show on which to peg promotion.

JUKES Not suitable. **JOCKS** For moppet shows only.

CHILDREN

• **Classical Reviews**

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

• Continued from page 22

DEBUSSY: IMAGES (Books I & II)—Claudio Arrau (1-10'') **68**
Col (33) ML-2162
Reflets Dans L'eau; Hommage A Rameau; Mouve-

ment; Cloches A Travers Les Feuilles; Et La Lune Descend Sur Le Temple Qui Fut; Poissons D'or Arrau, already having put to wax new recordings of "Estampes" and "Pour Le Piano," here tackles another of Debussy's masterworks for the keyboard. The half-dozen gems which comprise this work are among the most noted of modern piano pieces, product of the most articulate keyboard composer of the modern period. Arrau's approach to Debussy, as it was in the earlier recordings, is somewhat on the lean and dry side.

BLISS: STRING QUARTET NO. 2 IN F MINOR—The Griller String Quartet (Sidney Griller-Jack O'Brian-Philip Burton-Colin Hampton) (1-10'') **60**
London (33) LPS 299

A 1950 composition written for and dedicated to the very expert Griller Quartet is beautifully recorded here. Performances and recording are in every sense superior. But the music wears a bit thin as Bliss' modern romantic style unfolds. There are several moments of lustre in the work but as a whole it fails to generate more than a moderate amount of interest. Bliss may have developed some admirers as the result of some of his scores for the Sadler Wells ballet company. For these and serious collectors of modern chamber music, this disk should be a welcome item.

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THE BILLBOARD Music Popularity Charts

• Advance Record Releases

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

POPULAR

- (What Can I Say) After I Say I'm Sorry—Eddie Fisher-H. Winterhalter (My Mom) V 20-4037
- Around the Corner—Dinah Shore (Orchids in) V 20-4046
- Arthur Murray Taught Me Dancing in a Hurry—Helen O'Connell (The Loveliest) Cap 1408
- At Sundown—E. Fisher-H. Winterhalter (My Buddy) V 20-4038
- Beautiful Brown Eyes—Lisa Kirk (Charlie Is) V(45)47-4062; (78)20-4062
- Best Things in Life Are Free, The—Mindy Carson (You're the) V 20-4041
- Between the Devil and the Deep Blue Sea—Fran Warren (Let's Fall) V 20-4029
- Bunny Round-Up Time—Gene Autry (Sonny the) Col 39217
- Button Up Your Overcoat—Mindy Carson (Together) V 20-4039
- Charlie Is My Darling—Lisa Kirk (Beautiful Brown) V(45)47-4062; (78)20-4062
- Colonel Bogey—Ted Heath (My Very) London 902
- Deep in My Heart Dear—Dennis Day (Serenade) V 20-4053
- Don't Blame Me—Lisa Kirk (I Feel) V 20-4030
- Don't Make Love to Mary—Tiny Hill (Everybody Loves) Mer 5543
- Everybody Loves That Hadacol—Basin Street Six (Those Same) Mer 6307
- Everybody Loves That Hadacol—Tiny Hill (Don't Make) Mer 5543
- Exactly Like You—Lisa Kirk (You're a) V 20-4032
- I Can't Believe That You're in Love With Me—Lisa Kirk (I'm in) V 20-4031
- I Can't Believe That You're in Love With Me—Bill Snyder (The Very) London 971
- I Cried for You—Tony Martin (You Are) V 20-4049
- I Feel a Song Coming On—Lisa Kirk (Don't Blame) V 20-4030
- I Found a Million Dollar Baby—Perry Como (That Old) V 20-4035
- I Gotta Right To Sing the Blues—Fran Warren (One for) V 20-4028
- I Wonder Where My Baby Is Tonight—Dinah Shore (My Isle) V 20-4047
- I'll Be Seeing You—Don Cornell (When I) V 20-4044
- I'm in the Mood for Love—Lisa Kirk (I Can't) V 20-4031
- I'm Through With Love—Dinah Shore (Makin' Whoopie) V 20-4045
- It Was So Beautiful—Tony Martin (You Were) V 20-4050
- It's Only a Paper Moon—Perry Como (Me and) V 20-4034
- Just a Memory—Mindy Carson (Thank Your) V 20-4040
- Just to Know That You're Around—Smith Brothers (The Kind) London 974
- Kind of a Girl I've Dreamed of, The—Smith Brothers (Just To) London 974
- Legend of the Glass Mountain, The—Three Suns-Larry Green (Tenderly) V 20-4064
- Let a Smile Be Your Umbrella On a Rainy Day—Don Cornell (Wedding Bells) V 20-4042
- Let's Fall in Love—Fran Warren (Between the) V 20-4029
- Little White Duck, The—Guy Lombardo (The Unbirthday) Dec 27462
- Loveliest Night of the Year, The—Helen O'Connell (Arthur Murray) Cap 1408
- Lower Come Back to Me—Dennis Day (When I) V 20-4051
- Makin' Whoopie—Dinah Shore (I'm Through) V 20-4045
- Me and My Shadow—Perry Como (It's Only) V 20-4034
- More Than You Know—Perry Como (Without a) V 20-4033
- My Blue Heaven—Eddie Fisher-H. Winterhalter (My Mammy) V 20-4036
- My Buddy—E. Fisher-H. Winterhalter (At Sundown) V 20-4038
- My Isle of Golden Dreams—D Shore (I Wonder) V 20-4047
- My Mammy—E. Fisher-H. Winterhalter (My Blue) V 20-4036
- My Mom—E. Fisher-H. Winterhalter (After I Say) V 20-4037
- My Very Good Friend, the Mildman—Ted Heath (Colonel Bogey) London 902
- One for My Baby—Fran Warren (I Gotta) V 20-4028
- Orchids in the Moonlight—D. Shore (Around the) V 20-4046
- Over the Rainbow—Fran Warren (Stormy Weather) V 20-4027
- Pagan Love Song—Tony Martin (Singin' in) V 20-4048
- Real Piano Player, A—Jimmy Durante-Helen Traubel (The Song's) V 21-3229
- Rock Me To Sleep—Peggy Lee (Yeah! Yeah!) Cap 1428
- Serenade—Dennis Day (Deep in) V 20-4053
- Silver Moon—Dennis Day (When Hearts) V 20-4052
- Singin' in the Rain—T. Martin (Pagan Love) V 20-4048
- Song's Gotta Come From the Heart—Jimmy Durante-Helen Traubel (A Real) V 21-3229
- Sonny the Bunny—Gene Autry (Bunny Round-Up) Col 39217
- Stormy Weather—Fran Warren (Over the) V 20-4027
- Tenderly—Three Suns-Larry Green (The Legend) V 20-4064
- Thank Your Father—Mindy Carson (Just a) V 20-4040
- That Old Feeling—Don Cornell (Was That) V 20-4043
- That Old Gang of Mine—Perry Como (I Found) V 20-4035
- Those Same Sweet Words—Basin Street Six (Everybody) Mer 6307
- Together—Mindy Carson (Button) V 20-4039
- Unbirthday Song, The—Guy Lombardo (The Little) Dec 27462
- Very Thoughtful of You, The—Bill Snyder (I Can't) London 971
- Was That the Human Thing to Do?—Don Cornell (That Old) V 20-4043
- Wedding Bells—Don Cornell (Let a) V 20-4042

- When Hearts Are Young—Dennis Day (Silver) V 20-4052
- When I Grow Too Old To Dream—Dennis Day (Lower) V 20-4051
- When I Take My Sugar to Tea—Don Cornell (I'll Be) V 20-4044
- Without a Song—P. Como (More Than) V 20-4033
- Yeah! Yeah! Yeah!—Peggy Lee (Rock Me) Cap 1428
- You Are My Lucky Star—T. Martin (I Cried) V 20-4049
- You Were Meant for Me—T. Martin (It Was) V 20-4050
- You're a Sweetheart—Lisa Kirk (Exactly Like) V 20-4032
- You're the Cream in My Coffee—Mindy Carson (The Best) V 20-4041

INTERNATIONAL

- Homecoming Waltz—Harmony Bells (Masquerade Polka) Dana 3050
- Krakowski Sztajerek—Johnnie Bomba (Na Tym) Dana 3048
- Masquerade Polka—Harmony Bells (Homecoming Waltz) Dana 3050
- Na Tym Swiecie — Johnnie Bomba (Krakowski Sztajerek) Dana 3048
- Old Spinning Wheel—Ray Henry (Plenty of) Dana 3047
- Plenty of Fun—Ray Henry (Old Spinning) Dana 3047

London Weighs

Continued from page 9

The attaining of one would seem to cancel out the other, according to the viewpoint of many record people.

The situation at London is not too clear and Kruse is not certain what his moves will be in the near future. One point is uppermost: He intends to evaluate the entire American operation with a view toward putting it on a sounder financial basis. This will mean a survey of costs of the various departments, the creation of flexible budgets for a. and r. merchandising, etc., and a revamp of the distribution structure. The latter particularly, says Kruse, needs extensive reworking.

Conjectures

The resignation of Delaney, of course, loosed a flock of conjectures. One, of course, is implicit in the situation and has been denied, namely, that the pop a. and r. operation would be folded up. Other conjectures are that London might consider it sounder to operate in America as a classical LP company. Another, that London would operate merely as a distributing set-up to promote and sell its LP's and disks by British artists. Still another, that London would make a deal with another company to take over distribution of British-made disks. None of these conjectures is given credence currently by London execs.

Delaney's exit from the London a. and r. picture is regarded as dictated by the necessity to place greater emphasis upon British artists and operations. Oddly enough, Delaney, with the company six months, is regarded as having revitalized the operation, particularly from the point of view of sales. December of 1950, for example, is reported as having been London's biggest month, with a billing of \$400,000 in American business. Subsequent months are reported as having been in the neighborhood of \$250,000.

Exec Re-Alignment

The coming of Kruse, however, resulted in a new alignment of executive duties, with Delaney no longer in the sales operation and restricted to a. and r. Delaney's exit, of course, also meant the exit of Bill Simon, who had come on as Delaney's aid in promotion among jockeys, dealers and newspapers. This was a newly created post, part of the Delaney philosophy of selling.

Remy Farkas, in charge of the local classical a. and r., remains. Jack Pleis, musical director and artist, will continue to work with the company on a free-lance basis. Evelyn Savage, Delaney's secretary, and Jack Hanson, arranger and general a. and r. aid, have left.

Incidentally, general manager D. H. Toller-Bond and Farkas are the only two left who were with the company when it was originally formed in 1947 as an American branch of English Decca.

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AGVA-EMA Meets To Check Chi Trade

To Exchange Info on Eligible Agents; Expected To Hype EMA-ARA Membership

CHICAGO, Feb. 24.—For the first time in local history the American Guild of Variety Artists and Entertainment Managers' Association, Midwest branch of Artists' Representatives' Association, have started a series of joint meetings in order to police the club-date and act-booking field. Instigated as a result of the club-date code being negotiated by ARA and AGVA (*The Billboard*, February 24), the first meeting between Jack Irving, assistant national administrator of AGVA, and the board of governors of EMA-ARA was held here Friday (23).

Irving and EMA-ARA will exchange mutual information on what agents are eligible to book club dates, by either paying the \$1,000 bond demanded from non-ARA members or being qualified ARA members. Irving said he expects a large influx of new members into EMA-ARA because a

membership will eliminate the need of a booker paying the bond. Irving promised that he would publish a list of all qualified club-date bookers. He urged that ARA co-operate with AGVA in disciplining acts and agents who work for unlisted bookers.

BIG 90G PURSE

Philly Casino Doles Out for Acts Till May

NEW YORK, Feb. 24.—Harry Steinman's Latin Casino, Philadelphia, has lined up talent between now and May 1 that will set it back close to \$90,000.

The room has the following for varying periods: Jimmy Durante in for three days; Ted Lewis and a package; a Ben Blue package; Carmen Miranda; Pearl Bailey, Jimmy Daniels, Myron Cohen, Denise Darcel and Danny Thomas.

The total salaries for these performers will be about \$63,000. Additional acts plus the lines for the next three months will add another \$27,000. These figures do not include music which would bring the total to over \$100,000.

Eddie Elkort To Aid "Grove" Talent Plans

LOS ANGELES, Feb. 24.—Eddie Elkort has become the talent consultant for the Coconut Grove of the Ambassador Hotel, Los Angeles, and will work thru Dave Michlin and Tony Cabot, bookers for the Schine hotel chain of which the Ambassador is part.

Chief reason for hiring Elkort is an attempt to buy acts to supplant the Grove's usual band policy, and the necessity to have somebody familiar with acts and their salaries.

This latest attempt by the Grove to use semi-names will intensify competition with the Mocambo and Ciro's, which have been the chief users of acts on the Coast up to now.

Acts so far set for the Grove by Elkort are Felix Knight, Burl Ives, and Harvey Stone. Room currently has Connie Haines and Gillette and Richards. Spot is currently dickering for Lauritz Melchior and Katherine Grayson. Latter is already set for the Houston Shamrock and will probably go into the Grove after that date is filled.

Elkort will not collect any booking fee. He'll be on a straight salary basis.

JUMPING THE GUN

Wildwood Booking Activity Brightens Talent Outlook

WILDWOOD, N. J., Feb. 24.—While the summer season is a long way off, pre-season cafe activity is starting earlier than usual here, indicating that this resort will loom bigger than ever in providing jobs for musicians and entertainers. Three major rooms have already signed entertainment leads for the summer, and in one instance, one of the lesser spots will move into the major class under new management.

Harry Rush, who until six months ago operated the 421 Club in Philadelphia, has purchased Bradley's Cafe. Room will be completely refurbished and enlarged,

ALL'S NOT FINE WITH UN LINE

PARIS, Feb. 24.—The line in the *Hollywood Rhythm Extravaganza*, which opened at the Cirque Medrano last month has given rise to leg art in the local press and some outside rumors that all is not well with the Big Three—in this case, the gals of the Western Powers at the Cirque, America, England and France.

According to rumor the British gals (12) were not voting with the other two powers, and the U. S. kids (12), were dissatisfied with arrangements made for the overseas delegation. The French group reported two members out with torn ligaments.

According to the management, things at the UN should be so good! Lobbyists in the local press agreed the Americans showed the most in looks; the English on dancing, while the Parisians lagged on both counts.

The U. S. girls came from the pic studios, Las Vegas, Reno and New York. Ffolliet, assistant to choreographer Mattie King, comes from the Thunderbird in Las Vegas. The Americans have a two-month contract. The English line comes mainly from the London Empire and Vivian Van Damm's Windmill Theater. English and French girls have a three-month contract. All girls receive better than base pay, the base being the scale in each home country.

Philly Cafes Fight Local AGVA's Impost

PHILADELPHIA, Feb. 24.—Local cafes are ready to face a showdown with the American Guild of Variety Artists over the demand for regular payment to be paid the union based on talent used.

AGVA, thru Dick Jones, local head, has told all talent buyers to be ready to put up between \$5 and \$25 per week per show (matter is now in national referendum to members), and the clubs have flatly refused. To give strength to their refusal, some 23 clubs, headed by the city's largest, have formed a cafe owners' association and held their first meeting Tuesday (20). Group pooled a kitty and hired Leonard Michael Propper, assistant district attorney, to represent it.

Group agreed on two moves: (1) No club will pay a dime and if a show is pulled in any club because of such a refusal to pay all the clubs will drop their talent in protest; and (2) cafe group will reconsider its stand if the \$5-\$25 bite is passed by AGVA's national board.

Boyer Opening Mar. 28

NEW YORK, Feb. 24.—Lucienne Boyer opens the Versailles here March 28 for four weeks with options at \$2,000 per week.

EDITORIAL

A Deal or Snafu?

The Four A's (Associated Actors and Artistes of America) allowing Equity to step into the Monte Proser theater-restaurant picture, rather than let the American Guild of Variety Artists hold its jurisdiction, may easily start a series of problems that neither Equity nor the Four A's is qualified to handle.

Under the Equity contract, the chorus in Proser's new club will do 13 shows for \$112.50, plus additional dough for understudies. So far, so good. It's great for the kids. But the economics of a night club operation are not those of a theater. Competition between clubs is always keen.

At present the Latin Quarter pays its line \$75 for 15 shows; the Copa pays \$100 for 21 shows. These salaries will look sick to the kids in the Copa and LQ when they compare their dough with what Proser is paying.

Trouble is quite likely. That both the LQ and the Copa will resist meeting Proser's figures is also quite likely.

AGVA, best qualified to handle the situation, has been shunted aside thru a "joint administration" agreement which it was forced to take when the Four A's tacitly gave the Proser deal to Equity. Having done this, Four A's has started a situation it is ill prepared to handle.

HE GETS THE WORKS

Proser-Union Deal Calls for Big Nut

NEW YORK, Feb. 24.—Monte Proser has settled his beefs with both Equity and American Guild of Variety Artists on a temporary basis, but it will cost him a lot more dough than originally figured.

The deal, demanded by Equity and agreed to by AGVA, will have the chorus getting \$112.50 weekly for 13 shows (two nightly; three Saturdays). All chorus members understudying the chorus will get an additional \$5 a week; all understudies for principals will get an additional \$10 a week plus 1/13 of their regular weekly salary in addition to their regular salary if called upon to do principal parts. Everybody will be on a six-day week, except the headlined performers.

Proser will also have to have a stage manager for \$225, and an assistant stage manager for \$150. All stars or featured performers are to get a minimum of \$400, and a two-week salary bond is to be deposited with Equity.

While the deal has the cast enjoying a good deal, it will almost certainly put Proser in a tough spot to make a buck and will also seriously affect AGVA's position vis-a-vis other clubs in town with lines, e.g., the Latin Quarter and the Copa.

The Latin Quarter deal calls for \$75 weekly for 15 shows. The

Copa deal is for \$100 for 21 shows. Insiders in AGVA now are fearful that the chorus in these other clubs may demand treatment similar to that gotten by the chorus in Proser's theater-restaurant. AGVA toppers also know that, had Proser not been pushed into a corner where time was important, he would never have agreed to such a deal.

Competitive spots, however, are not in Proser's position, and should they be faced with new chorus demands, AGVA would have a battle on its hands it would rather avoid.

The Proser chorus will consist of 31 people, which will cost him a minimum of \$5,500 weekly, not counting the extra fees for understudies. His name performers will probably set him back another \$3,500, making it \$9,000 just for salaries. In addition, Proser has Josephine Baker for one show nightly for \$7,500, which will make it \$16,500. To all these must be added costs of production, costumes, music, arrangements, etc.

The economics of cafe operations calls for a take three times that of the talent cost. In Proser's case, that will amount to roughly \$60,000 weekly.

Ex on Three Coast Clubs Goes to ABC

HOLLYWOOD, Feb. 24.—Associated Booking Corporation's Coast topper Bob Phillips this week nabbed exclusive booking rights to three Coast niteries. ABC will now furnish talent for Club Oasis, Los Angeles; Ozark, Portland, Ore., and San Francisco's 150 Club. All are jazz bistros and maintain similar talent policies. This is ABC's first exclusive niterie bookings on the Coast. However, agency has been doing regular biz with such local spots as the Tiffany Club, and the Flamingo and El Rancho Vegas in Las Vegas, Nev.

Phillips booked the entire 21-piece Duke Ellington troupe into the Oasis at the hefty sum of \$5,000 plus percentage (see separate story). Errol Garner, Lionel Hampton and Louis Jordan are also on top at the South Side nite club.

Following Ben Pollack and His Pick-a-Rib Boys into the 150 Club are George Shearing and Louis Armstrong. Shearing goes in April 10 for two weeks at \$2,500 per frame against 50 per cent after \$7,000. Satchmo will do a repeat at the Bay City room, his second date in three months, April 24, at \$4,500 against a 50-50 split of the door after \$7,000.

Already inked for Portland's Ozark are Illinois Jacquet, March 1; Larry Darnell, March 16; and Garner, May 26, all for a fortnight. Phillips will concentrate on top jazz names and expects to rotate names from one spot to the other.

Philly Ops Hope For New Laws

PHILADELPHIA, Feb. 24.—Local niterie ops are looking hopefully to legislation which will provide some relief from present curfew laws and give them a chance for extra play on week-ends.

A number of bills have been introduced in the General Assembly permitting cafes to keep open until 2 a.m. Sunday morning in place of the present Saturday midnight curfew.

Also on the hopeful side is another measure fixing penalties for minors purchasing intoxicants. At present the onus is on the operator. The proposed measure would provide penalties for minors. At near-by New Jersey resorts similar laws are in effect pertaining to minors.

Col'bia Is 2d Old Det. House Closed

DETROIT, Feb. 24.—The Columbia Theater, 40-year-old downtown house which was at one time a major vaude stand, was closed recently by the Saul Korman circuit, probably permanently according to present plans.

This marks the second demise of a house dating to the early 1900's on Monroe Avenue, which was the local rialto in the heyday of vaudeville. The Columbia had a Negro burlesque policy last year, but has played pictures in recent months.

Combo Sugars In Melt-Away Under Storms

NEW YORK, Feb. 24.—Last weeks of old runs plus persistent rainstorms drove Stem-combo takes down to \$393,000 as compared with the previous week's \$403,000.

Radio City Music Hall (6,200 seats; February average \$115,000) did \$130,000 for its first week with *Payment on Demand*, Johnny Mack and the Asia Boys.

Roxy (6,000 seats; February average \$83,000) wound up its three-weeker with Danny Kaye and *Call Me Mister* with \$95,000 after an opener of \$115,000 and second week of \$109,000. New show has the Ritz Brothers, and U. S. S. Teakettle.

Capitol (4,627 seats; February average \$51,000) did \$45,000 for its first stanza with Joey Adams, Felix Knight, Blue Barron ork and *Vengeance Valley*.

Paramount (3,654 seats; February average \$85,000) wound up its four weeks with *At War With the Army*, Harvey Stone, and Boyd Raeburn ork with \$52,000. Show started with \$110,000, followed by \$88,000 and \$82,000 new show has Eddie Fisher, Russ Case band and *Cry Danger*.

Strand (2,700 seats; February average \$39,000) did \$35,000 for its third week with Denise Darcel, Joey Bishop and *Operation Pacific*. Tee-off take was \$50,000, followed by \$40,000.

Palace (1,700 seats; February average \$16,000) got \$16,000 for eight-act show headed by Peter James, Jack Gwynne and *Rogue River*. Previous week's figure was \$17,000.

GUILDS SPONSOR TYRO NIGHTS

PHILADELPHIA, Feb. 24.—Plans for a showing date stand for new acts and acts with new material is being worked out on a three-way basis by the local American Guild of Variety Artists, the Theatrical Agencies' Protective Association and the United Entertainers' Association, social theatrical club headed by Doc Irving.

The plan provides for Wednesday night showings at 11 p.m., with invitations extended to all niterie owners and agents. Showings will be held at the United Entertainers' clubrooms for a \$1 admission. The money will be split three ways and go into the welfare funds of the co-sponsoring groups.

The showing date would curb the practice of doing a free show at a niterie to show off a routine for a possible booking.

Roxy, New York

(Friday, February 23)

Capacity, 6,000. Price policy, 80 cents-\$1.50. Four shows daily, extra week-ends. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house band.

It's the three Ritz Brothers all the way on this one. On show caught boys hadn't gotten their sea legs; some of their timing on bits was a little off, but the house yocked it up just the same. Jimmy, Al and Harry are the same old mad trio. Most of their stuff is the same, tho they tried a new piece, a tea-reader routine, with Harry as the soothsayer and Jimmy and Al with portable mikes out front. Routine has obvious potentials and should be sock before long.

With them are the Maxellos and their standard Risley act, tho act has two new girls. Also on the bill is a Gale Robbins, a blond singer, who doesn't sing too well, but with her looks and her frame she doesn't have to. The boys do bits with her and that's probably the chief reason for her being on the bill. All in all it's a good show, loaded with yocks and should do biz.

On show caught Gary Cooper came on to plug his picture, U. S. S. Teakettle, current flick here. Cooper got oohs and ahs and the Ritz boys helped. But Cooper shouldn't be sent on p. a.'s. His lines were from hunger.

Bill Smith.

Havana-Madrid, New York

Capacity, 325. Price policy, \$3.50-\$4.50 minimum. Three shows nightly. Operator, Louis Weinman; booking, Lenny Green. Estimated talent budget, \$850.

Two acts on this one make it a good show. One of the acts, Vito San Miguel, was a last-minute replacement for Tony Bari, out sick. Second was Patsy Shaw, who closed the bill.

Program teed off with balancing and hand-to-hand act of Ferdinando and Jerry. Two boys worked well and, despite the low ceiling, managed their two-high teeterboard stands in good fashion.

Juanito and Anita, Flamenco team, were adequate in the heel-stamping and whirling department, tho no more than that.

It was young Vito San Miguel, a downy-cheeked lad who doesn't know how to come on or go off, who drew the attention up to then. Working like a young Tito Guizar (guitar and voice), lad showed a smooth light bary and an appealing personality. With proper guidance he could become a real property.

Patsy Shaw, who's been around, worked like a real trouper. She had trouble at the beginning but finally managed and had them all the way. With a big house she'd have been smash. As it was, she did a real job against many handicaps.

Bill Smith.

Night Club-Vaude Reviews

Paramount, New York

(Thursday, February 22)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily; five on holidays. Chain booker, Harry Levine. Show played by Russ Case band.

If there's any doubt about Young Eddie Fisher being a smash box office attraction, it was dispelled Washington's birthday, second day of the show. It made little difference what the kid did, the audience screamed and howled like he was giving money away. The stage door street was swarming with teen-agers waiting for Fisher while cops were busy trying to keep the street clear. Not since Sinatra's smasher here has such a scene been witnessed.

In the singing department, Fisher started with an offstage eight-bar intro of *Thinking of You*, sans announcement, and bedlam resulted. Then came a rhythm, followed by *My Heart Cries for You*. The boy's ease, selling and phrasing was amazing. He moved his arms perfectly; stood easily and moved gracefully. Even the *Goodbye, G. I. Al*, a tear jerker that has little to recommend it except its allusion to the late Al Jolson, was greeted with enthusiasm. Fisher finally wound it up with *Bring Back the Thrill*, injecting a studied ad lib that endeared him still more.

Show opened with Vic and Adio doing their standard act to healthy responses. Next came the five DeMarco Sisters dressed like high school kids to belt out a series of pops, standards and novelties. The gals showed a lot of fire plus good voices, particularly in the blending department. On the single work they didn't impress, tho audience gave them big hands.

Comic Jay Lawrence has plenty to learn, or acquire, before he's ready for bigger things. In his impressions, ranging from a channel swimmer to a cab driver, he was adequate. He was better than adequate on take-offs on Frankie Laine and Nat King Cole, but on comedy chatter he fell down badly. A house that talked back to him didn't help, but basically it was the material that needed hypoing.

Russ Case's band (19) cut the show in effective fashion. Its biggest number was a service song medley backed by filmed stills on the backdrop showing various service arms as the appropriate tunes were played. The number was an obvious applause puller, particularly with the flutes and clarinets dominating and thrilling the house.

Pic, Cry Danger.

Bill Smith.

Empire Room, Palmer House, Chicago

(Thursday, February 22)

Capacity, 500. Price policy, \$1-\$1.50 cover, with a \$2 minimum. Shows at 8:30 and 11. Exclusive booker, Merriel Abbott. Publicity, Freddy Townsend. Estimated budget last show, \$6,500. Estimated budget this show, \$8,800.

This spacious room will have to improve its p. a. system if it hopes to take advantage of the excellence of Kay Thompson. Opening night la Thompson practically ruined her voice trying to be heard when the speaker system proved inadequate. As it was, Miss Thompson's first three numbers were almost unintelligible. A new *Mad About the Ballet* routine was a bit better because the lyrics were illustrated with physical action by Miss Thompson and her three young male foils. On *Suzette*, one of her standards, she cut down the dancing and movement to remain in front of the mikes, and the bit lost impact as a result. On her finale, *The Birds Are Talking*, the four-some resumed movement and the words were garbled.

George Prentice's Punch and Judy, tho standard in local theaters, got a fine reception. Only change was some colorful costumes for his two figures. Got terrific laughs and a huge closing hand.

The Merriel Abbott Dancers contributed an "atomic energy" acrobatic routine that showed each of the girls as an excellent tumbler.

Eddy O'Neal's band played a fine, subdued show.

Johnny Sippel.

Ruban Bleu, New York

(Wednesday, February 21)

Capacity, 130. Price policy, \$3.50-\$4.50 minimum. Shows start at 10 and grind till 2:30. Operators, Al and Tony Mele. Booking, non-exclusive. Publicity, Moore, Drefus, Delynn. Estimated talent cost, \$1,700. Estimated budget previous show caught, \$1,500.

Spot has a top show loaded with solid acts even if none are names. Two acts in particular stand out: Team of Dale and Abbott, and Faye Dewitt. The first, Ted Dale and Gabe Abbott, out of musicals and currently on NBC-TV's *Broadway Open House*, are a couple of crewcut lads with a mad routine that's a combo of tumult and satire, having the makings of a solid turn. Both lads have pliable mugs and do comedy with skill, tho the comic lead is of necessity the heaviest role. Right now some of their material is aimed at chi-chi audiences (all right for this room) but it needs more commercial flavor for the bigger rooms. On the basis of material and style caught, the kids have what it takes and should make it.

The second act, Faye Dewitt, is a very pretty redhead, possibly too pretty to be considered a comedienne. Gal can really sing, which in itself is a novelty among comediennes, and with it has some highly literate material that has many a yock potential within it. Like the former act, Miss Dewitt also comes out of musicals and, also like the former, can act. Some of her material occasionally seems beyond her, tho with a little more practice she should get it down pat. Gal started nervously but picked up as she went along, finishing very strong.

The Three Riffs have been caught many times before, but this time the singing-comedy group showed so much improvement there was no comparison with their previous dates. Boys do comedy and three-part harmony with finesse, and rate as one of the coming Negro singing groups in the upper brackets. Their comedy is a plus that few similar units possess.

Sylvia Syms, song stylist, was also a hit here. Material is mostly on the cool side but its contract with other acts on the bill is so sharp it registers on pace change alone.

The Norman Paris Trio, long-term hold-overs, do their same smooth on-the-button job.

Bill Smith.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, February 20)

Capacity, 960. Prices, \$1.50 cover. Show at 10:30 p.m. Owner, Hotel Ambassador. Operator, Ashton Stanley. House bookers, Tony Cabot and Dave Michlin. Press, Bud Lewis. Estimated budget this show, \$5,000. Estimated budget last show, \$4,500.

With Connie Haines moving in show is the liveliest since Cabot and Michlin took over. Miss Haines, cute and winsome vocal charmer, sports a sparkling personality and an array of fresh tune treatments. Taking command of her audience from the start, she easily overcomes the handicap of an over-zealous intro by Lou Costello.

Solid response greets her opening medley of *I Feel a Song*, *Object of My Affections* and *It's Wonderful* and a chuckle-spurring version of *Bushel and a Peck*. Working the ringside with a hand mike, she injects coquettish spice into *Can't Give You Anything But Love*. Harry Zimmermann batoning a Strad-heavy ork, sets a plush backing for her vocals. Nappy Lamare's Dixie combo provides flavor for her closing medley of *Alexander's Ragtime Band*, *Old Man Mose* and *Saints Go Marching On*.

Gillette and Richards, comedy dance duo, open the show with a palm-winning terp satire, *Travel Laughs*, which incorporates Shirley Richards' zany antics with the two-some's clever stepping. Act would benefit from sharpened patter. Eddie Bergman's house ork (15) supplies toe-tempting dance music.

Lee Zhito.

Prince George Hotel, Toronto

(Tuesday, February 20)

Capacity, 250. Price policy, no cover charge Mondays to Thursdays; Fridays, \$1 per person; Saturdays, \$2 per person. Shows at 8:30 and 12:30. Owner-operators, Ben and Harry Smith. Estimated budget this show, \$1,600. Estimated budget last show, \$1,400.

In their first date together, Tony Canzoneri, Lou Nelson and Mark Plant demonstrated they have what it takes to keep night-club audiences in the palms of their hands.

Working against the hardship of poor houses due to sloppy house-management, the trio came up with original material which garnered as much applause and as many yocks as were available from the small audience.

Act introduces itself with a short and effective *Hi, Neighbor*. Then Lou Nelson, who emsees for the trio, solos with clean patter. Mark Plant demonstrated a good voice.

Lou introduced Tony Canzoneri, mugging all the while, then the three got together with an assist from band leader Jimmie Amaro to do take-offs on old-time vaudevillians. A bright closing number.

A big hand was given Eva Lynn, ballerina, for her dance interpretations, while Nancy Evans, former soloist with Wayne King, effectively sang *My Heart Cries for You* and *Mary Malone*, on the supporting section of the hour-long bill.

Jimmie Cameron emceed.
Harry Allen Jr.

Palace, New York

(Thursday, February 22)

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

Working to a holiday crowd on opening day, the current bill had little difficulty in getting applause. For the most part, acts were standards, with just enough new faces to balance. Cecil and Shirley opened with a fast turn on roller skates. The husband and wife team added up to a good opening act with smart pacing, eye-appealing costuming and a flashy finish utilizing black light. Jerry Coe's standard routine as an accordion dancer and tambourine player drew okay response.

Skeets Minton showed a fine ventriloquist act with a dummy whose upper and lower lips, eyes and eyebrows are animated. Minton's forte is ability to throw his voice in singing imitations of movie and disk stars and in whistling. A little more attention to diction could move him into the higher brackets. The Southernaires, radio quartet, drew a big mitt for their neatly blended chanting of spirituals, oldies and

Monte Carlo, Pittsburgh

(Wednesday, February 21)

Capacity, 200. Owner-operator, Allan F. Clark. Two shows nightly, 8:30 and 12. Policy, no cover, no minimum. Booking, non-exclusive. Estimated budget this show, \$750. Same last show.

The two acts on the bill are tailored for this chi-chi room. Shirl Conway opens and scores easily with the quiet crowd with five strong show tunes. Girl has a lot of legit experience and she delivers solidly for a good mitt. Paul Villiard follows and sets a firm mood with his folk songs, sea chanteys and even scores with a well read poem. However, for some reason or other he tried to turn the plushery into a taproom with the *Whiffenpoof Song* for his bow-off and the thing bombed. He was way ahead before the song. Bobby Cardillo Trio played for Miss Conway, with Villard accompanying himself on the accordion. Cardillo plays excellently for dancing.

Len Litman.

Duke for Oasis At Fancy Price

HOLLYWOOD, Feb. 24.—Oasis here will pay Duke Ellington \$5,000 a frame plus 50-50 over \$7,500 when he opens Friday (2) for two weeks, highest guarantee ever given by the club. Admission has been hiked to \$1.50 for the stand.

This is the first time Ellington has taken his entire concert company (21) into a club. Aggregation features Al Hibbler, Ray Nancy, Harry Carney, Barbara Winfield and the modern dance trio of Peter Green, Julian Swain and Ann Henry. Associated Booking Corporation's Bob Phillips set the date.

Bistro has skedded Louis Jordan and Lionel Hampton and is negotiating for the Mills Brothers.

current pop hits. The foursome came close to show-stopping with a sung and recited version of *Lincoln's Gettysburg Address*.

Ladd Lyon, working with his sister planted in the house as a foil, ran thru his standard hand-stand acrobatics to draw plenty of laughs and a good mitt. Lander and Leanna Holland, ballroom team, were ahead from the moment the house caught sight of her wine-colored evening dress. Team exhibited a smooth and supple terp routine that's a natural for class spots.

Milton Douglas had a little difficulty in getting the house to warm up, tho his years on the boards stood him in good stead. And even if he never got big yocks, he drew plenty of giggles. The Gibsons, impalement act, had 'em gasping right from the beginning. A black light bit in which the fem partner is strapped to a tilted, revolving table and the male tosses knives at the board as it spins, was a solid applause getter.

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Hocus-Pocus
 of Magic and Magi
 By **BILL SACHS**
HARDEEN JR., opened in Lynchburg, Va., February 20 on the beginning of a 10-week swing thru the Southland under the direction of Hal Haviland, a magicker himself. . . . **Joe Walter**, who has been dabbling in magic for some 50 years, is ill at his home, 63 Sterling Street, Oshkosh, Wis. Friends are urged to drop him a line. . . . **Rajah Raboid** is still displaying his mental dexterity at the major hotels in the Miami Beach, Fla., sector, using his solid "seeing-with-the-finger-tips" routine to bowl 'em over. . . . From the same area, **Rajah the Magician** typewrites that he has recovered from a serious accident and will soon resume with his full-evening mystery show. . . . **The Amazing Maurice** is currently doing a television stint over WTUV, Miami, presenting a magic show one week and a follow-up with a mental routine the next. One of the highlights of his magic is the use of a live monkey in a card act, similar to the snake in the basket. . . . **Roscoe**, the Magicak Prankster, assisted by **Florence**, continues to keep busy in the better spots in and around Miami, featuring his substitution trunk nifty. He has recently added his 14-year-old son, **Lucky Roscoe**, to the turn. The kid is said to be attracting considerable attention with his billiard balls. . . . **George Schindler** sailed from New York on the Europa February 23 for a six-day cruise to Nassau and return, set by the **Carlton Hub** office. . . . **Milbourne Christopher** phoned the Magic Desk February 15 while in Cincinnati for an engagement at the exclusive Queen City Club with his one-man show. He is handled by **Clark H. Getts** on the private club and lecture engagements. . . . **Fred Beckman** is back in his native Montreal after a flight to Greeland with an entertainment unit to do a series of shows for the boys as the U. S. Air Force Squadron there and at Goose Bay, Labrador. Others with the unit were **Jimmy Rice**, comedian; **Vera Noades**, dancer; **Jacqueline Payette**, accordion; and **Norman Holland**, millionaire businessman and owner of the Canadian Paint Company, who served as emcee. . . . **Leroy McCafferty** (LeRo), magician and manufacturer of magical equipment, died at his home in Meriden, Conn., February 21. Further details in Final Curtain, this issue.

Minnesota Bill Would License Bar Patrons
 ST. PAUL, Feb. 24.—A measure aimed at protecting night club and tavern owners against minors who buy drinks by falsifying their ages has leaped its first hurdle in the Minnesota State Legislature. The bill provides that the State Bureau of Criminal Apprehension license persons engaged in the business of issuing verified identification cards enclosed in plastic cases so that they may not be tampered with. The cards would carry the bearers' photograph, fingerprint, date of birth and other pertinent information, all verified by a notary public. Under terms of the bill, the date of birth as verified on such an identification card would be prima facie evidence of the bearer's age. Rep. George Murk, of Minneapolis, president of the Minneapolis Musicians' Union, chief sponsor of the measure, told the House of Representatives that the proposal is aimed at protecting the large investments of night club and tavern owners who, under present law, face the loss of their licenses if they sell to minors. The bill passed the House Wednesday (21) and was sent to the State Senate for consideration.

GALLI-GALLI opened Monday (26) at the Biltmore Bowl, Los Angeles, for a fortnight's stand. . . . **Mr. and Mrs. Harry Blackstone** have settled in their new home just off of Sunset Boulevard in Hollywood, and there is little likelihood that the master rabbit-hider will do any more trouping—this season, at least. . . . **Tony Marks**, following his recent showing at the Olympic Theater, Miami, has been grabbed up by several of the better-paying niteries in the Miami area. . . . **Del Brece** is in the Miami sector on club dates. . . . The veteran **B. A. (2-10) Daniels** is temporarily on the shelf, due to illness. Friends may write to him in care of E. Whitney, Port Sanilac, Mich. . . . **Werner C. (Dorny) Dornfield**, out of action for the last six weeks with a broken ankle, is reported mending at his Chicago quarters and expects to be back pitching his bon mots and magic in a few more days. . . . **Frank Garcia**, just returned from a South American cruise, opened February 22 at the State Theater, Baltimore, for a three-day stand. . . . **Prince Julian** has been handed a month's holdover at the Helen Polka Jungle Club, Miami. . . . **Lou Gerber** hopped from St. Louis to his native Cincinnati last week for a limited stand at the House of Rinck,

Milw. Empire Sets Brisson
 MILWAUKEE, Feb. 24. — A parade of name acts is slated for Schroeder Hotel's Empire Room, started by Hildegarde's recent record-breaking date. First act bought by Eddie Weisfeldt, who will handle all bookings under the new policy, is Carl Brisson, inked to open yesterday (23) and run thru March 4. Liberace will do a 13-day engagement starting April 3. Weisfeldt formerly managed the Riverside Theater, local flesh house.

Fast to San Fran AGVA
 HOLLYWOOD, Feb. 24.—American Guild of Variety Artists pulled Ernie Fast, of the Denver office, west to head its San Francisco operations. He replaces George Douglas, resigned. Lester (Buddy) McCrady, formerly of the Phoenix branch, moves to Denver as manager.

Extra Added
 Brief but important night club-vaudeville news

New York
Chaz Chase, for the past two years in Paris, returns here March 2 and will open on the Ed Sullivan show before going into the Latin Quarter. . . . **Kurt Hoffman**, press agent, is in the personal manager biz. He's signed **Niklos Galni**, dramatic tenor. . . . **Sophie Tucker** opens at Hotel Shamrock, Houston, March 15, then goes to the Chase, St. Louis; Beverly Hills, Calif.; El Rancho, Las Vegas; Riverside, Reno, and winds up at the Ambassador East, Chicago, June 24. **Anne Triola** goes into Larry Potter's Supper Club in March. **Mel Torme** opened Monday (26) at the Copa, Pittsburgh, for a week. . . . **Nellie Lutcher** bowed Monday (26), too, at the Stage Door, Milwaukee. Singer then moves into New York's Paramount for a fortnight.

Cincinnati:
Barney Glatt, for the last several years manager of Beverly Hills Country Club, Newport, Ky., has joined the staff of Hassen Enterprises, Inc., Chicago concessionaires. . . . **Lindsey A. Master** is rebuilding his Crestview Inn, dinery and cocktail lounge in suburban Mount Washington, which was destroyed by fire several months ago. Reopening is set for June 1.

Burlesque Bits
 By UNO
PRINCESS LAHOMA, Hirst circuit feature, rose to the top salaried strip group by scoring an attendance record at the Troc, Philadelphia. . . . **Dexter Maitland**, house singer, has left the Grand, St. Louis, to join the **Frank Silk** unit at the Roxy, Cleveland. **Tommy Lane**, of Baltimore, replaced him at the Grand. . . . **Winnie Garrett** began an indefinite engagement at Swing Rendezvous, New York, February 16. . . . **Mitzi**, Hirst newcomer featured with the **Barris-Dennison** unit, played the Midwest circuit and California houses the last few winters and operated her own girlie shows during the summer with Cavalcade of Amusements and Imperial carnivals. Another new Hirst principal in the same unit is **Gerry Gello Germaine**, stripper, talker, singer and dancer, who comes from Chicago niteries and who was a number producer at the Empress, Milwaukee, for two seasons. . . . **George Davis**, scenic artist for Hirst Enterprises, who died at the age of 75 on February 11, was the father of **Manny Davis**, manager of the Lyric, Allentown, Pa. . . . **Peggy Smith**, **Thelma Konerg** and **Mary Moro** are new chorines at the Grand, St. Louis.
JESSICA ROGERS left Club J Samoa, New York, to open at **Minsky's** Beachcomber, Miami Beach, for four weeks thru **Dave Cohn**. Other talent at the Beachcomber includes **Dardy Orlando**, **Carrie Finnell**, **Ann Arbor**, **Mickey**, **Ginger Jones**, **Bobby Morris**, **Murray Briscoe**, **Sam Gould**, **George Moore**, **Dancing Zerbys**, the **Arden-Fletcher** girls and **Irv-**

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Sides and Asides

Production Notes and Personal Intelligence . . .

"From Left Field," a comedy about boozing baseball, by **Allen Boretz** and his wife, **Ruby Sully**, has been purchased by **Shepard Traube**, and is skedded for next season. Show may be tried out at the Ann Arbor Festival this summer. . . . **Joseph Fields** is collaborating with **Jerome Chodorov** on a musical version of "My Sister Eileen." . . . **Edward Chodorov** is working on the book of a musical for **Saint Subber** to deal with the divorce problem. . . . **Robert Penn Warren** and **Robert Rossen** expect shortly to finish "Cass Mastern's Wedding Ring," a love story with a pre-

Civil War setting. . . . **Ruth and Augustus Goetz** are working on a dramatization of "The Immoralist," novel by the late **Andre Gide**. . . . **Samuel and Edith Grafton's** "A Piece of the Sun" will definitely be presented by **Jed Harris** next fall. . . . Rehearsals for the musical based on **Booth Tarkington's** "Seventeen" are scheduled to begin April 2. Producers are **Milton Berle**, **Sammy Lambert** and **Bernie Foyer**.

"Ti-Coq" Back Home After NY Thumbs Down

TORONTO, Feb. 24. — Undismayed by a chilly reception from New York critics during his recent invasion below the border, **Fridolin (Gratien Galenas)** is bringing his popular two-year-old vehicle **Ti-Coq** back to the home lot. His schedule calls for a return visit here for the week of March 12.

Ti-Coq played eight performances to s.r.o. at the local **Royal Alexandria Theater** just prior to its U. S. tour. It is estimated that its repeat could do a solid two-week business, but so far only one stanza has been penciled in. Other stops on its Canadian tour agenda are **London, Ont.**, and **Ottawa**.

BROADWAY SHOWLOG

Performances thru February 24, 1951

DRAMAS

Affairs of State (Music Box)	9-25, '50	175
Angel in the Pawnshop (Booth)	1-18, '51	44
Bell, Book and Candle (Barrymore)	11-14, '50	119
Billy Budd (Biltmore)	2-6, '51	17
Darkness at Noon (Alvin)	1-13, '51	49
Season in the Sun (Cort)	9-28, '51	172
Second Threshold (Morosco)	1-2, '51	64
The Country Girl (Lyceum)	11-10, '50	123
The Happy Time (Plymouth)	1-24, '50	455
The High Ground (48th Street)	2-20, '51	7
The King of Friday's Men (Playhouse)	2-21, '51	6
The Lady's Not for Burning (Royale)	11-8, '50	116
The Member of the Wedding (Empire)	1-5, '50	476
The Rose Tattoo (Martin Beck)	2-3, '51	25
The Small Hours (National)	2-15, '51	12
Twentieth Century (Fulton)	12-24, '50	72

MUSICALS

Call Me Madam (Imperial)	10-12, '50	156
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '49	508
Guys and Dolls (46th Street)	11-24, '50	107
Jotham Valley (Coronet)	2-6, '51	21
Kiss Me, Kate (Shubert)	12-30, '48	890
Michael Todd's Peep Show (Winter Garden)	6-28, '50	277
Out of This World (Century)	12-21, '50	76
Razzle Dazzle (Arena)	2-19, '51	8
South Pacific (Majestic)	4-7, '48	772
Where's Charley? (Broadway)	1-28, '51	824

CLOSED

Bless You All (Hellinger)	2-24, '51	84
Peer Gynt (ANTA Playhouse)	(Opened 12-14, '50)	31
The Pirate of Penzance and Cox and Box (St. James)	2-24, '51	8

COMING UP

Springtime Folly (Golden)	2-26, '51	
Mary Rose (ANTA Playhouse)	3-4, '51	

Philly Agog At New Plays

PHILADELPHIA, Feb. 24.—Just as it was beginning to look as if the current legit season, after a fast fall start, was beginning to come apart at the seams, a number of bookings have been rushed thru by the Shubert interests, operating four of the five legit temples here. As a result, the houses will see some action during the next six weeks.

For March a half dozen attractions are on the agenda. *Let Me Hear the Melody*, S. N. Behrman's new play about Hollywood, is slated for a March 5 start; there will be a March 12 opening at the Shubert for *Make a Wish*, and *Brigadoon* will be back at the Forest the same night; *Gramercy Ghost*, with Sarah Churchill, is coming to the Locust March 19, and *A Tree Grows in Brooklyn*, George Abbott's musical adaptation of the Betty Smith novel, is opening a three-week tryout at the Forest March 26.

Lawrence Shubert, theater chain executive, who operates the Erlanger, the fifth legit house here, plans a mid-March opening for *The Man Who Corrupted Hadleyburg*, for which Ezra Stone has been engaged as director. Dramatization of the Mark Twain story had a little theater run last September at the near-by Hedgerow Theater.

Coast Grosses Upped to 15G

HOLLYWOOD, Feb. 24.—Addition of *Apple of His Eye* at the Biltmore Theater boosted legit grosses here this week to \$14,900. Other current legiters are *Joan of Lorraine*, at the new Ivar Theater, and *I Love Lydia*, at the Players Ring.

A pair of stage offerings last week grossed only \$6,900. *Joan* was good for \$4,600 in its initial frame and *Lydia* brought in \$1,300 this week. Total grosses were considered low and were expected to pick up within the month.

Theater bill will be hyped locally when *The Square Needle* bows at the Las Palmas Theater Tuesday (27) and *When We Are Married* opens at the Call Board Theater Friday (2). Century Theater relights March 6 with *The Great Man*.

June Havoc To Take On Miss Holm's 'State' Job

NEW YORK, Feb. 24.—June Havoc has been signed to replace Celeste Holm in *Affairs of State*, when the latter leaves the company June 1.

The actress will arrive from the West Coast May 1 to go into rehearsal for the lead slot in the hit comedy at the Music Box.

THE KING OF FRIDAY'S MEN

(Opened Wednesday, February 21)

The Playhouse

A comedy-melo by Michael J. Molloy. Restaged by David Alexander. Sets and costumes by Stewart Chaney. Company manager, Clarence Taylor. Stage manager, Windsor Lewis. Press representatives, Phyllis Perlman and Marian Byram. Presented by Michael Grace.

Gaisceen	Jan Martin
Una Brehony	Maggie McNamara
Owen Pennigan	Mac McLeod
Maura Pender	Janet Ward
Boorla	Todor Owen
Bartley Dowd	Walter Macken
Kitty	Peggy McCay
Rory Commons	Sean McClary
Biddy	Grania O'Malley
Murty	John Drew Devereaux
Caesar French	Frederic Tozere
Singers	Mary O'Fallon, Hannah O'Leary, Norman Barrs.

After multiple cast changes and a switch in directors, entailing a delayed opening night, Michael Molloy's comedy-melo, *The King of Friday's Men*, finally makes a Stem bow. According to the records it made history at Dublin's Abbey Theater and subsequently was well-received in London. It can only be reported that something radical must have happened to *Men* in the meantime. It will make short history at the Playhouse. In fact, its only likely introduction to Broadway of a talented Irish actor imported to repeat his original role.

Compounded of fantasy, satire and melo in bravura Irish style, which can turn metaphysical at the drop of a hat, *Men* is the sort of thing that needs the instinct and understanding which an Abbey Theater group inherently brings to such projections. This has been demonstrated in the past, even when hand-picked local casts essayed to play some of the Dubliners' masterpieces. *Men* is no masterpiece, but it does have some shining moments of delightful writing, which lead a pewsitter somehow to believe that much has been drained out of the original.

Parable of a Gentle Giant

Friday's Men is a satirical parable about those fated to sacrifice themselves for others. Its central character is a simple, gentle giant, with a heart full of poetry and fighting hands. His one desire is to find a girl of his own. It seems that back in the 18th century, certain landlords had a habit of grabbing daughters of the local peasantry for bed-going purposes. One such draftee hoaxes the giant into saving her by pretending to love him. Her idea is a later repudiation of the bargain in favor of her village swain. Her champion wreaks havoc on the tycoon's brawly-boys and hides her in a cottage. There, while somewhat vacillating in her allegiance, the lass decides it's the knight of the shillelagh whom she really loves.

But the nasty landlord isn't thru yet. He spirits the gal off to the manor, and when her strong man catches up with him, gets himself killed for his pains. However, this is not before he has forced her to confess her original deceit to her lover and decide in favor of her village boy-friend. Since he has made himself an outlaw, the confused giant realizes he must give her up. There is a hope, however, that she will someday rejoin him. Only the author Molloy knows how it turns out.

Walter Macken, repeating his original role of the fighting man, paints a sensitive portrait of a rugged, simple soul's desperate yearning for affection. He knows exactly what makes the character tick, and his performance is splendidly shaded accordingly. It is in the best Abbey Theater tradition. Ian Martin abets him with comical relief as the girl's scheming uncle, and Frederic Tozere is properly, viciously cynical as the predatory landlord. Both performances are the more remarkable since both are very recent replacements in the cast. Maggie McNamara makes a Stem debut as the gal all the brawling is about. She is not impressive. It takes more than an Irish name to play Molloy's colleen. The rest of the cast are competent in their stints, with a special bow to Janet Ward and Sean McClary.

Stewart Chaney's sets and costumes are nicely in period, and the

THE HIGH GROUND

(Opened Tuesday, February 20)

48th Street Theater

A drama by Charlotte Hastings. Staged by Herman Shumlin. Setting, costumes and lighting by Peggy Clarke. Company manager, Harold Jacoby. Stage manager, Felix Jacoby. Press representatives, Michael O'Shea, Abner D. Klipstein and Pat Moore. Presented by Albert H. Rosen.

Nurse Brent	Marian Seldes
Sister Josephine	Patricia Hitchcock
Willy Pentridge	Ruth McDevitt
Sister Mary Bonaventure	Logan Ramsey
Dr. Jeffreys	Margaret Webster
The Mother Superior	Tom Helmore
Melling	Margery Maude
Sarah Cairn	Nell Fitzgerald
Miss Pierce	Leueen MacGrath
Martha Pentridge	Mary Bell
	Jean Cameron

It looks as tho the 48th Street Theater, which hasn't housed a hit since *Harvey*, has at last something that should keep it lighted. Albert Rosen has imported Charlotte Hastings's British whodunnit, *The High Ground*, which made an impressive record in London's West End, mounted it superbly and given it a brilliant cast—not to mention Herman Shumlin to put the players thru their paces. The result ought definitely to boom the Stem guess-who market.

Ground is a leisurely mystery, plotting a serene path of character building with little or no hypo of melo overtones. At moments it slows down to a dawdle, but every stitch is knitted into a steadily building pattern of complete reasonableness. What sign-posting there is of the denouement is offset by clever digressions to slip the proverbial herring over the trail, and it provides a gradually mounting tension that is entirely absorbing.

The distinction of Miss Hastings's plotting is that all her characters are validly thrown together. A young girl on her way to the gallows, under guard, is forced to put up at a convent because of floods. The murder for which she is convicted has been a neighborhood crime. Hence, everyone knows all about her—except the less Sister Bonaventure, who has faith in her innocence. The doctor who attended the deceased is the convent medico, and the girl's former housekeeper and the latter's dim-wit son are likewise employed on the premises. With time running out, Sister Bonaventure gets out to justify blind faith against what appears to be an open and shut case, and at the last possible moment wrings a confession from the guilty party. The wind-up is excellent theater.

Webster and MacGrath Fine

Margaret Webster comes back to the Stem with a wonderfully winning portrait of an intelligent and broadly sympathetic woman who refuses to believe that her God can permit a tragic injustice. It is a characterization finely conceived and carried thru with subtle shadings. Leueen MacGrath is likewise fine as the condemned girl who is living on sheer pride to stave-off a complete crack-up, fiercely resentful of any sympathy or interference, until her reserves crumble.

While Tom Helmore as the doctor appears wasted for two acts, it is by virtue of his early colorlessness, that he really comes home for a brilliant finish in the last stanza. There are also other bright stiches contributed to the Hastings's design via the facile comedy playing of Ruth McDevitt as the convent's cook and Logan Ramsey's remarkably moving portrait of a village half-wit. In fact, there is no one in the entire cast who doesn't reflect great credit on Shumlin's astute direction. Stage-wise, *Ground* is over-all a highly impressive piece of work.

Finally, a profound salute is due to Peggy Clark for her solo efforts on setting, costumes and lighting—by far her most distinguished accomplishment to date.

Bob Francis.

direction is well paced enough to keep the action moving evenly. But the over-all impression is that there has been too much hither-and-yon tampering with *Men*. Nobody, except Macken, seems to be sure what Molloy has in mind. Certainly the play is more than a comedy-melo.

Bob Francis.

RAZZLE DAZZLE

(Opened Monday, February 19)

Arena Theater

A revue. Sketches and lyrics by Mike Stewart. Music by Leo Schuner, Shelly Mawell, James Lawlor, Bernice Kroil and Irma Jurist. Staged by Edward Riveaux. Designed by William Riva. Dances by Nelle Fisher. Musical direction by James Lawlor. Musical arrangements by Herbert Schuts. Business manager, Joe Harris. Stage manager, Leonard Soloway. Press representative, Reginald Dennenholz. Presented by David Heilwell and Derrick Lynn-Thomas in association with Madeline Capp and Greer Johnson.

CAST: James Jewell, Kate Friedlich, Dorothy Greener, Flori Warren, Frank Reynolds, Jet MacDonald, Jean Sincere, Christine Karner, Bob Herget, Barbara Hamilton, James Harwood, Lee Goodman, Cris Goodyear, Peter Conlow, Jane White.

It is extremely doubtful that producers David Heilwell and Derrick Lynn-Thomas have found the hit combination with the first arena-style revue to be offered on the Stem. There is novelty and freshness in the opportunity to see a buoyant crew of young singers and dancers at work on a central stage, but there must be also an over-all sparkle to make such youthful didoes slick. *Razzle Dazzle*, as the revue is titled, sparkles only fitfully.

Last spring a *Billboard* reviewer reported most favorably on an off-Broadway revue called *Come What May*. This reporter did not see it, but since *Dazzle* is said to make use of about half of its material, it can only be judged that the Broadway production didn't pick out the best spots and possibly added some dull ones. *Dazzle* has some bright and amusing moments, but it likewise has some amateurish efforts, where imagination goes awandering.

As in the downtown version the sketches and lyrics are by Mike

(Continued on page 42)

Out of Town Review

THE MOON IS BLUE

(Opened Monday, February 19)

Wilbur Theater, Boston

Comedy by P. Hugh Herbert. Staged by Otto Preminger. Costumes and scenery by Stewart Chaney. General manager, Chaddos Sweet. Stage manager, John Effrat. Press representatives, Richard Mancy and Frank Goodman. Presented by Aldrich and Myers in association with Julius Fleischmann.

Barbara Bel Geddes, Donald Gresham, Barry Nelson, David Slater, Donald Cook, Michael O'Neill, Malcolm Lee Geggus, Vicki Fields, Neva Patterson

Two-thirds of the way toward being the funniest play of the current Hub season, *The Moon is Blue* should be waxing in all fullness when it arrives on Broadway with a revamped third act. Author F. Hugh Herbert in his farcical mood of *Kiss and Tell* and *For Love or Money*, has reworked some routine material and dressed it in penetrating and witty dialog interpreted beautifully by Barbara Bel Geddes, Barry Nelson and Donald Cook. The result seems destined to repeat the earlier Herbert successes on the Stem.

There are overtones of *Voice of the Turtle* in *Moon*, but Herbert's ear for contemporary idiom gives the play a fresh twist. Like Van Druten's wartime hit, it concerns two young people who spend the night together in the same apartment. In this case they are as pure as a Dutch bed-warmer, but the girl's irate father, her worldly room mate and an amiable amoral lush from the apartment upstairs complicate the situation considerably.

Real Dialog

Such a plot will hardly come as a lightning jolt to any pewsitter. What Herbert does with it, however, adds up to an extremely diverting evening. The mechanical plotting sinks into the background at the sound of a line that might have been spoken by any youngster in reality. And as outlined by the leading trio, the characters emerge in comic fullness. Not a single line of dialog is inappropriate to type or situation.

Despite some stiff competition, top acting laurels will go to Donald Cook. Played with just the right tinge of a Mason and Dixon accent, his *Without and Utterly*

(Continued on page 42)

Hockey Rolling Up Gross for Britton

4-Team Chattanooga League in Works; Aims at Inter-City Play Thru South

CHATTANOOGA, Feb. 24.—Encouraging success has greeted the kick-off of organized roller hockey at Southland Roller Rink here, reports Southland's owner-operator, Jack Britton.

Not knowing what the outcome would be, Britton did not put on a strong advertising campaign in advance of the February 10 debut of the game, limiting ballyhoo to announcements in the rink and a few publicity items in the local press. He reports, however, that the game played by a local team and one from Birmingham drew a packed house—about 200 skaters above normal and about the same number of spectators.

These people on the sidelines responded enthusiastically to the game, said Britton, frequently leaving their seats and crowding the railings and end zones to get a better view of the play. "To say the least, it paid off in one night what I had put into the game in preparedness over the past four months," said Britton. "I'm going to give it a good try, as I can't lose now. We paid for our equipment and I had some left after the first night. It is my belief that if operators will follow thru and not become discouraged too quickly that the game can be made to pay dividends."

Except for Birmingham, where Cecil Lowe has offered roller hockey for some years with suc-

cessful box-office results, the game has never been promoted thoroughly thru the South, says Britton. He had tried it several times in the past with indifferent success because of what he terms the cow pasture style of play utilized—a knock-down, drag-out affair with little regard for rules of play.

However, after studying Lowe's hockey operation, Britton saw box-office possibilities in the game and decided to give it a thoro promotion, using ice hockey rules. "Like all rinks," says Britton, "we had a lot of eager beavers who go for the rough and ready stuff. In a surprisingly short time, however, the boys got interested in the game from the angles of teamwork and good sportsmanship, and it took on the appearance of a real sport and not a mad scramble."

Currently Britton has two teams organized, the Royal Blues and the Crimson, who have been fighting it out behind closed doors after regular skating sessions since Britton first developed his idea. A third team is being organized and Britton has hopes for a fourth to make a local four-team league.

When the Royal Blues reached the point where they were ready for serious competition, they challenged an all-star team from Birmingham and lost by a 7-6 score to the Alabamans. In a return game which introduced hockey to Chattanooga the Birmingham lost to the Crimson by a 5-4 score. Now the Crimson have challenged the Blues to a game, and the Birmingham team has scheduled a return game here with the Blues, tentatively set for March 3.

The game will be sandwiched between the regular skating program which starts at 7 p.m. Skating will be resumed at 10:30, after the game. Admission is 50 cents per person, spectator or skater. Britton hopes to bring other teams here and eventually form an inter-city league in the South.

Mineola Slates Western Frolic

MINEOLA, N. Y., Feb. 24.—Mineola Roller Rink's annual Western Night has been scheduled for March 7. All skaters planning to attend on that night have been instructed to come in Western garb. Operator Earl Van Horn has announced prize awards for the most comical cowgirl and cowboy.

Mineola's entry in finals of the New York Journal American skate queen contest was Joan Kalt, who was selected from among more than 200 entrants at the preliminary held February 7 in the rink.

Another couples voo-doo number has been scheduled by the rink for February 28, with \$60 in prizes going to three winning couples. Other events scheduled for the rink include a trio voo-doo number the morning of March 3, and a chicken scratch contest for the morning of March 10.

Alexandria Gets ARSA Title Meet; Set for July 2-9

NEW YORK, Feb. 24.—George Apdala, president of the United States Amateur Roller Skating Association, this week announced that the body's 1951 United States championships had been awarded to the America on Wheels Alexandria (Va.) Arena. The dates are July 2-9. All artistic and speed events will be contested.

Chicago's Hub Kicked Off by Bandler, Benson

CHICAGO, Feb. 24.—Chicago's newest roller rink, the Hub, at 4510 North Harlem Avenue, built specifically for roller skating by its owners-operators, William A. Benson and Charles A. Bandler, held its grand opening February 13.

Facilities include a pipe organ over which Leon Berry presides, a 96 by 265-foot maple skating surface, large carpeted foyer with refreshment bars and amusement games, equipment for forced air cross ventilation for summer operation and parking lot to accommodate 500 cars. There is bus service to the door.

Madalen Riedler has been named manager of the rink which is to operate nightly except Tuesdays the year round. Tuesday nights will be available for private party bookings. Pro Tony Miller will supervise free skating classes on Monday and Thursday evenings, 6:30 to 7:30. Saturday and Sunday matinees will be offered from 1:30 to 5.

WHITE PLAINS RED

"Vanities" Date a Blank Despite Standout Showing

By JIM McHUGH

WHITE PLAINS, N. Y., Feb. 24.—Midway in its ninth edition, Harold Steinman's *Skating Vanities* of 1951 seemingly can go on forever. Sock entertainment fare, ranging from flawless roller skating, around which the entire production is built, and superlative costuming are just two of the reasons for the notable longevity. Since it is alone in the field of professional roller skating productions, and because its 45 weeks of play dates limit its appearance to as many towns, including several in Europe, its audience, and as a result its fame and popularity, are unfortunately restricted.

Good as it is, *Vanities* played a colossal blank at the County Center here for six days ending Sunday (18). Steinman and Harry Miller, executive director, at best hoped for a break-even date, since they booked in only at the insistence of the Center management which has co-operated in the past in making the arena facilities available for rehearsals each August. Even if business had been

good, show execs would have been hard pressed to make the nut in the 2,300-seat house scaled to \$3.60.

It may be that the solo spot held by the *Vanities* is injurious. Lack of competition keeps the public unaware of the top-flight show values possible with roller skating productions and makes it difficult to stir the enthusiasm engendered by the more numerous and popular ice shows. Except for substituting wheels for blades, *Vanities* is comparable to ice extravaganzas in every respect.

The troupe embarks March 5 for an expanded European tour. The popularity of the offering last year in Zurich, Paris and London led to demand for bookings from arenas in other cities, including Amsterdam and Geneva. The expensive jaunts have been paying off handsomely, and the management expects a lucrative tour this year. The earnings should make up in part for a slackening in the take on the West Coast where crowds dwindled with the beginning of the Korean fracas.

Gae Foster, of Roxy Theater fame, has done an excellent job of producing the smoothly paced two-hour-and-15-minute effort. Included are four major rink-filling numbers, *Society Circus* whose big top theme was notably supplemented by Joan Personette, costume designer; *The Story of Cinderella*, with a story background to intrigue the moppets and a glamour interpretation to swoon the adults; *Easter Parade*, which adequately accents the kaleidoscopic coloring associated with that season, and *A Far East Fantasy*, a sock black-lighted finale featuring an Oriental theme.

Specialties add up to a total of 14 displays. Outstanding among the performers are the show's star, Gloria Nord, a younger version of Sonja Henie who can do just about everything on roller skates that the ageless star accomplishes on ice; Eileen McDonnell; Peggy Wallace, only a couple of years removed from amateur productions; Tony Mirrelli, Doug Breniser, Ernie Wettler and Tommy Lane.

Of three standard acts used, only one, the *Roulettes*, is a roller skating turn. The others are Boy Foy, juggling unicyclist, and Tom and Jerry, a bar act. The non-skating acts provide breaks in the skating routines.

Benjamin Schwartz does a good job as musical director, fronting a 16-piece band.

ARENAS AND AUDITORIA

Albany Armory Kept Busy In Face of Much Red Tape

By DAPHNE (DEE) POLI
ALBANY, N. Y., Feb. 24.—The New York capital area is as busy with spring entertainment schedules as it is with politics. The Washington Avenue Armory is the scene of the bulk of the community events, as there is no municipal auditorium or county center. There are five armories here, but the Washington Avenue Armory which houses the 207 AAA Group and seven AAA battalions of the National Guard companies at 195 Washington Avenue is the only one available for public entertainment on a straight rental basis.

Much red tape is encountered in booking anything into the building. A request for dates must first be given to Sgt. George White, armory custodian, who in turn sends in the application to Col. George T. Stillman, officer in charge and control. If he grants permission, a further application then goes to Rochester, N. Y., for final clearance. After this, the party applying for use of the armory is requested to show public liability insurance of \$25,000 to \$100,000 and property damage insurance in the amount of \$2,000. A surety bond is also required.

The armory provides janitor service, building lights and heat. Show lights and additional transformers are installed by the attractions. Concessions are re-

served for the National Guard.

The armory has one front balcony with permanent chairs, seating 351 persons. A riser with chair and bleacher set-up seating 2,730 may be rented from the Sienna College thru Father Fitzgerald, making a total seating capacity of 3,681 for arena-type shows. Floor space is 120 by 200 feet. The building has many dressing rooms but no stage. Since last October the building has been in steady use with showings of the *Ice Vogues* (one week with two sell-out performances); Sportsman's show, sponsored by the *Knickerbocker News*; local community banquets, meetings, etc., and Sienna College basketball games, which have been sellouts three times weekly. *Skating Vanities* played February 20-24, with matinees on Washington's Birthday and Saturday. Advance sales indicated sellouts with prices of \$2.75, \$2.25, \$1.75 and \$1.50 for all performances except the Thursday (22) matinee when children's price was 75 cents and adults \$1.50.

Biz is also good at the Atterbury Playhouse, owned and managed by Malcolm Atterbury, who also takes part in some of the plays presented in it. *Strange Bedfellows* is being held over a third week here.

Eastern Parkway Entry Cops Gotham JA State Queen Title

NEW YORK, Feb. 24.—The *New York Journal American's* \$6,000 skate queen contest, generally acclaimed as the most publicized event in the modern history of roller skating, wound up this week with selection of a queen and three ladies-in-waiting at Sherman Billingsley's Stork Club. The winner was Judy Endres, 17, of Eastern Parkway Roller-drome. Runners-up, selected from nine finalists, were Sarah Jean Jones, 16, Empire; Vivian Hill, 21, Gay Blades, and Joyce Bishop, 20, Mount Vernon.

Immediately after Stork Club finals, attended by operators of the nine rinks involved, full-page pic spreads and a front-page story in *The Journal American* proclaimed the results. Then on Thursday (22) evening the nine girls were shown to the nation for 15 minutes on Jerry Lester's *Broadway Open House* TV program over NBC.

Miss Endres' prizes, presented during the television wind-up, included a Longines wrist watch, a loving cup, a \$1,500 diamond ring set to her order and an all-expense trip to Bermuda. As winner of an

elimination, she had previously received a Wittnauer watch, a trophy and a pair of Chicago shoe skates.

Judges for the finals were model agent Harry Conover, movie actress Anita Colby, songstress Jane Pickens, *Journal American* drama editor Jim O'Connor, J. A. cartoonist Burriss Jenkins Jr. and USO talent expert Jim Sauter.

Miss Endres was picked for first place by four judges. Another gave her his second-place vote. Runner-up Sarah Jean Jones received one first-place vote.

Approximately 3,500 girls, from every rink in New York and New Jersey, competed in eliminations held at nine rinks in five weeks. During this time there were almost daily stories and pictures, all beneficial to the roller sport, in the paper.

Arenas participating were Eastern Parkway, Brooklyn; Empire, Brooklyn; Fordham, Bronx; Gay Blades, Manhattan; Haekensack (N. J.) Arena; Mineola (N. Y.) Rink; Mount Vernon, Westchester; Park Circle, Brooklyn, and Twin City, Elizabeth, N. J.

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Washington Once-Over

By BEN ATLAS

Continued from page 2

Alaska, presumably headed toward Washington," said Magnuson, "What would you fellows do?" "Well," said the general, "Alaska is 2,000 miles away, and the planes would be traveling 500 miles an hour. That would give us four hours. Senator, we'd certainly be on our toes." (laughter)

Quick Review of Hollywood Flicks . . .

American-made films "as a rule are well accepted" in Britain, said Commerce Department this week on the basis of the latest annual report of the British Board of Film Censors. But, says Commerce, Britishers have plenty of gripes over the U. S. films. Chief kicks, according to Commerce, are over-sentimentality, over-emphasis on crime, portrayal of politicians as "ruthless" instead of "humanitarian," excess of racial discrimination subjects, over-emphasis on amusement rather than education in portrayal of school life.

FCC May Get Break On Monitor Funds . . .

Look for Congress to loosen its purse for Federal Communications Commission's monitoring of broadcasting. FCC's budget for monitoring has been shrinking steadily. At the same time, Defense Department has been quietly spending for practically a duplication of FCC work. As aftermath of this week's hearing before Senate Interstate and Foreign Commerce Committee on Defense Department-sponsored bill seeking broad emergency powers over broadcasting, Committee Chairman Edwin C. Johnson (D., Colo.) is likely to recommend that the Pentagon leave the monitoring job to

FCC. He'll probably suggest that FCC get increased funds for the job.

Amusement Bldg. Down; Other Short Takes . . .

No surprise to anybody, Labor Department's latest report on amusement construction in the nation shows a 70 per cent drop last November as compared to October, and 57 per cent less than in the previous November. National Production Authority this week made another change in its construction ban order. Hotels and office buildings were given a mild reprieve to the extent of making improvements up to 25 cents a square foot in a 12-month period. Ceiling for all other buildings stays at \$5,000 a year. . . . NPA has hired a policeman—Federal Trade Commission—to see "how well NPA orders and regulations are understood and carried out." . . . National Association of Broadcasters faces were blushing when somebody discovered Acting FCC Chairman Paul A. Walker listed on NAB's Voice of Democracy printed luncheon program this week as "Frank C. Walker." . . . Government of India is considering establishing direct radio links with Soviet, Iran and Thailand, says Commerce Department. . . . McFarland Bill to overhaul FCC is facing some overhauling itself in House Interstate and Foreign Commerce Committee as result of closed-door testimony the other day by FCC commissioners. Bill has passed Senate, but faces hearings in House. . . . FCC's up-coming report on broadcasting of horse race results will be studied by Senate Committee Investigating Organized Crime. FCC's report will give stations a clean bill of health.

London Dispatch

By LEIGH VANCE

Continued from page 2

a new category, Certificate "X" to cover all pix strong on sex and sadism. First X'ed is the tepid French love-lark *Manon*.

Up Bite for Royal Albert Seats . . .

The Royal Albert Hall, center of London culture and built in the 19th century by private funds, is now overdrawn to an allowed \$280,000. To help wipe out the debt the RAH Council wants to up prices. The 340 for-eternity seat-holders whose grandparents built the place will have to pay \$28 a year rent per seat now instead of \$8.40. The king will have to pay an extra \$392 a year for his 20-seat box.

News that Toscanini has canceled his three (\$10,800 apiece) concerts for the Festival of Britain comes just as architects are testing the newly built Royal Festival Hall which he would have christened. Three thousand civil servants took time off to stamp and shout during an acoustics test by a 90-piece orchestra and (blank) gunmen. Checking for noise "leakage" from the nearby rail tracks were 340 observers. Verdict: Deferred.

Renters, exhibitors and producers have ordered a blackout ban on all films for BBC television until certain tangles are straightened out. Meanwhile the BBC is offering its top stars long-term (3, 5, 7 years) contracts \$56,000-a-year class) to keep them from commercially sponsored Radio Luxembourg. Top BBC comedian Jimmy (Take It From Here) Edwards is reported to have refused. Luxembourg offer: Around \$140,000 a year.

Paris Peek

By ART ROSETT

Continued from page 2

March 15 at the Arts Theater, London. The play, by Cocteau, originally titled *Les Parents Terribles* (*The Terrible Parents*), ran for six straight years in Paris. The Germans banned it during the occupation of France, but it was reviewed during the liberation. It is the story of a woman who makes home life so impossible that her husband and son both seek consolation from the same girl. Film writer Charles Frank did a new and modified version and the Lord Chamberlain has now lifted the ban. Fay Compton will star. Twenty-five-year-old American Ken Tynan is producing. The new title is *Intimate Relations*.

Composer Oscar Strauss is in Paris supervising a law suit against a recording firm for "morally" great damage. "In the past five years, they have sold thousands of records from my operetta, *Three Waltzes*, using the name of Johann Strauss on the labels," said Strauss.

France, Spain Film Output; Shutters Click . . .

France produced 106 full-length pictures during 1950. Breakdown: 19 comedy-dramas, 49 comedies and 38 dramas. Four prize-winning films were in the year's output—*Justice Est Faite*, *Dieu a Besoin des Hommes*, *Orphee* and *La Ronde*. Production was the biggest since 1938.

Vicky Autier is the new hostess of the *Bocuf sur le Toit*. She vocalizes in four languages. Katyna Ranier, Italian thrush, opened at Club Carrere last week. Katyna, 24, has been in France a month. She speaks English fluently. "I learned it from American G.I.'s during the war," she said. Tall, lush and brunette, she danced until she discovered that her songs went over bigger. One of her American songs, *Poot de Blame on Mame*, *Boys*, got her eight bows. The night we were there, a Life cameraman was busy shooting her from all angles for a possible spread. A good bet for American musical comedy boards.

Spain will take part in this year's Cannes Film Festival by presenting two full-length films—*Balarrafa* and *La Honradura de la Cerradura*, and two shorts, *Asi es Madrid* and *En Sevi la hay una Feria*. This will be the first time Spain has participated.

Roadshow Rep

A COLOR FILM depicting the early tent show career of the Dubinsky brothers, is in the making. Titled, "Tent Show Opry," film will be produced by Nat Holt, former actor and theater operator, who turned producer in 1944. Ed D. Durwood, who as one of the Dubinskys, played a prominent role in the operation of the shows in the early 1900s, said the film is to cover the span of years

from 1902, when he and Maurice Dubinsky, an older brother, started their first show in Rock Island, Ill., to the present. Film also will include the career of Barney Dubinsky, a third brother, who joined Ed and Maurice to help manage the shows, which at one time numbered 14. The film also will touch upon the career of the late Jeanne Eagels, who joined the Dubinsky org in 1907 and later rose to stardom on the New York stage in "Rain." . . . Henry L. Sonnebend has a feature 16mm. pic playing church dates in Northern New York. Sonnebend was in Mexico last summer and his present feature is built around shots of that country.

Drivin' Round The Drive-Ins

WILLARD B. ROGERS, president of the Will Rogers Drive-In Theater Corporation, has resigned as head of the Hartford, Conn., Symphony Society. . . . Jack O'Sullivan, manager of the drive-in theater at Danbury, Conn., has returned to that theater, following five weeks as relief manager of the Plaza Theater, Windsor, Conn., during the vacation of Manager William Daugherty. Both spots are operated by Lockwood-Gordon-Rosen Theaters. . . . Cascades Drive-In is the first of the Vancouver, B. C., car theaters to preem for the new season. It opened Thursday (15). An innovation this season is a "heat your baby bottle free" service. Bow was ballied via screen announcements and display advertising on women's pages of the dailies. Three drive-ins under construction and several proposed in the Vancouver area may be halted because of the embargo on building materials.

LINCOLN Drive-In just outside of Philadelphia, which normally closes for the winter, is still running. Operation is for week-ends, with Abe Sunberg, who originally managed the operator, leasing it until Easter Sunday from Neil Hellman, who resumes regular operations with that holiday week-end. . . . Allied Booking and Buying Service, Philadelphia, added Stony Brook Drive-In, York, Pa., to its list of accounts for film buying. . . . Designed as an aid for the drive-ins and to encourage other drive-ins to set up operations in the State, Rep. Joseph A. Bruno introduced a bill in the Delaware Legislature which would alter the Sunday movie law by permitting continuous showing of motion pictures in incorporated municipalities after 2 p.m. . . . Secretary of state, Frankfort, Ky., has issued a charter to Somerset Drive-In Theater Company, Inc., Somerset. Authorized capital stock is \$75,000. H. E. Otto, Hogan Teater and J. T. Pollard were listed as incorporators.

JIMMIE WOODRUFF GALE, manager-director of Empire Players, has entered General Hospital, Buffalo, to have two toes amputated. He says that he suffered severe frostbite on a recent booking tour. Gale says that he'd like to read letters from friends. . . . Helen and Walter (Toby) Price are wintering in Miami, Okla., where they are in their second year of producing a barn dance for Station KGLC. The barn dance is broadcast each Saturday night and they have two other programs which are aired daily. They report that if everything goes well they may return to the road in the spring. . . . C. E. Duple writes from Louisville: "I've enjoyed the minstrel notes from several old troupers in recent issues. I was with DeRue Bros.' All-Star Minstrels 38 years ago, and during my time I've seen the following minstrel shows dating back to 1903: William H. West, Barlow & Wilson, Quinlan & Wall, Primrose & Dockstader, J. A. Coburn, John W. Vogel, Lasses White, Neil O'Brien, George (Honey Boy) Evans, Al G. Field and the Negro troupe, Richards & Pringle's Famous Georgia Minstrels."

Picture Business

By LEE ZHITO

Continued from page 2

continues to use only standards in his pix, Stanley added a new wrinkle by having original tunes cleared by Capitol for regular record release before the songs would be incorporated into the pictures' scores. Complete tie-in with Capitol is expected to benefit the picture's box office thru dealer and disk jockey exploitation.

This week Maurice Duke kicked off preproduction activity on *Disk Jockey*, a \$250,000 budget musical for Allied Artists release. Herb Jeffries, serving as associate producer, will be among the 10 recording artists featured in the film. Others already set include Russ Morgan and Connie Haines with negotiations currently under way for Tommy Dorsey among others. A further embellishment of the original idea of using disk jockeys in the film's footage is seen in Duke's plans to film 22 spinners from the country's top markets. Already set are Martin Block, Les Malloy and Bill Anson. Disk jockeys will be flown to Hollywood, and in those cases where their schedules do not permit the Coast hop, Duke will shoot cameramen to their scene. Location shooting is already scheduled for Martin Block in New York, where cameramen will also shoot other Gotham-based people and scenes.

Duke Plans Tie-Ins With Record Companies . . .

Duke plans to use original tunes (to be published by his BMI firm,

Kirk Music) only after song material has been approved by each artist's recording company. Direct tie-ins will be made with each record company involved. Thru the planned exploitation campaign via the 22 disk jockeys plus the promotional weight gained by the various record companies concerned, Duke foresees high box-office returns. Story of *Disk Jockey* in itself spurs trade interest. Plot treats TV as a threat to the disk jockey's importance, but as in all good box-office pictures there's a happy ending—thanks to TV, the deejay's position in the entertainment world is further strengthened.

Production Notes and Personal Intelligence . . .

Don Hartman is expected to move to a top executive slot at Paramount, replacing recently resigned Sam Briskin as right-hand man to Y. Frank Freeman. . . . Production is in high gear for indie movie maker Bob Lippert, with two films rolling simultaneously, *Little Big Horn* and *Kentucky Jubilee*. . . . Jack L. Warner will produce an industry public relations short, *I Am a Movie*, giving movie-goers an insight to a major studio's operations. WB previously produced other noteworthy public relations films, including *My Country 'Tis of Thee*, *The Neighbor Next Door* and *The Wanderers*, all with a public service theme.

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L. VERNE SLOUT, Mgr., Vermontville, Michigan

Hamid-Morton Tops '50 at Milwaukee; Fills Larger Arena

Balanced Performance Displays New Greyhounds, Cycle Troupe

By TOM PARKINSON
MILWAUKEE, Feb. 24.—Hamid-Morton Circus, playing its 12th annual Shrine date here and using the new arena for the first time, pleased full and turnaway crowds that produced a hefty boost in gross. The 8,800-seat arena, custom built for circus use, seats about twice as many as the auditorium which was used heretofore. Bob Morton, co-owner, reported the added seating cleared the way for this year's bigger take. He estimated the date would exceed the 1950 score by as much as 30

per cent. It followed the show's opener at Memphis, where H-M closed February 16 after drawing turnaways Thursday (15) and Friday (16). The Memphis date was contracted for another year. No matinee was given here Monday (19), but the night show alone grossed better than last year's two-performance schedule, according to Morton. Tuesday (20) pulled a full matinee and 90 per cent night house. The matinee Wednesday (21) was a full house, and by that time the show was virtually sold out for remaining performances, altho some seats remained for the Saturday (24) wind-up.

Showfolk Turn Out for Selden Funeral Rites

LANSING, Mich., Feb. 24.—Funeral services for Arzeno E. Selden, the Stratosphere Man, who died of a heart attack in Fort Myers, Fla., February 12, a week after he fell 500 feet while attempting a slide for life at South-west Florida Fair there, were held here Monday (19) at 1 p.m., with interment in Deepdale Cemetery. Rev. William Blanding, of First Methodist Church, conducted the services.

Pallbearers were Selden's former rigging men—James Reed, Orville Parks, Artemus Taylor, Fred Jackson, Everett Sherman and Rollo Sickles. Honorary pallbearers were members of the North Lansing Commercial Club, sponsor of last spring's Mid-Century Festival, at which Selden performed.

It was there that Selden created unusual interest by publicly unveiling his tombstone which he had commissioned a monument maker to carve. A newsreel company made shots of the unveiling. (Continued on page 46)

Phillips Chairmans De Land Committee

DE LAND, Fla., Feb. 24.—E. Lawrence Phillips, president of E. Lawrence Phillips, Inc., promotional firm, has been named chairman of the concessions committee for the De Land Diamond Jubilee, March 5-10.

John B. Rogers Producing Company has been signed to stage a pageant, *The Story of Our Pioneers*, in Municipal Auditorium in which 500 people will take part. In addition there will be street dancing, sports events and band concerts. A March 4 preview will feature stock car racing on the fairgrounds track, grandstand free acts and the Stetson Jubilee Singers.

NORMAL PYRO SEASON SEEN BY DUFFIELD

CHICAGO, Feb. 24.—Despite government cutbacks on supplies of various chemicals used in civilian fireworks manufacture, pyrotechnic displays will again play a prominent role at fairs, amusement parks and celebrations in '51, Jack Duffield, vice-president of Thearle-Duffield Fireworks, Inc., here, said this week.

Altho the T-D organization is contemplating receipt of a contract for government work in the near future, it is in a position to fulfill all commitments made for 1951, Duffield said. Due to the large inventories usually carried by the firm, a normal season's activities are expected.

A. C. Confab Bookings Fall Short of 1950

ATLANTIC CITY, Feb. 24.—First six months of this year will find 140 meetings here with an anticipated attendance in excess of 150,000. January, February and March bookings are comparatively light. Only one convention was held in January, with a slight pick-up this month. April is expected to see high-gear operation.

Of the conventions, 14 will be held in Convention Hall, with an expected attendance of 80,000. The 140 confabs will be concluded in July, and a check of bookings for the year reveals that 1951 will be lighter than 1949 and 1950.

Albert H. Slean, Convention Bureau manager, explained that competition from other cities has been mounting steadily, and his competition is responsible for the drop in local biz. Another reason offered for the decline was the fact that many large groups meet here only in even-numbered years.

Total bookings set for 1951 show 190 conventions compared with 259 gatherings in 1950 and 272 in 1949. Biggest meets scheduled this year are Rotary International, May 28-June 1, 12,000 persons expected; American Medical Association, June 11-15, 15,000 expected, and Lions International, June 24-28, with 16,000 expected.

Hennies Contracts Western Motion Picture Star, Jack LaRue, for 1951

HOT SPRINGS, Feb. 24.—Jack LaRue, Western film actor, and his cowboy performers have been signed to play the full season with Hennies Shows, it was announced at org's winter quarters here this week. Deal was closed by J. C. McCaffery, Hennies co-owner.

LaRue, whose show will be titled *Great Western Show*, is in Hollywood making special pictures for television. He completed a tour of Southern movie houses recently. In addition to his television,

THERE'S STILL POTTSTOWN AND CHAMBERSBURG

LOS ANGELES, Feb. 24.—Charles (Kid) Koster, veteran circus and legit show advance agent, dished up the following for the edification of the readers of E. V. Durling's *On the Side* column in a recent issue of *The Los Angeles Examiner*. "Koster, who is strongly in accord with the sentiments expressed in the song, *There's No Business Like Show Business*," penned Durling, "says many people who say they have been in show business really have no right to the claim. States Mr. Koster: 'If you've never played Houlton, Me.; Peabody, Kan.; Rocky Mount, N. C.; Albia, Ia.; Stamps, Ark.; Mexic, Tex., and Pomona, Calif., you have never been in show business.'"

BRISK SALES MARK MIAMI BOWL SHOW

Strong Advance Aids; Wirth Sets Top Circus Acts

MIAMI, Feb. 24.—Frank Wirth, New York talent agency head who is co-promoter of the first annual Variety Circus which opened yesterday at the Orange Bowl here for three days, reported ticket sales going well and that the show was receiving ample publicity. The advance sale was reported big.

Attractions will be topped by radio's Lone Ranger. Wirth said the following acts were contracted: Edmundo Zaccchini, double repeating cannon; Capt. William Heyers' Liberty horse, Starless Night; Winnie Colleano, traps; Maschino Troupe, acrobats; Three Sidneys and Gretonas, high wire; Torrence, Miss Luxem and Diana, swaypoles; Laddie Lamont, rolling globe; Rolando, equilibrist; Wilfred Mae Trio, balancing and juggling; Capt. Hugo Smith, chimps; Five Ericksons, gymnasts; Niato and Lucy and Dantes, dogs; Slivers Johnson, crazy car; Adrienne and Charles, Three Bodos and Zaccchini, trampoline; Nita and Pippe, tumblers; Rogers' elephants; Flying Zaccchinis; Pape and Renee and Adrias Sisters, perch.

Merle Evans leads the show band. Clown alley includes Charley Frank, Roy Barrett, Dukie Anderson, Lew O'Neil, Toto Swanson and Laddie Lamont.

Traube Retained To Represent 'Skating Vanities'

NEW YORK, Feb. 24.—Almost on the eve of the troupe's shoving off for its third annual European tour, Harold Steinman, producer, and Harry Miller, executive director of *Skating Vanities*, entered into a year-round resident public relations arrangement calculated to focus attention on the 10th anniversary for the lavish roller musical.

To execute the plan, the execs have retained Leonard Traube Associates. The Traube office has done the show's press and radio manual for the last two editions.

Palisades' Kid Spot Gets Cowboy Motif

Rosenthals Name Kiddieland After Bobby Benson, MBS Kid Cowboy Star

NEW YORK, Feb. 24.—Palisades (N. J.) Amusement Park this week cemented a deal to use the name of Bobby Benson, Mutual Broadcasting System's cowboy kid property, as a tag for its 16-ride kiddieland. Pact also calls for personal appearances by the 12-year-old Benson, coupon deals floated by the lad's four-times-a-week sponsor, Kraft Caramels, and a merchandising program which calls for the sale of a number of Benson-franchised items within the park.

Jack and Irving Rosenthal, park co-owners, said that the kiddieland would be refurbished to resemble a ranch and corral setting. Benson's name and B-Bar-B Ranch will be plugged extensively thru special billing and other media. The Rosenthals said that they expected the appeal of the juvenile star would have greater impact among the moppet trade than an adult star.

To Offer Franchises
Bert Nevins, park publicist, and Sidney J. Dubroff, licensing agent for Bobby Benson Enterprises, set the deal. Dubroff said that he was contemplating similar deals on an exclusive franchise basis involving a flat fee for other funspots thruout the country.

Nevins said that 4,000 retail outlets handling Kraft Caramels in the metropolitan zone would be provided with displays plugging the tie-up. In addition, it is expected that a deal involving cut-rate tickets in exchange for

Kraft wrappers will be worked out.

Other planned promotion features include the staging of a junior rodeo and shooting contests for youngsters. The latter will be a tie-in with a group of firearms manufacturers.

The park will continue its bargain rates of six rides for a quarter in the kiddieland.

N. Y. SPORTS SHOW BREAKS 1950 RECORD

Weather, Holiday Contribute to 18% Attendance Hike

NEW YORK, Feb. 24.—Despite all-day rain for the Saturday (17) opener and further precipitation early this week, the 14th annual Sportsmen's Show, staged at Grand Central Palace here under the Campbell-Fairbanks aegis, was reported Friday (23) to be 18 per cent ahead of last year's version in attendance and program sales. The run lasts thru Sunday (25), with ducaats set at \$1.50 for adults and 80 cents for children.

With spring-like weather prevailing over the Washington's Birthday holiday (22), block-long lines waited for the 11 a.m. opening. Prospects were good for continued fair weather over the weekend, usually the show's best days, and the management felt that attendance would top last year's mark.

An innovation this year was a trout pond. Customers paid 50 cents, were supplied with tackle and allowed 12 minutes of fishing time. It probably was the most popular feature of the show. Business. (Continued on page 46)

Rogers Books Grotto Dates; Seers Closes

FORT MYERS, Fla., Feb. 24.—Rogers Bros' Circus will open March 9 and will play major spots in Florida under Grotto auspices early in the season. Owner-Manager Sid Rubens reported this week.

Rubens brought his winter show, Seers Bros., back to quarters here Thursday (22) after eight weeks of mediocre business. He said that while some satisfactory business was registered, the take was below last year's and weather was the coldest in this area in 34 years.

The Rogers org, with a new big top and new line-up of acts, will play Miami for four days; Jacksonville, Pensacola and Panama City for two each; St. Petersburg for three; Daytona and Fort Lauderdale. Shrine dates to follow will include Thomaston, Thomasville, Augusta, Albany and Columbus, Ga., Rubens reported. The show is now working on June bookings.

Taber Rodeo Sets Dates

TABER, Alta., Feb. 24.—Mike Bartram was re-elected chairman of the Taber Rodeo Association. May 23-24 are dates for the annual. Bernard Kerkhoff was re-named secretary, and Fred Pritchard, treasurer.

Godin Signs 6 Can. Fairs

NEW YORK, Feb. 24.—Joseph Godin, president, Interstate Fireworks Manufacturing & Display Company, Ltd., this week announced the signing of six Canadian fairs.

The dates are Calgary Stampede and Exhibition, Calgary, Alta.; Saskatoon Exhibition, Saskatoon, Sask.; Lethbridge Industrial Exhibition, Lethbridge, Alta.; Canadian Lakehead Exhibition, Fort Williams, Ont.; Norfolk County Fair, Simcoe, Ont., and Welland, Ont., Fair.

Godin also reported that his firm would furnish pyro shows for Jimmie Sullivan's Wallace Bros' Shows for 10 weeks beginning at London, Ont., April 15, org's opening stand.

Godin said that his Canadian factory is being expanded.

Hymes Awarded Hartford Sales

HARTFORD, Conn., Feb. 24.—A. Hymes has been awarded the contract for all concessions, including the program, at the annual Shrine Circus in the Armory here April 2-7.

The Frank Wirth talent agency, New York, again is booking the show.

Weyburn Mulls Rodeo

WEYBURN, Sask., Feb. 24.—Decision to sponsor another rodeo here is being mulled by the local Junior Chamber of Commerce with a vote being conducted among members. Last year's rodeo wound up \$600 in the red.

movie and theater work, LaRue has been and continues to be the subject for one of the best selling comic books published by Fawcett Publications.

Dual Appeal
His appearance with Hennies will be framed to appeal to both adults and kids.

Hennies' execs also are dicker-ing for a Hollywood name dancer to appear in its revue. Negotiations now under way are expected to be closed early in March.

Shows are expected to go out with a substantially stronger back-end than last year. Over 50 per cent of its attractions will be new to the line-up.

Jack Morgan is readying train equipment in quarters. Co-Owner Paul Olson and Bob Purvis will start full-scale winter activities in a few weeks. Press Agent Bill Naylor is here. McCaffery, now vacationing in Miami, plans to be back at his Chicago headquarters early in March.

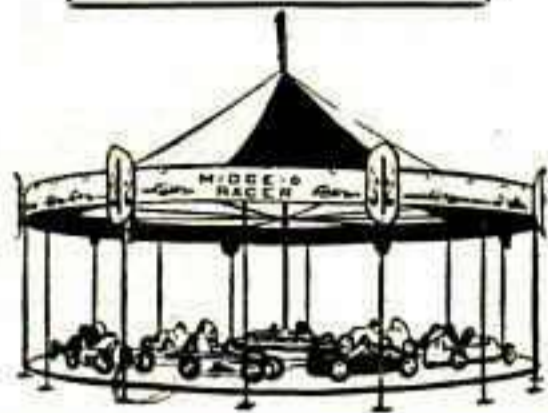
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CLOSE-UPS: HOWARD P. HILL

Born and Reared in Biz, He Is Still a Punk at 45

By SAM ABBOTT

This is another of a series of articles on little-known facts about people prominent in outdoor show business.

HOWARD PAYNE HILL was born in show business and in his 45 years has done just about everything there is to do around a carnival. Hill is the owner of Hill's Greater Shows, which comprises two units. He has been a concessionaire, banner man, night club singer and emcee, girl show impresario and legal adjuster.

Some may not know Hill by his legal name, but there are many who will recognize the subject of this article as Punk Hill. The son of the late Claude Newton Hill, better known as Pop Hill, young Howard was always around the show. When he came on the lot, he was identified merely as Pop Hill's punk. The nickname has remained his identification.

Hill was born on a show when it played near Clifton, Tex., in 1906. His father had been in show business for a number of years and operated a black top tent in which he showed movies, day and night.

Begins Career at 15
The owner of Hill's Greater



HOWARD P. HILL

Shows attended school in Waco, Tex., and always counted the days until summer vacation when he could get back to the lot. So great was his desire to get into the business that at 15 he cut short his formal education and took out some concessions with Pete Siebrand. When he was in Great

(Continued on page 52)

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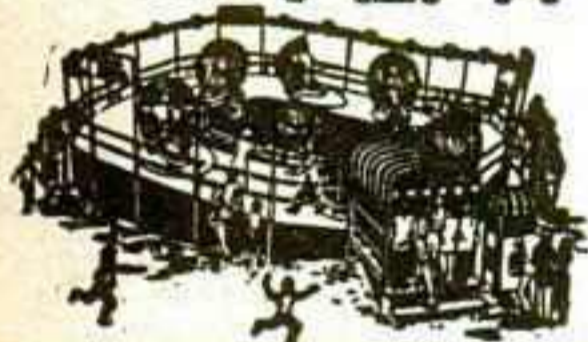
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A.S.M.E. Boiler.
96 Trains now in operation. Engine pulls from 3 to 18 coaches (24 to 100 people).

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★ Attractable ★ Popular
★ Profitable ★ Enduring
★ Practicable ★ Modern
SELLNER MFG. CO.
Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN

Mr. James D. Carpenter, of Omaha, Nebraska, writes: "I thought perhaps you might like to know just how pleased I am with the Parker Baby 'Q' that we bought from you last spring. I credit it with being a real factor in the success of our Kiddieland and only regret that its capacity is limited. But the kids don't seem to mind waiting, sometimes an hour and more, for rides. We have ridden some 150,000 over the past two seasons and the machine still looks as good as the day we set it up. Prices start at \$5,750.00 for a Teen-Ager-Adult machine.

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

FOR SALE

Merry-Go-Round, 30 ft., 2 abreast, with 20 jumping horses, made of aluminum. Beautifully decorated, pulled by an Allis-Chalmers engine, with a Camel top and sidewall. Rides adults and children. Brand new from top to bottom. Price is \$5500.

Material is short and gone up, but our price remains the same. Just sold one to Spot Mason, of Moline, Ill.; also one to D. Murphy, of Kalamazoo, Mich. Sold 3 rides to E. M. White, of Durham, North Carolina. Our rides are for adults and children. Prompt delivery.

JAY WARNER, Box 181, Bay St. Louis, Miss. Phone 9121

FOR SALE

Merry-Go-Round, 3 abreast, with 30 jumping horses. 36 ft. in diameter. Beautifully decorated, pulled by an Allis-Chalmers engine, with a Camel top and sidewall. Rides adults and children. Brand new from top to bottom. Price \$7200.

Material is short and gone up, but our price remains the same. Just sold one to Spot Mason, of Moline, Ill.; also one to D. Murphy, of Kalamazoo, Mich. Sold 3 rides to E. M. White, of Durham, North Carolina. Our rides are for adults and children. Prompt delivery.

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★ IMMEDIATE DELIVERY ON SOME RIDES
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MINIATURE STREAMLINERS
MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes, 12 and 20 inch gauge. Prompt delivery at present.
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WILLIAMS AMUSEMENT DEVICE CO., 2820 NO. SPEER BLVD., DENVER 11, COLO.

Talent Topics

By CHARLES BYRNES and JIM McHUGH

Joyce Jones, of the Sensational Marions, aerialists, is convalescing in an Evanston, Ill., hospital from a severe case of frozen hands and feet. The frost-bite was incurred when the automobile, in which she and a companion were riding, stalled in a snow drift near Chicago, forcing the two to walk several miles in sub-zero weather.

Mrs. (Miss Luxem) Earlin, high pole, and her husband, Harvey, have left their Rochester, Ind., winter home for a Miami vacation. . . . Kayletta, high act, will play Midwest fairs for the Charles Zemater Agency Chicago, after spending the 1950 season on the West Coast where she makes her home. . . . Outdoor talent on Chicago stage bills includes the Five Amandis, teeterboard, who closed a week's engagement at the Chicago Theater Friday (23), and Low, Hite and Stanley, comics, who opened for their second week at the Oriental Theater, Thursday (22).

Harry Froboess, swappole, after closing at the Palm Beach (Fla.) County Exposition Sunday (25), is skedded to open a tour of Texas spring festivals at Brownwood, March 1. . . . Leo Couture, high-diver, plays the Buffalo sports show March 10-18 and the California Sportsmen's and Vacation Show, April 12-22. . . . Lucky and Jonnie Larabee, whips, info from Newland, N. C., that they are playing the Kemp Time but that they have signed with Pinky Jackson's Cheetah Shows. Jackson escaped injury recently when a station wagon in which he was riding overturned.

Farias Duo, acro, while in Chicago recently, announced that they will make an appearance

March 31 on the "Big Top," circus TV program, which is aired from Camden, N. J., by CBS. . . . Cepler Family, high wire, is booked to play South Bend, Ind., the week of July 17 and will play the following week at a church festival in La Porte, Ind.

Acts appearing at the Gran FERIA, Caracas, Venezuela, are Great Telesco, high sway pole; Emanuel Zacchini, human cannon ball; Victoria and Olga Zacchini, and Bob Hermies and Katie with their midget troupe. Booked thru Leo Grund, of the George A. Hamid office, acts change every four weeks during the six-month fair. . . . Charlotte E. LeVine's chimps and baboons will appear at the Cleveland Sports Show as special attractions.

Roger Nadeau, comic diver with Sam Howard's water show, was painfully cut while making newsreels in Nassau recently. In diving from a cliff, Nadeau struck coral rocks on the shoreline. Doctors have promised he will be well enough to open at the Chicago Sports Show March 2. Others in the show line-up at Nassau were Norma Dean, Ross Collins, Don Magee, Bob Lieberz, Barney Cipriani and Howard. . . . Kinko the Clown was in Chicago Wednesday (21) en route to catch the Hamid-Morton Shrine Circus in Milwaukee, and then to join Orrin Davenport's indoor show at St. Paul.

Henri French, unicycle, opens at the Lake Club, Springfield, Ill., this week. Wimpey, clown, opens at the Club Hollywood, Chicago, for four weeks. The pair trouped together in England and India and met unexpectedly in Chicago last week.

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WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

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Streamlined—portable—NAAPFB award winner. This is the biggest hit ride ever produced for the kiddies. Terrific money-maker. Will outgross most major rides costing thousands more. Mr. Sam Prell says: "It actually takes in as much money as any other ride on our large Prell's Broadway Shows, now operating in Florida."
HAMPTON AMUSEMENT CO., 2231 Oakdale St., St. Louis 20, Mo.

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Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms.
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To be assured of having a BIG ELI Wheel in Your Park or on your Midway for the 1951 Season, your order should be placed soon.

We still have a limited number of all size BIG ELI Wheels available for 1951 delivery. Do not delay, NOW is the time for you to act.

Write for Price List A-63, which contains complete specifications and terms on BIG ELI Wheels and Model D-140 ELI Power Units.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000, @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 7 1/4, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards, each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$15.00
Replacement Numbers Balls... \$40
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25
Middleweight Cards, 5 1/2 x 7 1/4: White, Green, Red, Salmon, Yellow... 2.00
Per 100... 3,000 Small, Thin Brown BINGO Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/4" diam. Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36, Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M... 1.00
Featherweight Thin BINGO Sheets, size 5 1/2 x 7, very large numerals, 7 colors, loose, not tabbed, M... 2.00
Round White N. J. Cardboard Markers, 2 sizes; 3/4 inch dia., 1800 to lb.; larger size, 7/8 dia., 1000 to lb. Either size, lb... .85
Airlite BINGO Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.
Send for illustrated circular. For 135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

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16 lanes, 3.2 bar, restaurant, established, guaranteed business; \$30,000.00 down required; profits pay balance in 2 years. This is a rare opportunity to locate permanently in the year-round paradise of the nation in a most enjoyable and profitable business. No experience necessary. I will train you and be available for help whenever needed.

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COMING EVENTS

ARIZONA
Glendale—Lions' Club Rodeo, March 3-4.
Tucson—Tucson Rodeo, Feb. 22-25.
Tucson—Tucson Livestock Show, March 30-31. D. H. Bell, Box 991.

CALIFORNIA
San Francisco—National Jr. Livestock Expo, March 17-22. Nye Wilson.
San Francisco—Sports, Travel & Boat Show, March 2-11. Tom Rooney, 369 Pine St.

COLORADO
Denver—Denver Gift Show, March 4-7. Mrs. Mildred M. Dalton, 3832 Wilshire Blvd., Los Angeles.

CONNECTICUT
Willimantic—Poultry Show, March 2-4. Dan D. Cavanaugh, North Windham.

FLORIDA
Bradenton—DeSoto Pageant Celebration, March 1-3. W. A. Manning, Chamber of Commerce.
Danis—Tomato Day Festival, March 8. Paul E. Turner.
Miami—Miami Home Show, March 25-26. April 1. C. H. Brooks, 8426 N. W. 2d Ave.
Tampa—Horse Show, March 2-4. Mrs. C. S. Robinson.
West Palm Beach—Seminole Sun Dance, March 5-10. Chief Mac, Box 403.

ILLINOIS
Chicago—World Hobby Expo, March 30-April 8. Chas. Smitow, 331 Madison Ave., New York.

IOWA
Sioux City—Sports & Vacation Show, March 14-18. Ken Ferguson, 904 W. Olive St., Stillwater, Minn.

KANSAS
Wichita—Police Circus, March 12-18. Ben C. Truex, 217 S. Water St.

MASSACHUSETTS
Boston—New England Flower Show, March 11-17. Arno H. Nehrling, 300 Mass. Ave.

MICHIGAN
Bay City—Builders' Show, March 3-11. Jack Davis.
Detroit—Detroit Gift Show, March 4-8. Walter E. Offinger, 15-117 Mdse. Mart, Chicago.
Detroit—Mich. Flower & Garden Exhn. March 31-April 8. Warner M. Hoy, 4484 Cass Ave.
Detroit—Shrine Circus, Feb. 19-March 4. T. E. Stinson, 434 Temple Ave.

MINNESOTA
Minneapolis—Shrine Circus, March 1-10. Noel Van Tiburg.
St. Paul—Shrine Circus, Feb. 26-March 4. Walter T. King, Masonic Temple.

MISSISSIPPI
Bay Springs—Livestock Show, March 7-9. W. C. Jecoffat.
Greenwood—Delta Livestock Fair, March 14-17. E. H. Blackstone, Box 848.
West Point—N. E. Miss. Livestock Show, March 22-24. David B. Ellis, Box 275.

MISSOURI
St. Louis—Flower & Garden Show, March 13-18. Lucy T. Kelly, 494 Arcade Bldg.

MONTANA
Bozeman—Montana Winter Fair, March 17-23. George Sime, Box 128.

NEBRASKA
Omaha—Sports & Vacation Show, March 24-April 1. Ken Ferguson, 904 Olive St., Stillwater, Minn.

NEW YORK
New York—American Toy Fair, March 5-16. H. D. Clark, 200 5th Ave.
New York—Internat'l Flower Show, Grand Central Palace, March 5-10. Clifford Lowther, 157 W. 58th St.
New York—National Antiques Show, March 5-11. Morton Yarmon, 97 Duane St.

NORTH DAKOTA
Valley City—N. D. Winter Show (Agr. Fair), March 5-10. A. M. Paulson.

OHIO
Cleveland—Home & Flower Show, Feb. 24-March 4. Ralph P. Stoddard, 520 Leader Bldg.
Columbus—Farm & Home Week, March 19-22. George B. Crane, Ohio State Univ.
Toledo—Toledo Blade Home & Travel Show, March 10-18. Milt H. Tarloff, 505 Spitzer Bldg.

OKLAHOMA
Oklahoma City—Okla. 4-H & P.F.A. Livestock Show, March 12-16. E. A. Deming, 107 Livestock Exch. Bldg.

PENNSYLVANIA
Harrisburg—Central Pa. Builders' Show, March 5-10. J. L. Barren, 2501 N. Front St.
Philadelphia—Phila. Flower Show, March 5-10. Harry M. Waterer, Packard Bldg.
Philadelphia—Phila. Sportsmen's Show, March 10-17. Clinton W. Smullen, Harrison Bldg.

RHODE ISLAND
Providence—Farm & Home Congress, March 6-9. Wm. H. Cotter Jr., Kingston, R. I.

TEXAS
Cuero—South Texas Livestock Show, March 15-17. Fred Burtner, Box 487.
Georgetown—Livestock Show, March 13-15. Gladys Currier.
Lubbock—South Plains Jr. Stock Show, March 19-21. Harold A. Bodley.
Mercedes—Rio Grande Valley Livestock Show, March 8-12. Carl A. Blassig.
San Angelo—San Angelo Stock Show, March 1-3. Ralph Trolinger, Box 712.

WISCONSIN
Milwaukee—Milwaukee Home Show, March 10-17. John J. Roache, 606 W. Wisconsin Ave.

Phoenix Jaycees Seek Rodeo Queen

PHOENIX, Ariz., Feb. 24.—The annual State-wide search for a rodeo queen will start March 1 for the Junior Chamber of Commerce rodeo here, April 13-15. Contestants must be unmarried, between 18 and 28 and must have lived in Arizona six months prior to the rodeo. They must also be a competent rider. Selection will be made March 25.

Out in the Open

J. F. Sweeney, former director of Regina (Sask.) Exhibition, has been appointed civil defense officer for Regina. Until recently, Sweeney was news director of radio station CKY, Winnipeg.

Paul V. Moore, secretary-manager South Carolina State Fair, Columbia, missed his annual Florida trek for the first time in 15 years and explained his absence with: "It was just too cold down there."

Frank Ruffman, vice-president, and **A. D. Michael Ruffman Jr.**, owners of the Hudson Fireworks Display Company, were in New York last week.

Ben S. Allen, of Posters, Inc., had to cancel a planned trip to South America when an attack of influenza laid him low. He is convalescing at his Philadelphia home. . . . **Arthur Campfield**, head of the New York canvas firm bearing his name, recently shipped three elephant blankets to Rogers Bros.' Circus and a banner to Biller Bros.' Circus. All items were paid for by the Pepsi-Cola Company and carry slogans advertising that firm's product. . . . **Charles T. Hunt**, owner of Hunt Bros.' Circus, recently returned to his Florence, N. J., home from a Florida vacation.

Among their many enterprises, **Jack and Irving Rosenthal**, co-owners of Palisades (N. J.) Park, count operation of one of the vacation belt's newest hotels, the Royal York at Miami Beach. Jack reports from there that the spot is doing capacity biz.

Two personalities in Western Canadian showbiz, **Dirk Scholten**, managing director of the Medicine Hat, Alta., Exhibition and Stampede Company, and **Herman Linder**, president of the Canadian Stampede Managers' Association, were subjects of recent columns by Ken Liddell, in The Calgary, Alta., Herald.

Gaylord White, who with Al Sweeney heads National Speedways, Inc., was in Sioux Falls, S. D., recently where he plans to make his home. White has been wintering in California the past several years. . . . **Mr. and Mrs. Charles Zemater** and son, **Jack**, of the Charles Zemater Agency, Chicago, were skedded to leave Tuesday (27) on a four-week tour of California.

Bill Powell, New York showman, recently visited Saigon, capital of Cochinchina, after spending time in Manila and on the island of Leyte. Powell became aware that the Fench are still at war with native Reds in Saigon when a grenade exploded about 50 feet from where he was standing. Powell is headed for Singapore to pick up pythons for delivery in Europe. He plans stopovers at Colombo, Djibouti, Suez, Port Said and Marseilles.

Sally Rand made the wire services again Thursday (22) with the announcement that she would desert her fans and balloons to entertain Paris this summer with a stuffed swan dance. La Rand will dance the ballet "Leda and the Swan" to help the French capital celebrate its 2,000th birthday.

NEW, PORTABLE, ENTERTAINING FOR SHOOTING GALLERIES

The life-size strip-tease artist continuously talking, pulling gags, urging the customers to strip her by shooting the buttons off her attire. The hat, waist, skirt and earrings, leaving her in a one-piece bathing suit. Attire set up in five seconds from counter. A money getter. Lead or compressed air rifles. U. S. Patent No. 2312254. See it in action in Baltimore.

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500 Cones Per Hour
24 Hours a Day With Heat and Speed Control

Direct drive . . . Concession Model 120 is the only floss machine on the market with motor fully guaranteed for six months! You'll get more production . . . and with less sugar!

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REG. U. S. PAT. OFF.

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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 Delay"—Get your order in now.

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The Multiplex ROOT BEER BARREL

IN THREE SIZES: 5 GAL. 1' GAL. 4' GAL.
 It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS.
 Manufacturers: MULTIPLEX FAUCET CO.
 STURDY OAK STAINLESS STEEL HOOPS
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but quantities are limited. Order now if you don't want to be caught short next season. CONCESSION EQUIPMENT'S sure to be scarce, too. Better see POPPERS while good popcorn, floss, candy apple, peanut and snowball equipment is still available.

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(One of the greatest Stock Concessions ever built)

C. A. WOODIN
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Agent with car. Also Banner Solicitor with car.

FRANK KETROW
 Animal Oddities Exhibit
 1905 N.W. 79th St. Miami, Fla.

GIVE TO THE RUNYON CANCER FUND

N. Y. Sports Show Sets Mark

Continued from page 43

ness at the trout tank was so brisk over the holiday that a call was put in to a Massachusetts hatchery for another daily consignment of fish.

Among the 149 exhibitors the Maine display attracted much attention. It showed the opportunities open to Maine visitors, with one side of the display depicting, in miniature, a coastal fishing village. The other side showed a woodland setting of inland waters, complete with a pool of trout and salmon and a rock and live spruce background.

The New York display drew attention with an exhibit illustrating the various steps of trout propagation.

Few Amusement Devices

Amusement devices were at a minimum. Shooting galleries, an archery range and a few coin-operated games were on the top floor. Also in that location was Jim Monesmith's African hunting exhibit, offering monkeys, lion cubs and a zebra, among other beasts. Adjacent to Monesmith's location was a display of the Chase Wild Animal Farm, of Scituate, Mass., which featured a three-year-old elephant.

Also spotted prominently was Cecil (Mush) Moore, who reportedly traveled 5,000 miles from Fairbanks, Alaska, to New York by dog sled. It was explained that Moore's sled was wheel-equipped for navigating streets. This particular exhibit and the show in general garnered publicity when a man who had seen Moore off at Fairbanks "happened" to be in front of the Palace when Moore pulled up for the start of the show.

Acts Listed

Acts this year included Jan Risko and Nina, billed as the Flying Saucers, jugglers; Gaudsmith Brothers, dogs; the Langs, teeterboard; Capt. Mark Huling and Sharkey the seal; Three Freshmen, comedy diving, and Orin Benson's retrieving dogs. Dick Miller was featured in trick casting, and Chief Needahbeh was again emcee.

New York Mirror staffer Jim Hurley again handled press for the show and did a bang-up job. All metropolitan sheets gave the exhibition a lot of space. Charles W. Strong directed the show for Campbell-Fairbanks.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All Valley: Port Isabel, Tex., 2-12.
 American Eagle: Beaumont, Miss.
 American Midway: Mercedes, Tex., 7-12.
 Crafts Expo.: Calexico, Calif.
 Dumont: Augusta, Ga., 1-10.
 Folks Celebration: El Paso, Tex.
 Franklin, Don: (Fair) Alice, Tex., 1-3; Kingsville 5-10.
 Gentsch, J. A.: Forest, Miss.
 Greater United: Laredo, Tex.
 Heart of Texas: Brownwood, Tex., 1-10.
 Interstate: Ozark, Ala., 5-10.
 Nolan, Larry: Tucson, Ariz., 3-10.
 Orange State: Okeechobee, Fla.; Dania 5-10.
 Palmetto Expo.: Greymont-Summit, Ga., 1-10.
 Prell's Broadway: (Fair) Ft. Lauderdale, Fla.; Plant City 5-10.
 Robertson & Caler Am.: Poulan, Ga.; Sycamore 5-10.
 Royal Crown: De Land, Fla., 5-10.
 Royal Duke: Jacksonville, N. C., 1-10.
 Smith Am. Co.: Waco, Tex., 28-March 10.
 Southern Valley: Delhi, La.
 Tassell, Barney: Homestead, Fla.; (Fair) Lake Worth 5-10.
 Tidwell, T. J.: Killean, Tex.
 United Expo.: Orange, Tex., 28-March 10.

Mineola Ups Auto Space

MINEOLA, N. Y., Feb. 24.—In an effort to increase auto parking space at the Mineola Fair, September 11 thru September 16, the annual's board of directors authorized the demolishing of 19 horse stables on the fairgrounds. Work on the project was completed this week.

Mineola officials also announced that three exhibitors at the 1950 version of the annual were winners with the same exhibits at the National Crochet Contest held in Chicago.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Davenport, Orrin: Detroit, Mich., 26-March 4; Sioux Falls, S. D., 5-10.
 Horne Bros.: Miami Globe, Ariz., 3-4; Superior 6; Coolidge 8; Casa Grande 9-10.
 Polack Bros. (Eastern): (Auditorium) Erie, Pa. 28-March 3.
 Polack Bros. (Western): (Medinah Temple) Chicago, Ill., 1-18.
 Rogers Bros.: Ft. Myers, Fla., 9.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Henie, Sonja, Ice Revue (Olympia) Detroit, Mich., 29-March 4.
 Ice Capades of 1951 (Arena) St. Louis, Mo., 1-7; (Auditorium) St. Paul, Minn., 9-14.
 Ice Follies of 1951 (Auditorium) Providence, R. I., 29-March 4; (Memorial Auditorium) Buffalo, N. Y., 6-11.

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 Mental Telegraphy, Booklet of 21 p., 25¢
 'WHAT IS WRITTEN IN THE STARS...', ...
 Folding Booklet, 12-P., 2 1/2x5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample ... 10¢
 FORECAST AND ANALYSIS, 10-P Fancy Covers, 8 1/2x11. Each ... 5¢
 Samples of each of the above 4 items for ... 25¢
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Communications to 188 W. Randolph St., Chicago 1, Ill.

N. C. Group Fights Stock Car Nix, Tax

RALEIGH, N. C., Feb. 24.—Led by Norman Y. Chambliss, Rocky Mount, who has registered as chairman of the legislative committee, the North Carolina Association of Fairs is contesting a bill up for consideration by the State Legislature here that would bar stock car races in this State. The association also is making

a strong appeal that State-authorized annuals not come within the scope of a bill now before the Legislature which would place an amusement tax on fairs, and on other enterprises. Legislative committee, in addition to Chambliss, is composed of M. W. Williams, Monroe; Dr. J. S. Dorton, Shelby; W. B. Burchette, Enfield, and William B. Oliver, Reidsville.

To Discuss State Aid

Committee will meet soon with L. Y. Ballentine, of the State Department of Agriculture, to discuss State aid and the proper enforcement of regulations stipulated in an act passed by the 1949 session of the Legislature. The act deals with the matter of carnivals pre-dating agricultural fairs in North Carolina.

Chambliss said that the association finds that the Legislature in general is sympathetic with the goals of agricultural fairs. He said that the association members realize that carnivals want to play numerous still dates, but that the members do not think a reputable org would try to jump in ahead of an established fair. This has been done, and the association will work to halt such moves, according to Chambliss.

Indio Gate Drops 10,000 Below '50 Run

Wind, Cold Hurt Despite Added Day; Horse Show Up 35%

INDIO, Calif., Feb. 24.—California teed off its 1951 fair schedule with the Riverside County Fair and Date Festival closing its seven-day run here Thursday (22) with an estimated attendance of 144,136. Event ran one day longer this year.

Coming in the early part of the year, the 1951 event was subjected to high winds throughout the run and inclement weather and cold nights during the first two days. The weather was responsible for cutting down the attendance from 154,510 for six days in 1950.

Attendance at the six-day horse show ran nearly 35 per cent ahead of last year. Entries this year were 433 as compared with 385 for 1950.

Exhibitors numbered about the same as the last fair, with the display of automobiles most impressive.

Ferris Greater Shows were featured on the midway for the fourth consecutive year.

Elect Stoll Prez At Grass Valley

GRASS VALLEY, Calif., Feb. 24.—Vernon Stoll, Nevada County district attorney, was elected president of Nevada County Fair Board here. Loyle Freeman was re-elected secretary-manager at the annual board meeting. Stoll, who served as vice-chairman of the board last year, succeeds Thomas Mulcahy.

Natchez, Miss., Mulls Plant Proposals

NATCHEZ, Miss., Feb. 24.—Proposal to establish a permanent fairgrounds here was referred to a joint committee of the city and county at a meeting of the board of aldermen.

Lucien Gwin presented the proposal to the city body as the attorney for the Horsemen's Association. In bringing up the matter, Gwin urged that the city consider converting the 63-acre Joseph Sharp airport into a permanent installation. (Continued on page 49)

Guilford Adds Day

GUILFORD, Conn., Feb. 24.—Guilford Fair, which until now has been a one-day affair, will become a two-day annual this year. Members of the Guilford Agricultural Association have voted the change and set September 21-22 as the days.

Winter Fairs

ARIZONA
Mesa—Maricopa Co. Fair, Feb. 22-March 4. Marcel Delporte, Phoenix, Ariz.

CALIFORNIA
Imperial—California Mid-Winter Fair, Feb. 24-March 4. D. V. Stewart.

FLORIDA
Cocoa—Indian River Orange Jubilee, March 6-12. Mrs. Marion Oxford.
Eustis—Florida Sportsmen's Expo.-Lake Co. Fair, March 19-24. Karl Lehmann, Taverna.
Fort Lauderdale—Broward Co. Fair, Feb. 22-March 3. Lew Duncan.
Miami—Dade Co. Fair, March 8-17. Robert C. Booth.
Plant City—Florida Strawberry Festival, March 5-10. G. R. Patten.

Miss. Annuals Seek Increased State Aid \$\$

Good Attendance At District Meets In Three Cities

JACKSON, Miss., Feb. 24.—Increased State aid and more financial support of women's programs at Mississippi fairs were the chief subjects of three district meetings in three Mississippi cities last week. The confabs, held instead of one State convention, were at Laurel, Wednesday (14); Greenwood, Thursday (15), and Tupelo, Friday (16).

J. M. Dean, secretary of Mississippi State Fair here and the Mississippi Association of Fairs and Livestock Shows, presided at the meetings, which were well attended.

R. B. Jefferies, secretary of South Mississippi Fair, Laurel, hosted delegates at a luncheon there, and James M. Savery, secretary of Mississippi-Alabama (Continued on page 49)

Sacramento Hits Critics Of New Plant

SACRAMENTO, Feb. 24.—Members of the California State Fair Board are against the discontinuance of the development of the new fair site. The group voted to vigorously oppose a resolution adopted by the California Federation of Women's Clubs because that the move be shelved because of needed economy in State government. The CFWC also held that the present plant is adequate.

W. C. Wright, president of the board of directors, instructed E. P. (Ned) Green, secretary-manager, to inform the CFWC that the fair cannot be built at this time because of federal building restrictions. Wright advised that the group be told the board is now completing plans to be ready for the construction when restrictions are lifted.

PNE Song Fest Is 19G Loser

CALGARY, Alta., Feb. 24.—Calgary Albertan here quoted Dr. H. M. King, president of Pacific National Exhibition, Vancouver, as saying a cowboy singing contest at 1950 PNE was the greatest loser yet sponsored. The show dropped \$19,079 in four days.

Medicine Hat Ex Drops Pyro Show, Sets '51 Program

MEDICINE HAT, Alta., Feb. 24.—Fireworks displays will be dropped from this year's Medicine Hat Exhibition and Stampede here July 5-7.

Herman Linder, of Cardston, Alta., former champion cowboy, has been retained as arena manager for the rodeo. Ring Brothers (Continued on page 49)

Ore. Senator Flays Salem Operation

Seeks Formation of Four-Man Board To Replace Ag Department's Autonomy

SALEM, Ore., Feb. 24.—Sen. Rex Ellis, Pendleton, charged that Department of Agriculture Director E. L. Peterson "doesn't know what is going on at the State fair" and asked the Legislature for immediate action to improve the State's event. Ellis made his charges before the Senate Agriculture Committee considering his bill for the creation of a four-man fair board.

Under the Ellis plan, the fair board would include a representative from each of Oregon's four congressional districts. They would be appointed by the governor.

Peterson Present

Present at the session was Peterson, whose dismissal of Leo Spitzbart as manager of Oregon State Fair in January started the ball rolling for the fair board. Spitzbart was given a 10-day suspension with dismissal to follow. Appealing to the civil service board Spitzbart was granted a hearing scheduled for February 13. However, in the meantime he was reinstated and offered his resignation to become effective at the discretion of Peterson, whose agriculture department has jurisdiction over the local event.

Peterson said that the public was not generally dissatisfied with the fair but that a number of the exhibitors had complained about Spitzbart's policies.

In discussing his side before the committee, Ellis said that his stand stemmed from the fact that Eastern Oregon people had complained that they did not have enough activities in the event.

"Uncooperative"

Peterson uncooperative with the statement that he had asked Spitzbart three years ago to get closer to the people in the State's outer areas and that it had not been done. In discussing the State fair (Continued on page 49)

N. J. Annuals Set '51 Dates

TRENTON, N. J., Feb. 24.—Lloyd B. Wescott, Clinton, N. J., president of the New Jersey Association of Agricultural Fairs, said this week that he hoped the national emergency would not interfere with the staging of annuals this year. He announced that dates have been set for the State's 11 fairs as follows:

Cape May County 4-H Fair, first week in August; Burlington County Farm Fair, August 3-4; Sussex County Farm and Horse Show, 6-11; Passaic County 4-H Fair, 16-18; Morris County Fair, 21-25; Middlesex County Fair, 22-25; Atlantic County 4-H Fair 23-25; Flemington Agricultural Fair, 28-September 3; Gloucester County Fair, September 3-6; Cumberland County Co-Operative Fair, 18-22, and Trenton Fair, week of September 23.

Elkader, Ia., Changes Dates

ELKADER, Ia., Feb. 24.—Due to lack of attractions, Clayton County Fair here will be held a week later than usual, August 27-29, E. F. Seifert, secretary, announced.

The attractions line-up will include the Staples Rodeo, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, for two afternoons and evenings and Joie Chitwood's Auto Daredevils the third day and evening. Boone Valley Shows will provide the midway.

Fairmont, Minn., Free Gate Hypes Stand, Concess Biz

FAIRMONT, Minn., Feb. 24.—Since switching to a free front gate in 1949, Martin County Fair here has substantially increased its attendance and gross receipts from concessions and grandstands, according to John S. Silvermire, secretary.

In 1949 attendance was estimated at 50,000, while last year's crowd was around 70,000. At the '50 annual premium money was tripled.

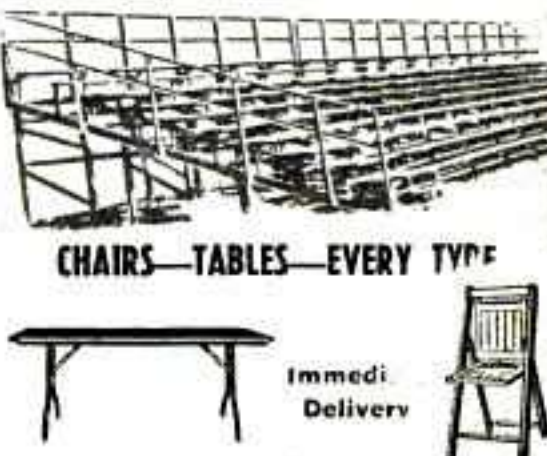
Sacramento Mulls Upped Stand Rates

SACRAMENTO, Feb. 24.—The California State Fair here is considering a general increase in grandstand admission prices this year as the result of a proposal by W. S. Hillis, chairman of the finance committee.

The proposed hike by Willis, while not specific, would raise the present rate of 60 cents general admission for the afternoon horse racing and evening variety show.

Hillis declared that additional revenue is needed and cited the \$1 minimum admission at the Los Angeles County Fair and other comparable annuals. Front gate charge of 50 cents is not included in the proposal.

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CEDAR POINT PACTS DEAL FOR BUS TOUR STOPOVERS

Greyhound Trippers To Visit Spa; Rail, Steamer Excursions Booked

SANDUSKY, O., Feb. 24.—Cedar Point on Lake Erie has contracted with Greyhound Bus Lines for stops at the resort on its national highway tours, it was reported this week.

D. M. Schneider, general manager for Melrose Cedar Point, Inc., said that the tour busses will stop over regularly for two days and one night and that the stop will be the only one scheduled between Chicago and Cleveland.

Advertising folders plugging the resort have been sent to Greyhound at Chicago and St. Louis and will be distributed at the Chi Sportsmen's Show.

Also under discussion with the Ohio Greyhound firm is a package week-end deal under which bus patrons from any spot in the State might visit Cedar Point for a flat fee which would include transportation, hotel, meals and specified amusements.

Greyhound also is planning shuttle service out of Toledo and Cleveland to Cedar Point for Saturday night dancing to name band music.

The bus deals are part of a three-fold excursion program being framed at Cedar Point and

utilizing trains and boats as well as busses. Schneider stated that last year's experience showed that patrons were more liberal with their cash at the resort if they had return trip tickets in their pockets. Those using private cars, he said, were inclined to hold back a cash reserve for the homeward trek.

Railroad excursions, used last year, will be continued this season. Employees of the General Electric Company plant, Fort Wayne, Ind., will journey to Cedar Point via Nickel Plate Railroad excursion June 24. Other excursions from Ohio points are being negotiated.

Still in the discussion stage is excursion boat service out of Detroit, Toledo and Cleveland. Melrose management took over here too late last year to arrange boat bookings but will seek such arrangements for 1951. Steamer Put-in-Bay, which last season operated between Detroit and Tashmoo Park, will bring 2,500 students and teachers here from Toledo June 19.

Opens in June

Schneider announced that the resort will open its season June 15 and continue into September.

Samuel Gerstner has been named manager of the 1,000-room Breakers Hotel. He previously managed the Tudor Arms Hotel, Cleveland, another T. C. Melrose operation.

Edward S. Starr, park manager, reported midway improvements are scheduled. He will operate a crystal maze, and Rene Zouari, who formerly had the *Bouquet of Life* here, will have a monkey race track this time.

For the first time the resort will have a hostess to direct social and recreational activities for women and children at the hotel.

Library, Chaplain Set

Lower floor of the Coliseum is being readied for use as the Buckeye Bar, main tavern. The upper floor will be the ballroom. A number of trees near the hotel

A. C. To Raze Garden Pier

ATLANTIC CITY, Feb. 24.—An appropriation for razing the two remaining buildings on Garden Pier is included in this city's budget for 1951. Bids for the demolition work will be advertised when the budget is adopted.

City commissioners added that there is no provision to renew the decking where the buildings stand at this time. The amusement pier is making way for a public park.

have been removed to make way for a cindered parking area accommodating about 400 cars.

Sandusky Public Library's bookmobile will make weekly stops at Cedar Point for the benefit of several hundred college students who will be housed at the Cedar Hotel and in dormitories.

The resort will also have a full-time chaplain, who will conduct services regularly in quarters which have been converted from theater to chapel use. Schneider stated that the Catholic bishop at Toledo had appointed the chaplain for full-time duty and that the ministerial association would arrange for Protestant ministers and rabbis to give weekly services.

ADS BOOST A. C. OFF-SEASON BIZ

Increased Interest Documented; Glaser Heads Boardwalk Assn.

ATLANTIC CITY, Feb. 24.—This city's Boardwalk Association was told this week that inquiries from prospective visitors have tripled since the co-operative advertising campaign was started last month in metropolitan New York area newspapers and over radio and television stations.

It was reported that 3,000 inquiries were received as a result of the newspaper ads and 1,200 more from radio and TV broadcasts. These are in addition to the regular inquiries received at the Chamber of Commerce, which have tripled.

Re-Elect Glaser

The report on the success of the resort's promotional campaign was given at the group's annual election meeting where Henry J. Glaser was re-elected president; Harry Simons, first vice-president; Ella Packer, second vice-president; Emilio Tripician, secretary, and Syd Hartfield, treasurer. It also was noted that the number of persons who come to local hotels without reservations has doubled in recent week-ends. The association expressed hope that the ad campaign would be continued next year.

The association also decided to start a drive of its own—to make the resort more attractive to visitors—by keeping boardwalk signs illuminated at nights. Sev-

NOW TRY FOR MBS

NEW YORK, Feb. 24.—From Dick Geist, publicity director of Rockaways' Playland, comes this bit, with the notation that it's "no publicity stunt":

Dick's secretary received two tix for *Beat the Clock*, CBS-TV network quiz show Friday (16), and he went along as her escort. Upon arriving at the studio the couple were selected to shoot for a \$1,000 jackpot, but time ran out and they were invited back to try their luck on last night's (23) stanza. In the course of the broadcast, Quiz-master Bud Collyer gave Rockaways some solid plugging.

Snapper on the deal is the fact that the park has a heavy promotional tie-up this season with the National Broadcasting Company, CBS's arch rival.

Louis Klatzco Takes Charge At Chi Kidspot

CHICAGO, Feb. 24.—Capt. Louis Klatzco of the Chicago Police Department resigned last week after 34 years on the force and will be manager of the Klatzco Kiddieland here.

Mrs. Rose Klatzco, his wife, who is owner of the Kiddieland, stated that the work had become too much for her to handle and that a man was needed as manager.

She said that a banner year is expected. A new shopping center is under construction adjacent to the Kiddieland. Part of the project is scheduled to be completed this spring and the remaining portion is to be in operation this fall.

The Klatzcos plan to take a ride-buying junket to the East this week, and will visit the Kiddieland being opened in Houston by Harry Hennies soon.

Idle Hour Sold To Phenix City

PHENIX CITY, Ala., Feb. 24.—Idle Hour Park here has been sold to Phenix City by Martin Theaters of Florida, Inc. The park was built in 1937 by the late Roy E. Martin Sr., of Columbus, Ga., and operated by the theater firm.

Clyde B. Layfield, concessionaire and assistant manager of the park for the past five years, has been named manager. In anticipation of expanding business from near-by Fort Benning, the new owners are adding major rides and some kiddie devices. In addition, weekly midget auto and motorcycle races are scheduled to kick off Easter Sunday, formal summer opening date. There will be a weekly change of free acts, supplied by the Gus Sun office.

New rides recently added include a Rock-o-Plane and kiddie Jet Plane, bringing the totals to 12 major rides and six kiddie devices. Idle Hour also plans erection of a permanent Dodgem. Repairs and painting have been started on the park's \$150,000 swim pool.

A. C. Biz Off Slightly in '50

ATLANTIC CITY, Feb. 24.—With final figures in, luxury tax collections, an accepted barometer of business conditions in this resort, show that biz dropped off \$16,063.16 in 1950 as compared with 1949. Since the taxes are collected on hotel rooms, liquor, amusements and tobacco and are paid for the most part by resort visitors, local business men consider the figures reliable indicators.

Total collections for 1950 were \$1,429,262.78. In 1949 the resort collected \$1,445,325.94, and in 1948, the first full year of the levy, collections amounted to \$1,558,887.59. The tax was inaugurated June 16, 1947, and provided for a 3 per cent levy on rooms, amusements, alcoholic beverages and a 2 cents per pack tax on cigarettes.

Estimated tax collections for budget purposes for this year have been made equal to last year's sum.

Ocean City Allots \$110,000 To Repair 1950 Gale Damage

OCEAN CITY, N. J., Feb. 24.—Plans to spend up to \$110,000 as a start on necessary storm damage repairs here were announced by city commissioners.

The program calls for \$75,000 for the rebuilding of ocean front street ends and Boardwalk ramps and steps, and \$35,000 for repairing Convention Hall and Music Pier. The damage resulted from a gale last November 25.

Sterling Inks Snyder Talent At Rocky Glen

MOOSIC, Pa., Feb. 24.—Ben Sterling, owner of Rocky Glen Park near here, and H. K. Snyder, have signed a long-term pact calling for Snyder's *Talent To-Nite* and variety shows to emanate from Rocky Glen's Aquadium Ballroom, it was announced this week.

The shows, using local talent and Western music orgs which also will appear at other Snyder spots, will be staged here Wednesdays and Thursdays.

Snyder, manager of American Amusements, Inc., Wilkes-Barre, Pa., operates Riverside Park, West Nanticoke, Pa., and the talent circuit, which also includes spots on the Jersey Coast and in nearby States.

Girl Band Featured

Montana Mae and her all-girl Western band will be featured at the Snyder locations and probably will open the Rocky Glen series. Don Fantine, district manager for Snyder, will be in charge of local talent programs and is negotiating for television and recording deals.

Snyder said that *Talent To-Nite* is scheduled to start in numerous theaters in October and will be operated in the South as a winter activity.

Sterling recently purchased the Nallin-Jennings interests at Rocky Glen and has reunited the two Rocky Glen spots which operated here as adjacent but separate units for several years.

Cincy Zoo Exec To Make African Tour for Animals

CINCINNATI, Feb. 24.—E. W. Townsley, trustee and chairman of the Animals and Building Committee at Cincinnati Zoo, leaves for Africa February 26 in quest of new animals and birds. Townsley's plane flight calls for stops at Dakar, Monrovia, Accra and Leopoldville, before arriving in Johannesburg, South Africa, his destination.

In Johannesburg Townsley will renew acquaintances with Christoph Schulz, veteran animal collector. Among other animals, Schulz has two gorillas that Townsley hopes to negotiate for. Townsley also will try to obtain trained chimps, as well as penguins and other birds to fit in with the Zoo's new monkey and bird houses.

WAR \$\$ A-COMIN'

Rosenthal Sees Defense-Induced Employment Aiding Palisades

By TOM O'CONNELL

NEW YORK, Feb. 24.—Irving and Jack Rosenthal, co-owners of Palisades (N. J.) Park, envision 1951 as a top-grossing year. Irving bases his calculations on the fact that the general economy and spirit of the nation is approximating the free-money days of World War II.

He maintains that employment is on the upswing, with war contracts starting to materialize. In his own bailiwick, a region of light industry plants, factories are humming. And the Rosentals are completing their plans for the season to obtain their share of the loot.

One of the biggest angles in their drive will be the transportation links between New York and New Jersey and the park. When this city abandoned operation of a direct ferry route to the park across the river, the Rosentals set about immediately to remedy the condition. This season they will operate their own ferry service from midtown and upper city points to the park. Fare will be

15 cents one way or 25 cents a round trip.

Boat Dock Set

The ferry service necessitated building of a new dock, and at present plans are set to have a 300-foot long structure ready for the spot's April 21 bow. The dock will take ferries and excursion boats as well. The ferry service will be offered thruout the season.

Park also will be fed by bus lines operating on rapid schedules from New York's new Port Authority Bus Terminal. Busses will leave from the northern sectors of the city for the park via George Washington Bridge, with subway lines linking other parts of the city and this point of departure. In addition, Jersey's largest bus firm, Public Service, will route vehicles to the park.

Advertising Budget Up

All conveyances embraced in these means of transit will be heavily festooned with Palisades advertising. Irving said that the park would go 25 per cent heavier on advertising this year, with the

effort including radio, newspaper, billposting, car cards and billboards. In the last-named field, Palisades will spot two boards in midtown Manhattan. Bert Nevins and staff again will handle park promotion.

Irving said prices will remain at last year's levels. Ride line-up will be the same as last year with the exception of a German import, the Rotor, in the big ride department and the possible addition of two kiddie devices. With each of the brochures now being prepared for the spot's swim pool mailing list of 50,000, will go a \$1 ducat which gives the buyer 150 admissions to the park and free parking, dancing and access to circus acts twice daily and picnic groves.

Bargain Days Planned

The free dancing to name and semi-name bands proves a solid draw with the younger element. Fireworks will be offered every Tuesday, Wednesday and Thursday again will be bargain days. At those times all rides will be 5 (Continued on page 49)

Rides Booked By Joliet Op

JOLIET, Ill., Feb. 24.—Funspot operated by E. H. LeMenager adjacent to a city park here will be expanded to full Kiddieland size and will offer saddle horses and boat rides as well as kiddie rides and other attractions.

LeMenager said this week that he has booked a kiddie train, swings, boat ride, kiddie Merry-Go-Round and ponies for his 20-acre site, which includes a three-acre lake. Plans also call for addition of a full-size Merry-Go-Round and a Miniature Train.

Swimming pool, baseball diamonds, tennis courts and concession stands are operated by the city in an adjacent public park. LeMenager also will operate concessions and will have parking space. Last season his spot offered two rides. The area is bordered by highways 52 and 66.

Scheduled opening date is April 15.

KIDDIE PARK FOR SALE

Nine Rides, all in good condition—Steam Train with 1200 ft. track, Merry-Go-Round, Kiddie Roller Coaster, Ferris Wheel, Auto Ride, Boat Ride, Loop-Plane, Chairplane and 7 Squirrel Ponies. All buildings, wiring, switches, poles, flood lights, neon sign, metal benches, candy floss, pop corn, sno cone and hot dog machines. Low cash price for entire park. For further information call or write

T. R. ADAMS
1908 E. Pawnee Rd., Wichita, Kans.
Tel. 4-8708

WANTED

Long Range Shooting Gallery, Skating Rink, Kiddie Rides not conflicting with ones already in Park or any Concessions you would like to put in good established Kiddie Park located on six lane highway, Route U.S. 31, State Line between Niles, Michigan, and South Bend, Indiana. Park has drawing radius from population of 500,000. Lease or percentage basis.

GROOMS STATE LINE KIDDIE PARK
ROBERT C. GROOMS, Owner
1039 Western Ave., South Bend, Ind.
Phone: 2-1222

FOR SALE

Skee Ball Concession with 5 Wurlitzer 14" Skee Ball Alleys, excellent condition, new nets—set up in heated building—stocked. Located in amusement park operating year around—2 1/2 miles from city 75,000 population—4 miles from army fort—thousands of soldiers. Price \$600.00. Write:

M. N. SHAFFER
PHENIX CITY, ALA. PHONE 8-7434

Lake Ronkonkoma, L. I.

Will rent or book Ferris Wheel, Tilt, Chairplane, one more Kiddie Ride. For Rent—Restaurant and Pavilion. Space for Ponies, Portable Rink, Penny Arcade, Frozen Custard, Miniature Golf, Row Boats, Canoes.

TURNER'S PARK
Lake Ronkonkoma, N. Y. Phone 9843

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12 UNIT GREYHOUND

On hinges, either on location or with top for road.

EUGENE YOUNG
859 Columbus Ave. New York
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Detroit's Best Park Has Opening for FREAK SHOW

106 Ft. Banner Line. Write or Call

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23500 W. 7 Mile Road Detroit 19, Mich.
Phone: KENwood 1-2660

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HI-BALL

Good condition. Located at South Beach, Staten Island.

L. Johansen
132 Mills Ave. Staten Island, N. Y.
Gibraltar 8-0830

FOR SALE

MINIATURE TRAIN

Steam type engine. Pop-off and whistle. Gas driven. 14 in. gauge. Four cars. Seats 32. 1200 ft. 8 lb. rail. Write

JOYLAND PARK
55 N. Sierra Madre Blvd. Pasadena, Calif.

FOR RENT

GRACE NOBEL

Have Beat the Dealer open for you. Also can place two more Girls for Percentage Tables. Wire collect if you can join immediately.

ALABAMA AMUSEMENT PARK
CAMP RUCKER, ALA.

FOR RENT

BEST CORNER IN CONEY ISLAND

Bowery & West 12th St. Approx. 50 feet X 50 feet. J. G. Ward, 3025 W. 12th St., Coney Island, N. Y. Coney Island 6-9791.

FOR SALE

MINIATURE TRAIN

Jeep Motor, 900 Ft. Track, 3 Cars, need repair. \$1,000.00.

IDEAL NOVELTY COMPANY
2823 Locust St. St. Louis, Mo.
(Phone: FRanklin 5544)

War \$\$ Palisades Aid

Continued from page 48

cents during the day. At night the ante will be 9 cents for kids and a dime for adults. Irving is particularly pleased with the bargain days, maintaining that Palisades was one of the few places in the country where something still could be had for a nickel.

General refurbishing, including a complete repainting, is being carried out. The kiddie area will be fenced in and the Tunnel of Love is being revamped with eight new stunts, four designed by Norman Bartlett and four by park General Superintendent Joe McKee. Tunnel of Love also gets a new outside electric sign.

Huge Sign Ready

Irving reported that a stationary sign ordered last year from Artkraft-Strauss of this city has been ready for some time but has not been placed in position in order to keep its appearance fresh for the season. The 410-foot long monster bears the legend "Palisades Amusement Park."

The park's restaurant has been remodeled and a cafeteria also will be in operation. Irving said that all eating stands will have their wares under refrigeration this year and will serve from stainless steel counters.

In addition to McKee, park's staff includes Joe Rinaldi, maintenance superintendent; Anna Halpin, manager; Bobby Paulson, secretary; Phil Smith, pool superintendent; Sam Steinman, electrical foreman; John Winkler, materials and storerooms; John

(Bunty) Hubschman, head life-guard; Fred Ferguson in charge of picnics, assisted by Grace Steiner, receptionist; Kay Traynor, pay roll; Bill De Marco, auto parking; Hugh McKenna, painting; Pete Prince, public address system; Lily Fleming in charge of cashiers; assisted by Helen Hennessey; Mike Corrado, landscaping, and George Schurr in charge of swim pool machinery.

Ops Contest Ocean Beach Food Deal

NEW LONDON, Conn., Feb. 24.—Judge Thomas E. Troland, of Superior Court here, has reversed the decision in a suit brought against this city by Maurice Grubner, who seeks a temporary injunction to prevent the Ocean Beach Park Board, group which supervises the city-owned-and-operated spot of that name, from carrying out the terms of a five-year contract for operation of the cafeteria at the park.

Defendants in the action are City Manager Edward R. Henkle, members of the beach board, and Leon St. Germain, Armando Baldelli and Frank Lewyant, who were awarded a contract for operation of the cafeteria. Grubner, who previously operated the cafeteria, sought to have his contract renewed but lost out even though he submitted a late proposal to the board in which he agreed to pay the city 17 per cent of his gross receipts.

This topped an offer by St. Germain, Baldelli and Lewyant to pay the city 16 per cent. Board members felt, however, that Grubner's latest proposal came after they had committed themselves to the other three men.

Senator Flays

Continued from page 47

manager, Peterson charged he had been unco-operative.

The agricultural director gave the pressure of other matters, such as the milk control, as the reason for not taking action earlier.

The differences between Spitzbart and Peterson were reported to have come to a head following complaints filed by implement exhibitors. They stopped exhibiting two years ago on the basis that space was too high.

Opposes Changes

The proposed change in the fair set-up is opposed by Grange representatives and draft horse exhibitors. They said they believed that any differences could be rectified by Peterson's department and that a four-man board would only further confuse the matter.

Spitzbart has been manager for 15 years. Upon his reinstatement, he assumed his post and has been on the payroll. His resignation, following reinstatement, was expected for, his friends said, he was seeking only to clear himself of Peterson's charges.

Medicine Hat

Continued from page 47

of Wilbur, Wash., have been contracted to supply 60 bucking horses and 17 Brahma bulls.

Night entertainment, to cost \$4,000, will include a 24-horse quadrille. Royal Canadian Shows will be on the midway.

Admission prices will be the same as in 1950, but the method of reserving boxes in the grandstand has been altered. They will rent for a straight \$25 a year, instead of \$100 for three years.

Exhibition and stampede directors have been advised by military authorities to make all contracts for no more than a one-year period. This suggests that the stampede grounds with its former prisoner-of-war camp facilities, including a large drill hall, may be taken over by the Army.

This year's show will be Medicine Hat's fifth annual. Managing director is Dirk Scholten.

Regina Sets Pyro Pact

REGINA, Sask., Feb. 24.—Contract for fireworks on each of the six nights of this year's Regina Exhibition has been awarded T. W. Hand Fireworks Company, Ltd., Cooksville, Ont.

Simons Island Adding Rides

ST. SIMONS ISLAND, Ga., Feb. 24.—Glynn County Casino, which bowed in June, 1950, has completed numerous improvements in anticipation of an increase in patronage, especially from nearby Camp Stewart and Glynnco Naval Air Station, according to Fred W. Fishel, manager of the county-owned and -operated amusement resort.

Mad Cody Fleming is installing more rides than he had there last season. To the arcade have been added numerous coin machines, as well as telescopes on the sun deck. All buildings have been redecorated and to the enlarged picnic area has been added a barbecue pit.

A slide is being installed in the swimming pool. Free water shows will be featured every Sunday afternoon. A mothers' nook, furnished with rocking chairs and similar equipment has been placed on the pool's apron. The Casino has purchased a new Emerson resuscitator for emergencies and has installed a cement approach to the beach.

Rockaways Hikes Ad \$\$

NEW YORK, Feb. 24.—Rockaways' Playland is planning its largest advertising budget yet for 1951, President A. Joseph Geist announced this week. Ehrlich & Neuwirth here will handle the park's ad campaign for the 15th straight season.

Greater emphasis will be placed on newspaper advertising this year, with that outlet slated for a 25 per cent increase over last year. Other media to be employed include radio, television, subway, bus and train cards, posters and outdoor billposting.



THE WORLD'S Safest

"Over 600,000 in One Season Rode the MT Train at Griffith Park"

THE MINIATURE TRAIN

Write for Free 1951 Catalog

MINIATURE TRAIN CO.
RENSSELAER, INDIANA

There's No Restrictions On MINIATURE GOLF COURSES

designed and built by **ARLAND**

Builder of America's most beautiful Miniature Golf Courses

ANOTHER BIG MONEY MAKER OUTDOOR BOWLING ALLEYS

ARLAND
444 Brooklyn Avenue
New Hyde Park, N. Y.

WANT

Rides, Shows, Concessions to open March 26th, Center World's Largest Project. Ex. Bingo, Cafe, Photo. Hankies, Rink, Alleys, etc. Will consider partner. Have 2-year contract-lease, 5 acres. Reply

MGR. L. B. C. LIONS CLUB AMUSEMENT PARK
1604 Park Ave., Box 495
Phone 781 R Aiken, S. C.
(Frank Ward and Sherlock, answer.) This Is IT.

MINIATURE TRAINS

The custom built to order line. Steam, Diesel, Gas. Amusement and industrial types. Track gauges 12" to 36"; portable, permanent. Up to 300 passenger cap. Light rail. Trade-ins accepted. Photos and details, \$1.00. **IRON HORSE LINES**, 106 Main Street, Wareham, Mass.

FOR SALE

ACUSHNET PARK

NEW BEDFORD, MASS.

Twenty-one (21) acres of land on Buzzards Bay. Large Roller Skating Rink or Dance Hall—Bath Houses and Beach—Carousel—Dodgem—Fun House—Shooting Gallery—Penny Arcade—Custer Cars—Pretzel—Miniature Golf Course—Skee Ball Alleys—several small buildings for Concessions—Parking Area—Large Picnic Groves.

FOR SALE

NEW MINIATURE TRAIN

Owner would like nothing better than to have taken this train to Florida for the winter season, but 2 Government Contracts would not allow, so here is what we offer: Engine, Tender, 4 Passenger Cars, last one observation type. Will accommodate 40 adults, approximately 60 feet overall. Half mile 12 pound rail available with joint bars, bolts, nuts, spikes and ties.

This train is beautifully finished, with upholstered seats, polished aluminum trim and all trucks operate on Fafnir Ball Bearing Mechani-Seal Pillow Block type bearings. Steel welded throughout, built to approximately 1/4 scale.

This is one of the finest miniature trains that has been offered for sale and if you have the location and this equipment, you are in big business. "Ask the man who owns one." For further information, price and pictures, communicate with:

METAL PRODUCTS COMPANY, ARP, TEXAS

IDLE HOUR PARK Phenix City, Alabama

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SHOWS — CONCESSIONS — RIDES

For formal summer opening Easter Sunday, March 25. Park located 2 1/2 miles from Columbus, Ga., home of Fort Benning, Ga., world's largest military center and filled to capacity. 350,000 to draw from. 10¢ bus service from any part of the city to the center of the park. Huge Easter egg hunt all day.

RIDES—Can place Tilt, Octopus, Dodgem, Fly-o-Plane, Looper, all Kid Rides.

CONCESSIONS—Want Hunky Panks, all kinds.

SHOWS—Monkey, Snake, Mechanical, up-to-date Girl Show.

Don't write—wire, it's faster. All replies to

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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.

FOR RENT

Building of approximately 30,000 sq. ft., all on ground floor. Available April 1 through September. Can be rented by day, week, month or for entire six months. Beautiful building, air-conditioned by refrigeration. Main room 20,000 sq. ft., terrazzo floor. No columns or other obstruction on floor. Carpeted lobby. Suitable for big name bands, dancing or display purposes, auctions, conventions, etc. Large parking lot in rear of building.

THE WINTER GARDEN, 520 DeBaliviere, St. Louis 12, Missouri.

Detroit Opens Fair For Davenport Org

Beatty Lion Kills Prize Tiger; Week-End Big, Advance Pars 1950

By HAL REVES

DETROIT, Feb. 24. — Orrin Davenport Circus opened a two-week stand here Monday (19) to a pair of half houses and built to three-quarters by Wednesday night. Advance sales indicated sell-outs for the week-end (23-25), according to Tunis (Eddie) Stinson, Shrine officer and circus manager. He said the advance was about equal to last year's despite considerable unemployment here.

Kick-off for the show here was a battle between a lion and tiger during Clyde Beatty's act at the Monday matinee. Beatty's spinning tiger, Sleika, was fatally injured by Prince, a relatively new lion to the act. Event got major press attention in many parts of the nation.

The cats fought 15 minutes while about 5,000 persons looked on. Sleika collapsed and died in the chute.

Running Order Altered

The Davenport org moved here nearly intact from the Cleveland Grotto stand with only 15 hours and a 180-mile jump between performances. Wind-up of the Cleveland engagement was expected to set the highest attendance figure since the war, with five sellouts at the 9,100-seat stadium there.

Show as caught here Monday night (19) ran smoothly in 2 hours, 45 minutes. Running order was shuffled Wednesday to move Albert Rix's bears up to the fourth spot on the program and put the act in an end ring. This had animal acts closer together, but permitted use of separate arenas. The bears had balked at working in the cat's arena and the turn was cancelled Monday afternoon after the Beatty battle.

Several preliminary walk-arounds by 11 Ringling-Barnum bulls carrying different ad banners each trip build early interest and provide a nice source of extra revenue.

Spec uses most of the personnel and livestock and is presented with impressive costuming and showmanship. Opener has the Martells (George and Kay Hanneford) with a neat roly-boly and variety juggling routine and Francisco and Dolores, featuring a headstand on a bike atop a perch pole.

Beatty Keeps Busy

Caught Monday night Beatty worked under a major disadvantage. With no chance to redesign his routine after loss of the tiger, he had his hands full with some stubborn work by the 13 lions and three tigers. Most of the night show was unaware of the matinee incident.

Miss Rietta (Wallenda), in a high swaying pole routine follows. While brief, the act has plenty of thrills.

La Blonde Trio has a fast working aerial bar routine. This all-male trio uses standard entertaining bits with trampoline-like effects from the net. Roland Tiebor's seals (2) with Francis Hogan, trainer, prove popular comedians, especially in their familiar self-

Trader Horne Flies to Orient

THOUSAND OAKS, Calif., Feb. 24.—Trader Horne, co-owner of the World Jungle Compound here with Billy Richards, left recently by plane for a trip of at least three months to collect animals. He will stop first in Singapore and work from that point.

Horne is making his first buying trip in two years. On that trek he toured North Africa. On this jaunt Horne will make it a point to pick up rare animals. On his list are rhinos, and one or two giant elephants that up to now have not been available. The shipments from the Far East will be consigned to the World Jungle Compound.

applauding bit, and show considerable versatility.

Shyrettos (3), working center platform, appear to have added to their acro work on bicycles, and are effective as ever with their rhythmic dance work atop high unicycles.

Unus, working in gray topper and tails, is a master of presentation with his nonchalant presentation of his apparently impossible balancing on one finger.

Cloud swing, with the Margas Trio, Carla and Madeline Wallenda and Edith Siegrist, is a bit thin in quantity because of scattered placing of rigging. The Margas (Continued on page 51)

Variety of Acts Billed in Berlin

BERLIN, Feb. 24.—Friedrichstadt-Palast, variety-circus house, is presenting several good circus acts currently. Line-up includes the Five Antonetts, trampoline; Three Dorways, trapeze; Mars Troupe, perch; Two Touranis, jugglers, and the Li Siau Than Trio, Chinese tumblers.

Swedish National Circus (Hans Strassburger and Michaela Busch co-owners) is changing its program monthly at the indoor Circus Barlay arena. On the February program were Werner Hedrich, jockey; Four Malvidas, acro; Two Virginians, trampoline; Hans Strassburger, three elephants; Two Birkos, perch; Gunther Kreuzien, illusionist; Illustra, trapeze; Schulte's lions, shown by Karl Reindl; Tarzan (Gilbert Houcke), tigers; 12 Bratanos, acro; Hans Strassburger, liberty horses; Three Beos, musical clowns; Four Frankardis, slow motion; Michelo Trio, clowns, and Gilbert Houcke, Roman riding. Willy Sommerfeld fronts the band.

TRAPS ATOP TABLEAU

Sarasota Crowd Watches Parade for DeMille Film

SARASOTA, Fla., Feb. 24.—Cecil B. DeMille staged a circus parade here Saturday (17) with Ringling Bros. and Barnum & Bailey personnel, animals and equipment, plus stars of his forthcoming movie, *The Greatest Show on Earth*. An estimated 25,000 persons crowded the business district to look on.

Merle Evans and his band were a major circus feature of the two-block line-up. Betty Hutton appeared on a trapeze mounted on top of a parade wagon and twice the rigging struck low overhead wires. Dorothy Lamour, Gloria Grahame and Cornel Wilde also took part.

Paramount Pictures had avoided announcing when the parade would take place in an attempt to hold down the crowd. However, word spread rapidly and a delay in starting time gave people a chance to get on the scene. Once it started the parade made two loops of the business area. DeMille and camera crews rode mobile camera vehicles.

About 200 people, 12 elephants

Wirth Signs Johnstown

JOHNSTOWN, Pa., Feb. 24.—Combined police and fire departments of this city have signed contracts with Frank Wirth, head of the New York talent agency bearing his name, to produce a circus here the week of March 26. The show will be staged in the recently completed War Memorial Building.

Polack's Cincy Shriner Stand Draws 60,000

CINCINNATI, Feb. 24.—Playing to a number of sellout or near-capacity houses and drawing more than 60,000 people in a 10-day, 25-show engagement under Syrian Temple Shrine auspices in Taft Auditorium here (2,500 seats), Polack Bros.' Western Unit closed tonight with totals only slightly below last year's excellent figures. Managing Director Louis Stern stated that he was well satisfied with the engagement which opened February 14. The same number of shows were offered last year.

During the second week biz was big from Wednesday on. Three performances were given today—two in the afternoon. Price schedule, the same as last year was \$1.20 for general admission and \$1.80, \$2.40, \$2.80 and \$3.30 for reserves, including tax.

Monday morning (19) an unadvertised performance was given for orphans and groups from homes of the aged. Tuesday morning clowns and performers entertained at the Condon School for Crippled Children.

George Westerman, who was in charge of the promotion, will next do promotional work for the org in San Francisco.

From here Polack goes to Chicago for its annual engagement in Medinah Temple, March 1-18.

Indoor Show Set For Trenton, N. J.

TRENTON, N. J., Feb. 24.—An indoor circus, sponsored by St. James Church, will be staged in the armory here March 26-31. A story in the last issue of *The Billboard* erroneously attributed the location to the armory in Newark, N. J.

Talent is being set by Gene Hamid and Robert Sears. Promotion is under direction of Lee Evans. A. Hymes will handle all concessions.

pulling wagons, a single cage and a number of horses were used. Costumes were of unusually bright colors for the technicolor filming.

In the movie the parade scene is supposed to be in a Kansas town played by the show after the circus train is wrecked. The wreck itself is to be staged with a model circus. Junked wagons and wagon parts in the Ringling quarters will be used for other wreck scenes, it was reported.

As elephants were being returned to quarters one was struck by a bus and received minor injuries. Bus passengers were shaken up.

Grock, Williams Orgs Make Shifts

BERLIN, Feb. 24.—Grock, the Swiss clown, has teamed up with a medium-sized German circus for the coming season as co-manager and feature.

Karola Althoff-Williams, widow of Harry Williams, Anglo-German circus owner, has taken over management of Circus Williams and has shipped a major part of the org to England. British circus owners, however, have asked that the German org be barred from England.

Circus Barley here has booked Adamski's Polar Bears for the touring season, while other acts appearing here with the Swedish National Circus, including Gilbert Houck, tiger trainer, will go with the new Circus Roland.

Animals of the Franz Althoff show played Cirque d'Hiver, Paris, this winter. Circus Althoff will play Southern Germany this summer.

HAMID-MORTON BIZ BOOMS IN MILW'KEE

Big Promotion Pays Off in Capacities For New Building; 30% Increase Seen

• Continued from page 43

table, leaps, rope and perch routines.

Dick Clemens, in the second spot, puts nine lions to work. The routine offers hoop leap, rollover and boxing bits. The boxing match with one lion gets a laugh, as does Dick's towing the cat by its tail. Finale is a spinning lion.

Oriental to Fore

Janet and Paul (Meakell) rate announcements for one-arm swings and iron-jaw-neck suspension spins. Fourth display has the Karolis (2), acros, and Coppes (4), unsupported ladders, flanking the Orientals (4), contortion and juggling. The side ringers fade early and the Orientals hold forth with plate spinning on long rods and a backbend to an upside down drink.

A tambourine ballet (12), intros Francine Volante in a cloud swing. Wardrobe here, as thruout the show, is outstanding.

Supplying comedy is Helen Haag's chimp act. The three animals make a hit with jaunts on skates, tricycles and wagons. The chimps also pound a piano, puff a cigarette and ride oversized bikes.

Idalys, Zavattas Work

The Idalys (2) are on next, working on an inverted unicycle. Climax is an aerial foot suspension.

The Zavatta family (6), of bare-back riders, has Joe Zavatta doing well in his spot as featured rider. Troupe opens with a three-high pyramid, switches to principal routines and tops the turn with Joe's back flip from horse to horse before the family bows out astride one horse. The lad who fills the comedy spot takes convincing tumbles and gets laughs. However, he seems a bit young for the drunk role and might fare as well in clown get-up.

Clowns make their first appearance in the ninth spot. It's the boxing match with water bucket pay-off. Producing are Sa-So and Jerry Bangs.

Triskas, Bandy Please

The Triska high wire troupe worked with three men, a girl and a boy. High spots are a blind-folded run, back roll and head stand. The boy is top-mounter on a three-high unicycle turn. The troupe's two-high on a motorcycle kept the audience tense. The motor died and the act was unsuccessful in attempting to start it. Clincher is a leap and somersault over three persons crouched on the wire.

Bandy's greyhound and monkey act offers 12 dogs in a Liberty drill and hurdle leaps by five greyhounds. The "Wild West" routine features a cowboy-costumed monkey riding a bucking greyhound, a greyhound pulling a

McReavys Return To Action After Injuries in Fire

HARRISBURG, Pa., Feb. 24.—After a lay-off of more than six months, partly occasioned by loss of their vacation home by fire and injuries suffered in the blaze, Vernon L. and Lillian H. McReavy have resumed promotional work for the Hamid-Morton Circus and are here to prepare for the April 2-7 H-M showing in the Farm Show Arena under Zembo Shrine Temple auspices.

The McReavys' lake cabin at Walker, Minn., and personal belongings were destroyed by the November 7 blaze that struck just prior to their departure for Memphis, where they were to handle promotion for the Shrine show. McReavy received second and third-degree burns and, as a result of infection, spent 23 days in two hospitals and had to remain idle another six weeks to recuperate. Mrs. McReavy suffered painful shin injuries in the fire. McReavy lost 75 pounds as a result of his injuries, but now is in good condition.

stage coach with monk driver, and monkey "indians" on greyhound steeds riding the coach.

12-Girl Production

Clowns are in again for a bargain-sale piece with fireworks. Dr. Cooper's Liberty act is worked thru a speedy routine by Frank Knowles.

Florida Star Rockets is an elaborate production number. Twelve girls offer a ladder routine, traps turns, chorus line and high-pole stands.

The Theron Cycle Corps fills the stage with a bicycle drill that is effective. A solo by a clown "Groucho Marx" features an assortment of tricks. A hillbilly works on a high-wheeler. Then seven persons ride one bike. Next comes a stage full of cycles in assorted sizes and shapes. Groucho rides a rimless set of wagon wheel spokes and somersaults a bike over five persons. Davison and Gabby and the Bartons (2) work at the same time.

H-M's clown car brings in 24 clowns and Shriners at night performances and clowns and a pony at matinees.

Four Young Bulls

Elephants here are four young ones, but their routine is satisfactory. Joe Hanson, his son and his daughter work the act.

Francine Volante returns for an aerial leap from a platform to a swinging trap and the finish comes with flash and fireworks.

The flying Hartzells (3) and the Flying Otaris (4) fill the finale spot. Hartzells do a two-and-a-half flip and a flip to a bar in the catcher's hands. The Otaris offer a passing leap with flips and a passing leap in which the catcher trades two fliers for one.

Balanced Show

The over-all effect is one of balance, and Morton's ban against intermissions makes for continuity. Joe Basile is musical director. He is assisted by Roy Castle, Joe Demasi, and two nephews, Clem and Joe Basile. Locals augment. Charles Basile, another nephew, fills in as leader and serves as announcer and vocalist. Boss property man is Fingers.

Promotion and press was handled here by Omer Kenyon, who cut loose here with an extensive publicity program using 43 styles of paper and newspaper ads. Press space was liberal. Television and radio stations went for circus stuff.

Biggest Promotion

Results was what Kenyon called his biggest promotion. House was scaled at \$1.20, \$1.80 and \$2.40.

Kenyon and Morton reported the new building ideal for circuses. Each was consulted while the structure was being built, and it is said to be one of the few buildings with hardware installed for circus rigging. For performances late in the stand, H-M planned to add several hundred chairs on the track.

H-M moves from here to Kansas City, where it plays under police auspices March 12-18. Howard Y. Bary is in KC for the show. Len Humpries is remaining in Canada until the Buffalo stand, March 26-31.

England Refuses Import License For German Unit

LONDON, Feb. 24.—Protests of the Association of Circus Operators against Tom Arnold's plan of bringing the Circus Williams big top and equipment from Germany for a summer tour of England has resulted in Arnold being refused a license.

Harry Williams, who suffered a fatal accident while performing at the Arnold Mammoth Circus in the Harringay (London) Arena in January, had brought his horses over for the London appearances, and his widow, Karola Althoff-Williams, recently shipped over several loads of animals and equipment.

At Liberty
WILD ANIMAL
TRAINER
MISS JULIE ALLEN
Phifer's Animal Farm
Millington, N. J.

★ ★ WANTED ★ ★
For Mills Bros. Circus
Opening Columbus, O., Sat., April 14.
GIRLS for Menage, Web, Ladies.
Experience not necessary. Meals,
sleeping accommodations furnished.
Rehearsals start immediately. State
lowest and send photo, age, height,
weight to Jack Mills, 2649 Euclid Hts.
Blvd., Cleveland Hts., O. ALSO
WANT Head Usher; contact Jack
Mills. Seatemens and Riggers, report
now to quarters, State Fairgrounds,
Columbus, O.

ROGERS BROS.' CIRCUS
Can use 2 good, sober, reliable Promotional Managers, Good cities and auspices. Must be able to handle high class committee. Year round work. No limbers. Be ready for work right away.
Contact
SI RUBENS
Ft. Myers, Fla.

FOR SALE
ELEPHANT
Excellent worker, young, gentle, doing fine act, carries howdah. Also Camels, Water Buffalo, Llamas, Yaks, Gnu, Kangaroo, Lions, Leopards, Malayan Bears, Monkeys. Animals and Birds of all kinds.
WORLD JUNGLE COMPOUND
Box 151 Thousand Oaks, Calif.

WANTED FOR
Wallace & Clark Circus
(Formerly Seal Bros.)
Circus Cook, Ballet Girls, Family Acts, Organ Player, Useful People, Concession People. Also Concert People. NORMAN ANDERSON, General Delivery, Venice, California.

ROGERS BROS.' CIRCUS
Opens March 9th at Ft. Myers, Florida. Due to disappointment can use two more Acts for Big Show doing 2 or more, also Concession Help and Workmen in all departments. Time is short, contact at once. Bobbie Miller, contact me. Dan Stewart, contact
SI RUBENS
Ft. Myers, Fla.

Producers Only . . .
BERNARD-BENNETT & CO.
25% PAID DAILY.
Continuous New Deals.
Southland Bldg., 701 Polk
Houston, Tex. ATwood 9455

PHONEMEN
For Police and Fire Deals, all summer's work. U.P.C. Tickets, Books and Banners. Contact at once
Horne Bros.' Circus
Miami Globe, Ariz., March 3-4; Superior, Co. Coolidge, 5; Casa Grande, 9-10; or per route.

5—PHONEMEN—5
Office opens this week. 2 weeks here under well-liked auspices. Live and active cities followed, no lost time, pay daily. Card system, evenly distributed to men so everybody can make money. Wire, write, phone.
Promotional Manager, Mills Bros.' Circus
Park Hotel Monroe, Michigan

HUNT BROS.' CIRCUS
Wants for 1951 season Lithographers, Acts for Big Show and Concert, Musicians (union), Cooks for Winterquarters and road, Mechanics and other useful People. Drivers preferred.
HUNT BROS.' CIRCUS
WINTERQUARTERS, BURLINGTON, N. J.

PHONEMEN
Book U.P.C. Tickets, Banners. Plenty good calls. CHRM, CIRCUS COMM., Room 208, B. of T. Bldg., 320 Magazine St., New Orleans, La. Phone: Days—TUlane 7995; Nights—VAlley 4170.

EXPERIENCED
PHONE MEN
Labor and Veteran Deal, Year 'round. Write:
P.O. BOX 903 COLUMBUS, OHIO

WANTED
Billposters for the
Wallace & Clark Circus
To open about March 20, Venice, Calif. Must drive, not drink. No collect wires.
BILL WILCOX
SALES REPRESENTATIVE
Must be qualified to call on top-level executives. Car helpful but not necessary. Earnings dependent upon ability to sell attractive proposition. Apply in person.

A. R. CAMPBELL
4616 East Thompson St., Philadelphia 37, Pa.
DON ROBINSON AMERI-CONGO ANIMAL CIRCUS
Wants to hear from Five or Six-Piece Band with own transportation. Open middle April. Working Men who drive trucks, useful Circus People. Cal Townsend, Bill Vinno, contact Eddie Billetti, R. 3, Box 275, Sarasota, Fla. HOWARD INGRAM

Under the Marquee
Joe Basile, bandmaster for Hamid-Morton Circus, is doubling in brass via airplane this season. He leaves the circus each Friday to be on hand for televising of the weekly "Big Top" television program at Camden, N. J., on Saturdays.

Hamid-Morton's date for the Washington Shrine will be April 9-16, at the Arena, reports Spencer A. Stine. . . . H. William Tobias, Sunbury, Pa., plans to join the Ringling-Barnum band. . . . Mrs. Ardah Campbell, trouper with Forepaugh, 101, Gollmar and California Frank, has composed a poem mentioning Carrie Rooney, Charley Rooney, Ab Johnson and the Tybells, all old-timers. . . . Orville Speers, Clinton, Ind., writes that he recalls the day the late Harry L. (Cookhouse)

Visitors at the Orrin Davenport show in Detroit last week included Les Kimris, high act, en route to Minneapolis for Edna Curtis' date there; Lee Slade, high act producer, and Elly Ardely, who was en route to the second Davenport unit. . . . Joe Short, midget clown with Davenport, will be at the Detroit Zoo this season. Blinkie Hoffman, clown from Grand Rapids, Mich., is making his first Detroit Shrine appearance, while Louie Nagie is back in the Detroit show after 17 years.

Bill Horstman, veepee of Cole Bros. Circus, was in New York on business last week. . . . Ed Hiler is at the Pawnee Bros.' quarters at Punta Gorda, Fla., and will work the concert on that show with Buck McLean. Ralph Green is the Pawnee operator. . . . Mills Bros. Circus is set for Carthage Fairgrounds, Cincinnati, April 30, under auspices of the Sertoma Club.

Charles T. Hunt Sr., head of Hunt Bros. Circus, has returned to his Burlington, N. J., home after a month's stay in Florida. Phil and Stella Wirth, who recently bought a new house trailer, will again be with the Hunt show, reports Charlotte E. LeVine.

Robert D. Good, Allentown, Pa., reports that plans are afoot to float the famed Two Hemispheres bandwagon by barge and (Continued on page 56)

Many of the folks took in the night clubs across the river in Covington and Newport, Ky. Glenn and Mimi Tracy made a lot of sketches backstage and showed many of their pictures. Visitors have included Dr. and Mrs. Huebaner, Jay Welsh, Billy Temple, the Tracys, the Stewart Roberts, Albert J. Mayer Sr., Mamie Ward, Bob Mason, Bill Lange, Bob Lowe, Clara Codona, Charley Wirth of The Billboard, Mrs. Gene Randow, T. Tracy, Billy Griffin, the Jimmy Troys, Freeman Pursley, Jack Hughes, the Henry Osterkamps, Jackie Richards, Geneva Kirker, Paul Kalukoa, the Three Romanos and members of the Ice Capades cast.—HARRY DANN.

Albert Rix and the 12 Hagenbeck bears supplement the Beatty presentation. The casual prancing of the larger animals on hind legs is a sure laugh-getter. Routine is diversified, using tumbling, various acrobatics, shoot-the-chutes and horns, among featured items making up a colorful act.

Flying act has the Flying Artons and Flying Concellos, in a brief bit. Ringling-Barnum elephants worked in all rings for an impressive number.

Small animal act has Sonny Moore with dog and pony number in center, Ruby Haag with dogs alone, and Naomi Haag with dogs and ponies. A lively and noisy display, it pleases animal fans in the house and the crossover by two of Ruby Haag's dogs on the tightwire gets a special hand.

The George Hanneford family (5) has the riding act, mixing comedy, skill and grace. Emphasis is increasingly on the younger generation, with Tommy, George Jr. and Kay specializing in the three styles respectively.

Gutis, (6) ape-men novelty act, has slapstick, ceiling-high rope climbing and thrills in a highly popular combination. Web act uses 16 girls, well-spotted around the stadium, with Mme. Musette spotlighted in the center. Featured is her forward somersault from a knee hold to a heel catch on the swinging trapeze.

The Freddys (6) in center ring have a nice teeterboard bit, featuring a three-man somersault. The Realles (3) give a spectacular foot-juggling routine with large blocks, tables and Maltese crosses. Franklin and Astrid in the other ring have a standard acro turn with nice presentation.

PHONEMEN
U.P.C. auspices, town of 300,000, 10 weeks' work. Tickets, book, banners. Answer air mail, giving particulars about yourself.
BEN C. TRUFX
217 So. Water Wichita, Kansas

Winter Quarters
Mills Bros.
COLUMBUS, O., Feb. 24.—Preparation of rolling stock for the coming season is progressing, with Ed Burridge directing the paint job and Charley Brady in charge of the shops. Rehearsals for ballet acts, which Jack Mills reported would use more people than previously, will get under way soon. Mills also said he planned to strengthen clown alley thru addition of more personnel.

All three of the brothers were at quarters this week. Jack Mills and his wife were en route to Sarasota, Fla. Harry Mills brought a new trailer from Indiana. Mrs. Jake Mills was in Indiana supervising construction of another new trailer.

The party given Saturday (17) by Jake and Jack Mills in Cleveland for officials of the Grotto Circus there was attended by about 100 Grotto officers. Orrin Davenport produced the Cleveland show.

PERU, Ind., Feb. 24.—Ole Olsen, of the Olsen and Johnson act, visited here. Mr. and Mrs. Albert Fleet were guests of the Walter Jenners while en route to their Medora, Ind., home. Johnny Pack, Detroit circus fan, visited quarters and George Graf. Lorne Russell, show treasurer, returned from Louisville. Bill Bush, mechanic, has returned from Danville, Ill., and Phil Worthen is back from Chicago.

General Agent James Gephart is back in his office after being out for treatment of his left eye. B. Jones, elephant boss, is assisted by Bill Cox. Aluminum props are being prepared for the black bear act worked by John Hoffman. Severe cold weather stalled construction work on new buildings here.

The Wallendas, 6 men and 3 girls, overpowering in sheer mass presentation, have a now-familiar but always thrilling high-wire turn, culminating in the 7-person pyramid crossing the wire. Precision of their timing and control was especially notable.

Davenport left here Thursday (22) to join his other unit. His staff remains unchanged, with Harry Thomas, equestrian director; Izzy Cervone, bandmaster; Albert White, haenngel director en route; Harry Paag, transportation director, and Charles Jones, boss props.

Clown alley was well represented with six major turns, including the familiar car load and clown band that has been worked into a real production. Included are Hubert Dyer, Myron Orton, Mickey McDonald, Percy Rade-maker, Felix Adler, Joe Short, Paul Jerome, Earl Shipley, Irvin Romig, Frankie Saluto, Louie Nagie, Oscar Lowande, Otto Griebing, Albert White and Blinkie Hoffman.

Weather gave the show a break; mild temperatures melted the heavy snow and ice of the preceding week.

Number of organized school groups at matinees was up this year, indicating good co-operation with school authorities. Opening matinee crowd was built up by a group of 1,000 youngsters brought by Louis Stone, druggist, in a well-publicized promotion send-off.

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PHONEMEN—REAL DEAL
NEED MANAGER for SAN FRANCISCO OFFICE
\$10,000 a Year Proposition
Old established Masonic Magazine needs Phonemen to travel California, Arizona, Nevada and Oregon.
WE HAVE LEADS—CAN YOU SELL REAL TAPS
Masonic Review Digest
4230 Melrose Ave. Phone: NOrmandie 3-3283 Los Angeles 29, Calif.

ACTS WANTED
FOR MY 1951
FAIRS & CIRCUSES
ERNIE YOUNG
203 N. WABASH,
CHICAGO 1, ILL.

Promotional Directors
Steady work, plenty towns, best auspices. Drunks and limbers, stay where you are. Wire where I can phone you. Beeville, Mar. 1; Robstown, 3-4; Corpus Christi, 5; Alice, 6; Kingsville, 7; Raymondville, 8; Harlingen, 9; Brownsville, 10-11; McAllen, 12-13; Laredo, 14-15; all Texas.
BILL MORRIS
Kelly & Morris Circus

KELLY & MORRIS CIRCUS
Wants Billposter with car, Organist for Hammond, Wire, Mechanic, Working Men, Seat Butchers.

Beeville, March 1; Robstown, 3-4; Corpus Christi, 5; Alice, 6; Kingsville, 7; Raymondville, 8; Harlingen, 9; Brownsville, 10-11; McAllen, 12-13; Laredo, 14-15; all Texas.

PHONEMEN
MILLS BROS.' CIRCUS
Crew, steady work until November. Good Men to train for Promotion Managers. This is the crew that trains them. Pay every day.
LARRY LAWRENCE
Morton House Grand Rapids, Mich.

SEND CIRCUS
Shoes with heavy leather soles and all canvas tops, \$18.50; leather and canvas tops, \$25.00; 11 leather tops, \$20.00. Good colors. ORDER NOW FOR IMMEDIATE DELIVERY.
LESTER, LTD. 14 W. Lake St. Chicago 7, Ill.

PHONEMEN-10
Banners, U.P.C., Block Reserve Tickets. Steady work until November. Best of auspices. Write, wire, come on. George, Howard, Steve, Judge, Hal and Dick, come on in. BILL BENTON, V. F. W., Dearborn, Mich.

★ ★ FOR SALE ★ ★
Cheap for Cash—No Dicking.
LIGHT PLANTS: 2 10 kw., 1 Waukesha 17 1/2 kw., both single phase, 110 A.C. gasoline light plants. Automatic control. Mounted on 22-ft. semi-trailer. All for quick sale, \$1000 cash. 5-HORSE LIBERTY ACT. Three also do menage, \$1000. All can be seen at Mills Bros.' Winter Quarters, Fairgrounds, Columbus, O. Answers to Jack Mills, 2649 Euclid Hts. Blvd., Cleveland Hts., O.

PLUMES
Horse and Pony Plumes—hand made of beautiful Ostrich feathers—metal harness fittings complete. Any color or quantity. Beautify your act with finest Plumes. Quick service.
JIM CONLEY
Route 3 Batavia, Ohio
Phone: Batavia 8151

WANTED
PROMOTERS AND PHONEMEN
For West Coast. All strong sponsors and large towns. Big deal for producers. Drunks and limbers, save your time and mine. Route: Colton, Feb. 27-28; San Bernardino, March 1-2; Riverside, 3; all California.
WEST BROS.' INDOOR CIRCUS

PHONEMEN—REAL DEAL
NEED MANAGER for SAN FRANCISCO OFFICE
\$10,000 a Year Proposition
Old established Masonic Magazine needs Phonemen to travel California, Arizona, Nevada and Oregon.
WE HAVE LEADS—CAN YOU SELL REAL TAPS
Masonic Review Digest
4230 Melrose Ave. Phone: NOrmandie 3-3283 Los Angeles 29, Calif.

PHONEMEN!!!
25% PAY EVERY DAY . . . TICKETS, PROGRAMS, BANNERS
This deal is in progress now, with plenty of good calls to be made. National Grotto convention program, Cincinnati, Ohio, to follow. Men who specialize in promoting promoters, also drunks and agitators, stay where you are.
LOU MAIUS-SECOR HOTEL, Phone EM 7845, Toledo, O.

POP PRICES POP

War Conditions Loom For Eat, Drink Ops

KANSAS CITY, Mo., Feb. 24.—If winter developments are any criterion of what's to come, outdoor food and drink concession operators this season may run into conditions paralleling those that existed during the wartime build-up economy of the early '40s. This is the opinion of Chan Laube, who with George Bush, heads B. & L. Concessions here, one of the nation's largest operators of food and drink concessions at fairs and other outdoor events.

Shortages of products and labor, sharply higher prices and possible rationing of some foods may force operators to make big changes in their operations.

Hiked prices on bottled soft drinks may force B. & L. to abandon bottles and come out with mobile bulk drink dispensers, according to Laube.

Prices of paper cups have jumped 20 to 25 per cent, and even ice has gone up, adding to the cost of selling drinks.

While the drink situation currently is the most troublesome, skyrocketing meat prices may become an even more serious problem, Laube said. If ceiling prices are imposed, Laube sees rationing as inevitable and its application as a hardship on food dispensers.

Bun and bread supplies currently are plentiful, but prices have crept up about 20 per cent during the last eight months.

Shortages of labor have already been felt by B. & L. at winter events. Although not nearly as serious as during full-scale wartime mobilization, the draft has made serious inroads in the age groups that make up a big percentage of grandstand butchers. Only solution to this, according to Laube, is to abandon the roving butchers and set up permanent eat stands in, or under, the grandstand.

Although popping corn and seasoning have not been affected yet by the rising economy, popcorn box prices have taken a sharp upturn. A year ago the cartons sold at \$6.75 per thousand, while today the market for the smaller operator stands at around \$9.60 per thousand. Added taxes on beer are expected by Laube.

Laube looks for a good fair season. He believes the rural population will have money and that the upturn in war production will be felt in large industrial centers by midyear.

Larry Ferris Gets Okay Biz In Indio Bow

Org Opens Second Stand at 9-Day Imperial Annual

IMPERIAL, Calif., Feb. 24.—Ferris Greater Shows opened the second date of their 1951 season here today at the nine-day California Mid-Winter Fair. Shows closed their initial date Thursday (22) following a seven-day run to satisfactory business at the Riverside County Fair and Date Festival in Indio.

At the Indio event, Ferris had one-third more area than in previous years, with the carnival lot moved to the northwest corner between the north main and the west gates. Lot had previously been at the southwest corner. The carnival occupied a five-acre parking lot that had been converted into the new amusement area and was grass-covered following a winter's irrigation.

The opening marked the 11th season and the 10th spring debut for the shows started in October, 1941. Ferris is playing the second consecutive year here.

Following the date here, org will again play the Elks Hell-dorado in Las Vegas, and the San Diego County Fair in Del Mar. Ferris picked up the Del Mar date this year after a three-year run that was broken in 1950.

Shows have 9 major rides, 6 kid rides, Penny Arcade, 4 shows, and 60 concessions. Twenty neon light towers are used.

Office personnel includes Rose and Larry Ferris, owners; H. H. Hughes, auditor; John Daur, bill-poster; Clarence Kramer, lot superintendent; Jack Rideoute, electrician; and Jimmy Wilson, neon.

Rides and personnel: Twin Ferris Wheels, Jim Sperlock, James Early, Jack Rideoute, Vera White, tickets; Rock-o-Plane, John Hanson, Dave Pitcock, Marie Forrest, tickets; Octopus, Cletus Burris, Ernie Gray, Loretta Litzenburg, tickets; Tilt-a-Whirl, Jim Lamacchio, Albert E. Gosselin, Donald Pierce, Goldie Hicks, tickets; Merry-Go-Round, John Musser, Don Botoroff, John Litzenburg, Alice Cochran, tickets; Fly-o-Plane, Billy Wooten, George Sternitzky, Lorraine Gosselin, tickets; Rolloplane, Joe Hambrick, Paul Christensen, Maggie Kramer, tickets; Miniature Train, Jack Johnson; kid rides, William Frush, Albert Grade, Louis Ray, Rose Ferris, tickets, and Roller Coaster, Norman Schue.

Ga. Amusement Co. Adds 3 Annuals

AYERSVILLE, Ga., Feb. 24.—Georgia Amusement Company, with quarters here, this week announced that it has been contracted to provide midways at fairs in Jackson, Claxton and Pembroke, Ga. Show is scheduled to open the season in Griffin, Ga., March 24.

Org's route will take it thru Georgia, South Carolina and Virginia. Homer Scott is manager.

H. P. Hill Sets 9 Fairs For '51 Tour

Route Includes Annuals in Four Western States

ROSWELL, N. M., Feb. 24.—With nine fairs and celebrations signed and several more pending, Hill's Greater Shows will this year move over one of its strongest routes, H. P. Hill, co-owner and general manager, announced here on his return from Western fair meetings.

South Dakota dates include the Moberge July 4 celebration, the Huron Rodeo, the Aberdeen race meet and Rapid City, where the fair, Range Days and horse show have been combined.

Route will then take the org into Wyoming for Central State Fair, Casper; Riverton Fair and Rodeo, and Wyoming State Fair, Douglas.

The Mitchell, Neb., Fair will follow along with Colorado and Texas annuals. The show will play several stock shows early in the season.

Org plans to open in early March and carry 12 rides and 10 shows, according to Hill. Staff will consist of C. O. Hill, in charge of office wagon, assisted by Mrs. Cleo Hill; C. Johnson, legal adjuster; Bonnie Holdfield, press agent; Clyde Bunnells, electrician; Mrs. Clyde Bunnells, front gate tickets, and Mrs. H. P. Hill, scales and age.

Floyd Taber Dies Of Heart Attack

SEBRING, Fla., Feb. 24.—Floyd Otto Taber, 66, Tampa showman, died Tuesday (20) at Weems Hospital here shortly after being stricken with a heart attack.

He was connected with the Sunshine Shows of Tampa, org supplying midway attractions at Highlands County Fair. He is survived by his widow, two sisters and a brother.

Charter Kentucky Org

LOUISVILLE, Feb. 24.—Atomic Amusements, Inc., with offices at Druid Hills, Ky., has been chartered by the secretary of state to operate a carnival. Authorized capital stock was listed at \$50,000, with Circuit Judge L. S. Grauman, Simeon S. Jacobs and V. C. Hale as incorporators.

CLOSE-UPS: HOWARD P. HILL

Born and Reared in Biz, He Is Still a Punk at 45

Continued from page 44

Falls, Mont., a year ago getting the B-2 Circuit for his No. 2 show, it brought back memories of his early trouping days. It was when Siebrand had the B Circuit that Hill joined him with a stand. The Siebrand association was short, however, for Hill moved on to Billings and Great Falls as an independent agent.

After 10 years of hopscotching and brief terms as special agent for the Alamo Shows and as concessionaire with John Francis, he framed two posing shows and went back to his first association, Siebrand. In 1937 and '38 he operated girl shows and concessions on the C. A. Vernon, John Davis, J. George Loos Greater and Crowley shows.

Night Club Singer

Carnival business lost its flavor in 1939 and Hill took a job as a night club singer and emcee. His wife, the former Thelma Lucille Snow, whom he married in 1933, generally played on the same bill as an Oriental dancer.

The next year he was approached by Adolph (Booby) Obadal, owner of the Texas Exposition Shows, who asked Hill to attend the Dallas fair meeting and represent his organization. Hill, who had never done any booking, failed to get a contract, but a short time later he was successful in signing South Louisiana State Fair, Donaldsoville, for Obadal, thus establishing himself as an agent.

Hill remained with Obadal until early in the 1941 season and during that time served as lot man, manager and legal adjuster. He left Obadal to manage the

Hollywood Air Circus, owned and operated by Bob Harris, who Hill had met on the Siebrand and Crowley shows. After six weeks with the barnstormers, Hill was made a partner, but before long the show had to fold when the armed services called experienced fliers for instruction purposes.

Soon he hooked on with Byers Bros.' Shows as manager and legal adjuster, a post he held until mid-1944.

At the season's close the Hills—Pnk, his father, and brother, Clyde—decided to start their own show. Pop Hill had been with the Loos for 10 years and had a Ferris Wheel and a couple of kid rides. He agreed to throw them in for a starter. Punk and his brother pooled their resources and purchased a Merry-Go-Round, Mix-Up and Loop-o-Plane. They bought a juice wagon and some tops and show fronts from Al Baysinger, and with that equipment began the new season that started with a blank at Kingsville, Tex. The next stand at Corpus Christi, Tex., was good, but in spite of improving business it was a toss-up for the next several weeks whether the show would make the grade because of the high cost of transportation via private trucking. Once revenue began to come in, it was immediately earmarked for trucks.

The fourth week out, Pop Hill became ill and left the show. He passed away in October that year. Pop Hill never lived to see his sons make a success of the show. But today Hill's Greater Shows is a \$250,000 memorial to a man who showed a punk his way around a lot.

SO LONG TO ROAD

Outdoor Showmen Aplenty At Augusta, Ga., Kid Spot

AUGUSTA, Ga., Feb. 24.—A number of outdoor showmen, particularly from carnivals, will be missing from their regular haunts this season and will be found at Lakeview Park here, newly framed Kiddieland.

Benjamin Braunstein, owner of Jewel Crown Shows, will not take his org out this season, but will remain here to handle special promotions. Landscaping of the grounds is being supervised by J. A. Fontana, brother of Joe Fontana, of the L. J. Heth Shows, and Charles and Richard Miller, owners of Miller Amusement Enterprises, have booked their rides into the spot.

In addition, George Reinhardt, cookhouse op on Johnny J. Jones Exposition, will have the eat stand and Bob McClure, of L. & M. U-Drive-Em Motor Boats, has contracted to put 15 of his boats on the lake.

Braunstein has booked several special days for local industrial firm picnics and the park will feature school picnics and birthday party promotions. Rex Ingham will operate the zoo, with kids admitted for 9 cents and adults 25 cents.

Advertising program includes 24-sheets in Georgia and South Carolina, bumper cards, and radios and newspapers. Beginning April 8, a sponsored radio show will be aired from the park each Saturday over WJBF.

Recent visitors included Morris Lipsky and Ralph Lockett, of the Johnny J. Jones Exposition; Howard Robbins, secretary of the Cambridge (Md.) Fair Association; Jack Partlow, operator of Highway Park, Charlotte, N. C.; Carl Schlosburg, Camden, S. C., and Charles and Richard Miller.

Krekos Org Sets 26 Spots In California

SAN FRANCISCO, Feb. 24.—West Coast Exposition Shows will play 26 fairs, rodeos and expositions during the 31 weeks they will be out this year, Mike Krekos, general manager, said. Shows will not play any dates out of the State. They will take to the road soon.

Among the new dates signed by General Representative Bobby Cohn, are Red Bluff Rodeo, Chowchilla Junior Fair, Sutter Hill Picnic, Livermore Rodeo, Sonoma County Fair, Alameda County Fair, Sonoma-Marin County Fair, Plumas County Fair, 12th District Fair, Lake County Fair, and Santa Cruz County Fair.

Office line-up includes Eddie Helwig, manager; Eddie Harris, concession manager; Barbara Helwig, secretary, and C. P. Cipperly, special agent.

1,000 Attend Miami Picnic

MIAMI, Feb. 24.—Over 1,000 showmen and their guests turned out for the third annual basket picnic, sponsored by the Miami Showmen's Association here Sunday (18) at Crandon Park.

Under the direction of Eddie Edwards, who started the event three years ago, both children and adults participated in a regular schedule of games, topped off by the annual softball game.

The affair was saddened by the death of Nathan (Nappie) Braunstein, former concessionaire, who died on the grounds of a heart attack.

Tampa Garden Club To Dedicate Trees

TAMPA, Feb. 24.—The Clover Garden Circle of the Greater Tampa Showmen's Association auxiliary will dedicate trees in honor of two of its members at the circle's picnic skedded for an early date at Lowry Park, it was announced at a recent meeting.

The trees will be in honor of Mrs. Lester Simon, who helped form the garden club, and Mrs. Gean Berni, its first president.

Nominating committee includes Mrs. Harry Gaughan, chairman; Mrs. Steven Pelak, Mrs. Edward Pasterczyk, Mrs. James Annin and Mrs. James Owens. Hostesses at the meeting were Mrs. Berni, Mrs. Pelak and Mrs. Fogle. Mrs. Fogle also gave a talk on poisonous and non-poisonous snakes.

Nappie Braunstein Dies at Miami Picnic

MIAMI, Feb. 24.—Nathan (Nappie) Braunstein, former concessionaire, who has been operating a Miami newspaper stand for several years, died of a heart attack here Sunday (18) while attending the annual picnic of the Miami Showmen's Association. He is survived by his widow and two children.

O. N. Crafts Hosts PCSA at Orange Show

LOS ANGELES, Feb. 24.—Orville N. Crafts, head of Crafts 20 Big Shows which will play the National Orange Show, San Bernardino March 8-18, will play host to the membership of Pacific Coast Showmen's Association March 13. Attendance by the group is an annual event.

Sam Dolman, chairman of the committee handling arrangements, said that transportation will be furnished PCSA members and autos will leave Lincoln Park at 10 a.m., March 13. A police escort will lead the 60-car caravan.

Admission to the Orange Show will be by membership card and Crafts will be the club's host at a luncheon that will highlight the outing.

Dolman has been negotiating with a local television station to remote the event.

Ga. Drops Tax On Outdoor Biz

ATLANTA, Feb. 24.—Outdoor show business orgs will be able to operate in Georgia without special State taxes starting July 1, under provisions of a bill signed by Governor Talmadge Monday (19). The bill, part of a State tax revision program, abolishes nuisance taxes affecting a long list of outdoor showbiz segments.

Included under the legislation are amusement parks, awning and tent makers, bottlers and manufacturers of carbonated beverages, circuses, Side Shows, carnivals, dance halls, shooting galleries, machine games, fortune tellers and clairvoyants, palmists, magicians, Merry-Go-Rounds, vaudeville shows given under tents or places other than regular licensed theaters and swim pools.

Tivoli Exposition

CAMDEN, Ark., Feb. 24.—Work has started here in getting the org into shape. Owner H. V. Petersen and Agent B. J. Collins recently returned from fair meetings and announced that they had signed 15 fairs and celebrations. Route will take the show thru Missouri, Illinois, Indiana, Arkansas and Louisiana. When the org begins its fair dates, it is scheduled to carry 12 rides, 8 shows and 45 concessions. Tivoli will open in March.

Lynch Inks Chatham

CHATHAM, N. B., Feb. 24.—Chatham Exhibition has signed with Bill Lynch Shows to provide midway attractions for the week of September 10-15. Contract calls for "up to seven rides."

CARNIVAL WHEELS

24" - 30"
36" - 42"

ALL
BALL BEARING

IMMEDIATE DELIVERY

BIG 6 WHEEL

SEND FOR CATALOG!

MORRIS MANDELL, Inc.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone ALgonquin 5-5912

INSURANCE

— • —

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANTED

THREE BIG RIDES

Merry-Go-Round, Ferris Wheel, Chairplane
For July 20 thru July 22nd.
No Concessions.

Contact
CHIEF BATES
Greenhills Fire Dept.
Greenhills, Ohio

SLUM SPINDLES

Will Get You Top Money on Any Midway
\$ \$ \$ \$ \$ \$ \$ \$

You can safely flash your best prizes, work for 10c, 15c or 25c with our new, attractive, precision built "G" model spindle. 30 inches square, beautifully covered with red felt, fancy metal corner plates, has 44 two-inch spaces, steel pins, fine finished 21-inch mahogany arrow. Complete and ready to work on any counter top, only \$37.50.

\$10.00 deposit, balance C.O.D.
K. Max Smith Enterprises
Box 9147, Tampa 4, Fla.

FOR SALE

1948 3-Abreast ALLAN HERSCHELL MERRY-GO-ROUND and 1948 Model FUEHAUF TRAILER—will sell separately or together. 1948 No. 5 ELI FERRIS WHEEL with TRAILER. 1941 INTERNATIONAL TRACTOR, excellent condition, good rubber. 1 1950 WISCONSIN AIR COOLED MOTOR for Merry-Go-Round, etc. POPCORN TRAILER, completely equipped with steam table, Crestors Popcorn Machine, etc. Fences, Ticket Boxes, Cable, Light Stringers, etc. All in good condition.

Write—Wire—Phone
GEORGE FOX
2231 Superior St., Chicago, Ill.
Phone: SEely 3-7710

FLOYD WOOLSEY WANTS

SIDE SHOW PEOPLE

Working Acts, Freaks, Inside and Front Men. Working People I know, contact me at once for a very strong 32 week route, including two State Fairs, with 20th Century Shows.

CONTACT: FLOYD WOOLSEY
206 S. Lake Arthur Jennings, La.

FOR SALE

Mechanical Farm Show mounted on truck; let-down sides and walk-around. Built by the late Alva Gifford. Truck has new motor and good tires. This Show is in first-class shape. A bargain if taken at once.

MARY M. KING
1729 Lawrence St., Denver 2, Colo.
Phone: Westwood 262-R

KIDDIE RIDES

Interested in one or two Major Kiddie Rides, preferably Kiddie Roller Coaster; on percentage basis.

Mrs. Edith Copeland
730 N. Tibbs Ave. Indianapolis, Ind.
Phone: Imperial 6134

CARNIVAL OFFICE SECRETARY

Available for 1951

Experienced in all office routine, also all revenue taxes that apply to admissions, payroll, social security and withholding. Address:

H. L. MASTERS, Redwood, N. Y.

Producing America's Best Carnival and Circus Side Show

BANNERS
SNAP WYATT STUDIOS
RT. 3, BOX 1180 TAMPA, FLA.
Phone, Write or Wire

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Feb. 24.—The meeting Monday (19) was well attended, with President Harry Stahl, First Vice-President Robert Templeton, Treasurer Louis Rosenthal and Paul Greeley on the rostrum.

Plans are being prepared to revive our Old-Time Showmen's Moonlight Excursion on Lake Huron this summer. Committees for summer activities, which will include jamborees, the year book and other fund-raising plans; will be named by President Stahl next week.

Lunch was prepared and served by Irving Stash Rubin, Society Red and Sam Burd.

Letters were received from Ben Landis, Ted Underwood, Gene Berni and Nat Goldin. Memorial services were held Monday for John (Milwaukee Red) Young. Chaplain Ford gave the prayer.

Visitors were Louie Maltin, Sam Solof, Lou Stone, Eddie Douglas, R. A. Nathanson, Chuck Duma, Billy Bos and Mack Brandt. Jack Gallagher is recuperating in the Fort Wayne Hotel here. On the sick list are Herman Magnuson, Veterans' Hospital; Sam Gold and Leo Lippa. Harry Letzer and Gil Cohn are up and about again.

Ladies' Auxiliary

Presiding over the February 19 meeting were Bernice Stahl, president; Grace Ziegler, first vice-president, and Frances Moran, second vice-president. Third Vice-President Mazie Pence was out of town.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 24.—M. J. Doolan, president, conducted Monday night's (19) meeting, with Vice-Presidents Jerry Mackey, Frank Warren, Al (Moxie) Miller and Al Weber, treasurer, and Lou Manly, secretary, on the rostrum. Matt Herman, who recently returned from Tampa, where he represented the club at the Greater Tampa Showmen's Association's banquet and ball, joined the official group to submit his report.

Charles Owens, Richard Wessel, Sam Lasky and Roy Hill were elected to membership.

Orville N. Crafts spoke on pending legislation. Warren and Herman discussed the Florida meeting on the federation of show clubs. Gene Rose will be discharged from the hospital soon. Marshall Brown is in Veterans' Hospital, Sawtelle. Professor Morrell, who underwent an operation recently, is at his home in Seal Beach.

Club now has 29 pints of blood at the local Red Cross bank.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 24.—Meeting was called to order by President Buff Hottle. On the rostrum were Euby Cobb and Al Prosperi. Saturday night parties are still going over big. There was quite a discussion as to who is entitled to burial in the club's cemetery lots. You will hear from us soon if you are in arrears with your dues. A good talk was made by James P. (Kid) Murphy in reviving interest in club activities. John Francis is back in town.

Lone Star Showmen's Club

3105 Forest Avenue, Dallas

DALLAS, Feb. 24.—President Millie Cepak, Secretary Martha Moss and Chaplain Evelyn Harrell were the only officers present at the February 19 meeting. Final arrangements have been made for the blood bank at the Baylor Hospital, reports Martha Moss, chairman. Contract has been let for clubhouse repairs. Work already has started on the servants quarters. A telephone committee was formed from volunteers Hattie Longchart, Evelyn Harrell, Millie Gapak, Sally Murphy, Edna Hacker, Minnie Maples and Martha Moss.

The bi-monthly club dinner was given February 22 under supervision of Corrine Greer and Edna Hacker. Martha Moss gave a Valentine party for the members. Corrine Greer was hostess at this meeting. It was bank night and prize was won by Evelyn Harrell. Door prize, donated by Martha Moss, was won by Grace Tinder.

Hugo Showmen's Club

Hugo, Okla.

HUGO, Okla., Feb. 24.—Recent visitors to the club were Jack and Media Banta, performers; Luther Fuller, owner-manager of Fuller Bros.' Circus, wife and family; Mr. and Mrs. Harry Hugo, owners of the Hugo Players; Paul Zump, concession manager; Phil Enos, clown; Mr. and Mrs. Bill Sheldford, concessionaires; Tommie Randolph, producer of Gladewater, Tex., Rodeo; Mr. and Mrs. John McKee, of the McKee Shows; Kelly Swim and Jack Moore, road-show picture showmen; D. Forrest and Ruby Kuhns, Side Show people; Bill and Jackie Wilcox, circus agents; W. A. L. Clarke, veteran troupier; Dick and Don McLaughlin, circus folk.

Jackie Delaport, 10-year old son of Mr. and Mrs. J. H. Delaport, of Playland Kiddie Park, was accidentally shot by a playmate. Bullet entered his right shoulder near his neck. Helen Teater, who is still in the hospital, is recovering.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Feb. 24.—Babe Miller, chairman of the bazaar committee, reported having received many prizes for the November affair. She has as co-chairmen Gladys Mackey and Sam Dolman.

Sick Committee Chairman Oril Kent reported the following ill or recovering from recent ailments: Mary Ludington, Spot Ragland and Lil Schue. Myrtle Hutt is visiting in San Francisco after an illness.

June Gilligan, in reporting on the membership drive, said that its progress will be posted on a club bulletin board. Each member has pledged to bring in at least one new member.

A lei from Marie Kortez, visiting in Hawaii, was auctioned off, with Hap Young the high bidder. At the February 1 box lunch social 22 lunches were auctioned, with more than \$100 realized for the bazaar. Rose Fitzgerald won a prize. Jerry Mackey was auctioneer and Marie Bailey collects fees. An American flag was presented the club by Zoe Wick in memory of her late husband, Alfred. Virginia Kline and Helen Smith furnished refreshments for the February 14 valentine affair. A birthday card shower was given recently for Clara Zeiger and Harry Jackson. E. Barrickman, house chairman, has been preparing lunches, assisted by Larry Nathan.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 24.—Meeting of February 8 was called to order by President Estelle Regan. Nora Gdynia was acting treasurer in absence of Norma Lange; Lela Graber chaplain in absence of Rose Brown, and Teresa Sidenberg acting sergeant at arms. Others present were Babe Weinstein, social secretary, and Verna Schantz, secretary. Reported on sick list were Minnie Quillion, Adele Volker and Floella Chaney, who fell and broke her ankle three weeks ago.

Bernice Schuart has been elected to membership. Jeanette Hart, Faye Davis, Lillian Davis, Mary Susso, Lela Graber, Lee Belmont and Arlene Sidenberg attended the meeting. First prize, donated by Estelle Regan, was won by Nora Gdynia, and second prize, donated by Jeanette Hart, by Lela Graber. A 20-inch television set is in the reception room.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Feb. 24.—President George A. Golden handled the gavel at the Tuesday (20) meeting, with 98 members in attendance.

Following the report of committees, Michael Roman was appointed chairman of the house committee to succeed Harry Modele, who had served for three years. Named to assist him were Mike Roman, William Tara, Fred Conti, Joe Ross, Maxie Herman, Tommy Carson, Charles (Frenchy) Schwacha, Leonard Ross, J. C. Weer, Maxie Glynn and Tommy Allen.

L. H. Katzenmoyer, Harold Fellman and Burman Holland were elected to the membership. Floyd Gooding was a visitor and spoke briefly, complimenting the showmen on their proposed new clubhouse.

PRELL'S BROADWAY SHOWS

GET WELL WITH PRELL

STRAWBERRY FESTIVAL
PLANT CITY, FLA.
MAR. 5-10

1 MORE FAIR
TO FOLLOW
OCALA, FLA.
MAR. 19-24

SEMINOLE COUNTY FAIR
SANFORD, FLA.
MAR. 12-17

WANTED

Jewelry, Novelties, Hanky Panks of all kinds, Eat and Drink Stand. Can use sober Ride Help. Semi Drivers preferred. Also Girl Drome Riders. All answer

SAM E. PRELL, Ft. Lauderdale, Fla.
Our regular season opens March 29, Fayetteville, N. C.

JOHN F. REID PRESENTS

Happyland Shows

THE BEST IN OUTDOOR AMUSEMENTS

Opening Vicinity of Detroit Early in May
Followed by Our Usual Strong Line-Up of Still Dates, Celebrations and Fairs in Michigan.

WANT TO BOOK FOR SEASON—
FUN HOUSE, SIDE SHOW, MOTOR DROME, MONKEY SHOW and other worth-while Attractions.

Have Openings for a Few Legitimate CONCESSIONS

JOHN F. REID, Mgr.
3633 Seyburn Ave., Detroit 14, Mich. Phone WALnut 1-7924

MIGHTY PAGE SHOWS

14 FAIRS Opening Goldsboro, N. C., March 26. Seymour Johnson Field reopening; plenty of servicemen here. 14 FAIRS

CONCESSIONS: Rotary Diggers, Ball Games, Hit and Miss, Country Store, High Striker, Water Games, Pitch-Till-Win, Cork Gallery, String Game, Dart Games. Ex. on Photos, Sno-Cone, Waffles and Novelties. A few choice Wheels and Grind Stores open if you have other Concessions. SHOWS: Wild Life, Geek, Monkey, Fun or Glass House, Life or Dope Show, Big Snake, Wax Show or any up-to-date Show not conflicting. Valuable Side Show People, get in touch. RIDES: Train, Live Pony, Rock-o-Plane and Little Dipper or any Rides not conflicting. FOR SALE: 1939 model, dual wheel International Panel Truck; Short Range Shooting Gallery, Glass Pitch and Ake and Weight. All in very good shape. \$400 takes all. 1 Evans Big Six P.C. Wheel, practically new, \$75. Will book these Concessions on Show.

All replies to BILL PAGE, P. O. BOX #931, GOLDSBORO, N. C.

Bill Page, Owner and Mgr. Roland Page, Asst. Mgr. Tommy Carson, Bus. Mgr. P.S.: Attention—A. J. Herman, please contact.

FOR SALE--CARNIVAL--FOR SALE

WILL SELL ALL OR ANY PART

Show consists of "Little Beauty," 32 Ft. Merry-Go-Round, 2 years old; 8-Tub Octopus, 4 years old; 5 Elz Ferris Wheel, tip top shape with new leather seats; Smith & Smith Chairplane, 24 seats; Allan Herschell 8-Car Kiddie Ride, 2 years old; 28-ft. racked Semi-Trailer for each Ride. 28-ft. semi Office Trailer with built-in Apt.; 28-ft. special built Concession Trailer with 7 frames & tops (3 new); 90 K.W. Light Plant, General Motors Diesel, like new, mounted on 6 wheel drive army truck with winch and light tower, 1,000 feet of cable, 20 junction boxes; Sound Car; 25-ft. House Trailer; factory built Popcorn Trailer. All tractors and trailers in perfect condition with practically new rubber. Will furnish with complete sale 30 weeks in exclusive territory with Manager and Advance Agent if needed. All replies

H. GRAHAM, 2006 S.W. 12th Street, Miami, Fla.

F. C. BOGLE SHOWS, INC.

9 RIDES 18 FAIRS 5 SHOWS

OPENING SATURDAY, APRIL 7TH—WANT—WANT

CONCESSIONS—All Stocks open, Ball Games, Penny Pitch, Balloon Dart, 5 Cats, Cigarette Gallery, Grab, Fish Pond, Scales, Rifle Range, Watch-La, etc. SHOWS—Mechanical, Athletic, with own equipment. Furnish tops and fronts for Side Show, Girl Show or any Grind Show. FREE ACT—Want to hear from Act interested in working percentage of front gate, prefer High Act. Arcade Mechanic, capable of taking complete charge. Octopus Foreman, salary or percentage. Funhouse Operator, good deal.

WRITE (no phone calls): F. C. BOGLE, BOX 67, ARMA, KANSAS

FOR SALE

One 60 by 90 Top with a 10-ft. sidewall, brand new, has never been out of the bag, will take \$1500 for it. One Moving Target Shooting Gallery, with 4 guns, will take \$500 for it; brand new. One Cook House, with griddle and stove and burner, with bun and hot dog warmers, will take \$150 for it. One Candy Floss Machine for \$50; one Pop Corn Machine, will pop 10 pounds of pop corn, for \$50; one Airplane Ride with 6 airplanes for \$600; one Duck Ride with 10 moving ducks, made by Allan Herschell, price \$800; one Dive Bomber Ride with 7 dive bombers for \$600; one 60 k.v. Light Plant with 70 h.p. Atlas-Chalmers engine, on new trailer, will take \$1500 for it—brand new; five Trailers, 25 ft. long, from \$600 down; one Butterfly Ride, made by Travis, for \$800; one Caterpillar Ride, loads on 30-ft. truck, has 12 seats, new engine, new power jack, new cable, for \$2500. Have some Concessions Tops and some other Tops for sale. Have a Mother and Baby Monkey, giant Russian Monkey and another Reich Monkey, for the four I will take \$125. Have 8 Scooter Cars with 8 extra motors, will take \$1200 for them. This property is all in good shape and can be seen here in Bay St. Louis. JAY WARNER, Box 161, Bay St. Louis, Miss. Phone 9121.

NESSLER GREATER SHOWS

Opening April 23 with a route of proven Still Dates and a string of bona fide Celebrations and Fairs to follow.

CONCESSIONS: Fish Ponds, High Striker, Novelties, Ball Games, Long or Short Range Gallery, Duck Pond, Age and Scale, Basket Ball, Dart Games, Pitch Till You Win, Watch-La, Bumper or any other Hanky Panks not conflicting. Sell X on Custard and Jewelry. Want Arcade, also Cook House or nice Sit-Down Grab that will serve good food. SHOWS: Mechanical, 10-in.-1. Snake, Motor Drome, Fun House, Girl Show (Frenchie, contact at once) or any Grind Show capable of getting money. Must have own equipment, reasonable percentage. RIDES: Octopus, Dark Ride, Looper, Cat or any Ride not conflicting at reasonable percentage. HELP: FOREMAN AND SECOND MAN for Spiffire. Second Men on all rides, must be sober and reliable, have license and be able to drive semis. Good pay and treatment. Ask anyone who has worked for us.

WRITE—PHONE—WIRE
B. NESSLER, OWNER & MGR. SANDOVAL, ILL. B. J. COLLINS, GEN. AGT. P.S.: WANT TO BUY 36-Ft. Two-Abreast Merry-Go-Round.

WANT—FLOYD O. KILE SHOWS—WANT

4th Annual Tour, Louisiana, Arkansas, Mississippi, Open April 7th in Louisiana. 11 Fairs—2 Celebrations

Can place for long season—Small clean Cookhouse that caters to Showfolks, Fish Pond, Pitch to Win, Hoopla, Cork Gallery, Penny Pitch, Ball Games, Short or Long Range, Coke, Spindles, Jewelry, Glass Pitch, Bowler, etc. One of a kind, Funhouse or good Grind Show to feature. You can't miss. Foreman for Merry-Go-Round, Second on all Rides, Bingo Help, Electrician with Concessions. We carry 6 Rides. No gate, no grift. Bill Hart, Lucky, can place you. All replies answered. Contact at once.

FLOYD O. KILE, Mgr., P.O. Box 85, Baton Rouge, La.

Want For The DANIA TOMATO FESTIVAL

Dania, Florida, March 5th to 10th. RIDES—Can place Merry-Go-Round, Octopus, Tilt-A-Whirl, Spiffire; also Kiddie Rides except Train and Whip. SHOWS—Any Show of merit with their own outfits. Side Show, Wild Life. CONCESSIONS—Legitimate Concessions of all kinds—Pop Corn, Candy Apples, Hanky Panks of all kinds. No Flats, Count Stores or Skillos. All replies to:

ORANGE STATE SHOWS, Leo M. Bistany, Manager, Okeechobee, Florida, this week.

Want for Grand Opening of SEA ISLAND PARK

OPENING DATE, MARCH 3, BEAUFORT, S. C.
 Located near overflowing Marine Base. The only amusement of its kind on the island, operating seven days a week, Sunday being the largest day.
 This is not a fly-by-night promotion, we have secured a fourteen-acre oak grove for permanent park. Plenty of money around here. Due to two locations, Beaufort and Myrtle Beach, can place Merry-Go-Round, Ferris Wheel, any Major Ride not conflicting. Especially want Kiddie Rides. Want Shows. What have you? Concessions—Park-type Concessions. Also want Couple to take over Cookhouse. Ride Help for Beaufort and Myrtle Beach. Can place Men on Merry-Go-Round, Wheel, Octopus, Rolloplane, Spitfire, Chairplane, Kiddie Rides. All contact **SHERMAN HUSTED, Mgr.; ELLEN WELSH, Secy.**
 SEA ISLAND PARK, BEAUFORT, SO. CAR.

CONY ISLAND SHOWS

Opening Columbus, Ga., Friday, March 2

Largest Soldier Camp in the South. Big Pay Day.

Want Concessions of all kinds, Bingo, Cookhouse, Photos, Grind Stores, Penny Arcade, Hanky Panks. Agents for Grind Stores. Help on all Concessions. Want Rides: Merry-Go-Round, Tilt-a-Whirl, Octopus, Spitfire, Scooter. Want Side Show People and Manager with good insides. Want Girl Show Operator for 2 Girl Shows, with talent. Want Jig Show People with band; Snake Show Operator. Will book Shows with own outfits and transportation. Want Motordrome, Wild Life, Unborn and other Shows. Want Electrician. Ride Foremen and Scenic Artist.

Phone or Wire: **MANAGER**, Rankin Hotel, Columbus, Ga.

DADE COUNTY SHRINE FAIR

MIAMI, FLA.

MARCH 8 TO 18 Inclusive

Can place all kinds of Hanky Panks, Ball Games, Cookhouse. Good money spot for Motor Drome, Penny Arcade. Place Tilt-a-Whirl, other Rides not conflicting. High Pitch, Jewelry Workers. All answer:

DAVID B. ENDY

743 SEYBOLD BLDG., MIAMI, FLA.

P.S.: Endy Bros.' 30-Car Rail Show opens Savannah, Ga.
 Place for season: Drome, Girl Show, Side Show. Open midway.

GEORGE CLYDE SMITH shows

OPENS APRIL 26

Wanted—Ball Games, Candy Floss, String Game, Fish and Duck Ponds, Scales, Photos, Six Cats, Swinger, Glass Pitch, Pitch Till U Win, High Striker, Darts, Hoop-La, Long or Short Range Gallery. Wanted—Girl Show, Side Show, Snake Show, Monkey Show, Wild Life, General Ride Help and Grind Store Agents. All replies to

GEORGE CLYDE SMITH SHOWS

P. O. BOX 521

CUMBERLAND, MARYLAND

WANT FOR DIAMOND JUBILEE

De Land, Florida, March 5 thru 10

THE GREATEST EVENT IN FLORIDA

CONCESSIONS—Ball Games, Fish Ponds, String Games, Darts or any Hanky Panks; also Jewelry, Age, Scales, Novelties, Hats, Snow. Wire in deposit at once. Lot to be laid out Friday, March 2.

Reply to E. L. YOUNG

ROYAL CROWN SHOWS, DE LAND, FLA.

NOW BOOKING CARNIVAL FOR ANNUAL WRIGHT COUNTY FAIR

SEPTEMBER 12-15. WRITE

DEAN SPERRY

BOX 66, MANSFIELD, MISSOURI

AGENTS WANTED

For Pin Store and Razzle, also P.C. Dealers and Agents for Ball Game and Hanky Panks. Wm. Pasternak, contact me. Opening middle of March in Central Texas.

EARL TAUBER

1909 EUCLID AVENUE

BERWYN, ILLINOIS

BARNEY TASSELL UNIT SHOWS

Week March 5

LAKE WORTH, FLA., ELKS' FAIR

Can place Tilt, Whip, Flyoplane or Dark Ride. Concessions of all kinds except grift. Shows of merit.
 Write or wire this week, Homestead, Fla.

WANTED

FULLER ROAD FIRE DEPT. CARNIVAL JUNE 4-9
 2-Ride Carnival — Ferris Wheel and Merry-Go-Round. We will operate all Concessions on rental basis; would like around 14 Concessions.

T. E. WALSH JR., Chairman
 24 Grant Ave. ALBANY 4, N. Y.

Harlem WANTED Colored Cubana

Chorus Girls, Give age, height and send photo. Want Alto Sax, 2 Trumpets, Trombone, Drums, Blues Singers. Also A-1 Comic, Sparky Jones, answer. Want Boss Convmen who can get up and down for Railroad Carnival Show. No drunks or fighters, answer 248 Medberry, Detroit, Mich.

WANT CARNIVAL FOR RIDGEFARM TOMATO FESTIVAL

Week of Aug. 20

Write **EDGE FARM LIONS' CLUB**
 Ridge Farm, Ill.

CARNIVAL WANTED

Rides and Concessions. August 27 to September 1. Contact

WAYNE LOWE

R. F. D. 1, Trenton, Mo.
 Phone: Tindall, Mo., 2R11

BIG STATE SHOWS

Open March 2, Gregory, Texas. Will book Bingo, Hanky Panks all open except Ball Games and Diggers. Book Shows that don't conflict. Want Grind Stores, work as told, Jimmy Moran, legal adjuster, Eddie Faulker and Whitey, wire me.
JACK BARNES

HELP WANTED

Elderly or middle-aged all-round Ride Man who also is capable of operating and maintaining No. 16 Ferris Wheel. Work the year round in our park. No moving. State age and experience in first letter.

GRIFFEN AMUSEMENT COMPANY
 Jacksonville Beach, Florida

RIDE FOREMEN WANTED

for Octopus and Rolloplane
 Charles (Red) Snow and Harold Swank, come on. Jean is not connected any more. **FRANK PEPPERS**, Alabama Amusement Park, Camp Rucker, Ala.

Winter Quarters

Johnny T. Tinsley

PHENIX CITY, Ala., Feb. 24.—H. S. (Tommy) Thompson has completed his annual booking tour and the dates he has signed include fairs in Griffin, Newnan and Thomaston, Ga., and Roanoke, Alexander City and Luverne, Ala. All are repeat dates. Shows plan to open the season April 2.

Owners Johnny and Mayo Tinsley have divided their time this winter between South Carolina and Florida. Kenneth Ritchie, ride superintendent, and crew have overhauled and repainted all equipment. Artist Tex Owens is lettering all rolling stock.

Attractions for 1951 include Miller's Battlefield; Nalomi Hewitt, big snakes; S. H. Davis, Fat Show and Funhouse; Motordrome; Sammy Green's Minstrel and Creation Show. In winter quarters are Mr. and Mrs. Kenneth Ritchie, Mr. and Mrs. Russell Long; Ben Cheek and daughter, Benay; Mr. and Mrs. Louis Alcido, Mr. and Mrs. C. M. (Red) Miller, Odell McCowan, Eddie Little, Clarence Fair, Mr. and Mrs. Tex Owens, Mr. and Mrs. Thompson and Myra Ann, E. H. (Texas) Smith.

Recent visitors included John R. Ward, Mr. and Mrs. Bill Geren, Bill Sterling, Johnny Caruso, Joe Karr, Wimple Schemple, Mr. and Mrs. Jess Marlow. H. Kalansky advises he will have a new cookhouse, and Tommy Thompson, Kenneth Ritchie and Ben Cheek have purchased new cars. Joe Tuller advises from Tampa that he has his midway confectionery ready to open.—H. SAWYER.

Gold Medal

BAINBRIDGE, Ga., Feb. 24.—Org. owned and operated by John J. Denton, is in winter quarters at the airport here. Roster includes Irene Denton, auditor; Cash Wiltze, general agent; Bob Robertson, manager; C. C. Leasure, secretary and director of special events; Pee Wee, foreman; Herb, scenic artist. Work is being done on the fronts of the John Ward Shows, recently bought by Denton. Org is scheduled to carry 15 rides, 10 shows and 50 concessions.—C. C. LEASURE.

Royal Midwest

FINDLAY, O., Feb. 24.—Owner Roxie Harris has slated an April opening in Southern Ohio for the org, which will carry 8 rides, 4 shows and 35 concessions. Work will start soon in Chillicothe, O., quarters, Owner Harris said.

Robert Harris, who with his wife is vacationing in Tampa, is due back to take charge of quarters. Rides, rolling equipment and front will be painted. General Manager Bill Harris, who was inducted into the army last fall, is with the 515th Engineer P. D. Company at Ft. Belvoir, Va.

Tennessee Valley

ALBANY, Ga., Feb. 24.—Recent quarters visitors included Lee Hos, Whitey Johnson, Smokey and Gertrude Strickland and Albert and Mary McLean. Tony Cowden has returned from a visit to his home. He's the mailman and (The Billboard) sales agent.

Maurice Meadows, electrician, recently built new junction boxes and painted the transformer truck. Theodore Meadows Jr., and his bride, Helen Naomi Delaney, are making their home in Los Angeles. Ray Cotton is en route here—MRS. UNA P. MEADOWS.

Under the Marquee

Continued from page 51

steamer from Iowa to the Ringling Museum of the American Circus, Sarasota, Fla., if the museum is able to arrange for housing the wagon. B. J. Palmer, Davenport, Ia., owner of the wagon, has offered it to the museum. . . Mickey Sullivan and his circus band played Frank Wirth's Variety Circus at the Orange Bowl, Miami.

Charles Robinson, late of Cole Bros.' Circus, after eight months in the Veterans' Hospital, Dayton, O., has returned to Philadelphia at 502 North 18th Street. Recent visitors were Billy Dick and Billy Barton. Robinson will not be on the road this year.

Virginia Greater

SUFFOLK, Va., Feb. 24.—Manager Rocco Masucci has the Whip, Ferris Wheel, Merry-Go-Round and kiddie rides outdoors for repairs and paint. Buddy Bernstel will operate two Girl shows, a Monkey Show and shrunken head exhibit.

Working crew includes George (Slim) Gillespie, Ronnie Prue, Tommy Kinder, Sam (Sheriff) Mitchell, James Bowser and H. Brownie. A new cookhouse truck has been ordered to replace the one wrecked last fall in North Carolina.

W. H. Goodrich will not have his ball games on the shows this year. Vito Cerrone writes from Tampa that he and his wife will be back on the org with ball game and duck pond concessions.

NEW TOP FOR SALE

Have brand-new Top, used one time at Dallas last fall. 60x80 Two-Pole Bale Ring Top with steel telescope center pole. Full set of Quarter and Ten-Foot Side Poles. Top is deluxe finish, plenty of flash. Cost \$2800.00. Will sell for \$1500.00. Can be used for Rink, Ice Show, Girl Show or any number of things. Reply to **RAY MARSH BRYDON**
 784 N. E. 71st St. Miami, Florida
 P.S.: Top stored in Dallas, Texas.

WANTED

CONCESSIONS: Hanky Panks only. Have good proposition for someone who has Corn Game. RIDES: Good proposition for party who has two good Kid Rides.

TONEY MARTONE

Milner Hotel 219 West 9th St.
 Kansas City, Mo.

P.S.: Curley Little, former owner of Queen City Shows, PLEASE contact me at once.

FOR SALE NO. FIVE ELI WHEEL

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FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 57

FROZEN CUSTARD TRUCK, ABSOLUTELY complete; machine, power unit, truck excellent; sacrificing. Robert Fleming, 40 E. 316 St., Willowick, O. mh3

LINDY LOOP—8 CARS, 32 PASSENGER, \$1,000; Flyer, 24 seats, 4 tubs, \$1,000; both rides have electric motors and are in good condition. Happy Home Amusement, 390 Seaside Blvd., Staten Island, N. Y. C.

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SHRUNKEN HEADS, \$15; TWO-HEADED Males, \$10; rare old Chastity Belt, many others. A. E. Beasley, 14820 Euclid, Cleveland, O.

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YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10¢. Balda, the Lightning Cartoonist, 1024 So. W. 1st, Phoenix, Ariz.

MAGICAL APPARATUS

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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 50¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. ap7

APPEARING INK—INVISIBLE WHEN AP-plied, will appear after short time without other means; good for tricksters, readers or beat the books; send \$2 for trial order. Cocco's Enterprises, 672 Main St., West Haven, Conn.

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THE MYSTIC HINDU VASE—MYSTERI-ously remains suspended in mid-air; it fooled Houdini; send \$2. Stratton Murrell Trucks, Dept. H-2, 6417 N. 13th St., Philadelphia 26, Penna. mh3

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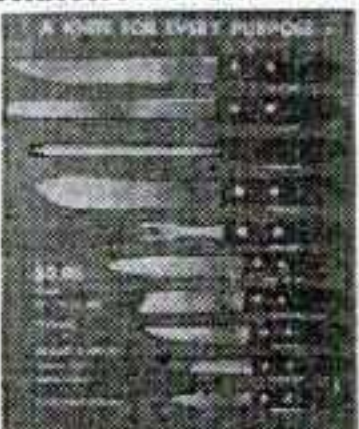
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FIREWORKS
 Right now is the time to
 line up for some big, fast
 profits.
DEALERS-SALESMEN
WAGON-JOBBER
 Deal direct with manu-
 facturer. Write today for
 catalog of hundreds and
 hundreds of items and
 details of best deal ever.
 We will drop ship for
 you.
ACME FIREWORKS CORPORATION
 Dept. 4-B River Grove, Ill.

ATTRACTIVELY GIFT BOXED

 Each
 16 pc. Kitchen Set Stainless Steel... \$2.80
 15 pc. Cutlery Set, Stainless Steel... 4.00
 5 pc. Cleaver Set, Stainless Steel... 1.35
SILVERWARE
 24 pc. Flatware... \$2.50
 Two-tone display chest... 1.00
 Many numbers available from 3 to 103
 piece sets in flatware and kitchen sets.
 Write for Catalog.
 25% with orders—Prompt delivery.
THOMAS A. WOLFE, INC.
 Dept. B2, 1133 Broadway, New York 10

PREMIUMS
NOVELTIES
WE STOCK A
COMPLETE LINE!
 Stop in or write
 for Complete List
RAKE, DEPT. M
 609 Spring Garden Street
 Philadelphia 23, Pa.
 Lombard 3-2676

PHOTO KNIFE
 1 Dozen on Display Card
 Two Blades Highly
 Polished Carbon Steel.
 Unbreakable Plastic
 Handle with Beautiful
 Art Photo.
 1584BB \$3.90
 Per Doz.
 10 Doz. \$3.50
 or More—
 Per Doz.
ROHDE SPENCER CO.
 223-225 W. Madison St., Chicago 6, Ill.

SOMETHING NEW!
 1. Unpainted Home "Television Bar."
 2. Travelite Electric Bingo Blower.
 Priced so you can buy today!
LIPKA MFG. CO.
 517 East 11th St. New York 9, N. Y.
 Spring 7-2327

HELP WANTED—ADVERTISEMENTS
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
NOTICE New Rate Effective March 24 Issue
15c A WORD — MINIMUM \$3

AT ONCE—SOCIETY PIANO, LEAD TENOR
 and Girl Vocalist; also other musicians;
 locations only. Ray Bradshaw, Library Ho-
 tel, Springfield, Ill.
DANCE MUSICIANS—GUARANTEED SAL-
 ary. Cliff Eyles, Box 611, Mankato, Minn.
 mh17
DANCE MUSICIANS—PREFERABLY DOU-
 bling vocals; weekly salary. Phone:
 8-1295, Box 593, Sioux Falls, S. D. mh10
HELP WANTED—CIRCUS MAN FOR
 Punch-Magic-Fire Eater, also drive panel
 truck. Carl Miller, Fred Lewis, Dave Reid,
 write immediately. Zora Blaire, Gen. Del.,
 Hugo, Okla.
LADY—HIGH TYPE, REPRESENT 45-
 year-old company booking latest enter-
 tainment feature with civic and church
 groups in smaller cities; dignified, high
 earnings; need car. Write United Produc-
 tions, 3419 Broadway, Kansas City, Mo.,
 today. mh17
LEAD ALTO AND CLARINET MAN—
 Salary; also interested in Musicians
 doubling vocals. Lee Williams, 301 S. 45th
 St., Lincoln, Neb. mh10
MUSICIANS FOR TWO BEAT BAND—
 Salary, sleeper bus, state experience.
 Buddy Hair, Box 113, Colome, S. D. mh3
MUSICIANS FOR TWO BEAT BAND—
 Guaranteed salary, sleeper bus. Write
 Bob Calame, 2107 N. 18th St., Omaha, Neb.
 mh10

MUSICIANS—FOR REPLACEMENTS ON
 territory band; no characters; salary
 guaranteed. Bandleader, Box 86, Grand
 Island, Neb. mh24
MUSICIANS — COMMERCIAL DANCE
 band; have every night; weekly salary;
 no lay off; finest transportation. Bobby
 Mills, Columbus, Neb. mh10
PERMANENT POSITION FOR GOOD MAN
 with car; 45-year-old company serving
 school and civic groups with proven, no
 cost, fund-raising program; 8000 commu-
 nities served, all groups interested; \$150-
 \$200 weekly commissions, plus bi-monthly
 bonuses. Write Field Director, 3419 Broad-
 way, Kansas City, Mo. mh17
PIANO—ALL ESSENTIALS PLUS CAVAL-
 lero style and Montunos; only above aver-
 age apply; state age, previous bands, per-
 manent address; also strong lead trumpet;
 top salary; hotels. Box C-322, c/o Billboard,
 Cincinnati 22, O.
WANTED—HAMMOND ORGANIST, PRE-
 fer one that sings; also a Vocalist wanted.
 Aragon Tavern, 610 Sycamore, Waterloo,
 Iowa. mh31
WANTED — EXPERIENCED, RELIABLE
 Reptile Man; Assistant Manager, reput-
 able, well-established reptile garden, April
 1-October 1 salary plus housing, quarters
 for couple; send late photograph, full de-
 tails, references, in first letter. Box 360,
 Park City, Ky. mh10

AT LIBERTY—ADVERTISEMENTS
5c a Word, Minimum \$1
 Remittance in full must accompany all ads for publication in this column.
 No charge accounts.
Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL
YOUNG MALE WANTS TO TRAIN FOR
 aerial act; no experience; will travel.
 Write Box 429, Billboard, 188 W. Randolph,
 Chicago, Ill. mh10

MISCELLANEOUS
SITUATION WANTED BY SINGLE MAN—
 No experience, but interested in any form
 of show business; am successful salesman
 but wish change of occupation; consider all
 propositions. Virgil H. Lehr, 5333A Terry,
 St. Louis, Mo. mh3

MUSICIANS
A-1 BASSES—SING, GOOD ENTERTAINER;
 neat, sober, congenial, reliable; desire
 combo; write details. Box C-314, care Bill-
 board, Cincinnati, O.
A-1, DRAFT EXEMPT, VIBRA HARPIST—
 Doubles piano, authentic timbales, drums,
 correct bass, parody vocals; experienced
 fine combo arranger; 24, clean-cut, class
 club experience; car on travel books. Mu-
 sician, 7734 N.W. 5th Ave., Miami, Fla.
 Phone 78-4981. Wire or call.
ACCORDIONIST—STROLLER; AVAILABLE
 immediately; free to travel anywhere;
 will consider all offers. P. O. Box 1442,
 Miami 9, Fla.
ALTO, TENOR, BARITONE, BASS CLAR-
 inet, Flute; Local 802; draft exempt; play
 lead on any type band; prefer combo; age
 29, well experienced; cut. Wire
 Western Union or write Gen. Del., Eunice,
 La., Eddie Beau.
AVAILABLE—FIRST CLASS RINK ORGAN-
 ist; life long musician; years of experi-
 ence better rinks; congenial, sober, reliable,
 references. Box C-139, care Billboard,
 Cincinnati, O.
AVAILABLE — VIOLINIST WITH SYM-
 phony, hotel band, Western, radio and
 television experience; play hot fiddle, dou-
 ble trombone; draft exempt, union. Mu-
 sician, 713 West 14th St., Austin, Tex.
 Phone 25532.
EXPERIENCED DRUMMER—JOIN IMME-
 diately; any proposition considered; dance
 or show; new equipment, plenty rhythm,
 reliable, voice. Tom Wrenn, 20 Chatham
 Rd., Asheville, N. C. mh3

GIRL TROMBONE—EXPERIENCED; SMALL
 or large band; good tone, range and
 reader; available immediately. "Flip" Cul-
 bertson, 1414 W. 18th St., Chicago 8, Ill.
 CA 6-5246.
HAMMOND ORGANIST WITH ORGAN.
 Chimes; sweet music for your cash regis-
 ter, customers! Photo, record, reasonable;
 draft exempt. P. O. Box 206, Chicago. mh16
LEAD TRUMPET—NAME BAND EXPERI-
 ence, commercial; read, tone, intona-
 tion; draft exempt; 3 years vet.; 28 years
 old, married, normal habits. Box C-316,
 care Billboard, Cincinnati 22, O.
ORGANIST AND PIANIST — HAMMOND
 experienced; desires position. Write Mar-
 jorie Ekedahl, 14½ Cowing St., Jamestown,
 N. Y.

PIANO MAN, ALTO SAX AND CLARINET
 duo; boy and girl; draft exempt; attrac-
 tive, good wardrobe. Box C-137, care Bill-
 board, Cincinnati 22, O.
PIANO AND SOLOVOX — ATTRACTIVE
 brunet; classical and popular music;
 no vocals; can travel anywhere. Box C-
 320, c/o Billboard, Cincinnati, O.
TENOR, CLARINET, FLUTE—NAME EXPERI-
 ence; 25; available immediately; all
 offers considered. Jerry Noble, 25 Cherry
 St., Palmyra, Pa. Phone 8-5024.
TRUMPET, DOUBLING TENOR, VIBES;
 also vocals, arrange; plenty experience,
 good reader, fake; combo or commercial
 band; will travel; good Drummer also avail-
 able Ken Wolf, Box 165, Canton, Mo.
 mh3

TRUMPET-VOCALS — DOUBLE TROM-
 bone, show, hotel, combo, name experi-
 ence; reliable, single; draft exempt; no
 broker. 1025 W. Washington St., New
 Castle, Pa.
TRUMPET-TROMBONE-VOCALS — COMBO,
 name, hotel show, lead experience; single,
 sober, reliable; available now; draft exempt.
 Musician, White House Apts., Pensacola,
 Fla.
TRUMPET-VOCALS — NAME, HOTEL,
 show, combo experience; reliable, single,
 sober; transpose, arrange, fake; appear-
 ance; available. Musician, Drake Hotel,
 1246 Library, Detroit 26, Mich.

PARKS & FAIRS
BALLOON ASCENSIONS, PARACHUTE
 jumping; modern equipment for parks,
 celebrations; always reliable. Claude L.
 Shafer, 1041 S. Dennison, Indianapolis 21,
 Ind. mh17
"ENGAGE" CHARLES LA CROIX, OUT-
 standing trapeze act, for outdoor and in-
 door events; platform required outdoors.
 For full particulars address Charles La
 Croix, 1304 South Anthony, Fort Wayne
 4, Ind.

VAUDEVILLE ARTISTS
ATTN. FAIR BOOKERS AND AGENTS—
 After June 8, three people; juggling,
 hand balancing, tumbling, trumpet, and
 vocal novelties; M. C. for pictures and in-
 formation. Write Sammy Lillibridge, 357
 Third Ave., Freedom, Pa.
AVAILABLE—STRONG KNIFE ACT; ONE
 of the best; some whips; work guaran-
 teed; ticket one way refunded. Jack Cor-
 nell, Rt. 1, Box 228, Banks, Ore.
AVAILABLE FIRST TIME IN TWO
 years; Billy Stewart's comedy Mule Act
 including "Snafu," the best high schooled
 and comedy mule in the business, along
 with Riding Monkey and Comedy Dogs;
 open for club, theater and fair dates.
 Billy Stewart, care Billboard, 1564 Broad-
 way, N.Y.C. mh10

PAMAHASKA'S FAMOUS TROPICAL BIRD
 Circus; it's tops; macaws, cockatoos; the
 oldest, the best in America; also Dog, Pony
 Monkey Circus. Geo. E. Roberts, Manager
 Pamahaska's Studio, #3504 N. 8th St., Phil-
 adelphia 40, Pa. Telephone Sagamore 5536
 mb5

A TERRIFIC BUY FOR A FAST TURNOVER
FAMOUS 3-STRAND
LA MOUR
PEARLS*
 Gorgeous 3-strand high quality
 necklace. Graduated pearls .
 brilliant rhinestone clasp. Really
 an outstanding value.
 LA MOUR PEARLS* (*simulated)
 are noted for their rich color, high
 lustre and long wearing qualities.
 Guaranteed indestructible. Beauti-
 fully boxed. Carries a \$100.00
 price tag and worth it!
Only 90¢ Ea. N. OZ.
 Sample \$1.10 ea. Federal tax addi-
 tional if not for resale.
 25% Deposit, Balance C.O.D.
ACT QUICKLY GET YOUR SHARE OF THE PROFITS ORDER TODAY!
 We Are Distributors to the Premium Trade of
BENRUS WATCHES and BENRUS SETS
 WRITE FOR PRICES
TEMPLE COMPANY 113-15 South 8th Street
 Philadelphia 6, Pa.
 Market 7-6519

ATTENTION, WIRE ARTISTS
 The use of copper and nickel
 materials for jewelry is now
 prohibited by Government
 Regulations.
 Write at once for new prices
 on your requirements of Ster-
 ling Base.
 We regret that since our wire is now all precious metal, we cannot
 give free samples.
 25% deposit on all orders, balance C.O.D.
THE IMPROVED SEAMLESS WIRE CO.
 775 Eddy Street Providence 5, R. I.

POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET
 54x72 Packed 30 to Case
\$3.50 EACH IN CASE LOTS OF 30
 \$3.60 Each in Less Than Case Lots
 \$4.00 for Sample Postpaid
 Case lots of 30
 No. 140 TOBAS \$3.25
 No. 144 Midway 3.25
 No. 145 Magnet 4.10
 No. 146 Mingo 4.10
 Less Than Case Lots, Add 10¢
 Per Blanket.
 For Sample Add 50¢ Per
 Blanket.
 Do you have our No. 60
 Catalog? If not, write.
 State nature of your busi-
 ness in first letter.
WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

JOBBER — DISTRIBUTORS
 If you can use merchandise in fair quantities, we have an
 interesting deal for you. Inquire today!
ORDER EASTER STUFFED TOYS NOW!
 ♦ 32—38" Hi-grade rayon plush begging rabbit, \$37.50
 asstd. colors
 ♦ 30—Brand new 19" smartly dressed character \$21.00
 bunny, with felt hat & vest. Quail plush. (illus.)
 ♦ 82—12" REAL FUR White Begging \$18.00
 Rabbit
 ♦ 26—18" Plush begging rabbit, asstd. \$15.00
 colors
 ♦ 45—Assorted 8" plush rabbits and \$6.50
 chicks
 ♦ 30—30" Rayon plush begging \$27.00
 rabbit
SEND \$19.75 AND RECEIVE 17 NUMBERS POSTPAID!
 (One dozen #45 & SAMPLES of each of the other 5 numbers.)
 25% deposit required, balance C.O.D. if not rated.
 Send for FREE catalog and price list of our new Easter line and
 Jumbo Concession and Carnival numbers. Closeouts always on
 hand. Special Jobbers' set-up. Salesmen: Choice territories open
ACE TOY MANUFACTURING CO.
 Manufacturers of Fur Stuffed Toys
 122 WEST 27TH STREET NEW YORK 1, NEW YORK

Merchandise You Have Been Looking For
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys.
 Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Sium, Flying Birds, Whips.
 Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise
Catalog Now Ready—Write for Copy Today
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business
 and Type of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP.
 1111 South 12th, St. Louis 4, Mo.
 GIFT SHOPS: Send for our latest circular of
 German Importations.
LEO KAUL IMPORTING 2353M East 75th St.
 AGENCY, Inc. Chicago 49, Illinois

MAKE MONEY with Joseph Bros. Merchandise
ELGIN • BENRUS • BULOVA
GRUEN • WALTHAM
 For men and women, new
 model watches, cases and dials.
 Reconditioned like new. Com-
 plete with leather straps. \$9.95
 15-J, \$11.95; 17-J, \$14.95; 21-J, \$18.95
 Gold Plated Expansion Band, 95c add.

25c
 Will bring you our new 1951
 wholesale catalog. Take credit
 of 25c on your first
 order, so you get this
 catalog FREE.
FACTORY CLOSEOUT! RINGS!
 Heavy 1/20 14K. R.G.P. rings with imitation rubies
 and whites that look like the real thing.
 Big eye appeal. Included are rings
 that sold \$36 doz. wholesale. (2 doz.
 asst. with tray only.) Doz. \$12.95
 Wholesale only—\$1 additional
 for samples. 25% with order,
 balance C.O.D. 5-day money
 back guarantee if not satisfied.
Joseph Bros. 5 S. Wabash Ave.
 Dept. B-3 Chicago 3, Ill.
 "The Watch and Diamond House"

LOW PRICES—While Stocks Last!

In spite of rising markets, we will not raise prices while our stocks on hand last!!

Popular Styled LIGHTERS



Best Quality CAMERA STYLE LIGHTER With Compass
Camera style with compass on front. Tripod and release can be removed for use as a pocket lighter. Each in box.
No. 8B83J822 Dozen **\$12.00**

PISTOL LIGHTERS
Small size. Highly polished chrome plated with black trim on handle. 3 1/8 x 2 3/4 inches overall. Individually boxed.
No. 8B83J852 Dozen **\$6.75**
Large size. Highly polished, chrome plated with black trim on handle. 3 1/2 x 2 3/4 inches overall. Individually boxed.
No. 8B83J852 Dozen **\$9.00**

PEARL HANDLE PISTOL LIGHTER
Highly polished chrome plate with mother-of-pearl handle. 3x2 3/4 inches overall. Individually boxed.
No. 8B83J851 Dozen **\$12.00**

SPECIAL!! MINIATURE POCKET LIGHTER
On base. 1 1/8 inches high. Highly polished chrome plated. Individually boxed.
No. 8B83J872 Dozen **\$4.00**

BLUE CROWN ENESCO BLADE CO. CHICAGO, ILL.
DOUBLE EDGE BLADES
Will fit all popular models, double edge safety razors. First quality, etched blue steel, keen edge blades, 5 blades in package. 20 packages in carton.
No. 8B8C86. Per Carton (100 Blades) **85¢**
GOLD CUP Double Edge Blades
As above in Gold Cup quality. No. 8B8C87. Per Carton (100 Blades) **90¢**

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

ELGIN • BULOVA • BENRUS

Watches for Big Profits
Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new.
15-Jewel \$12.65 17-Jewel \$14.65 21-Jewel \$18.95
● Gold Plated Stretch Band, 75¢ add.
● R. G. P. Combination Band, \$1.50 add.
● Leatherette Gift Box, 65¢ add.

25¢ Cash or stamps brings you our 72-page catalog—will be credited to your first order.

CHRONOGRAPH
Copies of 575 watches with ass't. colored radium dials, genuine leather strap. White cases, individual gift boxes.
Lots of 6, ea. \$4.75.
\$3.95 Ea.
Rose colored case, lots of 6, ea. \$4.75.
Samples, \$1 add'l.
Matching Expansion Wire Band, 25¢ add'l. Rhinestone Dial, 50¢ add'l.
Wholesale Only—25% Deposit With Order, Balance C.O.D. Open Account to Rated Houses.

Brand New Rhinestone Case Watch
Copies of expensive \$200 & \$300 watches. 7 Jewel—
\$9.95
17-Jewel, \$12.95
RHINESTONE OR PLAIN DIALS

MIDWEST WATCH CO. 5 S. WABASH AVE. CHICAGO 3, ILL.

Latest Hot Item—MIDGET LIGHTER

In chrome finish suitable for engraving. Also available with snakeskin covering.
LIGHTER WITH CHAIN **\$4.50 dozen**
..... **6.75 dozen**
Large selection of IDENTIFICATION BRACELETS. Highly polished. From \$2.00 doz. to \$6.00 doz. 20% with order—balance C. O. D. No catalogue.

JACK ROSEMAN CO. 307 Fifth Av. New York 16, N. Y.

OUR LATEST GENERAL CATALOG

SEND FOR FREE COPY TODAY!

IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS
Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

All Extra Heavy Mountings
10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold.
#82200 — 1/30 14K R.G.P. Cluster, white color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white fire opal.
Per Doz. \$15.75
NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on all C.O.D. Orders.
DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa

BINGO GAMES—SUPPLIES
Punch Boards, Raffle Cards, Carnival Goods, Noisemakers, Paper Hats, Decorations—Write for our Special Winter Catalog—Be Sure and mention your line of Business
MIDWEST MERCHANDISE COMPANY 107 1/2 BROADWAY KANSAS CITY, MO.

Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

- Parcel Post**
Anderson, John E., 2C-Norville, Louis 15c
Brunett, Sally 2C-Wilson, Duke 13c
- Show**
Abston, Tiny
Adams, Dewey E.
Adams, Mrs. O. E.
Adams, Mrs. Peonie
Albert, Eaven
Alford, James
Alexander, W. E.
Allard Maurice
Allen, Barney
Allen, James Chilton
Allen, Mrs. Juanita
Anderson, Leon (Buddy)
Anderson, Minstrel
Anderson, Pauline
Anderson, Ralph
Andrews, Richard
Andrykow, J. J.
Anthony, Mrs. Lucille
Archer, Willard
Asberry, Bethel Chester
Atkinson, Dudley
Austin, John
Ayers, Ray
Bailey, Claude W.
Ballance, Alfred C.
Bancroft, Geo.
Barker, Jerry
Barker, Fred
Barr, Broas, Circus
Barry, Don
Barry, Wm.
Bartlett, Harry
Barton, Kid Lewis
Bass, H. H. (Tombone Player)
Baugb, Albert G.
Baxter, Joe
Beard, E. L.
Beck, Don
Bell, Howard
Bell, M. E.
Bennett, Edw. Norman
Bennett, Walter R.
Bentley, Johnny
Bernard, J. M.
Berry, C. O.
Best, Dick
Blakely, Benton H.
Blakely, John
Blanton, J. W.
Blotzer, W. R.
Bockoren, Roy
Boose, Geo. Wm.
Boncher, Eugene
Bowker, David
Bradley, Jr., Clyde
Brady, Hardy M.
Brandt, Leonard
Bratton, Bill
Brisbane, Melvin P.
Broadway, Asia
Brock, Paul
Brockhahn, Jr., Geo. Wm.
Brodie, Steve J.
Brown, Earl A.
Brown, Red
Bryant, James A.
Bryant, James Wm.
Bryant, Theo. R.
Bryant, Wm. Franklin
Buck, Dottilio
Buck, Loy A.
Burger, Clyde Leon
Burgur, Walter
Burke, Anthony
Burke, Jim & Madeline
Burke, Raymond
Burnette, James
Burnett, Robt.
Burns, Mrs. Eunice M.
Burns, Doc. James A.
Burns, Mrs. James A.
Burton, Billie
Burton, Terry C.
Bush, Henry
Butler, Michael
Calhoun, John
Camden, Chas. S.
Campbell, M. M.
Campbell, Raymond
Campbell, Whittier
Camper, Hale
Candy, James
Cantwell, O.
Caper, Don
Caravella Amusa. Co.
Carden, Larry
Carline, Wm. Horace
Carmin, Derrell
Carriagan, Jr., Jas
Carroll, Arthur Crip
Carroll, Barbara
Carroll, Lee-Kathy
Caruso, John J.
Caulill, Mitz (Clown)
Cennalee, Joe
Cerrone, Vito
Chaney, Paula Marie
Chapman, Mary
Chapman, Mary Alice
Chapman, Lawrence
Chase, H. Wm.
Chase, Hubard Geo.
Chenail, Ethel
Christensen, Geo. A.
Christiani, Miss Corky
Churchwell, Bill
Ciaramitaro, Mrs. Colleen
Clagett, Jr., Virvan Maybry
Clare, James
Clark, Charlie & Percy
Clark, Mrs. Danny
Clarke, John James
Clamon, Douglas E.
Clune, Mrs. Dottie
Collins, Earnest & Mrs. Conners, A1
- White**
Conroe, Lee
Constable, S. C.
Cooper, Frank
Copeland, John H.
Cordes, Rita
Coudridge, Humphrey
Courtney, Jerry
Corington, Johnie
Cross, Ted
Crawford, Jack C.
Crawford, Henry M.
Cunningham, Coñ
Cunningham, Mary
Curtis, Dale
D'Arcy, Paula
Dale's Circus
Dalesio, Michael
Dannals, Hope
Darrell, Joe
Darrow, Tony
Davenport, Clifton
Davis, Bimbo
Davis, Mrs. Chester C.
Davis, Connie
Davis, Dick
Davis, Fred Marion
Davis, G.
Davis, Louis
Davis, Shirley (Flow)
Davis, Thos. F.
Davis, Mrs. Vicki
Day Sisters (Peggy & Janet)
DeCoste, Romaine
DeMatteo, Gerald S.
DeMosa, Luana
DeMott, Geo.
DePrestler, Yvette
DeRriner, Lonella
Del Flore, Al
Dely, Wm.
Demetro, John Dutch
Demetro, Tom
Densler, Geo. D.
Dennis, Ernest
Dillman, Blimmy (Robt.)
Dillon, Jr., Hal
Donnelly, Geo. F. & Mrs. M.
Donnelly, Russell
Douthett, Miss (Jannie)
Dove, Duck
Downey, Bill
Doyle, Frank
Doyle, Henry
Dreer, Elaine
Duff, Harry Wm
Dunbar, Terry & Maudie
Dunlap, Ted
Duran, Ralph L.
Dural, Nanette
Dyke, Fran
Eastlick, Arthur
Echois, Iassac
Edgar, Alvin W.
Edward, Arvia
Ellis, Woodrow Wilson
Emond, Gilbert
Emor, Phil
Erhart, Ralph Emery
Erst, P. C.
Farman, James K.
Felix, Roy
Felts, Johnny (Robin Hood) (Expo.)
Fenske, Jerry
Fennell, J.
Fentz, Eddie
Fields, Speed
Fike, Bill
Fink, Harry (Rosanna)
Finsto, Mrs. Tony
Flasher, Eddie (Crooner)
Folkard, Robt.
Fonsleben, Chas. Leo
Fortus, Joe L.
Fortham, Mrs. Mary
Forsyth & Davy's
Furr, Clarence
Galt, Florence
Gaver, Arlene L. (Ward Bros.) (Circus)
Geer, Frank
Gibbs, Albert Z.
Gibson, Ben
Gibert, Allen
Gibert, Herb C.
Gibbet, Walter J.
Gileo, Jr. Marvin
Glover, John
Good, J. D.
Gosher, Earl O.
Gofer, Ernest
Goodenough, Charlie
Grant, Ren A.
Gray, Clifford H.
Green Rexford
Greene, C. O.
Griga, Charlie
Grish, John W.
Guadaynino, Robt.
Gueldner, Robt.
Guinan, J. C.
Gunn, Mike
Haddon, T. E.
Haillos, Stanley
Halstead, Roy E.
Hamilton, W. D.
Hamling, Vincent
Hammon, Jesse S.
Hammond, Carl
Harmon, Betty Lee
- Smoker**
Harper, E. A.
Harris, Everett
Harris, Mrs. Geo.
Harris, Geo. Raymond
Hartley, Helen & Jerry
Hartman, Joe
Hassett, Frank
Hatch, Louisa Eva
Havens, Jerry
Hayne, Jerry A.
Hennessy, John
Hennessy, Phillip
Herman, Chas.
Hern, Gary
Herrick, Mrs. Carl Lee
Heth, Henry H.
Hilburn, Marvin Wm.
Hixson, Robt. A.
Hodges, Mac
Hodge, Virgil Delbert
Hoey, Mrs. H. E.
Holeman, T. C.
Holaday, Louis V
Holman, Geo. M.
Holmes, Robt. S.
Home State Shows
Horne, Freddie & Mrs.
Hoy, Joe. E.
Hubble, Hub.
Hudson, Mrs. Alice
Hudson, Wm.
Huffman, Lucille H.
Hughes, Marie
Humes, Ann (Romco)
Hummel, Bertie Ruth
Hunt, Pee Wee
Hunter, (Band Leader)
Hunter, Robt. H.
Hurler, Marion
Hutt, Myrtle
Hutzler, Virgil
Hylton, E.
Imman, Richard
Inch, Walter Lester
Jackson, H. H.
Jackson, Mrs. Louise B.
Jackson, W. J.
Jackson, Wyman
Jacobson, Ida Martin
James, Miss Terry
Jenkins, Brownie
Johnson, Chas.
Johnson, Frank
Johnson, Kent
Johnson, M. F. ("White")
Johnson, Mike
Johnson, Russell
Jones, Edith Loretta
Jones, Linwood
Jordan, Percy
Jost, Jimmy
Kammerlich
Keenan, Patrick Joseph
Kellner, Harold
Keller, Prof. George J.
Kelley, James
Kelly, Dave
Kelly, Ruth
Kenworthy, Mr. & Mrs. Owens, Ted & Frances
Kerns, Richard D.
Kerr, Jack
Kerrick, Ted
Kessler, John
Kibber, William
King, F.
King, Jerry
King, Johnny
Kishko, Glenn
Knapp, James F.
Knighthon, Albert Leroy
Knox, Cliff & Gusie
Korie, Jack
Kortez, Peter
Kortez (Kortez Side Show)
Kow, J. J. Audrey
Krieh, Lew
Krouse, John
Kunze, Donald R.
Kunkel, Arlene
Kuntz, Al
Kuntz, Peter
Kunze, Aleta
LaMar, Monte
LaMar, Harry
La Rue, Franckie
LaRue, Jack
Lamont, J. A.
Landers, William J.
Lane, Frank B.
Lane, Norris
Langinois, Roy A.
Langie, George
Lankford, Harold
Lanko, Eunice
Lanning, Mrs. Donna
Lano, David (Doc.)
Larlene, Fred
Larkins, Jr., Michael
Larro, Frank
Lashley, Charles
Laughlin, John J.
Lawrence, Winfred Olive
Leahy, Marjorie
Ledbetter, Floyd
Lee, Miss Bobbie
Lee, Patsy
Lemett, Laura
Lether, Mrs. Pat
Leisland, Leo
Lewia, Harry V.
Lewia, Herbert G.
Littner, Albert
Litzbergun, Mr. & Mrs.
Lockaby, Mrs. M. Beala
Lone, Mr. & Mrs. Frank
Lopes, Linda
Loverel, Buddy
Lucas, Buck
Lucas, Chas.
Luce, Justice B.
Luther, James
Lybarger, Robert B.
McCarthy, Daniel
McClain, Mrs. Mary
McCain, Roy Dale
McCoy, Johnny & Wilhelmina
McFarland, Jack
McGinnis, Wade
McKinley, Barry ("Formerly 'The Girl Next Door' Radio Program")
McLean, Mrs. Mary
McNeill, Scotty
McSpadden, Richard
Mace, Herbert
Mack, Robert L.
Malone, Paul W. & Elice U.
Mancuso, Samuel
Manson, Micky
Maloney, John Joseph
Marchbanks, Joseph T.
Marlow, Marie
Marlow, Jack
Marr, Robert Hunter
Marshall, Ray
Marshman, Howard
Martin, Albert
Martin, Benny
Martin, Carl G.
Martin, R. M.
Martin W. H. (Wild Life) (Bull-Animal Show)
Massey, Cy
Mays, Roy Ordel
Meek, Fred
Mienhart, Ruth Nelson
Miller, Carl
Miller, Cash
Miller, Cole
Miller, Dave
Miller, Frank
Miller, Mrs. Gertrude
Miller, Wm. J.
Minor, Frank
Mitchell Mr. Pat
Moffett, H. E. or Blim
Montana, Tex & Sally
Montello, James
Moody, Charles Emmett
Moody, Ellen
Margaret
Moore, Miss Billie
Moore, Harry Z.
Moore, W. M. Bull
Moore, Tommy
Mooney, Robert
Moran, Joseph
Morgan, James M.
Morrison, James
Murray, Robert G.
Murray, Robert G.
Mynitti, A. B.
Neale, Barter M.
Neese, Henry C.
Nelson, Bob (Blackey)
Nelson, Tommie
Newell, Ed Ashley
Newman, Mrs. Generive
Newson, J. T.
Newton, John Robert
Norton, Claud
Norton, Jacob Francis
O'Dea, Jimmie
O'Flery, Mary
O'Hara, Frederick
O'Mera Smokey
Odem, Almeda Steele
Ogle, Joe Nelson
Oleznowski, Walter
Osbourn, Walker
Ottun, Arthur
Owens, Marvin
Owens, Ted & Frances
Padingit, Lily
Pans, Bill
Parice, E.
Paris, Herman
Parker, Curtis M.
Parker, H. W.
Parker, R. O.
Parks, F. E.
Patton, Irving J.
Payne, Mr. & Mrs. Jimmie
Pearson, Eugene Oliver
Pease, Charles
Peary, L. W.
Pelley, Mrs. Grace
Pelkey Christopher
Perry, Harry H.
Perrillo, Winn (Circus)
Piller Bros. (Circus)
Pettus, Mr. & Mrs. Bert
Pettus, Mrs. Bobbie
Phillips, James
Phillips, Robert Taylor
Pierce, Carl Webster
Pierce, Carl Webster
Pike, W. D.
Pinkleton, Earl R.
Pint, O. O. "Bud"
Pond, E.
Porter, Bill
Purke, George W.
Pyle, Bill
Raiford, Allen James
Ramires, Ben
Ravelli, Biancha R.
Rea, Russell
Reed, Edna V.
Reese, John
Reynolds, L. O.
Riley, Dan
Rimer, Elsie
Ritter, Robt. E.
Rogers, Julius Clifford
Royal, Danny
Rosal, Mr. & Mrs. Fred
Ryan, Thomas A.
St. John, Robert
Salt, Wm.
Saller, James M.
Sanna, Mr. & Mrs. Lou
Sachinsin, Toney (Band)
Sandbrink, Patty
Sands, Jack W.
Savage, Jimmy (Cookhouse Mgr.)
Savage, Jimmy (Yellow)
Scatton, Mrs. Virgie
Scheel, Glenn R.
Schmidt, Wm.
Schmuck, Carl R.
Schreffels, Nick E.
Schultz, Jack
Schultz, John E.
Schultz, Ronald K.
Scott, Booker T. (Fat)
Scott, Mrs. Frances
Scrubbeff, Wm.
Sealy, Tom
Sealy, Albert
Seashock, Albert
Seashock, Leo
Seashock, Chas.
Seay, Billy

7 POUND all-rubber DOOR MAT \$1.00!
postpaid sample
MAKE \$650 PER MONTH INVEST \$1 FOR SAMPLE
If you are in the business of selling for profit, then this ad is for you and you alone. This offer is made for one reason only—so you can see and test this famous product for \$1. Your full sized sample will bear a stock name. (We select color—no black.)
Giant 18"x28" Size

THE GORDONS
BRICK RED POWDER BLUE, BLACK OR GARDEN GREEN—SOLID COLORS

7,000 Rubber Scraping Fingers
FAMOUS MITCHELL PERSONALIZED MAT SELLS FOR \$5.45
You take order and letters to be molded in collect deposit of \$1.95. 13 letters—Keep all orders to us. We ship and collect balance. One of our salesmen made over \$10,000 last year. This is a natural profit maker. \$1 BRINGS YOU THIS
● Your sample mat
● Your book of order blanks
● Complete sales kit

R. L. Mitchell Rubber Co.
Attn. Ray Mitchell, Dept. B-2
2120 San Fernando Road
Los Angeles 65, Calif.
Here's my dollar. I'll sales test your mat. I understand the sample will come postpaid and that I will be under no obligation.

Name,
Address,
City, State

SUPER SENSATIONAL VALUES

FANETTE—The animated peepshow. She shakes, she bumps, she wiggles, she nods her head. The little crank does the trick. Each in clear plastic fish bowl box.
Doz. \$4.80 Gr. Lots 3 Gr. Lots, Gr. \$50.40 \$48.00

PENCIL LIGHTER—Chrome finish, fully automatic safety lock. Will not operate in pocket. Holds spare leads. Easy fluid refill. Compares with \$10.00 quality. Each in box. Doz.\$9.60

WOLF PACK PLAYING CARDS—52 regulation size cards in beautiful color art poses. Cellophane wrapped. Doz. Decks\$12.95
Gr. Lots, Doz.\$9.60

SEWING CIRCLE NEED BOOKS—60 gold-eye assorted needles with needle threader put up in attractive cover. Can easily be sold for 25¢. Gross Books\$10.80 Dozen 1.00

KUTIE-VU—Sliding Telescope with key chain. Art pictures in life-like colors. Beautiful art models, entertainment for all. Gross.....\$9.60 Dozen 1.00

LARGE SIZE PISTOL LIGHTERS WITH PEARLED HANDLES. Individually boxed. Dozen\$7.80 Immediate Delivery.

25% deposit with all orders, balance C.O.D., F.O.B. N. Y. WRITE FOR CATALOG.

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The Billboard
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NAME, (PRINT)
ADDRESS,
CITY, ZONE, STATE

MURDER! Yes, our prices are low. Compare with others. 4 pc. Rhinestone Chain Set (over 150 dazzling white stones per foot—sample \$4). Latest flashy Rhinestone Earrings—\$4 doz. pairs. Scatterpins (boxed)—\$4.25 doz. pairs. Large Pistol Lighter—\$6.50 doz. Free catalog—1001 bargains. 25% deposit, balance C.O.D. CO-OPERATIVE IMPORT CO. 122 East 11th St. New York City

JEWELRY SETS—REAL VALUES
24 Kt. G.P. highly styled Neck, Earring, Bracelet Set. Plush covered satin lined box, \$19.95 tag, \$24.00 doz. Popular Rhinestone Chain Sets, rhodium finish, will not tarnish. 16 st. stones neck, earrings, bracelet to match. Plush covered satin lined box, \$25.00 tag, \$36.00 doz. BOTH samples \$5.00 prepaid. Satisfaction guaranteed.
RAY BAR CO.
862 Broad St. Providence, R. I.

CLEAN UP WITH PLASTIC RAYON TOWELS
Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$56.00 gross. Send \$ for sample package 6 Towels. Big profits every place. All orders 50% deposit, balance C.O.D. SUNBEAM PRODUCTS 634 4th St., South St. Petersburg, Fla.

GIVE TO THE RUNYON CANCER FUND

BALLOONS MAY BE SCARCE ORDER NOW

Defense needs demand vital rubber. Don't be caught short—order your supply of Oak Balloons now!

OAK HYTEX BALLOONS

Doz.	Gr.	10 Gr. Lots
4" Round, asst. colors	\$1.15	\$1.12
7" Round, asst. colors	3.00	2.85
9" Round, asst. colors	4.45	4.30
11" Round, asst. colors	.50	5.35 5.00
38" Novelty Airships	.40	4.00 3.75
48" Multi-Color Airships	.80	8.75 8.25
9" Agate or Mottled	.50	5.20 4.95
11" Agate or Mottled	.60	6.00 5.60
7" Kathed	.40	4.00 3.75
10" Agate Kathed	.80	8.75 8.25
15" Agate Kathed	.85	9.75 9.35
Speckled Chickadee	.75	8.00 7.50

Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

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Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete, easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the PHOTOMASTER. Dept. 88

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Finished Photos in 2 Minutes

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OAK-HYTEX FLYING SAUCER BALLOON

Red Hot Pitch Item
Action! Noise! order from your jobber

The OAK RUBBER CO.
RAVENNA, OHIO.

PITCHMEN! SALESMEN!

HOTTEST, CLEANEST, FASTEST—COSMETIC DEAL!

Terrific for demonstration—nationally advertised—proved by terrific grosses wherever worked. Available only for fairs, home shows, garden shows, expositions, celebrations. Not a "gimmick"! Largest selling cosmetic item of its kind in the world. Write for complete details.

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LARGE MIDWESTERN RADIO STATION

Interested in employing reliable Pitchman for year-round employment in daily radio series. Only top talkers need apply. If interested in auditioning for the job, write or wire.

BOX 428, c/o The Billboard Pub. Co.
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ILLUSTRATED CARTOON BOOKLETS!

BEAT, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS—NO COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$30, NO POSTAL C.O.D.'S!

REGINALD SALES
1216-BB Park Row Bldg. New York 7, N.Y.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D.

GAINOR SALES CO.
414 Transportation Bldg., Detroit 26, Mich.
Phone: Woodward 2-8015

GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By BILL BAKER

GLEN HOSBERG . . . is reported to have his usual long list of gadget and other layouts at the Livestock Exposition and Rodeo, San Antonio.

JACK CURRAN . . . ace comb worker and one of the speediest dukers in the business, is getting big chunks of geedus at the Livestock Exposition and Rodeo, San Antonio.

J. T. HANCE . . . is still dispensing his wire jewelry from headquarters in Montreal.

PITCHDOM . . . was shocked to learn of the recent death in Blackpool, England, of Arthur Pearson, who conducted a column titled "Grafters" in World's Fair mag under the cognomen of Semi-Detached. Pearson had been ill for several months. His daughter is continuing his column under the name of Sea-Lark. Two other daughters and his widow survive.

SOLESBEE . . . the Mug Man, is reported to be clicking with his layout in George Williams' Arcade in Columbia, S. C.

"WE VISITED . . . the Florida State Fair at Tampa February 8 and on one busy corner on the grounds ran into Buster and Helen Hayes, Cash Miller, Leo Carroll and Messrs. Strassburg and Purchase," letters Mae Noell from Clearwater, Fla. "The fairgrounds were packed and it looked like all were doing business. We've worked the wrestling circuit around here with the athletic chimp and have obtained much good publicity. The weather has been against any outdoor ventures so we're glad that we did lay off for a while. We do plan to open for a week in Tampa but are keeping our fingers crossed for good weather. We worked the professional arena at Sarasota, Fla., to poor business, but had the pleasure of meeting Martha Hunter there. Our dog, Shep, was killed on the highway near here. Harry

E. Moore is visiting our show for the first time in many months. Also making the wrestling circuits with us is Jimmie Ray. Roster includes Robert Noell, bass, vent, blackface and animal trainer; the writer, second boss, talker, cartoons, marionettes and tickets; Shorty and Margaret Meggs, popcorn and cotton candy; Cliff Faust, tramp magician; Bobby Noell, foreman and electrician, and Velda Mae Noell, ladder."

PROF. JACK SCHARDING . . . pipes from his home in Long Beach, Calif., that he will not troupe this season but will continue his daily lectures at the pitch store operated there by Doc Paul Hunt. Scharding, who recently celebrated his 70th birthday, will operate the store for Hunt when the latter begins his tour of the fair circuits. Jack says that he believes that he and Hunt, who have been pitching health books for about 30 years, are the only workers of that type still in the business. He adds that they still go as well as ever, tho. In his pipe, Scharding pointed out that Hunt ran for California congressman in 1936 and polled over 20,000 votes. He also revealed that Hunt is the most powerful lecturer on health today, pitching his book for \$5 per copy.

BIG AL WILSON . . . letters from San Antonio that he opened February 16 at the Livestock Exposition and Rodeo where the weather looked good and the boys were piling in for the show which ends its run February 25. "There are plenty of novelty workers and showfolk here," Big Al writes. "Shampoo demonstrations should go over big. The dust storms always did help and we have a small one brewing at the moment. The weather is all the boys pray for and this should be a honey of a date. Nito Almen-dereze, the Monkey Man, has been sued by the owner of a Brownsville, Tex., store, where he was

(Continued on page 62)

Merchandise Topics

New York

Mark L. Steiner, general sales manager of Steiner Plastics Manufacturing Company, Long Island City, N. Y., announces that Robert B. Coombs has joined the firm's sales force. Coombs is said to have wide experience in the plastics field. . . . Ted Burke Industries offers a line of 12k. gold plate scatter pins in a variety of Western subjects in lots of 12 for \$1. . . . Armor plated wallets weighing four ounces have been introduced by Metasco, Inc. Made of black or brown imported Morocco leather, the purses have space for money, photos, cigarettes and identification. Waterproof lining is featured. Each is cellophane-wrapped and comes in individual mailing carton.

Chicago

Roberts Colonial House introduced a prize item called plate handle, a spring-handle device which quickly slips over the edges of an ordinary plate, thereby converting it into a smart-looking serving dish for fruit, candy, etc. . . . A fixture known as Black-light Swan, designed to hold and activate with black light an 8 by 17-inch display card, has been introduced by Pollak Luminescent Corporation. Low in price, it is reported to be ideal for window and point-of-sale merchandising.

Detroit

Fred Silber, head of the Silber Company, Ferndale, Mich., is in Tampa representing the Michigan Showmen's Association at the annual banquet of the Greater Tampa Showmen's Association. . . . Bill Zakoor, head of the Border Novelty Company, is getting the firm settled in its new Woodward Avenue home. . . . Max Steen, of the Alfred C. Allan Company, is starting an exploitation program in the novelty field, specializing in imports. . . . Fred Maldaver, head of Michigan Salvage Company, is vacationing in Florida until mid-March.

From All Around

Scribbles Company, subsidiary of the LeBlanc Corporation, La-

fayette, La., producer of Hadacol tonic, is preparing a line of military scribbles dolls to be unveiled March 5 in the Hotel New Yorker, New York, in connection with the New York Toy Fair. It supplements boy, girl and clown lines. The new line will include a G.I., Wac, sailor, Wave, pilot and copilot and plans are under way to produce monkey, bunny, kitten and teddy bear dolls. Contour of the dolls' faces is pressed in smooth, heavy plastic without facial features. Each doll comes with shoulder bag and four assorted-color, non-toxic crayons with which children may draw faces on the dolls. It takes but a moment to wipe the face with tissue and prepare it for further drawings. Thus the firm calls the item the doll of a thousand faces, since any degree of emotion can be reproduced. . . . Klepa Arts, Hollywood, announces its "tired" baby drinking glasses. The singularly shaped, gold-rimmed, four-ounce glasses are novelty items. . . . Lycred Plastic Products, Akron, has introduced a plastic pot, pan and windshield scraper to retail for 29 cents. Made of plexiglas, the item has rounded corners and a double edge to give twice the wear. . . . Tiny, yet said to be as efficient as a large industrial staple tacker is a pocket-size tool developed by the Heller Company, Cleveland, for wire installations. It will staple a variety of electric wires in difficult corners, including hollow tube lines.

AUCTION MARKET FOR SALE OR LEASE
On busy highway in N. J., 10 miles from N.Y.C., centrally located. 6,440 feet of enclosed space. Good opportunity for investment. Owner has other interest. Also ideal space for a Kiddyland, 7 acres of parking space.
Diamond 3-7603
JOSEPH VENUTOLA, Little Ferry, N. J.

STEEL OR WOOD CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.
ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 4. MU 3-1385

Ch-Chi AND Fannette

THE FAN DANCER

She appears ALIVE when stuck, with suction cup, to surface in car, car motion makes her wiggle and shake or stand on desk in "showcase." Full color, soft, flesh-like plastic, colorful feather.
Min. Ord. 2 Doz. \$7.50
\$42.00 Gr.

SAMPLES 50% with One ea. of all, \$2.00. No c.o.d. Jobbers, write for prices.

The POCKET PEEP SHOW

She bumps, wiggles, nods her head. Just turn crank and this little blue-eyed blonde comes to life. Soft like plastic, clear "fish-bowl" box.
\$4.75 Doz. \$52.00 Gross.

Fanny

Same as above but with "fish-bowl" box.
Min. Ord. 2 Doz. \$7.00
\$36.00 Gross.

Standwell COMPANY 2709 SOUTH HILL STREET
LOS ANGELES 7, CALIF.

PITCHMEN! SALESMEN!

PITCH VIA TELEVISION!

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 method. Contact us IMMEDIATELY! Give full details. Replies confidential.

Television Advertising Associates, Inc.
913 Cathedral St. Baltimore 1, Md.

YOU'RE SITTING ON TOP OF THE WORLD WITH THE P. M. POCKET CUSHION

MADE OF TOUGH, DURABLE VINYLITE, A DU PONT PRODUCT. THE BEST SEAT IN THE HOUSE IN YOUR POCKET OR PURSE.
A real gold mine! 30 sec. demo. makes it easy. Big 100% cash profits daily. Sells at all sporting events—quantities to Sprte. Gds. Lig. Drug Stores, etc. Takes less air than toy balloon. Large 16"x16" size. UNCONDITIONALLY GUARANTEED. Send \$1.00 (refunded first order). Sample and details sent postpaid. Don't be late on this one. ORDER NOW!

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Genuine Presto-Flex Vinyl Plastic. BRAND NEW—GUARANTEED FIRST CLASS CONDITION—SIZES SMALL, MEDIUM & LARGE.

A \$3.00 Retailer
Only **95¢** each in lots of 100 or more

Write—Wire—Phone
Great Northern Distributing Co.
3600 W. Fullerton Chicago 47, Ill.
Phone: BElmont 5-1704

PISTOL LIGHTERS

2 1/2" Long (not midsize)
now only **\$4.95 DOZ.**

FAMOUS BOWERS LIGHTERS
Finished in polished nickel. Un-**\$2.85** conditionally guaranteed. Cut to **doz.**
25% Deposit, Balance C.O.D.
MIDWEST PRODUCTS
1231 W. 3rd St. Dayton 7, Ohio

PHOTOS IN MILLIONS

QUALITY PHOTOS IN QUANTITY
8 x 10—\$1, Postcard—2¢
8x10s, 20x30—\$2.30—40—13.
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.
Write for FREE sample & list 88

MOSS PHOTO SERVICE 350 W 50 N. Y. N.Y.

Big Profits

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢

Bart Mfg. Co.
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7739 Avalon Ave. Chicago, Ill.

NEW! POCKET MOVIE

Carry a MOVING MODEL picture in our pocket combined with BALL POINT PEN and MECHANICAL PENCIL. The most outstanding novelty of the year!

Sample, **\$1.00**
Card with one dozen, **\$7.20**

Special discount in one gross lots or over. Trade discounts to jobbers.

25% Deposit, bal. C.O.D.
H. K. Mfg. Co.
1 Orchard St. New York 2, N. Y.

#195 CRYSTAL HURRICANE LAMP

\$1.30 Ea. \$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/2". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

25% deposit required on all orders, balance C.O.D.
When ordering samples, please enclose sufficient money to cover postage.
Send for our FREE 44-page Catalog
Serving the trade in Chicago for over 34 years.

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LUCKY POKER PAK
LUCKY SEVEN PAK

PROVEN CONSISTENT MONEY MAKERS!

WRITE FOR PRICES and SAMPLE!

CROWN PRODUCTS
BOX 802 • SOUTH BEND, IND.

Salesboard Sidelights

Empire Press, Chicago, reports shooting out a lot of illustrated board literature in answer to inquiries. **Joseph Zimmerman**, Empire head, holds firm's board price and quality standard are paying off in rising order volume. Company's line of push cards also comes in for cheerful mention on the sales front.

T. & C. Sales Company, Jacksonville, Ill., is going all-out behind its new business bid, The Thing! **J. M. Trotter**, T. & C.'s, says its a natural play getter. Clock hands, on The Thing's clock-like case, spin automatically every minute. **Ray Mertz & Company**, Chicago, is talking up its line of unusual push cards. Firm's extensive offerings include hundreds of different styles, sizes, all in stock and ready for prompt shipment.

Harold Shoemaker, Muncie Novelty Company, Inc., Muncie, Ind., continues to enthuse over firm's two big play getters now popping up in numerous sections. Muncie is offering a special combination of the two releases, Luck "O," designed to stimulate pin game play, and Match Play, a bowling game incentive. Both are available at a \$1 saving per 100, according to Shoemaker.

Crown Products, South Bend, Ind., is experiencing a good level of activity on its Lucky Pak numbers, Lucky Poker Pak and Lucky Seven Pak. Numbers are going

in top form in all sections it's pointed out. Pioneer Manufacturing Company, Chicago, theming its sales and board presentations on confidence, tells more favorable business news. **Harold Boex**, vice-president, is keeping tab on the pulse of operator demand and follows thru with punch-packin' releases in the coin, girl and seal board styles.

Peerless Products, Inc., Chicago, is releasing a new special flyer carrying illustrated info on 80 top new boards. Firm's full line is also carried in a listing. **Marshall Maltz** puts in another word on the tip-top reception snowballing on the six nickel and three dime Double or Nothin' board line.

Board Tax Off July 1 in Ga.

ATLANTA, Feb. 24.—Dealers in salesboards and similar devices were listed among the beneficiaries of the new Georgia act signed into law Monday (19) which kills 127 "nuisance taxes." Along with 127 other types of businesses ranging from manufacturing, distributing to selling, salesboards and tickets can be sold without paying a special State tax.

The bill goes into effect July 1.

Pipes

Continued from page 61

selling his monkeys. It seems that about 50 of the monks broke loose one night and tore up the store. Nito retrieved 31, but the remainder are in the store loft and police can't get them out. They sprinkled poisoned meat around, not knowing monkeys won't eat meat. The result was that the store had four cats and the night watchman found all of them dead. People jammed the store for three days trying to catch loose monks. Nito is on the way out via a police order. He'll probably make the local date."

R. L. KELLY . . . who has been working plunger pens for the past 12 years, reports from Chicago that the item has played itself out. He adds, however, that he obtained good business with the pens last fall.

M. ENSCOE . . . is reported to be doing a slick job of passing out pinking shears at \$1.98 per copy in Chicago.

CALVIN LOCKE . . . is in Phoenix, Ariz., making ready to join the ranks of Pitchdom with a key check outfit.

GEORGE LA PLANT . . . veteran sheetwriter, is in his Minneapolis home after undergoing an operation in Veterans' Hospital there.

RALEIGH M. PLANT . . . is still working sheet out of his Minneapolis headquarters.

JACK KELLY . . . well known in pitch circles, is operating a restaurant on Main Street, Columbia, S. C.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

- | | |
|------------------------|-----------------------|
| Adkins, C. W. | Jones, P. M. |
| Allen, Billy "Brownie" | Jordan, Bill & Peggy |
| Allman, A. J. | Kelly, Mrs. Jack |
| Ashby, Frank & Ethel | King, Tom |
| Austin, Frank T. | Kline, Ethel |
| Basley, Wm. J. | Kline, Robt. R. |
| Baird, Mr. & Mrs. | Lang, Bob |
| Baker, Henry W. | LaVell, Frank X. |
| Rayniner, Al | Levan, Eblon |
| Bennett, Charles | Lee, Jeaney |
| Bible, O. Roy | Lindon, Wallace |
| Boudreau, Pete & Gil | Litta, Goss Frank |
| Branson, John T. | Love, Harry G. |
| Brink, Arthur Ernest | Loveless, Eugene |
| Ruck, Buddy | Lunzer, Richard J. |
| Bueleson, Madam | Luck, James C. |
| Burk, Leo | McCarty, Tex |
| Rydairk, Albert | Malone, William Tracy |
| Caldwell, Sam | Martin, Louis James |
| Camp, Walter | Melvin, Bob |
| Coley, Mr. & Mrs. Jeff | Moore, Mrs. Marie |
| Coleman, A. V. | Moore, James C. |
| Cox, Charley | Morehouse, Clinton E. |
| Crocker, George B. | Morgan, Miss Pat |
| Cuddy, J. Leo | Mozley, Mr. & Mrs. |
| Curtis, Mrs. Marvin | |
| Dale, William Johnny | |
| Daley, Chas. M. | |
| Davis, Mrs. Vicki | |
| Dawson, Mr. & Mrs. | |
| DeBryne, M. (Simlie) | |
| Delaney, John | |
| DeWitt, T. R. | |
| Doaks, Joe | |
| Doyle, Chief Ed | |
| Edgar, Susan Carol | |
| Edwards, A. | |
| Eickhorst, Carl | |
| Ellis, Jimmy | |
| Ferrel, Ernie | |
| Ferron, Jimmie | |
| Finner, Harry | |
| Fortner, Don | |
| Frank, Tama | |
| Fritis, Wallace R. | |
| Gangler, Joseph Henry | |
| Gangli, Joseph Henry | |
| Ganote, W. D. | |
| Gibbons, Arthur | |
| Gibbs, John L. | |
| Good, O. S. | |
| Goodrich, Harold | |
| Richard (Babe) | |
| Granger, Mrs. | |
| Gratham, B. O. | |
| Haley, J. D. | |
| Hall, Eddie & Florette | |
| Hanson, Gus | |
| Harris, Raymond | |
| Harry, Mrs. W. H. | |
| Hartley, Bill | |
| Harvey, J. P. | |
| Hampton, Dudley W. | |
| Harris, E. R. | |
| Heth, Robert L. | |
| Hibley, Miss Una L. | |
| Hollister, William H. | |
| Hooka, Eddie | |
| Howard, George C. Jr. | |
| Huber, Arthur J. | |
| Huebner, Ronnie Leltoy | |
| Jackson, J. G. | |
| Jackson, John | |
| Jacobs, Jake | |
| Jacobs, W. R. | |
| Johnston, Everett | |
| Murphy, Jack | |
| Nichols, E. E. | |
| O'Dea, Jimmie | |
| Oden, William E. | |
| O'Leary, Mr. & Mrs. | |
| Osborn, Friday & Mavis | |
| Owens, Wm. | |
| Page, W. A. | |
| Pairien, Edward | |
| Payne, John | |
| Peters, Roy & Margaret | |
| Pierce, James C. | |
| Popkin, Willis B. | |
| Prevost, Mrs. David | |
| Ramanski, U. | |
| Rankin, Mike | |
| Reed, Delbert E. | |
| Reed, Jerry C. | |
| Reis, John A. | |
| Remirro, Ricky | |
| Reynolds, L. O. | |
| Richardson, Frank | |
| Richard, E. W. | |
| Robinson, Bob | |
| Robinson, Mr. & Mrs. | |
| Rosier, Roy | |
| Rossie, Joe | |
| Russell, Paul | |
| Satterly, Esther | |
| Shavane, Jimmie | |
| Sheper, Merton U. | |
| Smith, Albert F. | |
| Smith Francis Milford | |
| Sterns, B. A. | |
| Swanner, Raymond | |
| Thomas, Kenneth B. | |
| Tomblin, L. L. | |
| Treacway, Aubrey | |
| Vineine, Bill | |
| Vonmeier, Albert J. | |
| Wadsforth, Harold | |
| Wallace, Jack | |
| Webb, J. E. | |
| Wells, Thomas C. | |
| Weller, Elmer E. | |
| West, Mrs. E. | |
| Wheaton, W. C. | |
| Wharton, W. C. | |
| Whitaker, Olive | |
| Wicks, Bobby | |
| Williams, Jack | |
| Williams, Andy Curtis | |
| Williams, Barbara | |
| Williams, Barney | |
| Williams, Ben | |
| Williams, Carl | |
| Williams, Freeland E. | |
| Williams, "Hen" | |
| Williams, Kermit | |
| Willis, W. O. | |
| Wilmington, J. B. | |
| Wish, Al | |
| Wilson, Floyd | |
| Wilson, Jimmy | |
| Wilson, Raymond | |
| Wilson, Tex | |
| Windburn, H. L. | |
| Wise, Mrs. Johnny | |
| Wolle, William J. | |
| Woods, Eddie | |
| Wright, Jimmy | |
| Wright, John C. | |
| Yates, Roy E. | |
| Young, Albert Grant | |
| Young, Reubin | |
| (Frenchy) | |
| Young, Slim | |

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

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Forms Close Thursday for the Following Week's Issue

NOTICE New Rate Effective March 24 Issue
15c A WORD — MINIMUM \$3

A-1 UNEDA CANDY MACHINES. \$40; Electro Popcorn, \$25. Wanted: Shipman Stamp Machine. U. S. P. 100 Grand, Waterbury (5), Conn. mh3

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago 11, Ill. mh17

CAST IRON STANDS—WEIGHT, 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/2 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

COIN MACHINE ROUTE, NORTHERN WISCONSIN; 53 machines, 45 on location; ideal for one man; \$5,000. Marinette, Wis. Box 150.

DIGGERS—SELLING OUT, EASY TERMS; Eries for carnivals, without coin chutes and cabinets, Mutoscopes, Electro-Hoists, Exhibit Rotary Merchandisers (pushers), Digger Parts, National, 4243 Sansom, Philadelphia, Pa.

DIGGERS—ERIES, HAND OPERATED, FOR Carnivals; without coin chutes; Mutoscopes, Electro-Hoists, Buckley, Rotary Merchandisers, Parts, National, 4243 Sansom, Philadelphia, Pa.

ERIE DIGGERS—22, USED 3 MONTHS; also 16 ft. Digger Trailer with 16 Erie Diggers. Frank Evans, Rt. 6, Box 715, Pine Bluff, Ark. mh3

FIVE THREE-COLUMN BELVEND ONE cent Candy Machines, six months' old, like new; best offer. Box 576, Riviera Beach, Fla.

FOR SALE—50 USED 1-6 COLUMBUS Vendors, Model Z, ZM and G, at \$5 each; cash with order. Birmingham Vending Co., 540 2nd Ave. No., Birmingham, Ala. mh3

FOR SALE—POKERENOS, SKEEBALLS, Arcade Machines. M. Cook, Nineteen Lancaster Terrace, Brookline, Mass.

FOR SALE—ARCADE MACHINES AND Equipment; send for list. McKee Sales Co., 2041 Kenneth Rd., Glendale 1, Calif. mh17

FOR SALE—29 VICTORY STAMP VENDORS; like new; 5¢, 10¢ drop chutes; \$7.50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. mh10

FOR SALE—NO REASONABLE OFFER REFUSED; 91 used clean Ajax 3 column Hot Nut Vendors, 75 stands, and 18 National Hunter Gum Ball Machines. Paul Sittler, 815 1/2 So. Tenth St., Allentown, Pa.

FOR SALE—12 USED 5 SECTION VARIETY Shops; 25 Ajax Nut Vendors, A-1 Condition; one Minit-Pop Popcorn Machine; 5 used 3 Jacks; make offer on all or part. ECM, Box 175, Johnson City, Tenn.

FOR SALE—10 DRINK-O-MAT, 1,000-CUP Cola-Cola Dispensing Machines; slightly used; 3 Jacks; make offer on all or part. Box A110, Billboard, 6000 Sunset, Hollywood 28, Calif.

FOR SALE—25 FOUR-COLUMN RAZOR Blade Dispensers with 5,000 blades; 50 Jergens Hand Lotion Dispensers with 1,000 bottles of lotion; excellent purchase; write or phone for special lot deal. Monarch Coin Machine Co., 1545 N. Fairfield Ave., Chicago. Armitage 6-1434.

FOR SALE—MUTOSCOPE PHOTOMATIC, like new; 2 years old; \$500. M. L. Colbert, Nebraska City, Neb.

FOR SALE—ONE SEEBURG BEAR GUN (late model), \$375; one Wuriltzer 1017A (copra), \$250; eight Wuriltzer 3020 Boxes (chrome), \$45; all in A-1 condition; 1/3 deposit. Gist Music Co., 311 Elm St., Helena, Ark.

FOR THE FINEST IN CIGARETTE AND overhauled machines see Central; completely overhauled and refinished; see us on 30¢ mechanisms; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

FREE STAMP FOLDERS GIVEN WITH every order; write for details and samples. Box 395, Miami 44, Fla.

SALE OR TRADE AT CASH BOX LOW—Bally Entries, late Slots, Consolas, Bowling and Shuffle Alleys, disappearing pins; Gliders. Want late Gottlieb Pins, Bear Guns, Bally Shoot the Bull, Wuriltzer 1100, Box 309, Keokuk, Iowa; telephone 2665-W before 9:30 a.m.

SELLING 200 O.K. GAMES, SHUFFLES; low Billboard or highest offer; one or route. 3516 Tangerine, St. Petersburg, Fla. mh10

STAMP FOLDERS DIRECT FROM MANUFACTURER; low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1945 Bedford Ave., Brooklyn, N. Y. mh3

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Vedeco Sales Co., 2124 Market St., Philadelphia 3, Pa. L0c287-1448. mh10

TWO VOICE-O-GRAPHS—A-1 CONDITION, not crated, \$495 each. Michael's Amusements, National Airport, Washington, D. C.

WANTED FOR CASH—BALLY CHAMPIONS, late series; and late Five Balls; state numbers, condition and best prices. Winton Brown, McMinnville, Tenn. mh24

WANTED—USED ONE CENT VENDING machines, whole machines or parts. R. B. Grills, 920 Meagher, Memphis, Tenn.

3 SCIENTIFIC X-RAY POKERS—ALMOST new; 3 Mutoscope Reel 1e Picture Machines Console, nearly new; nice Photomatic; Carnival Comic News Press; other good Arcade Machines worth the money. Write H. E. Loeb sack, Wichita, Kan. mh3

1¢ MASTER BALL GUM MACHINES—WILL vend 210, 170 or 140 count gum with charms; clean and in good operating condition; \$5.50 each in lots of 50 machines. Northwest Gum Co., 659 Adams St. N. E., Minneapolis 13, Minn. mh10

Letter List

Continued from page 61

- | | |
|---|----------------------------------|
| Seelye, Victor Wallace | Turner, Tom |
| Seymour, Robert Taylor | Tueblood, Don (Home State Shows) |
| Selmer, Angus G. | Turner, James |
| Shaffer, Joe P. | Turner, Paul J. |
| Shaffer, H. T. | Tuttle, Clyde |
| Shaffer, W. M. | Utah Exposition Shows |
| Sharpe, Anita | Van Ame, W. F. |
| Shelton, Mrs. Pat | Vanant, Sidney N. |
| Shoemaker, H. E. | Vance, Melvin D. |
| Shuemaker, J. Raymond | Vannatta, Durland |
| Sibley, Ken Suicide | Wayne |
| Sivak, Joseph M. | Vianda, Alice |
| Slim, Nylon | Wall, John Walter |
| Small, C. A. (Chili) | Wall, Peggy |
| Smith, Ann Babe | Wall, Lester Irish |
| Smith, Carl & Stella | Walters, Edward H. |
| Smith, John | Wandol, John |
| Smith, Roland | Warning Arthur |
| Smith, William D. | Washington, Jr., F. F. |
| (Scarface Smitty) | Watts, Charles "Cotton" |
| Sneiler, White | Waycaster, Paul |
| Snow, Charles "Red" | Webb, Mrs. Mary |
| Kenneth | Webster, George H. |
| Snow, John | Wiederbrand, C. D. |
| Solis, Fred Garcia | Wells, Mrs. Madeline |
| Sperlock, Charlie | Wells, Teddy |
| Stanley, Eli | Wheeler, Frank |
| Stanley, Helen | Wheeler, Frank Edward |
| Stanley, Jim Mitchell | Wheeler, G. D. |
| Stanley, Richard B. | Wheeler, N. E. |
| Stanley, Robert | Whittaker, Olive |
| Starkey, John | Wiburg, John J. |
| Starr, W. R. (Bill) | Wicks, Bobby |
| Stellar, Virgil | Williams, Jack |
| Stevens, Eli J. | Williams, Andy Curtis |
| Stevenson, Daredevil | Williams, Barbara |
| Stevenson, Tanis | Williams, Barney |
| Stockdale, J. E. | Williams, Ben |
| Stone, David Edward | Williams, Carl |
| Stokes, Charley | Williams, Freeland E. |
| Stone, Mrs. Billie | Williams, Kermit |
| Stubber, Mrs. Josephine | Willis, W. O. |
| Suggs, Leo, & Eddy | Wilmington, J. B. |
| Sumby, (Kinko) | Wish, Al |
| Swank, Harold | Wilson, Floyd |
| "Whitely" | Wilson, Jimmy |
| Tansy, Robert L. | Wilson, Raymond |
| Taylor, Mickey | Wilson, Tex |
| Telesco, Richard & Grace | Windburn, H. L. |
| Temple, Lawrence | Wise, Mrs. Johnny |
| Temple, Tina | Wolle, William J. |
| Theriac, Mr. & Mrs. | Woods, Eddie |
| Thomas, Kirby | Wright, Jimmy |
| Thompson, George A. | Wright, John C. |
| Thompson, George | Yates, Roy E. |
| Thompson, George | Young, Albert Grant |
| Thomson, C. F. (Two Young, Reubin Headed Cow) | Young, Reubin (Frenchy) |
| Timberlake, John & Young, Slim | |

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

- | | |
|-------------------|--------------------------|
| Altork, Fay | McClurkin, Richard |
| Andrews, Lois | Miller, John Adam |
| Antkoff, Fria | Miller, Lorraine |
| Black & Black | Peron, Joseph |
| Borden, Lee | Pinsonnault, Spot |
| Collins, Charles | Schiernheron, Arthur |
| Conwell, Noah | Schriener, Arthur C. Jr. |
| Ferrone Mike | Shiner, Allen |
| For, Nikitika | Torr, Nathan A. |
| Frakson, Jose | Van Heilten, Nicolas |
| Grant Sheila | Vancellette, Emma |
| Grundy, Leo | Watkins, Frank |
| James, Ed | Wilson, Harry E. |
| Klamm, George | Wymann, Frances |
| Lewis, J. Spencer | Zull, Clifford A. |
| Mayfield, J. | |

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

- | | |
|----------------------|-------------------|
| Barth, Francis & Co. | Kenworthy, Grant |
| Bowen, Roy | Landia, Robert J. |
| Brady, Robert S. | Palmer, Albert |
| Bruker, John | Rogers, Dick |
| Dalman, Walter | Rogers, Judy |
| Payerd, Erna | Say, Alfred Edw. |
| Predler, Chas. Stren | Sharkey, Tom |
| Hager, Dottie | Speanburg, Henry |
| Halsted, Virginia G. | Stark, Michael |
| Harvey & Dale | Sylvester, Jim |
| Hiday, Una B. | |

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PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

A New Baseball Punchboard Sensation

PLAY BASEBALL

Ready for immediate delivery

5c PLAY

Superior Products, Inc.
2133-59 W. Fulton St. Chicago, Illinois

WRITE US FOR PROFITABLE DEALS

In regards to
SALESBOARDS

R. C. WALTERS MFG. CO.
4201 Norfolk St. Louis 10, Mo.

SALESBOARDS

Tickets, Jar Deals, Premiums Complete Line

STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
409 Spring Garden St. Philadelphia 33 Pa.
Lombard 3-7676

SALESBOARDS

1000 25¢ Charley Board . . . Prof. \$50.00 \$ 98
1440 10¢ Barrel Board . . . Prof. 36.00 1.39
1800 25¢ Lulu & X Thick . . . Prof. 18.00 1.79

1000 10¢ READY Money . . . Prof. \$50.00 \$1.48
1000 25¢ J.P. Charley, X Tk. Prof. \$2.08 1.69
1000 25¢ Texas Charley, Seal 102.28 1.69
240 6 for 25¢ Giant Hole . . . Prof. 33.00 1.98
1000 5¢ J.P. Giant Bds. 28.00 1.98

DELUXE SALES CO., Blue Earth, Minnesota

Coin Bills Hit Peak in State Legislatures

Favorable Action In Georgia Nixes Nuisance Taxes

CHICAGO, Feb. 24.—State legislation directly and indirectly affecting the coin machine industry reached a peak this week with a flurry of bills aimed at taxation and regulation.

A summary of legislative activity by States follows:

Arkansas: House 339, a bill to provide graduated per-machine tax on all types of coin-operated equipment (ranging from \$2 to \$10 per year) has been reported out of committee without a recommendation. The committee's non-committal attitude lessens the likelihood of action on this measure.

Okay Games, Jukes

Colorado: No action here on a half dozen measures to legalize the operation of bell machines. But the bill permitting music machines and games in places selling liquor has been passed and is now

(Continued on page 72)

TELE TALE

Game Contributes \$500 to March Of Dimes Fund

PHILADELPHIA, Feb. 24.—Al Rodstein, of the Banner Specialty Company, earned a generous share of good will for the United Skee-Alley handled by the firm in this territory. And at the same time earned 5,000 dimes for the local March of Dimes drive.

A new machine was donated by Rodstein to the television auction staged on WFIL-TV in behalf of the March of Dimes. Apart from the fact that the machine was prominently displayed to the several thousand persons crowding Town Hall for the auction show, as well as the countless thousands watching TV, the Skee-Alley stimulated bidding. Only condition of the sale was that the machine be used for home use. The auctioneer's hammer carried the bidding to 5,000 dimes before dropping his arm.

36 Exhibit Distributors Set Gun Patrol Shows

CHICAGO, Feb. 24.—The Exhibit Supply Company, thru sales engineer Frank Mencuri, announced this week that all 36 distributors have begun showings of Gun Patrol, a new type variable speed target game with a Korean war front background.

Featuring a Mauser style pistol with recoil, the new game requires approximately two by two feet floor space on location. It is a little over six feet high and has an oak cabinet with a modern angular protruding front. It is available for nickel or dime play. The Exhibit Supply developed ticket vender is standard equipment on Gun Patrol.

Resets

The new unit offers 20 shots. If the player makes all 20 hits, the unit resets and he can shoot until he misses. If he makes another 20 hits, the game again resets. Marksmen can make a maximum of 90 hits. Accuracy in play of Gun Patrol depends on a combination of timing and trigger control. The ticket vender is ad-

SUBWAY RIDERS PIC CONSCIOUS

CHICAGO, Feb. 24.—Chicago Transit Authority (CTA) reported this week that gross returns on the two Photo-Matics installed in the State Street subway amounted to \$523 for December. Mechanical Merchants, Inc., which also operates beverage venders thru the CTA el and subway system, plans to install a third Photo-Matic in the newly opened Milwaukee, Dearborn, Congress subway (see separate story Vending Machine Section).

Distributors Being Set For New Coin Game

NEW YORK, Feb. 24.—Nat Cohn, head of Bowl-o-Matic Sales Company, is readying a distributor net to handle sales of the coin-operated bowling unit he plans to introduce soon. He said about 25 outlets will be named to handle the 18-foot game in domestic and Canadian territories.

The unveiling of the bowling game was originally scheduled for this month, but development of a supply bottleneck has forced a delay of several weeks. Cohn declared games are ready for delivery except for plastic "back-glasses." But these are now being secured and an initial trade showing will be scheduled soon in Chicago. Deliveries will begin soon after, he said.

NPA Amends Copper Order, Eases Wire Restrictions

Seen Aid to Juke, Vender Output; Small Biz Committee Is Created

WASHINGTON, Feb. 24.—National Production Authority (NPA) brightened the picture for the coin machine industry this week by easing restrictions on use of copper wire for vending machines and juke boxes. In a major amendment to control order M-12, the NPA greatly relaxed its original crackdown. Simultaneously in another encouraging move, NPA's parent agency, the Defense Production Administration (DPA) announced creation of a small business committee aimed to provide "necessary action to insure small business a fair share of available supplies thru normal channels of distribution."

These were among a number of government actions this week aimed to reduce industry dislocations in the defense emergency. NPA announced it is readying specific orders which will govern the flow of steel, copper and aluminum for civilian use in the second half of 1951. The agency added: "It should be emphasized that in these forthcoming actions we are placing no restrictions on unit output of consumer durable goods. Manufacturers will be left free to maintain as high an output as possible with the reduced amounts of materials thru the adoption of con-

servation and substitution methods." One of the upcoming orders to fulfill this will be under the category of "miscellaneous consumer goods such as coin-operated amusement machines."

M-12 Amendment

NPA's amendment this week to M-12 on copper constituted the agency's first major relaxation for the coin machine industry even though the amendment invoked tougher restrictions in some of the other fields of industry. The original M-12 order limited copper use

to functional parts, so far as coin-operated vending machines and juke boxes were concerned. Thus, much-needed copper wire was banned in the original order. But this week's amendment spells out the relaxation for coin-operated devices which, nevertheless, remain on a list of some 300 items under limitations in the use of the metal. The order specifies that copper may not be used in coin-operated vending machines "except necessary operational parts and current-carrying parts." Juke boxes, too, are permitted to use copper "con-

(Continued on page 76)

Notice

While the copper situation has been temporarily eased thru the amendment of Order M-12, it is to be stressed that "the situation is still far from normal." The copper easement is only temporary—and the restrictions on other metals so necessary to continued production of coin machines still hold. Cobalt, nickel, steel, aluminum and many other items just as necessary to continued quantity production of coin-operated equipment are under government orders.

Games, Phonos Okayed in Colo. By Legislature

DENVER, Feb. 24.—Colorado legislation to permit operation of juke boxes and amusement games in places where liquor is sold is now law. The governor approved the measure which was placed in effect immediately.

Purpose of the law is to define "restaurant" as any "establishment provided with special space and accommodations where in consideration of payment, meals are habitually furnished to guests, and whose principal business is the sale of meals and in which room nothing is sold excepting meals, food, drinks and tobaccos and where malt, vinous and spirituous liquors shall not be served at any place excepting tables and lunch counters with stools securely fastened to the floor."

The law further states "any establishment connected with any business whatsoever wherein any business is conducted, excepting the sale of meals, foods, drinks and tobaccos and music by means of any mechanical device, or hotel business, is hereby declared not to be a restaurant, and any hotel not maintaining a restaurant regularly provided with special space and accommodations where meals are habitually furnished to guests

(Continued on page 72)

Used Game, Music Interest Up; Shuffle Prices Steady

CHICAGO, Feb. 24.—All phases of the used coin machine market showed a noticeable upsurge in *The Billboard's* Index of Advertised Used Machine Prices, with principal activity centering in the amusement game and music fields. One of the encouraging signs of the current Index (appearing elsewhere in this issue) was the comeback of shuffle games. Approximately 10 per cent of all advertised shuffle prices increased. Another was the listing of 34 per cent more prices, indicating that more distributors as well as operators are using the Index.

The amusement games division, made up of five-balls, giant pinballs, roll-downs and novelty games, proved strongest in the market last week. Less than 2 per cent of the prices included any change, and these were up. The increase was led by activity in the Gottlieb Select-a-Card game which was priced from \$10 to \$30.50.

Among the newly listed products are Genco Advance Rolls; United's Tropicana, roll-down; Ponser's pro-score, Marvel's Hit Parade, Gottlieb's Spot Lite, Genco's Total Roll and Gold Ball. From the number of roll-downs listed it is possible that this type of product is in for new interest.

Price Rebound

Shuffle games, rebounding from a trend toward decreasing prices over the past few weeks, showed price increases from \$4.50 to \$30.50, with Bally's Speed Bowler showing the biggest price rise. Overall 10 per cent of all the advertised

shuffle prices gained and but 4 per cent declined (from \$5 to \$10). This represents an improvement over last week's Index prices, which showed 20 per cent of all advertised shuffle prices dropping.

In music equipment, 85 per cent of all prices advertised the past two weeks remained the same, 10 per cent were up and approximately 5 per cent dropped slightly. Most of increases were in Wurliizer products, including models 1100, 1080, 1015, 800, 600, 61 and 41. Gains ranged from \$4.50 to \$25. Hideaways, however, slipped in price from \$10 to \$60.

Editor's note: Naturally any advertised price is governed by the usual market factors, including condition, age, time on location *(Continued on page 77)*

NO NAVY BELLS

So Personnel At Yard Pay More for Fun

PHILADELPHIA, Feb. 24.—The new federal law prohibiting interstate commerce shipments of bell equipment and also banning the machines from army and navy installations seemingly has had a pronounced effect on servicemen.

A case in point is the U. S. Navy Yard which before the passage of the Johnson bill (*The Billboard*, January 13) had 28 bells on location in its club quarters. In 1950, the machines yielded enough profit to serve meals below cost, permit the sponsoring of parties for uniformed personnel, and the construction of a modern lounge. Since the bells have been removed, meals have been increased in price. The prices of beverages also has jumped. Before the bill was passed the clubs could also put on dances for \$5 a couple, tho the actual cost was about \$9. Future dances of this type will now cost at least that amount. Moreover, all plans to improve entertainment facilities have been tabled. All bell equipment at the yard had a 90-10 payout ratio, with the clubs profiting the entire dime made on each lollar investment.

HI-HO SILVER

Dime-a-Ride Ponies Score for Coin Op

• Continued from page 1

to control expanding waistlines. They can carry persons weighing up to 250 pounds. A knob in front of the saddle controls the speed of gait. Saddles are of leather and look like the real thing.

When Saltzman started his operation late last year, he adjusted the horses to run 90 seconds to two minutes for a dime. The time was gradually shaved to the present 60 seconds. A minute ride seems to satisfy the kids and, incidentally, ups the coin potential.

As an operation, his route is unique in several aspects. Altho Saltzman retains title to the devices and makes the initial installation, the store management takes care of day-to-day operation. The store engineer is briefed on servicing and is made responsible for any necessary repairs. Collections, too, are made by the store, with a percentage of the gross turned over to Saltzman's firms.

He now limits placements to stores where each horse will be used at least 100 times a day. His

average, tho, has been well above this minimum. Individual units, he reports, have grossed \$35 daily in Macy's during the last Christmas season. This figure is measured against a maximum potential of \$44, should a horse be used each and every minute in an average store day.

Facts for 1 Year

Contracts with stores are inked on a one-year basis, with an escape clause permitting removal if the horses do not gross a specified minimum during a 21-day stretch. Saltzman is covered by insurance for any liability claim that may arise out of their use.

Stores now using his ponies are located in San Francisco; Kansas City, Mo.; Bridgeport and Hartford, Conn., and Newark, N. J., in addition to this city. He said early placements will be made in Miami, Los Angeles, Philadelphia, Detroit, Baltimore, Washington and Scranton, Pa. Others may go into amusement parks in this area next summer.

"PREPARE NOW FOR EMERGENCIES"

What Smart Operators Are Doing To Get Set for Shortages

This is just one of more than a dozen vital features and reference lists to be published in

The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13

VENDERS GREET CHICAGOANS AT 12 NEW SUBWAY STATIONS

111 Units in 4-Mile Tube Bring Total CTA Op to 769 Machines

CHICAGO, Feb. 24.—Vending equipment, to the tune of 111 new installations, will greet Chicagoans riding the new Milwaukee, Dearborn, Congress subway addition opening tomorrow (25).

Robert Guy, Chicago Transit Authority (CTA) commercial engineer, said that with the placement of additional vending equipment along the four-mile, 12-station subway route, CTA will have 976 beverage, candy gum, nut and scale units scattered throughout its metropolitan el and sub-

way system. As in the older el and subway spots, equipment in the new tube will be operated on the same basis. Transit Sales has installed penny gum, candy, nut units (scales to be added later) and Mechanical Merchants, Inc., has set up 10 four-selection beverage venders with hot chocolate attachments. Both firms hold five-year contracts permitting vender operation until December 31, 1954.

New Equipment
A break-down of new vending equipment installed in the subway extension follows: 25 penny candy (chocolate), 33 nut and 43 gum venders, in addition to the 10 beverage machines. Guy said the addition of hot sandwich units as a standard part of the el-subway vending operation was desired by CTA. Official approval resulted from the seven-machine test last year when Timm Industries' units, vending assorted sandwiches at 20 cents each, were placed by Mechanical Merchants. (These units

have since been withdrawn.)

In addition to the sizable expansion of vender operation due to opening of the new Milwaukee, Dearborn, Congress subway, CTA reports a steady increase in placement thru its other el and subway stations.

Comparative Figures
Comparison to 1948 installations show an increase in all types as follows:

	1948	1951
Penny Units	143	221
1-Cent Candy	223	310
Gum	116	178
Nuts	250	267
Scales	0	85
Beverage		
Totals	732	976

Vender Earnings
While exact figures have not as yet been compiled, Guy reported CTA's 1950 vender earnings were approximately \$84,000, of which \$53,000 was derived from Transit
(Continued on page 66)

READY SUBWAY OP IN PARIS

PARIS, Feb. 24.—France's largest vending machine operators, Societe De Appareils Automatiques, are now in the final phase of a contract negotiation with the government for placement of candy and gum machines in Paris subway stations. M. Paul du Chayla, a director in the firm, predicts the total number of subway installations will reach 600 units.

The chief problem, according to du Chayla, is that of coins. He says France has just started minting 20-franc pieces to replace paper notes of the same value. However, few people have them in their pockets as yet. Adding to the difficulties, the 10-franc coin is to be replaced shortly with one smaller in size.

NAMA Appoints H. Maloy Field Mem'ship Head

Peterson New P-R Asst.; To Expand Assn. Services

CHICAGO, Feb. 24.—National Automatic Merchandising Association announced Monday (19) the appointment of H. F. Maloy as field membership director. C. S. Darling, executive director, stated the move was made to expand membership services made necessary by the national defense emergency.

Announcement was also made of the addition to the staff of Mrs. Vivian A. Peterson as assistant to L. Cavanaugh, director of member and public relations. She succeeds Donald S. Graham, now director of publications for Cummins Engine Company, Columbus, Ind.

Plans Region Meets

Maloy will work in co-operation with association officers and staff to develop, plan and conduct local meetings for present and prospective members in NAMA's 12 different regions. He will also assist in legislative work and other association activities.

Prior to his previous connection, as partner in the Chicago fur firm Netky & Maloy, Inc., since 1945, Maloy was active in trade association work for a period of 20 years. During that time he was executive director of the Associated Fur Industries of Chicago, and editor and publisher of the association's
(Continued on page 66)

Canteen Sales Up 20%; Two New Boardmen

CHICAGO, Feb. 24.—Automatic Canteen Company of America reported sales of \$6,033,865 for the first quarter of its current fiscal year, comprising the 12 weeks ended December 23, 1950, were \$1,099,543, or 20 per cent over the \$4,934,322 volume for the same period in 1949. Net income for the first quarter of the 1950-'51 fiscal year was \$164,387, or 37 cents per common share, compared to \$151,668, or 34 cents per share for the corresponding period a year ago.

Nathaniel Leverone, chairman of the board, announced the election of two new directors to the board at the annual stockholders' meeting Tuesday (20), to replace J. J. Cavanaugh and Paul Skinner, who retired. New directors are William J. Lawler Jr., a partner in the firm of Hornblower & Weeks, Chicago, and Frederick L. Schuster, agricultural and business consultant, of New York City. All other Canteen directors were re-elected, as were the corporation officers, following the annual meeting.

Candy Venders Click in Parks

COLUMBIA, S. C., Feb. 24.—Candy machines in city parks are paying off in this area, operators report. The park machines have been in operation for some time.

Venders are doing well in assorted locations here too. C. L. Tyler has found enough biz for two of his Select-o-Matics in an automatic car wash.

Juice machines, depending largely on soldiers from Fort Jackson for patronage, are doing better now that the Dixie Division has swelled the population of this installation.

Ops Seen Placing Cup Machines in N. Y. Post Offices

NEW YORK, Feb. 24.—Postal authorities here will soon enter into direct negotiations with operators leading to the placement of cup venders in post office work areas, it was learned this week. First installations will probably be in Manhattan and the Bronx, according to a department spokesman.

A recent policy switch reversed a long-standing ban on coin vending equipment in federal post offices (The Billboard, January 10). Under the revised regulations cup machines may go into the post offices, provided that if blind persons have been awarded refreshment-stand privileges they also benefit from placements near their stands.

The post office representative said a survey of potential locations for machines had already been completed here. Since the new regulations became known, he disclosed, many operators have applied for operating rights. However, no contract commitments have yet been made.

Tobacco Biz Pays Tribute to Greene

NEW YORK, Feb. 24.—Robert Z. Greene, president of the Rowe Corporation, received a special award Tuesday (20) "for his distinguished service to the cause of brotherhood" at a dinner sponsored by the allied trades division of the National Conference of Christians and Jews.

James A. Farley, former U. S. postmaster general, made the presentation before 300 guests, including many from the vending industry, who paid \$100 per plate to help conference work in promoting good will and understanding among Protestants, Catholics and Jews.

Herbert A. Kent, president of P. Lorillard, was chairman of the event staged to honor Greene and further the aims of NCCJ as a highlight in the national observance of Brotherhood Week.

Greene Tribute

Farley, alluding to the many friends he has in the tobacco industry, paid high tribute to Greene "who has given so liberally of his time, energy and money to the worthy cause of tolerance.

"I wish there were many more in this nation," he added, "who would equal his devotion to the cause." Then turning to the guest of honor to present the silver World Brotherhood award, Farley declared:

"Mr. Greene, you are to be con-

gratulated on receiving this award. It comes to you from those who are active in the organization and familiar with your efforts in its behalf."

Accepting the award, Greene told of his recent visit to Pakistan and India and gave an eyewitness account of poverty and religious intolerance in those coun-
(Continued on page 66)

\$ SHARE PLANS SEEN OP AID IN LABOR PIC

CHICAGO, Feb. 24.—Increased use of profit-sharing plans for employees is being advanced as one operator's answer on how to retain workers and at the same time increase their efficiency in spite of keener competition developing in the labor market. While not a general trend, the gradual spread of such a supplementary earning plan for route personnel is indicated by operator reports this week from various sections of the country.

Herb Rousso, Food-O-Matic, Los Angeles, operating cigarette, car 'y and beverage venders, states firm's employees now receive a draw, amounting to a base salary which is applied against a percentage of the gross business. This results in workers periodically receiving dividends over their base pay, based on the total dollar volume. Rousso says this not only serves to anchor help but also is an incentive for better work as it makes each employee a "partner" in the firm in the sense that his earnings are related to the company's earnings.

Milwaukee operator Herb Geiger, Geiger Automatic Sales, is using a profit-sharing bonus plan based on amount of profit earned by the firm and prorated to workers on basis of length of employment. Geiger instituted the plan last December.

Also following the profit-sharing idea, Don Boerema, Vending

Vending Supply Co. Adds S. Diego Rep.

LOS ANGELES, Feb. 24.—Earl W. Handren Company, San Diego, has been named distributor in that area for the Operators' Vending Machine Supply Company of this city. He also will represent Oak Manufacturing Company, having an exclusive distributorship for the Acorn line.

The Handren firm, established seven years ago, will be supplied with Operators' Vending complete line of candies, nuts, charms, ball gum, parts and supplies, Sid Bloom, head of the firm, said.

Md. Vender Ops Form New Assn.; Name Hupp Pres.

CUMBERLAND, Md., Feb. 24.—First move toward formation of a vending machine operators association in Cumberland and Allegany counties was effected last week at a meeting in the Fort Cumberland Hotel here.

Serving as temporary chairman was Bernard V. McGreevy. James F. Hupp was elected president. Other officers will be elected at a second meeting this week, at which time the name of the new association will also be selected.

Most of the first session was devoted to discussion of the city of Cumberland's proposed tax on operators of vending machines.

VIEWING AND CHEWING

Op Cites Reasons Behind Theater Vender Success

PITTSBURGH, Feb. 24.—Just as most women dine out frequently rather than cook, most people today go to the movies and will continue to send their youngsters there for entertainment and candy, even if the price of sweets is up.

Also, S. P. Moore, branch manager, Tri-State Automatic Candy Corporation, points out that at ball parks or at indoor athletic events, people do not hesitate to pay 20 cents for soft drinks. And some, as they stand in line to buy groceries, buy confections on the spur of the moment.

Impulse Buying

"If people walk into a nice theater, see good merchandise in bright vending machines, they'll buy," says Moore. "Children, for example, like Good and Plenty and Juicy Fruit, and they experiment very little. Having only a nickel, they want their money's worth."

Vending patrons are discriminating purchasers, and selling trends are odd. "A cherry bar," says Moore, "will sell like mad

Pa. Op Sells Route; Awaits Service Call

EASTON, Pa., Feb. 24.—John W. Mason, who started in the vending machine field here as an operator three years ago at the age of 18, has sold his route of 85 venders and stock to Ellis Neely. Mason was recently advised he would shortly be called into the armed forces.

After graduating from high school in 1948, Mason purchased his first bulk venders and started a route which was to be run as a part-time affair. He started a full-time job with the Mack Printing Company here and continued with that firm as he added to his route. Included in the sale were gum, candy and nut machines.

Sale price of the equipment and stock was \$1,750.

for two weeks; then it tapers off. This is where national advertising helps. Mounds and Almony Joy get large color ads in Life and are big sellers. At the moment, with M & M on Super Circus, we can't supply the demand."

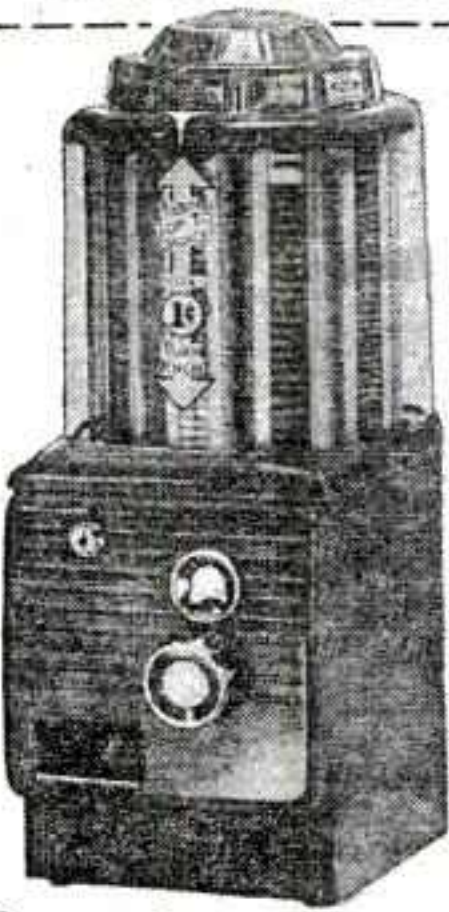
Personal Selling

"But—as we have learned from operating concession stands right alongside our vending machines—one should never let down his own personal selling. We build our concession stands with lots of mirrors," he explains, "so that to the eye it looks like we have 90 tons
(Continued on page 66)

New Calif. Firm

SACRAMENTO, Feb. 24.—Sessany Corporation has been organized in California to conduct a vending machine business. Authorized capital is listed as 100 shares no par value. Firm is a Delaware corporation with principal office at 3550 Delmar Boulevard, St. Louis. W. D. Higginson, Los Angeles, is California agent.

**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

**Discuss Cocoa,
Packaging Pic
At Candy Meet**

CHICAGO, Feb. 24. — While sugar, chocolate, corn sirup and peanuts look plentiful for candy, the 1951 picture is clouded by shortages of boxboard, cellophane, paper and corrugated material, it was brought out at the February meeting of the Chicago Candy Club.

Moderator at the meeting was Thomas J. Sullivan, executive vice-president of the National Association of Popcorn Manufacturers, while Paul Udell, Charms Company, presided over the regular meeting. Representatives for the National Confectioners' Association, National Candy Wholesalers' Association and the Chicago Candy Wholesalers also were present.

Container Outlook

Speaking on the container outlook, Raymond Spohr, Inland Container Corporation, said increased efficiency and therefore supply would result from an industry-wide effort to reduce the variety of unit packs and eliminate packages that are wasteful of material. He pointed out that the 120-count package represents a sizable saving in material as opposed to 60-count packages. Spohr also stated that while container production will undoubtedly increase (its averaging 30,000 tons per month now) the industry's capacity has increased substantially since the last war "and there is a possibility that domestic production will not be drastically affected."

A. J. Blommer, Blommer Chocolate Company, speaking on the candy ingredient outlook, declared that rationing of chocolate during 1951 did not seem likely as far as cocoa bean supply is concerned. He said that 1952 should bring some relief in the form of more beans. The over-all increase of the entire world cocoa bean production could run between 10 and 15 per cent, and in turn result in a lower chocolate price in 1952 providing the world picture did not change in the meantime.

**Chase Candy To Show
At Six Conventions**

ST. LOUIS, Feb. 24.—Chase Candy Company, to celebrate its 75th anniversary and point up its Diamond Jubilee line, has contracted to exhibit in Booth No. 75 in all major conventions during 1951.

Firm will display at the following meets: National Association of Tobacco Distributors, Palmer House, Chicago, April 9-12; United States Wholesale Grocers' Association, Civic Auditorium, Miami Beach, April 22-25; Super Market Institute, Stevens Hotel, Chicago, May 13-17; National Candy Wholesalers' Association, Palmer House, Chicago, June 6-10; Southern Wholesale Confectioners' Association, Atlanta, July 18-21, and National Automatic Merchandising Association, Cleveland Auditorium, Cleveland, November 12-15.

Grant Vender Charter
COLUMBIA, S. C., Feb. 24.—Dinty More's, Inc., was granted a charter by secretary of state to operate a bar and grill with vending machines and deal in real estate. Capital stock, \$5,000. John I. Leavell is president.

VICTOR'S AMAZING NEW



TOPPER
Sold 4 to a Case
\$48.00

Sample \$12.75
PISTACHIOS
25 lb. carton
Small, 50¢ lb.
Vender's Mix-
ture, 58¢ lb.
Large, 62¢ lb.
Extra Large
66¢ lb.
Full Cash With
Order.

Plastic Auto-
graphed Foot-
balls, \$4.25 per
M. Metal
Plated, \$6.00
per M.

**RAIN-BLO
GUM, 140, 170
or 210 Count.**
in 25¢ cartons,
20¢ lb. in lots
of 200 or more
with freight
prepaid, 26¢ lb
less 2%

**COLORED
BALL GUM** —
All Sizes 25¢
or 40¢ carton,
26¢ lb. 140¢ lots
24¢ lb. with
freight prepaid
**FULL CASH
WITH ORDER.**

**PIONEER
VENDING SERVICE**
Exclusive Victor Distributor in N. Y.
461 Sackman St., Brooklyn 12, N. Y.
Phone: Dickens 2-7992

SENSATIONAL

New Larger Type
Comb Available for
**WHITE'S COMB
VENDER**

Available in a large assort-
ment of colors.
Here is a tried and proven
vender product that sells
with steady profits — a
compact, attractive silent
salesman — a service
that patrons really appre-
ciate. Every rest room
should be equipped with a
WHITE'S COMB VENDER.

Capacity: 200 Combs — coin
returns when vender is
empty.
**SPECIAL! White's Comb
Vender ADHESIVE** for
mounting vender to a ny
type of wall. Proven in
service — immediate deliv-
ery. Eliminates damaging
walls.

**SOME LUCRATIVE TERRITORIES
STILL AVAILABLE.**
Send for Comb Sample and Price List
at once.
WHITE'S COMB VENDOR, INC.
365 Grace St. ELGIN, ILL.
Phone: Elgin 7492

**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 5
\$47.50
EACH Lots of 25
\$119.38
MODEL

Nut and Charm Vendors
hold 5 lbs. Nuts, Ball Gum
Vendors, 500 Ball Gum
Fully Guaranteed
1/3 Deposit, Balance C.O.D.
FREE
5 LBS. NUTS OR BALL GUM, ONE WALL
BRACKET WITH EACH MACHINE
BLOYD MFG. CO.
VALLEY STATION, KY

**FRENCH BOY
POPCORN**

SHIPPED
ANYWHERE IN THE COUNTRY

Packed in 2 1/2 peck
glassine bags. Arrives
fresh and tasty, ready
to eat.
**ABC
POPCORN CO.**
3441 W. North Ave. CHICAGO 47

**Mixture of
GRAND PRIZES**

Consisting of Grocery Charms, Scout
Knives, Metal Scissors, Jewel Charms,
Bugs, assorted Fortune Ball Mix — an
array of talent-in-charms to empty
machines.
ALL THIS—\$10 PER 1,000
EPY
Samuel Epy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

**Act To Reduce
Tenn. County
Vender Taxes**

NASHVILLE, Feb. 24. — The State House of Representatives passed a bill last week (13) reducing State privilege taxes on vending machines in Memphis and Shelby County factories and business houses from \$7.50 to \$3 a year. The measure is similar to one which Shelby legislators opposed and helped defeat two years ago.

The bill was sponsored in the House by Rep. Hoyt Bryson of Woodbury. A companion bill is pending in the State Senate under sponsorship of Sen. Joe Walker, Ripley. The House-approved bill has been sent to the Senate.

The tax reduction would apply only to venders handling articles retailing in excess of 1 cent and which are located "in factories or other establishments not frequented by the general public and situated primarily for the benefit of the employees of such factories, establishments."

Since 1947 venders located in such captive installations throught the county have been taxed at the \$7.50 rate compared to the \$3 rate elsewhere in the State.

**Ask Industry Aid
On Bill Removing
Conn. Candy Tax**

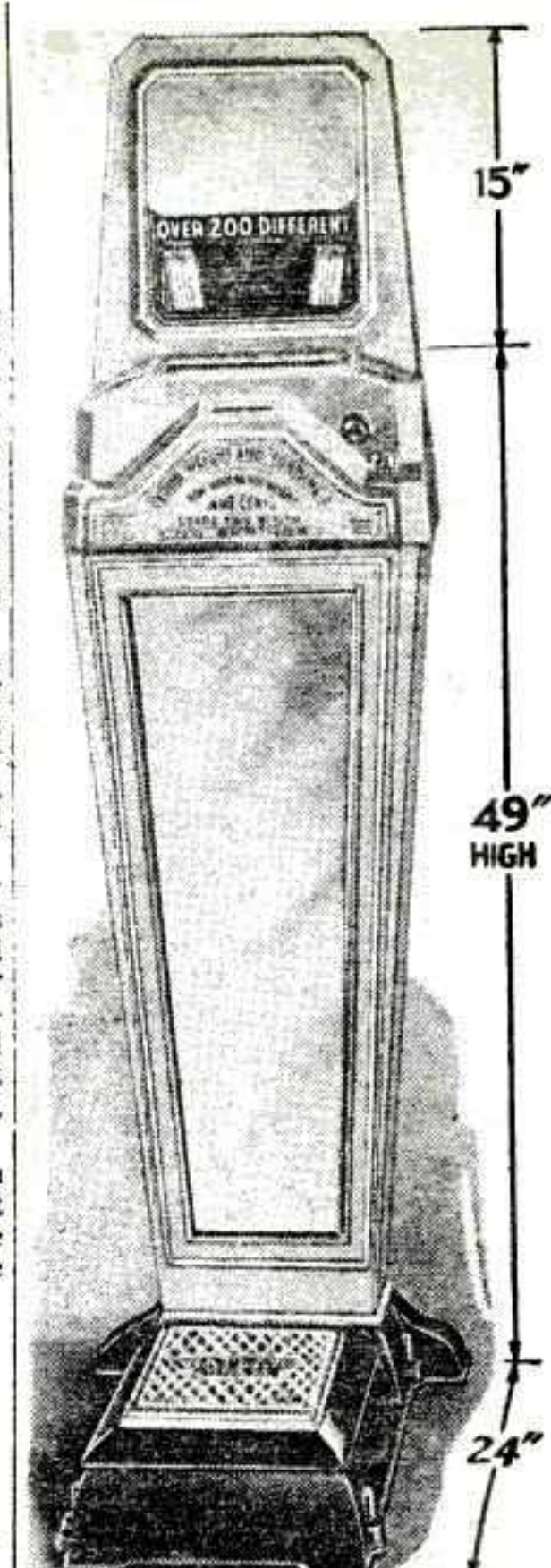
CHICAGO, Feb. 24.—National Confectioners' Association (NCA) is calling attention to House Bill 485 introduced in the Connecticut Legislatur. "to remove the discrimination against candy in the retail sales tax law." The bill proposes taxes on candy and confectionery, but exempts other competitive foods. The bill was introduced by Arthur E. B. Tanner, Woodbury, Conn., chairman of the House Appropriations Committee.

NCA advised candy men in Connecticut to contact their local legislators asking support of the bill. Others, outside Connecticut, are urged to ask customers and friends residing in that State to aid.

The candy industry, NCA declared, neither supports nor opposes retail sales taxes nor food exemptions, but believes that confectionery products should not be taxed if other competitive foods are exempt.

Va. Beach Cig Tax

VIRGINIA BEACH, Va., Feb. 24.—The town council has voted to impose a 2-cent tax on cigarettes and a 1-cent tax for each 20 cents spent in amusement admissions.



WEIGHT, 165 LBS.
**\$25
DOWN**
Balance \$10 Monthly
**400 DE LUXE
PENNY FORTUNE SCALE**
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS
\$85.00 IN PENNIES
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

There's a **SMALL FORTUNE** in it... for You!

**PAYS 50% TO 200%
STEADY PROFITS**

**Outdraws, Outearns and Outperforms
All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only
\$25
DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO.
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

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

CONVERSIONS

WE CAN DO IT! WE ARE DOING IT!!
**CONVERTING ANY MAKE OR MODEL
CIGARETTE VENDING MACHINES
TO 25c VENDING! TO 30c VENDING!
CANDY MACHINES CONVERTED TO 10c VENDING**

CIGARETTE MACHINES

DuGrenier Model W, 9 Col., 308 Pack Cap.	\$82.50
DuGrenier Model S, 7 Col., 210 Pack Cap.	69.50
Rowe Royal, 10 Col., 400 Pack Cap.	95.00
Rowe Royal, 6 Col., 240 Pack Cap.	82.50
Rowe Imperial, 6 Col., 180 Pack Cap.	69.50

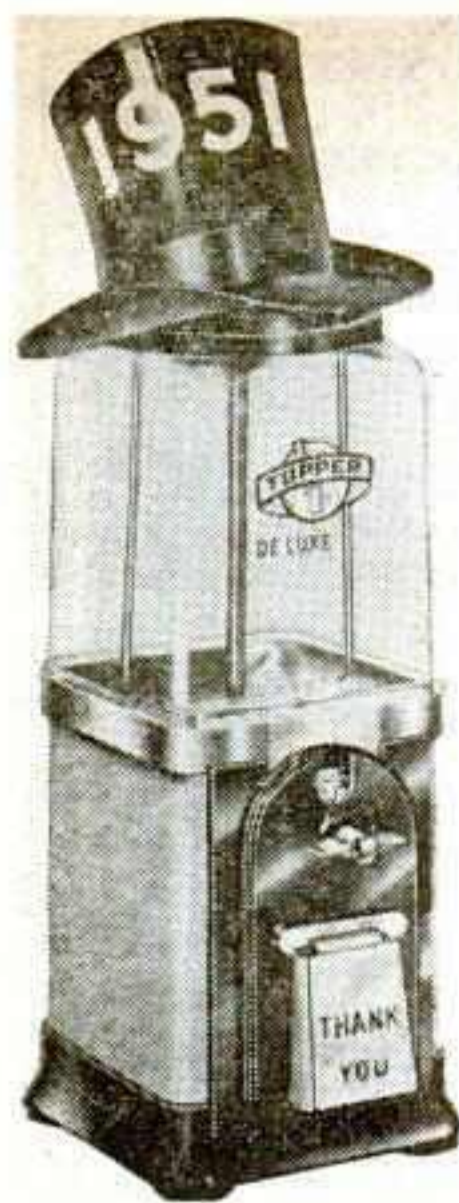
CANDY MACHINES

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
Uneda Candy Vender, 5 Col., 102 Bar Cap.	75.00

**SALE!
\$85.00**
Rowe Royal
8 Col., 320
Pack Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE, INC.
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
New 166 CLYMER ST. Reconditioned—LIKE NEW As Is EVergreen 7-4568 BROOKLYN 11, N. Y.



The One for '51
**VICTOR'S
TOPPER DE LUXE
NOW AVAILABLE!!!**

with the
ALL-PLASTIC GLOBE
Tops in Design . . .
Performance Durability

**VICTOR
VENDING CORPORATION**
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

**—LARGEST—
PROFIT MAKER**
5c Silver-King for Pistachios



Change NOW
to 5c Model
for REAL
PROFITS

5c Change-
over parts
available for
all 1c
Models

Sample,
\$12.95 Ea
10 @ \$12.50 Ea
100 or more,
write for low
price

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms
Vendors, 1c-5c 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, Ill

**NEW DISTRIBUTOR!
ACORN** 1c and 5c
VENDORS

WM. J. NEWMAN CO.

430-34 Octavia St., San Francisco 2, Calif

Sole Distributor for the Bay City
Area. Carrying a complete line of
Machines, Parts and Supplies.

OAK manufacturing co.

11411 Knightsbridge Avenue
Culver City, California

**NEW LOW PRICES U-SELECT-IT
CANDY MACHINES**
U-Select-It, 7 1/2 Bar Size. Each \$27.50
CIGARETTE MACHINES
Write for low prices all makes
COUNTER MODEL \$22.50
Half Deposit. Phone: BA. 9-6064
HARRIS VENDING
2717 N. Park Ave. Philadelphia 32, Pa.

delicious **INDIAN
BRAND**
PISTACHIO NUTS
REV—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

Metallic Paint Substitute for Metal Plating

CHICAGO, Feb. 24.—National Lacquer and Paint Company, Inc., announces new plated-effect finishes, in 15 different shades of metallic bronze lacquer, designed for use on product parts previously metal plated both for durability and appearance.

J. J. Wright, sales promotion manager, states the line is being made available only to the industrial trade and will not be packaged for resale.

The plated-effect finish may be applied to parts or articles of metal, wood, plastic, etc., according to Wright. National Lacquer and Paint claims the new finish can be used to replace actual plating no longer obtainable for civilian use.

Tobacco Biz Pays

tries. He contrasted this with "gains in brotherhood" in Israel despite the crucial times that new country is experiencing.

"We in the United States are fortunate," he stressed, "because here all faiths live together in peace and understanding, and brotherhood is a large part of the American way. To live and let live is good; to live and help live is better."

Vendors Attend

Among those in the vending industry attending the dinner were Matty Forbes, Cigarette Merchandisers' Association; Myron and Sidney Bruck, Long Island Tobacco; Pete Helicher and Arthur Bressack, Intercounty Cigarette; Ben deMartine, Manhattan Cigarette; Seymour Ellman, American Automatic; George Geier, Deane Cigarette; Harold Jacobs, Herald Vending; John R. Kehoe, Union News; Abe Lesh, Midtown Cigarette; Jack Levine, Nassau Cigarette; Al Miniaci, Paramount Cigarette; Ben Simon and Everett Newcomer, City Milk; William Peek, Peek Cigarette; Mortimer Randel, Randel Cigarette; Bernie Scheuer, Vendomat; Gustave Stern, Cigarette Service; J. Sweeney, Sweeney Cigarette; Jackson Bloom and Tom Cola, United Tobacco, and Max Weiss, M. W. Vending.

The delegation from Rowe included Arthur and Dick Gluck, Jack Mill, Charles Brinkman, Bern Bernard, Pat Mahoney, Al and John Sharenow and Herb Greenberg. Cigarette, cigar and match manufacturers were well represented.

NAMA Appoints

monthly publication, Central Furrier.

Mrs. Peterson will assist Cavanaugh in the execution of the NAMA's over-all public relations program and in promotion of membership, exhibit, convention and the Buyer's Guide. She formerly did editorial work for General Electric Company and Hotpoint, Inc. From 1946 to 1948 she was public relations director for the National Appliance & Radio Dealers' Association.

Vendors Greet

For December, 1950, gross returns from penny units amounted to \$16,948; gum venders brought in \$6,736; penny candy, \$5,179; nuts, \$4,807, and scales, \$545. Beverage venders grossed \$3,946, compared to peak returns of \$17,109 during August, 1950.

SPECIAL SALE!

10 ART Challenger Guns, 1c,	Each
BRAND NEW	\$45.00
25 Silver King Nut, 5c	7.95
25 Silver King Nut, 1c	7.95
25 Silver King Ball Gum, 1c	7.95
50 Columbus Nut, 5c	7.50
25 Asco Hot Nut, 5c	12.50
50 Rowe (Adams) Gum, 1c, 5 Col.	9.95
50 Almond Nut Vendors, 5c,	
NEW	6.95
10 Northwestern Deluxe Nut,	
1c-5c Combination	12.50

WANT TO BUY
Stoner Candy, Silver King,
Hunter, Cigarette Machines and
all Counter Games.
1/2 With Order, Balance C.O.D.
CAMEO VENDING SERVICE
432-G West 42 St., New York 18, N. Y.
Lonsacre 3-1334

**RAKE'S
SUPER-SPECIALS!**

Immediate Delivery!

**NEW Northwestern
'49 Special**

Cuts Costs
and
Servicing
Time in Half

Less Than
25. \$17.35

Less Than
100. \$17.15

Over
100. \$16.95

AVAILABLE IN 1c OR 5c PLAY.
PLEASE SPECIFY WHEN ORDERING.

RECOND. VENDORS

Columbus 46Z, 1c Bulk	\$ 7.50
Columbus 46ZB, 5c Bulk	8.00
SK 1c or 5c Bulk	8.00
NW Deluxe 1c & 5c	12.50
NW Model 39, 1c Bulk	7.50
Shipman Stamp, 1c & 3c	22.50
NW Model 33 Ball Gum	7.50
SK Ball Gum	7.50
Atlas Bantam, 5c	7.50
Victor Model V	8.50
Lucky Boy, 1c Bulk, new	9.75
N. Y. Stamp, 1c & 3c	12.50
Exhibit Card Vendors, 1c	15.00
Adam's Gum, & Colts., 1c	14.50

**WE TAKE TRADE-INS
LIBERAL ALLOWANCE**
1/2 Deposit, Balance C. O. D.
Full Payment Must Accompany All
Orders Under \$20.00.
**WRITE TO DEPT. V FOR COMPLETE
LIST OF COIN-OPERATED
MACHINES AND SUPPLIES.**

Rake COIN MACHINE
EXCHANGE
609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

**GET *
NEWER
CHARMS**

Lower prices from
America's newest
charm manufacturer
Over 30 new and different series of Charms.
Our prices are lower!
Send 35c for complete samples

PENNY KING CO.
415 Nepruna Street. Pittsburgh 20, Pa.

Try
**VICTOR
Once
and you will
BUY
VICTOR
ALWAYS**
ORDER
TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

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

PLASTIC CHARMS

Special Large Disney & Tracy Comic Series. . . \$2.75 Per M

Special Large Detailed Western Series . . . \$3.25 Per M

Minimum order 10,000
Add 25c per thousand for smaller quantities.
Deposit With All Orders.

CHARACTER CHARMS
1703 Fifth Avenue Pittsburgh, Pa.

Supplies In Brief

Milk Plant

PHILADELPHIA, Feb. 24.—Supplee-Wills-Jones Milk Company will begin operating what is said to be one of the most modern milk processing plants in the country within the next few weeks. The plant, constructed at a cost of \$2,800,000, will be geared to process more than 200,000 quarts of milk a day, twice the capacity of either of the company's two present plants here.

Opening of the new plant will climax an extensive postwar building and alteration program started by the milk and ice cream company in 1948. Major alterations have been made at one of Supplee's milk processing plants and at the ice cream plant here.

Viewing, Chewing

of candy on display on the stand and in the venders.

"Yet, though we carry some 80 items, we display only about 30, whereas some theaters will display over 100 items. Our reason for restricting the number is that putting many different types out on display tends to confuse the public, making it difficult for them to make up their minds.

"Instead of using great variety, we keep rotating the position of our candy, move bars that are at the side where people may not look, over to the center. This gets people into the habit of checking the vender columns and display closely. If they don't want to wait their turn at the stand, they serve themselves at the machine and slip back into their seats for the movie.

Soft Drinks

"Our automatic soft drink machines are popular, too," says Moore. "Instead of having their drinks poured out by fountain personnel, patrons prefer to put their money in the machine and watch the cup drop down.

"Today's sales trend is shifting. Formerly, candy outsold popcorn. Now in order it's popcorn, candy and soft drinks, with ice cream coming up. Some theaters in New York, noticing this upsurge, now permit three-minute intermissions for purchasing confections between shows.

"In race locations, popcorn sales are rising. Some adults will buy three boxes. One woman even puts seven or eight dimes into the machine and fills up a large paper bag she has brought along.

Up Prices

"Another thing," says Moore. "We have successfully raised our candy bar price to 6 cents over the counter. We simply gave more display space to that particular bar. Oddly, we encountered more resistance on a price rise from theater owners than from the patrons themselves. Theater men fear patrons will complain about the rise, but the movie-going public knows prices have gone up and takes it in stride."

Tri-State has little trouble servicing its routes. Two men and two trucks service indoor and drive-in theaters from Moundsville, W. Va., on the south; to Youngstown, O., on the west; to Ford City and Kittanning on the north, and Charleroi in the east.

"We never have any trouble with out candy machines. Repair jobs are very simple. We find most theater managers can take the mechanism out, remove a coin that is stuck, and replace the works."

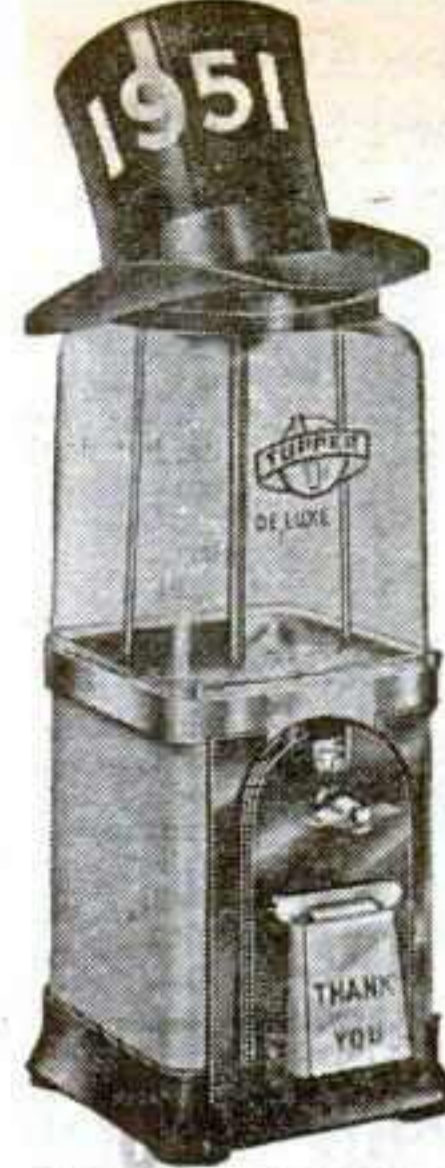
"Secondly," says Moore, "our concession personnel watch the vending machines when there's a crowd around at night to see that no one tampers with the selector."

Thirdly, Tri-State's vending machines are kept up-to-date. "We have replaced our prewar Stoner's with postwar models. Many of the machines had operated successfully for 10 years.

"Theater managers like these features. It all helps keep their machines going. And where else can the public get two full hours of such top-grade entertainment and fresh confections?"

Buys Into Chunky Co.

NEW YORK, Feb. 24.—Edgar Rubin, son of Tootsie-Roll's late president, Bert Rubin, has acquired an interest in the Chunky Chocolate Corporation, according to an announcement by Jeff Jaffe, Chunky president. The firm manufactures a chocolate bar and sugar toasted peanuts.



The One for '51
**VICTOR'S
TOPPER DE LUXE
NOW AVAILABLE!!!**

with the
ALL-PLASTIC GLOBE
Tops in Design . . .
Performance . . Durability

Limited number available, order
at once.

Sold on time payment plan—
20 weeks to pay.
Write now for details.

ROY TORR

LANSDOWNE, PA.
Financing & serving operators
since 1910.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise,
Games, Etc.

ALMONDS
California Vendsize, packed in 5 lb.
vacuum sealed tins 20 lbs. per case.
7 1/2 Lb. \$3.95 Can.

Plastic Charms, small, 1,000. \$2.75
Metal Colored Charms, small,
1,000. 4.25
Plastic Charms, large, 1,000. 3.25
Copper & Nickel, large, 1,000. 5.25
Hand-Painted Imported Charms,
per 9r. 1.25
Toy Watches, 2 gross. 2.50
Stone Set Rings, 1 gross. 1.95
"Hep Cat" Buttons, 1,000. 5.95

STANDS
All steel—aluminum finish
No need to add sand, gravel,
cement, etc. Ready for loca-
tions. Weights 17 lbs.

\$3.25 each
EXTRA HEAVY STANDS
\$3.99 each
We are factory distributors
for all leading makes of
VENDING MACHINES.
One-Third Deposit on All Orders
PARKWAY MACHINE CORP.
115 Ensor St. Baltimore 2, Md.

**NEW
Northwestern
'49 Special**

1c or 5c
Immediate
Delivery!

Single
\$17.35 EA.

25 to 100
\$17.15 EA.

100 or More
\$16.95 EA.

Write for Charm & Merchandise List
—Everything for the Bulk Operator
at Lowest Market Prices at Time of
Shipping.

1/3 Dep., Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

VICTOR'S TOPPER
ONLY \$12.00 Each
(4 or More)

24 or More
ONLY \$11.75 Each

100 or More
ONLY \$11.25 Each

Globe or Plastic
Globe

UNEQUALLED FOR
VENDING: BALL
GUM, CANDY, PEA-
NUTS, CHARMS,
SALTED PEANUTS,
ETC.

LIBERAL, EASY
FINANCE PLAN!!!
LOWEST PRICES on
Ball Gum, Candy,
Charms, Stands. We
stock all parts and
supplies.
VENDING SPECIAL-
IST SINCE 1924.
Write for FREE in-
formation regarding
VENDING SCHOOL for operators.
BERNARD K. BITTERMAN
3002 Truman Rd. Kansas City 1, Mo.

**GIVE TO THE RUNYON
CANCER FUND**

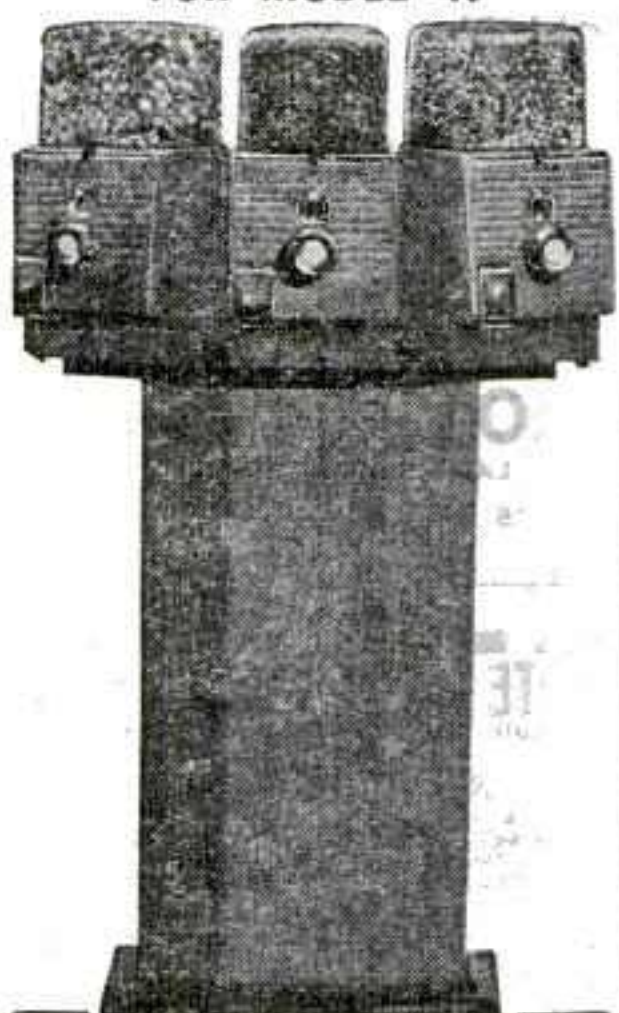
Designs Odd-Cent Gim for Cig Ops

NEW YORK, Feb. 24.—An odd-cent conversion for quarter cigarette machines has been developed here by Joe Kalishman of U-Need-A Service & Parts. He said it is specially designed for operators who may be forced to jump their vend price over 25 cents, but don't want to resort to pennyning on a 30-cent mechanism.

The conversion can be performed on any straight-quarter "mill-outs," Kalishman declared. These are machines which earlier were converted from 20 to 25-cent operation, but in the change-over process lost their ability to accept nickels. The extra slot on U-Need-A conversions may be adjusted to take one or more pennies before insertion of a quarter will permit pack delivery, he pointed out.

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern

CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

Meter Matters

Philly Bids

PHILADELPHIA, Feb. 24.—Five companies seeking to supply 15,000 local parking meters submitted bids this week, all subject to possible material shortages and rising prices. Under the contracts, the company installs the machines in shopping sections and receives a percentage of the parking charges until the full amount is paid. Bids will be awarded early next month.

Lowest bid—\$52.75 for each meter—was submitted by Karpack Corporation, Cincinnati, makers of the "Ultimate Model." This company has 1,540 meters of this type operating now in the Frankford section of the city.

Other bidders were Dual Parking Meter Company, Canton, O., \$61.70 each, with 300 to 500 delivered monthly starting 45 days after the deal is closed; Magee-Hale Park-O-Meter Company, Oklahoma City, Okla., bidding on 5,000 meters at \$70.50 each; Lanagain Hoke, Inc., Philadelphia, \$84.85 each, and the Mi-Co Parking Meter Company, Covington, Ky., \$61 each.

Burned Up!

READING, Pa., Feb. 24.—Winter's last grip last week on the city's parking meters was broken by city policemen using blow torches. Uniformed policemen, who usually collect coins from the several hundred meters, were unable to do so. As a result, a detail of officers were assigned to use blow torches to defrost the meters.

Iowa Meter \$1 Mil

CEDAR RAPIDS, Ia., Feb. 24.—Based on replies from 58 municipalities, Iowa parking meters netted considerably over \$1,000,000 in 1950, a survey made by Prof. Robley Winfrey, of Iowa State College, Ames, revealed.

Ames' \$8.91 per meter per month was the highest average. Cedar Rapids was a close second with \$8.21.

Cedar Rapids and Iowa City were among the first cities in Iowa to install meters in 1946. Originally the State university town had but 153 meters but 540 have been added. City has only seven additional meters over the original 989 but 282 new meters soon are to be set up in the Greene Square parking lot.

A total of 19,160 meters now operating were reported by the cities answering the questionnaire. Of these, 18 reported a total of 2,267 meters would be installed in the near future. Populations ranged from 176,954 for Des Moines, the

State capital, to 1,051 for Jewell, north of Ames. Three towns, Independence, Sheldon and West Union, did not list the number of meters in operation.

Phoenix Adds Units

PHOENIX, Ariz., Feb. 24.—An additional 350 new parking meters are to be installed in downtown Phoenix business areas, according to Wayne Morris, city traffic engineer.

The meters, of the two-hour cumulative type, have been ordered from the Magee-Hale Parking Meter Company and will cost about \$51 each.

Only other bid was from the Dual Parking Meter Company for \$79 each. Magee-Hale, who sold the last consignment of meters installed here, offered at that time to supply additional meters at the same price but the city council felt that a new call for bids should be considered before placing an order.

Melville Meters

MELVILLE, Sask., Feb. 24.—This town, with a population of about 4,000, will install 200 parking meters on four main business blocks in May. Meters will be used on a trial basis for a year.

Hires Co. Reports 3d Quarter Sales, Losses

PHILADELPHIA, Feb. 24.—The Charles E. Hires Company reported net sales of \$1,284,511.22 and a net loss of \$76,454.83 for the third quarter ending December 31. This compares with \$1,170,341.58 net sales and \$46,546.74 net loss for the same quarter in 1949.

Charles E. Hires Company, Ltd., of Canada reported fourth quarter, 1950, net sales of \$19,635.10 and net loss of \$7,074.59, compared with sales of \$23,040.66 and loss of \$1,022.57 in the same 1949 quarter. Figures are in Canadian dollars.

Mills Freezer Catalog

CHICAGO, Feb. 24.—Mills Industries, Inc., has released a new brochure on its 1951 line of custard and ice cream freezers. It contains illustrations and details of new features.

NAMA Reduces Bottler Fees

CHICAGO, Feb. 24.—National Automatic Merchandising Association has effected a reduction in membership dues for bottlers. New rates, based on marketing area population, range from \$25 to \$100 per year, compared with the previous \$35 to \$250 range.

With the reduced membership rates, NAMA also reclassifies bottler members from distributor-operator to bottler-vender. L. L. Cavanaugh, NAMA director of public relations, pointed out that the notice is being sent to bottler members in cases where vending represents less than 50 per cent of their total sales volume.

SMOKESHOP
"612"

THE NATION'S FINEST
CIGARETTE VENDOR

Tear Out And Mail Ad For Details

AUTOMATIC PRODUCTS CO.
250-B W. 57th St., N. Y. 19, N. Y. • PL 7-3123

CHARMS
Paul A. Price Co.
220 Broadway, New York 38, N. Y.

From **LITTLE ACORNS** mighty **INCOMES** grow!



1c & 5c
mechanism
slides into
place—
no screws!

ACORN
The only completely die-cast aluminum precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Eye-Stopping Money-Maker

AK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!
Choice Territories Still Open—
Write, Wire, Phone!
East & Midwest
M. J. Abelson, gen. sales mgr.
1249 5th Ave., Pittsburgh
AT 1-6478
Pacific Coast Distributor
Operators Vending
Machine Supply
1023 Grand Ave., Los Angeles

SAN DIEGO OPERATORS...

We are happy to
announce our appointment as representative for

OPERATORS VENDING MACHINE SUPPLY CO. of Los Angeles

and sole distributors for

ACORN VENDORS

Large stock of parts & supplies!

EARL W. HANDREN CO.
4002 Greenwood Avenue — San Diego 10, Calif.
Woodcrest 8-1404

ON HAND
AT ALL TIMES!

A complete line of

- CHARMS
- CANDIES
- BALL GUM
- NUTS

30 DAY MONEY BACK TRIAL

Northwestern Sensational **MODEL 49**

Try this famous vendor for 30 days. If it doesn't **EARN MORE MONEY** for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices

LESS THAN 25 **\$17.35**

LESS THAN 100 **\$17.15**

100 OR MORE **\$16.95**



GUARANTEED SPECIAL FOR THIS WEEK!
NORTHWESTERN DELUXE, 1c or 5c, reconditioned, like new... \$12.00 ea.
Money Refunded if Not Satisfied

MERCHANDISE AND SUPPLIES		
PISTACHIO, Jumbo Queen	62c	ALMONDS, 480 Ct.
FANCY TULIP, Large	58c	5lb. Vacuum Packed
INDIAN NUTS	56c	RAINBOW PEANUTS
CASHEW, Whole	58c	MIXED NUTS
CASHEW, Butts	53c	BOSTON BAKER BEANS
VIRGINIA PEANUTS, Whole	34c	LICORICE LOZENGES
Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit Balance C. O. D.		

Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

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4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.


33 UNION SQUARE • NEW YORK 3, N. Y.

SALESMEN

National manufacturer has opening for salesmen to sell to new operators, new coin-operated Vending Machines. Must have car. Free to do extensive traveling. Prospects obtained through business opportunity columns. Earnings well over \$1,500 to \$3,000 monthly commission. Men with franchise, intangible or promotional experience preferred. Permanent. Reference required. Strong company with excellent selling material.

BOX D-492

THE BILLBOARD CINCINNATI 22, OHIO



2 MONEY MAKERS

for YOU

Whether you are a distributor, a salesman or an operator, these two vending machines can be the brightest stars in your profit picture.

The MIDGET—for ball gum—is a new machine, already in demand by smart operators. Sturdy and attractive... can be located anywhere... low in cost... easy to service. Use ATLAS chicle gum for maximum repeat sales.

ATLAS MIDGET VENDOR



ATLAS BANTAM TRAY VENDOR

Countless operators have proved for themselves that the ATLAS BANTAM Tray Vendor *earns more profits* than any other 5c vendor. Small and light in weight, it is ideal for bar, counter or table. ATLAS California almonds guarantee maximum play.

SALESMEN AND DISTRIBUTORS, write now. Ask for free catalog of the complete ATLAS line.

ATLAS

EST. 1925

MANUFACTURING & SALES CORP.

12220 TRISKETT RD. DEPT. 515 CLEVELAND 11, OHIO

MOA Convention To Air Scott Bill, NPA Orders

Org To Map Fight Against Music Proposal; Plan Three-Man Committee

WASHINGTON, Feb. 24. — A call for an immediate drive against the Scott juke box copyright bill (*The Billboard*, February 17) will be sounded at the Music Operators of America annual conclave in Chicago March 19-21, it was announced here this week by Hersh De La Viez, prexy of the Washington Music Guild.

De La Viez said the Scott Bill would head the agenda. He said that he had consulted with George

A. Miller, national chairman of MOA, and had informed him that the Scott Bill might be quietly "jammed thru" Congress unless quick action is taken. The bill HR 2465, sponsored by Rep. Hugh Scott Jr. (D., Pa.), would end the present exemption of juke boxes under the copyright act. The bill was one of two copyright amendment proposals hopped by Scott February 7. Both bills are identical to measures sponsored by Scott in the 81st Congress which rejected them.

A three-member MOA committee will be designated at the Chicago convention to represent juke box operators in opposing the bill, De La Viez said. The committee will probably include Sidney Levine, of New York, MOA

counsel, and De La Viez, with a third member still to be chosen. The group will request a hearing on the bill before the House Judiciary Committee where both measures were sent.

Lengthy hearings were staged on both measures in 1947, but it is felt that a request for new hearings this year would be justified because there are several new faces on the judiciary committees in both houses. De La Viez said that MOA "will want to go on open record with its arguments at formal hearings because once the members of the committee are made aware of the unfairness and discrimination involved in this legislation they will surely vote against it."

De La Viez, also said that MOA may recommend that the Phonograph Manufacturers' Association join forces with MOA in the drive against the legislation. The Scott Bill, to require payment of royalties to copyright owners for playing of disks on coin phonos, is strongly advocated by the American Society of Composers, Authors and Publishers.

Besides the Scott Bill, other major issues up for consideration by the MOA convention will include the effect of National Production Authority controls on the juke box industry. A report on the various controls will be delivered to the conclave at the Palmer House in Chicago.

Jukemen Study Highlights Op Cost Increases

NEWARK, N. J., Feb. 24.—A special committee of the Music Guild of America has delved into recent increases in operating costs in this area, many of which are applicable in whole or in part to other phonograph territories. Committeemen Manuel Ehrenfeld, of Passaic, and Jules Rossoff, of this city, reported the following cost hikes, all experienced during the last six months:

Records, 6 cents; tubes, 50 to 100 per cent, "if available"; labor 10 to 15 per cent; car maintenance, including cost of tires, 20 per cent; juke replacement parts, 25 per cent; accessories such as fluorescent lights and bulbs, 15 per cent; new phonographs, \$75 to \$150, plus a 15 per cent boost in sundry business costs such as bookkeeping, telephone use, etc.

The study also points out that
(Continued on page 72)

Williams Sells Music Sales to Blalock Distrib

NEW ORLEANS, Feb. 24.—Sale of Music Sales Company, distributors here for Universal, Genco, Williams, Coral records and other coin products, to International Phonograph Company, Inc., was completed this week.

The Music Sales company was sold by R. E. (Buster) Williams, of Memphis, to International Phonograph, of New Orleans, of which F. A. Blalock is president. The Music Sales Company name will be changed to Delta Music Sales Company, and will continue operation at the same location.
(Continued on page 72)

Belgian Firm Named Distrib By Ristaucrat

CHICAGO, Feb. 24.—The Ristaucrat Export Division here announced the appointment of the General Trading Agency as distributor in the Benelux countries. Joe Caldron manages the export firm.

General Trading has headquarters at 109 Constitutie Straat, Antwerp, Belgium, and is headed by Mathieu Simon. It is one of the largest distributing companies on the continent and also handles products of H. C. Evans & Company.

Ristaucrat is in production on the Ristaucrat 45, a coin-operated non-selective 45 r.p.m. counter box, three 45 r.p.m. industrial models for large offices and factories and small professional offices. Firm will debut a selective coin-operated counter juke at the Music Operators of America (MOA) convention at the Palmer House, Chicago, March 19-21.

Merchandising Music

DIME PLAY . . . That dime play is a subject being discussed thruout the country today is an established fact. **George Wohlers**, Stillwater, Minn., operator has some thoughts on the matter, and expresses them as follows: "In answer to the dime play on music boxes (proposals) it will have to be an all-out effort by all operators all over the country. The only way I can see it (working) is thru organized associations of operators, with the tag-alongs having to fall in line."

Wohlers feels the time is now ripe for the formation of operator groups, and he also says that once the organizational work is completed, then the rise to a dime can be attempted. He cites as an example of successfully increased prices of standard nickel items the recent hike in telephone calls.

OUTLOOK BRIGHTENS . . .

While one of the severest winters in recent years hit the juke box business in the Suffolk, Va., area this year, **Kelley E. Pace**, City Music Company, reports a silver lining has appeared in the overcast skies. He says the recent awarding of ship building contracts in the Tidewater Shipbuilding Yards means added money for many workers—hence added juke box plays. This is a pattern which is expected to expand to other defense areas as more and more government contracts are made.

PROGRAMMING PROCEDURE . . . **Newt Eager**, Middleton, N. Y., has devised a programming method for all his phonographs which he
(Continued on page 73)

Indpls. Distrib In New Quarters

INDIANAPOLIS, Feb. 14.—Southern Automatic Music Company, Inc., headed by Sam Weinberger, has moved into expanded quarters with over 10,000 square feet of floor space. After waiting six months for completion of the new building, the firm has made its fifth move to larger quarters in the last 20 years.

Weinberger said a more completely stocked new parts department and a larger service department, plus ample parking facilities, are provided at the new address, 129 West North Street.

Disk Distribs Concentrate in L. A. To Offer Juke Ops Better Service

By **SAM ABBOTT**
LOS ANGELES, Feb. 24.—Record distributing firms are moving to West Pico Boulevard, affording music operators almost any label they may desire. As the companies are located in the vicinity of Pico-Vermont, the coin machine center, phonograph ops can now centralize their buying.

The field was comparatively dormant for several years with the operators being forced to scout for distributors with various label lines. This condition no longer exists with two firms being established on coin row within the last two months.

Ten years ago there was no one-stop record service in the city. Although this type of selling had been

well established in other sections, particularly New York, the local shops never seemed to get around to establishing disk merchandising. The war, which brought out many new labels, may have brought about the change.

First to enter the field was Jack Gutshall, who moved from operating into the record distributing business. When companies such as Modern, Gilt Edge, Exclusive and Excelsior started pressing, their early national distrib was Gutshall. The companies soon felt they should handle their own distribution and set up the means of doing it. Gutshall also represented Eastern platter labels in this area.

William Leuenhagen installed his Record Bar just about the time

that the labels manufactured in this area were going on their own. However, he limited his distribution to the immediate area and Southern California. The business has flourished under the direction of Mary Solle, and today the spot is one of the most popular gathering places of music machine men.

While the field looked lucrative, California Distributing Company, later Wolf Distributing Company, added the record service to its coin machine line. It limited the record service to one label, making it a definite stop for those wanting tunes on this disk. The firm discontinued business but the record end of it had gone out some time
(Continued on page 70)

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:

MAJORS, INDIES VIE IN DISK FIELDS. Biggies gobble up pops, move on r. and b. Indies hold on LP classics (Music Department).

VICTOR MOVES TO COMPETE IN LP-POP FIELD. The diskery plans a full-scale platter program (Music Department).

CORAL TO LAUNCH R. AND B. INVASION. The diskery plans wide-open operation within two months (Music Department).

VEGA GETS RIGHTS TO 10 MASTERS. The songwriters' co-op okays reproduction for wider distribution (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Ops Go to Dime on County-Wide Basis

CHESTER, Pa., Feb. 24.—Operators here and thruout surrounding Delaware County are now in their seventh week of sustained conversion to dime phonograph play, and report results "highly favorable" so far.

Half the estimated 2,500 machines in the county have already been switched, and the remaining jukes are being converted as rapidly as servicemen can be assigned the extra duties.

Route owners stress the change-over is not an experiment and they look on the new price pegs (one play for a dime and three for a quarter) as permanent adjustments necessitated by rising costs at all levels of route management.

Before launching the current drive, a test was made at the two-for-a-dime and six-for-a-quarter rate. After a temporary rise, income fell off and the experiment was abandoned. It was then that the step to the higher rate was attempted.

In locations where the dime rate has already been instituted opera-

tors state that play, disk-by-disk, is approximately the same as it was at the nickel level. The typical pattern is for play to dip for the first few weeks following the change and then build until it approximates the previous volume.

Operator strategy in making the switch acceptable to locations and patrons is to blanket a specific area at a time with machines fitted for dime play. Should strong opposition be met in an area, it is leap-frogged and an adjacent section converted. Later, the operator doubles back on the nickel "island," finding it already softened to the idea.

Storekeepers Benefit

Charles Hannum, business manager of the Delaware County Music Operators' Association, declared storekeepers are the first to benefit from the doubled rate. Many of the machines in the county are placed on top-money deals, calling for the location's income to equal the operator's first take before the balance is divided
(Continued on page 73)

SALES STRESS SWITCH

Op Talks Up Platters First, Jukes Second

MIAMI, Feb. 24.—Irving Lemlich, who operates some 40 music machines in Miami under the name Atlas Amusement Company, believes most ops place too much emphasis on giving locations shiny, new machines and not enough on records that will sell.

"I operate older equipment than most men in the business here," said Lemlich, "but I have found that as long as I do a conscientious job of keeping the machines clean and giving the customer the records he wants, my business continues to grow."

Lemlich watches the trend particularly in sepie and hillbilly tunes. Sepia favorites click big in Negro locations and hillbilly songs are a draw in taprooms patronized by Miami's thousands of so-called "Georgia Crackers," the friendly name given visitors from the Peach State.

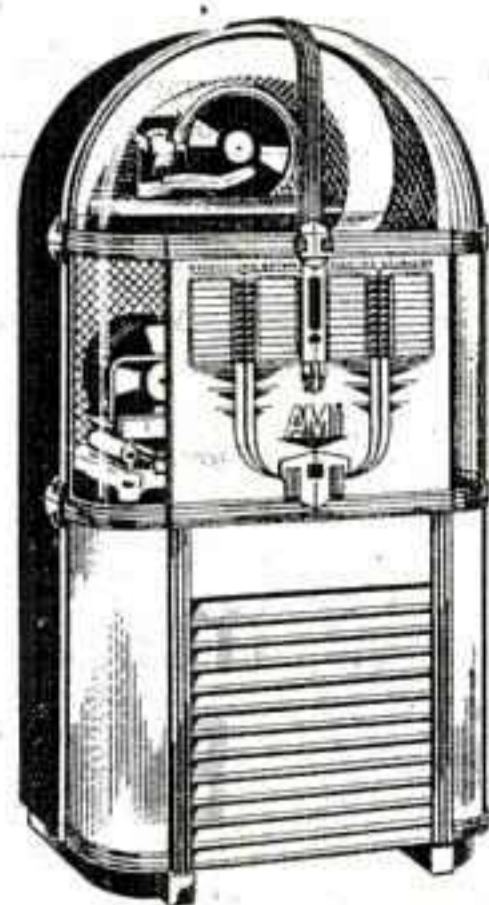
Lemlich sums it up this way: "Too many operators sell the machines and not music. In the final analysis, giving the location the particular records he wants based on his knowledge of his customers' preference, is the best way to increase grosses."

AMI Expanding Rep's Coverage

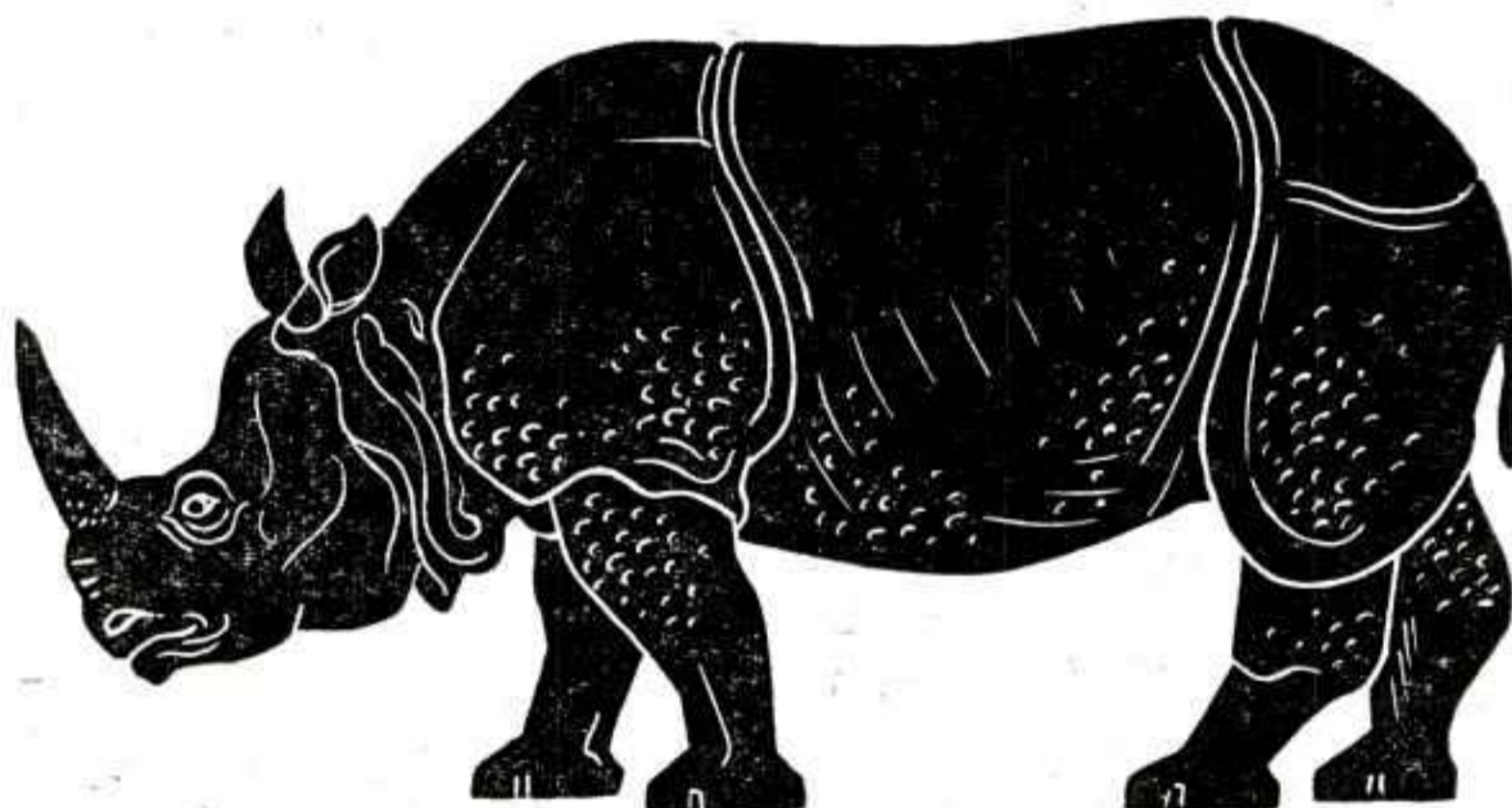
GRAND RAPIDS, Mich., Feb. 24.—United Distributors, Inc., Wichita, Kan., has added the Kansas City, Mo., territory to the area it now covers for AMI, Inc. Distrib, with the addition of the new territory, will now represent the entire AMI line in Kansas, Richardson County, Nebraska, and 10 counties in Western Missouri.

M. Y. (Pete) Blum is president of United Distributors, while M. M. Hammer is secretary-treasurer. Clyde Gage is service manager of the firm. Blum stated firm headquarters will continue in Wichita, and that service facilities will be expanded to handle the entire territory.

LIST OF FAVORITE JUKE BOX STANDARDS AND RECORDS AVAILABLE This is just one of more than a dozen vital features and reference lists to be published in **The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13**



Tough as a Rhino!



● THE STURDY, DEPENDABLE AMI MECHANISM IS PROTECTED BY AN EXTERIOR THAT'S TOUGH AS A RHINO'S

HIDE ● "C'S" CABINET OF MARINE PLYWOOD STANDS OFF HEAT . . . COLD . . . DAMPNES . . . HARD KNOCKS ●

● IT'S DOME OF DURABLE, CLEAR PLASTIC WITHSTANDS BREAKAGE ● KICK PLATES TAKE THE SHOE SCUFF

AND "C" MOVES WITH A SURE FOOT ON STEEL-MOUNTED CASTERS BOLTED THROUGH THE CABINET ●

● STAMINA, RUGGED STRENGTH AND ROBUST TOUGHNESS SAVE MONEY, MAKE MONEY FOR OPERATORS ●

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Disk Distribbs Concentrate in L. A.

Continued from page 68

before the doors were closed. Mercury Records saw the need for distribution in this area about five years ago and created its own outlet. Harry E. Bloom heads the office with service in Southern California, Arizona, New Mexico and El Paso.

About three years ago Modern Distributing Company came into the picture with Mike Kurland heading the firm. The firm serves Southern California and Arizona on Coral, 4-Star, Brunswick, Artist and Key labels.

Spanish Disks

About two years ago the Record Merchandising Company, headed by Sid Talmadge, opened and began to specialize in Spanish flavored disks as well as rhythm and blues. The firm today handles Taxco, Azteca, Philmos, Regal, Coda, SMC, Mexico, Tri-Color, Roost, Royal Roost, Vida, Signa-

ture, Sittin' In and Globe. Tony Salgado handles the orders for the company.

Globe Records, which started out as a presser of rhythm and blues tunes under the direction of E. L. Hearn, has been bought by Max Urban. The firm now confines its catalog to Spanish numbers and handles its California territory thru Record Merchandising. Globe maintains offices on coin row but does no distributing.

Ace Distributing Company, headed by Charles Washburn, handles Coast and Peerless records. Washburn also heads the plattery. National West Coast Distributors, also in this marketing area, handles Question Mark records.

King Outlet

Serving the area of Southern California, Arizona and Nevada for King, Federal and DeLuxe labels is the King Records, Inc. The local

company is headed by Al Sherman. This distributing unit has been on coin row for nearly a year, moving here from a location near downtown Los Angeles.

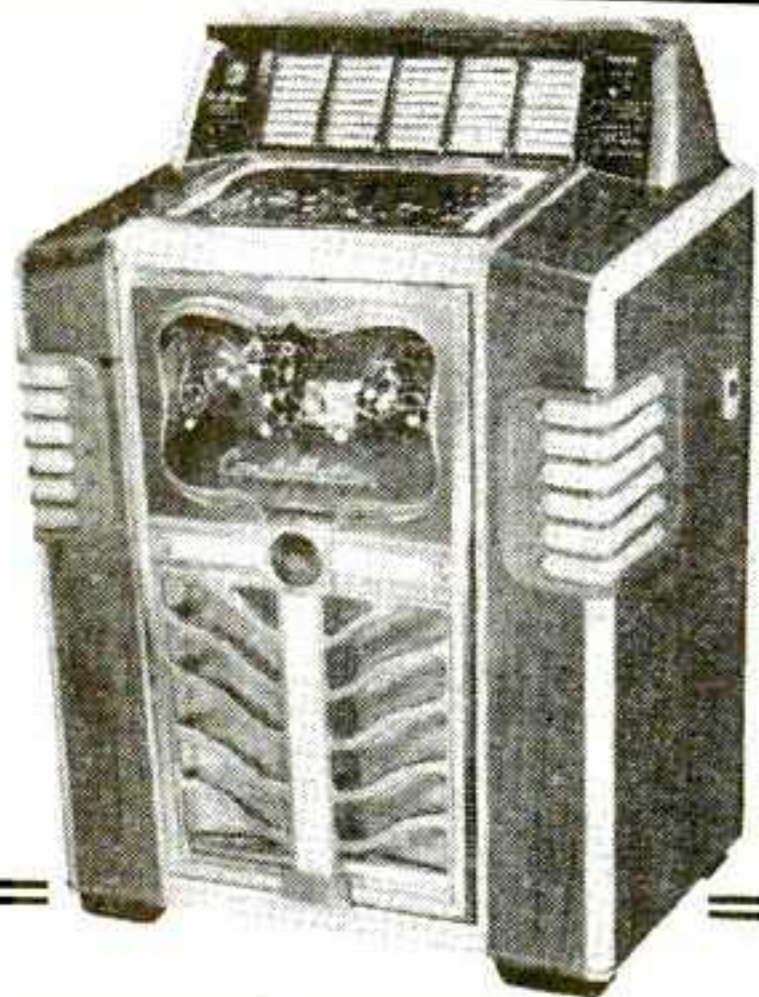
The two latest firms to join the coin row family are California Record Distributors and Central Record Sales. California debuted about two months ago and is headed by Lester Koeniz with Jack Lewerke. The firm is primarily interested in Southern California sales. Its representation includes Discovery, Down Home, Jump, Commodore and Alco, the latter a classical line.

Central Record Sales held its formal opening February 10. Headed by Jim Warren, it serves the area south of Fresno to the Mexican border. Its label line-up includes Aladdin, Apollo, Atlantic, Chess, Derby, Dial, Gotham, Hollywood, New Jazz, Prestige, Peacock, Pan-American, Premium, Rainbow, Specialty, Swing Time, Mercer, Dot, Gayety and Children's Record Guild.

Warren comes into the field with experience in record selling. He started in 1946 with Exclusive and handled the New York distributing office. Central has Eddie Ray as inside salesman with Lou Stoken and Jack Andrews on the road.

The new firms along with the established ones make it easy for operators to pick up their record requirements without too many stops.

Leuenhagen has the largest number of labels in stock and the line also includes Columbia, Capitol, Decca and Victor. The firm is often called upon to supply some records of companies, born with the war, that have suspended pressing.



NOW—AND YEARS FROM NOW—
You Can Rely on the Performance You
Pay for When You Buy

EVANS' 20 Record, 40 Selection **CONSTELLATION**

Because Dependability must be your "buy" word in times like these, exercise utmost care in your choice of phonographs for the long haul that lies ahead. Stress quality. Insist on proof of trouble free, low cost, profitable performance. Check on ear-appeal and lasting eye-appeal.

Chances are that you'll settle for the one phonograph that, more than any other, meets your qualifications for all-round dependability. Evans' Constellation! See your Evans Distributor or write Factory direct... but don't wait too long!

AVAILABLE NOW — Evans Record Play Meter for Original Constellations. GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Evans' Profit Stimulators, Pages 78-81

COMING Your Way

the Dramatic New

RISTAUCRAT \$45

**12 Record SELECTIVE
Model Music Box**

It's completely different!
A symphony of beauty, featuring
simplicity of mechanical design and
trouble-free operation.

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis.



See the **\$45**
at the
M.O.A. Convention
Palmer House
Chicago
March 19-21.

2 JUKES STAR IN CHI VAUDE

CHICAGO, Feb. 24.—Local Wurlitzer rep, Coven Distributing, and the Oriental, a first-run Loop theater, combined this week in a promotion on the two new Wurlitzer phonos, models 1400 and 1450.

Theater is featuring on its stage Eddie Hubbard, a disk jockey, and his Chesterfield ABC Club. With the exception of a novelty terp act, the bill is filled with recording artists including Guy Mitchell, Ken Griffin and Betty Chapel, all local favorites.

Gimmick promoting the jukes features a 1400 and 1450 located at either side of the stage. Hubbard supposedly drops a coin in one of the jukes to intro each disk performer, with the pit ork and the live artists taking over from that point.

Record Reviews

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

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

ARTIST
LABEL AND NO.

TUNES
COMMENT



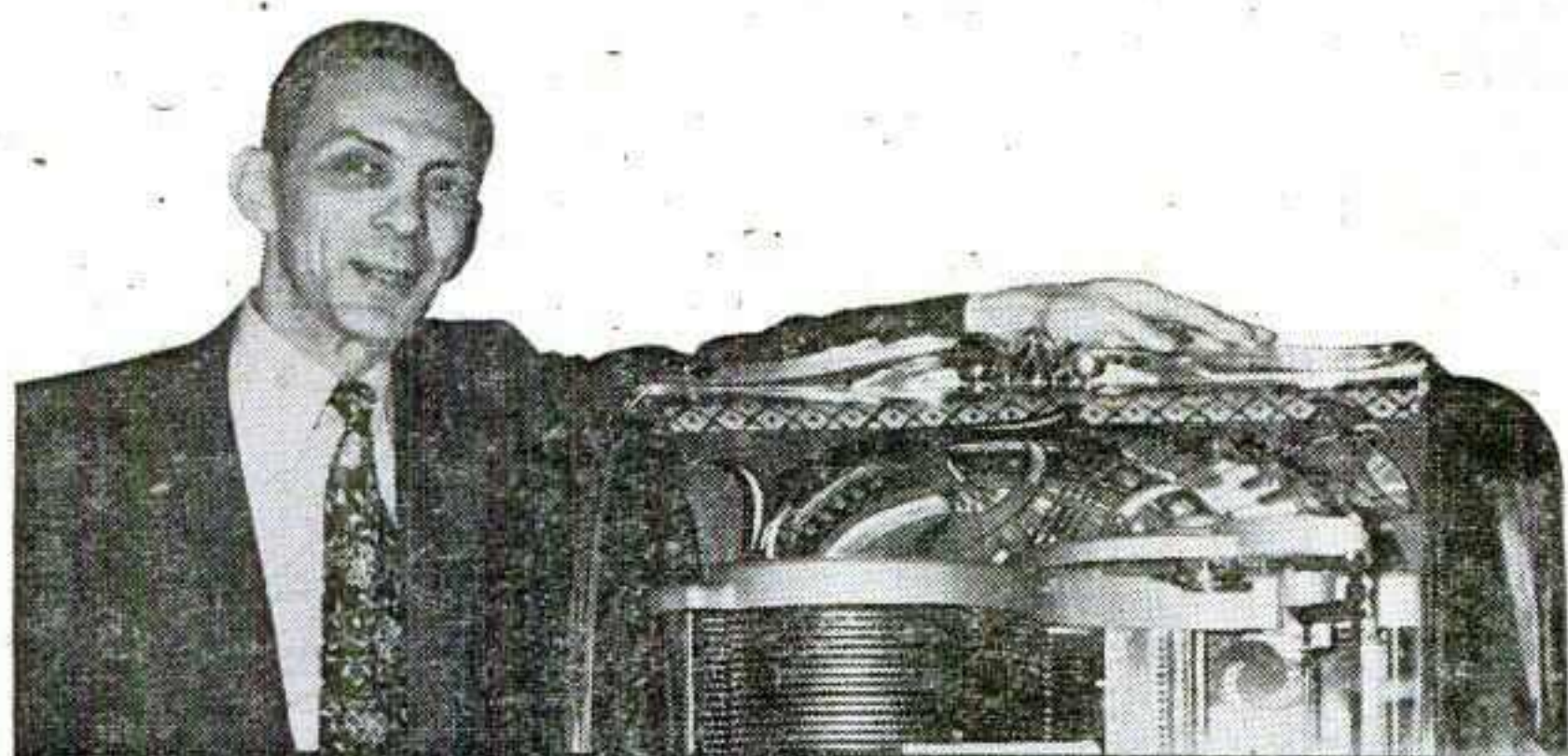
Continued from page 32

POPULAR

- | | |
|---|----------------|
| RAY NOBLE ORK
The Sheik of Araby
COLUMBIA 39195—Excellent instrumental (with effects) rundown of the evergreen. Compact orking should attract spinner attention. All told, a likely novelty instrumental. | 82--85--81--80 |
| Vampin'
Another stellar oldie comes back here in new dress and with new lyrics spotting a crack cleffing, fine Mefomen whisper-vocalisms and precise performance. A worthy disking. | 83--85--82--82 |
| LES BROWN ORK (Butch Stone)
Choy-Choy-Hoy-Toy
COLUMBIA 39188—A Chinese menu serves as the lyrical base for a rhythm novelty done up crisply by the Brown tooting and vocal ensemble. Butch Stone shows the way on the solo grunt chore. Amusing and dancey. | 76--80--72--76 |
| Columbia the Gem of the Ocean
The tight Brown swing style devours the patriotic paean in fairly straight style but doesn't match the recent Ray Anthony version in commercial aspect. | 70--72--67--70 |
| LES BROWN ORK-CHAMP BUTLER
Be My Love
COLUMBIA 39157—Late issue of a fine dance reading of the hit ballad spots newcomer Butler turning in a strong solo vocal effort. | 72--75--70--70 |
| In the Land of Make Believe
Pleasant dance disking of a new and not unattractive ballad which Butler sings unevenly. | 68--70--66--68 |
| MEL TORME (Pete Rugolo Ork)
Sailin' Away on the Henry Clay
CAPITOL 1402—Torme stomps it up in two as he works out a bright oldie with support of an extra-modern Rugolo Dixieland backing. Likely to register heaviest with fans. | 72--74--71--72 |
| You're Getting To Be a Habit With Me
(Sonny Burke ork)
This is Torme in his early Capitol days spreading his velvety fog across a fine old ballad due to be revived in the "Lullaby of Broadway." One of Mel's more effective slicings. | 78--80--77--77 |
| BUDDY COLE
Tilin Tilin
CAPITOL 1403—Cole at the Hammond Organ with a crisp rhythm section brightly wraps up a lively samba original which has all the sparkle and melodic zest of a "Tico Tico." Could score with Latin addicts. | 83--84--82--82 |
| Somebody Stole My Gal
With Lou Singer on the xylophone, Buddy treats the oldie as satirical background music for an acrobatic act. Sniffing tempi deter what could have been a novel cornball slicing. Some "sleeper" potential here. | 80--82--77--80 |
| KITTY KALLEN (George Siravo Ork)
Last Night My Heart Crossed the Ocean
MERCURY 5587—Siravo lays down a neat dance ork setting for Kitty's uneventful warble of a not particularly sparkling ditty. | 68--68--68--68 |
| If You Want Some Lovin'
Kitty turns in a pleasant coverage reading of this country item turned pop. She's booted all the way by a fine Siravo rhythm orking. A good dance disking. | 75--77--72--75 |
| Dick Tood (Jerry Packer Chorus)
She's My Easter Lily
RAINBOW 40077—Reissue of a cornball Easter ditty disking could pick up a few in Tavern circles. | 76--77--74--77 |
| Michael McInerney
A 6/8 deal for the Irish is delivered zestfully but generally leaves no lasting impressions. | 65--67--63--65 |
| CHARLIE BARNET ORK
Spain
CAPITOL 1404—The new Barnet ork turns in an excellent dance disking of the Isham Jones oldie. Nice use of strings should attract spinner attention. | 74--79--72--71 |
| Over the Rainbow
Another thoroughly pleasant dance slicing of a lovely standard spots trumpeter Ray Wetzel and Barnet with the strings. | 75--80--72--72 |
| EDDY HOWARD ORK
I'm All That's Left of the Old Quartet
MERCURY 5590—Eddy delivers a wonderfully restrained mood job on an appealing, timely tear-jerking ballad in the vein of "That Old Gang of Mine." The fine performance lends this one "sleeper" potential. | 85--86--85--85 |
| Around the World
Howard makes light of a light rhythm item which manages to cram all quarters of the map into the lyric. Cute but contrived. | 77--78--76--78 |
| BING CROSBY-TOMMY DORSEY ORK
You Gotta Show Me
DECCA 27461—A tight rhythm piece benefits tremendously from the blend of a relaxed Crosby with the beatful inclinations of T. D. Sure-fire deejay fare and libber, if only for the name power. | 79--82--77--78 |
| Then You've Never Been Blue
Bing croons a fine oldie, T. D. blows a bit of it on his horn; result is a neat disking for dancers. A pleasant, the unspectacular, coupling. | 79--82--78--78 |
| DENNY VAUGHAN ORK
Too Young
CORAL 60393—Lovely rich orking spotting Vaughan's 88-ing and vocal prowess makes much of one of the prettiest and likeliest ballads of the day. Disking could start the ball rolling for the song if it is sold alertly. | 85--86--84--84 |
| I Love the Way You Say Goodnight
Neat coverage job on this handsome bouncer from the "Lullaby of Broadway" flicker score. Vaughan sings and keyboards it as well as producing the orking. | 81--82--81--81 |
| SPIKE JONES & HIS CITY SLICKERS
Peter Cottontail
VICTOR 145147-4055—Jones and Company make a neat slice of this Easter kiditty which should serve up at least a small bit of competition for the hit Gene Autry waxing. | 81--85--82--75 |
| Rhapsody From Hunger(y)
Typical Jones' musical lunacy here in a gagged up potpourri of noted Hungarian-originated p.d.'s. Lots of yocks bring out the Jones' following in full. | 81--80--83--80 |
| TOMMY DORSEY-VICTOR YOUNG ORK
You're the One
DECCA 27455—T. D. plays pretty ram against a rich string background on a lovely, somewhat demanding, Young ballad which is warbled pleasantly by Bob London. | 77--80--77--75 |
| The Searching Wind
A lovely mood instrumental by Young is played sympathetically by T. D. and the lush Young ork. Fine deejay fare here. | 77--80--77--75 |
| BLUE BARRON
Let Me In
MGM 10923—Barron's gang, with Johnny Goodfellow spouting the solo vocal, makes a lifting, infectious etching of this promising item with the gang-song, folksy flavor. A likely disking if the song catches. | 85--86--85--85 |
| Somebody's Thinking of You Tonight
An especially tasty mood slicing of a fine oldie should make a dent in the dance market. | 83--85--82--82 |

(Continued on page 72)

ALL-TIME BEAUTY WINNER

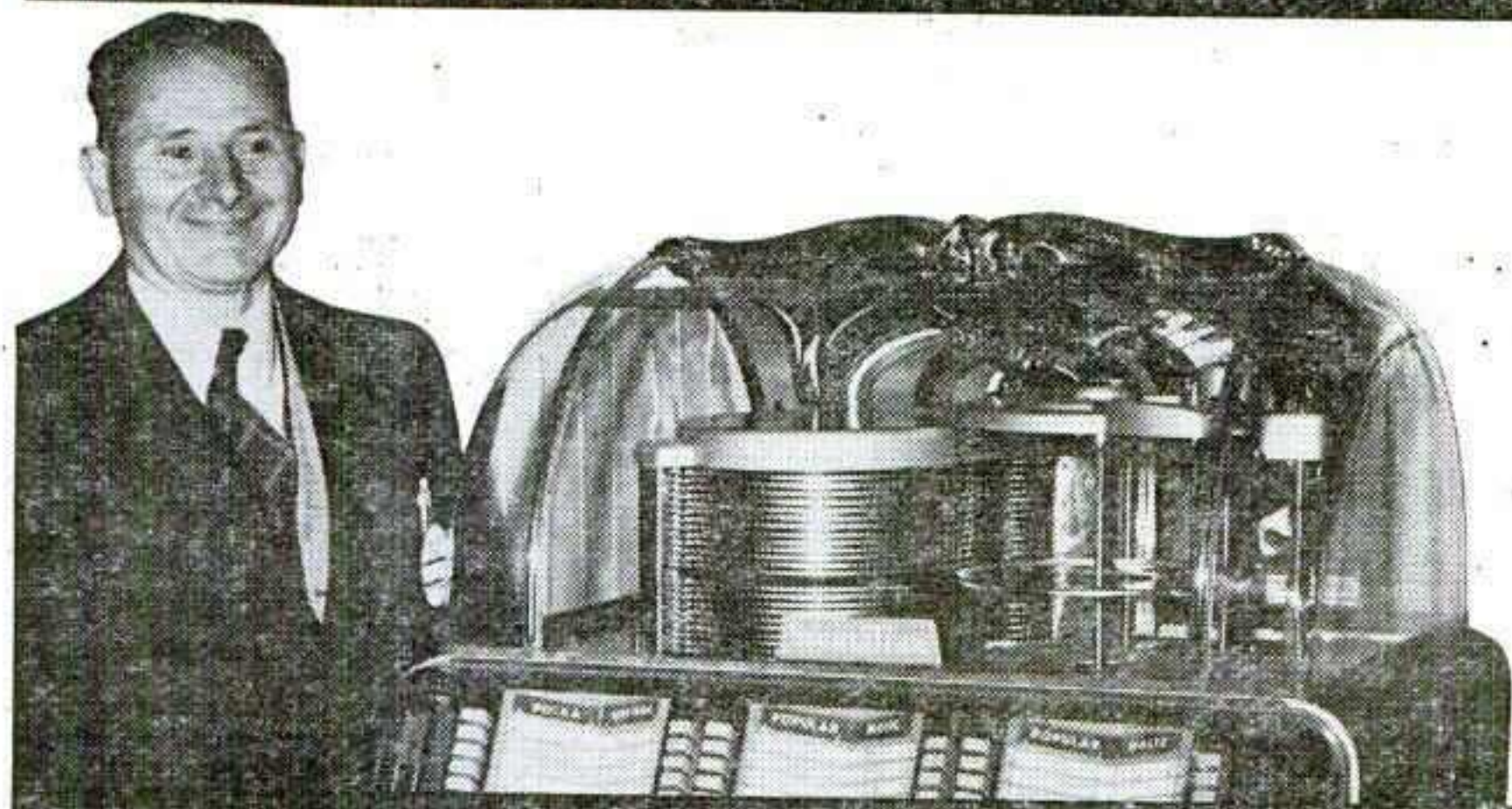


"The new 48-Selection, All-Speed Wurlitzer is the smartest looking phonograph in the history of the industry. It's landing locations on its beauty alone. Once in action, that same beauty makes it the center of all eyes. Everybody buys its music."

SARKES STEPHEN

Stephen Amusement Company, Kenmore, New York

ALL THE SELECTIONS YOU NEED - 48



"Last year some locations asked for phonos that play more than 48 selections. Now it's different. They learned 75% of the play is on 8 or 10 top tunes—that more than 48 selections causes confusion—delays selection. They are enthusiastic over the new 48-Selection, All-Speed Wurlitzers."

SAMUEL GRILLE

Royal Amusement Company, Westerly, Rhode Island

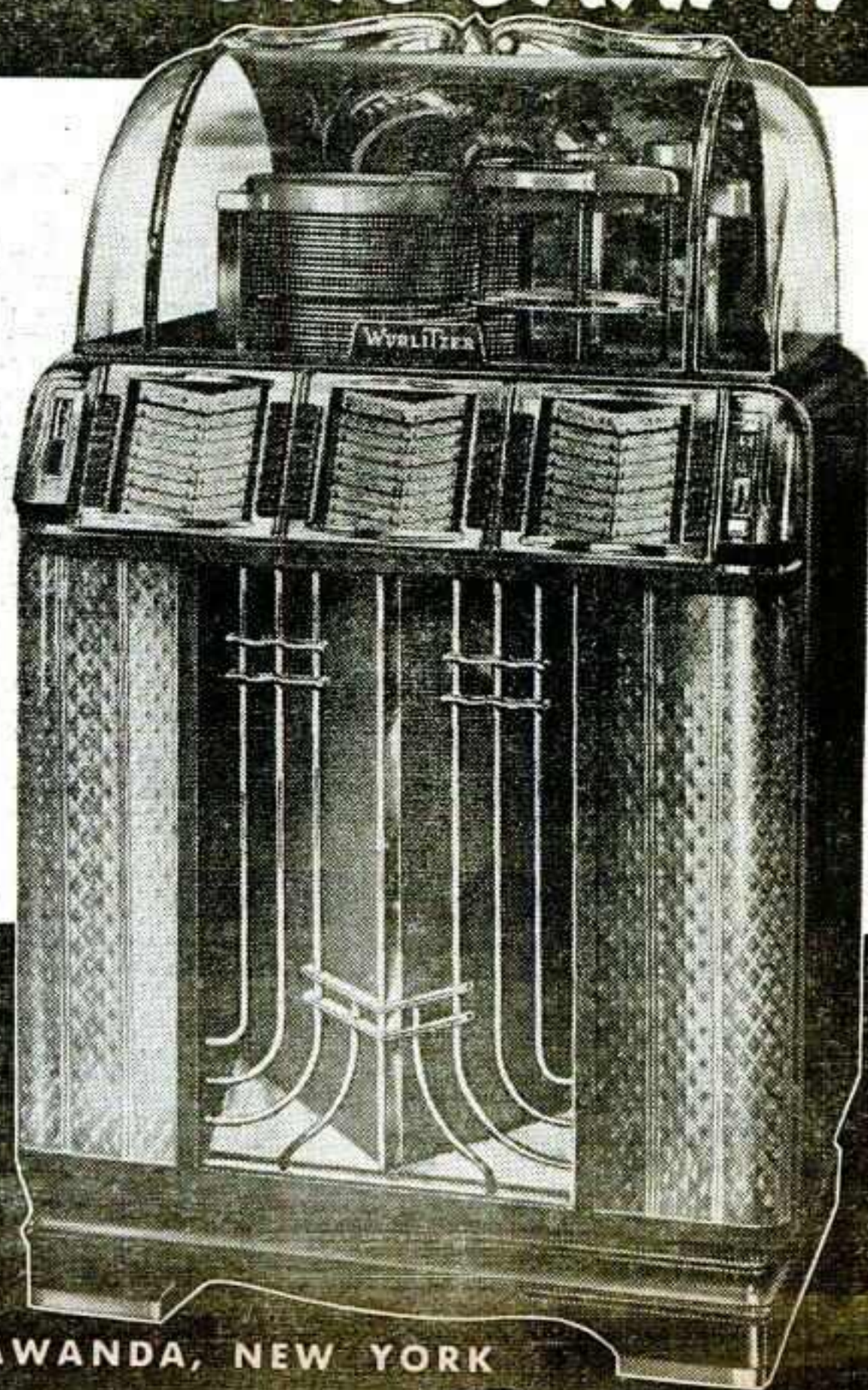
ALL SPEEDS ON ONE PHONOGRAPH

Why buy two when ONE will do?

The smart new Wurlitzer Fourteen Hundred is the only phonograph which can be converted in 30 seconds from 78 to 45 or 33 $\frac{1}{3}$ RPM records.

No obsolescence of your 78 RPM records. No headaches no matter what happens to record supplies, record sizes or record trends.

The most beautiful, versatile, tuneful, flexible phonograph ever built—and they are proving it on the only proving ground that counts—America's top locations.



WURLITZER

Fourteen Hundred

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Williams Sells

Continued from page 68

704 Baronne Street, New Orleans, with the same personnel and policies, Blalock said.

Sale of the company means withdraw of Williams from the New Orleans coin machine field for the time being.

Blalock, also is head of F. A. B. Distributing Company, distributors for Wurlitzer machines, Bandbox and other music and game machines. He also operates businesses in Atlanta and South Carolina.

MOA TO DEBUT CHI COIN UNIT

CHICAGO, Feb. 24.—Chicago Coin Machine Company announced this week the firm will show its 45-r.p.m. counter model music machine at the Music Operators of America convention at the Palmer House here March 19-21. Firm will also exhibit the Band Box, a juke box play stimulator which can be used with any standard machine or hide-away now on the market.

Jukemen Study

Continued from page 68

Further increases are anticipated via boosts of federal income and excise taxes. These, too, will cut into operating profits, it stresses.

Taking note of the increases in route costs, MGA is urging operators to readjust income splits with locations further in their favor. The organization has taken a stand against dime play at this time on the ground that the full income potential at the nickel rate has not yet been realized.

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	ALBUM	RECORD	REVIEW	GRADE
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Continued from page 70

ROY ROSS ORK
The Jitterbug Waltz 80--79--79--81
CORAL 60394—The lovely Fats Waller waltz is handed a tasteful instrumental reading by organist Ross and rhythm accompaniment. Could start renewed interest in the piece.

Fury Samba 71--72--70--70
Aptly titled instrumental is a fast and furious samba that gives Ross a chance to exhibit some intricate keyboard work on a Hammond.

CHILDREN

KUFE DAVIS (Carl Brandt Ork)
The Noise Song 78--78--78--78
COLUMBIA (78) MJV-93—The Rube Goldberg-Ruth Cleary Patterson kiddity is well produced, packaged and sung. Sound effects should intrigue the moppets—and some adults too.

The Cricket Song 72--72--72--72
The Davis and the Brandt orking combine on a big try, the material is somewhat weak for the younger set and only fair for the school age crowd.

Continued on page 74

Coin Bill Legislation

Continued from page 63

law (see separate story in this section).

Connecticut: House 1404 still pending in the judiciary committee. This is a measure to prohibit children under the age of 16 from playing pinballs, providing penalties.

Delaware: House 170 now in the miscellaneous committee. This would outlaw self-help or coin-operated gasoline pumps or other self-dispensing devices for gasoline.

No action on Senate 107, which would amend Delaware laws to provide fines (\$25 to \$50) for amusement and phonograph operators who fail to affix the State tax decal to each of their machines as evidence the license fee has been paid.

Georgia Tax Repeal

Georgia: State Legislature adjourned until January, 1952, after repealing the nuisance taxes on all types of coin-operated machines. The nuisance taxes will be replaced with a State sales tax law.

Idaho: House 83 has been indefinitely postponed. This bill would have required county referendums before municipalities could license amusement games. No action on House 84 to repeal the State's existing laws permitting bell machine and salesboard operation.

Illinois: Senate Efficiency and Economy Committee still considering the bill (S., 73) to prohibit the manufacture of gaming equipment in Illinois.

Iowa: Senate 3—allowing the State to revoke business licenses on evidence of gambling—has become law in Iowa. Bells, salesboards and games returning coins, chips, slugs or tokens are included in the definition of gaming devices in this law.

Kansas: House 330, introduced February 19, would prohibit the manufacture, sale or possession of bells or salesboards, providing for seizure and confiscation. House Judiciary Committee has the proposal.

Vender Tax Hearings

Massachusetts: There have been hearings on legislation proposing a per-machine tax on vending equipment, but no definite action reported at press time. One bill (House 1499) would put a \$15 annual license fee on cigarette venders, \$20 on juke boxes, \$10 on pin games and soft drink machines and \$5 for all other machines.

Montana: Legislature here has been busy with bills relating to salesboards and coin machines. House 105, placing a license tax on trade stimulators, punchboards, pull cards and similar articles, is now a law. Taxes boards 2 per cent of their gross income.

The Montana proposal to tax pinball games \$50 per year (H., 146) has been killed after an unfavorable House committee report.

House 252, which exempts punchboards from the State's definition of a lottery, has been passed.

House 279, a broad bill which would have legalized many forms of gambling, was reported unfavorably by the House Ways and Means Committee and killed on the House floor.

Nebraska: There was a public hearing Thursday (22) on Bill 65, which would place a \$10 annual license fee on amusement games and juke boxes. No committee action at press time.

Nevada: This State has already exempted itself from provisions of the federal law prohibiting the interstate shipment of bell machines. The legislation was hurried thru both House and Senate to protect the State's considerable income from bell machine licenses.

New Jersey: Senate 106, providing for the seizure and destruction of gambling equipment, is in the hands of the Revision and Amendment of Laws Committee.

Act To Okay Bells

New Mexico: House 22, to provide legalized gambling on a local option basis, was reported out of committee with a favorable recommendation Tuesday (20).

New York: Flurry of legislation relating to coin-operated washing machines. Senate 2018 would require persons operating coin laundries to disinfect and clean each machine after each washing. This bill was introduced simultaneously in both houses. Senate 1293 would empower New York's cities to pass licensing laws relating to coin-operated washing installations. All three bills are still in committee.

North Carolina: House 276 would include music and vending machines under the State's listing of tangible, personal property for tax purposes and provide penalties for failure to comply. Finance Committee has the measure.

Dakota Bill Postponed

North Dakota: House 785 has been indefinitely postponed in the Senate after passing the House. Would have amended the State law by broadening the definition of equipment to be licensed.

Ohio: Legislature considering a number of bills designed to curb games, including a proposal to padlock establishments in which evidence of gambling is found.

Tennessee: House 467 has been reported out of committee favorably. It proposes graduated taxes on vending machines.

Washington: Senate 146, which would permit the importation of bells, was reported favorably from the Senate Judiciary Committee.

Games, Phonos

Continued from page 63

is likewise declared not to be a restaurant.

Music, Games OK

"Provided, however, that nothing herein shall be construed to prohibit the use in restaurants of orchestra, singers, floorshows, coin-operated music machines and amusement devices which pay nothing of value and cannot by adjustment be made to pay anything of value, or other forms of entertainment commonly provided in restaurants.

"Provided, however, that nothing herein shall authorize nor permit any gambling, nor the use of any gambling machine or device, nor the use of any machine which may be used for gambling, either directly or indirectly."

It's a Good Idea To WAIT and SEE

the RISTAUCRAT \$45

12 Record SELECTIVE Model Music Box

A symphony of beauty, featuring simplicity of mechanical design and trouble-free operation. It's completely different!

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis



THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review and interpret the pattern set during the last national crisis. It will point the way to the profitable operation for the future. . . . it will serve as an operating manual for long term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

The Billboard 1951 Juke Box Special will be the year's standout contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.

40 BIG PAGES of FEATURES that help answer vital questions.

SUBSCRIBE NOW

If you subscribe now and send cash with order, you will receive this \$3 "tailor made" binder personalized with your name.



- How About the Supply of 78 or 45 R.P.M. Records?
- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?

- How Much Equipment Will I Be Able To Buy? and important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, including the 1951 JUKE BOX SPECIAL issue dated March 17, for which I enclose \$10. I understand that I will receive the personalized "tailor made" binder FREE.

Name

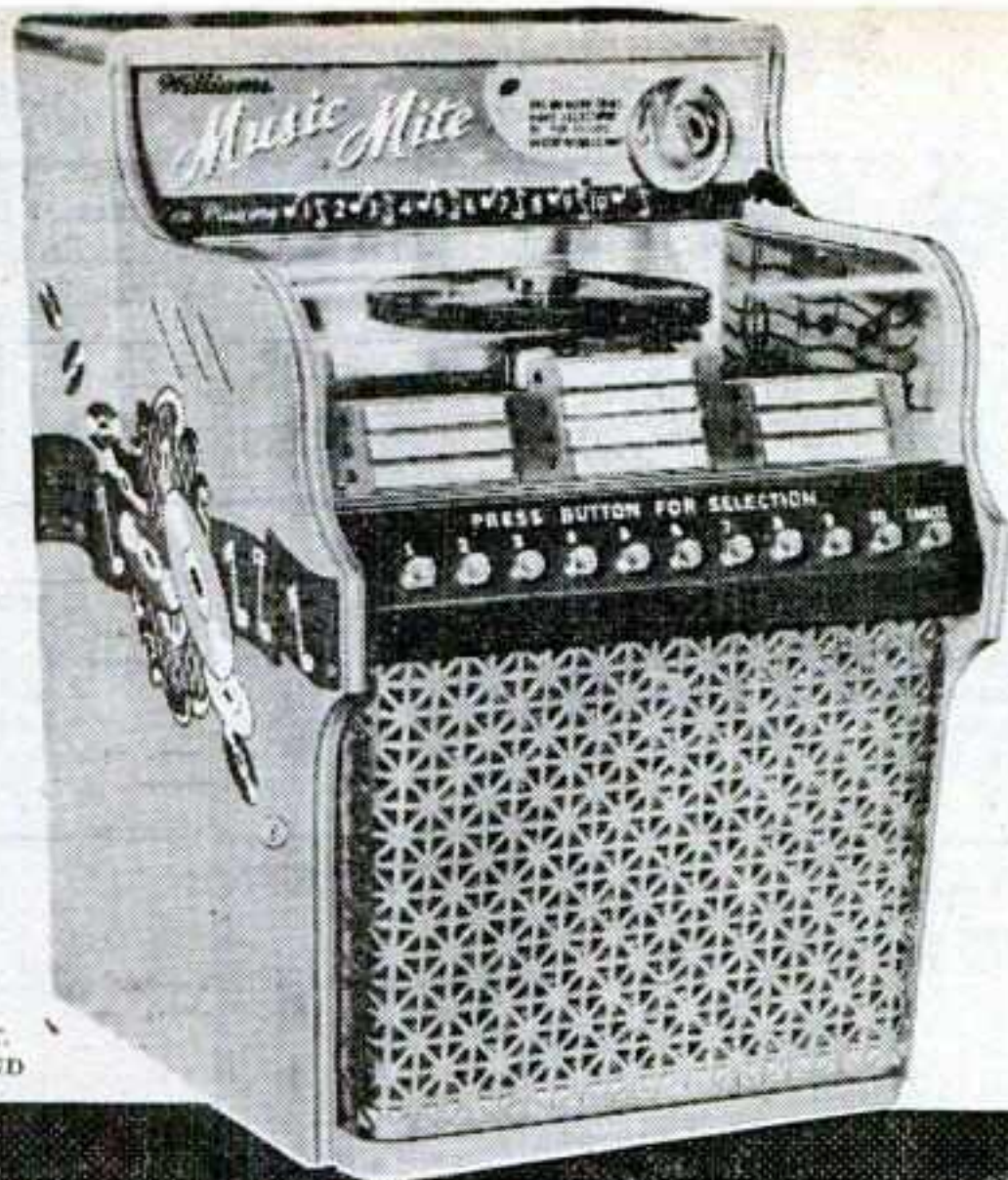
Address

City, Zone & State

Occupation

SEND CASH WITH ORDER, GET BINDER FREE

Issue Dated March 17—Out March 13



PAT. PEND

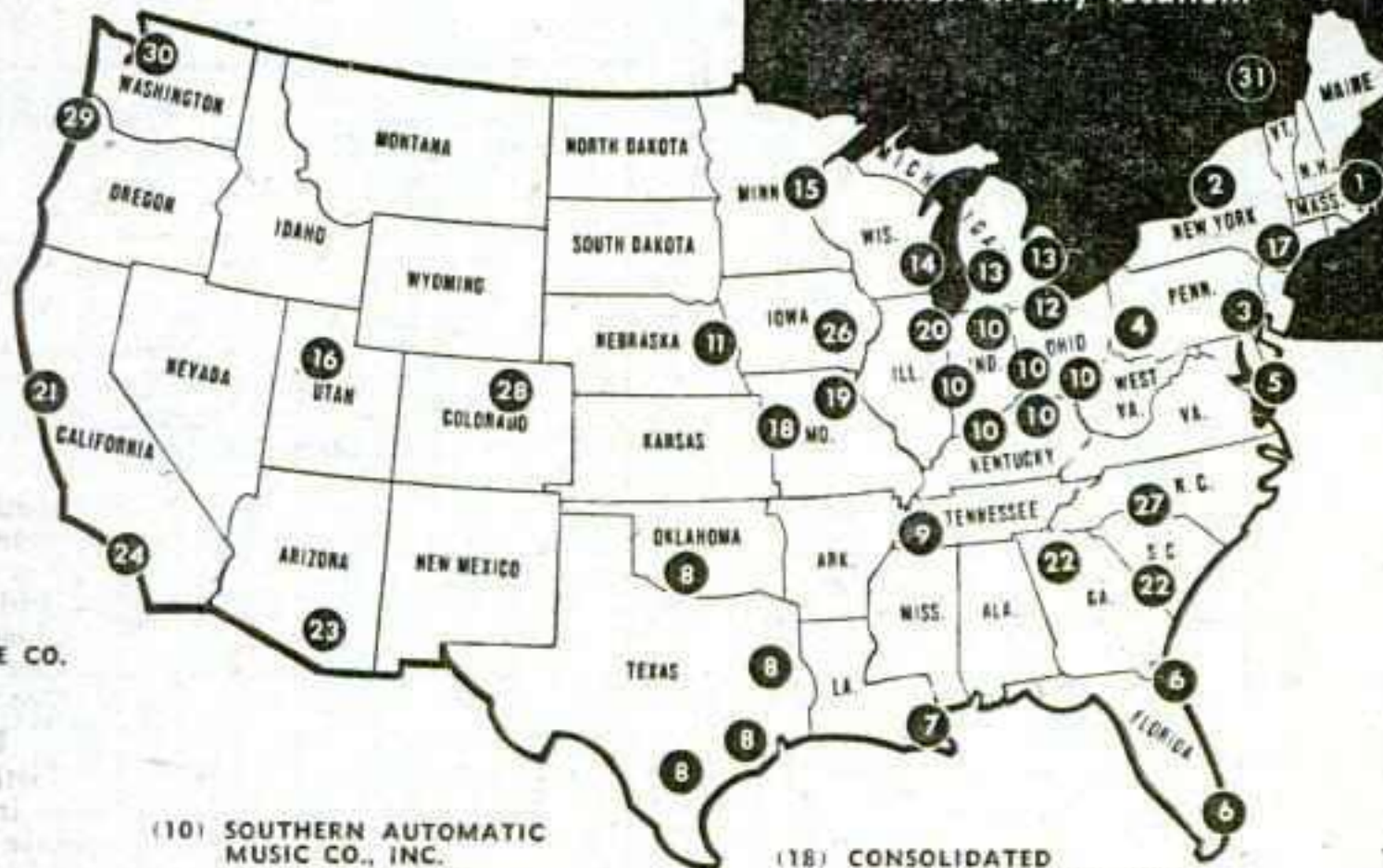
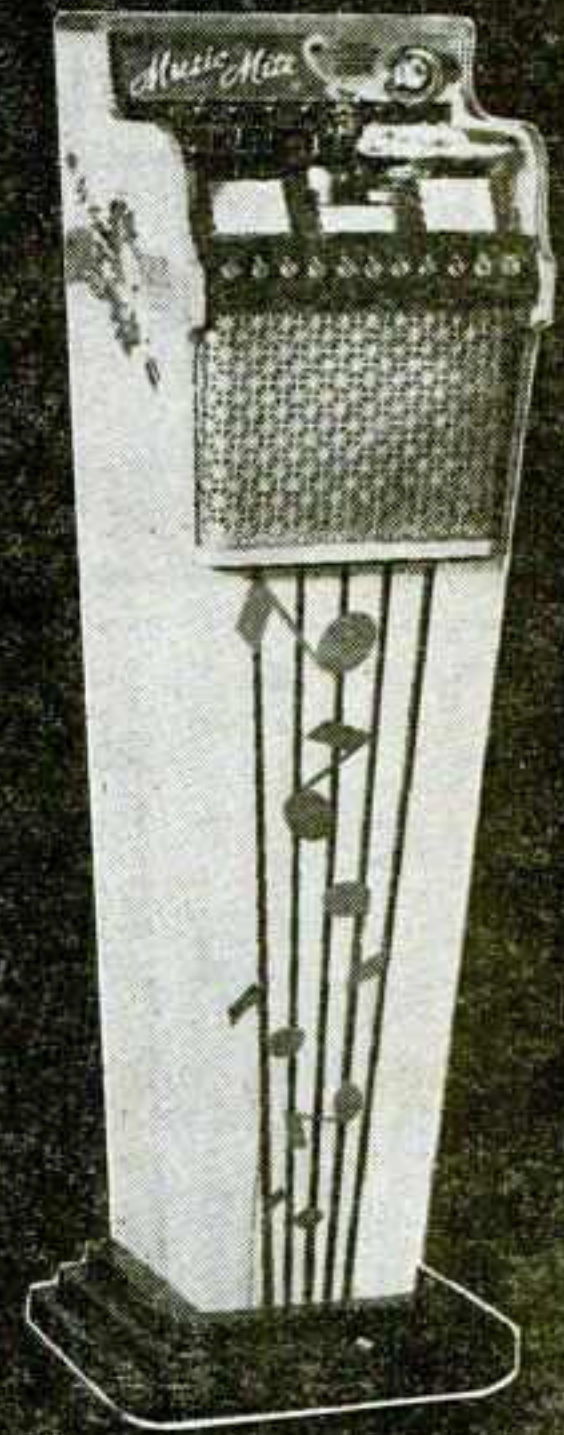
SELECTIVITY . . . including "Cancel" Button.
CREDIT UNIT . . . accepts up to 40 nickels at a time.
PROVED PERFORMANCE . . . incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, 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 (Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.



- (1) TRIMOUNT COIN MACHINE CO. 40 Waltham Street Boston 18, Mass.
- (2) ALFRED SALES, INC. 881 Main Street Buffalo, N. Y.
- (3) SCOTT-CROSSE CO. 1423 Spring Garden St. Philadelphia, Pa.
- (4) B. D. LAZAR CO. 1635 Fifth Ave. Pittsburgh, Pa.
- (5) GENERAL MUSIC SALES CORP. 245 W. Biddle St. Baltimore, Md.
- (6) BUSH DISTRIBUTING CO. 286 N. W. 29th St. Miami 37, Florida
60 Riverside Ave. Jacksonville, Florida
- (7) DELTA MUSIC SALES CO. 704 Baronne St. New Orleans, La.
- (8) COMMERCIAL MUSIC CO., INC. 1501 Dragon St. Dallas, Texas
901 East Houston St. San Antonio, Texas
- (8) CULP DISTRIBUTING CO. 1004 North Walnut St. Oklahoma City, Oklahoma
- (8) STEELE DISTRIBUTING CO. 3300 Louisiana Houston, Texas
- (9) S. & M. SALES CO., INC. 1074 Union St. Memphis, Tennessee
- (10) SOUTHERN AUTOMATIC MUSIC CO., INC. 624 South Third St. Louisville, Kentucky
242 N. Jefferson St. Lexington, Kentucky
603 Linden Ave. Dayton, Ohio
325 N. Illinois Indianapolis, Indiana
1000 Broadway Cincinnati, Ohio
3011 Maumee Avenue Ft. Wayne, Indiana
- (11) H. Z. VENDING SALES CORP. 1205-07 Douglas St. Omaha, Nebraska
- (12) LAKE CITY AMUSEMENT CO. 1648 St. Clair Avenue Cleveland, Ohio
- (13) MILLER-NEWMARK DISTRIBUTING CO. 42 Fairbanks St., N. W. Grand Rapids, Michigan
5743 Grand River Ave. Detroit, Michigan
- (14) PASTER DISTRIBUTING CO. 2606 Fond du Lac Milwaukee, Wisconsin
- (15) MAYFLOWER DISTRIBUTING CO. 2218 University Ave. St. Paul, Minnesota
- (16) KNUDSEN MUSIC CO. 201 East Second South St. Salt Lake City Utah
- (17) NATCO SALES CO. 627 Tenth Ave. New York, N. Y.
58 Frelinghuysen Ave. Newark, N. J.
- (18) CONSOLIDATED DISTRIBUTING CO., INC. 1910 Grand Ave. Kansas City, Mo.
- (19) J. ROSENFELD CO. 3220 Olive Street St. Louis, Mo.
- (20) WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave. Chicago 47, Illinois
- (21) ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco, Calif.
- (22) F.A.B. DISTRIBUTING CO., INC. 304 Ivy Street, N.E. Atlanta, Georgia
911 Gervais St. Columbia, S. Carolina
- (23) PAUL W. HAWKINS 329 E. 7th Street Tucson, Arizona
- (24) BADGER SALES CO. 2251 West Pico Blvd. Los Angeles, Calif.
- (26) P. & S. DISTRIBUTING CO. 110 Eleventh Street Des Moines, Iowa
- (27) BRADY DISTRIBUTING CO. 522 East Trade Street Charlotte, No. Carolina
- (28) MODERN DISTRIBUTING CO. 1810 Welton St. Denver, Colorado
- (29) WESTERN DISTRIBUTORS 1226 S. W. 16th Ave. Portland 5, Oregon
- (30) WESTERN DISTRIBUTORS 3126 Elliott Street Seattle, Washington
- (31) LANIEL AMUSEMENT 1807-15 Quest, Rue Notre-Danme Montreal 3, Quebec
- (31) R. C. CILCHRIST 465 Eglinton West Toronto, Canada

**HEAR IT — SEE IT
 BUY IT FROM THE
 WILLIAMS
 DISTRIBUTOR
 LOCATED IN YOUR
 TERRITORY OR MAIL
 COUPON TODAY!**

Williams Manufacturing Company
 4242 W. Fillmore Street
 Chicago 24, Illinois

Gentlemen:
 Please send me complete information on the new MUSIC MITE Selective Phonograph.

Name.....
 Address.....
 City..... Zone..... State.....

PLEASE PRINT CLEARLY



**CREATORS OF DEPENDABLE PLAY APPEAL!
 4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS**

NOW DELIVERING

THE NEW 1951 MODEL

KICKER and CATCHER

NEW FLASH — NEW BEAUTY NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls for One Cent \$37.50 F. O. B. CHICAGO

5 BALLS FOR 5 CENTS, \$41.25 ORDER TODAY!

BAKER NOVELTY CO. 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

YES!

WE ARE DELIVERING

NOW

Gottlieb Knockout Williams Shoo Shoo Williams Music Mile Rock-Ola "Rockel" Universal Winner Bally Turf King Universal Deluxe Twin Bowler

Also get in touch with us for good used equipment. 1 Balls—Music—Pin Balls—Bowlers. "We got it" and you can depend on us for a good deal.

WRITE—WIRE—CALL

HYMIE ZORINSKY

H. Z. VENDING & SALES COMPANY

Tel. AT. 1121 1205-07 Douglas St., Omaha, Nebr. 920 M St., Lincoln, Nebr.

NOW DELIVERING!

The New Sensational Exhibit

GUN PATROL

A Machine To Last For the Duration

SEE Exhibit AD PAGE 83

JOBBERS AND DISTRIBUTORS CONTACT US

MIKE MUNYER

577 10th Ave. (at 42nd St.) New York 18, N. Y. BRyant 9-6677

WANTED

Diversified Route One-Balls preferred

In Montana, Utah or any Western State

WILL PAY UP TO \$50,000

Send full details. All correspondence held confidential. Box 111 c/o The Billboard, 600 Sunset Blvd., Hollywood 28, Calif.

THE BILLBOARD Index

of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine names and prices for issues of Feb. 24, Feb. 17, Feb. 10, and Feb. 3. Includes items like Advance Rolls, All Baba, Alice in Wonderland, etc.

Record Reviews

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

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

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 72

CHILDREN

(No Artist Listed) Daddy Comes Home (Parts I & II) CHILDREN'S RECORD GUILD CRG 1018—If Daddy can stand the gaff, the kids will probably decide that this is their favorite disk. It teaches games and songs to be played with or for daddy when he comes home from work. For the pre-school group.

INTERNATIONAL

RAY HENRY ORK Plenty of Fun DANA 3047—Typical Polish polka is served up as a bright and happy dance disk. Old Spinning Wheel Alternating reeds and accordion spark the band in a litting up-tempo waltz.

JOHNNIE BOMBA ORK Na Tym Swiecie DANA 3048—Use of a Hammond organ with typical Polish instrumentation gives the polka a different sound that may catch on.

Krakowski Stajerek The same sound applied to a bright Polish waltz results in a likely disk.

HARMONY BELLS ORK Masquerade Polka DANA 3050—Polka based on a familiar Russian folk melody sparkles as played by the fine Harmony Bells ork. A first rate disk.

Homecoming Waltz This time the band gets a pop-mickey sound on a prosaic waltz ballad in typical slow tempo.

LATIN AMERICAN

RICKY GARDEL Luna Azul RITHMO 1401—The Rodgers-Hart standard "Blue Moon" is treated to a relaxed mambo instrumental reading.

Mucho Swing At a faster mambo beat is a gang-sing rocker with terp appeal.

RICKY GARDEL (Luis Kant) Noche De Arabia RITHMO 1400—An Afro-Cuban original with an oriental sound is taken at a slow rumba tempo with Kant and the ork handling the vocal.

Cielito Lindo The Gardel ork takes the Mexican folk tune at a danceable mambo tempo.

MACHITO ORK Babara Batibiri MERCURY 5588—Machito shouts the solo, ensemble contributes some bits and the ork exhibits its usual biting, driving enthusiasm in a fine slicing for L-A addicts.

Hall of the Mambo King The resemblance between this and the "Mountain King" of Grieg will be strictly of the coincidental type. But it makes for a sp notch base for a mambo instrumental.

HOT JAZZ

GEORGIE AULD QUINTET New Air Mail Special ROYAL ROOST 523—Auld's classic solo is brought up to date in a new waxing which drives unrelentingly. One of the swingiest jazz sides in recent days. Could have r & b potential in addition to collector values.

Out of Nowhere The reading of the standard is primarily filled with scored parts which doodle in and around the melody and which do not stack up as particularly captivating stuff.

GEORGIE AULD QUINTET Seh! Seh! ROYAL ROOST 524—A swinging riffer, which is held together by a pulsing beat, doesn't come off as entirely successful in spite of some booming Auld tenoring.

Be My Love Auld's rich tenor tune and a lovely hit ballad blend to make a glowing solo dishing which could score in r & b quarters.

CLASSICAL

JENNIE TOUREL (George Reeves, piano) The Hills of Home COLUMBIA (33) 3-908—The light concert piece is sung with the usual display of feeling and skill by the w-k. mezzo-soprano.

Down in the Forest Miss Tourel's bell-like voice enhances another light work.

FOLK TALENT AND TUNES

Continued from page 25

to work following a siege of the flu. Dick Shelling has replaced Dave Collins at WHOK, Lancaster, O. . . Don Owens has entered the service, with Fiddlin' Curly Smith replacing him as musical director and d.j. at WGAY, Silver Spring, Md.

Cousin Johnny Small, WOCB, West Yarmouth, Mass., is promoting a week of dates by Doc Williams and the Border Riders, WVVA, Wheeling, W. Va. . . D. M. Dwelley reports that country music topped pops in a station contest to get money for the March of Dimes. He collected \$245.70 to \$203.85 for the d.j. . . Bob Dyer, WKNX, Saginaw, Mich., collected a cake for the most money selected by one individual in his area for the March of Dimes.

Connie B. Gay, WARK, Arlington, Va., will leave for a month's tour of Far Eastern military posts, working with Grandpa Jones and his Grandchildren. He sent out another tour to Tokyo recently, which featured Tex Cherry, Don Kidwell, Little Mary and George Trummel. This tour will last two years . . . Kitty Carson, Smiley Wilson, Jonna, Tonna, Dude and Jerry all now working at WGWD, Gadsden, Ala., according to spinner Low Banks. . . Sally Starr, WJMJ, Philadelphia, has added segs for Hadacol and Muntz TV. She reports that the Philadelphia Inquirer has started a Ranger Joe comic strip, patterned after the TV character played by Jesse Rogers. Miss Starr is also working at Ole's Dude Ranch, New Jersey spot.

Table with columns for machine names and prices for issues of Feb. 24, Feb. 17, Feb. 10, and Feb. 3. Includes items like Tropicana, Utah, Virginia, etc.

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 vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3
Air Raider (Keeney).....	\$100.00	\$100.00	\$95.00 100.00	\$95.00 100.00
All Stars (Williams).....	125.00	125.00	125.00(2)	109.50 125.00
Art Show (Shipman).....				49.50
Astroscope.....	125.00	125.00	125.00	
Atomic Bomber (Mutoscope).....	150.00	135.00	135.00	
Ball Grip.....				95.00
Bally Bowler (Bally).....	65.00	65.00	65.00	
Bank Ball (Amusement Enterprises).....	150.00			65.00
Baseball (NW).....				95.00
Basketball Champ (Chicago Coin).....				195.00
Bat-A-Ball.....			19.50	19.50
Batting Practice (Scientific).....	75.00	75.00	27.50 75.00	75.00
Bear Gum (Seeburg).....	375.00	365.00		365.00
Belgium Pool.....				75.00
Big Inning (Bally).....		225.00	225.00	225.00
Blood Pressure Gauge.....	150.00	150.00	150.00	150.00
Boomerang (Amusement Corp.).....	45.00	45.00	45.00	45.00
Bowl-A-Score.....	75.00	75.00	75.00	75.00
Candid Camera.....	15.00	15.00	15.00	15.00
Challenger (ABT).....	20.00	20.00	19.50 20.00	19.50 20.00
Chicken Sam (Seeburg).....	95.00	95.00	95.00	80.00
Cross Country (Mutoscope).....			425.00	95.00
Dale Gun (Exhibit).....	85.00 95.00	95.00 129.50	80.00 95.00	85.00 109.50
Diggers (Exhibit).....	95.00	95.00	95.00	95.00
Drive Mobile (Mutoscope).....	150.00	135.00	95.00 135.00	95.00 125.00
Flash Hockey (Coinex).....				69.50
Goatee (Chicago Coin).....	125.00	125.00	95.00 125.00	95.00 109.50
Grip Scale (Mercury).....				95.00
Grip Vue (Silver King).....	17.50	19.50		17.50
Heavy Hitter (Bally).....	60.00	60.00	60.00 75.00	50.00 75.00
Hi Ball (Exhibit).....	60.00	60.00	60.00	79.50
Hockey (Chicago Coin).....	95.00	95.00	95.00	75.00 95.00
Hollycrane (Como).....				395.00
Irish Poker Pool.....	90.00			
Jack Rabbit (Amusement Corp.).....	100.00	100.00	100.00	100.00 109.50
Knock Out Punch (Exhibit).....				150.00
Lighthouse Grip.....				95.00
Magic Pen.....	125.00	125.00	125.00	95.00
Mystic Pen.....				125.00
Panorams.....	250.00	225.00	225.00	225.00
Peek (Shipman).....	35.00			35.00
Periscope.....	125.00	125.00	125.00	95.00
Photomatic (Mutoscope).....	375.00	795.00	750.00 (late)	575.00 750.00
Pistol Pete (Chicago Coin).....	150.00 159.50	145.00 159.50	159.50	129.50 159.00
Pitch Em & Bat 'Em.....	225.00	225.00	225.00	189.50
Poker & Joker.....				49.50
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Punching Bag (Mills).....				125.00
Punching Bag (Mutoscope).....				185.00
Punch Bag Trainer (Exhibit).....				150.00
Quizzer.....	125.00	125.00	125.00	125.00
Rapid Fire (Bally).....	85.00	85.00	85.00 115.00	115.00
Recordio (Wilson-Gay).....	175.00	175.00	175.00	175.00
Seven High (Edelman).....	49.50	49.50	49.50	49.50
Shoot the Bea. (Seeburg).....				395.00
Shoot the Bull.....				20.00
Silver Bullet (Exhibit).....	195.00	195.00	225.00	150.00 225.00
Silver Gloves (Mutoscope).....				275.00
Skee Ball (midget) (Chicago Coin).....				219.50
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skee Roll (Wurlitzer).....	125.00			47.50 65.00
Skill Test (Groetchen).....				22.50
Skill Thrill (Daval).....				115.00
Sky Fighter (Mutoscope).....				115.00
Speedway Bombsite.....	175.00	175.00	175.00	15.00
Spitfire (Genco) (Scientific).....	15.00	15.00	15.00	15.00
Standard Metal Typewriter.....	362.00			
Star Series (Williams).....	165.00	165.00	150.00 165.00	65.00 195.00(2)
Striking Clock (Exhibit).....				195.00 (late)
Target Master (Automatic Devices).....				150.00
Team Hockey (United).....				99.50
Telequiz (Telequiz).....		185.00	185.00	185.00
Ten Strike (Evans).....	75.00	75.00	75.00	174.50
Test Quest (Grunig Novelty).....				99.50
3-Way Gripper (Gottlieb).....	18.50	18.50	18.50	22.50
Tilt Test.....				27.50
Tommy Gun (Evans).....		85.00	85.00	85.00
Undersea Raider (Bally).....	125.00	95.00	95.00	95.00
Victory (Victor Vending).....				19.50
Vitalizer (Exhibit).....	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope).....	395.00			495.00
Western Baseball.....	85.00	85.00	85.00	85.00
World Series (Rock-Ola).....				50.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

Permo Appoints New Sales Rep

CHICAGO, Feb. 24.—Permo, Inc., phonograph needle manufacturer, has added D. John Hammond to its sales staff. Hammond, according to Gail Carter, vice-president in charge of sales, will cover the Chicago, Minneapolis, St. Louis, Milwaukee, Peoria territory for Permo, handling all products manufactured by the company.

Hammond, a navy veteran, was associated for the past four years with Decca, serving the diskery in Denver in a sales capacity and later as assistant manager of the branch in that city.

Dallas Disk Distrib Opens New Office

DALLAS, Feb. 24.—Macy's Record Distributing Company, representing 18 independent disk firms, is holding open house Monday (26), celebrating the opening of its new office and warehouse building. Firm, headed by Macy Lela and Charles Henry, has a branch in Houston.

Dick Sturgell is manager of the new Dallas quarters at 135 Levee Street.

Merchandising Music

Continued from page 68

herewith passes on to any interested ops. In each of his boxes, Newt uses the 1 to 10 selections for pop tunes—listed in order of their popularity; 11 to 18, Western platters, and 19 to 20, polkas. Newt says that by using this system, all patrons now know exactly where to find the type of records he desires, and it is especially helpful to persons with poor sight.

OP—RADIO TIE-IN . . . Radio Station KBZY and Frank Mager, juke box operators, both of Grand Rapids, Minn., have teamed to work out a promotion which has mutual value. Mager when buying records for his phonographs, buys an extra platter of each selection—then donates the disks to the radio station. The station, in turn, plays the records thru the day, plugging Mager and his juke. The extra promotion received by the operator via the radio station more than makes up for the few added cents spent in the purchasing of the disks.

Ops Go to Dime

Continued from page 68

equally. As soon as the storekeeper sees his revenue rising, Hannum said, he becomes a "live music salesman," plugging the phonograph among his patrons. This tends to boost play still further and the end result has been to benefit the operator as well.

Meanwhile, said Hannum, the operators are keeping close tabs on the ratio of dime to quarter play. As expected, better spots realize more quarters, with juvenile locations having the most single-play patrons. But a consistent pattern has not yet shown itself, he asserted.

The material cost of converting phonographs and wall boxes is an almost negligible factor in the over-all economics of the switch, according to the association manager. However, the labor and time involved, especially in locations housing multiple wall boxes, is considerable. This retards wholesale conversion, with change-over jobs sandwiched in between regular route duties.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

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	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3
AIREON				
Coronet 400.....				\$129.00
Deluxe.....	\$79.50 95.00			
Deluxe 75.....		\$95.00	\$80.00 95.00	80.00 95.00
Deluxe 1946.....				69.00
Fiesta.....	125.00	125.00	125.00	125.00
AMI				
Model A.....	375.00			375.00
Model B.....	475.00 550.00			475.00 550.00
Streamliner.....	65.00	65.00	65.00	65.00
FILBEN				
FP 300.....				199.50
MILLS				
Empress.....	65.00			
PACKARD				
Chrome Packard.....	20.00	20.00	20.00	
Hideaway.....	125.00	125.00	125.00	125.00
Manhattan '47.....	249.00	249.00	249.00	
7.....	79.50			
ROCK-OLA				
Commando.....	49.00	49.00	49.00	49.00
Deluxe.....	85.00	85.00	85.00	85.00
Deluxe '39.....	69.00 75.00	69.00 75.00	59.00 75.00	59.00 75.00
Master 40.....	69.00	69.00		
Master '45.....	74.50			
Playmaster.....	79.50		79.50	79.50
Regal.....				59.00
Standard 39.....	69.00 79.50	69.00		
Super 40.....	69.00 79.50	69.00	59.00	59.00
47.....	275.00	275.00	275.00	275.00
1422.....	169.50	189.00	225.00 289.00	159.50 225.00
1426.....	239.00	239.00	239.00	239.00
1428.....	400.00 475.00			475.00
SEEBURG				
Classic.....	69.00	69.00	69.00	69.00
Colonel.....	69.00 69.50	69.00	69.00 69.50	69.00 69.50
Envoy.....	79.50			
Gem.....	79.50			
H 146 M Hideaway.....	250.00 259.00	259.00	250.00 259.00	259.00
Hightone ES.....	59.00	59.00	59.00	59.00
Hightone RC.....	79.00	79.00	79.00	79.00
HO 246 M Hideaway.....				269.50
Lotone.....	79.50			
Major.....	79.00 79.50	79.00	79.00	79.00
Regal.....	59.00	59.00	59.00	
Vogue.....	79.50			
WL 56.....		299.50	299.50	299.50
47.....				
100 M.....	850.00			
146 M.....	299.50		244.50 299.50	
146 S.....	249.00	249.00	235.00 249.00	249.00
147 M.....	325.00 339.50	349.00	339.50 349.50	325.00 349.00
147 MA.....	339.50			325.00
147-8M.....	389.00			389.00
147 S.....	299.50	389.00		389.00
148 M.....	395.00 409.00	409.00	395.00 409.00	409.00
H 148M Hideaway.....	299.50 359.00	359.00	299.50 359.00	359.00
148 NL.....	425.00 449.00	449.00	425.00 449.00	449.00
146-148M.....	329.00	319.00	319.00	319.00
H 246M Hideaway.....	269.50 299.00	299.00	299.00	299.00
1941 RC Special.....	99.00	99.00	99.00	
1946 Hideaway.....		185.00	185.00	185.00 325.00
1946.....				295.00
8200.....	69.50 110.00	110.00	69.50 110.00	69.50 110.00
8800.....	69.50 79.50			69.50 79.50
9900.....	69.50 79.50	110.00	69.50 110.00	69.50 110.00
WURLITZER				
Colonial.....	95.00	95.00		95.00
24.....	79.50			
41.....	65.00 79.50	65.00	65.00	65.00
61.....	75.00 79.50	75.00	75.00	75.00
71.....	79.50 85.00	85.00	39.50 85.00	85.00
219 Stepper.....				22.50
500.....	49.50 79.50			59.50
600.....	75.00 79.50	75.00	59.50 75.00	59.50
600K.....	69.00	69.00	69.00	69.00
500R.....	64.00	64.00	64.00	64.00
616.....	65.00 79.50	65.00	65.00	65.00
700.....		95.00	95.00	95.00
750E.....	125.00			129.50
780.....	129.00	129.00	129.00	129.00
800.....	100.00	95.00	95.00	95.00
850.....	65.00 89.00	89.00 (2)	74.50 89.00(2)	89.00(2)
950.....				89.00
1015.....	269.50 289.00	269.50 289.00	269.50 (2)	269.50 289.00
1017.....				250.00
1080.....	269.50 289.00	249.50 289.00	249.50 250.00	249.50 289.00
1100.....	450.00 469.00	425.00 469.00	269.50 289.00	414.50 425.00
Victory.....	35.00 39.00	39.00	450.00 469.00	525.00

(Continued on page 76)

WE REBUILD YOUR PROJECTORS GUARANTEED! WRITE

PANORAM PROJECTORS WRITE

Large Variety PANORAM FILM—Write.

DELIVERING NEW

EVANS' CONSTELLATION PHONOGRAPHS

KNOCK OUTS—TRI SCORES

ARCADE EQUIPMENT—RECONDITIONED—WRITE

W.G. Recording—Photomatic—Quizzer—Goatee—Ex. Dale Guns—Silver Bullets—Telequiz—Undersea Raider—Sky Fighter—Periscope—Harvard Stamper with tokens—Ten Strike—Glider.

Write for List: 1-Balls and 5-Balls.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

CLOSE-OUTS!

Select-a-Card ... \$ 95.00	Bowlette, \$135.00
Three Musketeers ... 135.00	Hot Rod ... 150.00
Carolina ... 75.00	Pin Boy ... 145.00
	Williams ... 145.00
	Single ... 145.00

Write for Others.

1/3 Dep., Bal. C.O.D.

Lehigh Specialty Co.

826 N. Broad St., Philadelphia 30, Pa.

WURLITZERS

1015's, \$275 1100's, \$425

Guaranteed A-1.

One-third deposit, balance C.O.D.

BRUCE MUSIC CO.

Williamsburg, Ky.

TUBES ALL TYPES

RADIO—TELEVISION

IMMEDIATE DELIVERY—STANDARD BRANDS

Fully Guaranteed

5Y3 \$.80	6AU6 \$1.60	6V6GT \$1.25
2051 1.50	6X5CT95	5U4G 1.35
6J585	6SN7GT 1.60	6C4 1.15
35Z5CT90	6AV6 1.10	6H6 1.15

MANY OTHER TYPES—WHAT DO YOU NEED?

\$25 Min. Order Shipped. 25% Dep. C.O.D., F.O.B. Chicago.

Write—Wire—Phone

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Phone: NEvada 2-1637

IMMEDIATE DELIVERY



Aluminum Discs for GROETCHEN TYPERS

Guaranteed \$11.00 Per Perfect 1,000

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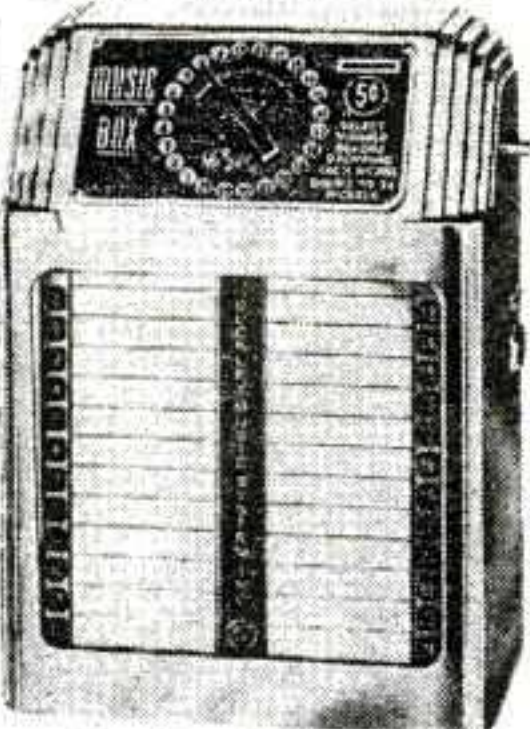
TREMAX INDUSTRIES, Inc.

Successors to

Max Glass Distributing Co.

914 Diversey Chicago 14, Ill.

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$24.50

BUCKLEY MFG. CO.

4223 W. Lake Street, Chicago 24, Illinois

SELECTIVE PHONO

COMING "45" SOON by Chicago Coin

IMMEDIATE DELIVERY

All Types of Pucks

PRECISION PUCK CO.

7936-38 S. Chicago Ave. Chicago, Ill. Phone: Regent 4-6101-02

LOOK AT THESE BUYS!

- Williams Double Header \$139.50
Shuffle Alley Express 139.50
Original Alley with F.B. Pins, ea. 75.00
Gold Mine steel ball roll downs, ea. 29.50
Gottlieb Bowlettes, ea. 59.50
Williams Quarterback 79.50
United Team Hockey (new) WRITE
OLSHEN DIST. CO. 1100 Broadway Albany 4, N. Y.

PHONO SPECIALS!

Wurlitzer

- 1100 \$425.00
1015 275.00
1080 275.00
850 99.50
780E 125.00
700 99.50

Seeburg

146-S \$245.00

CLOSEOUT!

Large Plush Dolls \$3.00 Ea.
26-Pc. Silverware Set 4.50 Set

Exclusive Distributors WURLITZER - BALLY - PERMO PRODUCTS

COVEN Distributing Co.

3181 Elston Ave. Chicago, Ill. Phone: Independence 3-2210

NPA Amends Copper Order

Continued from page 63

ducting electricity." The original order had banned this usage. Coin-operated games and gaming machines also get a reprieve in the latest amendment by being allowed to use copper for "tumblers and current-carrying parts."

NPA explained that the copper amendment will permit businesses to make a more gradual adjustment to meet end-use restrictions of the order "and will help to prevent dislocations in employment."

The amendment also requires that purchasers of copper must certify that the metal will be used in compliance with NPA order M-12 before delivery is made. The March 1 effective date for use of copper in coin-operated devices and 300 other items is not changed by the latest amendment.

Other Orders

Soon after this amendment was issued, NPA administrator Manly Fleischmann served notice of forthcoming orders on quotas for steel, copper and aluminum. Fleischmann explained that these orders will:

1. Continue in the second quarter an "across-the-board" permissible use of aluminum at 65 per cent of the average use in the first half of 1950—the same rate as scheduled for March.

2. In the same way, establish for the second quarter an "across-the-board" permissible use of copper at 75 per cent of the average use during the first half of 1950—as compared with 80 per cent for March.

3. Continue in the second quarter certain restrictions against the use of copper and aluminum in less essential items and for non-functional purposes.

4. In addition, place a limitation on the amount of steel, copper and aluminum which may be incorporated in consumer durable goods during the second quarter at 80, 75 and 65 per cent respectively, of the average quarterly use of these materials in the first half of 1950. (This limitation would apply to the manufacturer or assembler of the finished product, as well as to fabricators who are presently limited in the quantities of copper and aluminum that they can use.)

A provision of upcoming orders will require consumer durable goods manufacturers to use the same proportion of conversion steel as they used during the base period in order to assure continued production of conversion steel. NPA said the forthcoming action "should reduce the demand for steel appreciably, particularly sheet steel."

"Our determinations of the re-

ductions in metal use by consumer durable goods producers for the second quarter were based upon the principle that reductions had to be on a gradual basis in order to hold production and employment dislocations to a minimum," Fleischmann said.

"Further reductions in metal use will be required in the third quarter and it is anticipated that steel use by consumer durable goods producers will have to be limited to 70 per cent in that quarter instead of the 80 per cent limitation set for the second quarter. Still further reductions may be required later, as the defense program accelerates."

NPA this week was informed by industry representatives that a serious growing shortage is developing in tungsten. Industry spokesmen told NPA that demand for tungsten-bearing products is now far greater than available supplies. They said if supplies do not increase, production of tungsten-consuming industries may be reduced to as much as 60 per cent. Members of the tungsten and molybdenum wire and rod industry advisory committee explained that they face a complete industry-wide shut-down of production of electronic-tube components and lamp filaments if the supply situation is not eased soon.

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 75

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine type, price, and issue date. Includes entries like ABC Bowler, Ace Bowler, Bango, Baseball, Bowling Alley, etc.

36 Distribs

Continued from page 63

Specialty Co., 199 West Girard, Philadelphia, and 1508 Fifth Avenue, Pittsburgh; Central Music Co., 2562 Harney, Omaha; Central Ohio Coin Machine Exchange, 525 South High Street, Columbus, O.; Cleveland Coin Machine Exchange, 2021 Prospect Avenue, Cleveland; Empire Coin Machine Exchange, 1014 Milwaukee Avenue, Chicago; F.A.B. Distributing, 1019 Baronne Street, New Orleans; General Distributing Co., 2814 Main Street, Dallas; General Vending Sales, 245 West Biddle Street, Baltimore; T. B. Holliday, 727 Main Street, Columbia, S. C.; Lieberman Hy-G Music Co., 257 Plymouth Avenue, North, Minneapolis; Irving Morris Co., Inc., 58 Frelinghuysen, Newark, N. J.; Mike Munves Corp., 577 10th Avenue, New York; Olive Novelty Co., 2625 Lucas Street, St. Louis; Redd Distributing Co., 298 Lincoln Street, Allston (Boston), Mass., and 811 Union Street, West Springfield, Mass.; Roxy Specialty Co., 703 Notre Dame Street, West, Montreal; Southern Amusement, 628 Madison Street, Memphis. Southern Automatic Music Co., 624 South Third Street, Louisville; 100 Broadway, Cincinnati; 325 North Illinois, Indianapolis; 3011 West Maumee, Fort Wayne, Ind.; 240 Jefferson, Lexington, and 603 Linden Avenue, Dayton, O. Dan Stewart Co., 140 East Second Street, Salt Lake City; Taran Distributing Co., 2820 Northwest 7th Avenue, Miami, and 90 Riverside Avenue, Jacksonville, Fla.; United Amusement Co., 3410 Main Street, Kansas City, Mo.; United Distributing, Inc., 513 East Central, Wichita, Kan.; Western Distributors, 1226 Southwest 16th Street, Portland, Ore., and 3126 Elliott, Seattle; Wolf Distributing Co., 2854 Champa Street, Denver; World Wide Distributors, 2330 North Western Avenue, Chicago.

METAL TYPER MACHINES. Groetchen or Standard. Rebuilt, Reconditioned Like New. All Work Guaranteed. Write for Prices. We carry in stock all parts and finest Aluminum Discs. STANDARD METAL TYPER CO. 1318 N. Western Ave., Chicago 22, Ill.

CASH WAITING. WANT TO BUY ANYTHING COIN OPERATED. Send Your Equipment List Today! HIGHEST PRICES PAID. DAVID ROSEN. Exclusive AMI Dist. Ea. Pa. 855 N. Broad Street Philadelphia, Pa. PHONE STEVENSON 2-2903

READY FOR LOCATION PHONOGRAPHS. 1 WURLITZER 1250 \$565.00. 2 ROCK-OLA 1428 469.50 EA. 4 WURLITZER 1015 289.50 EA. 2 ROCK-OLA 1422 234.50 EA. 1 MANHATTAN 285.00. 1 ARISTOCRAT 45 96.50. 1 H146M HIDEAWAY 259.50. 3 750E WURLITZERS 96.50. LARGE STOCK ALL TYPES COIN-OPERATED MACHINES WRITE YOUR NEEDS. One-Half Deposit With Order. STERLING NOVELTY CO., INC. 669 So. Broadway Lexington, Ky. Phone 26886

SPECIAL! Bally Speed Bowler \$125.00. Keeney Double Bowler, 91 225.00. WANT TO BUY MUSIC and ARCADE EQUIPMENT. NOW DELIVERING KEENEY ELECTRIC CIGARETTE MACHINE. We have all types of MUSIC, ARCADE and BOWLING equipment in stock - write for circular! DAVE LOWY & CO. Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J. 594 Tenth Ave. NEW YORK, N. Y. Phone: CHickering 4-5100

For the best in PIN GAMES SHUFFLE ALLEYS RAY GUNS IT'S COINEX CORPORATION. Murray Rosenthal 1346 Roscoe Street Chicago 13 GRaceland 2-0317

WANT. Photomatics, Voicographs, Chi Coin, Basketball Champ, Seeburg Bear Gun, Evans Tommy Gun, Skyfighter, Chi. Coin Midget Ski Ball, Pitch 'Em and Bat 'Em, Exhibit Dale Gun, Chi. Coin Pistol. And All Other ARCADE EQUIPMENT STATE CONDITION AND PRICE. MIKE MUNVES 577 10th Ave. (at 42nd St.) New York 18, N. Y. BRyant 9-6477

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantities are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 24	Issue of Feb. 17	Issue of Feb. 10	Issue of Feb. 3
Acorn (bulk)				\$10.95
Adams Gum	\$ 14.50	\$14.50	\$14.50	14.50
Advance Gum	7.95	7.50	7.50	
Atlas Bantam	7.50	7.50	7.50	
Card Vender (Exhibit)	35.00	15.00	15.00	15.00
Columbus 1c Nut	7.95			
Columbus 5c Nut	7.95			
Columbus 46 Z 1c Bulk	7.50	7.50 (2)	7.50 (2)	7.50 (2)
Columbus 46 ZB 5c Bulk	8.00	7.50 (2)	7.50 8.00	8.00
Columbus Gum, 1c	7.95	7.50		
Electro Serve Popcorn			15.00	
DuGrenier Candy Man	59.50		59.50	57.50
DuGrenier Challenger	95.00		95.00	95.00
DuGrenier Champion (9-10 col.)			89.50	
DuGrenier Model S (7 col.)	69.50		69.50	69.50
DuGrenier Model W (9 col.)	82.50		82.50	89.50
DuGrenier Model W	50.00	50.00	50.00	50.00
Guesser Scale (ABT)	139.50			
Kirk's Astrology Scale	50.00	50.00	50.00	50.00
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Boy Vendors		9.75	9.75	9.75
Master	6.00 7.95			
Master 1c, 5c	6.00 10.00			
Master Pistachio 5c				
Mill's Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	85.00	85.00
National 9 A	75.00	75.00	75.00	75.00
National 9-30 (9 col.)				89.50
National 950	95.00	95.00	95.00	95.00
N. Y. Stamp	32.50	12.50	12.50	12.50
Northwestern Deluxe	12.50	12.50	12.50	14.95
Northwestern Dual Nut				45.00
Northwestern Model 39	7.50	7.50	7.50	7.50
Northwestern 33 Nut	7.95			
Northwestern 40	7.95	7.50	7.50	
Northwestern '49 Special (single) (2)				17.35 (2)
Northwestern 33 Ball Gum	7.50	7.50 (2)	7.50 (3)	7.45 7.50 (3)
Pop Corn Sez	89.50			49.50
Rowe Candy Vender (120 bar)	85.00		85.00	85.00
Rowe Diplomat (8 col.)				220.00
Rowe Imperial (6 col.)	69.50		69.50	67.50 69.50
Rowe Imperial (8 col.)				77.50
Rowe President (8 col.)				120.00
Rowe President (10 col.)				125.00
Rowe Royal (6 col.)	82.50		82.50	72.50
Rowe Royal (8 col.)	85.00		85.00	85.00
Rowe Royal (10 col.)	85.00 95.00	45.00	45.00 95.00	45.00 95.00
Siros Brush-Up	75.00	75.00	75.00	75.00
Silver King 1 and 5c	7.95 8.00	7.50 8.00	6.95 7.50	6.95 7.50
Silver King Ball Gum	7.50	7.50		8.00 7.50
Silver King Hunter				19.50
Silver King Target King				19.50
Smokeshop				229.50
Stamp Vender (Shipman)	22.50			
Unneed-a-Pak (5 col.)	75.00		59.50 75.00	75.00
Unneed-a-Pak, Model A (8 col.)			85.00	89.50
Unneed-a-Pak, Model A (9 col.)				82.50
Unneed-a-Pak, Model E (5 col.)				47.50
Unneed-a-Pak, Model E (8 col.)				79.50
Unneed-a-Pak (15 col.)	85.00	85.00	85.00	85.00
U-Select-It	27.50 35.00		35.00	22.50 35.00
Vendit	52.50		52.50	52.50
Victor Model V	8.50	8.50	8.50	8.50
Victor Counter Popcorn			40.00	
Victor's Topper	7.95	7.50	7.50	7.50

Mich. Shuffle Meet March 5-6

SAGINAW, Mich., Feb. 24.—Plans for the American Shuffleboard League, Inc., State tournament to be held here March 5-6 were completed this week by Stanley (Whitey) Warner, tournament manager.

The contest, which is expected to attract about 150 teams from throughout the State, will be held in the Veterans of Foreign Wars hall on Oakley Street, Warner said. Six new shuffleboards have been installed in the spot for the tourney. Winner of the tourney advances to the national finals.

Following the State tourney play-offs, a city tournament will be staged May 7-10.

Game Interest

Continued from page 63 and territory the product is offered for sale.

Just as vending and music sales held steady two weeks ago, in the current index fluctuations were similar. Over-all 10 per cent of the automatic merchandising units offered for sale showed price increases. All were slight except in the case of Rowe Royal 10-column units, which jumped as much as \$45. Most gains were confined to small venders, which are being advertised at about \$8.

The arcade picture was highlighted by unusual interest in Mutoscope products, especially such steady items as Atomic Bomber, Drive Mobile and Photomatics. The first two indicated price gains of \$15, while Photomatics were up as much as \$45. Panorams also were up, as were Bally's Undersea Raider and the Seeburg Bear Gun. As a group, arcade pieces showed price gains and less than 3 per cent lower prices.

FAIRFIELD, Calif., Feb. 24.—The city council voted to increase the quarterly license for all coin-operated amusement machines here from \$2.50 to \$5. This will affect all pinball machines, shuffleboards and other coin-operated amusement devices. It will not affect cigarette, juke box, gum or weighing machines.

World Wide Your Exclusive Distributor for EXHIBIT, WILLIAMS, KEENEY, ROCK-OLA

We Have ONE BALLS IN STOCK

New BALLY TURF KING
New UNIVERSAL WINNER
CHAMPION FOTO FINISH
CITATION JOCKEY SPECIAL
GOLD CUP SPECIAL ENTRY

WILLIAMS MUSIC MITE

10 Record 45 R.P.M. selective phono. Best by test in all locations where space is at a premium. Here is a profit combination... good looks and superb performance.

CONVERSIONS FOR SHUFFLEBOARDS

Improve your play and take modernize your shuffleboard.

KEENEY MATCH BOWLER
KEENEY 4-WAY PLAYER

Life-up pins—Hi Score—Electrically controlled, with coin chute. Scores all split shots. Puck return on top. All mechanism in back box.

ROCK-OLA '50-'51 ROCKET PHONOGRAPH

You couldn't buy a finer machine! The phono that's years ahead of its time in tone quality, appearance and appeal. Plays 45 or 78 R.P.M. records. IMMEDIATE DELIVERY!

Guaranteed 5 BALL GAMES Reconditioned

AMBER	\$ 35	HUMPTY DUMPTY	\$ 45	RAG MOP	\$210
BUCCANEER	95	JUST "21"	99	ROUND UP	85
BIG TOP	85	JACK & JILL	75	RAINBOW	45
BLACK GOLD	105	LADY ROBINHOOD	55	SUPER HOCKEY	90
BABY FACE	85	LUCKY STAR	45	STORMY	50
BLUE SKIES	85	LUCKY INNING	110	SCREWBALL	65
BARNACLE BILL	75	MARYLAND	125	SUNNY	45
BERMUDA	65	MARDI GRAS	45	TENNESSEE	75
CHAMPION	125	MAJOR LEAGUE	45	TELECARD	120
CARNIVAL	110	MAJORS '49	75	TRIPLE ACTION	65
CAROLINA	95	MERRY WIDOW	65	TRADE WINDS	45
DALLAS	95	MEXICO	35	TRINIDAD	50
FLOATING POWER	95	NIFTY, F.S.	210	VIRGINIA	65
GEORGIA, F.S.	175	PINKY, F.S.	210	WISCONSIN	50
HOT ROD	195	PLAY BOX	50	YANKS	65
		PARADISE	75	Floor Sample	

KEENEY LEAGUE BOWLER

Fastest rebound ever made. Up to 4 players. Terrific profit! 8 or 9 1/2 ft. lengths.

\$379.50

WILLIAMS DOUBLE HEADER

Fast, exciting, different. Hot for every spot. Proven money-maker where ever it's been placed. Write!

EXHIBIT DALE SIX SHOOTER

Here's the latest in Target games. Authentic Western game for repeat play.

\$379.50

NEW FIVE BALL GAMES

Williams SHOO SHOO
Gottlieb KNOCKOUT
Genco TRI-SCORE
Williams NIFTY

Reconditioned MUSIC

AMI MODEL B \$575
WURLITZER 1015 295
WURLITZER 1100 495
WURLITZER 1250 675



Phone: EVerglade 4-2300

Chicago 4 2330 N. Western Ave.

THE JUKE BOX OPERATOR and YOU in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review, analyze and interpret the pattern set during the last national crisis... it will point the way to the profitable operation for the future... it will serve as an operating manual for long term reference.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

The Billboard 1951 Juke Box Special will be the year's standout contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.

40 BIG PAGES of FEATURES that help answer vital questions.

SUBSCRIBE NOW

If you subscribe now and send cash with order, you will receive this \$3 "tailor made" binder personalized with your name



The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, including the 1951 JUKE BOX SPECIAL issue dated March 17, for which I enclose \$10. I understand that I will receive the personalized "tailor made" binder FREE.

Name
Address
City, Zone & State
Occupation

SEND CASH WITH ORDER, GET BINDER FREE

WE NEED ROOM OUT THEY GO PHONOGRAPHS

- 5 AMI's MODEL B.....\$550.00 EA.
- 5 SEEBURG 147-M 325.00 EA.
- 5 WURLITZER 1015 295.00 EA.
- 5 ROCK-OLA, MODEL 1428 475.00 EA.

5 WURLITZER MODEL 1100, Like new.....\$525.00 Ea.

One-half deposit with order, balance C.O.D. or sight draft.

ONE-BALLS

5 New One Balls, in reg. crates Write for price.

Sell out on New 5 Ball in regular crates. WRITE FOR PRICE ON ALL GAMES

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S., Nashville 10, Tenn. Phone: 4-8571

FOR SALE

- 1 Complete D.P. Photo Gallery Camera with F.4.5 Lenses (will take 250 ft. roll paper), cabinet knockdown type
 - 1 Mutoscope Liftograph
 - 1 Exhibit Muscle Builder
 - 1 Mystic Palmist Card Vender
 - 2 Mutoscope World Fair Post Card Vender
- All working parts of 2 Wurlitzer Skee Balls.
Make offer. Can be seen at PENNY ARCADE
721 Central Ave. Hot Springs, Ark.

SHUFFLE ALLEYS

Chicago Coin Bowling Alley, with Life-Up Pins\$ 59.50
Universal Super Twin Bowler 119.50
Chicago Coin Bowling Classic 129.50

5-BALLS

Buf. & Bows \$69.50 Morocco\$34.50
Maj. League 49.50 Saratoga 49.50
Summertime 39.50 Jack & Jill 34.50
Trinidad 29.50 Round Up 39.50
S. Pacific 124.50 Buccaneer 49.50
Sharpshooter 79.50 Samba 34.50
Short Stop 29.50 Wisconsin 34.50
Screwball 39.50 Paradise 44.50
Carolina 44.50 Trade Winds 29.50
Jamboree 44.50 Robin Hood 34.50
Cinderella 34.50 Mardi Gras 24.50
Hot Rod 99.50

1-BALL

Champion\$349.50 Citation\$224.50
Gold Cup 109.50 Jockey Spec. 94.50
1/3 Deposit—Balance Sight Draft.

GENERAL DIST. CO.

223 N. Broad St. New Orleans, La. Tulane 6729

WAREHOUSE SPACE NEEDED! IMMEDIATE SALE SHUFFLEBOARDS ALL MAKES AND SIZES

\$79.50 1ST COME... UP 1ST SERVED!

Also complete line Shuffleboard Supplies

PURVEYOR SHUFFLEBOARD CO.

4322-24 N. Western Ave., Chicago, Ill. Phones: JUNiper 8-1814, 1815, 1816



- How About the Supply of 78 or 45 R.P.M. Records?
- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Onto Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able To Buy? and important reference lists like these:
- Top Tunes From 1900 to 1940 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Ten Top Tunes From 1940 to 1950.
- Complete Current Music Pop Charts.

Issue Dated March 17—Out March 13

GUARANTEED BOWLING GAMES AT LOWEST PRICES

	EACH
18 Bally Speed Bowlers lifting pins	\$94.50
16 Bally Shuffle Bowlers lifting pins	82.50
17 Bally Shuffle Bowlers plain	49.50
2 Univ. Twin Bowlers lifting pins	124.50
4 United Shuffle Alleys lifting pins	69.50
11 United Shuffle Alleys plain	37.50
4 Keeney Pin Boys lifting pins	89.50
2 Keeney Pin Boys plain	47.50
2 Keeney Ten Pins lifting pins	64.50
2 Chi. Coin Shuffle Baseballs	89.50
5 Gottlieb Bowlettes	42.50
23 Rock-Ola Shuffle Lanes	37.50
4 Rock-Ola Shuffle Jungles	37.50
2 Genco Bowling Leagues 1/3 deposit with all orders.	37.50

SICKING, INC.

America's Oldest Distributor
Established 1895
1401 Central Pkwy., Cincinnati 14, O.

YOU AIN'T SEEN NUTHIN' YET

"45"
IT PAYS TO WAIT FOR IT
THE BEST IN PHONOS
by
Chicago Coin



FIRST HAND INFORMATION

about HOT NUMBERS!

Actually it's no secret that FIRST has the hottest coin machines of every type. Be FIRST with FIRST.

If You Operate SHUFFLE ALLEY EXPRESS

This Is for You!

We are featuring the dramatic new conversion for your Express which converts it to a REBOUND GAME and has the mechanism built into an entirely new full length playing field board. Simple to install. Makes a brand new rebound game out of your Express. Only \$55 complete.

NEW FIVE BALLS

C. Coin THING
Genco TRI SCORE
Gott. KNOCKOUT

FIRST PREMIUMS

More new premiums arriving steadily. Complete stock on hand at all times. Stop in and see the greatest collection under one roof or write.

ABT CHALLENGER

Counter game. Closeout price! Limited quantity. Write at once.

RISTAUCRAT

45
The only small music box actually proven on location. Mechanically trouble-free.

HEADQUARTERS for SHUFFLE GAMES, CONVERSIONS

Rebound conversions for:
Un. SHUFFLE ALLEY
B. SHUFFLE BOWLER

Flyaway Pin Conversions for:
Un. SHUFFLE ALLEY
B. SHUFFLE BOWLER
C. C. BOWLING ALLEY

Write for Special Prices

Don't Miss Our RECONDITIONED SHUFFLE GAMES, 5 BALL GAMES, ARCADE EQUIPMENT. Guaranteed Like New.

For the finest in the country see FIRST, or write for listings.

FIRST DISTRIBUTORS

Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

EVANS' PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!



MIAMI COLOR

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!
Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 70-81

SEEBURG PHONOGRAPHS—USED

	Cash Price		Cash Price
148ML	\$415.00	Colonel	\$50.00
148SL	395.00	Cadet	50.00
147M	350.00	Commander	50.00
147S	325.00	Regal	50.00
146M	299.00	Mayfair	50.00
H146M R. C. Special	255.00	Major	50.00
Pre-War R. C. Special	75.00	9800 & 9900 Hi-Tones & Lo-Tones	45.00
Vogue & Classic	50.00	Victory Model	39.50

W. B. DISTRIBUTORS, INC.
1012 MARKET STREET ST. LOUIS 1, MISSOURI

Coinmen You Know

New York

Coinmen who comprised an industry committee to raise funds for the 1950 United Jewish Appeal (UJA) campaign were awarded scrolls of achievement Thursday (15) at headquarters of the Automatic Music Operators' Association (AMO). Those honored included Meyer Parkoff and Harry Rosen, of Atlantic New York; Al Denver, AMOA president, and Sid Levine, the org's attorney; Barney Schlang, of the Jukemen's union; Barney Sugarman, of Runyon Sales, and Lou Price, of County Enterprises. Aaron Nemzoff, of the UJA staff, made the presentations. Al Bodkin, of Forest Hills Automatic, and Charlie Aronson of Brooklyn Amusement, received their awards by proxy. They were vacationing in Florida.

Joe Hahnan, of Gordon Amusement, is in Fordham Hospital undergoing an eye operation. George Holtzman, of Automatic Operators, Inc., has left for Florida on a combined biz and pleasure trip. While there he will visit with his partner, Willie Levey, and other coinmen. Dick Steinberg, head of the Music Guild of America, will move his organization to new offices and more spacious offices in the same building he now occupies at 100 Astor Street, Newark. The move will be completed this week-end.

Al Denver, AMOA chief, announces that so many local phonograph ops are vacationing in Florida and other Southern resorts the org has been forced to postpone its next general membership meeting, originally skedded for Tuesday (27). New date for the conclave, at which discussion is expected pro and con on dime play, is Tuesday, March 13.

Harry Koepfel, of Koepfel Distributors, was nursing an attack of the flu last week, leaving brother Hymie to cope with the growing biz the outlet is doing in used juke. Joe Kalishman, of U-Need-A Service & Parts, left February 23 for Cincinnati on biz. His firm specializes in coin conversions for cigarette venders.

Tuesday (20) night's dinner of the National Conference of Christians and Jews at the Waldorf-Astoria attracted many vending ops to the \$100-per-plate affair (see separate story). Before presenting Robert Z. Greene, Rowe proxy, with a special award, Jim Farley, ex-postmaster general, remarked to the tobacco and vending men present that it was curious that he, a non-smoker, should be chosen to make the presentation. The last time he inhaled tobacco smoke, Farley related, was over 50 years ago. The occasion was his grandmother's wake and somehow he got hold of a nickel cigar.

Seymour Pollak, secretary of the Operators' Guild of Westchester County, reported a good turnout at the org's general meeting Wednesday (21) at Moose Hall, White Plains. Following the biz session, presided over by Carl Pavese, president, the ops repaired to the Roger Smith Hotel where Joe Young, Wurlitzer distrib, held a showing of that manufacturer's new 1400 series juke.

Milwaukee

Coin machine people were not surprised to learn that the recap figures on Uncle Sam's tax collections showed that during 1950 Wisconsin had fallen off. A drop of almost \$275,000 was reported in admissions taxes. Badger entertainment seekers spent \$3,500,000 less on taxable tickets than they had laid out in 1949. Broken down, the figures show that coin-operated devices brought in \$279,095 in taxes compared with 1949's total of \$280,659. All in all, the coin machine taxes didn't drop nearly as much as the other phases of the amusement industry.

Route man for the George Schroeder music and game operating firm here, Bob Berndt, was married Saturday (17). Shirley Adams was the bride. Meanwhile, biz-wise, the bright spot at the George Schroeder headquarters on Port Washington Road continues to be the Bally Hook Bowler game. On the music side of the Schroeder holdings, the recent purchase of several AMI music boxes indicated things can't be too bad for the boys.

A new route man has been added to the gradually expanding Kwik-Kafe firm. Leonard Terlizzi is the new staffer. In between breaking in the new man and taking care of his own duties, head route man, Howard Lemke was busy recently readying a new model TI-3 Kwik-Kafe coffee vender for location duty. New model pre-mixes coffee and sugar and gives customer choice of black or tan java.

The loss of biz due to dropping theater attendance has forced the Suprmatc Sales, Inc., to attempt to build its collection thru industrial vending locations. Merchandising-wise manager, Gene Kilboorg, and his assistant, Bob Sandison, were aware of this coming trend some time ago and were out pitching for new locations many months back. Most recent effort to lure some new spots took the form of a display ad in the Milwaukee Journal advising personnel directors and managers of industrial plants that they were set up to provide locations with Juice Bar multi-drink equipment. Ad stressed the morale building factor of keeping such equipment near fatigued workers.

"Sparrow in the Treetop" by Bing Crosby and the Andrews Sisters, and "Across the Wide Missouri," by Ralph Marterie, are the two top disks in recent days at Hasting's record house on Vliet Street, according to Toni Molik.

With spring and the fishing season not far away, sportsman Clyde Nelson, of General Novelty, is already rummaging thru his battered old tackle box. A fishing trip for the opening of the pike season, which starts April 10, is already in the planning stage for Clyde and several coin machine fishermen here. Included in the entourage are Mike Rischman, of Wisconsin Novelty Company; Sam Hastings, of Hastings Distributing Company, and Red Jacomet, of Red's Novelty.

Work has been under way for some time to change all one-half hour parking meters to one-hour zones. Half-hour parking for a nickel will still be possible.

Smokey Stover, who formerly managed the local Capitol Records distribution in Wisconsin, was a recent visitor at the Major Distributing office. Stover, a veteran in disk business is now selling cartons for the Downing Box Company.

VITAL STATISTICS

Marriages

Gerlo Koren, daughter of Lou Koren, Distributing Corporation of Illinois, and Robert Forman in Miami Beach February 4. After a trip to New York couple will settle in Harrisburg, Pa.

Bob Berndt, route man for George Schroeder's operation in Milwaukee, and Shirley Adams Saturday (17) in Milwaukee.

Births

A son to Mr. and Mrs. Thomas C. Capehart, Indianapolis, recently. Infant is the grandson of Sen. Homer E. Capehart, Packard Manufacturing Company.

Deaths

Meyer Hurwitz, coin machine operator, in Baltimore. Hurwitz was reported to have constructed the first pinball game in the Baltimore area. In recent years his son, Edward, has managed Hurwitz's firm, Penny Vending Company. Edward will continue to operate the company.

Harry G. Blair, who was purchasing agent of the Frank H. Fleer Corporation, local manufacturer of bubble gum, left no will disposing of his \$60,000 estate, it was disclosed this week. He died January 18 at the age of 48. Letters of administration were issued to his brother, Samuel M. Blair.

William Gortner February 2 of a heart attack. Gortner was an operator of music boxes and amusement games in Michigan, Ohio and Indiana, with headquarters at Manitou Beach, Devil's Lake, Mich., for 25 years. He operated the Gortner Music Company. His mother survives him.

William K. Palmer, suddenly February 18, in Chicago. He was a coin machine operator in Detroit for about 15 years, and a partner in the Brilliant Music Company until his withdrawal last year. He continued to operate a mixed route of amusement games in Southeastern Michigan, and late in the fall went into partnership with Jake Dumler, of Ypsilanti, as the D and P Service, specializing in service work for shuffleboard operators. Survived by his widow, Lillian M.; a son, Edwin, and a daughter, Mrs. Violet Montrose.

Mrs. Mary Rakosky, wife of Joseph Rakosky and mother of Nathan and Manny Rake, of the Rake Coin Machine Exchange, Philadelphia, Saturday (17). Other survivors are Mrs. Sadie Berkowitz, Mrs. Elsie Lefkowitz, Mrs. Tillie Bock, Mrs. Rose Agre, Dr. Frank Rake and Dr. Adolph Stern.

Chicago

Al Stern, World Wide Distributors, is pleased over the results of the recent Rock-Ola Rocket showing at Fort Armstrong Hotel, Rock Island, Ill. Len Micon and Monty West came back with a healthy bundle of orders. Micon said ops from the Tri-Cities area were enthused over the easy conversion of the Rocket to 45-r.p.m. play. Micon added that World Wide is now shipping the Rocket both for 78 or 45 play. The trip to Rock Island by West and Micon also resulted in orders for the Williams Music Mite, 45-r.p.m. counter box, and the Williams new five-ball, Shoo Shoo.

At Universal Industries Mel Binks and Bill Ryan continue to report peak activity on the production of the giant pinball, Winner. This is borne out by the employment roster, which is now at its highest level. Both men have been hard pressed to keep an eye on factory activity and make urgent business trips to key Eastern cities. Dud Ruttenberg, CMI legal counsel, is back from a Southern trip.

At Purveyor Shuffleboard Company Herb Perkins reports a growing interest in five-ball and shuffle games. He also is getting a lot of action on Purveyor's own Atom Jet unit. Perkins states he has just located clean roll-down games which he believes will have a ready market.

United Manufacturing headquarters were humming last week with Billy DeSelm, general sales manager, expediting shipments of the Five Player Shuffle Alley and playing host to Lou Wolcher, San Francisco, Milt Marmer, Cincinnati, and Lottie Berman, Indianapolis. Also on hand to take care of their respective duties were Ray Riehl, assistant to DeSelm, and Herb Oettinger, comptroller. Herb reports he is now settled in his new Budlong Woods home, and has cut down his daily commuting time considerably as a result of the move.

Wally Finke and Joe Kline, First Distributors toppers, report a heavy influx of out-of-town operators to their headquarters. Ops, who were unable to get to this market for almost a month due to the weather, took advantage of

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NEW FLASH — NEW BEAUTY
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1250	Write	148ML	\$449.00
1100	\$469.00	148M	409.00
1015	289.00	147-8M	389.00
1080	289.00	147M	349.00
		146-8M	329.00
		H148M Hideaway	359.00
		H246M Hideaway	299.00
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ROCK-OLA

1426 \$239.00

Phonographs Listed Below Available in Complete and Good Working Order At Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$99	780 \$129	Super 40 \$69
Hightone, R.C. 79	850 89	Deluxe 39 69
Hightone, E.S. 59	600K 69	Commando 49
Major 79	600R 64	Master 40 69
Colonel 69	Victory 39	Standard 39 69
Classic 69		
Regal 59		

WALL BOXES

SEEBURG: 3W2-L56, 5c 3-Wire, Refinished Like New \$27.50
W1-L56, 5c Wireless, New 37.00

W1-L56, 5c, Used \$24.50	Buckley 30-Wire, Illuminated 7.50
WB-1Z, 5/10/25 17.00	Wurlitzer 100, 5c 3.50
DSB-1Z, 5/10/25 17.00	Wurlitzer 120, 5c 3.50
W5-2Z, 5c, Wireless 8.95	Wurlitzer 125, 5/10/25 6.00
DS20-1Z, 5c, 3-Wire 8.95	

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the thaw to drive in, visit First, and replenish their games, music and premium stocks. **Mal Finke**, head of the premium division, advises the firm is now handling orders for merchandise from sub-distributors and jobbers as well as keeping their operator-customers supplied.

Gail S. Carter, Permo vice-president in charge of advertising, after completing a week of sales meetings with firm's reps, left last week on a business jaunt to Washington and New York. While in the East Carter plans to catch up with some of the Broadway shows. He also will meet with **Barney Sugarman**, head of Runyon Sales, and will attend the Runyon-Permo serviceman party at the Essex House Tuesday (27).

With the plant already humming on defense contracts, **Art Weinand**, Rock-Ola vice-president in charge of sales, reports the firm is continuing steady shipments on the Rocket phonograph which was introduced several months ago. Firm has one of the largest wood-working plants in the area, and it is here that the defense work is being done.

Max Sparks, head of Sar Enterprises, reports he has started production on his Genii Switch phonograph attachment which will allow jukes to play commercial records at given intervals. Unit was tested in that area last year. **D. John Hammond**, formerly with Decca in the Denver area, has joined Permo as a sales representative, covering the Midwest. Hammond spent four years in the navy during the last war.

Stanley Levin, Empire Coin Machine Exchange, left for a two-week trip thru the Illinois and Iowa territory. Firm has just come up with a batch of five-ball and giant pinball games. **Howie Freer** has completed shipments to several South American countries. He says that interest in the Acorn vender and Smoke Shop units has gained sharply the past few weeks.

At Atlas Music Company, **Joe Glasberg** reports the parts department has been remodeled and enlarged and **Mort Jacobs**, head of this section, now is offering the greatest selection in the firm's history. **Nate Feinstein** and **Harold Schwartz** have been busy filling requests for all types of coin machines. They believe the long awaited change in the weather has served as a stimulant for operators for more have been dropping in the past week.

Ford SeBastian, Exhibit Supply, has been making a series of brief biz trips. **Joe Batten** and **Frank Mercuri** are enthused over the initial response to Gun Patrol, the new vari-speed target game. **Chester Gore**, printing and personnel chief, has just completed a firm prospectus outlining all the firm's facilities and explaining the background of Exhibit Supply's top staffers.

Ed Levin and **Sam Lewis**, Chicago Coin Machine Company, have had a hard time keeping up with long distance orders for Thing, the new game with an entirely new approach to five-ball play. They feel that it will have even greater acceptance than Kilroy.

Indianapolis
Thieves entered the Sicking, Inc., warerooms sometime over the week-end by breaking thru a wall and took \$650 in cash and about \$3,000 in checks, after wrecking the safe. The theft was not discovered until Monday when employees appeared for work. The loss was covered by insurance. **Mrs. Lottie Behrman**, Sicking, Inc., visited game manufacturers in Chicago over the week-end on business. One of the new games on display at the firm is Chicago Coin's Thing which is meeting a ready sale.

Dick Wagner, Cain-Cailloutte, Inc., Wurlitzer distributors, returned from a Southern business trip, elated over his results. **Carl Posey** has joined the Cain-Cailloutte, Inc., service department. Due to heavy rains, and freezing and thawing over the State, operators find it impossible to come to Indianapolis to buy merchandise which has resulted in slow business. Deliveries by truck are hampered by road conditions.

A son was born to **Mr. and Mrs. Thomas C. Capehart**, 5016 North Capitol Avenue, in the Methodist Hospital here. The father is the son of **Homer and Mrs. H. E. Capehart**, of the Packard Manufacturing Corporation.
(Continued on page 80)

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- A LARGER SERVICE DEPARTMENT, MANNED BY EXPERT MECHANICS!

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ATTENTION, Foreign Buyers . . .
AVAILABLE FOR IMMEDIATE DELIVERY

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- 7 Wurlitzer 1080
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- 14 46 Seeburgs
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14 Wurlitzer 1015, Ea. 269.50	6SN7 1.90	#55 4.95 C
5 Wurlitzer 1080, Ea. 249.50	6J5 .85	#54 5.45 C
4 Wurlitzer 700, Ea. 95.00	2A4G 1.95	#46 5.45 C
4 Wurlitzer 800, Ea. 95.00	6N7 1.50	#47 5.45 C
4 Wurlitzer 850, Ea. 89.00	6V6 1.90	#50 5.45 C
4 Seeburg '47, Ea. 299.50	5Z3 1.45	#63 5.45 C
1 Seeburg '46 Hideaway 185.00		
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PINCH HITTER 69.50	SEEBURG BEAR GUN 374.50
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SHANGHAI 44.50	POOL TABLES (Massie Built, 3 1/2 x 7) 189.50

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BUT, OFFICER, I'VE GOT TO GET TO GENCO!

THIS ONE'S REALLY DIFFERENT!

BOY! GENCO'S DONE IT AGAIN!

Coming soon from
GENCO

Coinmen You Know

Continued from page 79

Cincinnati

Automatic Phonograph Owners' Association executive board was skedded to hold a board meeting Tuesday (27) in the association offices. The association recently supplied local operators with copies of the "Freedom Song" recording, and red, white and blue title strips for their machines. . . . **Paul Goldstein**, of T & L Distributing Company, reports that disk jockey "Soupy" Hines is currently using a Wurlitzer phono and a Chicago Coin Band Box on his video show over WKRC-TV. Both instruments were provided by T & L. Goldstein reports that operator enthusiasm for the new Wurlitzers continues high, with special applause for the 30-second change-over for the different record speeds. . . . **Maurice Rose**, manager of Ohio Record Sales, reports London records in strong demand here on phonos.

Shaffer Music Company's **Robert Burriss** says that Seeburg's are moving strong in this area. Only difficulty is getting enough machines to satisfy customer demand. **Harvard H. Hobbs**, manager of the Queen City Shaffer outlet, was on a jaunt to Dayton and Columbus, O., last week. **Ed Shaffer**, owner of Shaffer, and **I. R. McClelland**, of Seeburg, along with Mrs. Shaffer and Mrs. McClelland, recently returned from a visit in Miami. . . . Automatic Phonograph Owners' Association is co-operating with the MOA by using on all outgoing mail the colorful sticker which reads: "Meet all your friends at the MOA convention, Palmer House, Chicago, March 19, 20, 21, 1951."

Hartford, Conn.

Mrs. **Lou Chack**, wife of the general manager of General Amusement Game, is in Mount Sinai Hospital with pneumonia. . . . **Reliable Coin**, operated by the **Rechtshafers**, has expanded its office and warehouse facilities. Reliable is handling all makes of television sets and doing an extensive sales job. . . . **Irving Mackler**, Bell Amusement, has opened an amusement arcade and coin machine repair shop in suburban Wilson, Conn. Coin operators who have visited the location report Mackler has decorated extensively.

Seymour Bushnell, Commercial Games, New Britain, Conn., coin operator, has opened a machine shop in New Britain and is taking on a number of government defense sub-contracts. Between his coin business and the manufacturing field Bushnell is keeping busy.

George Savelli, L & S Music, is reported selling his music machine route in order to concentrate on pinball machines and shuffleboards. . . . Entering a New Britain restaurant by forcing open a rear window, a burglar stole the receipts of two vending machines and a juke box.

Detroit

Standard Products Company, manufacturer of the Sneed cup beverage venders, has moved its headquarters to the West side on Davison Avenue. . . . **Harry J. White**, of the White Novelty Company, reports a large stock of records received from the Chicago area, making a fast week-end trip to Chicago with Mrs. White to complete the deal.

Gerhard (Gay) Wobermin, of the Gay-Coin Distributors, is disposing of some of his machines on locations at the far end of his routes, and adding others, more centrally located, in a move to improve operating efficiency. **James A. Passanante**, of the firm is visiting his "other home" in Miami.

The sudden death of **William K. Palmer**, for over a decade a local industry leader, shocked coin machine row over the week-end. Palmer, who started service for operators two months ago, had gone to Chicago, where he was stricken by a heart attack. With him was his partner, **Jake Dummer**.

Los Angeles

Clyde Truss, of Oceanside, has received delivery on his new station wagon and drove in for a chat with **Paul Laymon**. Truss is looking forward to plenty of hunting and fishing. . . . **Pete**

Thielen, of Glendale, is back in his bailiwick following a stay in Palm Springs. . . . **William Bradley**, of Covina, who served in the marines during World War II, has received word that he will not be called for some time. . . . A visitor who was in town for the first time in a long stretch was **Irvin Wilcox**, of Visalia.

Bill Pizante, of Pizante Music Company in Vallejo, made a trip to the city to visit jobbers along coin row. He was talking about his recent trip to Africa and South America. . . . **Jack Johnson**, who pulled up stakes in California and went into the South, is back and will again make Southern California his home. He will probably locate in the San Fernando Valley.

Mary and Kay Solle, **Bill Leuenhagen** and **Roy Sanders** attended **Stan Kenton's** opening at the Hollywood Palladium Tuesday (20) night. **Sammy Ricklin**, of California Music Company, also was on hand. . . . **Fred Gaunt**, of General Music Company, is back from a three-day stay in Phoenix.

Nancy McClaren, General Music secretary, is sporting an engagement ring she received on Valentine's Day. . . . **Tommy Felkins**, of the Valley Amusement Company in San Bernardino, made one of his infrequent trips to town. . . . **Jack Neel** took over the buying for the **Jerry Cooper** route in Riverside and stopped in to see **Jack Leonard** at Badger Sales Company.

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1-2-3	49.50
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Spinball	29.50
Catalina	29.50
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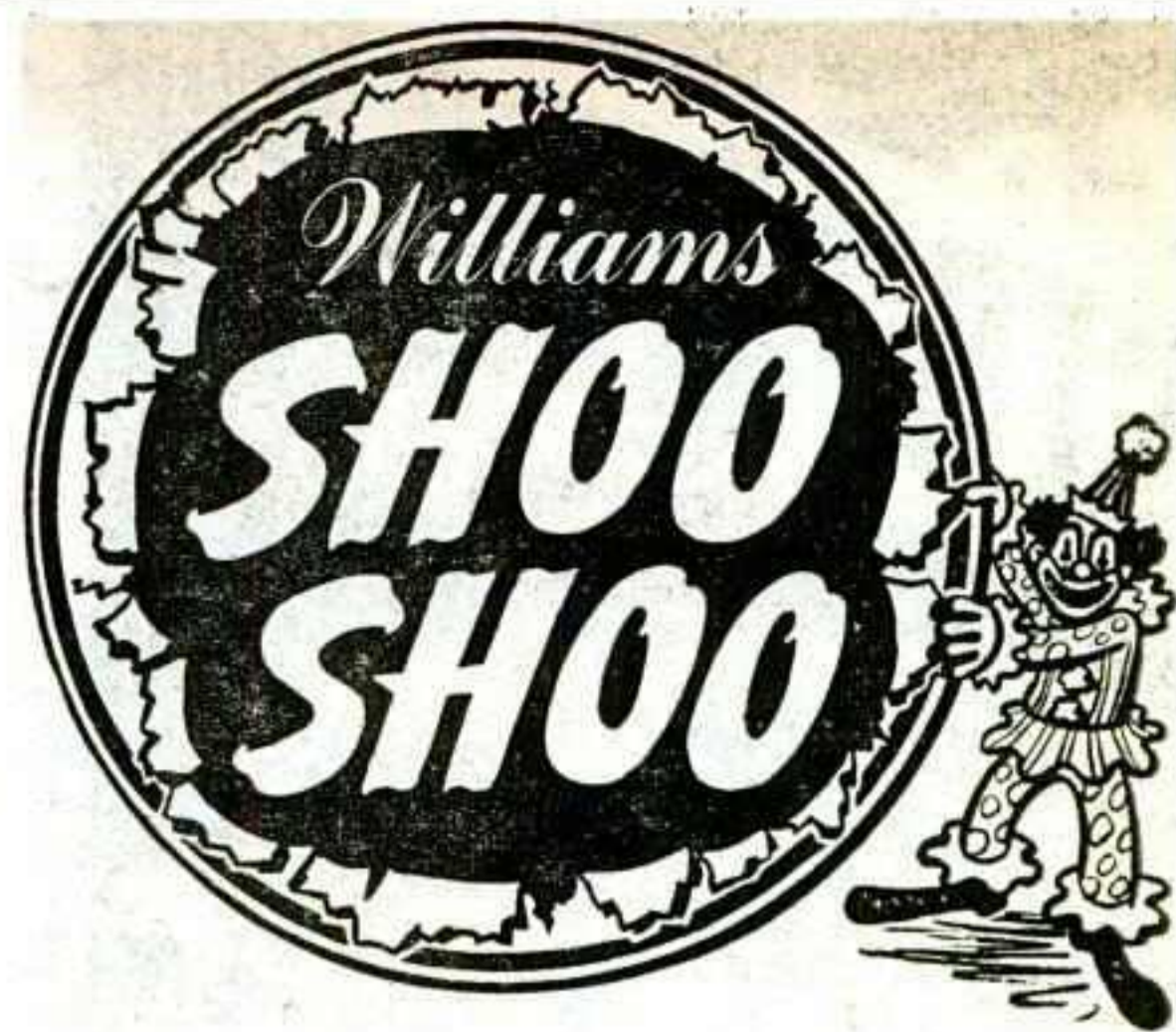
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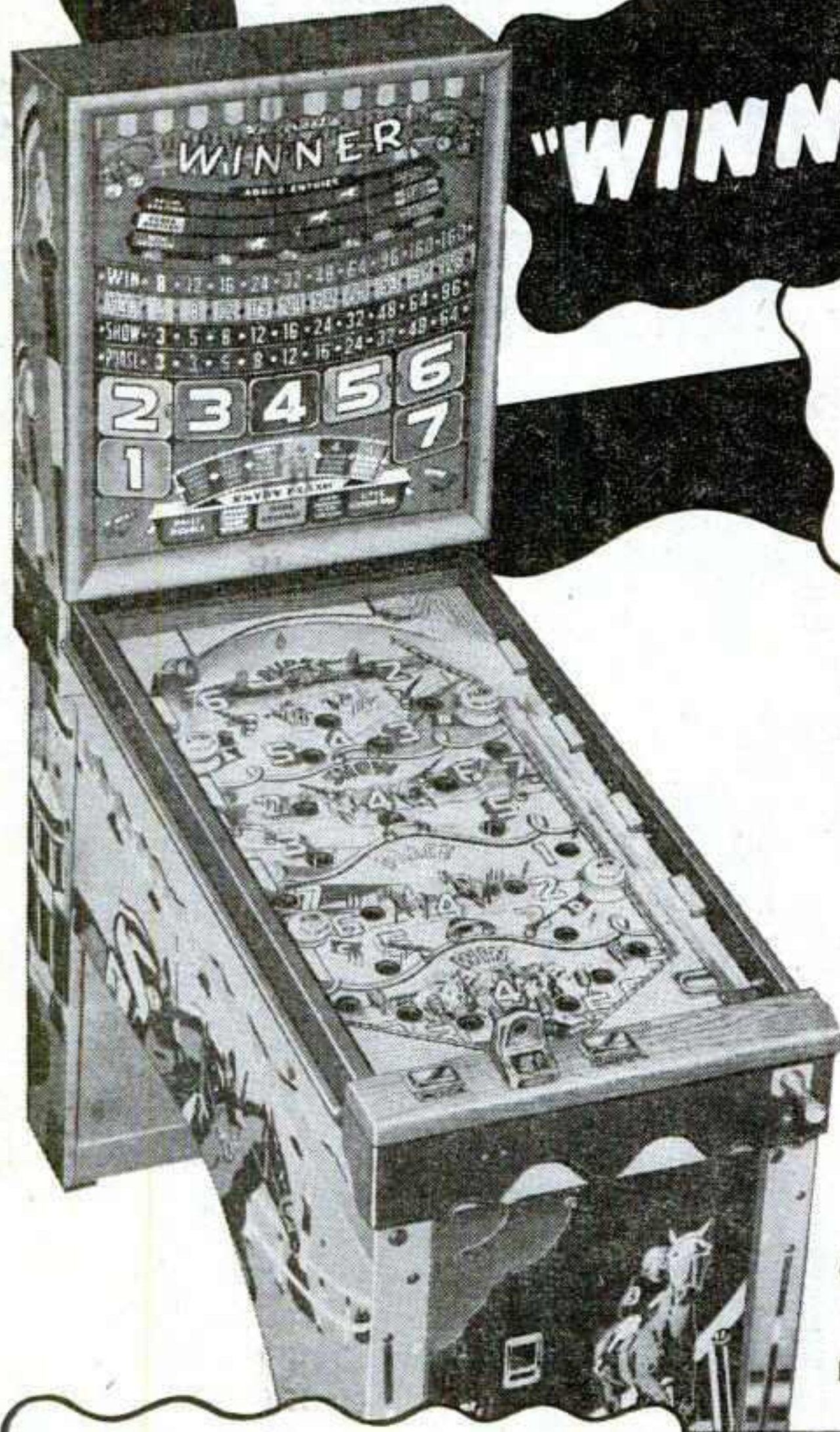
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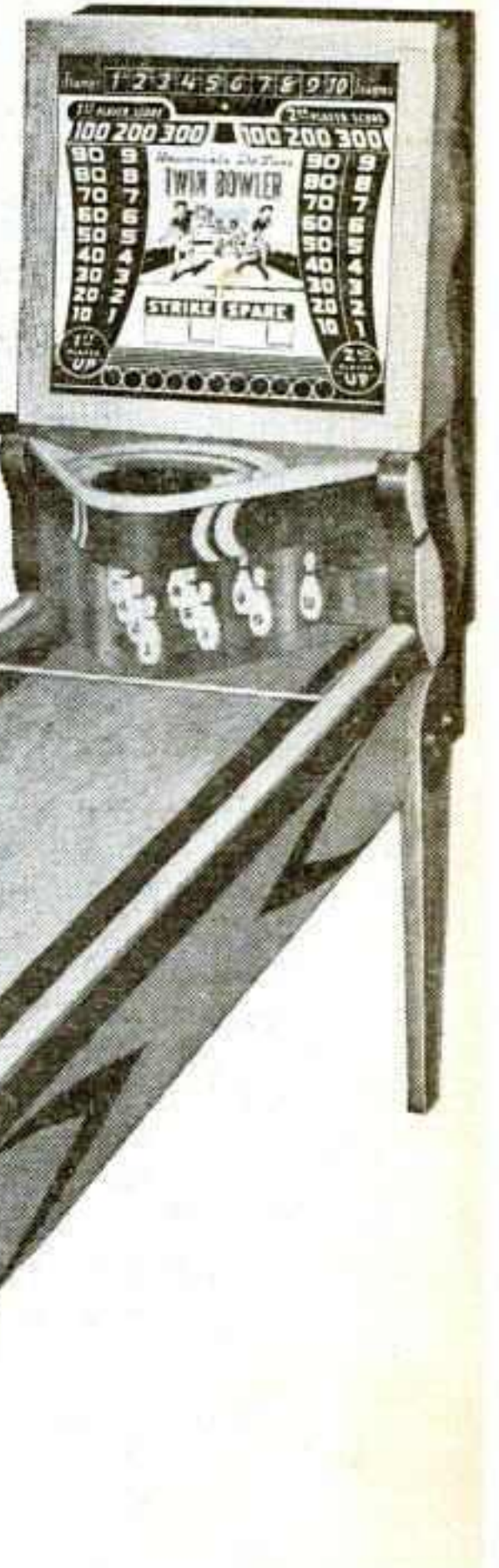
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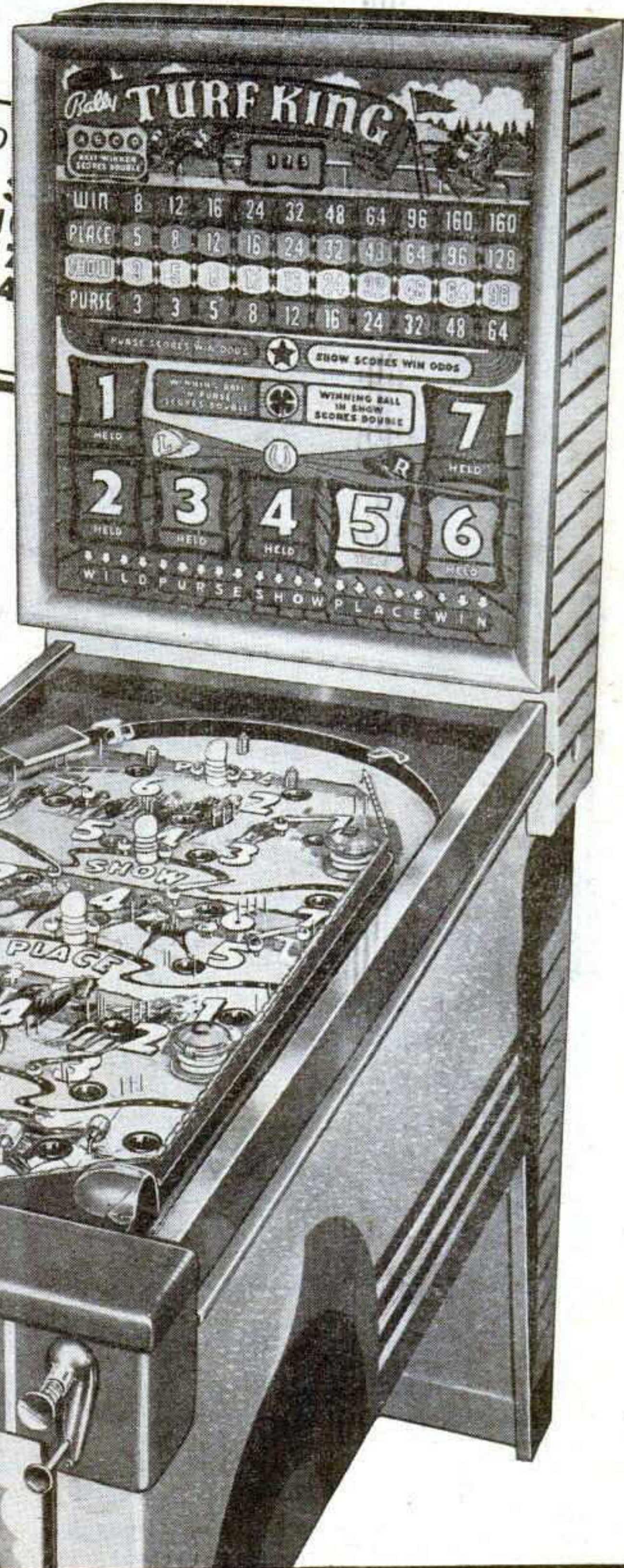
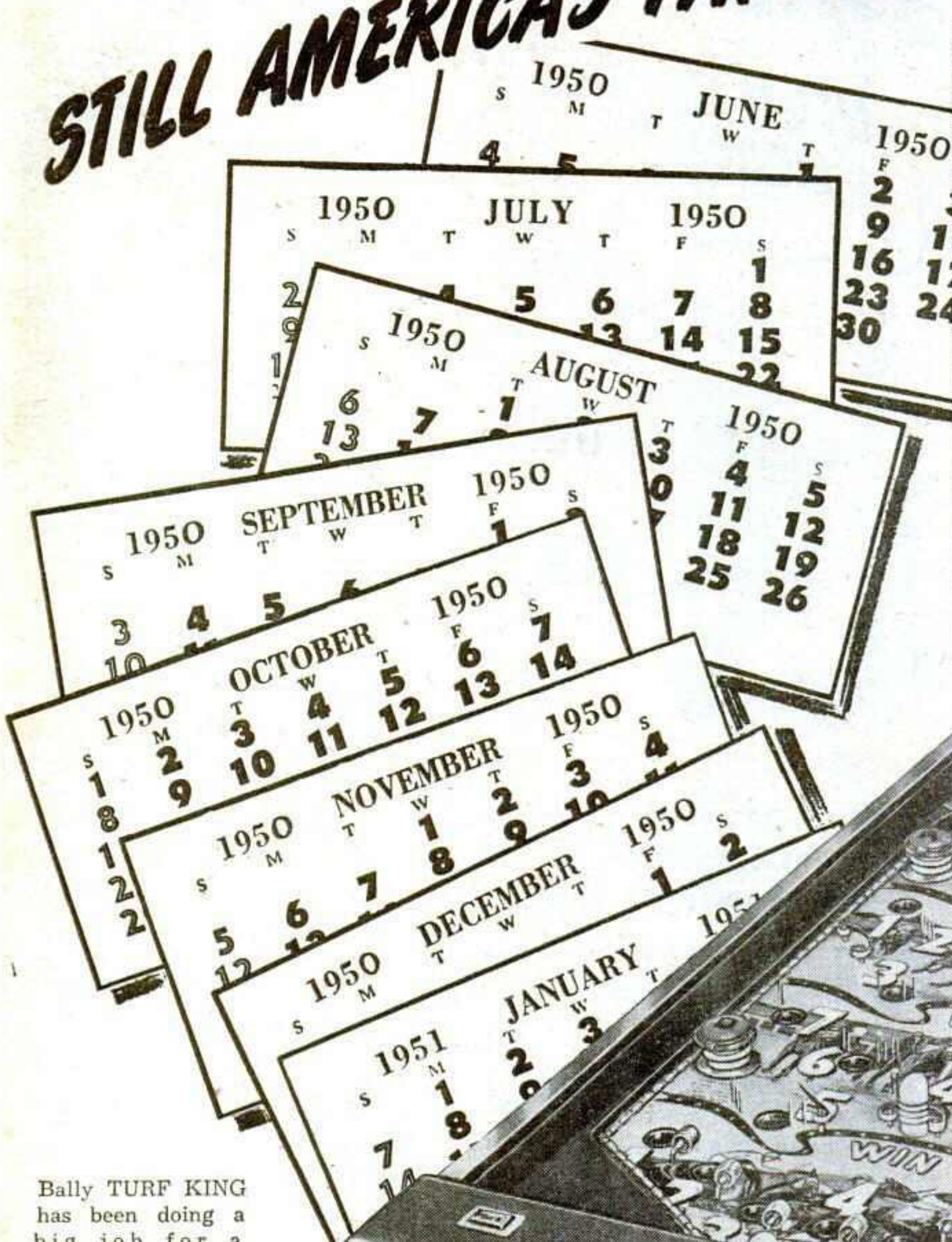
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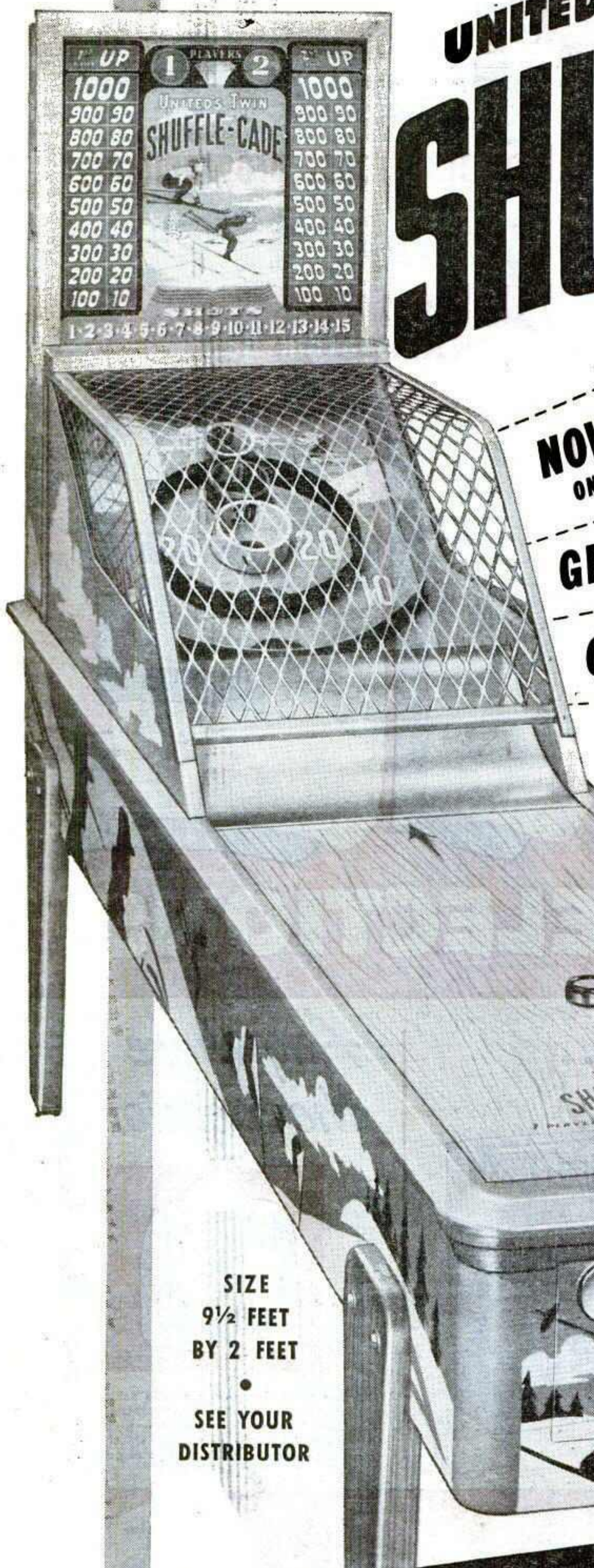
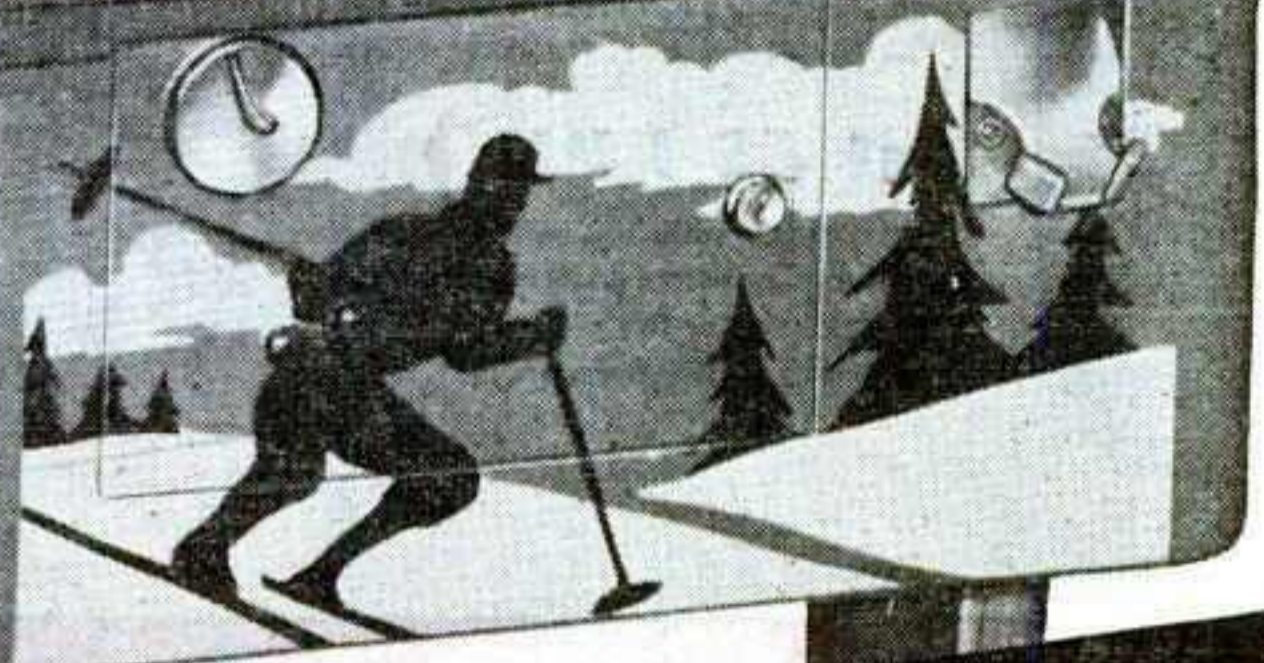
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700			700
600			600
500			500
400			400
300			300
200			200
100			100
1-2-3-4-5-6-7-8-9-10-11-12-13-14-15			

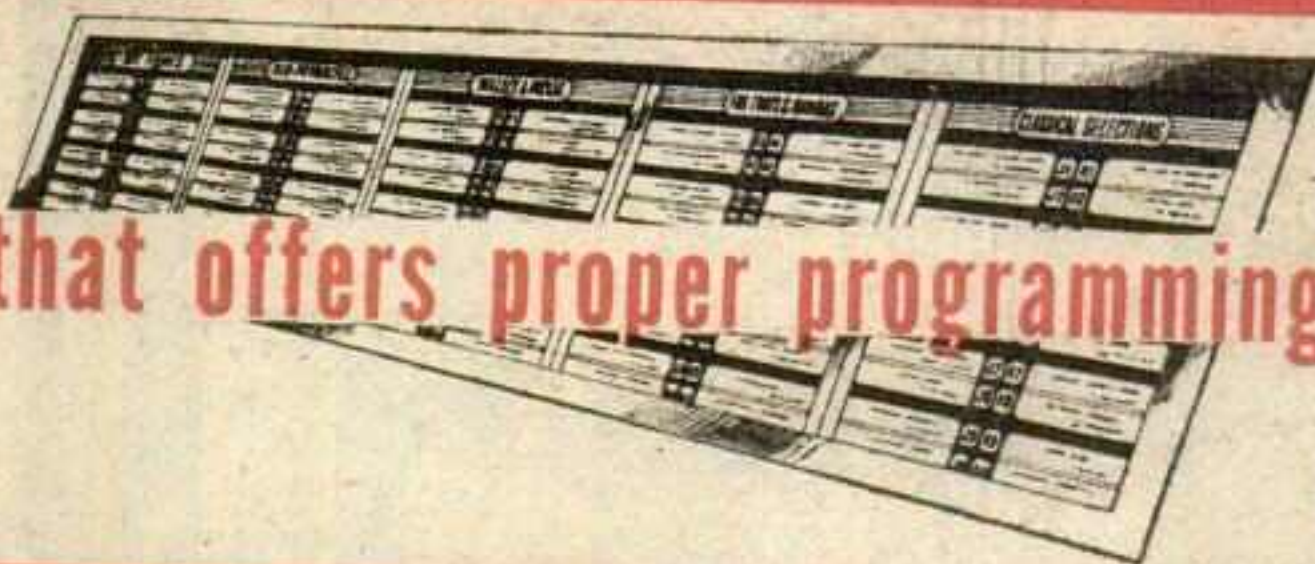


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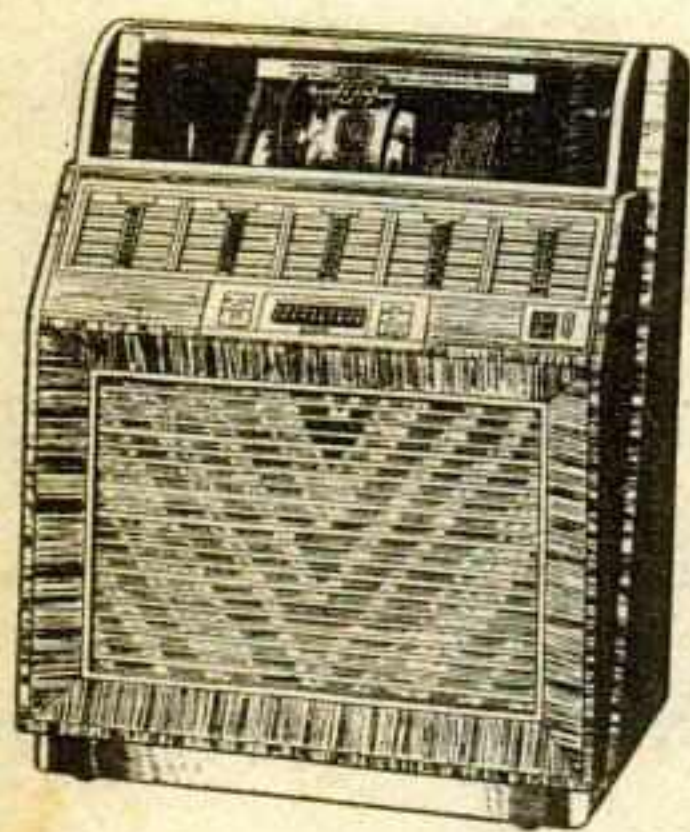


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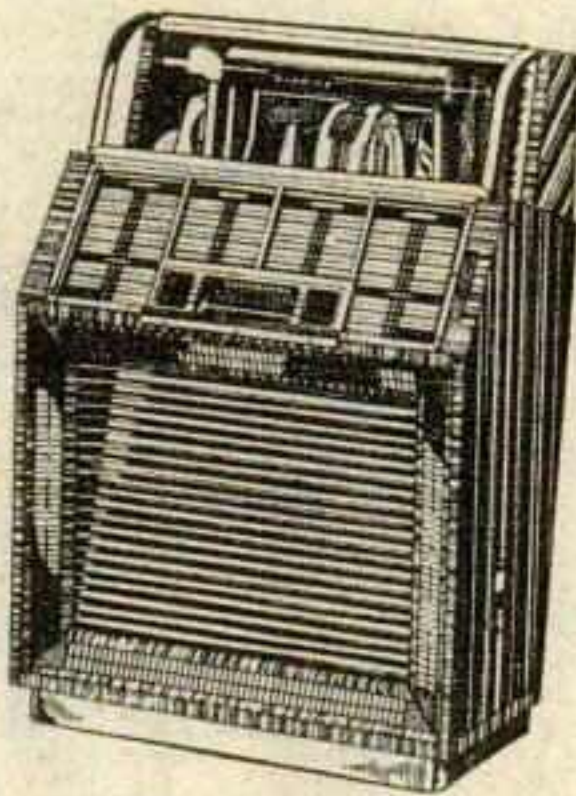


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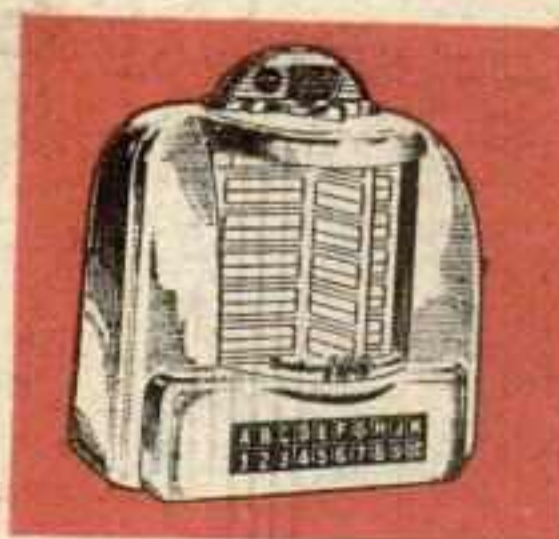
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