

The Billboard

APRIL 28, 1951 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (APB) PRICE: 25 CENTS

N(etwork's) A(xed) R(ates) T(remendous) B(last) Effect

New Affiliate Group May Be Permanent Deal

Reincarnation of Old IRNA Seen In Rebel Station Move

CHICAGO, April 21.—There is a definite possibility that the Affiliates Committee, formed at the National Association of Radio and Television Broadcasters' convention here, will continue as a permanent body regardless of the outcome of the present rate crisis. That is the opinion of veteran broadcasters, who played the most active part in bringing the committee to life.

Chairmaned by Paul (Fritz) Morency, of WTIC, Hartford, Conn., and consisting of Hugh Terry, KLZ, Denver; Clair McCollough, WGAL and WGAL-TV, Lancaster, Pa.; Kenyon Brown, KWFT, Wichita Falls, Tex.; Walter Damm, WTMJ, Milwaukee; R. M. Fairbanks WIBC, Indianapolis; Leonard Kapner, WCAE, (Continued on page 5)

Justice Dept. To Study New NCAA TV Plan

WASHINGTON, April 21.—Justice Department announced it wants to give "further study" to a plan adopted here this week by the National Collegiate Athletic Association's TV committee to limit live collegiate football telecasts to one major game a week in any area. The NCAA committee submitted its plan to H. Graham Morrison, assistant attorney general, to avoid violating the federal anti-trust law. A spokesman for Justice Department said the agency has not given "final" word to the NCAA on whether the plan is legal.

Under the NCAA's adopted plan, colleges can televise only two games a year, one at home and (Continued on page 8)

Martin & Lewis Deal Finalized by MCA

NEW YORK, April 21.—Abner J. Greshler will get approximately \$70,000 from Music Corporation of America for settling his suit against Martin and Lewis and assigning all his contracts with the team to the talent agency.

Initial peace deal was started in Hollywood about two weeks ago, but wasn't ratified until the terms and papers were signed in New York April 17.

Under the terms of the arrangement, Greshler will turn his contracts over to MCA for which he'll get \$2,900 upon signing. Thereafter he's to get an additional \$68,000 or 50 per cent of all the commissions the boys will pay MCA up to February, 1956, which (Continued on page 43)

SUSPENSE, DANGER

Sudden CBS Slash a Real 'Wydidyaduit'

CHICAGO, April 21.—Never perhaps has a major move in the broadcasting business been made in such complete secrecy and with so many elements of mystery as the Columbia Broadcasting System rate-cut announcement. As the National Association of Radio and Television Broadcasters' conclave ended here Thursday the mystery still prevailed, even on the part of the CBS affiliates of longest standing.

Such veteran members of the CBS family as Hugh Terry, KLZ,

Denver, and Arthur Church, KMBC, Kansas City, Mo., were astounded by the suddenness of the CBS announcement as the newest and rawest member of the family, and at the week's end knew as little about the reasons for the move.

Big Question

The big question revolved around the manner in which the move was made and the timing. Why, asked broadcasters, did CBS use the cold, arbitrary approach it did, in deciding and announcing the cut. A station member of the Columbia Affiliates' Advisory Board reported that he and other CAAB members were called in to New York on extremely short notice, told that the decision had been made to cut rates, that stations and advertisers were being so informed that same day. Some CAAB members asked for time to tell the stations before word was sent to advertisers. This was rejected. It was made abundantly clear that CBS was not asking the CAAB men's advice, but merely informing them of a fait accompli.

Then the wires were sent to the affiliates on the very eve of their convention, at a time when CBS knew they (and affiliates of other webs) would be in the most favorable possible position to put together organized resistance to the move. The announcement could have been made just as easily a (Continued on page 5)

AGVA Moves To Yank Acts

NEW YORK, April 21.—A move against all San Francisco agents, involving the pulling of all their shows and placing them on the unfair list, has been started by the American Guild of Variety Artists for failure to comply with union regulations and the signing of a code, he deadline for which expired Friday (20).

AGVA has sought to get the Bay City reps to come in, apply for club date franchises and pay \$35 for the permits. Initial proceedings were started some months ago with April 20 as the deadline. In the meantime AGVA (Continued on page 43)

Victor, Columbia in Drive To Beat Summer Disk Slump

NEW YORK, April 21.—Whether or not diskeries can ease the traditional summer slump—or even surmount it via strong promotion campaigns and high quality product—may be told within the next couple of months. Both Victor and Columbia, and at least one of the major indies, Mercury, have blueprinted and have already embarked

upon high-g geared sales efforts designed to keep the red ink off the ledgers during the hot weather.

Brass at Victor admittedly don't know whether the summer doldrums can be linked. But the effort to do just that will be made. As in the case of Columbia, the approach is double-edged—comparatively expensive promotion, plus the release of what is considered eminently salable merchandise. Outstanding in the Victor

NO-CUTS FRITZ GETS A HAND

CHICAGO, April 21.—One of the more thrilling interludes at the National Association of Radio and Television Broadcasters' confab was the standing rounc of applause the close to 700 affiliates of all webs gave Paul (Fritz) Morency, of WTIC, Hartford, Conn., when he was unanimously voted chairman of the newly formed affiliates committee. Morency made a classic remark a few minutes later when it was decided that all stations would be asked to kick in an amount equivalent to their highest nighttime quarter-hour rate to create a war chest for the group. "That's at the full rate," said Fritz, "no cuts."

Amateur Hour 3-Way Mess

NEW YORK, April 21.—The Old Gold Amateur Hour (radio version) was the object of a pitched battle this week between the National Broadcasting Company, which airs the TV version, and the American Broadcasting Company, incumbent with the AM billings. Indirectly, the Columbia Broadcasting System also is involved, for, altho NBC and ABC are the prime competitors, it is the projected CBS rate cut which is a prime factor.

NBC is said to have offered the account as much of a slash as CBS (or any web) gives, while ABC is reported to have equaled that bid (Continued on page 8)

CBS Cut Gives New Meaning to NARTB Meeting

Changes Sure Even If Slash Doesn't Stick Right Now

By JOE CSIDA

CHICAGO, April 21.—Whether the Columbia Broadcasting System radio rate cut would stick (or whether other webs would follow) was open to some question Thursday night (19) when the National Association of Radio and Television Broadcasters' 29th annual convention would up here. Rate cut or no, however, the blast effects of the CBS bombshell announcement that it was cutting rates (*The Billboard*, April 21) will be felt in both the radio and television industry for a long time to come.

The entire issue has settled down momentarily to a battle of pressures with CBS and all other webs squarely in the middle. On the one flank is the continuing pressure (Continued on page 4)

Radio Hits \$\$ Peak in 1950; Indies Benefit

WASHINGTON, April 21.—In the face of the current industry rate cut crisis, it was learned here this week that broadcast station revenue hit an all-time record last year and ran a third higher than the previous year, a sharp reversal, for the first time, in a downward trend evident since 1944. Federal Communications Commission announced this week on the basis of preliminary estimates. Total AM and FM time sales and other revenues reached \$447,700,000. Combined with an estimated \$105,800,000 in TV revenue, as previously announced by FCC, the grand total of revenues passed the half-billion mark for the first time.

Network revenues were virtually unchanged from the previous year, but individual station revenue soared, the report showed.

Caesar To Quit Every Week Kick

NEW YORK, April 21.—Sid Caesar, star of *Show of Shows* on the National Broadcasting Company television network, will not appear on the full 39-week schedule of that show next season. The exact number he will do is still being negotiated, but chances are he'll do somewhere between 27 and 30 shows.

Caesar was scheduled to get a five-week vacation this season, but took only two and he and his producer, Max Liebman, are working things out with NBC now. Plans for a replacement will not be set for some time.

MacArthur Is Web Bonanza

NEW YORK, April 21.—The four TV networks realized an unexpected bonanza in extra sales this week, via various sponsorship deals on their MacArthur video coverage. In addition, American Broadcasting Company also sold its full network radio broadcast of the general's New York reception on Friday (20).

ABC TV sponsors were United Fruit and Life magazine. NBC advertisers included Motorola and (Continued on page 8)

Arlene for Ilka; New One for Robin

NEW YORK, April 21.—Two female personalities—Arlene Francis and Robin Chandler—this week were signed by the Columbia Broadcasting System for video shows, one as a replacement and the other to split duties with a current CBS fem gabber.

Miss Francis will replace Ilka Chase on CBS-TV's *Fashion Magic* because the latter has too heavy a schedule of lectures to continue her work on TV. Miss Chandler will take over for Dorothy Doan on the two half hour versions of *Vanity Fair*.

Senate Near 'Voice' Action

WASHINGTON, April 21.—Senate Appropriations Committee is nearing action on a *Voice of America* supplemental outlay. Assistant Secretary of State Edward Barrett in charge of the *Voice of America* led a State Department delegation to Capitol Hill this week in a plea to the committee behind closed doors to restore a 90 per cent cut which had been voted by the House.

Barrett was accompanied to the Hill session by Charles M. Hulsten (Continued on page 8)

Billboard Backstage

By JOE CSIDA

The broadcasting industry is in many ways unique. I just came back from the 29th annual convention in Chicago, and in a week marked by interesting, exciting events this, to me, stands out above all else: On a single day, Tuesday, two of the most prominent men on the national scene, Gen. Omar N. Bradley, chairman of the Joint Chiefs of Staff, Department of Defense, and Sen. Estes W. Kefauver, of Tennessee, chose the rostrum of the Broadcasters' convention to make speeches which will have some influence on the very welfare of this nation.

Bradley, at a luncheon speech, put out for the first time anywhere, the White House line on an important phase of the MacArthur-Truman controversy: Did or did not the joint chiefs of staff agree with MacArthur's appraisal of the Korean conflict, and did they or not concur with Truman on the necessity for stripping MacArthur of his commands? Bradley told the broadcasters the JCS did not agree with MacArthur, and did agree with the President that he should be removed. The story made page 1 of *The New York Times*, and was carried by every important paper in the nation. That same evening, after dinner, Senator Kefauver, in his speech, made it plain that he was going to broaden his interests and influ-

ence. He segued from crime to the foreign policy, giving perhaps the first plain indication that he was going after bigger political game, perhaps the veepeeship or even the presidency.

The Kefauver story didn't get quite the pick-up that the Bradley yarn did for rather obvious reasons. The point is, however, that Bradley and Kefauver, neither of whom want at this stage, for platforms from which to orate, chose the festive board of radio to deliver vitally important national messages. Certainly this reflects the stature the broadcasting industry has achieved in the eyes of the nation's military and civil leaders.

In a preface to his prepared speech, Bradley told a little tale which, too, was significant of the industry's high standing. Each morning after phoning all world centers, the Korean battle zones and other key military sources, Bradley's office prepares a report. This report is then reviewed with President Truman, Secretary of State Dean Acheson and other top-ranking policy makers. Compilation of the data begins each day at 6 a.m., and the last item in the report, said Bradley, is information culled from an 8 a.m. radio news broadcast. "We have found these radio news reports so accurate," said the general, "that we

have no hesitation at all in including important items from them in our own report."

Wasn't Always Thus

Radio, it should be remembered, did not always enjoy such confidence and prestige. Only a little less than 30 years ago it subsisted to some extent by questionable patent medicine advertising. It took the work of thousands of men, many of them key men at that convention, to build the industry to the stature reflected by the Bradley-Kefauver incidents. Yet the day before the general and the senator addressed the convention, another senator, this one from Louisiana, was featured on the convention agenda. He was Sen. Dudley J. LeBlanc, who has risen to near-national prominence by spectacularly merchandising a patent medicine called Hadacol. Senator Dudley's speech (see highlight review, next page) could hardly be termed of national importance.

Maybe the reasoning is that every convention needs a change of pace, a lighter touch. Maybe the reasoning is right. Maybe the senator just spends so much money in radio he couldn't be turned down. Whatever the reason, the juxtaposition of the Kefauver-Bradley and LeBlanc-Hadacol situation seemed to me rather remarkable.

FRED MAY PHIL PUBLICITY BILL

NEW YORK, April 21.—Fred Coe is director of the Philco dramatic series on the National Broadcasting Company TV network. This week, the NBC press department came up with an idea for a publicity stunt for him. They want Coe to change his first name to Phil.

Red Probers Ready To Quiz Top Film Stars

WASHINGTON, April 21.—The House Un-American Activities Committee is expected to bring the current phase of its hearings on Communism in film to a dramatic climax next week. Upcoming witnesses include actors John Garfield and Jose Ferrer among others.

Film writer Budd Schulberg reportedly has accepted an invitation by the committee to confer in executive session with the group next week preparatory to the committee's deciding whether Schulberg will be asked to take the witness stand. Schulberg was among several named by screen writer Richard Collins, a confessed ex-Communist, as having had Communist ties.

Committee staffers said the present timetable calls for an interlude in the hearings after next week for at least a few weeks while the committee gets launched on an inquiry into Communism in defense activities. Plans, however, are subject to change, it was explained.

Meanwhile, miffed by inability to serve subpoenas to nine missing witnesses, some of whom have been sought since February, the committee is working on an expanded list of persons who may possibly be cited for contempt. Committee investigator William A. Wheeler voiced belief this week that the nine "missing" witnesses have "deliberately" evaded staff investigators and the United States marshal's office in Los Angeles.

The nine were listed as actress Karen Morley; screen director Jack Berry; writers Michael Uris, Georgia Backus Alexander, Fred Rinaldo, Hugo Butler and Leonardo Bercovici, and Lew Solomon and Edward Huebsch.

At this week's session, the list of witnesses refusing to testify on whether they are or ever have been Communist party members increased by three. They were actress Anne Revere, radio writer Sam Moore, and screen writer Harold Buchman.

Stripper To Take Off On Video . . . Career

HOLLYWOOD, April 21.—Lili St. Cyr, the stripper who last month moved from Main Street to Ciro's, will now take off on TV. Take off, that is—not strip—on a tele career when she debuts on the new medium Saturday (28) via the Spade Cooley show.

Just exactly what a talented girl like Lili will do on tele wasn't quite clear but it looks like a cinch to pull a rating.

Index

Burlesque	44
Carnival	59
Circus	53
Classified Ads	68
Coin Machines	76
Fairs and Expos.	58
Fair Dates	51
Final Curtain	48
General Outdoor	49
Honor Roll of Hits	20
Legitimate	45
Letter List	67
Magic	44
Merchandise	68
Music	12
Music Charts	20
Music Machines	81
Night Clubs	43
Parks and Pools	56
Pipes for Pitchmen	73
Rinks-Arenas	46
Roadshow-Rep	47
Routes	52
Salesboards	75
TV-Radio	4
Vaudeville	43
Vending Machines	77

London Dispatch

By LEIGH VANCE

LONDON, April 21.—Budget increases have slapped a double purchase tax on TV sets, upping it from 33 2/3 to 66 2/3 on the old prices. Sets costing around \$60 will now sell at \$75 and those priced \$168 will be tagged \$200. Increases, announced around 4 p.m., brought a rush to the stores to buy at pre-budget prices before they were altered at midnight. Say store managers: "We've never seen anything like it. They'd buy any old thing rather than pay the new tax for a better model." Shock for the motion picture industry comes April increase in the cheaper seats. The 8 cents goes to 9 cents, the family seats from 24 to 28 cents, the 38 to 42 cents, the 62-cent seats to 67 cents and the West End "armchair" goes from \$1.60 to \$1.68. The general council of the Cinematograph Exhibitors' Association sent a cable protesting the "iniquitous increases in cinema taxation . . . and discrimination against exhibitors and patrons."

Six Niterly Nudes Trapped 90 Minutes . . .

Six nudes in "Latin Quarter" at the Casino were trapped 30 feet above the stage when the metal bridge which lowers during an act jammed at the top of its track. Coming down in the finale of the first act, the girls zoomed to the ceiling when Stage Manager Wally Bailey pressed the switch, stood poised on their narrow (six-inch) ledge for 90 minutes while frantic backstage crew tried every trick to get them down. Held on by safety belts masquerading behind the twin roses which form their "costume," the girls were jammed against the powerful arc lights, complained of "being much too hot." Within five minutes of getting down they had to be back on the bridge for the second house.

London Philharmonic in 426 Fund-Raising Drive . . .

Since the London County Council withdrew its annual \$70,000 grant from the London Philharmonic Ork a few weeks ago the directors have been puzzling ways to jack up takings. Now they come out with an appeal to all (Continued on page 47)

Paris Peeks

By ART ROSETT

PARIS, April 21.—Herman Levin, producer of *Gentlemen Prefer Blondes*, was talking to *The Billboard*. Mr. L. has some fairly definite ideas and opinions about theater, especially French theater.

"The French go in for stage spectacles that we wouldn't dream of putting on in the United States," he said between sips of his apertif. "French audiences are trained to appreciate impressive scenery with the play relegated to the background. Look at your successful plays running here in Paris today. *Pour Don Carlos*, *Colorado*, *The Follies Bergere*, *Casino de Paris*, just to name a few. What have you got? Scenery. Just scenery and costumes. Somebody said that I should bring the *Follies Bergere* show over to the United States. You know what would happen to me if I did? I'll tell you what—they'd stone me right out of the country!"

The producer took his spectacles in one hand. With the other he pointed his finger and assumed a mock professorial attitude.

"My dear boy," he continued, "the horrors I see in French theaters are enough to give any American producer a bad case of gastric ulcers. Take, for instance, French acting. Notice the way the actors hold their exact position, even to the fingertips, waiting for a sudden burst of applause to die down, and then, how they continue their routine again as if nothing happened. Sometimes they'll stop in the middle of a sentence. Every muscle freezes and the position is held until they can be heard."

Mr. Levin adjusted his spectacles and took a long draw on his (Continued on page 47)

Washington Once-Over

By BEN ATLAS

WASHINGTON, April 21.—Cash for amusement spending is showing no signs of dropping from record-breaking levels. Commerce Department's latest figures reveal personal income continuing at \$241,000,000,000 last month, unchanged from previous month and 12 per cent higher than a year ago. Drop in income of proprietors was easily offset by \$2,000,000,000 rise in wages of employees.

Bills on Radio-TV Bulge Congress Hopper . . .

Current array of congressional bills directly affecting radio-TV is biggest in years. In the line-up are proposals to outlaw use of radio for money fraud schemes, probe TV allocations, give TV censorship power to Federal Communications Commission, reserve a fourth of the TV spectrum for educational institutions, mandate commercial TV stations to give a fourth of their program time to education, open house debates to telecasts, establish a congressional code for radio-TV, widen Defense Department's authority over radio-TV radiations, divorce networks from station ownership, and shake up FCC. Chairman Wayne Coy, of

FCC, has been up on Capitol Hill so often this session that one Commission wag wisecracked: "First thing you know, he'll be making speeches to cut our budget."

Prices Due for Dive, Dopesters Think . . .

Look for lower price in amusement items at manufacturers' and retail levels during balance of year than in first year of World War II price controls. That's the word from government dopesters who cite plenty of influences besides federal price controls. Chief influences: Ample supplies on hand before price controls were invoked; existence of higher price levels before controls; quick impact of credit controls.

Critical Materials Outlook Gets Dimmer . . .

National Production Authority dropped broad hints this week that it's re-examining allocations of critical materials for use in number of amusement items. But NPA is warning against optimism. Fact is, says NPA, there'll be less nickel available than originally estimated. Same is true for cobalt and tungsten. But copper outlook

is brighter, and maybe aluminum prospects will improve. NPA got estimates from electronics advisory committees that 1951 output of TV sets will be between 5,000,000 and 6,000,000 on basis of current outlook for suppliers, while radio sets output will run between 10,000,000 and 15,000,000.

Closed-Door Row Stymies Tax Bill . . .

Public hasn't heard about it yet, but House Ways and Means Committee is embroiled in an internal row that could seriously stall revenue legislation this session, including amusement excises. Fight is over a committee staff proposal to tax co-operatives. Committee has been battling behind closed doors, and tempers are frayed. Yet to be drafted is overall revenue bill, disposing of Truman Administration's requests for tax hikes on wide array of amusement items, including cigarettes, radio-TV sets, phonograph sets and disks. Complicating matters is an additional staff proposal quietly tossed to the committee this week in closed-door session. The proposal calls for excises on candy bars and soft drinks.

Picture Business

By LEE ZHITO

HOLLYWOOD, April 21.—Film-dom's rumor mills were buzzing anew this week with predictions that Metro-Goldwyn-Mayer's bossman, Louis B. Mayer, will soon resign from the firm he helped found over a quarter of a century ago. This time guessing is hinged upon Mayer's remark over TV that he can't present his opinion about television while he still remains in the motion picture industry. Some wondered whether this meant he won't be staying in the biz, while wild rumors had him quitting theatrical production in favor of TV. According to Metro spokesmen, no change is anticipated in Mayer's top status.

Lippert To Enter Film Distrib Field . . .

With United Artists taking over Eagle-Lion and announcing that it's interested only in releasing Class A product, Bob Lippert is out to take advantage of a good situation by coming to the aid of low-budget producers. Lippert told *The Billboard* that he will make his own sales organization available to outside producers, thereby actively entering the film distributing field. Talks are now going on with both British and U. S.

movie makers for Lippert's firm to take over distribution. Since the UA-Eagle-Lion merger, Monogram was left as virtually the sole releasing firm for low-budget product.

Lippert feels bringing in an outside product will cut down his own distribution cost per picture. Lippert now maintains a nationwide sales organization, which is manned by a staff of over a hundred persons. Lippert Pictures (distrib branch of Lippert Productions) owns 20 of its branches and has franchised eight additional offices. Feeling is that the sales force may as well offer an outside product along with Lippert's films in making the rounds and the more pictures they have the less it will cost per film to handle.

MGM Undecided On Pinza Renewal . . .

Metro wants to make sure the public will go for Ezio Pinza before it picks up his option. Studio will pay Pinza \$25,000 per month for a two-month extension of its options, allowing it to release his Lana Turner co-starrer *Mr. Imperium*. General reaction on the lot is film is on the borderline—they'll either yawn or clamor for more of the same.

Production Notes and Personal Intelligence . . .

Janice Rule, who debuts in Warner's *Goodbye, My Fancy*, has been assigned a top role in WB's *Startift*.

British thesp Maxwell Reed was inked by Universal-International to a long term pact. He makes his U. S. debut on U-I's technicolor *Flame of Araby*. . . . Jesse Lasky will complete his national speaking tour on behalf of MGM's *Great Caruso* film. As associate producer of the technicolor extravaganza, Lasky had first gained film rights to Dorothy Caruso's biography of her husband and later sold it to Metro. . . . Stanley Kramer's campaign to cash in on *Cyrano's* Academy Award will be previewed at the UA convention in Chicago May 3-6. Usually a film has played its first runs prior to winning the Oscar, but this marks one of the rare times that a film has gotten an award before going into general release. *Cyrano* has been on the roadshow circuits and soon goes into popular price release. . . . MGM shorts department head Fred Quisby returns from Paris where he attended the 18th National Film Conference of the United Nations.

Tighten Disk Licensing As Indies Cough Up

NEW YORK, April 21.—Harry Fox, publishers' agent and trustee, this week sent out checks totaling about \$60,000, the sum representing money collected from indie diskeries as a result of litigation, out-of-court settlement, audits, bankruptcies, etc. Shortly after the distribution, Fox stated that he was tightening up on the entire indie field of operation and that henceforth so-called fly-by-night diskeries would have to post a "substantial sum" before being granted licenses.

The \$60,000 represents negotiation and detective work on some 50 diskeries, delinquent in the payment of mechanicals, many of the cases going back as far as 1948. Participating in the melon was virtually the entire publishing trade.

Tightening Up

In line with tightening up the indie licensing field, Fox this week refused to issue licenses to a former well-known operator in the low-priced disk field. The latter recently purchased masters which were once owned by his now-defunct diskery, and wanted to put out pressings of these masters to sell at 49 cents. He approached Fox for a license rate of 1 1/4 cents. Fox refused, pointing out the applicant had agreed to settle old claims on the basis of 25 cents on the dollar, and had reneged. "I don't want to be caught holding

the bag again," Fox stated. He added that he was also appraising Woolworth's and other chain stores of the fact that some diskeries have been using their outlets to sell disks improperly licensed.

Indies are under increasing pressure from other sources. Indie pressing plants, for instance, some time ago formed an association to exchange credit information on small labels. Pressure from distributors, too, has been upped—

(Continued on page 12)

H'wood Boosts Camp Shows 68% Over '49

HOLLYWOOD, April 21.—Induction of thousands of G.I.'s has boosted Hollywood's Co-ordinating Committee activities 68 per cent. March, 1950, saw the committee channel 276 personal appearances for the year. Last month, HCC moved 165 acts, bringing the current year's total to 463. Since HCC became effective, January 1, 1946, 9,352 p.a.'s have been chalked up.

Committee plans to bring its program to heights attained during World War II. Major problem is the routing of acts to small camps, a job formerly accomplished by Camp Shows, Inc. CSI, however, is being reactivated and as soon as monetary allocations are complete, large-scale operations will begin.

HCC's record, since its inception in December, 1941, lists 56,037 free appearances by 4,147 personalities. Other figures are 13,555 playing days by 176 acts on 122 overseas tours; 5,947 stints by 407 artists on 406 hospital and camp tours; 2,056 one-nighters by troupes playing Coast installations; 214 on war bond junkets; 2,428 transcriptions for overseas transmission by Armed Forces Radio Service, and 38 film shorts.

Committee is topped by thesp George Murphy, who is assisted by reps of the org that contribute to HCC's budget. They are I. B. Kornblum, first veepee, Theater Authority; Howard Strickling, secretary, Publicity Directors' Committee; John Dales Jr., treasurer, Screen Actors' Guild, and directors Ken Carpenter, American Federation of Radio Artists; Robert Coryell, Artists' Managers Guild; Y. Frank Freeman, Association of Motion Picture Producers, Inc.; Claude McCue, AFRA; L. K. Sidney, AMPP; Harpo Marx, SAG; Eddie Rio, American Guild of Variety Artists; Ken Thompson, SAG; Duke Wales, PDC; Donn Tatum, Mutual Broadcasting System; Richard Carlson, SAG, and John Lund, SAG.

'RED TAPE' BOYS GET RUN-AROUND BUT LITERALLY

NEW YORK, April 21.—WPIX-TV and WOR here gave the advertising agency "red tape" boys the run-around this week when both stations went on the air with live commercials during the MacArthur coverage, less than half an hour after orders were signed by sponsors. WPIX closed a sale with the American Express Company at 11 a.m. Thursday and spotted the firm's first plug at 11:35 a.m. via an ad lib spiel by John Tillman. Vim TV stores made a similar last-minute decision to sponsor a MacArthur radio broadcast the same day at noon and WOR aired their commercials at 12:29 p.m. Latter spots were rigged up via a speedy three-way phone confab between Vim's and WOR's sales heads and the announcer.

Review Index

Record Reviews	40
Classical Reviews	24
Album Reviews	24
Legit Reviews	45
Night Club Reviews	44
Radio Reviews	10
Television Reviews	10
Vaudeville Reviews	44

Highlight Reviews

RADIO-TV

Industry Hits All-Time High On Tough MacArthur Assignment

By JUNE BUNDY

Gen. Douglas MacArthur returned to the States for the first time in 14 years last week, and over-all radio-TV coverage of the event fully equaled the magnitude and heroic showmanship displayed by the general himself. Hooperwise, MacArthur even topped the Kefauver hearings, chalking up a 48.7 in TV homes for his Washington address to Congress Thursday, and a 43.6 for Friday's New York City parade. The general pulled a 99.1 share of New York video audiences on the latter event, with 44.6 sets in use. Peak Kefauver rating was 31.3.

In terms of allotted air time and audience appeal, MacArthur week

on radio and TV undoubtedly scored an all-time high for the industry. However, the event also served to underscore a few video drawbacks, namely lack of mobility on outdoor coverage, which proved a decided handicap on Friday's parade activities.

Pooling their resources, the four TV webs concentrated on four major events—New York City's hoopla welcome; the general's arrival at Idlewild Airport; his Washington address and the initial U. S. Home-Coming in San Francisco. The latter was handled via a pool of 11 West Coast stations. Jet planes rushed film coverage to

Chicago for Eastern screenings Wednesday.

Friday's New York telecast teed off at 11:45 a.m. and carried thru to 1:30 p.m. Altho TV cameras were set up at three main vantage points (Bowling Green, Liberty Street and Broadway and the City Hall) pre-parade coverage, for the most part, was static and dull. The initial visual impact of milling crowds and confetti confusion was exciting, but after the first half hour the effect and the commentator's repetitive enthusiasm began to pall. Once the parade started, the pace stepped up considerably, only to drop abruptly

(Continued on page 47)

LEGIT

Burrows' Doctoring, Fabray and Good Cast Give 'Wish' Click Gloss

By BOB FRANCIS

After protracted delays to permit facelifting of its book by Abe Burrows, called to Philadelphia by the producers for an all-out doctoring job. *Make a Wish* finally arrives in town. A reporter has no personal knowledge of what *Wish* was like originally, but if it needed all that out-of-town bulletins said it did, then Burrows has earned every cent he was paid. *Wish* unveils as a tidy, flavory, fast-paced song-and-dancer and one of the handsomest to hit the Stem in a long time. If it hasn't got quite the rounded-out balance of one or two of its competitors in all departments, it looks to have more than enough to put it in the hit class and keep it there. Also, it is

blessed with Nanette Fabray, and Miss Fabray is once more a delight.

As likely nearly every potential pew-buyer knows by now, *Wish* is a free adaptation by Preston Sturges (with liberal current assists by Burrows) of Ferenc Molnar's comedy, *The Good Fairy*, about the little orphan girl who ran out on her teacher to do Paris on her own, and thereby brewed herself quite a dish of emotional tea. It's an amusing yarn and lends itself suitably to song-and-dance technique.

Splendid Cast

Likewise, on its credit side are a splendidly selected cast, headed

by the always effervescent Miss Fabray; provocatively imaginative dance patterns by Gower Champion and eye-filling sets and costumes from the drawing board of Raoul Peine Du Bois. Debit-wise, Hugu Martin's tunes and lyrics can be described as no more than stoutly serviceable, altho items like *Who Gives a Sou?*, *Make a Wish* and, perhaps, *Over and Over* get a projection to make them seem better than they are. Somewhat weak, also, is the comedy department, with Melville Cooper hampered by lack of material as an elderly philanderer.

However, any small deficiencies

(Continued on page 45)

Merrill Nixes Suit Vs. Met

HOLLYWOOD, April 21.—Moe Gale, Robert Merrill's personal manager, nixed rumors that the singer would file a countersuit against the Metropolitan Opera. Met recently fired Merrill as the result of his activity in motion pix. "We are definitely not suing the Met," Gale told *The Billboard*. However, we want to give our side of the story and we believe we have a good one. Just how Gale would bring to light such a story and what it would entail will be forthcoming next week when he and Merrill huddle on an appropriate approach.

Sinatra Smacked With 45G Default Judgment

NEW YORK, April 21.—Frank Sinatra was hit with a \$45,000 judgment. New York Supreme Court granted suit to Northwest Apparel Shows, Minneapolis, which brought suit against the singer for failure to appear on a club date in that city for that org last September.

Outfit originally started suit asking for \$100,000 thru Sol A. Herzog, its attorney. Judgment against Sinatra was by default.

The Billboard

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

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

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

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

W. D. Littlefield, Gen. Mgr. Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2900

M. L. Reuter, Gen. Mgr. Western Division
180 W. Randolph St., Chicago 1, Ill.
Phone: Central 6-8761

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

F. B. Jorling, Gen. Mgr. Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443

C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago

B. A. Bruns Circulation Manager
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUmbar 6450

Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1951 by The Billboard Publishing Company. The Billboard also publishes *Vend*, the monthly magazine of automatic merchandising; one year, \$2.

Vol. 63 No. 17

MED SHOWS

LeBlanc Wows Broadcasters; Has Strong Material; Timing So-So

By JOE CSIDA

One of the more able and successful present day practitioners of the almost extinct med-pitch art played an engagement last week before an audience comprised to some extent of his skills. The medicine man was Dudley J. LeBlanc, a Cajun from Lafayette, La. His skills were those of a broadcaster among the audience of nearly 1,000 members of the National Association of Radio and Television Broadcasters who carry spot announcements for his product, a cure-all called Hadacol, mostly at cut rates. Testimony to the brilliance of this throwback to the kerosene lamp and wagon days is his claim that in 1950 he

sold \$54,000,000 worth of Hadacol, even tho he was able to deliver only \$20,000,000 worth due to shortage of raw materials. Incidentally, and purely so, the gentleman is also a senator of the sovereign State of Louisiana, where even before Huey Long became governor, and often since, it has been demonstrated that folk of the most humble background and origin, blessed by the Lord with certain unique gifts and struggling as LeBlanc proclaims he does for the "oppressed," can rise to positions of eminence. LeBlanc, too, wants to be governor, and someday, perhaps, will. Hadacol, according to

his pitch, has performed greater wonders.

It is not to be presumed from the foregoing that LeBlanc is a greater med showman than many of his more flamboyant predecessors. Due recognition must be given the fact that his predecessors worked with two or three underpaid skills hustling the tip up to the platform, and exalting the wonders of the product. LeBlanc, in addition to his broad-ranging skills, who even at cut rates are grabbing off some quarter million dollars a month (according to the senator), also has many newspapers, top showbiz

(Continued on page 47)

LEGIT

Shirley Booth May Carry "Tree" Despite Shambling, Uneven Pace

By BOB FRANCIS

There is, of course, no question as to the success potential of the song-and-dance adaptation of the Betty Smith novel, *A Tree Grows in Brooklyn*. A hefty advance both b. o. and theater party-wise, due to pre-Broadway build-up, will make tickets hard to get for weeks to come.

However, to one pew-sitter *Tree* unveils as considerably oversold. Not that it doesn't live up to its advance billing in many respects. It has been given a meticulous production. Jo Mielziner's turn-of-the-century backgrounds of the Williamsburg section of Brooklyn

are about as artful as a top craftsman can make them, and their mood and periods is ably supplemented by Irene Sharaff's costumes. Pictorially, *Tree* is something to see.

George Abbott's direction is, as usual, admirable. Arthur Schwartz has written an over-all pleasant score, including a few numbers which can easily build to popular favorites. There is a nice flavoring of dance patterns by Robert Ross. The cast has been judiciously chosen. But a reporter wonders what would happen to *Tree* if it didn't have Shirley Booth!

It seems from this pew that *Tree* has one serious drawback—it hasn't made up its mind whether it is a play with music or an all-out musical. If it is the former, then there is too much music—if the latter, there is too much plot. Personally, this reporter leans to the latter view.

There has been such concentrated effort to take certain high points in the novel and string them together for a complete continuity that the dialog frequently slows the show's pace to a walk. The comedy scenes are terrific

(Continued on page 45)

CBS' CUT RATES HOLD HEAVY BLAST EFFECT

Carries New Meaning to NARTB Meet; Issue Now a Battle of Pressures

Continued from page 1

of major bankrollers, in the organized form of the Association of National Advertisers, and on the other the new, but determined pressure from the majority of affiliates of all the networks.

Hotel Room Planning

This pressure was organized into a reasonably cohesive unit at the convention in one of the most adroitly executed displays of hotel room plotting, planning and execution ever seen in the radio business. The group, resulting from this rarely paralleled defensive maneuver, is temporarily called the Affiliates' Committee (see separate story in this issue) and meets in New York Tuesday and Wednesday (24-25). Headed by Paul (Fritz) Morency, WITC, Hartford, the group has also wired the president of each of the four

networks a request for individual meetings with the AC while it is in New York.

At the New York meetings the probabilities are that the AC will take first steps toward incorporation as a possibly permanent unit. It will also attempt to hire a lawyer, probably a high-priced man with extensive radio background. Attorneys for some of the most prosperous station groups in the broadcast business—Westinghouse, for example—are being considered. Officers will be set, agenda planned, etc.

Polite or Rough

If, as is expected, the web prexies, individually sit down with the AC, the committee will attempt to "sell" each web, in a gentlemanly fashion, on the reasons why a rate cut makes no sense at the present time. Should the polite approach produce no results, the committee will wave whatever big sticks they feel are in the possession of the stations. (See separate story in this issue.)

The networks will then be faced with the not-easy decision as to whether the large and well-known clubs of the advertisers, or the not-often wielded weapons of the affiliates are likely to produce the nastier bruises. Interviews with more than 50 station operators by *The Billboard* indicated that they would not take the rate cuts without putting up a mighty tussle. And the advertisers have already demonstrated that they intend to keep clubbing until the price line is cracked. It goes without saying

that the nets have a few clubs of their own which they will swing, both at the advertisers and affiliates.

Effects Varied

All this war-like activity will go on in the dusty atmosphere created by the CBS bombshell announcement. (See editorial this issue.) And whichever way the ultimate decision goes its effects will include:

- (1) A possible change in present and future network-affiliated station contracts, both AM and TV.
- (2) An acceleration of local programming, promotion and selling by stations such as hasn't been seen in the industry in many a year.
- (3) A "tougher" attitude on the part of stations in clearing station option, and in some cases even network option time.
- (4) An either good or bad reaction on station support to the Broadcast Advertising Bureau, depending on future developments.
- (5) Determination of radio rates and income for some time to come.
- (6) Influence on future TV investments and TV rates.
- (7) Possible switches in affiliation from one web to another.

Full Reports

While all functions of the convention, otherwise progressed according to schedule (except for General MacArthur's speech Thursday) the rate situation dominated the conclave, and industry leaders spent as much time working on it as on convention matters. (Full report on all convention activities in this issue.)

Kobak Pitches For \$1,000,000 BAB Bankroll

CHICAGO, April 21.—Pressure to lower radio rates generally, occasioned by Columbia Broadcasting System rate cut (*The Billboard*, April 21), "should awaken radio to the need for a strong advertising and promotion job," Edgar Kobak, veteran web exec now owner of WTWA, Thomaston, Ga., told a Broadcast Advertising Bureau session of the National Association of Radio and Television Broadcasters' convention here this week.

Kobak, chairman of BAB, asserted that radio is watching TV so closely that it's neglecting its own selling and programming. He cited radio networks and stations' by-pass of the important Kefauver hearings with TV stealing all the thunder. Radio's "\$1,000,000,000" billing of 1950 requires the expenditure of \$1,000,000 by BAB to start rolling a concerted promotional and educational effort to maintain that astronomical billing figure.

Adjustments, Not Cuts

BAB must study rate structure, for rate readjustment, and not necessarily rate slashes, are necessary in the transitional period, he said. As an example, he cited that webs get the same rate for a tape program run as for a program which requires use of several different studios for both rehearsal and run-off and more station or web personnel involved. If the rate lowering becomes general it might be wise to use the department store technique of marking down a commodity on which the store is overloaded, then raising the price when the commodity again reaches a normal level. To reach a normal level, radio must educate ad agencies and sponsors to its potency, a job which requires a strong BAB, he added.

Special deals to certain sponsors by web and station reps helped hasten the CBS rate cut, he said, because the deal caused loss of faith in rate cards.

A complete line of demarcation, he said, is necessary between radio and TV staffs in operations which have both media, because, where one staff operates both, radio is given secondary attention.

RADIO PIONEERS SEEK CHURCHILL

CHICAGO, April 21.—If Carl Haverlin has his way, the Radio Pioneers will listen next year at the Waldorf to Winston Churchill. Haverlin was president of the group less than two hours when he was already outlining his campaign to induce the noted statesman to accept.

MacARTHUR BEAT

Dick Hooper Scores With Herculean Task

CHICAGO, April 21.—One of the "beats" of the National Association of Radio and Television Broadcasters' convention was rung up by Dick Hooper, shows and exhibitions manager of Radio Corporation of America's public relations department.

When it was announced Monday that General MacArthur's speech would be televised Thursday at 11:30 a.m., it was regarded as a decided score for DuMont, which already was on the program to bring in Charles E. Wilson's speech via closed circuit from Washington at 12:30 for the closing luncheon of the convention. DuMont did the expected by immediately announcing that conventioners could see the MacArthur proceedings on the same sets that were erected in the ballroom for Wilson's performance.

Arranges Beat

Hooper, not to be outdone, learned from the Hotel Stevens that the long, narrow Normandy lounge would be open for the time of MacArthur's address. He then arranged for the directors of the television division of NARTB to sponsor the MacArthur epic on RCA's giant 16-foot television screen.

By this time it was Tuesday night. He had the necessary clearances but the screen, projector and two tons of other technical equipment was in a Camden, New Jersey warehouse. By Wednesday morning, however, eight RCA engineers were winging toward Chicago and a special truck was rolling on the Pennsylvania Turnpike with the equipment. At 8 o'clock Wednesday night the truck arrived at the Stevens.

MacArthur Epic

The engineers were gloomy at the prospects of getting the equipment set up and working without a test pattern to go by, so Dick squared that by having WMAQ-TV stay on the air all night with a test pattern. By morning, the hotel was completely "billed" with signs inviting conventioners to

witness the MacArthur epic the king-size way.

Ten gallons of coffee and 12 hours later, the suave Mr. Hooper and his crew of engineers were accepting congratulations with that "it-was-nothing-at-all" smile that belied the terrific effort it took to pull off the job.

Anthony Nix Blocks Pact

HOLLYWOOD, April 21.—Major issue threatening to block successful conclusion of Television Authority's contract negotiations with KFI-TV hinges upon station owner Earle C. Anthony's willingness to sign a labor union contract. Heretofore, Anthony has balked at signing with any union, and memberships of American Federation of Radio Artist and National Association of Broadcast Engineer and Technicians have worked sans a contract, going only on the station's promise to live up to conditions contained in the pact. Inasmuch as Anthony has never violated that trust with any other union, he will seek a similar deal with TVA. Tele performer union, still picketing station during the reopened contract negotiations, is expected to fight Anthony's no signature stand. TVA's strike is in its third week.

Negotiations with the station are rather simple in that TVA is unable to offer KFI-TV better terms than it already agreed to with town's other six outlets. If it did so, union would be legally bound to reduce rates or working conditions at the other stations. Strike was called when KFI-TV demanded National Labor Relations Board elections prior to entering into contract negotiations. TVA presented its side of the dispute on KFI-TV (*The Billboard* April 21) and convinced Anthony it represents station's performers.

EDITORIAL

Let's Look Ahead

It will be some time before the dust of the Columbia Broadcasting System rate-cut blast settles in the radio-television industry. Its effects will be many and varied, and at this writing some of those effects cannot be safely forecast even by the industry's most experienced and astute members. It seems fairly certain that it will have these good effects: (1) It will awaken broadcasters to the desperate need for promoting and selling their AM operations as perhaps they never have in the past; this great need was most recently highlighted by *The Billboard's* Promotion Competition (see issue, March 31); (2) it will perhaps spur station donations to the Broadcast Advertising Bureau and result in the kind of all-out support the BAB needs if Ed Kobak, Bill Ryan and their men are to be permitted to do their important job; (3) it will bring many stations to the realization that the day when they can sit back on their big fat watts and leave the programing, promotion and selling job to their network is over. And this can be nothing but healthy for the industry on every level.

Bad Effects, Too

The possible unwholesome effects appear somewhat terrifying. (1) If, thru competitive expediency, the other networks follow the CBS lead in spite of every effort of the newly formed Fritz Morency Affiliates Committee to lock the stable door when all but the hind end of the horse is already thru, the cut could easily lead to eventual forced reduction of national spot rates, local rates, etc. (2) This would be an unhappy situation under any circumstances, but coming as it does when the majority of stations are delivering greater audiences, doing a bigger job for advertisers than ever before, it is particularly hard to take, and (3) coming as it does, too, when every station with an eye on an eventual video operation, requires the opportunity to build the greatest possible surplus to carry the future TV load, it is little short of tragic.

Indeterminate Effects

The indeterminate effects are many, and whether they will eventually redound to the benefit of the industry, or just how, is a moot point at this writing. It is probable that the entire rate structure of the radio industry (as recommended by Ed Kobak and others) will get a going over. It is also likely that affiliation contracts between stations and their networks will get a thoro re-evaluation. This will apply not only to radio, but will have a bearing on future TV affiliation contracts. Stations are going to be a lot more careful in the future to read all the small print in their web pacts.

What Are Solutions?

Obviously the happiest solution of the entire current dilemma lies in a closer working relationship between the four networks themselves. Realistic broadcasters, however, put little faith in the hope that such a web relationship can be achieved, even if anti-trust considerations didn't make it somewhat impractical. The fact appears to be that the interests of the major webs and the interests of the stations draw progressively farther apart in many important areas. The more practical solution then would seem to lie in the strength each individual station is able to build, and the job the National Association of Radio and Television Broadcasters, the BAB, a possibly permanent Independent Affiliates group and other such organizations are able to do in the future.

For the record, and possibly to satisfy the sadistic inclinations of trade newspapers, which Justin Miller wrist-slapped at the convention, it seems necessary to say something about the dastards responsible for the present rate crisis. It would be simple to say CBS was at fault. But didn't the National Broadcasting Company give the first official web recognition to the possible justification for cutting rates, even if NBC did propose to cut in TV markets only? And didn't CBS, on the other hand, start the whole deal by kicking off the expensive talent raid practices which contributed so largely to putting the networks in even worse shape than they would otherwise be? But didn't all the webs create the situation by making under-the-table deals with advertisers? And in the final analysis wasn't the lazy, let-the-web-do-it attitude of some stations themselves substantially responsible? And even in the cases of the alert, intelligent station operators who worked hard to play a key part in management, didn't the networks thru one device or another beat these stations into submission?

The truth is it's silly to look back and lay the whip on any one web or station. The important thing is for all factions of the industry to look ahead and lay a solid groundwork for the future.

ACADEMIC?

Coy Offers Answers to Color Crix

CHICAGO, April 21.—Wayne Coy took some pointed swipes at the broadcasters and some of his critics in his talk before the National Association of Radio and Television Broadcasters convention Wednesday (18). He recited the high production figures on TV receivers for the current quarter and recalled that the Federal Communication Commission color decision had been called academic on the theory that even if color came in, there would be no materials to build color sets.

"Sets are being over-produced and there are extravagant cuts in retail prices," Coy said. "I am inclined to ask, how academic can you get?"

He brought in color again after saying he was sure that most manufacturers will have converters available so that present sets can receive both UHF and

WALKS TITEROPE AT BOTH ENDS

CHICAGO, April 21.—Ed Kobak found himself walking a particularly tight rope at the National Association of Radio and Television Broadcasters' convention here this week. With the rate-cut question raging, and Kobak representing the Westinghouse stations as consultant (plus WGTA, Thomson, Ga., his own station), as well as advertisers General Mills and Miles Laboratories, the veteran radio man found himself, not in the middle, but on both ends. Kobak himself, however, pooh-poohs the difficulty of representing both sides. "As long as you stick with what you honestly believe, you're all right, no matter how many different people you represent."

VHF. "I add here a parenthetical note that converters in this area do not seem to be as undesirable to the manufacturers as color converters," he commented. "This observation is just a footnote on consistency."

Affiliates Group May Be Permanent

Seen as Reincarnation of Old IRNA, Representing Stations Exclusively

Continued from page 1

Pittsburgh; Edgar Kobak, WTWA, Thomson, Ga., consultant to Westinghouse; John Patt, WGAR, Cleveland; Bob Swezey, WDSU, New Orleans; G. B. Storer, Fort Industry Stations, Birmingham, Mich.; Ben Strouse, WWDC, Washington; Dick Shafto, WIS, Columbia, S. C., the committee represents three affiliates of each of the four networks, plus the chairman. Some members, of course, have multiple stations and several affiliations. Storer is treasurer and other officers will probably be appointed at the group's meetings in New York Tuesday and Wednesday (24-25). Stations joining the group are being asked to pay their highest quarter-hour night time rate to create a kick-off war chest.

Resembles Old IRNA

The committee is reminiscent of the old Independent Radio Networks' Affiliates organization, which performed many important functions for local broadcasters in the period between roughly 1936 and 1941. It came into being in a crisis era brought on by at-the-time rough American Federation of Musicians' demands on the radio networks.

Feeling on the part of many veteran broadcasters is that the relationship between the networks and the independent stations is changing to such an extent that local stations once again require representation by a group whose interest is first, foremost and exclusively the station operator.

Aside from organizational work which will be undertaken at the New York meetings, the group is hoping to meet with the presidents of each of the four networks individually. On Thursday (19), from here, the committee sent Frank Stanton, Columbia Broadcasting System; Joe McConnell, National Broadcasting Company; Frank White, Mutual Broadcasting System, and Bob Kintner, American Broadcasting Company, the following wire, urging the meets:

"A spontaneous meeting of some 700 men representing affiliates of all radio networks was held here at the Stevens Hotel, Chicago, yesterday. The unanimous action of the meeting was to authorize formation of an industry-wide committee to consider the whole problem of radio rate structure and all of its implications. Expressing the sense of the affiliate meeting, we ask that you hold in suspense any rate changes pending an opportunity for this committee to confer with you and other network presidents. Recognizing the need for prompt action, the committee will meet in New York Tuesday and Wednesday, April 24-25. We hope that you individually can arrange to meet with us. (Signed) Paul M. Morency, Chairman, Affiliates Committee."

Stations May Recoup on TV

CHICAGO, April 21. — If the Columbia Broadcasting System rate-cut sticks, and other webs follow (as it's reckoned they must), one result will be a drive on the part of affiliates with both AM and TV operations to get a heftier hunk of network television show rates.

Many TV stations, particularly those in one-station and two-station markets, are considered to be in a good spot to force the webs to kick in with a bigger bite of the rate they get for video shows. The obvious threat will be, no hike in the slice, no show in our market. Since many such stations are in key markets, which webs must deliver to give an advertiser any sizable chunk of video audience, the station pressure is seen as holding great promise of being effective.

SUSPENSE, DANGER, ETC.

CBS Rate Cut Handing a Real "Wydidyaduit" to Station Men

Continued from page 1

day or so after the convention's end, station men pointed out.

Motive Guesses

The guesses as to CBS's possible motives run the gamut. Any part or all of one or more of them may be right or dead wrong. These are the conjectures most gossiped about in the convention corridors (ya pays yer money and takes yer cherce):

(1) CBS, as Frank Stanton, Joe Ream, Herb Akerberg, Lou Houseman and other of the web's brass maintained, was having a helluva time getting its summer sponsors set, anticipated even tougher resistance to sponsor purchase of big fall shows. That the Association of National Advertisers' two studies showed, irrevocably, that a rate decrease must come. That the National Broadcasting Company had already broken the resistance with its abortive rate cut move of several months ago. That the move would serve to eliminate the many under-the-table talent and package deals going on, and stabilize the industry.

Rate Cut Move

(2) CBS conceivably doesn't want a rate cut at all, doesn't expect its present cut to stick. That the web realized the whole thing had to be brought out into the open. The advertisers had to be convinced that a genuine try had been made and that station opposition to the cut was so strong and undeniable that even the advertisers must admit that it's better to leave rates where they are than run the risk of busting up relatively well-organized networks, which after all, are a powerful advertising medium.

(3) Greatest advertiser pressure for rate adjustments was in connection with big-city stations, where television had made truly great inroads. Demand here was not for 10 to 15 per cent cuts but slashes of 30 up to 60 per cent in AM rates. If this happened, CBS-AM-owned-and-operated stations would have taken a severe beating in gross revenue and net profits.

Could the web have decided it would be cheaper to appease the advertisers by instituting a small cut for all AM stations, TV or otherwise?

Involved Plan

(4) CBS tax experts and attorneys allegedly masterminded an

involved plan embracing the rate cut, slices in advertiser discounts to the web, and other factors which, again allegedly, result in a situation whereby the cut actually doesn't cost CBS a dime, or very little if anything.

(5) CBS allegedly figured it couldn't lose, regardless of whether the cut sticks or not. It announced the cut, put its selling staff on the most intensive, spectacular selling drive at the cut rates. Calculated station opposition would so tie the other networks in knots on a rate move, that by the time the issue was resolved, CBS would have sewed up tremendous summer and fall business.

Tip-Off

Only tip-off to which, if any, of above motivations was operative were actions of CBS men here in Chicago during the convention. In the early part of the week, CBS men were poohpoohing the affiliate opposition. In cases where such opposition was strong they were reported to be hinting at taking away the affiliation from one or two more rambunctious

(Continued on page 8)

SEE-SAW

CBS Hypes BAB Drive; Or Does It?

CHICAGO, April 21.—Chances of the Broadcast Advertising Bureau to raise the \$1,000,000, for which BAB Chairman Ed Kobak and Prexy Bill Ryan are hoping, fluctuated during the week here as resistance to the Columbia Broadcasting System rate cut was in the process of being organized. The cut, at first blush, seemed to kill BAB's chances to get station support, since many broadcasters immediately began thinking in terms of retrenchment. As the resistance move gathered momentum, however, the situation reversed itself almost completely. Stations began to feel that the rate cut situation highlighted the need for their support of BAB.

Kobak and Ryan, in the meantime, were working hard getting commitments and checks from the broadcasters. WGN and KMBC, for example, were among important stations lined up. Kobak took the opportunity at the rump meeting at which the affiliates committee was formed to make several pitches for BAB. And Arthur Church, KMBC, at the same meeting urged the broadcasters: "For God's sake, let's support BAB."

Kobak has resigned his post because of other obligations, effective next November.

SHOW STATIONS HOW TO SPEND

CHICAGO, April 21.—Contrast in the promotional spending done by the newspapers as against radio was hammered home in the course of the rump affiliates meeting here this week by Walter Damm, of WTMJ, Milwaukee. Speaking of the great need to fight against the rate-cut tide, and support Broadcast Advertising Bureau, Damm pointed out that his share of BAB support comes to \$3,600, while *The Milwaukee Journal*, which owns WTMJ kicks in \$24,000 to the Newspapers' Bureau of Advertising promotion fund of \$1,800,000.

"hey pop...this stuff's almost as good as WOR-tv, huh?"

Little Roger's right because . . .

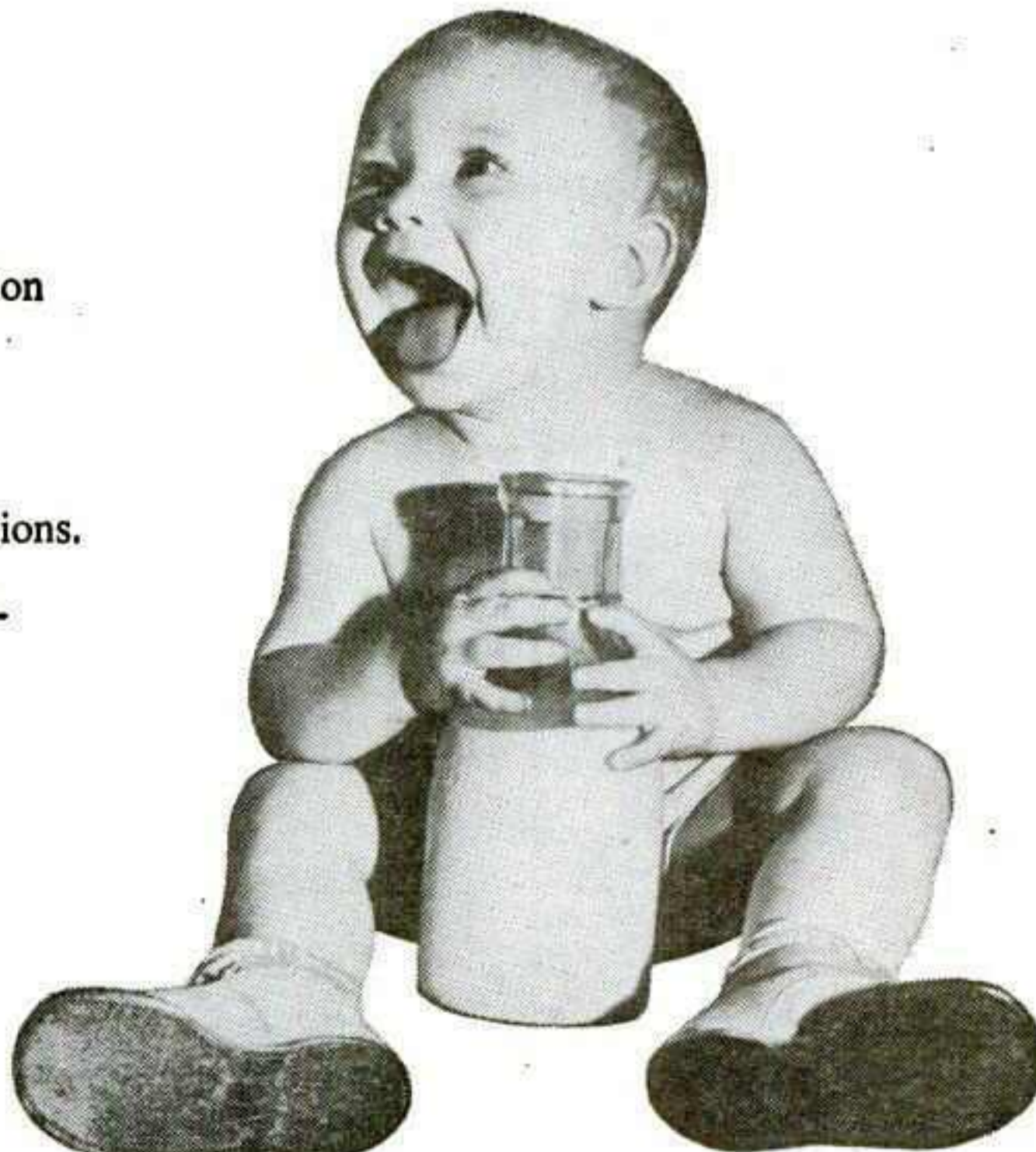
1. As far as total audience goes, WOR-tv is the leading independent tv station in greater New York.
2. WOR-tv delivers the only live tv mystery program available for local sponsorship in New York. In fact, it bags 447,600 viewers at a lower cost-per-thousand than many of the top mysteries sponsored on network stations.
3. Dollar for dollar a WOR-tv program is the best buy—in the "kid" group—of any local show aired in New York during the early evening.

NOTE FROM ROGER—any time you people wanna see the facts I've seen, jus' write

WOR-tv 9

CHANNEL

at 1440 Broadway, in New York



This One



Agencies Feel Rate Cut Will Save Many a Radio Show's Bacon

NEW YORK, April 21.—Dominant reaction among top agency and advertiser executives, queried this week by *The Billboard* concerning possible radio rate cuts by the networks, is that such slashes undoubtedly would forestall a considerable number of cancellations. Agreement was general that reductions are long overdue and are following the situation rather than leading it. Across-the-board cuts were, on the whole, deemed the logical method, and local and spot reductions are not considered a must immediately.

Right now is crisis time in the renewal of network radio shows, with advertisers and agencies shortly faced with informing networks and their talent whether shows are to return after their hiatus, or whether the vacation is to be permanent. The problem is not just one of the first 13 weeks of fall, for if talent of any stature is involved, their pacts must, in most cases, cover a full 39-week commitment. Bankrollers and agencies are very much concerned about pacting for that kind of money in a turbulent, uncertain period such as the present.

Walter Craig, radio-TV chief at Benton & Bowles, summed up what seems the prevalent attitude, saying, "The projected CBS rate cut at least has given advertisers something to think about in this situation, and might make it worth the gamble to continue shows for at least another season." Craig said that in at least one instance in his own shop, the CBS rate slash means the difference between a show staying on or going off.

The veepee of a major radio advertiser echoed this, saying rate cuts mean that a bankroller buying radio "need not feel he is being cheated." Another exec claimed

that TV likely will be the major medium used in the oncoming era of greater competition, and that radio web costs must be cut if AM is to be widely used even as an auxiliary medium.

Most of those queried indicated satisfaction with the scope and methods of the CBS cut, altho they unanimously felt it was long overdue and some noted that a new cut likely would be needed within a year. However, Dick Rettig, of Whitehall Drug, felt that the afternoon cut should have taken effect at noon, rather than at 1 p.m. TV competition is as severe at noon as one hour later, he said. However, J. M. Allen, of Bristol-Myers, said he could see no excuse for cutting rates in such areas if AM ratings are holding up.

On the whole, those queried said that the matter of spot and local

rates is a matter of supply and demand. A local outlet will have to judge the pulse of its advertisers from day to day, depending upon how it has fared against TV opposition. However, when TV spreads still further after the freeze ends, this picture is likely to change radically, most informants felt.

No Salary Cuts Say Union Reps At NARTB Meet

CHICAGO, April 21.—If radio rates generally are lowered as a result of the Columbia Broadcasting System's ukase to affiliates, as has been the thinking of some delegates to the National Association of Radio and Television Broadcasters' conclave here, first pitches to trade union reps reveal that radio is not likely to get commensurate salary drops in current union scales. Frank Reel, executive secretary of the American Federation of Radio Artists, bluntly told a labor-management panel that radio cannot expect unions to slash salaries currently.

Reel said that if radio were in a depression or deflator period, unions would be more sympathetic, but that today there's a continuing inflation. "None of your employees," he said, "would take a cut sitting down. They'd leave the station for other jobs." Lawson Wimberly, International Brotherhood of Electrical Workers' rep, and another labor rep did not comment.

Job Combinations

Wimberly, however, when asked if a slash in station revenue might necessitate job combinations, said that his union already has job okayed combinations, but that the feeling is that these combinations don't make for best work. Both Reel and Wimberly said that before any combinations were okayed, individual circumstances of each such application would have to be studied. Both said that any employee, absorbing the duties of another man, would have to receive a salary hike, but would not specify what percentage the hike would be. Both union speakers agreed that wattage, frequency, power, affiliation with a web and

STATION CLUBS

Affiliates' Weapons No Laughing Matter

CHICAGO, April 21.—At the upcoming meetings between the network presidents (individually) and the newly formed Affiliates Committee to discuss the current rate cut crisis the stations will, if necessary, brandish some long unused clubs in their efforts to prevent a slash.

Prominent among the shillelghs will be a much more stubborn attitude on the part of the stations in permitting important national web accounts to utilize station option time. How serious such a stubbornness could be was recently demonstrated when two National Broadcasting Company network affiliates, operating completely independently of one another, refused to carry a General Mills show in the 2:30-3 p. m. slot. Both were in a position to sell the spot to local accounts and would obviously have derived more revenue than from the web account. It took a half dozen NBC execs many hours, visits and phone calls, plus a plea from General Mills to the stations, to induce them to pass up the local shows and clear the time for GM.

In that case the station went along because its dealings with both the web and the client had always been cordial and mutually beneficial. A stiffer station attitude in that instance could have caused plenty of trouble for both the web and the account.

Option Time

Another club the stations hold is in connection with the network option time. Here the scepter of a possible change in Federal Communication Commission regulations hang over the networks' heads. The ruling now is, of course, that a station may accept a show of a network other than the one with which it is affiliated, if the latter web doesn't succeed in selling a show in a certain time slot. If a station does accept such a show, the web with which it is affiliated cannot force the station to throw off the opposition web's show to take the show of the affiliated web. On the other hand, should that same station sell a local show in net option time, the web can,

"what the traffic will bear" would influence any salary scale.

Union jurisdiction difficulties must be ironed out, especially in video, before television can reach its fullest potential transmission-wise, Ernest De La Ossa, National Broadcasting Company personnel director, commented. Fourteen pieces of new video equipment cannot be used by NBC in New York, because the question of what union is to handle this gear has not been settled. Wimberly countered that, in comparison with other industries, radio and television have had a minimum of protracted labor skirmishes because all unions are American Federation of Labor. He pointed out that the Congress of Industrial Organizations is making a strong pitch to get its foot in the door.

Union Confabs Urged

Reel encouraged station ops who are faced with the prospect of a new union entering their doors to immediately confer with union reps instead of calling for a full hearing before the National Labor Relations' Board. Reel said that a consent election, which can be run off within two weeks after labor-management's first meeting, clearly shows the path which the employees wish to take and circumvents lengthy, expensive skirmishing between the union and the station. Reel said that AFRA made it a policy never to attempt to organize a station unless the employees, who request the try, agree that, if necessary, they will strike.

Phil Lasky, KSFO, San Francisco, suggested that union reps visit the station more often than just when inking a new contract. De La Ossa cautioned management to call in the labor rep, when they were attempting to unionize employees, to gain a guarantee that during the mediation period station business could continue uninterrupted. Lasky encouraged stations which negotiate with labor unions to procure the services of a competent attorney, versed in the field, instead of going along with the station's regular general legal counsel.

after notice, force the station to remove the show if the web comes along with a sold package.

Fear of reprisals and pandemonium has kept the webs from offering shows to other networks' affiliated stations. Willingness of the stations to play ball with their webs in the past has created few problems on this score under any circumstances. But should the station become irritated enough with the webs they could petition the FCC to change this apparently "unfair" regulation, and would stand a good chance of achieving the change.

Cite Other Edict

Even without a change in regulations, stations could, if they wished, give the webs a hard time on this score, due to another FCC edict. This is the one which places the responsibility of public service on the station licensee, not the network. A station could put a local show in an open net option time slot, and when the web demanded it be cleared for a network show, could claim the local program was a public service program, and on such grounds refuse to clear the time. Here, too, the station would stand a good chance of getting FCC backing.

In minor ways, too, the stations could be unpleasant to the webs. On network shows which certain affiliates carry at time other than the original network time, the station usually pays for tape recording costs for the playback, etc. Stations could take a we-gotta-save-every-dime-possible stance and make the web foot such relatively small bills.

No one denies that the webs, too, have their weapons. To many stations their networks affiliation is the most important part of their business. The tussle over the rate cut will bring the clubs of both sides into play.

AM-TV Plugs Sports SRO

CHICAGO, April 21.—"Let's see what happens to attendance this year" was the watchword at the sports panel Tuesday (17) at the National Association of Radio and Television Broadcasters' convention. Baseball men and broadcasters sat down to swap ideas. The meeting produced more oratory than ideas, but everybody seemed to agree that 1951 will be the test of whether minor league baseball can snap back in attendance in face of competition from big league broadcasts and telecasts, and minor league broadcasts that overlap into competing territory.

The speaker showed concrete evidence that the broadcasting and also the manufacturing industries are getting solidly behind a campaign to get customers into the ball parks. Dan Halpin, representing the Radio-Television Manufacturers' Association, showed a big display of newspaper ads and dealers' placards, all with the theme, "Get out to the ball park if you can, but if you can't you'll see it best on (brand) television." Matt Brescia, radio-TV co-ordinator for professional baseball, cited the number of radio and TV shows that are using baseball for themes and pegs of shows, and told of the spot announcement campaign under way.

Baseball TV Necessary

Frank Slocum, of the National League, told the panel, "Your business is radio. Ours is baseball. We have one way to gauge our success. That is gate receipts. Something has to be done. Promotion of baseball in ball parks by broadcasters and telecasts is necessary. We want to see if baseball broadcasts can't be used as a showcase for baseball instead of cigarettes and beer and loan companies.

C. L. Jordan, executive vice-president of N. W. Ayer & Company, used figures compiled by his son, Jerry, and said that this year 20,000,000 daily listeners will hear baseball broadcasts on more than 1,000 stations. He said that localizing spots, including plugging of local athletes and capitalizing on local interest, has brought a 10 to 15 per cent increase in attendance in some minor league tests.

Your Top TV Sales Opportunity

WDEL-TV

CHANNEL 7
Wilmington, Delaware

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

Represented by
ROBERT MEEKER ASSOCIATES **NBC**
New York Los Angeles San Francisco Chicago
A STEINMAN STATION TV AFFILIATE



WINS

We greatly appreciate the decision of the judges which gives us the opportunity to change the word "ENTERS" to "WINS", bringing our BILLBOARD promotion scrapbook up-to-the-minute.

Our 1st. Place Award confirms our determination to see that clients get that extra added audience promotion service that means greater results.

DURHAM, N. C.

5000 WATTS AT 620

W DNC

CBS Network

NBC Names Group To Cut AM Budget

NEW YORK, April 21.—The National Broadcasting Company this week named a three-man committee, headed by Charles (Bud) Barry, yeppee for AM programs, to study NBC's entire AM operation with a view toward making reductions wherever and however possible. Jack Herbert, AM sales head, and Henry Sjogren, comptroller for the AM network, will serve on the committee with Barry.

The NBC move is interpreted as a direct result of the CBS rate cut announcement and, it is felt, is held to mean that should the CBS reduction go thru July 1 as scheduled, NBC will have no choice but to reduce its radio rates as well. This, in turn, would effect a cut in NBC's radio revenues. Since NBC's AM gross has been down for some time, the situation poses a double problem for the network — a further cut in income, coupled with

a need to maintain that income to support video.

It is reported that Barry's committee will meet with all NBC department heads—other than TV—and fine-comb budget and staffs. It is believed that along with certain inevitable operation cuts, such as live AM summer programming, the future will also mean personnel cuts.

SHOW BIDS GO 'UNDER TABLE'

NEW YORK, April 21.—Significant of how bad the under-the-table dealing in network shows has become is the fact that several weeks ago when one of the biggest national advertisers was planning a fall radio show, the company sent a letter to each of the four networks, asking them to submit sealed bids on rates at which they would carry the show.

"The program," the letter flatly stated, "will go to the lowest bidder."

There Are \$\$ In Morning TV

CHICAGO, April 21.—There are profits to be made in morning teleprogramming if the case history of Cincinnati is any criterion, the National Association of Radio and Television Broadcasters' convention was told Thursday (19). Speaking at a panel session, *Morning Programming—Does It Pay?*, U. A. (Jake) Latham, general and commercial manager, WKRC-TV, and John T. Murphy, director of television for the Crosley Broadcasting Corporation, presented the Cincinnati picture, while Walter Compton, substituting for C. J. Witting, presided.

Latham, prefacing his remarks with the statement that television competition in Cincinnati had been rough, but that the stiff competition, which saw 19 salesmen out simultaneously canvassing the city for accounts, had been "good for the industry," creating a morning tele audience, selling home receivers and bringing about better programming.

Programs Sell
WKRC, starting its daily telecasting at 9:30 a.m., has found there is not too much to fear in low ratings for morning video fare. Latham said. Like radio, despite the ratings (ranging from a low of 2 to high of 14) the programs are selling merchandise for the sponsor—and selling it in large amounts.

Latham estimated 70 per cent of the Cincinnati viewing market was being saturated by morning video.

Murphy who said WLW-TV now begins its tele day at 7:30 a.m. on a Monday thru Saturday schedule, with a 10:30 a.m. tee-off on Sundays, offered an emphatic "yes" to the question

Cites Program
To illustrate his point, Murphy took the entire morning schedule, program by program, and revealed its status—sponsored, sponsors waiting in line to get on a show and a few sustaining periods. He stressed the fact that in some of
(Continued on page 8)

BUYERS BLAST AM LETHARGY

CHICAGO, April 21.—Two panel members at the Broadcast Advertising Bureau session at the National Association of Radio and Television Broadcasters' confab Tuesday morning gave broadcasters hotfoots for selling radio short. Robert Gray, director of advertising and promotion for Standard Oil Company of New Jersey, nailed the guys to the mast for failing to follow thru with intelligent solicitations even when AM loot is diverted to buy TV spots.

Jerry Stolozoff, of Foot, Cone & Belding, was even more blunt. "It's time you got back to selling the living hell out of radio," he roared. "There are many sponsors who believe in radio. There are plenty of agencies that believe in it. We hope to hell some of you broadcasters believe in it."

New Scramble for Affiliates On as Rate Mess Offshoot

NEW YORK, April 21.—Behind the scenes in the battle over network radio rates is another bitter fight which seems likely to reach its apex over the rate issue. This is the battle over station affiliations. Reports are that Columbia Broadcasting System now sees an opportunity to improve its basic coverage pattern at the expense of the National Broadcasting Company, and that CBS is maneuvering to utilize the rate issue for this purpose now.

Feeling is that with CBS top dog in terms of ratings and programs, the opportune moment has arrived to sway some major NBC outlets into its camp. CBS is said to be getting tough with those affiliates who are not keen to string along with the projected rate slash, and, at the same time, inviting any affiliates from other camps which want to climb aboard the CBS bandwagon to speak up now. This double campaign is designed to pressure reluctant CBS outlets into line, and also gain potent new affiliates if possible.

NBC, some top CBS execs believe, is in a double tough spot. The

web, this line goes, is hanged if it follows the CBS move with a rate slash of its own, and is also hanged if it does not. According to this school of thought, NBC has been forced to limit for some time to keep some affiliates from hopping over to CBS, where there's considerable more commercial income to be derived. A few, it is said, were close to such a move when the CBS rate cut was announced, and this has given them pause for the moment.

Cake Eaters Sweat
The situation now is that these outlets, should no rate cut be forthcoming at NBC, would find it hardly profitable to move to CBS, ever with all the additional business likely to accrue from this move. NBC, on the other hand, is faced not only with this problem of keeping its stations in line, but with how to handle its current and potential clients. If the CBS slash obtains without a comparable move by NBC, there may be a stimulated flow of business to the former. So NBC must come up with a formula by which its cake is both kept and eaten.

Any major changes from NBC to CBS would also imperil NBC's TV line-up, since an AM change of a primary affiliate would almost automatically bring about a comparable change in video primacy.

The affiliation picture is further complicated by CBS moves against American Broadcasting Company. Effective June 15, two Cowles stations move from the ABC fold to CBS. These are WNAX, Yankton, S. D., 5,000-watter, in a town CBS had covered from Sioux City, Ia., and KRNT, Des Moines, also a 5,000-watter. In retaliation, ABC has itself dropped a third Cowles outlet from its roster, this being WCOP, Boston, 5,000-watter, and instead is making WLAW, 50,000-watter in neighboring Lawrence, its full affiliate for the Boston area.

NBC in Act
NBC also got into the station-swiping act by grabbing off ABC's Roanoke, Va., outlet, 1,000-watter WSL. NBC previously had no station in that area.

These moves give additional
(Continued on page 8)

Video Pix Aid To Programing

CHICAGO, April 21.—The importance of film in the local TV programming picture, and a plea for the appointment of a television film standards committee highlighted a National Association of Radio and Television Broadcasters panel discussion Thursday (19) afternoon with George T. Shupert, vice-president, Paramount Television Productions, Inc., acting as chairman.

Shupert, the only speaker on the agenda with station management experience, reported a survey in Los Angeles, a market where there are seven TV outlets, four of them with web affiliations, had placed 15 film programs in the top 20 video shows in the area, and that his outlet, KTLA, had eight of the top 15 flicker features.

Shupert offered the following as important factors in successful use of film on tele: Get the best production possible; get first runs; use smart programming, mixing features with shorts as a movie house does; be sure you have a good signal, and get the best projection equipment and personnel possible.

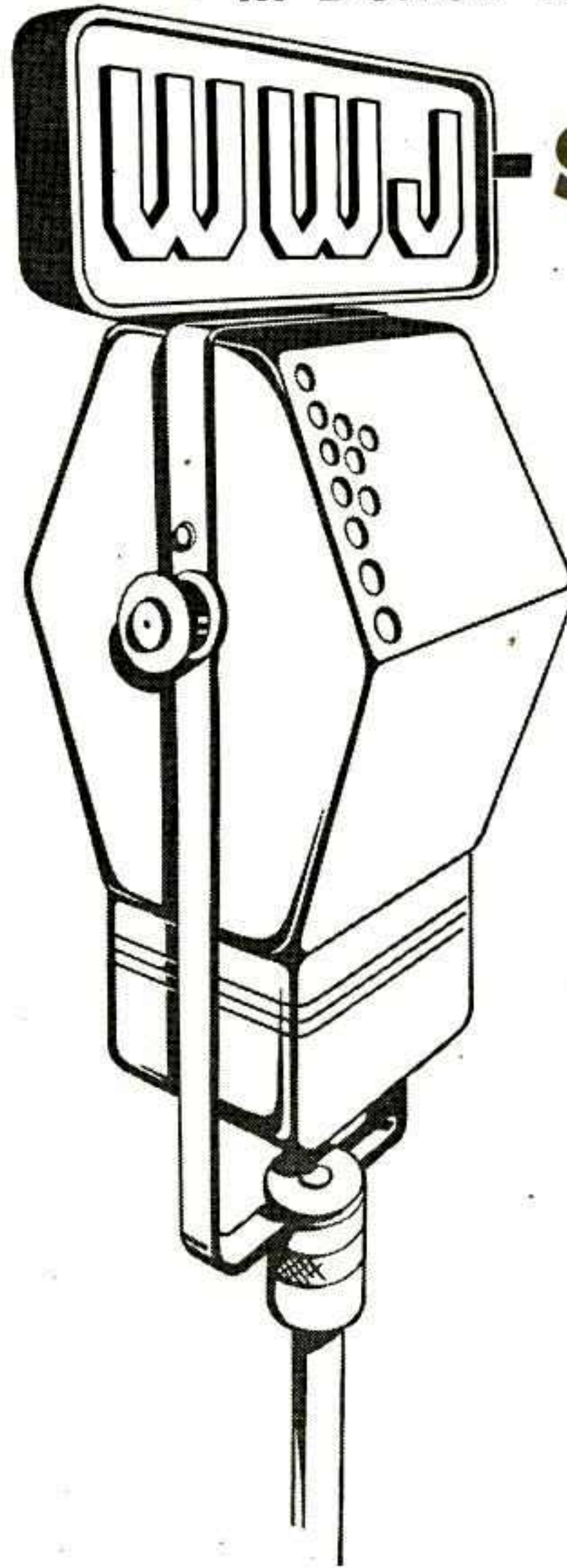
Asks Standards Comm.
Charles B. Brown, director of TV sales, Bing Crosby Enterprises, Inc., took up the cudgels for the formation of a television film standards committee by the NARTB, a stand which was echoed by other speakers. Robert D. Swezey, executive vice-president and general manager WDSU and WDSU-TV, who chaired the television day sessions said the matter would be referred to the board of directors of the NARTB at their next meeting.

John Mitchell, director of television, United Artists Corporation, urged station ops to make better use of film shows and said there was a "meshing of economies" now going on. Costs are going up, he said, but the demand (from the public) for film programs exists. The pocketbook of the advertiser is limited, but he will buy the programs if they are used to their best advantage. Mitchell forecast a steady improvement in film fare for TV with an ultimate product approximating that expected by the public when they go to a first-run movie house.

Film Profits
Final speaker at the session was S. Weintraub, executive vice-president, Flamingo Films, who told the station execs they should try to find out what further profits could be made from films.

He urged an aggressive buying program wherein stations would acquire local rights to films, and would retain those rights when selling a program to a sponsor. By retaining the rights, Weintraub said, stations could offer stronger programming; could make more intensive use of films to bring in more revenue; could do more promotion to get new advertisers, and could make more film available on a local level to viewers.

selling
YOUR PRODUCT
in Detroit is a



-SIZED Job!

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

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

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

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



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

Nets Scratch Heads Over CBS Rate Cut

NEW YORK, April 21.—Speculation continued this week as to how other networks would meet the competitive threat of Columbia Broadcasting System's projected rate cut should the reduction go thru as scheduled July 1. It is inevitable that steps to meet the edge CBS would gain will be taken; the question is what they'll be.

The National Broadcasting Company, which moved to chop rates late last year and then gave up under affiliate pressure, is said to be considering two plans. One calls for meeting the CBS reductions in TV markets only; the other is to meet the CBS demand in TV areas and a lesser reduction in AM only areas. This would call for 10 and 5 per cent reductions, respectively.

American Broadcasting Company this week was reported telling its clients that if CBS's cuts go thru, ABC will guarantee a proportionate decrease on or before July 15. A top ABC exec, said yesterday (Friday), however, that no firm plan has been adopted.

Mutual's attitude from the start of the rate race has been "wait and see" and remains unchanged.

Colgate Sets AM'er for TV

NEW YORK, April 21.—Colgate this week decided to convert its half-hour radio strip, *Strike It Rich*, into a TV stanza and program it in the recently acquired Monday, Wednesday and Friday 11:30-12 a.m. slots on the Columbia Broadcasting System, beginning Monday (7). *Strike It Rich* is on CBS radio 4:30-5 p.m. across the board.

Colgate figures the combined radio-TV *Strike It Rich* package will be an extremely low-budgeted affair because, beginning with the program's TV career, the audio part of it will be heard later in the day on the radio half of the property. In the event, however, the show does not click, Colgate's plan is to switch to soap operas. The client has first refusal on the Tuesday and Thursday 11:30-12 a.m. CBS-TV time periods. William Esty is the agency. Walt Frammer owns the package.

"The Kid" Now Is a G-Man

HOLLYWOOD, April 21.—*Cowboy G-Men*, 30-minute TV film series featuring Jackie Coogan, last week was acquired for national distribution by United Television Programs. Adventure series, produced by Harry B. Donovan's Telemount Pictures, Inc., co-features Russell (Lucky) Hayden. Plot concerns a government agent sent west to combat federal offenders during the late '90's.

Pilot reel will be shown at Chicago's National Association of Radio and Television Broadcasters convention by UTP exec Dick Dorso, along with 10 other features handled by the film distributing firm. Telemount is filming series in color, with black and white dupes to be distributed until market calls for tinted prints. Filming is handled at California studios. Series is being produced by Donovan, with Stanley Murphy serving as associate producer

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

NLRB Nixes SAG Plea, Says Meggers Outside Labor Units

WASHINGTON, April 21.—The National Labor Relations Board doesn't think TV directors, assistant directors and managers belong in organized labor units, the board pointed out this week (19) in a ruling denying a petition by Screen

Actors Guild of America, Inc. The latter outfit sought to organize such a unit at American Broadcasting Company-owned Station KECA-TV, Hollywood.

Declaring that TV directors have wide supervisory power in staging shows and hiring talent, the NLRB held against SAG's contention that directors don't "responsibly direct" within the meaning of supervisors in the National Labor Relations Act. SAG argued that Television directors offer "suggestions, requests, cues," rather than directions. Stated NLRB: "What would be a direction in another industry may be termed a 'suggestion' in the field of television, but, nevertheless, it is the director's concept of the desired result that governs the response of the performer, regardless of the manner of communication."

The NLRB ordered dismissal of SAG's petition. The station had opposed the SAG petition.

Senate To Act On 'Voice' Fund

Continued from page 1

and Parker May, of the U. S. Information and Education Program; Foy D. Kohler, head of the *Voice of America*; George Herrick of the division of international broadcasting, and Edward B. Wilbur, budget officer. They submitted testimony in an effort to counter charges of "gross mismanagement" of *Voice* activities. The charges had been hurled by the House Appropriations Committee which, at the recommendation of a sub-committee headed by Rep. John Rooney (D., N. Y.), slashed 90 per cent from a proposed \$97,000,000 supplemental outlay for the *Voice*.

The Senate Appropriations Committee has scheduled further executive hearings next week on the "third supplemental appropriation bill for 1951," which includes the *Voice* outlay. A committee member said that a vote may be reached next week, sending the bill to the Senate floor.

Meanwhile, Sen. William Benton (D., Conn.), sponsor of a resolution to investigate the *Voice* so as to see whether it should be shifted from State to another agency, sent a letter to Chairman Kenneth McKellar (D., Tenn.) of the Senate Appropriations Committee, declaring himself in favor of restoring the cut. Earlier in the week, Paul G. Hoffman, former head of the Economic Co-Operation Administration and now head of the Ford Foundation, proposed in a speech at Charlottesville, Va., that a separate government agency be created to handle the nation's global propaganda operations, including the *Voice*. The head of the agency, Hoffman said, should have cabinet rank.

ON BANDWAGON

"Free Press" Adds Column On Radio-TV

DETROIT, April 21.—The impact of video has moved *The Detroit Free Press* to start a local radio-TV column, for the first time in years. *The News* made the move about five years ago, with an ably written column by the veteran Herschell Hart, combining feature, editorial and gossip treatment in newspaper style. *The Times*, opposition afternoon paper, put Andy Wilson on the radio desk with a combination of criticism and gossip that is unique in local journalism.

The Free Press has carried the John Crosby syndicated column for about a year, and will continue to run it four days a week under the new set-up, but, as the only morning paper, had no local column. Dick Osgood, a 25-year man in radio who has long specialized in show world style programs on WXYZ and WXYZ-TV, is writing the new local column, to appear every Tuesday and Friday only. News type format is used, with heavy emphasis upon local news and inside radio-TV news, including quotes from the trade press. Emphasis is upon news rather than show criticism. The section is edited by Frank Angelo, feature editor of the paper, and given the look of a complete radio-TV section by spotting wire service stories about television on the same page.

Shriner To Sub For Tea's Godfrey

NEW YORK, April 21.—Lipton's Tea this week bought Herb Shriner to replace Arthur Godfrey on his Monday night Columbia Broadcasting System stanza this summer.

Format of the show hasn't been set.

RICH PITCH

Tillman Nets 40G With WPIX

NEW YORK, April 21.—John Tillman, chief announcer and supervisor of operations at WPIX, New York, earned between 40G and 50G in 1950 from his announcing activities, said to be the highest sum so far made by a TV salesman at a local station. He is currently running ahead of that figure and expects to make even more during 1951. In 1949, his first full year in video, he collected about 20G.

Tillman now handles 45 shows, seven days a week for the station and its clients, probably a record figure for TV announcing work. He holds another unofficial title—champion salesman—for the \$21,000 worth of china and raincoats he sold one evening recently on the station's *Night Owl Theater*.

Tillman has two announcing specialties—newscasting and a modified pitch routine. He does 29 newscasts. This news work has enhanced his prestige for commercial assignments. Tillman, who was a CBS staff radio announcer for seven years, claims that in TV his voice is of the least importance. Of much more value is the ability to project the total personality with naturalness and credibility.

According to Tillman the prime objective during his pitch is to use a "nice guy approach" and to forsake cajoling, wheedling and beating the televiewers over the head.

See Sponsor Shift For Kate Smith

NEW YORK, April 21.—The National Broadcasting Company this week had had one sponsor—Jergens—ready to bow out of the Kate Smith daytime TV stanza and another—Esquire Boot Polish—ready to step in and pick up the tab. Jergens currently bankrolls Wednesdays and Fridays 4:15-4:30 p.m. of Kate Smith.

Jergen's has manifested no dissatisfaction with the job the daytime program is doing, but the client feels sponsor identification would be greater were he to have a show of his own. Esquire has desired to get back into TV ever since its ill-fated *Hold That Camera* venture on DuMont. Robert W. Orr is the agency for Jergens; Emil Mogul for Esquire.

There Are \$\$

Continued from page 7

the across-the-board shows sponsors were set on the Monday thru Saturday schedule, and added that contract renewals proved they were selling merchandise on the shows. Sponsors ranged from a bakery to one of the largest department stores in town, while programs included audience participation shows, (one a simulcast with AM outlet WLW), variety and a kitchen feature.

At the conclusion of his talk, Murphy said that he had found that an area with from 60,000 to 70,000 receivers could make morning programing profitable.

HOOPER RATES TV'S FIRST 15

Here are the first 15 TV programs from the April "Hooperatings pocketpiece." Report covers program for the first two weeks of April.

First 15 Sponsored Network Programs	Rating
1. Texaco Star Theater (Jackie Gleason 4/3—Frank Ladd 4/10 substitute talent)	54.3
2. Godfrey's Talent Scouts	51.1
3. Comedy Hour — Bob Hope 4/8 only	49.7
4. Fireside Theater	44.1
5. Jack Benny 4/1 only	42.8
6. Philco TV Playhouse	39.9
7. Godfrey and Friends	36.1
8. Comedy Hour—Eddie Cantor 4/1 only	36.0
9. Your Show of Shows—Sid Caesar—Imogene Coca	35.0
10. Man Against Crime	35.0
11. Cactus Jim	34.7
12. Martin Kane	34.6
13. Mama	33.6
14. International Boxing Club—Williams Vs. Pruden 4/1 only	33.3
15. Lights Out	32.6

Special Events	Rating
April 1-14	
President Truman's Speech 4/11	55.4
President Truman's Speech 4/14	31.2

Mac Gives Nets Sales Bonanza

Continued from page 1

the American Oil Company, while Longines-Wittnauer Watch Company and *Newsweek* magazine picked up the tab for the Columbia Broadcasting System. *Newsweek* also bought time on DuMont, along with *Collier's* magazine and United Airlines.

In the indie field, the American Express Company sponsored the entire coverage over *New York Daily News* video outlet WPIX, and Vim TV stores backed WOR's radio broadcast of MacArthur's congressional address.

SAN FRANCISCO, April 21.—Local television stations and affiliated networks pooled their facilities to give complete coverage of Gen. Douglas MacArthur's visit here. A similar pool was made to carry the event to all Los Angeles stations via the telephone company's one microwave channel. KGO-TV, KPIX and KRON programs were canceled where necessary to bring viewers details of the general's stay.

Mobile equipment of the three San Francisco stations were merged to cover various vantage points simultaneously. Extra mobile units were brought here from Los Angeles by American Broadcasting Company, National Broadcasting Company and Columbia Broadcasting System.

Earlier, a squabble developed, but was quickly settled, among Los Angeles stations vying for use of the microwave channel. ABC originally leased it exclusively for Monday's scheduled event, but when the general's plans were changed, NBC seized exclusive rights for Tuesday. The argument was settled by the pool arrangement.

It was the most elaborate television and radio coverage accorded any homecoming celebrity in history.

HOLLYWOOD, April 21.—National Broadcasting Company's KNBH televised kines of General MacArthur's congressional address six hours later, cleanly scooped the field. Station hired speed flyer Paul Mantz for \$2,100 for a round-trip flight to Omaha, eastern most end of the cable, where kines were made and immediately flown to L. A. Station in turn sold the telecast to Hoffman Radio for \$5,000. KNBH beat rival Columbia Broadcasting System's KTSL by more than three hours in airing the MacArthur Washington kines.

To cloak its plans, KNBH announced it would fly in kines from Chicago. KTSL immediately followed suit, arranging for Chicago off-the-tube recording of the Washington event and thereby lost out in the race. To dramatize its scoop, KNBH sound filmed Mantz's arrival at the airport, showing sheriff's squad car picking up cans of film and rushing them with sirens blaring to station's Sunset and Vine studios.

Paramount's KTLA carried sound broadcast of the general's speech with a still pic showing MacArthur speaking before a dubbed in KTLA mike. Station waited until Friday (20) night to newsreel coverage of the Washington proceedings.

Justice Dept. Studies Limit On Grid TV

Continued from page 1

one away, and telecasts are to be limited to one game in any area on a given Saturday, with a blackout on at least one Saturday to gauge the effects of telecasts on attendance. First reaction expressed here by television webs was antipathy. The networks prefer free network competition.

In the wake of the session, DuMont's Leslie Arries, who appeared before the committee, said the group apparently wasn't bothered by fear of dwindling football attendance but, instead, wanted full control "and" a bigger price for television rights." Davidson Taylor, National Broadcasting Company production exec, pronounced the plan less desirable than the one which prevailed last year.

Under the NCAA plan, the association will peddle its members' schedules to the highest bidders who, in turn, can take a choice. No plan for distribution of funds from sale of TV rights has been adopted.

The NCAA group confabbed here with representatives of advertising agencies and possible sponsors. Also conferences were held with Nathan Halpern, of Theater Owners' Association, and Robert O'Brien, of Paramount, on the feasibility of football telecasts in movie houses. The theater representatives voiced high interest.

Sportsvision Gets TV Football Rights

HOLLYWOOD, April 21.—Rights to the college football games of the Pacific Coast Conference, Eastern Intercollegiate Conference, Big Ten and Big Seven conferences were nailed down last week by Sportsvision, Inc., of Berkeley, Calif. Firm, headed by attorney Bill Parry, will film tilts from these leagues, and by trimming out inter-period waits and times out, will offer them as 30-minute stanzas.

Sportsvision will produce the shows for KTTV, Hollywood, but the films will be offered to video stations in other cities as well. Deal with KTTV calls for three games weekly, to be aired Monday, Tuesday and Wednesday nights. These will include both home and away games of U.C.L.A., Southern California and the outstanding Eastern game of the week. Parry plans a \$50,000 lab here to handle processing.

Suspense, Danger

Continued from page 5

operators. As the affiliate opposition jelled, however, they were urging their own affiliates to be sure that any station meeting included affiliates of all the webs, and not just CBS affiliates. No substantial meeting of CBS affiliates, exclusively, ever materialized.

New Scramble

Continued from page 7

proof that both NBC and CBS now are carefully checking coverage data, and are seeking to get outlets into towns which previously were regarded as covered via 50,000-watt stations some distance away, to which local listeners had little loyalty. However, the 50,000-watters still are rated highly important, with NBC said to be disturbed according to reports that five of its clear-channel affiliates had signed renewal pacts covering only one year at their last inking.

Three-Way Hassle Over 'Amateur Hr.'

Continued from page 1

and offered to toss in \$3,000 toward talent costs each week for the hour-long stanza.

This fight merely underlines the situation extant in radio for the past season or two, in which all sorts of deals have been offered to entice radio business into the fold. As one radio web veepee said this week, "There hasn't been a legitimate radio deal made this season by any of the networks."

NARTB NOTES

Chi Is Real Windy City As V.I.P. Meet

The annual vipers reunion hit a more serious note this year than any previously. In the course of detailing some of the benefits derived from the American Broadcasters' mission to Europe in 1945, John Fetzer, WKZO, Kalamazoo, Mich., told of his many discussions with the late Sen. Arthur Vandenberg. Vandenberg, said Fetzer, found all the information he'd brought back extremely helpful.

Martin Campbell, WFAA, Dallas, was one of the most outspoken broadcasters at the convention on the subject of the rate cut and its harmful effects on the industry. He characterized the Columbia Broadcasting System action as weak-kneed and spineless. Probably the man with the toughest job at the convention was CBS station relations topper Herb Akerberg, for obvious reasons.

Network Presidents Joe McConnell, Frank White and Bob Kintner, busy kicking around their own course on the rate problem with affiliates. Clair McCollough's suite was the nightly meeting place for many of the top broadcasters at the confab.

Bob Swezey, WDSU, New Orleans, had a tough time trying to serve as peacemaker in the small fracas over whether Sen. Dudley (Hadacol) LeBlanc should be permitted to address the convention. Did a good job of it, too, Swezey, not necessarily LeBlanc.

Campbell Arnoux, WTAR, Norfolk, won everything but the shirt off Harold Essex's (WSJS, Winston-Salem) back in a couple of gin games. Radio Pioneers' new officers: Carl Haverlin, prez; J. R. Poppele, 1st veep; Fritz Morency, Arthur Church, Martin Campbell, Ray Guy, Orestes Caldwell, all veeps; Sydney Kaye, secretary; Herb Akerberg, treasurer.

Two Extremes

Ed Kobak's two boys represent extremes in their respective choices of ways of living. Ed Jr. runs the Kobak station in Thomson, Ga., and lives a completely rural life, while son Jim works right in Manhattan as one of J. K. Lasser's bright young men.

C. E. Hooper was knocking himself out at the convention lining up customers for his new every month rating service. Hoop's Ward Durrell, incidentally, was found to be suffering from tuberculosis but it was caught in the early stages and Ward's friends look for him to be back in action in two or three months.

Federal Communications Commission Chairman Wayne Coy had his picture taken with a group of newspaper guys at the Broadcast Music, Inc., annual dinner. Logical, of course, since Coy was a typewriter pounder himself once. The Billboard reporter mentioned this to a broadcaster, who replied, "I wish he'd stayed a newspaperman."

A Folksy Show

Show at the annual banquet took on a folksy flavor this year with some of the top names of the folk field on the bill. Carl Haverlin, president of Broadcast Music, Inc., who supervised the show, stated this was done deliberately because no one in the room was more than a generation removed from the farm—there were some who said it was Carl's way of selling broadcasters on the quality of the BMI catalog.

On the bill, in order of appearance were Arnold Stang, the WLS Square Dancers, the Beaver Valley Sweethearts, Roy Acuff and His Smoky Mountain Boys, the Dining Sisters, Arthur (Guitar) Smith and His Crackerjacks, Fran Warren, Captain Stubby and His Buccaneers, Fran Allison, Red Foley, Pee Wee King and Redd Stewart and the Dickens Sisters. Lou Diamond and his orchestra cut the score. Production was handled by Art Jacobson, of National Broadcasting Company; Harold Safford, of WLS, and Jack Stapp, of WSM.

Fact that show was overloaded with song did not dampen the enthusiasm of the audience. It was basically a radio show for a radio crowd that loved it all the way.

The Southern block did everything but stage a snake dance thru

Keeping Closer Tabs on Solons Pays Dividends

CHICAGO, April 21.—Keeping in touch with legislation and elected representatives can pay off a healthy dividend to radio station ops, a legislative panel of station execs told a meeting of the National Association of Radio and Television Broadcasters' convention here this week. Unfortunately, according to Bill Quarton, WMT, Cedar Rapids, Ia., most stations take cognizance of legislation and their elected reps only when a proposal affecting radio is placed in the State or national hopper.

Quarton urged that industry, especially radio, take a lead from labor, which, he said, initiated far more proposals than management. He cited such regulations as the penalty provision of the Copyright Act, which makes playing a published tune without a license an offense, as one of the many pesky laws which might be changed if the entire industry got behind the move.

Urges P-R Pro.

Stations can easily set up a public relations program that will win over the stubbornest politico, it was pointed out. F. C. Sowell, WLAC, Nashville, suggested that candidates in political races be encouraged to utilize radio in their campaigns. Broadcasters today block such a plan, in many instances, by (1) setting too high a political time rate; (2) failing to set aside good time periods for campaigners; (3) fearing drops in program ratings where many times a hotly contested political race is excellent program fodder. He cited a recent instance in his home State, where Sen. Estes Kefauver offered, shortly before the Senate crime investigating hearings started, to send out recorded tapes of his week's activities if stations would foot the cost. Station execs rebelled at the idea, only later to see Kefauver become one of the

(Continued on page 11)

the hall when the band struck up Dixie. Only thing missing was the Confederate flag. . . . Gaines Kelley, WFMY-TV, of Greensboro, N. C., was wearing a perpetual smile because he was one of the few on hand who has only a TV and an FM station to worry about. "And I just raised my rates" he was telling everyone.

A Who's Who

The dias for the Radio Pioneers Tuesday night shindig looked like a "who's who in radio." . . . Orin Dunlap, Radio Corporation of America vice president, pinch-hit for General Sarnoff in presenting the Pioneers annual award to Mrs. Degna Marconi Paresce, in honor of her famous father. . . . Bill Hedges, NBC veep, was the only one present who has attended every one of the 29 NAB annual meetings. . . . The steam roller methods used by J. V. Kaltenborn and Frank Mullen in conducting the Pioneers election elicited the admitted envy of both Sen. Estes Kefauver and Mayor Martin Kenneley. Carl Haverlin was chosen to be Mullen's successor in the wee hours following the affair; Carl already was at work on program for next year's dinner. Fran Warren flew in from Philadelphia in time for a quick run thru of her numbers for the banquet show and hopped back on the midnight plane. . . . Beulah Zachary on deck to watch Fran Allison perform. She's the Kukla, Fran and Ollie producer.

F. E. Lackey, WHOP, Hopkinsville, Ky., supplied the Will Rogers touch to the affiliates meeting with his pledge to keep his remarks short because he was well aware of the fact that the "brain can absorb only what the fanny can stand." . . . First few moments of the affiliates meeting was strictly a stage wait until Ed Kobak got the ball rolling. Wasn't until Fritz Morency proposed a concrete resolution half hour later that meeting began to take on definite form. From then on the group speeded quickly to formation of the org. established dues schedule and gathered in the list of those present. Frank Fletcher, WARL, Arlington, Va., did a masterful job of handling the gavel in flawless parliamentary fashion.

General Bradley's speech at the (Continued on page 11)

AWARDS

Low-Cost TV Local Show Winners Set

CHICAGO, April 21.—Production costs of \$20 and \$54 a show were features of the winning TV programs in the local-programming contest held at the National Association of Radio and Television Broadcasters' convention. There were 74 entries from 30 individual stations in the contest in which low budget, local shows with advertiser appeal were judged.

The winners were: KRLL-TV, Dallas, for Opportunity Knocks, a weekly 30-minute show with a \$150 production cost, which features above-average job applicants telling their stories on the air for prospective employers in the audience.

WCPO-TV, Cincinnati, for the Paul Dixon Music Shop, a two-hour across the board afternoon show featuring records with pantomimes and drawings. It was a weekly budget of \$800 to \$1,000, and a weekly income of \$5,000 to \$6,000.

WFIL-TV, Philadelphia, for University of the Air, 11:10 to noon Monday thru Friday, offering college courses via TV with co-operation of 20 schools, colleges and universities. The budget is \$250 weekly.

WSB-TV, Atlanta — Rich's in Your Home, department store show which started last year during a strike, and now runs 2 to 3 p.m., daily, with fashion shows, interviews, merchandising demonstrations and a \$20 talent nut for each show, with Rich's paying all other costs.

WTMJ-TV, Milwaukee—Grandpa Graf Cartoon Club, a 15-minute Saturday afternoon seg with a budget of \$31.25, featuring a cartoon movie, and live kid activities, interviews and contests.

WTVJ, Miami—Quick on the Draw, a Monday night half-hour with a budget of \$20 for talent, \$10 for art and \$24 for prizes. Two teams play a sort of charades, drawing the answers instead of acting them out.

WXYZ-TV, Detroit — Charm Time, Charm Kitchen, 11 to noon across the board, stressing make-up, hair care, hats, cooking, manners—everything to make females more acceptable.

Coy Strong on Color TV, UHF

CHICAGO, April 21.—Wayne Coy, chairman of the Federal Communication Commission, was optimistic about color TV in his talk before the National Association of Radio and Television Broadcasters' convention here Wednesday (18). He reaffirmed his belief that the Supreme Court will sustain the decision of the Chicago court upholding the Federal Communication Commission decision adopting Columbia System color. "Color can be of greater service to the American public than any other broadcast system and, more than that, it can become the most profitable medium to those broadcasters who will serve the public interest," Coy said.

Coy also was strong on UHF. He acknowledged that the same amount of power cannot be developed in UHF that is obtained in VHF, and that rough terrain may have an adverse effect on UHF coverage. In spite of these difficulties, he said, he is sure that UHF will be able to cover almost any metropolitan area and a very large part of the rural areas with adequate TV service.

Coy strongly urged ratification of the North American Regional Broadcasting Agreement. "Many of our stations will have conditions of damaging interference completely eliminated or greatly reduced," Coy stated. "And many of our stations which would otherwise be subject to a constant threat of interference from foreign stations, will be assured of a continued protection not otherwise available."

Coy said that practically all of the complaints now being made about the UHF and VHF allocation proposal could have been made just as well six years ago. "The significant thing about our proposal from the standpoint of those who do not like it, is that they will have adequate opportunity to file comments with respect to that portion of it they do not like and to offer suggestions for changes," Coy said.

Pass Proposals To End Freeze

CHICAGO, April 21.—Broadcasters' desire for a speedy end to the current television freeze was evidenced by four resolutions passed during the final stages of the National Association of Radio and Television Broadcasters' convention here this week. Meetings okayed proposals to back the McFarland Bill, which it is felt would streamline Federal Communications' Commission procedure; speed up FCC determination of all radio and television applications, in that over 400 video applications are now on file, and oppose S.R. 127, which, it's opined, would duplicate the past three years' efforts of the FCC and would retard settling of the freeze by six to 12 months, back the FCC's intention to partially lift the freeze by filing comments before May 7.

The general assembly and the NARTB television board also ratified the following regulations: (1) Opposition to the reservation of video channels; (2) okaying the principle of predetermined allocations plan; (3) authorization of the board chairman to form a committee to study engineering side of the Third Notice of Further (Continued on page 11)

Let's Thaw Big Freeze: NARTB

CHICAGO, April 21.—Get the freeze thawed out and let's get on with building television coverage was the battle cry at the National Association of Radio and Television Broadcasters panel discussion Thursday (19) on The Big Thaw. The speakers agreed that next October was a reasonable time to expect the Federal Communications Commission to begin granting CP's for new VHF and UHF stations.

Dr. T. T. Goldsmith, research director, said DuMont Laboratories is preparing to put a compromise plan before the FCC. "We propose a compromise in the interests of speed," Dr. Goldsmith said. "It will stress putting enough stations in each area to avoid monopoly. The DuMont idea also would put all channels up or grabs for both commercial applicants and educators on an equal basis, Dr. Goldsmith said. "Educators are justified in having TV outlets," he said, "but they get nothing when they can charge no revenue. They should have equal opportunity to go after commercial stations."

Freeze Lift Prospects

Glen McDaniel, president of the Radio-Television Manufacturers' Association, said the manufacturers are delighted at the prospect of lifting the freeze, and that they will have the equipment when the broadcasters need it. He estimated 12 to 24 months delivery on UHF transmitters, and advised applicants to get orders in early because of steel priorities. McDaniel estimated the cost of a 1-kw. transmitter at \$70,000 to \$75,000, plus about \$20,000 for an antenna. (Continued on page 11)

Explains NCAA Plan to NARTB

CHICAGO, April 21.—Hot on the heels of the football TV policy announcement made by the National Collegiate Athletic Association Wednesday (see separate story), the National Association of Radio and Television Broadcasters, after passing a resolution endorsing Rep. Clemente's House Bill providing for the telecasting of football games, heard a talk by Walter Byers, NCAA exec, on the subject. Harold Hough, WBAP, presided at the session.

Byers, after expressing the appreciation of the NCAA (representing more than 300 schools thruout the U. C.) for the part television had played in building up collegiate sports with the viewing public, pointed out that the tele industry and NCAA now has the mutual responsibility of protecting those sports. He said it was not only football that entered into the picture—but that some 12 or 13 intercollegiate sports, and 30 to 40 inter-mural activities were involved.

Football, Byers said, has not been banned from future telecasts. (Continued on page 11)

FLORIDA'S City Beautiful... ORLANDO MOST 1949-50 First Place 12th Annual Billboard Radio and Television Promotion Competition Audience Sales Promotion Local Channel Network Affiliate 250 to 1000 Watt Stations AWARDED 1950-51 First Place 13th Annual Billboard Radio and Television Promotion Competition Audience Sales Promotion Local Channel Network Affiliate 250 to 1000 Watt Stations RADIO 1950 First Place Raleigh Cigarette 'People Are Funny' Competition STATION 1950 First Place RCA Victor's '64-Dollar Question' Competition WORZ NBC Eugene Hill, Gen. Mgr. Sammy Roen, Promotion Mgr. WEED & CO. National Representatives

Television—Radio Reviews

Crime Photographer

TELEVISION—Reviewed Thursday 10:30 p.m. over CBS-TV network. Sponsor, Carter Products. Agency, Sullivan, Stauffer, Colwell & Bayles. Producer, Charles W. Russell. Director, Sidney Lumet. Script, Sheldon Reynolds. Music, Tony Mottola. Cast, Richard Carlyle, John Gibson, Pot O'Malley, Patricia White, Shirley Ballard, Bruce Gordon.

Crime Photographer enjoyed a money-making run as a CBS house-built AM package and has been translated into video terms now with Arrid deodorant (Carter Products) footing the bill. The show has the ingredients necessary for a standard video whodunit, but its debut was mostly on the unimpressive side, due largely to a woefully dull script as hackneyed as a hamburger joint's menu. On the other hand, it has a realistic and effective set for its main locale, a set that's so good, in fact, that it seems out of place.

This contradiction develops because that main set is a gin mill, just as it was Casey's headquarters on the radio show. But there's so much action in that setting, and so much footage showing Schaefer beer signs that the Arrid commercials come as a combination surprise and non sequitur. You expect either a beer or hangover commercial or maybe Angostura bitters. In any event, Bob Markell rates high for this set design, altho the lesser sets looked drab and dull by comparison.

Another first-rate job is turned in by Tony Mottola and his instrumental trio for a crack background. Mottola excels at this sort of work. His contribution to another CBS-TV crime stanza, *Danger*, is especially noteworthy. Story was a feeble rehash of a big shot gambler kidnapping a model to keep her from locating him near the house in which a witness who could send him to the chair was knocked off. Casey figures because he had the model and her sidekick on a photographic tour of the city. Payoff, involving a tape recording and the inevitable photograph, was as stimulating as cold oatmeal.

Lead now is played by Richard Carlyle, from legit, and despite what seemed to be first-night tension and roughness, he'll do. Looks good and can easily meet the requirements of the role. John Gibson does a fine bit in the highly sympathetic part of Ethelbert, the shnook-type innkeeper, and Pat O'Malley is okay as the police looney. Models were played by Shirley Ballard and Patricia White, who are so pretty they don't have to act.

Sidney Lumet's direction wasn't up to his customary standard. In the opening sequences, there were persistent shots of the back of one of the model's heads, and the treatment of the build-up for the next show was rather clumsily handled.

Arrid commercials probably make the best of a difficult assignment and stress the facts that it is non-injurious to clothes and skin as well as long lasting.

Jerry Franken.

Shep Henkin

RADIO—Reviewed Thursday (12), 11:15 p.m. EST. Sponsored by the Carter Hotels via WMCA, New York, thru Koehl, Landis & Landon. Disk jockey, Shep Henkin.

If the sponsor will allow disk jockey Shep Henkin to cut down slightly on records and considerably on ad copy, he may have a program worth a hearing. Now it's so heavy in both records and copy, as to make his own personal contribution most minuscule.

Henkin, however, does program the best in current disks. Among the artists offered via platters, on the show caught, were the Andrew Sisters, Bing and Garry Crosby, Dinah Shore, Billy Daniels and others. The deejay tries to tie in each record with a personal story about the artist on it. They were gossipy light stories of an anecdotal nature, which should appeal to many listeners. Henkin's delivery would also be stronger if he were to work more on his voice. The disk jockey is new to the radio mike and is actually the flack for the Carter Hotels, his current sponsor.

The copy for the Carter Hotels

The Buddy Rogers Show

TELEVISION—Reviewed Thursday (12), 12:30-1 p.m. Sustaining Monday thru Friday, New York. A Gainsborough Associates production. Director, Nat Rudich. Produced by Mike Jablons and Shirley Graf. Film sequences by Snader Telescriptions, Inc. Cast, Buddy Rogers and Susan Raye.

A combination live and film variety layout hosted by Buddy Rogers seems a good, basic idea. Rogers is truly an engaging emcee, affable and courteous. He's devoid of stuffed-shirt characteristics and he never makes the error of assuming a forced enthusiasm. On this show he engaged in dialog with Susan Raye, thus providing a friendly, informal touch. Miss Raye plays piano nicely and sings passably well. Her chief asset, tho, like Rogers's, is in her natural charm.

Much of the variety talent is presented via Louis Snader's Telescriptions. Snader has packaged a raft of talent, including bands, singers, instrumental and vocal groups and dancers, and has generally done a sharp production job. Show caught, however, did not choose its films too well, for it presented two conflicting bands—Frank Yancovic's fine polka combination and Cab Calloway's hi de ho group. Also shown were the Nita Bieber Dancers.

Seems to this reviewer that this show could profitably be used by a sponsor provided some changes in format were made. For instance, a once-a-week half-hour evening show instead of the current five-a-week daytime layout. Saving in time costs would permit the producers to allocate more of the budget to live talent. This is not to be construed as meaning the Snader films are bad. They are quite attractive. But a more reasonable proportion of live as against film fare should brighten the show. The layout definitely has possibilities.

Paul Ackerman.

Theater Scrapbook

RADIO—Reviewed Sunday (15), 9:35-10 p.m. Sustaining via WNEW. Producer, Dick Pack. Director, Ernie Hartman. Writer, Leonard Sillman. Announcer, Lonny Starr. Music, Kay Reed. Cast: Leonard Sillman, June Carroll. Guest: Imogene Coca.

It seems extremely doubtful that WNEW's new sustainer spotlighting producer Leonard Sillman's legit reminiscences will carry any sponsor appeal. The station's original announcement of the show's format stated that each program would feature a new talent "discovered" by Sillman along with an interview of an established player to whose launching he lays claim.

A second airing of the seg held to format as far as the latter was concerned. Sillman interviewed Imogene Coca who graced his first *New Faces* revue in the early 1930's. But no current discovery was on hand to take up the slack. Except for the Coca interview, conducted in a manner to give TV's best current film comic anything but the best of it, the half-hour was mainly filled with name-dropping by Sillman in tired, personal anecdotes of Larry Hart, Lew Fields, Noel Coward and Tallulah Bankhead.

Welcome Break

A welcome break in the proceedings stemmed from the chanting of *Growing Pains* from a *Tree Grows in Brooklyn* by the seg's regular vocalist June Carroll. This was in line with the notion of previewing a new show tune each week. *Pains* got a good projection.

It seems to this listener that any such "memory lane" format as *Theater Scrapbook* starts with a couple of strikes against it, since it is dedicated primarily to an audience interested in legit theater. To put it across takes exceptional originality and non-egotistical salesmanship. Both qualities were completely lacking Sunday (15).

Bob Francis.

is repetitious in that it says nothing more than that the various hotels are convenient to the shopping and entertainment districts of New York and Boston. Not only can the copy show more imagination, but the program shouldn't be flooded so constantly with commercials.

Leon Morse.

American Cancer Society Benefit Show

RADIO—Reviewed Friday (13), 8-8:30 p.m. EST. Sustaining via WNBC, New York. Producer, Walter King. Director, Ken McGregor. Cast: Jimmy Durante, Gary Moore, Joan Crawford, Judy Holliday, Mindy Carson.

The American Cancer Society lined up a star-studded name-guest list for this special half-hour benefit broadcast. Gratis talent included Jimmy Durante, Gary Moore, Judy Holliday, Joan Crawford and Mindy Carson, plus behind-the-scenes contributions from Durante's writers.

Net result was an entertaining, fast-moving show with Durante taking top showmanship honors for his charmin' croak-vocalizing on *I'm a Vulture for Horticulture*. The Nose's reunion with his old radio partner Gary Moore sparked a spontaneous bit of hilarity at the beginning of the show, and Durante proved a fine foil for academy award winner Judy Holliday in a satirical sketch about her rise to fame. The gags could have been funnier, but fortunately both Durante and Miss Holliday excel at pulling laughs where none exist for lesser artists.

RCA Victor canary Mindy Carson was pleasing in a relaxed banter bout with Durante. However, her vocal stint on *Be My Love* wasn't up to her usual warbling standards. The number's demanding range (an octave and two) was just more than the gal could equal.

Flicker star Joan Crawford, who suffers from mike fright, made a gracious tho obviously nervous pitch for the cancer drive, and Durante closed the show with a heart-warming plug of his own for contributions.

June Bundy.

Dreamboat

RADIO—Reviewed Monday (16), 9:30-10 p.m. EST. Sustaining via ABC, New York. Producer-director, Bob Woolson. Cast: Bill Snary, Doris Drew, Jack Lester, Tom Casey.

In tune with its junior-prom type title, *Dreamboat* is a musical soap opera series about a couple of youngsters trying to make a go of a "decommissioned showboat." With the right kind of scripting this idea might generate the same pleasantly banal appeal as its film musical counterparts.

However, the excursion caught (16) was wrecked by a barren plot line. Altho it's supposed to be a "book" show, the script was nothing more than a series of clumsily contrived song cues, painful to performer and listener alike.

Musically the airer was on the plus side. Young Bill Snary made an excellent impression both as a singer and actor, and non-singing crew members Jack Lester and Tom Casey provided an able assist in the thesping department. Canary Doris Drew sounded lush enough vocally, but the gal's speaking voice was mush-mouthed, shrill and over-animated.

In view of its present script-shape, *Dreamboat* would be a better show if the producers just threw the story line overboard completely and filled in with an extra song or two.

June Bundy.

Stag Party

TELEVISION—Reviewed Tuesday (10), 10:30-11:00 p.m., EST. Sponsored by Chevrolet Dealers of Greater Detroit, thru Campbell-Ewald Agency, via WXYZ-TV, Detroit. Producer, John Pival; director, Peter Strand; writer, Kay Gould; emcee, Don Wattrick. Cast: Leonard Stanley Trio, with Merri Leone, vocalist.

Frankly beamed for a strictly male late evening audience, this show gently and Esquire-wise invites the gals to turn to their knitting—a fairly sure-fire way of keeping them curious, if not entirely amused. Don Wattrick, veteran sportscaster, opens as a "book reviewer," works in some comedy business and dialog. Working as a straight man, he ably cues the various other contributors, keeps the guest interesting via adroit questioning, and ties a considerably diversified show together.

Merri Leone, a cute and ex-

TV Talent and Show Tips

Gen. Douglas MacArthur

Of course, we don't know what General MacArthur intends to do during the "fade away" phase of his career, but it would be of monumental service to keeping America better informed if he could be convinced to turn TV news commentator. This suggestion is made sincerely and with full respect for one of the greatest military minds and leading statesmen of our times. Whether or not one agrees with the general on various issues, all will grant that he possesses a keen perception of world affairs and an enviable command of the language to express his views. In these respects, as well as background, he would be second to none. Furthermore, his electrifying personality and dynamic form of presentation would make him a leader of public opinion thru a regular TV series.

Rather than permit a man of his stature to be lured away by big business, the nets should go after him and convince him that there'll always be a need for constructive commentary in TV. It goes without saying that if sponsored, dignity would be observed in commercials as well as product advertised.

L. Z.

Mildred Bailey

Time (and illness) certainly seem to leave Mildred Bailey's warbling ability untouched. Currently at the Bon Soir, Greenwich Village pub, she sounds better than ever, with matchless phrasing and an inimitable style characterizing her work. For guest shots, she's a sure shot.

J. F.

Will Kuluva

This young character actor who has been winning himself accolades in *Darkness at Noon* is ready for featured parts in TV dramatic shows. Cast as Luigi, an Italian dock-walloper living in France, Kuluva also understudies Claude Rains and has proved a more than adequate replacement on several occasions. Not only does the mustached Kuluva score in Latin parts, but his range enables him

pressive blond vocalist, provides the key interest for the stags. She's good at pantomime, tjeing in to her rhythms, especially Frenchy numbers. Extreme close-ups were a bit rough on her, possibly because of make-up. Leonard Stanley Trio, a highly competent outfit, did the musical background.

Commercials, including a couple of rather long but attention-getting spiels by a taxi driver, are aimed right at the men. Chap told about his driving problems, showed what he found inside his motor, why he realized need of lubrication care. Any motor-minded male would be interested.

Horse Star

Hero of the show was "Mr. Cobo," a mounted police horse named after the mayor, with a patrolman who told of police training, and explained the parts of the equine's gear, and how these highly trained animals are carefully guided in police work, as in controlling large parade crowds. The horse co-operated beautifully and stole the show.

A locksmith gave an interesting demonstration plus description of various new kinds of locks, prepared with good camera work and scripting. Went on to demonstrate how he cracked a safe—a very unimpressive scene, as he bent over his work, back to the camera in close-up. The "explosion" was an audio pop at most. Scenes like this, excellently conceived, need obviously more judicious selection and fool-proof preparation to avoid absurdity.

An "honorary colonel" in an \$8,500 mink coat added to the male interest. The other guest was a dog trainer (male), amazingly named Beverly Allen, and his black shepherd, in a brief bit. Program is diversified, balanced and fast-moving, and strong enough so one flop didn't spoil it. Should go places. Finale is an interesting and prolonged cheese-cake close-up of Merri Leone's lower extremities, seated, swinging to the musical rhythm, with super-imposed commercials and titles.

Haviland F. Reves.

to play every kind of role. There is a sincerity and a warmth to his acting that makes him a signal talent and one whose success is only a matter of time.

L. M.

Bub Thomas

Swivel-chinned Bub Thomas has burly and nitery experience and could blossom into greater recognition via television. The lanky exponent of laughs has at hand an exhaustible supply of imitations, including Ted Lewis and Maurice Chevalier, and does a slick vent turn to boot. Mugging makes him visual and combines with hep yarns for a good video possibility. Chap has looks, dresses well and would be an asset to any top comedy seg. Caught at Bombshelter, (Long Beach), Calif. Saturday (14).

J. I. B.

Blackburn Twins

The well-known vaude and nitery act could do quite well in holding down a regular spot on video shows and, with the proper format, could carry a 15-minute show of their own. Caught at the Olympia Theater, Miami, the Blackburn Twins have broken in a new girl partner, Pam Cavan. The gal is pert and possesses a pair of powerful pipes. Equipped with plenty of special material, the twins and Cavan gal could keep going for a long stretch of time without repeating numbers.

J. M.

Gal Comic

Charlotte Raye, current at New York's Village Vanguard, a short brunette, would be ideal for many kinds of shows, where she could be used straight or as a plant. Gal does some Helen Hokinson club-woman types with a real flair and a feeling for comedy. In addition to her satiric carbons, Miss Raye has a clear soprano singing voice she apparently knows how to handle.

B. S.

Moore and Morrell

Clever innovations in terp clowning make this dance duo a good bet for TV. Team impresses as two happy people who knock themselves out for laughs. Both are lookers, especially Beverly Moore, who scores in a big way as a shapely little minx. Would have appeal to both sexes and all age groups. Good for variety programs or guest stints. Caught at Larry Potter's Supper Club Tuesday (17).

J. I. B.

Bea Arthur

Bea Arthur, current at One Fifth Avenue, New York, is worth a look for any TV producer with an eye to either a late show or a spot on an earlier time. Gal, a tall, stacked brunette, does a series of low voiced torch, blues and ballads with a skill that lends new meanings to old lyrics.

With proper costuming and lighting, Miss Arthur could catch on. She has the basic talent.

B. S.

Diane Adrian

Producers and packagers in need of a well-stacked chanteuse who can sell a song in the fashion of swank East Side nitery singers would do well to audition Diane Adrian. Particularly attractive, Miss Adrian can handle English, French and Spanish ditties with equal ease. For single shots on variety-type segs, the gal has some special material that would stand up for any kind of audience. Caught in the Saxony Hotel, Miami Beach.

J. M.

Rickie Layne

The ventriloquial acts on video have become almost standard fare for the variety shows, the youthful Layne could hold down a solid spot on many a telecast. Aside from his first-rate voice-throwing, Layne manipulates his wooden dummy to present a life-like character. Act is mainly fast patter and a few comedy impressions done by both Layne and the dummy. Working with the *Borschtcapade* revue and *Bagels and Yox*, Layne came close, to being a show topper every time out.

J. M.

Short Scannings

Brief but important video news

CBS Peddles New Lucille-Desi TV Show . . .

"I Love Lucy," a new video situation-comedy featuring **Lucille Ball** and **Desi Arnaz**, is being shown around the agencies by Columbia Broadcasting System. Written by **Jess Oppenheimer**, **Madelyn Pugh** and **Robert Carroll Jr.**

Congoleum Weighs New Video Show . . .

Congoleum Nairn, which is dropping the **Dave Garroway** TV show on the National Broadcasting Company, is expected to decide Monday (23) on a new show. Chances are it will be a dramatic program. NBC has not decided whether it will sustain the Garroway series. Congoleum agency is **McCann-Erickson**.

By Way of Personal Mention . . .

Bill Von Zehle, producer of "It's in the Bag" on DuMont, father of a boy last week. . . **Al Kalmus**, National Broadcasting Company-TV publicity head, is becoming an oenologist. Go look it up for yourself. . . **Al (Half Pint Party) Ganaway** working on a new Mr. and Mrs. show, with his own Mrs. . . **Bert Kalmar Jr.** signed with **Foley & Brockway** for a new video stanza. . . **Ben Gedalecia** resigned as research head of American Broadcasting Company to join State Department's overseas information service. He used to be with the Office of War Information. . . Dispute between **Jack Moses** and **Lou Cowan** settled out of court. . . **William Kendall Clarke** finishes

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Theater Guild on the Air

NBC, Sunday (8), 8:30 to 9:30 p.m. EST

Following the trend for belated recognition of **F. Scott Fitzgerald**, the Theater Guild presented a good hour dramatization of *This Side of Paradise*, the fictionalized novel by Fitzgerald of his own early struggles. Tough as it is to catch in such condensed verbiage the flavor of the period which was so much a part of Fitzgerald and *Paradise*, the Guild's roaring '20's was more the "cat's meow." In that it failed, but the story itself was told in good style despite a confused, slow start.

Richard Widmark's Amory Blaine, the focal character, was another positive proof that he's a fine actor. And **Nina Foch**, as his love, **Rosalind Connage**, did one of the best jobs she's ever done. Good support was given them by **Bruce Hall**, **Bill Kester**, **Reese Taylor** and **Robert Jonay**, but alas not all the cast measured up to their mark, ranking from okay to "lousy."

Production-wise, the Guild has everything down pat. It presents a smooth, well-organized show. And U. S. Steel "commercials" are still on the great happy family line, molding a fine alloy of finance and democracy. **Dennis McDonald.**

Club 15

CBS, Friday (13)

Outstanding event on *Club 15* last week was the debut of Canadian singer **Gisele MacKenzie**, who has replaced the **Andrews Sisters** on Monday and Friday broadcasts of the across-the-board musical series. **Jo Stafford** is featured on the *Club's* Tuesday, Wednesday and Thursday schedule.

Gisele MacKenzie, billed as "the top feminine vocalist of Canada," has a rich, warm singing voice, quite similar in quality to that of **Miss Stafford**. The new gal also seemed at home with a mike on the show caught (13) when engaged in chatter routines with **Bob Crosby**. As proof of her bilingual versatility, she warbled a verse in French when Crosby and the **Modernaires** joined her on a group production of *My Heart Cries for You*.

Crosby handled his emcee chores in amiable fashion and sounded sincere on a personal plug for sponsor **Campbell's Soup**. **June Bundy.**

as scripter on the **Susan Peters** video soap and returns to freelancing. Set to do a "Philco Playhouse" and "Pulitzer Prize Playhouse" script. . . **Larry Menkin** switched plans and bought a house in **Wantagh, L. I., N. Y.**, and not **Westchester**. . . **Harry Ackerman**, Columbia Broadcasting System Coast AM-TV chief, due in New York soon to huddle with **Hub Robinson**, program v.-p.

Lester Lewis, agent and packager, threw a Class A wing-ding last week celebrating the third anniversary of "Hollywood Screen Test," his Ironrite-sponsored package on ABC-TV. Back in '48, when the show started, its total budget was around \$700. Just a bit more now. **Lewis's** brother, **Mort**, scripter, returned from Hollywood and is associated in his package operations. . . **Ed Byron** "Mr. District Attorney" really gone hillbilly; sold his boat.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Kraft TV Theater

Wednesday, 9-10 p.m. NBC-TV

The wish fulfillment aspects of **Mr. Mergenthwiker's Lobbies** undoubtedly account for the striking success of the dramatic script, with its fourth airing, produced this week in *Kraft TV Theater*, as effective as the first. The probability is, too, that the fantasy, because of those very same elements, can expect continual TV reshowing in years to come.

"Lobbies" are creatures that only the "pure in heart" can see and their special ward is the mild mannered **Mr. Mergenthwiker**. They and their agent, **Mergie**, get mixed up in a murder springing out of an election. Also involved in the situation are an editor, his gird friend and his newspaper.

Because lobbies are invisible, they create continual mystification with their phone movings, door openings, paper readings and other japey. This gives TV a chance to create special effects, but much more might have been done.

While **Vaughn Taylor** gives an adequate interpretation of gentle **Mr. Mergenthwiker**, **Vinton Hayworth** sparked this show with his portrayal of the harassed editor, **Phil Robinson**, as the murderer, proved convincingly villainous. The part was written far from subtly, but he struck just the right note; **Maurice Manson** made an accurate light brained publisher, and **Diana Douglas**, impressed as the love interest, tho badly costumed.

The *Kraft* commercials are still mouth watering in their dishing up of sample cheese and other recipes. **Leon Morse.**

Tabs on Solons

Continued from page 9

hottest politico's in the State's history

Hire Lobbyist

The State Broadcasters' Association of Ohio has hired its own lobbyist to watchdog State legislation. Since putting him on six months ago, the attorney saved the association \$50,000 when he got a ruling from the tax department eliminating radio stations from the payment of a 3 per cent tax on personal property, a category which includes all technical equipment used by a station. He secured a ruling which made these payments retroactive to 1941. The radio-paid lobbyist is currently working to defeat a bill before the **Buckeye Legislature**, whereby a radio commentator would have to reveal the source of any information transmitted via the airlines. The association throws a yearly dinner, at which members personally get to meet their local reps.

Sowell warned broadcasters to stick close to their representatives, lest they run into a situation similar to that in **Nashville**, where a mayor of a Southern city told a meeting that he intended to instigate a proposal at the next meeting of the national mayors' group, whereby that influential org would ask the **FCC** to force stations to turn over more time to public service programming.

NARTB NOTES

Chi Is Real Windy City As V.I.P. Meet

Continued from page 9

Tuesday noon session on the Korean situation focused national attention on the NARTB convention. The **MacArthur** speech stopped convention proceedings cold Thursday morning. Broadcasters filled the **Normandy Room** to watch the general on **RCA's** big theater screen as well as the ballroom to watch proceedings on **DuMont's** 20-inch receivers.

Probably the most colorful, as well as advice-packed talk of the convention was **Johnny Outler's** warning to TV station operators not to lose control of their own business the way AM broadcasters did. . . The entire TV session, as a matter of fact, was first rate. Certainly no better guy could have been selected to chair the "operating costs" session than **Clair McCollough**. He's proved everything he was passing on to his audience, with his own **Lancaster** and **Wilmington** video successes. . . By Thursday night everybody looked slightly green from eating overcooked convention luncheon and dinner food. . . **Helen Fruth**, **Judge Miller's** administrative secretary and **Gladys Hall**, **Sol Tais-hoff's** girl Monday had an intimate, friendly conversation, which reminded one by-stander of **Clare Luce Booth's** almost forgotten play *The Women*.

Business Looks Up

Dick Shafto, **WIS**, **Columbia, S. C.**, one of the hardest working broadcasters at the conclave, reports his local business better than it's ever been. Hopes his current gardenia crop will turn out ditto. **Ken Brown**, **KWFT**, **Wichita Falls, Tex.** was up to his ears in battles, both in the rate cut set-to, and the **LeBlanc** incident.

That same **LeBlanc** controversy saved **Joe Ream**, **CBS** executive veepee from taking a worse beating Sunday night when he was in **Chi**. The boys got involved in an argument over it, and kept battling till **Joe's** Monday 2.45 a.m. plane time.

Bill Ryan had to do a quick redraft of his Broadcast Advertising Bureau talk, as a result of the **CBS** rate cut announcement. . . **Hugh Terry**, **KLZ**, **Denver**, a little stunned by the announcement, and hoping **CBS** had some good reason for it. Up to closing time of confab, he hadn't heard.

Leonard Reinsch, of the **Cox** stations, fought off a rough sinus condition all thru the convention, as if things weren't tough enough.

When **Wayne Coy** got thru with his convention talk, during which he took a couple of slaps at the broadcasters, **Judge Miller** said the convention was going to put thru an "equal time" for reply rule, whenever **Coy** was invited to speak in the future. **Coy** said, fine, but let's follow that with a question and answer period. . . When **Carl Haverlin** announced the present total membership at the **Radio Pioneers' dinner** he made due apologies to guest speaker, **Sen. Estes Kefauver**. "If you'll excuse the expression, Senator," he said, "we now have 711 members."

Craig Lawrence, **WCOB**, **Boston**, and a new **NARTB** board member, being tipped off to the high personal cost of serving in that capacity by **Dick Shafto**. His own board activities, **Shafto** said, run him between \$1,400 and \$2,300 per year.

NARTB's **Bob Richards** and **Bee Arney** did their usual wham job in keeping everything rolling.

CBS Votes Down News Guild Affiliation . . .

Columbia Broadcasting System employees last week voted 308 to 290 against the Newspaper Guild in a run-off election held Wednesday (18). The Newspaper Guild attributes its loss to the fact that its title is not representative enough and indications are that it will change its name to the Newspaper and Radio Guild before it tries again to organize the **CBS** employees next year.

Wilson Exits Chi ABC For Y&R; Henry Stays . . .

Bill Wilson, for the past five years a member of the American Broadcasting Company's Chicago sales staff in radio and TV posts, joins the **Young & Rubicam** **Chi** office May 1 as associate radio and TV producer. **Wilson**, according to **Phil Bowman**, the ad agency's radio-TV topper, will assist him in supervising the two media. Previous to going with **ABC**, **Wilson** worked with **Frederick Bros.** booking agency, now defunct, and with **Tom Archer**, Midwest terpycoon. **Ell Henry**, vet **ABC** flack chief in the Midwest, has reneged on his decision to leave the web in **Chi** and is remaining as promotion and ad chief.

NLRB Orders

WFAS Election . . .

The National Labor Relations Board last week ordered an election to be held at **WFAS**, **White Plains, N. Y.**, to decide whether all non-engineering personnel should be represented by the American Federation of Radio Artists. **WFAS** had claimed that only announcers came under **AFRA** jurisdiction.

Emerson Sponsoring

Deejay Fred Robbins . . .

Last week **Emerson Radio & Phonograph Corporation** began sponsoring disk jockey **Fred Robbins** on 60 radio stations across the country. **Emerson** is offering the daily half hour transcribed series to dealers and distributors on a participation sponsorship basis. **Altho Robbins** is currently piloting a "Robins' Nest" ainer over **WINS**, **New York**, **Emerson** is not buying time in the **New York** area. However, the firm is currently negotiating with **Manhattan** stations for a local release. Agency is **Getschal & Richards**, **New York**.

Production Notes and

Personal Intelligence . . .

Walter Craig, **Benton & Bowles** **AM-TV** head, was skedded to leave for a week's stay in **Hollywood** Monday (23) to set renewals on several shows, including "The Railroad Hour," "Jack Smith" and "Father Knows Best." . . **WOR**, **New York**, announcer **Car Warren** has been promoted to commander in the **U. S. Naval Reserve**. . . In the April 14 issue of *The Billboard* **MCA** agent **Helen Keane** was mistakenly listed as a "secretary." In the same issue script writer **Vern Oldham** was credited with thesping honors in a review of "Newsstand of the Air." **Kudos** should have gone to actress **Julie Bennett**.

Phillip Bassell, ex-**WNYC**, has joined the radio-TV department of **Hirshon-Garfield, Inc.** **NBC** sports director **Bill Stern** has launched a new daily ainerjob," **Guy** said.

Air Checks

Brief but important radio news

on the web tagged "Spotlight on Sports." . . **NBC** has renewed **Ed Herlihy's** contract, making it 15½ years that the emcee has been with the web.

In a general personnel shuffle at **WKY**, **Oklahoma City**, administrative assistant **Hoyt Andres** was named assistant station manager. **Eugene B. Dodson**, promotion manager, was upped to **Andres's** former post, and promotion staffer **Ray Scales** succeeded **Dodson**. In **WKY's** TV department, **Robert Olson**, TV program supervisor, was advanced to video program manager; TV director **Robert Swysgood** appointed assistant program manager, and TV director **Robert Doty**, production supervisor. Shifts in **WKY's** engineering staff moved **Gene Lyons** into the assistant chief engineer post from **WKY-AM** and **Robert Hayward** to assistant chief engineer for **WKY-TV**. . . **Morris T. Longo**, sales manager of **WXGL**, **Richmond, Va.**, upped to station manager. **Ed Mullen**, ex-**WINA**, **Charlottesville, Va.**, has joined sales at same station.

Pass Proposals

Continued from page 9

Proposed Rule Making. In order to insure proper utilization of video in the current emergency, it was resolved to co-operate with the armed forces to provide top TV coverage, even to organization of army TV reporting crews with civilian training help and the forming of a committee of technicians to assist the government in accomplishing the least possible interruption of video service in event of an air raid.

Another proposal backed by the convention opposed the provision in **H.R. 2948**, the radio fraud proposal which would make the broadcaster liable for fraudulent advertising thru the station.

NCAA Plan

Continued from page 9

as so many people believe, but instead, a moratorium has been declared for 1951 to allow further study of the situation by the **NCAA** and the television industry. By doing this, he stated, it would give both parties time to work out a program whereby the telecasts of sporting events could be accomplished on a controlled basis, and still leave the sports programs of the various schools intact.

Thaw Big Freeze

Continued from page 9

Five or 10-kw. transmitters go up to \$130,000 to \$160,000 for the transmitter, with a longer time for delivery.

McDaniel said all manufacturers have made some sort of provision for **UHF** in all receivers made in the past year or so. He predicted the cost of converters will be from \$25 to \$50, plus \$20 or \$25 for installation and aerial.

Raymond F. Guy, manager of radio and allocations engineering for the **National Broadcasting Company**, complimented the **FCC** proposal on allocations, and warned against quibbling over details. "Something might be changed, but we must ask ourselves if they are of sufficient importance to discuss further in the light of the greater objectives of getting on with the job," **Guy** said.

Lorry Raine Sings

with warmth and tenderness



LONDON RECORDS 998

"Take Time (To Pray)"

Billboard Record Reviews - -

LORRY RAINE

Take Time To Pray
Religioso-philosophizer is an impressive specimen, solo with feeling and devotion by Miss Raine.

April 14, 1951

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

Those Old Summer Blues Get Special Victor, Columbia Go

Big Promotion Campaign All Set To Keep the Registers Tinkling

• Continued from page 1

dising. The newspaper schedule calls for a factory-sponsored budget totaling between \$30,000 and \$35,000, mostly for 1,000-line ads in key markets.

A similar newspaper advertising outlay, also on the manufacturer-distributor level, is earmarked for Mario Lanza disks tying in with the film, *The Great Caruso*. These ads will run during late May and June, and in each market they will break one week after the debut of the film.

Collector's Items

Currently, Victor is running a considerable schedule on its Collector's Item series on a co-op basis. Strong promotion campaigns are scheduled for the diskery's *Alice in Wonderland* album in conjunction with the release of the Walt Disney cartoon feature this summer. An upcoming jazz "Treasury" series is another package slated for a ride.

Columbia Aims At Juke Trade

PHILADELPHIA, April 21.—Operators will get new attention from Columbia Records as the diskery completes a sales policy overhaul aimed at building volume in the coin phonograph field.

George Hayes, chief of the Columbia coin division, told operators here Tuesday (17) that details of the new sales plan will soon be made known. Of central importance will be the stress on personal selling—getting Columbia distributors and salesmen to visit with operators in the field and learn their problems.

Hayes and local Columbia representatives were guests at a meeting attended by some two dozen juke operators. Host was the Atlantic Pennsylvania Corporation, local Seeburg distributor. The get-together was one of a series being sponsored by the Atlantic organization.

At a similar meeting in New York last month (*The Billboard*, April 7), Jim Conkling, Columbia president, disclosed the company is exploring new a.g. paths that might lead to trimmed play time on certain disks, shorter intros

(Continued on page 81)

Victor, for the summer, will not go heavily into magazine advertising. Radio and TV, however, will be used to supplement the newspaper and point-of-sale promotion. Radio-TV blueprint, calls for sponsorship of new programs slated to take over the summer slots now held by Phil Harris and Kukla, Fran and Ollie, and participation in the replacements for *Operation Tandem*. Plugging on 249 stations, via *The Stars Review the Hits*, a disk service, will be continued.

Col Plans

The Columbia attitude was key-noted this month in a statement to key brass by Jim Conkling, diskery president. Apropos the summer slump, Conkling stated: "As long as I have known the record business, and probably for years before that, I have always been told that April, May and June are its poorest business months. . . . This year we're out to disprove the theory that business will be poor. A very aggressive and optimistic sales-advertising program is being instituted immediately. If we use it properly and take full advantage of competition, defeatist attitude and slackened sales effort, we see no reason why we cannot double our position in the market during the next three months."

Conkling stressed the necessity

Arnold Waxes 18 Sides in 3-Day Sesh

NEW YORK, April 21.—Eddy Arnold, RCA's kingpin country warbler, was in New York this week for a hefty three-day recording session in which he made 18 sides. Sessions, Monday (16) thru Wednesday (18), were held at Victor's 24th Street studios under the direction of the diskery's a. and r. country chief, Steve Sholes. Arnold returned to Nashville after the last date.

Six of the sides are scheduled for album release. Reason Arnold can afford to wax so far ahead, Sholes pointed out, is the fact that he almost invariably does exclusives and need not be concerned with co-ordinating release dates with other artists' versions.

of having "the right product," together with the promotion push. As highlights, he mentioned the diskery's original cast recording of *A Tree Grows in Brooklyn*; the Nelson Eddy-Dorothy Kirsten waxing of the operetta, *Rose Marie*; a new collection by Andre Kostelanetz, *Music of Vincent Youmans*; the first Frankie Laine disks on the Columbia label; singles from *A Tree Grows in Brooklyn*. High expectations are also held for the full-length version of *Carmen*. Plans are under way for a revitalization of the rhythm and blues catalog, and heightened activity on the kiddie hillbilly lines (see separate story).

The Columbia promotion schedule, part of which is already underway, splurges heavily on magazines for the months of April, May and June. A brief recapitulation shows the following space: *Carmen*, two pages in *Time*; *A Tree Grows in Brooklyn*, one page, *New Yorker*. *Atlantic Monthly*, *Harper's* and *Saturday Review of Literature* also are scheduled for full pages on *Carmen*.

A flock of one-column ads, (Continued on page 42)

Capitol Steps Into Custom Waxing Field

HOLLYWOOD, April 21.—Capitol Records this week invaded the custom recording field, throwing open to all comers its Melrose studios and its pressing facilities. Diskery hired Jack Richardson to manage its custom plattering operations. Richardson comes to Capitol after five years with Standard Radio and prior to that serving as Western manager of NBC's radio recording division.

Cap is currently prepping a rate card which include all phases of disk recording and processing. Richardson said rates will be competitive to other firms in the custom field. Thru this move, Capitol seeks to utilize its superfluous space at the Melrose building. Cap leased the former KHJ-Mutual Don Lee studios two years ago when disk and transcription recording activities were in high gear. Last year, Cap began to feel the extra space, renting most of it to tele station KTTV. When KTTV moved into its own building, Capitol was again left with extra space on its hands, a problem it hopes custom recording will solve.

CUT-RATE PAYOLAS?

CHICAGO, April 21.—First reaction of one of the music pluggers at the National Association of Radio and Television Broadcasters' convention upon hearing of the Columbia Broadcasting System rate cut was: "Do we cut payolas for CBS plugs 10 per cent, too?"

ARE DOLDRUMS A MUST?

Summer Disk Drive

Some traditions should never be broken. Others should—if possible.

In the latter class is the notion that the disk business must take a nose dive during the summer months. As yet nobody knows whether the summer slump is one of the burdens the industry MUST bear. Many people think so. Frankly, we don't know. But we are heartened to note that several major diskeries are now making an effort to maintain sales at a comfortable level during the coming months. They are doing it, as the adjacent story indicates, by means of heightened promotion and the release of what are considered "hot" items.

It is all, of course, in the nature of an experiment, and it is likely to be an expensive one. But no one will doubt that the results—either positive or negative—will prove illuminating and add that much more to total industry knowledge.

The attitude to be pursued by the dealer, it seems to us, is obvious. From a moral as well as economic point of view he should do his best to support factory-sponsored drives aimed at easing the summer doldrums. To sharply cut down on stock, to lay down on the job is, in one sense, a dereliction of duty. On a more pedestrian level, failure of the dealers to get behind summer drives could mean the scuttling of an experiment which holds some financial promise.

It may be that only top hits will jolt the customers out of their lethargy. But we'll never really know unless everyone makes an honest try.

Oberstein Folds One Diskery, Opens 2d

Wright Records-Varsity Dies of Price Control; Royale Records Makes Its Bow

NEW YORK, April 21.—Eli Oberstein, all within a 10-day period, went out of business with his Wright Records-Varsity venture, turned around and unveiled a new low-price project, Royale Records, which already is being proffered to chain and department stores as well as distributors. Reason for the turnabout is that Oberstein got caught by price-fixing regulations with a 30-cent ceiling on his Varsity disks and couldn't come out at that figure.

The Royale line, a new enterprise and a new label, paves the way for an across-the-board establishment of a low-priced line which is expected to provide a profit and at the same time give Obie an opportunity to make investment in new recordings. The new Royale line, which will feature a low-priced pop series on both 78 and 45 r.p.m. will return to Oberstein's original Varsity concept, that is, selling two hits back-to-back and copying the originating hit version of the hit song. Royale will give a heavy play to 45 r.p.m. three-record sets and to long-play records, all at low prices.

The price line will run as follows: 10-inch 78 singles will sell

for 49 cents, 45 r.p.m. singles will retail at 59 cents, three-disk 45 r.p.m. packages will sell at \$1.79, pop and semi-classic 10-inch long plays will market at \$1.25, and semi-classic, classic and specialty 10-inch long plays will sell at \$1.99. Oberstein's first announcement of the Royale line will list 50 sets of the three-disk 45 packages and 75 long-play items. He also is readying a flock of 78 and 45 pops.

Oberstein, on a number of jaunts to England, has set up a recording arrangement in several quarters there. He has no American Federation of Musicians' license for Royale and says he may not apply for one in view of his easy access to the English-made wax. He already has recorded a goodly number of items in England, including packages covering the scores for new legitims like *The King and I* and *A Tree Grows in Brooklyn*. These will be sold on the \$1.99 long play and the \$1.79 45 r.p.m. album series.

Oberstein who has been making bi-monthly recording trips, said that his English recording set-up will not slow his two-hits-back-to-back policy. For example, he said

(Continued on page 42)

RAILROAD BLUES

Chesapeake and Ohio One Song Too Many

NEW YORK, April 21.—Famous Music and E. B. Marks, Inc., are in dispute over a pair of tunes titled *The Chesapeake and Ohio*, with the railroad of the same name involved as an interested party.

Famous, thru Professional Manager Eddie Wolpin, acquired its

version of the ditty from writers Carl Sigman and Herb Magidson in February, and has set an Ella Fitzgerald record at Decca, a Tex Beneke at MGM, and others at other diskeries. Harry Link, professional manager at Marks, protested to Famous that he had prior rights in the tune and title, and

(Continued on page 42)

Hiring Flurry Among Pubbers

NEW YORK, April 21.—This week found an unusual flurry of hiring and shifting of contact men along publishers' row. Maypole Music added Dave Kent in California; Bobby Mellin brought George Lee in from the Coast to work in New York; Frank Music added Dave Bernstein here; Julie Lorsch went to the Coast for Russ Morgan's firms; Mac Cooper went to work for the new Disney subsid, *Wonderland Music*, here, and Bert Haber joined the staff of *Show Tunes, Inc.*, Ted Mack's firm. Morris Diamond left the employ of *General Music*.

Fox Hands Pubs 60G From Indie Diskers, Tightening Grip in Future

• Continued from page 3

some distribs refusing to handle an indie's line unless the latter agrees to excessive discounts and much as 100 per cent return privilege. Printers of album covers, labels, manufacturers of boxes, cardboard, etc., also have grown warier. Finally, Internal Revenue Bureau has also been checking tax payments.

Dealer Cuts

While such pressures are increasing, some dealers, who have

been loaded with merchandise by some of the larger labels, have cut down on buying of indie merchandise.

A check-up of licensees in the files of the American Federation of Musicians, however, indicates the number of indie operators have been increasing, despite all the hazards. As of January 1, there were 835 diskeries licensed, plus 109 transcription companies. Of this total, 156 diskeries and eight transcription companies had their

licenses canceled because of financial default. Six months earlier, June 30, 1950, 712 diskeries and 94 transcription companies were licensed, and of this total 93 diskeries and six transcription firms were canceled for financial default.

Many publishers, incidentally, still regard small label operations as worthwhile—a few of them, like Leeds Music, even going so far as to set up specific operations designed to cater to the requirements of small labels.

Mac's Speech Sets Off Disk Derby

NEW YORK, April 21.—General MacArthur's speech before Congress Thursday (19) touched off a diskery derby to get to market with recordings of the address. Victor, Columbia, Capitol are rushing versions, and *The Chicago Tribune* announced that it will sell LP diskings at cost.

Victor is offering a 10-inch LP at \$3, and three-record 45 and 78 albums at pop prices. Columbia

has a 12-inch LP on the Masterworks label scheduled at \$5.45, and "may" follow with 45 and 78 versions. Capitol has an LP ready—

(Continued on page 42)

Martin Sets 17 One-Niters

NEW YORK, April 21.—Freddy Martin, who closes today at the Cafe Rouge of the Hotel Statler, after an eight-week stay, starts a series of one-niters Wednesday (25). Trek will extend thru May 13 and will cover Massachusetts, Rhode Island, New York, Pennsylvania and Virginia, with a total of 17 dates. Included are prom dates at Brown University, April 27; Rensselaer Polytechnic, April 28; Holy Cross, May 4; Colgate University, May 5; Virginia Polytechnic, May 11-12. Maestro is also set for two army dates, Fort Monmouth, N. J., May 7, and Langley Field, Va., May 13.

On Tuesday (24), Martin winds up his *DuMont Cavalcade of Bands* TV show. He will interrupt his tour April 30 to do a record date for Victor.

On May 21, Martin opens at the Astor Roof for six weeks.



SPECIAL RELEASE!

SPECIAL RELEASE!

RCA-VICTOR RECORDS

EVERY HISTORIC WORD... EXACTLY AS DELIVERED

GENERAL OF THE ARMY

DOUGLAS MACARTHUR'S REPORT TO CONGRESS

HIS ADDRESS BEFORE THE JOINT MEETING
OF CONGRESS—APRIL 19, 1951

Phone orders being accepted now by all RCA-Victor distributors



45 RPM
WP-317
\$2.90*

78 RPM
P-317
\$3.25*

Long Playing
LPM-5
\$3.00*



RCA VICTOR Records



*Suggested List Prices Exclusive of Taxes

Form New ASCAP Committee To Re-Shuffle Film Deal

Writers Dominate New Group; Won't Yield TV Rights to Flicks

By JERRY WEXLER

NEW YORK, April 21.—Determined that TV rights not be given away in a bargain package with film rights, a group of writer-directors in the American Society of Composers, Authors and Publishers has succeeded in repudiating a move to hand over the video rights to Hollywood's film producers.

At a director's meeting this week, the committee which had been working on the film negotiations was dissolved, and a new one

formed, made up of four writers and one publisher. They are writers Stanley Adams, Fred Ahlert, Oscar Hammerstein and Edgar Leslie, and publisher Saul Bourne.

The old committee, it develops, had recommended permitting the studios the right to televise films containing ASCAP music into theaters, along with the straight performing right. Subsequently, Loew's and 20th Century Fox interjected a new demand for unqualified television rights in addition to the right to pipe into theater by TV and this was the boomerang that set off the switch in committees.

The new committee is of a mind to give the flicks even less than the old one. Now they not only will not hand over the unqualified TV rights, but will not even go as far as to okay televising into theaters.

Adamant

Movie income before the Leibel decision had hit as high as a mil-

lion and a quarter yearly, a spokesman pointed out. "We're not going to give up the movie rights now for half of what it used to bring in eight years ago," he said. "Sure, we'll make a deal, on a reasonable basis. We'll give them television, too, but not on a flat rate. They'll have to pay on the same basis as the TV industry—a percentage of gross earnings."

The deal which the former committee had okayed would have yielded in the neighborhood of \$670,000 annually to the Society; From MGM \$135,000; Warner Bros., \$115,000; Paramount, \$115,000; RKO, \$62,500; Columbia, \$60,000; Universal, \$50,000; plus an amount between \$115,000 and \$135,000 from 20th (The Billboard, January 27).

Sentiment of the new committee is not only that this scale is far below what it should be, but that to hand over TV rights on a flat-rate basis would be to jeopardize the blanket and proposed per-

(Continued on page 18)

Eye 25G Take In 2d Half of Kenton Tour

HOLLYWOOD, April 21.—Stan Kenton rolled into the second half of his current Coast one-nighter junket looking to an expected gross of \$24,500 for 12 one-night stands and a week at the Palomar Theater in Seattle. Ork gets \$6,500 against a 50-50 split for the Washington stint and \$1,500 against a 60 per cent gate for the single bookings.

Entourage's tops for the previous 10 dates were grosses of \$18,982 at San Francisco's Downtown Theater, netting \$9,490, and \$3,343 at Oakland's (Calif.) Sweet's Ballroom Monday (16), a net of \$2,005.80.

Tour, which kicked off April 5 in Oxnard, Calif., included the Valley Ballroom, San Bernardino, Calif.; Pacific Square Ballroom, Naval Training Center, San Diego, Calif.; Exhibit Building, fairgrounds, Antioch, Calif.; Community Center, Coquille, Ore.; Palais Royale Ballroom, Portland, Ore., and Oregon State College, Corvallis.

Remaining are Evergreen Ballroom, Olympia, Wash.; Exhibition Theater, Vancouver, B. C.; Great Falls Air Force Base, Great Falls, Mont.; Sales Pavilion, Calgary, Alta.; Stampede Corral, Edmonton, Alta.; Natatorium Park, Spokane; high school gym, Pendleton, Ore.; Willamette Park, Eugene, Ore.; Armory, Klamath Falls, Ore.; Civic Auditorium, Eureka, Calif.; Auditorium, Sacramento, Calif., and Armory, Santa Barbara, Calif. Trek winds up May 12.

Anthony Hypes Pub Firm

NEW YORK, April 21.—Orkster Ray Anthony, who has had a Broadcast Music, Inc., pubbery for about a year primarily as a retainer for his original instrumental band pieces, is going to extend and activate his publishing interests. The firm, known as Anthony Music Corporation, currently houses about a dozen instrumental originals. The pubbery, at the moment, is preparing to print its first orchestrations, Mr. Anthony's *Boogie* and Mr. Anthony's *Blues*.

Firm, which is being guided by the orkster's manager, Fred Benson, just completed a deal with Peter Maurice pubbery of London to represent the Anthony set-up in England.

Anthony Music also has taken on a number of new pop selections which currently are being set for recordings.

Diskery Buys Scrap Vinyl

NEW YORK, April 21.—Columbia Records is engaging in a vinyl salvage program, notifying all deejays and librarians on its list that the company will buy up all the vinyl and semi-flex disks that the stations can send in. The diskery is offering 10 cents each for 16-inch transcription platter, 5 cents for 10-inch e. t.'s and 2 cents for the semi-flex pop promotion disks. Columbia pays the postage, and requests that ship-

(Continued on page 42)

Mercury Tries New Page Etching Sked

System To Guard Exclusives, Firsts, Keep Competition in Dark on Plans

NEW YORK, April 21.—In a move designed to circumvent industry-wide song release date problems, to safeguard "exclusives" and to protect the artist from being caught in the middle on important songs, Mercury Records, thru Veepee Joe Carlton, is attempting a new recording system primarily conceived for key artist Patti Page.

The new scheme, hatched by Carlton and Patti's manager, Jack Rael, calls for the thrush to record material as frequently as her release schedule warrants, but to leave nothing of plug or future-dated nature in the ice box. In other words, the singer would record a pair of sides at a session, and these sides would be rushed to the market immediately.

Several reasons were forwarded for the new plan:

First, with Miss Page currently one of the hottest wax entities on the market, competitive diskers are keeping a close eye on her recording activities to try to meet her competition and/or get out before her on important songs. One of the aspects of the system is to "keep the competition guessing" about the treatment of and the material which Patti does.

Secondly, the thrush's last recording bash in January produced five sides. These songs were allocated to her by pubs, with the

Decca Issuing Faith Albums

NEW YORK, April 21.—Decca Records' May 14 release will concentrate largely on special faith series album issue of 11 packages. The diskery has slowly been building its faith series since its inception less than a year ago. The series has made use of the star pop talent as well as specially added artists to do religious material.

The 11-album release, to be issued on three speeds, will make use of many of the single platters which already have been issued in the series but will also include a number of new and previously unavailable etchings. The albums, assembled by Leonard Joy who has been guiding the faith series repertoire-wise, each features a single artist. The 11 participating artists are: Bing Crosby, the Andrews Sisters, Bill Kenny and the Ink Spots, the Mills Brothers, the Waring Chapel Choir, Red Foley, Ernest Tubb, Jack Owens, Felix Knight, the Hamilton Quartet and the Cass County Boys.

The series of albums will be issued along with special promotion material primarily geared for retailer exploitation.

promise of either "exclusive" or "no one else will be out before you." Ultimately, of the five songs done, three wound up in release date problems.

One of the sides of the sessions, *You Are the One*, was not and will not be issued at all. *Sentimental Music*, which backed her hit *Would I Love You*, set with Patti as a "first," was issued on Capitol, done by Paul Neighbors' ork, and on Jubilee, done by Dick Brown, a couple of weeks before hers was ready for the market. *Down the Trail of Achin' Hearts*, her newest dishing, was an "exclusive," but three weeks before her version was marketed it popped up on Victor on a Hank Snow-June

(Continued on page 42)

Revised NPA Orders Cause Mixed Effect

WASHINGTON, April 21.—The music industry will feel mixed effects from National Production Authority actions this week. In a series of orders the agency gave a breathing spell to aluminum users during the next two months, tightened restrictions on sulfuric acid, and hinted darkly at little change for relaxing restrictions on cobalt for speakers on radio-TV-phono sets.

The NPA's order putting sul-

"Day Is Done" Basis for Suit

NEW YORK, April 21.—Charging infringement of the tune, *When Day Is Done*, Harms, Inc., this week filed suit in United States District Court against Valando Music and Laurel Music. Harms claims that the tune, *To Think You've Chosen Me*, by Benny Benjamin and George Weiss, which Valando, thru its sales agent, Laurel, published and distributed, employed the central theme of their song.

According to the complaint, *When Day Is Done* was written in 1926 by B. G. DeSylva and Dr. Albert Szirmai as the English version of the German madonna, *Du Bist Schoner Als Dir Sonnenschein*, which had been composed by Dr. Robert Ketchum and published in Vienna in 1924 by Wiener-Boheme-Verlag. Harms claims the rights were assigned to them in 1925. Defendants deny all the allegations of infringement.

DISKERY LIKES "OPEN SPACES"

NEW YORK, April 21.—Stimulated by a TV-created public demand, Columbia Records is cutting a tune called *I Like the Wide Open Spaces*. The waxing will team Arthur Godfrey and Laurie Anders, the deadpan cowgirl on the Ken Murray show whose repetition of the tag line "I like the wide open spaces" inspired the tune.

She first sang the number on last Saturday's show (14), and Murray followed with an announcement that she would record the tune. Requests have been coming into the Columbia diskery from distributors, with the report that dealers have been asking for a recording of the number all week.

Band-Voice Pairing New Col. Policy

NEW YORK, April 21.—To strengthen the drawing power of its band disks, Columbia Records has launched a policy of using one of its solo vocalists on band dates wherever possible. Diskery's a. and r. topper, Mitch Miller, points to a forthcoming Harry James-Toni Harper release, recent pairings by the James ork and Doris Day, Rosemary Clooney and Tony Pastor. The motivations are twofold, according to Miller—securing better vocal performances on the band platters and enhancing name value. The a. and r. head said that he would continue to pair name vocalists with the label's orks at every available opportunity.

Columbia Hires 3 Hillbilly DJ's

NEW YORK, April 21.—Columbia Records, in line with a heightened sales drive in the hillbilly market, this week started sponsorship of three hillbilly disk jockey programs. Diskery's intention is to branch out into sponsorship of additional hillbilly programs in various markets if reaction to the starting three is satisfactory.

The initial programs are Nelson King, over WCKY, Cincinnati; Fred Kirby, WBT, Charlotte, and Johnny Hicks, KRLD, Dallas.

London Cutting Cincy Ork With Eng. Equipment

NEW YORK, April 21.—Reversing the trend of American diskeries headed for Europe to record classical works, London Records, subsidiary of English Decca, will record the Cincinnati Symphony next week. Plans are to issue the waxings both here and abroad. The diskery has brought in one of English Decca's recording engineers and a large amount of recording equipment in order to preserve the "ffrr" quality of its diskings. London's classical a. and r. chief, Remy Farkas, and pop a. and r. chief, Tawny Nielsen, left for Cincinnati yesterday (20) to set up the date.

The diskery plans to record the Johann Christian Bach *Concerto for Double Orchestra*, Grieg's *Suite for Sigurd Josalfar*, Schubert's *Symphony No. 3*, Alve's *Midsummer Vigil* and a Berlioz song cycle. The latter work will feature Suzanne Danco.

Future classical recording plans of the London label call for the use of English technicians and recording techniques when waxing American artists or European Artists who happen to be in the United States. The new diskery policy is part of the closer co-operative efforts between the English and American a. and r. departments.

This week, too, London issued a single 45 r.p.m. disk from the *Tales of Hoffmann* sound track album. The disk features Sir Thomas Beecham and the Royal Philharmonic Orchestra playing the *Barcarolle* instrumentally and accompanying Margarita Grandi and Monica Sinclair in a vocal interpretation of the same work. Both sides of the disk are directly from the film's sound track.

Mercury Sets Jock Service

CHICAGO, April 21.—Concurrent with the renewed pitch made to disk jockeys by disk makers, Mercury Records this week realigned its field sales force to service the d.j. Morry Price, diskery sales chief, also figures in the shuffle, for he will continue to direct sales and will also superintend the d.j. effort. Price will report to Art Talmadge, label's executive v.-p., who previously has supervised d.j. promotion.

Regional coverage of the d.j.'s will line up as follows: Bernie Perlman, West Coast, Mel Mandel, East Coast; Ben Deutchmann, South; Cy Kertman, Midwest, with a fifth man to be appointed by Price. Mercury is supplying each rep with a station wagon in which to carry a full supply of the diskery's latest releases to supplement disks not received by jockeys whom he contacts.

Setting up the five field men enables Mercury, for the first time, to carry out a long-sought program of having a diskery rep with its leading artists who are making p.a. tours. As often as possible, field men will work the vicinity in which the artist is working, so that the artist may be properly promoted thru d.j. appearances.

Field men will arrange to be in the office of a Mercury dis-

(Continued on page 42)

SHAPIRO-BERNSTEIN TO CLOSE CHICAGO OFFICE

NEW YORK, April 21.—Shapiro-Bernstein is closing its Chicago office, headed by Irwin Berke, as of June 1. Leonard Wilson, contact man out of the New York office, will cover Chicago on a part-time basis, devoting the rest of his time to traveling thru the Midwest.

A diskery spokesman explained the move in terms of Chicago professional activity no longer warranting the expense of maintaining an office, with rent and contact man and secretarial salaries to pay. He pointed out that the three important commercial shows emanating from Chicago, Dave Garroway, *Breakfast Club* and *Kukla, Fran and Ollie*, while significant and providing needed plugs, don't in themselves justify maintenance of a professional staff.

Other large firms have cut their Chicago staffs, but continue to keep at least one man there. Santly-Joy, which some months back eliminated both Chicago and Coast representation, recently reinstated reps in both locals. There continues to be considerable division of opinion among pubbers as to the value of Chicago in the professional scheme, some maintaining that as the coaxial cable reaches further west, more programs will originate from the East and West Coasts, diminishing the importance of Chicago. Others hold that Chicago, because it is a focal point in the best sheet-music market in the country, can more than justify representation because plugs—live radio, TV and deejay—can bring in worthwhile copy orders.



America's Fastest Selling Records

FRED WARING



and His Pennsylvanians

HELLO YOUNG LOVERS and SOMETHING WONDERFUL

Both from Musical Production "The King And I" DECCA 27581 (78 RPM) and 9-27581 (45 RPM)

NEW RELEASES AVAILABLE FOR IMMEDIATE SHIPMENT

- Hello Young Lovers BING CROSBY With VICTOR YOUNG AND HIS ORCHESTRA
Something Wonderful (Both From Musical Production "The King And I") Decca 27588 and *9-27588
I Whistle A Happy Tune BING CROSBY With VICTOR YOUNG AND HIS ORCHESTRA
Getting To Know You (Both From Musical Production "The King And I") Decca 27589 and *9-27589
The Syncopated Clock FRED WARING AND HIS PENNSYLVANIANS
Serenata Decca 27563 and *9-27563
Evertrue Evermore GUY LOMBARDO AND HIS ROYAL CANADIANS
Just For Love's Sake Decca 27584 and *9-27584
Too Late Now (From MGM Picture "Royal Wedding") DICK HAYMES With VICTOR YOUNG AND HIS ORCHESTRA
My Prayer Decca 27565 and *9-27565
I'm Late The Walrus And The Carpenter (Both From Walt Disney's "Alice In Wonderland") DANNY KAYE
Decca 27564 and *9-27564
The Syncopated Clock The Loveliest Night Of The Year From MGM Picture "The Great Caruso" ETHEL SMITH
Decca 27583 and *9-27583
My Reverie Am I Blue BUDDY JOHNSON
Decca 27567 and *9-27567
The Jitterbug Waltz Barcarolle (From "The Tales Of Hoffman") BARON ELLIOTT OCTET
Decca 27568 and *9-27568
Take My Hand, Precious Lord Goodnight Sweet Jesus MORTON DOWNEY
Decca 14562 and *9-14562
Old Homestead Norwegian Spring Dance "WHOOPEE" JOHN WILFAHRT
Decca 45133 and *9-45133
Clambake Boogie Tears, Tears, Tears BILLY VALENTINE TRIO
Decca 48207 and *9-48207
*Indicates 45 RPM Version



RED FOLEY HOBO BOOGIE

and

"HESKA-HOLKA" (PRETTY GIRL)

With The Sunshine Trio DECCA 46304 (78 RPM) and 9-46304 (45 RPM)



ELLA FITZGERALD

With SY OLIVER and His Orchestra



THE HOT CANARY and TWO LITTLE MEN IN A FLYING SAUCER

DECCA 27578 (78 RPM) and 9-27578 (45 RPM)



NEW RELEASES - ALBUMS

- THE SONG OF AMERICA A Musical Saga of Our Country's Founding Composed and Scored for Chorus and Orchestra With Original Narrations by Roy Ringwald FRED WARING AND HIS PENNSYLVANIANS (Glee Club and Orchestra)
Decca Album DAU-816 • Four 10-inch 78 RPM Records • Price \$4.75
Decca Album 9-156 • Four 45 RPM Unbreakable Records • Price \$4.15
DL 8033 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85
VALENTINO A Collection Of TANGOS Inspired by the Technicolor Motion Picture "VALENTINO—The Loves and Times of Rudolph Valentino" played by THE CASTILIANS under the direction of VICTOR YOUNG
Selections include: Valentina Tango—El Choclo—El Relicario—Blood And Sand—La Cumparsita—The Gigolo—The Sheik Of Araby—Wonderful One
Decca Album A-869 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-253 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5347 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

NEW CHILDREN'S RECORDS

- THE ADVENTURES OF THE LONE RANGER Exclusively on Decca
Stories with Narrator, Cast, Sound Effects and Orchestral Accompaniment Created by GEORGE W. TRENDLE
HE BECOMES THE LONE RANGER—No. 1 of a Series
Children's Set K-29 • 10-inch 78 RPM Decalite® Record • Price \$1.00
Children's Set 1-152 • One 45 RPM Unbreakable Record • Price 95¢
HE FINDS SILVER—No. 2 of a Series
Children's Set K-30 • 10-inch 78 RPM Decalite® Record • Price \$1.00
Children's Set 1-153 • One 45 RPM Unbreakable Record • Price 95¢
HE FINDS DAN REID—No. 3 of a Series
Children's Set K-31 • 10-inch 78 RPM Decalite® Record • Price \$1.00
Children's Set 1-154 • One 45 RPM Unbreakable Record • Price 95¢
HE HELPS THE COLONEL'S SON—No. 4 of a Series
Children's Set K-32 • 10-inch 78 RPM Decalite® Record • Price \$1.00
Children's Set 1-155 • One 45 RPM Unbreakable Record • Price 95¢
*Unbreakable Under Normal Use

Normal Mark-Up Possible Under OPS Regulation 7 After July 1

NEW YORK, April 21.—The recent Office of Price Stabilization Regulation No. 7, which affects almost all merchandise carried by TV-radio-record-appliance retailers, has created some confusion among dealers. In an attempt to clear up any misunderstanding, *The Billboard* herewith prints the list of items of merchandise covered by the regulation and the maximum mark-up permitted. Regulation 7 permits dealers a percentage mark-up instead of a straight price ceiling. Major appliances are not covered by the

regulation. Dealers whose annual volume (not including major appliances) is less than \$20,000 have the option of conforming to the general freeze order of last January 26.

All items in stock must be tagged with the ceiling price after July 1. Selling prices can be

ITEMS COVERED UNDER OPS 7

NEW YORK, April 21.—The following items of merchandise are covered under Office of Price Stabilization Regulation No. 7. Numerals listed alongside the items indicate the maximum percentage mark-up permitted.

Item	Maximum Percentage Mark-Up Permitted
Radios	
Table models	54
Portables	56
Table radio-phonos	56
Shortwave table models	58
Console models (radio only)	51
Console radio-phonos up to \$225 net cost	58
Radios or combos over \$225 net cost	75
Radio parts	58
TV Sets	
Table models	39
Consoles (TV-only)	39
Combos with TV	42
All accessories, parts	58
Phonos and Recorders	
Disk attachments up to \$17 net cost	25
Disk attachments over \$15 net cost	49
Portable phonos	51
Tape, wire recorders	81
Phonograph records	66
Tape and wire	81
Appliances	
All traffic appliances	50

adjusted to cost in order to obtain a normal mark-up. Increased overhead is not permitted to be reflected in selling prices. Anything at all listed in the accompanying chart which a dealer was selling on February 24, 1951, must be listed in the dealer's new pricing chart. Pricing charts and base period must be filed on or before April 30, 1951.

Much aid may be obtained from a booklet, *OPS Guide to Ceiling Price Regulation 7*, available from local OPS offices.

According to quasi-official interpretations of the new regulation, stores accustomed to giving discounts must continue to operate in the same way even if goods sold are fair traded.

Reconditioned items are priced in the same manner as new merchandise, except that the cost of reconditioning can be added to the net cost of the item.

Key date is July 1, 1951, at which time all prices must be set, items tagged and posted for later OPS inspection. Dealers will be required to report initial mark-ups and gross margins at a later date.

While present interpretations of OPS Regulation No. 7 apply to fair traded merchandise sold by both discount houses and thru regular dealer pricing channels, it is generally expected that there will be amendments to the regulation in order to ease the problem of the dealer whose ceiling price is below the fair trade minimum.

TV-Phono Merchandising

NEW YORK, April 21.—The TV sales and production picture this week didn't look a bit better than it has in the past few weeks—if anything, it worsened somewhat. Trade reports has Teletone laying off 600 employees in the New York and Elizabeth, N. J., plants, Crosley's sales figure dropping from about 1,500 sets a week to a slow 500 and growing dealer-distributor beefs on the credit restrictions placed on set sales by the federal government.

Meanwhile, sales and earning reports coming thru from TV manu-

facturers continued to show strong improvements over previous financial statements. Packard-Bell, for example, recently announced a sales volume for the six-month period ending March 31 almost equal to the total volume of the entire previous fiscal year. Net earnings for the West Coast company almost doubled those of the first half of last year. Magnavox net earnings for the first three months of 1951 were slightly higher than those for the corresponding period of 1950. Traders, however, see little hope for continued high sales and earnings statements from here on out.

Admiral Sets TV Sales Promotion Hype

In an attempt to increase sales on TV console sets, Admiral Corporation has set up a plan which enables dealers to give away a \$90 three-way radio-phonograph combination. The plan will operate only as long as Admiral distributors have current TV stocks on hand. The deal offers retailers an Admiral 6J21 or 22 combination for \$14.95 along with the purchase of every model 27K15, 16 or 17 video set. For TV sets retailing at \$369.95 or more, the deal gets the combination free.

Motorola Names New Sales Promoter

Edward A. Pecara has been appointed sales promotion manager of Motorola, it was announced this week by Robert W. Galvin, executive vicepresident. Pecara had been sales promotion manager for Zenith and was in the ad agency business.

RTMA Reports 600,000 TV Sets Shipped in January

More than 600,000 television receivers were shipped to dealers in 41 States and the District of Columbia during January, the Radio-Television Manufacturers' Association reported. RTMA's estimates of TV sets shipped to dealers by counties have been expanded to show shipments to all counties where the average purchase exceeds 25 per month, or 300 per year. The first expanded report issued by RTMA showed a decline of 91,000 from December when 691,000 sets were shipped.

Merc, Tribune Wax 2 Versions Of Mac's Talk

CHICAGO, April 21.—Mercury Records, in conjunction with *The Chicago Tribune*, this week released what is considered generally to be the bargain price recorded version of Gen Douglas MacArthur's monumental speech before Congress April 19.

In a deal worked out between Frank Schreiber, general manager of WGN, *The Tribune* radio affiliate, and Art Talmage, of Mercury, two recorded versions, one on four 78 r.p.m. records to sell at \$3, and one 12-inch 33 1/3 r.p.m. to sell at \$2, will be released immediately. Both albums will carry credit lines to both *The Tribune* and Mercury. The finale of the MacArthur speech will be a choral version of *Old Soldiers Never Die*, featuring Rex Allen. Mercury is investigating the possibility of future albums with *The Tribune* based on the MacArthur story.

BOZO BONUS

Cap Gimmick For Kidisks In Pretest

HOLLYWOOD, April 21.—Capitol Records this week started pretesting a sales promotional gimmick in San Diego aimed at boosting label's kidisk sales. If test town's results live up to expectations, label will launch campaign on a nationwide basis. Diskery has furnished dealers with Bozo *Prevue* platters, 10-inch disks containing fragments of Cap's top-selling kidisk albums. Any patron buying a kiddie album receives a *Prevue* platter free of charge.

Album, it is hoped, will create sufficient child and adult appeal to assure diskery that next kid package purchased will be one mentioned on the *Prevue* item. Approximately 12 Cap top sellers are represented on the giveaway disk. Capitol has pressed approximately 12,000 *Prevue* disks.

Macy's Records Mac's Address

NEW YORK, April 21.—Macy's department store will run full-page ads in four local newspapers Sunday (22) announcing its own recording of General MacArthur's address to Congress.

The store's record department manager, John Strauss, is having a 12-inch, long-playing record pressed over the week-end and ready for sale Monday morning. The record will sell for \$2.19.

Winning prizes will include 10 trained white horses, 1,000 specially prepared albums of the four Decca *Ranger* disks, etc.

Decca, for its end of the special promotion, is sending out special *Ranger* promotion kits to distributors and dealers. Kits include a 20 by 30-inch cut-out action picture of the *Ranger*, point of sale material, special release leaflets, etc. The recordings are restricted from air play and Decca's entire merchandising tactic will be focused on heavy retailer activity.

Mercury Enters Longhair Field

CHICAGO, April 21.—Mercury Records started a campaign this week to establish itself as a factor in the domestic longhair recording field after considerable deliberation by firm execs.

Up to now Mercury has done no recording on its own of major American or European longhair musicians. All previous recordings issued by Mercury were from masters purchased from European sources or made previously for other American labels.

First acquisition for the Mercury longhair stable is the Chicago Symphony, under Rafael Kubelik, which previously recorded for Victor. It has cut no wax for the past three years.

It is expected that Mercury, in its choice of music, will stick to the policy it followed in buying European masters—cutting entire new music to hit a specialized set of buyers. Kubelik, who is understood to have signed for three years with Mercury, will however, cut some Bohemian longhair works in that this has been his forte.

Ray Barber Signed By General Artists

NEW YORK, April 21.—Ray Barber, Mercury Records' new chanter, signed with General Artists Corporation this week. At the same time, the singer's manager, Lou Capone, and press rep, Sid Ascher, hired Paul Brown to handle disk jockey exploitation for the Barber waxings. Mercury has put out two Barber disk within the last two weeks.

Barber embarks on a tour of veterans' hospitals next week, covering 11 hospitals in seven days. Tour will take in New York, New Jersey, Massachusetts, Pennsylvania and Maryland.

Mercury Inks Chi Symphony For Three Years

NEW YORK, April 21.—Mercury Records this week completed negotiations and inked a three-year exclusive recording contract with the Chicago Symphony Orchestra. This marks Mercury's first plunge of major import in domestic symphonic recording. Diskery has recorded the Louisville orchestra on a non-exclusive basis.

Deal was made by David Hall, longhair artists and repertoire topper for Mercury, and diskery's topper Irving Green. Hall was in Chicago this week to discuss repertoire for the first sessions with the orchestra. He will slice the orchestra before its season is completed and prior to conductor Rafael Kubelik's departure for a summer tour of the Continent.

The Chicago Symphony was last recorded by RCA Victor with Frederick Stock and Arthur Rodzinski as conductors. The orchestra's current conductor, Kubelik, began as permanent leader this year. Kubelik, a youthful conductor and son of the late great violinist Jan Kubelik, has appeared previously in the Mercury longhair catalog as conductor of works he did with the Czech Philharmonic, whose recordings are available to Mercury for American production and distribution in a deal with the Czech Government.

First disks to be made by the Chicago group will be made available in the diskery's fall longhair line.

CLASSIC CLUB

Fla. Eatery Sock With Longhair

NEW YORK, April 21.—Operatic music, both live and recorded, is the only entertainment offered one of Florida's newest and most successful theater restaurants. Operated by Mr. and Mrs. Bob Marcus, originally from Chicago, the restaurant Caruso's, Hallandale, Fla., was opened last December when the Marcus's realized that there were very few eating places in Southern Florida which offered both good food and relaxed entertainment.

Singers employed at Caruso's are all chosen by the Marcuses according to their personal tastes. The spot features such well-known Chicago singers and musicians as pianist Evelyn White, violinist Benno Delsen, guitarist Marvin Berkman, Irish tenor Harry Dunne and tenor Enrico Clausi. Others working at Caruso's now are Tony Krieger, accordionist from London; soprano Eloise Dee, from the San Francisco Opera Company; aritone Bernard Shaft, from New England; and New York soprano Blanche Chanson.

Tho the spot puts on a short show each night, the music is continuous. Singers and musicians stroll among the tables singing operatic arias, quartets and light classical tunes. Recorded music is selected by the owners and played from a three-speed changer hidden in the check-room. The restaurant, on the site of the Old Plantation, draws a heavy play from the Miami Beach and Hollywood, Fla., tourists.

PROMOTION AT RAPID TEMPO

Philco Places 500G Order As Freebies to Distributors

NEW YORK, April 21.—As part of a new large-scale promotion campaign to sell radio-phonograph and radio-phonograph-TV consoles, Philco Corporation has purchased 20,000 LP albums from Tempo Records. The disks, over \$500,000 worth, will be given to Philco dealers for use in demonstrating the audio qualities of the sets. Albums will contain five 12-inch records featuring such Tempo artists as Herb Kern, Lloyd Sloop, Joe Venuti, Bobby Maxwell, Doc Evans, Sid Phillips and Adrea Filippo.

The order from Philco is one of the largest single disk purchases ever made and resulted in Tempo prexy, Col. Irving B. Fogel, putting his plant on a three-shift basis. Albums are already being shipped to Philco distribution points.

Deal for the Tempo disks was made by Philco execs Ray George and Morgan Greenwood, and by H. F. Davis, exec of the Philco ad agency. Hutchins Radio-TV manufacturer is said to have selected the Tempo disks because of their high fidelity qualities, the

802 in Dicker On AM Scales

NEW YORK, April 21.—Upcoming contract now being negotiated with Class B radio stations by Local 802, American Federation of Musicians, probably will provide for the maintenance of the status quo on personnel and wage scales.

Strong indication of this was seen in the settlement this week of the local's year-old strike against WINS. Settlement, which calls for the status quo ante, provides that the eight musicians who were dismissed be returned to their posts. Contract is effective thru March 31, 1951. A 3 per cent increase in pay is allocated to the union's welfare fund.

Decca Pacts Caceres Ork, Cuts Ten Sides

SAN ANTONIO, April 21.—The Emilio Caceres orchestra has just cut 10 sides for Decca under a newly inked six-month contract. Here supervising the recording session at KABC was Johnny Comacho of Decca's Latin American division. The recording session lasted for three days last week.

Caceres recorded five songs of his own. Vocalists for the date were Lupito Valero and Rosita Fernandez, both singing in Spanish.

reproduction of sound in the 30 to 14,000 cycles per second range. All disks are of pure, unfilled vinylite.

The album purchase is actually Tempo's regular LP release. The album is padded, simulated leather with a wooden spine and imprinted in 22-karat gold. Sleeve pockets have a special flap to protect against dust and moisture.

4 Pubbers Sue La Martinique

NEW YORK, April 21.—An action seeking an injunction and damages of not less than \$250 for each alleged infringement was filed in Federal Court against La Martinique, operated by Dario's Martinik, Inc., by four music publishers in conjunction with Broadcast Music Inc.

According to the complaint, the defendant allegedly failed to obtain a proper license and used without payment of royalties the following copyrighted tunes: Acuff-Rose's *Tennessee Waltz*, Embassy Music's *Opus No. 1*, Promotora Hispano Americana's *Noche De Ronda* and Peer International's *Aurela Brazileira*, *La Ultima Noche Mamba Jambo*, *Te Quiero Distinge* and *Un Poquito De Tu Amor*.

COLORFUL

Lone Ranger Promotion Courts Kids

NEW YORK, April 21.—Decca Records will participate in a giant, nationwide *Lone Ranger* promotion in conjunction with the *Ranger*'s radio-TV sponsor, General Mills. Diskery share in the month of May promotion is being pegged on its newly released group of four *Lone Ranger* kidisk packages.

The General Mills promotion is being built around a coloring contest which will be announced for a full month on the *Ranger* radio and TV shows as well as, in the *Ranger* comic strips and in national advertising media. Contest calls for kids to color in a picture of the *Ranger* which will appear on the back of a breakfast food

LAST YEAR - "THE WEDDING SAMBA" (No. 449)



Edmundo Ros

Latin American Star

NOW!
SIX GREAT NEW RECORDS!

CUCA

(Mambo)

SHOO THE LITTLE FLY AWAY
(Guaracha)

Vocal by Edmundo Ros
No. 943 (78 rpm)

No. 943 (78 rpm) 45-953 (45 rpm)

HIGH CHEEK BONES (Rumba)

TALK T'ME (Son)

Both Vocals by Edmundo Ros and The Ros-Childs
No. 921 (78 rpm)

MAMBO NUMBER FIVE
RECO-RECO (Samba)

Piano solo by Eric Spencer
No. 924 (78 rpm)

HORA SAMBA
MORE MORE MAMBO

Both Vocals by Edmundo Ros
No. 925 (78 Rpm)

DEESAPOINTMENT (Calypso Capriccioso)

THE MATCH-BOX SAMBA

Both Vocals by Edmundo Ros
No. 926 (78 rpm)

VIRGIN ISLANDS (Calypso)

Vocal by Edmundo Ros and The Ros-Childs

SAMMY'S LITTLE SAMBA

Vocal by Edmundo Ros
No. 930 (78 rpm)



Of the BIG FIVE

only LONDON has **ffrr**

The finest sound on record!

Denver Zanzabar Skeds

More Jazz Acts . . .

Muggsy Spanier closes tonight at Denver's Club Zanzabar after a three-week run. Herbie Fields opens Monday (23) for three weeks to be followed by Page Cavanaugh Trio May 14 for two weeks, according to Owners Bob Cummings and Hugo Glunz.

Tentative groups following Cavanaugh include Red Norvo, Ben Pollack and Sharkey Bonano. The new owners took over January 1 and have instituted a straight jazz policy.

King's First in Line at

Walled Lake Casino . . .

The Walled Lake Casino at Walled Lake Park, 25 miles northwest of Detroit, has set Wayne King as the first of a series of name bands to play the spot this summer, opening May 4-5-6. The week-end policy for name orks is being continued this season, with Harry James coming in for a one-nighter May 12, flanked by Teddy Phillips May 11 and 13. Other dates set include Eddie Howard, May 18-20; Elliott Lawrence, May 25-30; Tex Bencke, June 1-3, and Dick Jurgens, June 9-10.

Tennessee Ernie Set

By GAC for Thunderbird . . .

General Artists Corporation last week signed Tennessee Ernie, heretofore sans booking agent, and set him into Las Vegas's Thunderbird Hotel. Ernie, playing his first major nitery date, will receive \$1,750 per week for a two-week stand. He will appear during the town's annual Helledorado event in May.

Lorraine Cugat Ork Bows

In Hwd. Zenda Ballroom . . .

Rumba-mambo ork of Lorraine (Mrs. Xavier) Cugat bows Saturday (28) at Zenda Ballroom, Hollywood. Fem batoner will get \$1,000 against a 50-50 split. Next date is the Cinco De Mayo Festival, Phoenix, Ariz., which guarantees \$4,500 and 50 per cent over \$10,000. Carlos Molina-Igor Dega Agency is skedding area dates for

"SHENANDOAH WALTZ"
by TOMMY TUCKER
on M-G-M No. 10897
M-G-M RECORDS

"BEAUTIFUL BROWN EYES"
AND
"CHRISTOPHER COLUMBUS"
AMERICAN MUSIC, INC.
1576 Broadway, New York
CO 5-7880
9109 Sunset Blvd., Hollywood
CR 1-5254

A TRULY GREAT SONG!
TOO YOUNG
JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y.

A Great Mother Song
"I REMEMBER MAMA" by Charles Tobias and Henry Tobias
A great record by THE ANDREWS SISTERS
Special Decca Release #27537
published by **TOBEY MUSIC CORP.**
1650 Broadway New York, N. Y.

Music as Written

the ork so they can take advantage of television offers. A TV show for Mrs. Cugat is being offered the networks, to preem when the coast-to-coast TV relay link goes into effect.

Saturday Night Variety,

Bands for Hwd. Trianon . . .

Trianon Ballroom, Hollywood, Saturday (21) instituted a policy of variety shows to supplement regular Saturday dance bands. First show got under way with Ada Leonard and ork handling terp chores and entertainment. Fem orkster returns Saturday (28). Buzz Adlam goes into the dancery May 5 for four Saturdays. Revue with Adlam will be built around chirp Bea Jay. Trianon went on Saturday-only policy two months ago when Harry James left.

Brown To Join Hope Tour

Of European G.I. Bases . . .

Les Brown currently on tour in the East, leaves Boston May 5 to join the Bob Hope troupe on a junket thru G.I. bases in Europe. Brown will do four shows with Hope, entertaining servicemen in Newfoundland, Greenland, England, Germany, France and the Azores. Group will also play for civilians in all countries but England, where permission has not yet been granted. Brown returns May 23.

New York

Ralph Edwards, producer of "Truth or Consequences," signed with the American Federation of Musicians as a TV package producer. . . . Leon Ruyschaert, export sales manager for Columbia Records, returned last week from a two-week trip thru Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica. . . . Hill & Range signed with J. Albert & Son of Australia to represent its catalog in Australia and New Zealand. . . . J. J. Robbins took "Oo La La Madalena" from "Songs for Sale" for publication. . . . Jo Stafford is profiled in the current Collier's. Columbia Records is sending deejays 15-minute script and transcription interviews tied in with the article.

Warbler Joe Marine last week inked a term booking paper with the William Morris Agency. The singer, who is being managed by Tommy Russell, will remain with the Fred Waring organization, but meanwhile will be priming for a shot at a single, possibly in the fall. . . . Gordon Jenkins will come back to town Monday (23) to prepare for his Thursday (26) opening at the Capitol Theater here. Jenkins' stage presentation will be similar to his previous ventures. He will feature his "Manhattan Tower" with a large orchestra and chorus at his disposal.

Andy Wiswell signed Evelyn Knight to a new contract with Associated Program Service. First 24 sides under the new deal will be cut within the next 10 days. . . . Henry Jerome's ork booked for Bill Green's Casino, Pittsburgh, from May 4 to 10. Band will do one-nighters in Hershey, Pa., May 12 and York, Pa., May 13. . . . Al Morgan into Twin Coaches, Belle Vernon, Pa., for

six days, beginning Tuesday (24), and the Club Kovakos, Washington, for one week, beginning May 8. . . . London Records issued six Edmundo Ros disks last week. . . . Tawny Nielsen, London's pop a. and r. chief, off to the West Coast for a disk session with Teresa Brewer.

Margaret Phelan flies to Cincinnati May 19 for a King Records date. Thrush will cut an album of special material which she has been performing in niteries. King Prexy Sid Nathan will supervise the date. Miss Phelan, who signed with King four months ago, has cut four singles for the diskery. . . . Maestro Freddy Martin's vocalist, baritone Merv Griffin, has signed a record pact with Victor. Griffin, of course, will continue as Martin's vocalist on the latter's Victor dishing dates.

Stan Kenton has been booked into Natatorium Park, Spokane, for May 4 and 5. . . . Helene Santly, wife of pubber Harry Santly, resumed her chirping career at Leon & Eddie's last week at an opening well-attended by the Stem's music men. The turnout surprised owner Eddie Davis, who hadn't seen so many contact men since the club dispensed with its wire. . . . Bibletone Records turned over pubbing rights in "Hometown, U. S. A." and "Wonderous Word" to Eddie Kassner. Tunes were cut for Bibletone by Ken Carson. . . . Al Goodhart and Tot Seymour clefted "St. Catherine" after reading a translation of an ancient French folk prayer to the saint in a King Features column. Smith-Foley has pubbing rights and is setting recordings.

Murray Baker was busy last week explaining to important tradesters that it wasn't his fault they couldn't get into the preview screening of "On the Riviera" at the 20th Century-Fox Studios here Tuesday evening (17). Somehow the word got around, and the theater was packed to the rafters. Baker is reportedly mulling offers to join 20th as publicity consultant.

George Marek, head of a. and r. at RCA Victor, leaves for a month's visit to Europe Wednesday (25). He plans to discuss recording schedules and master exchanges with HMV. . . . Victor has decided not to release Tony Pastor's old dishing of "Fighting Doug MacArthur," despite requests from the field. . . . The Evelyn Downs Trio was renewed at the Lighthouse Cafe. . . . Mr. and Mrs. Jack Pleis (she's thrush Eve Young) had their first child, a girl, christened Michelle. . . . United Music has the score from "Slaughter Trail," an Eagle-Lion flick. . . . Seena Starr, secretary to Juggy Ayles, is recuperating with a broken shoulder suffered when she was thrown while horseback riding. . . . RCA Victor has had reports that Swedish disk bootleggers are now pirating copies of the old Jelly Roll Morton records.

Pvt. Eddie Fisher, who was inducted into the army recently, was on his way to basic training at press time. He was assigned for his biceps-building chores to the First Armored Division in Camp Hood, Tex. . . . Sam Maceo, eminent Galveston, Tex., dance and nitery promoter, died Monday (23). . . . Coral Records picked

up its option on accordionist Nick Perito, whose first work for the label, an album called "Neapolitan Nights," was released last week. . . . Peggy Lee, midway thru her Hippodrome Theater, Baltimore, engagement, was forced out by virus attack and flew back to her Hollywood hacienda. She'll be back next month for a Paramount Theater engagement which is slated for a May 23 opening.

Chicago

Eddie Spitz, op of the Town Ballroom, Kansas City, Mo., has opened a new nitery, the "Latin Quarter," which is playing name bands. General Artists Corporation has first three bands, with J. Dorsey current, Freddy Shaffer's all-girl ork April 25-May 13, and Tony Pastor May 14 for a week. . . . Frankie Laine will headline a big Italian-American benefit at the Stadium May 12. . . . Patti Page and Claude McCoy package set for the Orpheum, Omaha, May 18; Loew's, Kansas City, May 25-28, and a week at Loew's, Memphis, May 31. . . . Woody Herman will work the Fairmont Hotel, San Francisco, for four weeks, probably early in July, following his Palladium date. Herman is setting up a benefit bash for his alma mater, St. John's High in Milwaukee, for a gym building effort this fall. Hil-

Quality To Plug Polydor Disks

TORONTO, April 21.—Quality Records, Montreal distribber for the French Polydor line, has set up a heavy promotion and exploitation campaign to hype sales of the Polydor disks. Basis for the campaign is a series of personal appearances by French artists recording for the Polydor label.

Jacques Connetti, Polydor's a. and r. topper, arranged for the importation of such French names as Felix Le Clerc, Jacqueline Francois, Maurice Chevalier, Honore Leca, Rose Monia and Lady Patchou. Le Clerc is the Canadian folk-singer who got some press play in Time magazine a few weeks ago.

Artists have been booked into the Cafe Montmartre, Theater Monuments and Festival L'Union D'Artistes.

Victor Flies Alice to East

NEW YORK, April 21.—The RCA Victor cast dishing of the Disney Alice in Wonderland will be recorded on May 8 with Kathy Beaumont, the young English actress who does the voice of Alice, flying here from the Coast for the session and flying back the same day. Disking will have the voice of Ed Wynn and other performers from the cast. The two-record set is skedded for heavy promotion.

Steve Carlin, kidisk a. and r. head for Victor, has also scheduled a new set titled Rudolph's Second Christmas, based on the Rudolph, the Red Nosed Reindeer character. Set has been scripted by Robert L. May, creator of the Rudolph character.

Stadium Signs 1951 Soloists

NEW YORK, April 21.—Stadium Concerts, Inc., is setting a flock of top names as soloists for the 1951 season, which opens at the Lewisohn Stadium June 28.

Vocalists, already set for the six-week series are Ezio Pinza, Dorothy Kirsten, Patrice Munsel, Richard Tucker, Irra Patina, Anna Maria Albergheiti and Jeannette MacDonald.

Instrumental soloists this year will include violinists Mischa Elman, Nathan Milstein, Joseph Szigeti and Yehudi Menuhin, and pianists William Kapell, Claudio Arrau and Oscar Levant. Conductors, announced last week, include Dimitri Mitropoulos, Vladimir Golschmann, Pierre Monteux and Alexander Smallens.

degarde, another alumna, and other Beer City stars may participate.

Hollywood

Associated Booking Corporation is prepping a Coast tour for thrush Sarah Vaughan. Dates set include Pacific Square Ballroom, San Diego, and location bookings in Balboa, Oakland, and Los Angeles. . . . Billy Eckstine left Santa Monica Hospital Tuesday (17) to recuperate from minor surgery at his Encino, Calif., home. Singer's manager, Milt Ebbs, flew to the Coast last week to be with the crooner and notify him of his Billboard poll honor. . . . Bimbo Dinao, Continental crooner, cut 20 sides for Gordon Burdge, independently from Majestic Records, which Burdge reps on the Coast. Singer is expected in this country in August. . . . Lynn Murray and Sid Kuller completed "I Wish I Wuz" for United Music pubbery. Tune was taken from the old melody, "Woolie Boogie Bee." . . . Roy Rogers has announced plans for reorganization of the Rohr Company, to be known as Roy Rogers Enterprises. W. Arthur Rush and Larry Kent will manage, locating in Hollywood. . . . Helen Humes' Southern tour kicks off May 4 in Cincinnati. With the warbler are Jimmy Witherspoon, Three Choclateers, Blue Midgets, Salt and Pepper and Hal Singer's ork.

Col'bia Prints New Kiddie, 45 Catalogs

NEW YORK, April 21.—Columbia has just issued two new catalogs—one on the kiddie line and the other on 45 merchandise—and has instituted a new policy with regard to catalogs in general.

The 45 catalog is the first ever issued by the diskery and marks the inception of aggressive merchandise of 'the doughnut disks. Both the 45 catalog and the kiddie catalog, as well as the company's LP catalog, will be issued every three months. Heretofore, the LP and kiddie catalogs were issued once a year. The diskery's hillbilly catalog will continue to come out annually. Catalogs on the foreign language line will be issued as needed.

Tannen Gets Brull Disks

NEW YORK, April 21.—Nat Tannen this week concluded a pact with Charles Brull whereby Tannen's Keys Music distributing outlet obtains exclusive access here to the standard catalogs of Charles Brull, Ltd., of London, and Editions Charles Brull of Paris.

Deal also gives Keys the right to press and distrib recordings from a catalog of classical diskings made by Brull as teaching aids. The Brull catalog has a full line of educational music, including works by leading contemporaries. Tannen will have the first exhibit of the Brull catalog here at the next Music Educators' National Conference meeting at Atlantic City on Friday (27).

Tannen, in addition to Keys Music, which is the New York area agency for Acuff-Rose and other country and rhythm and blues pubberies, operates Frank Loesser's Frank Music, his own Tannen Music, and is a partner in the Rosalie Allen disk shop.

Cole Expects 38G Junket

HOLLYWOOD, April 21.—King Cole Trio opened an eight-week theater-club tour Thursday (19) at the Royal Theater, Baltimore. Jaunt is expected to gross a minimum \$38,000. Cole is booked thru June 28. Group gets an approximate guarantee of \$4,000 for theater dates and \$6,000 for niteries against an undisclosed gate split. General Artists Corporation's Henry Miller booked the junket.

After his week's stand in Baltimore, Cole plays Apollo Theater, New York, April 27-May 3; Triton Club, Rochester, N. Y., May 4-6; Del-Mar Club, Montreal, May 8-21; Three Rivers Club, Syracuse, May 22-28; RKO Theater, Boston, May 30-June 5; a week in Washington's Capitol Theater, and Chicago Theater, Chicago, June 15-28.

New ASCAP Committee

Continued from page 14

program contracts with the video industry. These fears began to crystallize in February (The Billboard, February 24), and finally led this week to the dissolution of the old committee. Under a "favored nation" clause in the consent decree, a user of music is entitled to apply for the same type of deal as any competitor.

If Hollywood got a flat-rate deal, then network and indie station operators could apply for the same. It is just a situation that the new committee is determined to avoid.

So strongly do the writers feel about the matter, that they are reportedly seeking divestiture of the movie performing right should the flick producers prove obdurate in their demands.

Cleavage

The cleavage of opinion on the movie situation epitomizes a historic cleavage of interests in the Society: A small bloc of powerful

movie-owned pubberies traditionally has been able to persuade enough non-movie pubbers to swing things their way, which is, logically enough, usually the way most favorable to the parent movie producers. Very often, these moves have been inimical to the best interests of writers and small publishers. Since the consent decree, when the Justice Department made manifest that it was extremely alert to the potential influence of the movie industry over ASCAP, the writers have been able to come more and more into their own in the guidance of the Society's destinies.

Meanwhile, the Justice Department's admonition against directors with "any pecuniary interest" in film companies has not only kept the film pubbers out of negotiations on the subject, but has raised some question as to the eligibility of other directors with flickery stock holdings to meet on the film question.

Sure-fire
first
release!

FRANKIE Laine

singing "

Rose, Rose, I love you"

and

JEZEBEL

78 rpm 39367 • 33 1/3 rpm 3-39367
45 rpm 4-39367

now
exclusively
on

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music





TONI Arden

Singing

Too late now

and

"TOO YOUNG"

Orchestra under the direction of Percy Faith

78 rpm 39271 33 $\frac{1}{3}$ rpm 3-39271 45 rpm 4-39271

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received April 18, 19 and 20.

Last Week | This Week

1. **1. Mockin' Bird Hill**
By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Martin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595 (45)595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552.
(No information on electrical transcription libraries available as The Billboard goes to press.)
2. **2. 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 Gamone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fotine, World; Vincent Lopez, Thesaurus; Mindy Carson, Associated.
7. **3. How High the Moon**
By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Brown, Aladdin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012; Z. Elman, MGM 10332.
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated.
3. **4. A-ba-Daba Honeymoon**
By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)
From the MGM film, "Two Weeks With Love."
RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-C. Carpenter, MGM 30282, (45)K-30282; H. Carmichael-C. Dailey, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205; F. Fisher, Dec 27510
ELECTRICAL TRANSCRIPTION LIBRARIES: Music Hall Varieties Ork, Thesaurus.
5. **5. 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; I. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Pleis, London 8932; B. Clooney, King 15102; G. Jeffkins, Dec 27490; M. Davis, Coral 65048.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.
8. **6. On Top of Old Smoky**
By Pete Seeger—Published by Folkways (BMI)
RECORDS AVAILABLE: G. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612.
(No information on electrical transcription libraries available as The Billboard goes to press.)
4. **7. Be My Love**
By Sammy Cahn and Nicholas Brodsky—Published by Miller (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V (45)49-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Benek Ork, Thesaurus; Bob Eberle, World; George Wright, Associated.
6. **8. Sparrow in the Tree Top**
By Bob Merrill—Published by Santly-Joy (ASCAP).
RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrews Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen, Mer 5597, (45)597X45.
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Dick Jurgens, Associated.
- **9. Beautiful Brown Eyes**
(Appeared first in 4/14/51 issue.)
By Arthur Smith and Alton Delmore—Published by American (BMI)
RECORDS AVAILABLE: R. Clooney, Columbia 39212; D. Drew-L. Douglas Ork, Mer 5370; L. Kirk, V 20-4062; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130; A. Mooney, MGM 10924; J. Rogers, V 21-0454; A. Smith & His Dixie-Liners, Cap 1426; J. Wakely-L. Baxter, Cap 1393; B. Walker, Col 20789; E. Zack, Dec 46302.
9. **10. Tennessee Waltz**
By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (33)2-150; Cowboy Copas King 696; Fontane Sisters, V 20-3979; E. Hawkins Ork, Coral 60313; Wayne King, V 20-3434; Pee Wee King, V 20-3680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Sert, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Tucker Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Milt Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129; S. Reichtzeit-S. Medoff, Banner 2586; Gov. G. Browning, Mer 6310; J. "Schoolboy" Porter, Chance 1103.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated; Ernest Tubb, World.

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

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole.....	1449	F1449
"ELEANOR," "MY PRAYER" Ray Anthony.....	1438	F1438
"NEVER BEEN KISSED," "A-HUNTING WE WILL GO" Jerry Lewis.....	1482	F1482
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr.....	1484	F1484

HOT SELLERS!

POPULAR

"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford.....	1451	F1451
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford.....	1373	F1373
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole.....	1449	F1449
"WHEN YOU AND I WERE YOUNG MAGGIE BLUES," "TILL WE MEET AGAIN" Margaret Whiting and Jimmy Wakely.....	1500	F1500
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton.....	1480	F1480
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely.....	1393	F1393
"I TAUT I TAW A PUDDY TAT" Mel Blanc.....	1360	F1360
"THE SHOT GUN BOOGIE" Tennessee Ernie.....	1295	F1295
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul and Mary Ford.....	1316	F1316

WESTERN & FOLK

"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie.....	1295	F1295
"WHERE IS YOUR HEART TONIGHT," "THOSE THINGS MONEY CAN'T BUY" Hank Thompson.....	1444	F1444
"STAINLESS STEEL," "RAILROADIN'" Speedy West.....	1464	F1464
"SHAKE, RATTLE AND ROLL," "NO GUARANTEE ON MY HEART" Carl Butler.....	1454	F1454
"FAREWELL WALTZ," "EMPTY DREAMS" Leon Payne.....	1463	F1463
"NEW ROVIN' GAMBLER," "PLAYIN' POSSUM" Hank Thompson.....	1379	F1379
"SHENANDOAH WALTZ," "JUST LIKE TWO DROPS OF WATER" Bucky Tibbs and Jimmie Dale.....	1425	F1425
"HOT ROD RACE," "WALKIN' WITH THE BLUES" Ramblin' Jimmie Dolan.....	1322	F1322



Week ending
APRIL 28, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

DOUBLE HIT! DOUBLE SALES!

THE *Dimming* SISTERS with Orchestra

"SOMEBODY" and
"VERY GOOD ADVICE"

from Walt Disney's "Alice in Wonderland"

A Big Name on 2 Big Songs

CAPITOL RECORD NO. 1511 ON 78 RPM, ON 45 RPM F1511

NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
<i>NAT "KING" COLE</i>	SONG OF DELILAH <small>with Dave Barbour and His Orchestra</small> BECAUSE OF RAIN <small>with Les Baxter and His Orchestra</small>	1501	F1501
<i>RAY ANTHONY</i> <small>and His Orchestra</small>	MR. ANTHONY'S BLUES COOK'S TOUR <small>Instrumentals</small>	1502	F1502
<i>FRANK DeVOL</i> <small>and His Orchestra</small>	DEAR JOHN <small>Vocal by LINDY DOHERTY</small> LONELY ACRES IN THE WEST <small>with Vocal Group</small>	1503	F1503
<i>MARY MAYO</i> <small>with Orchestra Conducted by Al Hion</small>	THE SPRINGTIME COMETH <small>with "Fishbowl"</small> SERENATA	1504	F1504
<i>THE VOICES OF WALTER SCHUMANN</i>	DREAM <small>Trumpets by Andy Stewart</small> HALLS OF IVY <small>with Vocal Group</small>	1505	F1505
<i>CHARLOTTE MANSFIELD</i>	DISILLUSIONED WASHDAY BLUES <small>Charlotte Mansfield, alto and vocal; Frank Bruce, alto and vocal; Pete Mitchell, piano; Cleophus Berry, bass</small>	1506	F1506
<i>THE SPORTSMEN</i> <small>with Billy May and His Orchestra</small>	ME AND MY SHADOW I FOUND A MILLION DOLLAR BABY <small>From the Stage Show, Billie Holiday "Crazy Quilt"</small>	1507	F1507
<i>MARK WARNOW</i> <small>and His Sound Off! Orchestra and Chorus</small>	SOUND OFF CHANT STARS AND STRIPES FOREVER	1517	F1517
<i>GENE O'QUIN</i>	NO PARKING HERE BOOGIE WOOGIE FEVER	1508	F1508
<i>JIMMY LEE</i>	I KEEP THE BLUES ALL THE TIME LOVE IS HARD TO UNDERSTAND	1509	F1509
<i>JIMMIE DAVIS</i>	AS LONG AS YOU BELIEVE IN ME (LITTLE DARLIN') WHITE PETALS FROM A ROSE	1510	F1510

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received April 18, 19 and 20

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, Artist, and Record Label. Includes songs like 'HOW HIGH THE MOON', 'IF', 'MOCKIN' BIRD HILL', etc.

England's Top Twenty

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, English, American, Song Title, and Record Label. Includes songs like 'TENNESSEE WALTZ', 'MOCKIN' BIRD HILL', etc.

VOX JOX

Gimmix

Charles Moore, WALT, Tampa, has worked out a split-intro idea for current pops, utilizing only the first three letters of artist and orchestra. For instance he brings on a Jo Stafford-Gordon MacRae platter as "Gorjoe Macsta."

Sponsor Talk

Bill Silbert, WXYZ, Detroit, snagged a new sponsor, Presto-Whip, for his local TV show "Starlite Stairway."

Preems

Ralph Moffatt, WCCO, Minneapolis-St. Paul, has moved to WDG, another Twin City station. Paul Scott, ex-WWYO, Pineville, W. Va., is a new spinner at WBIS, Bristol, Conn.

Best Selling Sheet Music

Based on reports received April 18, 19 and 20

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, and Record Label. Includes songs like 'MOCKIN' BIRD HILL', 'IF', 'IT IS NO SECRET', etc.

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.

(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.

Table with columns: Song Title, Record Label. Includes songs like 'Aba Daba Honeymoon', 'Be My Love', 'Because of You', etc.

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.

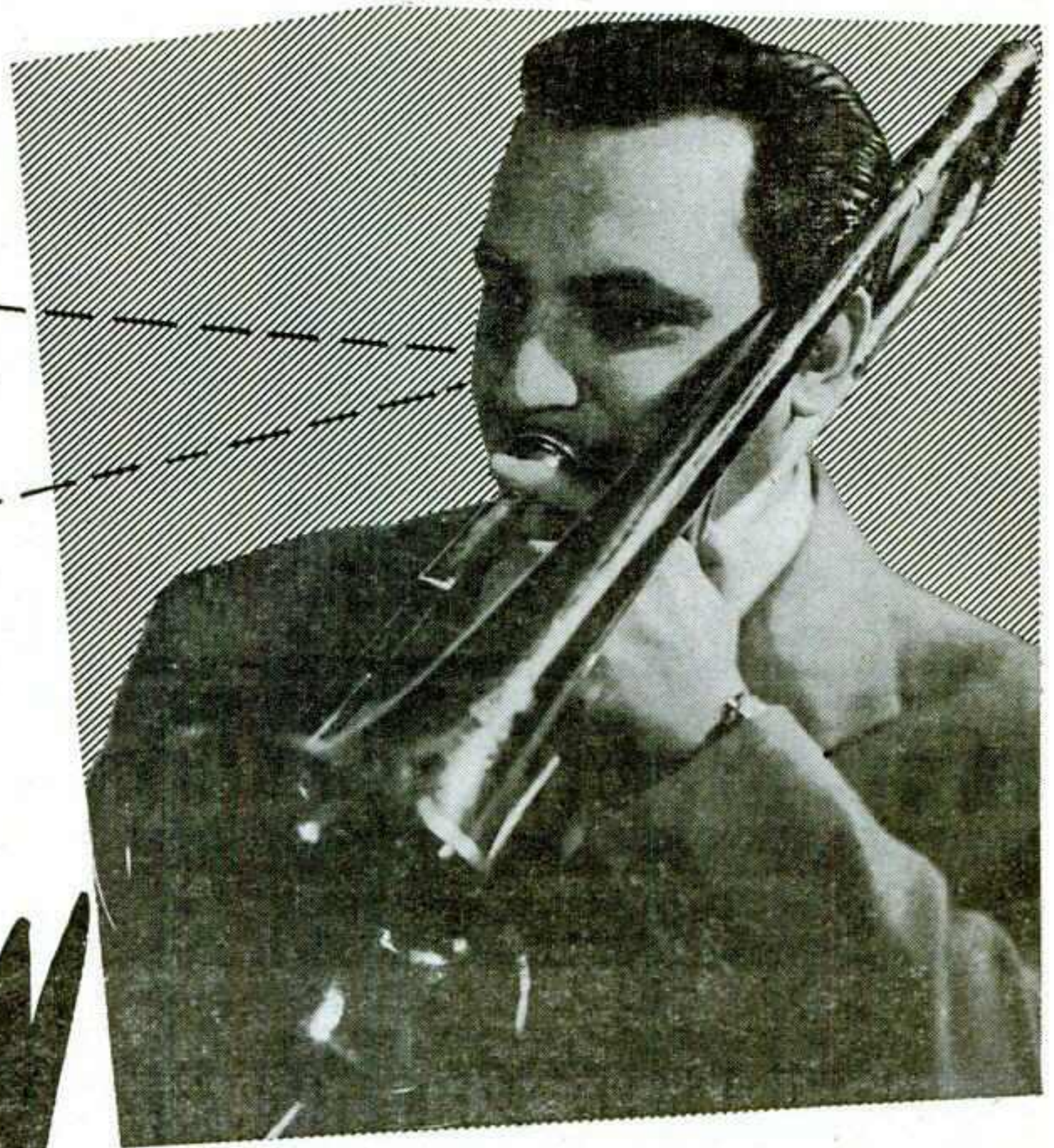
Table with columns: Song Title, Record Label, Points. Includes songs like 'Be My Love', 'If', 'Would I Love You', etc.

His 7th RCA Victor record is Buddy's Lucky #7 ...

MORROW MAKES IT!

**TOP
BILLBOARD
PICK**
April 21 issue

**EFFECTIVE
MARCH VERSION
VARIETY**



Buddy
MORROW

and his Orchestra ...

"ROSE, ROSE I LOVE YOU"

vocal by the band
coupled with

"WHAT CAN I SAY AFTER I SAY I'M SORRY"

45 rpm 47-4135 78 rpm 20-4135

RCA VICTOR Records 

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received April 18, 19 and 20

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

POSITION	Weeks (Last) This to date/Week/Week	Title	Artist	Label
5	1	1. HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
5	6	2. ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515-BMI
11	3	3. MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
16	2	4. IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
10	5	5. MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
20	4	6. BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
3	15	7. TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
12	7	8. ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282-ASCAP
9	8	9. I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
12	9	10. WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
9	10	11. SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190-ASCAP
2	22	12. SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
8	11	13. BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212-BMI
3	14	14. LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
2	19	15. MOONLIGHT BAY	Bing & Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
5	13	16. HOT CANARY	F. Zabach	Dec(78)27509; (45)9-27509-ASCAP
5	16	17. SYNCOPATED CLOCK	L. Anderson	Dec(78)16005; (45)9-16005-ASCAP
2	22	18. WHEN YOU AND I WERE YOUNG	Maggie Blaes	Dec(78)27577; (45)9-27577-ASCAP
7	12	19. SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477-ASCAP
24	18	20. TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
8	24	21. MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
21	17	22. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067-ASCAP
13	21	23. BRING BACK THE THRILL	E. Fisher-H. Winterhalter	V(78)20-4016; (45)47-4016-ASCAP
7	25	23. BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393-BMI
8	25	25. WOULD I LOVE YOU	D. Day-H. James	Col(78)39159; (45)4-39159; (33)3-39159-ASCAP
1	—	26. SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480
3	27	27. NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099-ASCAP
4	29	27. WOULD I LOVE YOU	T. Martin	V(78)20-4056; (45)47-4056-ASCAP
3	28	29. METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45-BMI
17	20	30. YOU'RE JUST IN LOVE	P. Como	V(78)20-3945; (45)47-3945-ASCAP
2	—	30. ACROSS THE WIDE MISSOURI	H. Winterhalter	V(78)20-4017; (45)47-4017-ASCAP

DEALER DOINGS

News and Chatter

E. R. McDuff, head of Grinnell Bros., Detroit music shop, has been elected president of the Detroit Retail Merchants' Association, constituent body of the Board of Commerce. McDuff was formerly president of the National Association of Music Merchants. **Max Vogel**, Miami Beach, Fla., disk dealer, is running for a city council post. **Louise Jacobs**, manager of the Coastal Furniture Company disk department, Brunswick, Ga., is back at work after a major operation in St. Joseph's Hospital, Savannah. A note from **L. Folk, King & Folk**, Port Angeles, Wash., reads, "I had a little vacation and no one in the store seemed to think that my 2 cents worth was very important. But here I am again." **The Music Box**, Hillsdale, N. J., writes, "No big news—only my dog died—you take it from there." **Rus-Sell's Radio**, Fairmont, Minn., says that the Collier's article on Yma Sumac did more to sell her disks than all the advertising.

Gripes and Swipes

"Sales are off about 40 per cent in the last two weeks,"—**Ferguson Record Shop**, Memphis. "Business is off."—**Lomakin Music**, Pittsburgh. "Record business is very slow."—**Nu-Life Radio Shop**, New York. "How long are MGM and RCA Victor going to try to build **Mario Lanza** at the expense of **Caruso**? Lanza has a lot to offer, but he's not another Caruso. He's a good movie singer—and that's all."—"Happy Days! Today (3-28-'51) we received our Easter records from Decca—ordered them two months ago. Maybe we'll be able to use them next year. Another thing, the center holes on Mercury 45's are not uniform. Some are too small, others almost too large or oval shaped."—**Richards Music Company**, Safford, Ariz. "All record companies should place the numbers on the LP's in the upper right hand corner or any other place they desire—so long as all companies get together and make the numbering place uniform."—**Slater's Record Shop**, Wheeling, W. Va.

Trade Notes

Robert Sabatini and **Evelyn Pedic**, Globe Store record department, Scranton, Pa., report steady calls for the **Pat Terry-Noro Morales** disk, "My Love Serenade," following Terry's personal appearance. . . . Tho the heaviest traffic consists of the teen-age crowd, classical disk buyers lay down big money for their wants in the Burwin Furniture disk department, Toronto. **Burwin's Margaret Lynch** reports there are plenty of sales to the adults of disks worth more than \$100. Heavy buyers, she says, usually stick to the show albums and the "three B's." . . . **Mrs. Helen Sirman**, disk department manager at the W. T. Grant store, Houston, back at work after a vacation in Los Angeles. . . . Also back from vacation in L. A. is **Georgette Graves**, department manager for Joske's of Houston. She ran up to Dallas for the National Women's Basketball Tournament. **Music Masters**, New York City, running a special LP sale for mailing list customers only. Shop is offering new LP albums at discounts ranging from 40 to 50 per cent. All sales are final and customers are required to bring in postcard announcing the sale. . . . **Charles N. Keeney Company**, Hartford, Conn., purchased the entire stock of **World Radio Television & Appliance Corporation**, same city. **Theodore Simmons**, formerly World owner, has been named veepee in charge of sales for Keeney.

Best Selling Children's Records

Based on reports received April 18, 19 and 20

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

POSITION	Weeks (Last) This to date/Week/Week	Title	Artist	Label
11	1	1. I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
30	2	2. TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
63	4	3. CINDERELLA (Two Records)	I. Woods & Others	V(78)Y-399; (45)WY-399
28	5	4. BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
28	6	5. HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
22	9	5. BUGS BUNNY SINGS (Two Records)	M. Blanc	Cap(78)DBS-3077; (45)CBSF-3077
8	3	7. PETER COTTONTAIL (One Record)	G. Autry	Col(78)MJV-68; (45)MJV-4-68; (33)4-727
147	6	8. LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
9	11	9. LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)MJV-85; (33)4-709
33	6	10. BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
143	—	11. BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
59	13	12. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
17	—	13. DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap(78)CAS-3073; (45)CAS-3073
3	12	14. LITTLE WHITE DUCK (One Record)	D. Kaye	Dec(78)27350; (45)9-27350
15	—	15. PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386

Best Selling Pop Albums

Based on reports received April 18, 19 and 20

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

Week	Week	Best Selling 33 1/3 R.P.M.
2	1	1. VOICE OF THE XTABAY Yma Sumac Cap(78)CD-244; (33)H-244
3	2	2. LULLABY OF BROADWAY Doris Day Col(78)C-235; (33)CL-6168
1	3	3. SOUTH PACIFIC Mary Martin-Ezio Pinza Col(78)MM-850; (33)ML-4180
5	4	4. CARNEGIE HALL JAZZ CONCERT, Vol. I and II B. Goodman Col(33)SL-160
4	5	5. GUYS AND DOLLS Original Cast Dec(78)DA-825; (33)DL-8036
7	6	6. ROYAL WEDDING J. Powell-F. Astaire MGM(78)MGM-70; (33)E-543
6	7	7. TWO WEEKS WITH LOVE J. Powell-C. Carpenter-D. Reynolds MGM(78)MGM-61; (33)E-530
8	8	8. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork V(78)DM-1506; (33)LM-1127
10	9	9. CALL ME MADAM D. Shore and Original Cast V(78)OC-1; (33)LOC-1000
9	10	10. CALL ME MADAM D. Haymes-E. Wilson-G. Jenkins Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304

Week	Week	Best Selling 45 R.P.M.
2	1	1. VOICE OF THE XTABAY (Four Records) Yma Sumac Cap(78)CD-244; (45)CDF-244
1	2	2. LULLABY OF BROADWAY (Four Records) Doris Day Col(78)C-235; (45)B-235
3	3	3. TOAST OF NEW ORLEANS (Two Records) M. Lanza V(45)WDM-1417
4	4	4. SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza Col(78)MM-850; (45)A-850
6	5	5. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork V(78)DM-1506; (45)WDM-1506
7	6	6. ROYAL WEDDING (Four Records) J. Powell-F. Astaire MGM(78)MGM-70; (45)K-70
5	7	7. TWO WEEKS WITH LOVE (Three Records) J. Powell MGM(78)MGM-61; (45)K-61
8	8	8. GUYS AND DOLLS (Seven Records) Original Cast Dec(78)DA-825; (45)9-203
9	9	9. THREE LITTLE WORDS (Four Records) Original Cast MGM(78)53; (45)K-53
10	10	10. YOUNG MAN WITH A HORN (Four Records) H. James-Doris Day Col(78)C-198; (45)B-198

Classical Reviews

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

FERRUCCIO TAGLIAVINI IN GREAT OPERATIC ARIAS—Radio Italiana Ork; Marfo Rossi RCA Victor Ork; Jean Paul Morel (3-7") V(45) WDM-1429

The sweet tenor of Tagliavini has accrued quite a die-hard following here as the result of his work both at the Met and in a series of Italian operatic films. This set offers a cross-section of representative arias from Italian and French operas to best show off the singer's distinctive sound and style. Four of the sides were recorded in Europe by Cetra and are included in the set as the result of a special arrangement. The remaining two were cut here with a house ork under Morel. The selections include arias from Bizet's "Pearl Fishers," Giordano's "Andrea Chenier," Verdi's "Luigia Miller," Donizetti's "Don Pasquale," Massenet's "Manon" and the same composers "Werther."

72 feeling of theater to the listener. The recording, for balances and sheer lustre of sound, is absolutely top drawer. Conductor Cluytens guides the orchestra and company with gusto eliciting a performance of great fire from all concerned. The orchestra and chorus of the Opera Comique, in their glorious work, pull the recording together to make an exceptional thing of it. Jobin is a fine Don Jose, Solange Michel sings ably and with conviction as Carmen, Michel Denis is a suitable Escamillo, and Marthe Angelici is a sweet Michaela. The whole makes a thrilling listening experience no matter how often you've heard the work. It's bound to be an exceedingly popular set.

BIZET: CARMEN (Complete Opera)—Raoul Jobin, Solange Michel, Michel Denis, Marthe Angelici, L'Opera Comique De Paris, Andre Cluytens, Cond. (3-12") Col (33) SL-109

77 The Tchaikovsky warhorse, with its illustrious andante cantabile, draws an admirable performance both for musicality and recorded sound. Celibidache has molded a uniformly excellent reading of the familiar work; his certainly is as good if not better than the best of those recordings of the symphony which are already on the market, most notably Rodzinski's. The London Philharmonic has rarely been heard to better advantage, and London's first reproduction, responsible for many an aural delight these days, is tops.

For a surefire best-selling enterprise, it would suffice to offer a "Carmen" recording and not be concerned with the who's, what's and how's that went into making the slicing. Columbia has a heck of a lot more than something ordinary to offer in this complete recording of Bizet's warhorse, today probably the most popular opera in the literature. This is a full-length recording of "Carmen" made with great pains to convey

(Continued on page 40)

Best Selling Classical Titles

Based on reports received April 18, 19 and 20

Week	Week	Best Selling 33 1/3 R.P.M.
1	1	1. The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor... V(33)LM-1127
3	2	2. Offenbach: Tales of Hoffman, Royal Philharmonic Ork, Sir Thomas Beecham, conductor... London(33)LLP-A-4
2	3	3. Strauss: Die Fledermaus, L. Pons, L. Wellich, R. Tucker, C. Kullman, M. Lipton, J. Brownlee, Metropolitan Opera Association Chorus and Ork, E. Ormandy, conductor... Col(33)SL-108
5	4	4. Caruso (Treasury of Immortal Performances), E. Caruso... V(33)LC-1007
3	5	5. Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna Philharmonic Ork, Vienna State Opera Chorus... London(33)LLP-281-82

Week	Week	Best Selling 45 R.P.M.
1	1	1. The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor... V(45)WDM-1506
2	2	2. Caruso (Treasury of Immortal Performances), E. Caruso... V(45)WCT-11
3	3	3. Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor... V(45)WDM-920
5	3	3. Foast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor... V(45)WDM-1395
4	5	5. Strauss Waltzes, A. Kostelanetz... Col(45)A-481
—	5	5. Tchaikovsky: Nutcracker Suite, L. Stokowski... V(45)WDM-1468

Advance Classical Releases

Andoshem Moloch—Cantor Moshe Kusevitsky-Abe Ellstein (Retzei Vimunch) V(45)49-3211	Liszt: Piano Music Album—W. Kempff (1-12") London (33)LLP315
Bach: At the Organ Album—Herbert J. Hooper (1-12") Biletone (33)	Offenbach: Tales of Hoffman Album—Sadler's Wells Chorus-Royal Philharmonic Ork-Sir T. Beecham, Cond. (3-12") London(33)LLP346/7/8
Barber: Ballet Suite "Media," Op. 23 Album—New Symphony Ork-S. Barber, Cond. (1-10") London (33)LP5333	Ono Bechoach—Cantor Moshe Kusevitsky-Abe Ellstein (Hashkiveinu) V(45)49-3210
Chopin Piano Recital Album—Claudio Arrau-Lili Kraus-Eileen Joyce (1-12") Dec(33)DL8517	Organ Recital Album: Jeanne Demessieux (1-12") Bach: Toccato and Fugue in D Minor, Prelude and Fugue in D Major and Franck: Pastorale & Fantaisie in A Major London(33)LLP319
Chopin Recital Album—W. Backhaus (1-10") London (33)LP5317	Songs of Debussy Album—S. Danco-G. Agosti (1-10") London(33)LP5336
Lieder of Brahms and Hugo Wolf Album—S. Danco-G. Agosti (1-10") London(33)LP5335	

"BE MY LOVE"—Approaching the million mark!
 "LOVELIEST NIGHT OF THE YEAR"—Soaring to the top!

Now
 it's
**MARIO
 LANZA'S**

**"MY SONG,
 MY LOVE"**



c/w "I LOVE THEE" (Ich Liebe Dich)

10-3208—(49-3208)

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

Release 51-17

Ships Coast to Coast, Week of April 29

POPULAR

- DINAH SHORE and TONY MARTIN with Henri Rene's Ork**
 I Wish, I Wish
 The Kissing Song
 20-4126—(47-4126)*
- PHIL HARRIS with Walter Scharf's Ork**
 The Letter—(with Alice Faye)
 Possibilities 20-4124—(47-4124)*
- SPIKE JONES and his City Slickers**
 My Daddy Is a General to Me
 Ill Barkio 20-4125—(47-4125)*
- SONS OF THE PIONEERS with Larry Russell's Orchestra**
 Baby, I Ain't Gonna Cry No More
 Daddy's Little Cowboy
 20-4131—(47-4131)*

COUNTRY

- TEXAS JIM ROBERTSON and The Panhandle Punchers**
 Wildcat Baby
 Why Don't You Marry the Girl
 21-0463—(48-0463)*

WESTERN

- DALE EVANS with Frank Worth's Ork**
 Last Night My Heart Crossed the Ocean
 Please Send Me Someone To Love
 21-0465—(48-0465)*

SACRED

- THE CARPENTER TRIO**
 I Want To Be More Like Jesus
 Give Jesus Your Hand
 21-0464—(48-0464)*

BLUES

- TAMPA RED**
 She's Dynamite
 Early in the Morning
 22-0123—(50-0123)*

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

Going Strong...

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

- \$ **Sound Off/Oh, Marry, Marry Me**
 Vaughn Monroe 20-4113—(47-4113)*
- \$ **Be My Love**
 Mario Lanza 10-1561—(49-1561)*
- \$ **Never Been Kissed**
 Freddy Martin 20-4099—(47-4099)*
- \$ **On Top of Old Smoky/Shall We Dance**
 Vaughn Monroe 20-4114—(47-4114)*
- \$ **The Loveliest Night of the Year**
 Mario Lanza 10-3300—(49-3300)*
- \$ **IF/Zing Zing—Zoom Zoom**
 Perry Como (Sigmund Romberg) (Mitchell Ayres) 20-3997—(47-3997)*
- \$ **Gotta Find Somebody To Love/Maggie Blues**
 Mindy Carson 20-4119—(47-4119)*
- \$ **Down the Trail of Achin' Hearts**
 Hank Snow 21-0441—(48-0441)*
- \$ **Rhumba Boogie**
 Hank Snow 21-0431—(48-0431)*
- \$ **I Have No Heart/Unless**
 Eddie Fisher and Hugo Winterhalter Ork 20-4120—(47-4120)*
- \$ **Bring Back the Thrill**
 Eddie Fisher and Hugo Winterhalter Ork 20-4016—(47-4016)*
- \$ **Poison Love/Lonesome**
 Johnnie and Jack 21-0377—(48-0377)*
- \$ **Would I Love You**
 Tony Martin 20-4056—(47-4056)*
- \$ **Kentucky Waltz**
 Eddy Arnold 21-0444—(48-0444)*
- \$ **I'll Never Know Why/Alice in Wonderland**
 Hugo Winterhalter Ork 20-4087—(47-4087)*

Coming Up...

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

- ★ **Hello, Young Lovers**
 Perry Como 20-4112 (47-4112)*
 The Disk Jockeys Pick, April 21st issue, Billboard.
- ★ **Good-By, G. I. Al**
 Eddie Fisher 20-4100 (47-4100)*
 No. 7, Retailers Pick, April 14th issue Billboard.
- ★ **Rose, Rose, I Love You**
 Buddy Morrow Ork 20-4135 (47-4135)*
 The Billboard Picks, April 21st issue, Billboard.
- ★ **Too Late Now**
 Dinah Shore 20-4060 (47-4060)*
 Disk Jockeys Pick, April 14th issue Billboard.

TIPS **I WISH, I WISH • THE KISSING SONG**

Dinah Shore and Tony Martin

20-4126 (47-4126)*



I'LL NEVER KNOW WHY April seems to be a lucky month for Vaughn Monroe. RIDERS IN THE SKY was an April release and now SOUND OFF, Vaughn's overnight hit—another April hit.

I'LL NEVER KNOW WHY some dealers complain about a record slump when reorders for RCA Victor records last week were higher than any April week in the last six years.

I'LL NEVER KNOW WHY the "B" sides of certain records, which seldom get touted like "A" sides, hit the big time and oftentimes become great standards. Most famous "B" side of recent years was THERE I'VE SAID IT AGAIN. Now another "B" side is getting the play—SING, EVERYONE, SING, by Jan Peerce.

I'LL NEVER KNOW WHY every juke box operator in the country doesn't follow the lead of the big New York op who twelve times a year places one new record on every machine on his route, identifying the tune with a colored title strip. He cleans up on it, too, and starts a hit in the making.

I'LL NEVER KNOW WHY record dealers don't take a tip from the dealers who cut out THE BILLBOARD and VARIETY ads every week and use these ads for store and window displays. These dealers report terrific consumer attention resulting in quick sales of the advertised discs.

I'LL NEVER KNOW WHY some dealers haven't departmentalized their children's record departments. Next to the pop business the kiddies' business is the biggest! Lots of dealers, though, must be setting up some terrific kiddies' departments judging from the sales of RCA Victor's 45 rpm store fixtures (see your distributor for same).

I'LL NEVER KNOW WHY a Hawaiian song hasn't made the hit ladder in a long, long time. (Last big Hawaiian tune was BLUE HAWAII I believe.)

I DO KNOW WHY Hugo Winterhalter's latest RCA Victor record is breaking into the hit brackets—because it's a great arrangement of one of the best of the season's new ballads. The title—I'LL NEVER KNOW WHY!

The stars who make the hits
 are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

Best Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. SYNCOPATED CLOCK
L. Anderson, Dec(78)16005, (45)9-16005 ASCAP (The Waltzing Cat)
4. TOO YOUNG
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
5. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)

Best Selling Albums

1. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
2. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

CHICAGO

Best Selling Pop Singles

1. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
4. TOO YOUNG
Nat "King" Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)

Best Selling Albums

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

ABA DABA HONEYMOON

Featured in the M-G-M Musical Smash "TWO WEEKS WITH LOVE"

- DEBBIE REYNOLDS—CARLETON CARPENTER
 - M-G-M
 - RICHARD HAYES—KITTY KALLEN
 - Mercury
 - FREDDY MARTIN
 - RCA Victor
 - HELEN KANE
 - Columbia
 - CLIFF STEWARD—SAN FRANCISCO BOYS
 - Coral
- LEO FEIST, INC.

BOB MERRILL'S LATEST NOVELTY "A Beggar in Love"

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

MUSIC BOURNE TO LIVE

"FAITHFUL" VAUGHN MONROE

VICTOR 20-4059

ABC MUSIC CORP. 799 7th Ave. N.Y. 10, N.Y.

LOS ANGELES

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)

Best Selling Albums

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

ST. LOUIS

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
3. TOO YOUNG
Nat "King" Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. MOONLIGHT BAY
Bing and Gary Crosby, Dec(78)27577, (45) 9-27577 (When You and I Were Young Maggie Blues)
5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. TOAST OF NEW ORLEANS
M. Lanza, V(78)DM-1417, (45)WDM-1417

ATLANTA

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
3. TOO YOUNG
Nat "King" Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
5. WOULD I LOVE YOU
P. Page, Mercury(78)5571, (45)5571X45 ASCAP (Sentimental Music)

Best Selling Albums

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

DALLAS AND FORT WORTH

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
4. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
5. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

BOSTON

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
5. TOO YOUNG
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45) K-70, (33)E-543
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

WASHINGTON, D. C.

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. SYNCOPATED CLOCK
L. Anderson, Dec(78)16005, (45)9-16005 ASCAP (The Waltzing Cat)
3. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
4. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
5. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)

Best Selling Albums

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

PITTSBURGH

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
3. SOUND OFF
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Mrry, Mrry Me)
4. TOO YOUNG
Nat "King" Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
5. I APOLOGIZE
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
3. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45)K-70, (33)E-543

PHILADELPHIA

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
3. SPARROW IN THE TREE TOP
G. Mitchell-M. Miller, Col(78)39190, (45) 4-39190, (33)3-39190 ASCAP (Christopher Columbus)
4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
5. TOO YOUNG
Nat "King" Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

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

DETROIT

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
3. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
4. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
5. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)

Best Selling Albums

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

DENVER

Best Selling Pop Singles

1. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
5. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
M. Lanza-C. Callinicos, V(78)DM-1506, (45) WDM-1506, (33)LM-1127
2. ROYAL WEDDING
F. Astaire-J. Powell, MGM(78)MGM-70, (45) K-70, (33)E-543
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

VOX JOX

Continued from page 22

S. C., is the new pilot for "The Wax Work Shop," succeeding Mac Sheneen, who has joined Uncle Sam. . . Buddy Dean has signed off WHHM, Memphis, to go with WITH, Baltimore. . . Larry Doyle departed KGA, Spokane, the 15th of this month. . . Lou Golson, WFAX, Falls Church, Va., has added another hour of his "Goofin' With Golson" show, giving the d. j. a total of three hours and 15 minutes on the air daily. . . Hal Bennett, WLOG, Logan, W. Va., says "Uncle Sam is breathing down my neck. Just received notice to report for my pre-induction physical." . . Ellie Curtis has moved to WARA, Attleboro, Mass., from WERI, Westerly, R. I. . . "Uncle Dewey" Gardner is new d. j. at WAYN, Rockingham, N. C. His "calico horse" gets equal billing. . . Frank (Cousin Russ) Russell, KVOE, Santa Ana, Calif., takes a roving mike out to different drive-ins around Orange County every week to talk with patrons and play their favorite recorded music. "Cuz" says the show has really upped business for the outdoor eateries. . . Danny Shaver, WSSV, Petersburg, Va., is now doing a three-hour morning seg tagged "Musical Clock." . . Bert Knapp, WMCA, New York, has taken over reins on "Musical Almanac," a daily 6 a.m. feature. . . Bob Ehrlich has succeeded Gene Sochor at KWJB, Globe, Ariz.

Johnny Reznor, WHIO, Dayton, O., succeeded Jean Shepherd as featured WSAI, Cincinnati, jock, taking over Monday night (2) with a spinner show from Schuler's Wigwam in suburban College Hill. Shepherd went to KYW, Philadelphia, after two years at WSAI. . . Paul Hodges, early morning jockey at WKRC, Cincinnati, is losing his slot to a new team—Dave Upson and Barbara Cameron—who have the outlet's musical, "Dave 'n' Barbara."

NEW ORLEANS

Best Selling Pop Singles

1. IF
P. Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing—Zoom Zoom)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. ABA DABA HONEYMOON
D. Reynolds-C. Carpenter, MGM(78)30282, (45)K-30282 ASCAP (Row, Row, Row)
4. TOO YOUNG
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
5. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)

Best Selling Albums

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

SEATTLE

Best Selling Pop Singles

1. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
2. BE MY LOVE
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
3. SOUND OFF
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Mrry, Mrry Me)
4. ON TOP OF OLD SMOKY
Weavers-T. Gilkyson, Dec(78)27515, (45) 9-27515 BMI (Across the Wide Missouri)
5. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)

Best Selling Albums

1. LULLABY OF BROADWAY
Doris Day, Col(78)C-235, (45)B-235, (33) CL-6168
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. CARNEGIE HALL JAZZ CONCERT VOL. I and II
B. Goodman, Col(33)SL-160

Another BMI Pin-Up Hit!

"Gotta Find Somebody To Love"

Published by Duchess
Recorded by

- MARIAN MAYE (Coral)
- ANDREWS SISTERS (Decca)
- MINDY CARSON (Victor)
- ROBERTA QUINLAN (Mercury)

Licensed exclusively by
BROADCAST MUSIC, INC.

WHAT?

"NEVER BEEN KISSED"

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

The Great Victor Young Ballad—

LOVE ME

Recorded by
RAY BARBER
MERCURY

WORDS & MUSIC, Inc.

"I WON'T CRY ANYMORE"

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

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

Timed to the Minute!

Spike Jones'

Jones'



★ 5 Star Hit ★



"MY DADDY IS A GENERAL TO ME"



Vocal by **GEORGE (Two Front Teeth) ROCK**

and

"ILL BARKIO"

vocal by

INA SOUEZ and HORATIO Q. BIRDBATH

Released nationally
concurrent with
Spike's
ST. FRANCIS HOTEL
Engagement*

RCA VICTOR Records



20-4125 (78rpm)
47-4125 (45rpm)

*Opening Tuesday, April 24th at the St. Francis Hotel, San Francisco



Today's TOP TUNES

YOUR NAME
IMPRINTED HERE
ADDRESS & PHONE

Copyright 1951, The Billboard Pub. Co.

Vol. 1—No. 2

THE BEST SELLERS IN ADVANCE FROM THE BILLBOARD'S FACT FINDING, CONTINUING NATIONWIDE TABULATION OF RECORD SALES

APRIL 28, 1951

IT'S
NEW!

1 MOCKIN' BIRD HILL

- ELTON BRITT & ROSALIE ALLEN—V (78) 21-0396; (45) 48-0396 (Tomorrow You'll Be Married) (Behind the Chapel Wall)
- CLARK & McMULLEN—R.F.D. 5075 (Behind the Chapel Wall)
- TINY HILL—Mercury (78) 5552; (45) 5552X45 (If You've Got the Money I've Got the Time)
- MARLIN SISTERS—London (78) 851; (45) 30296 (Girl I Left Behind)
- ARVADA MILLER—Cormac CRS 1168 (Daddy Blues)
- RUSS MORGAN ORK—Dec (78) 27444; (45) 9-27444 (Flying Eagle Polka)
- PATTI PAGE—Mercury (78) 5595; (45) 5595X45 (I Love You Because)
- LES PAUL & MARY FORD—Cap (78) 1373; (45) F1373 (Chicken Reel)
- PINETOPPERS—Coral (78) 64061; (45) 9-64061 (Big Parade Polka)

2 HOW HIGH THE MOON

- ALL STARS—Mercury 11009-10
- CHARLES BROWN—Aladdin 3071 (Texas Blues)
- DON BYAS—Savoy 916 (Koko)
- LILYANN CAROL & CHARLIE VENTURA ORK—National 7015 (Please Be Kind)
- AL CASEY & SEXTET—Cap (45) 15638 (All I Do Is Dream of You)
- AL CASEY & SEXTET—Cap 10034 (Sometimes I'm Happy)
- NAT (KING) COLE—Cap (78) 10191; (45) F531 (Blues in My Shower)
- JOAN EDWARDS—Liberty 292 (House With the Little Red Barn)
- DUKE ELLINGTON—Col (78) 38950; (33) 1-778 (Cowboy Rhumba)
- ZIGGY ELMAN—MGM 10332 (Night Is Young)
- ELLA FITZGERALD—Dec (78) 24387; (45) 9-24387 (You Turned the Tables on Me)
- ERROLL GARNER—Col (78) 39145; (33) 3-39145 (Poor Butterfly)
- BENNY GOODMAN SEXTET—Cap 4-20126 (Benny's Boogie)
- BENNY GOODMAN SEXTET—Cap (45) 15478 (World Is Waiting for the Sunrise)
- LIONEL HAMPTON & QUINTET—Dec (78) 24513; (45) 9-24513 (Ribs and Hot Sauce)
- BILL HARRIS—Cap 60004 (Moon Is Low)
- EDDIE HEYWOOD—Signature 40002 (Sarcastic Lady)
- IATP ORK—STINSON 453-1 (How High the Moon, Parts I & II)
- KAYE BROTHERS ORK—Stinson 777-3 (Bird in Hand)
- STAN KENTON—Cap (78) 911; (45) F911 (Willow, Weep for Me)
- STAN KENTON & JUNE CHRISTY—Cap 15117 (Interlude)
- GENE KRUPA ORK—Col 38345 (Tea for Two)
- DODO MARMAROSA TRIO—Atomic 225 (Mellow Mood)
- GENE NORMAN'S ALL STARS—Modern 20-681 (How High the Stars)
- ANITA O'DAY—Signature (78) 15185; (45) 45185 (Key Largo)
- LES PAUL-MARY FORD—Cap (78) 1451; (45) F1451 (Walkin' and Whistlin' Blues)
- BOYD RAEBURN ORK & GINNY POWELL—Atlantic 860 (Trouble Is a Man)
- DAVID ROSE ORK—MGM 30012 (Gay Spirits)
- HAZEL SCOTT—Signature 15025 (Rainy Night in G)

3 ON TOP OF OLD SMOKY

- GEORGE GATES ORK—Coral (78) 60436; (45) 9-60436 (Syncopated Clock)
- PERCY FAITH & BURL IVES—Col (78) 39328; (45) 4-39328; (33) 3-39328 (Syncopated Clock)
- BURL IVES—Col (78) 36735; (45) 4-36735 (Peter Gray: Sweet Betsy From Pike)
- TERREA LEA—Intro 6014 (Jesse James)
- VAUGHN MONROE—V (78) 20-4114; (45) 47-4114 (Shall We Dance)
- MINNIE PEARL—King 590 (In the Shadow of the Pine)
- GEORGE SIRAVALO—RAY BARBER—Mercury (78) 5612; (45) 5612X45 (Did You Dig John Peel?)
- WEAVERS-T. GILKYSOON—Dec (78) 27515; (45) 9-27515 (Across the Wide Missouri)

- IF LOUIS ARMSTRONG—Dec (78) 27481; (45) 9-27481 (You're Just in Love)
- PERRY COMO—V (78) 20-3997; (45) 47-3997 (Zing Zing—Zoom Zoom)
- VIC DAMONE—Mercury (78) 5565; (45) 5565X45 (You and Your Beautiful Eyes)
- BILLY ECKSTINE—MGM (78) 10896; (45) K10896 (When You Return)
- IAN GARDNER ORK—Cap (78) 1351; (45) 1351 (Castles in the Sand)
- LALO GUERRERO—Imperial 471 (Would I Love You)
- INK SPOTS—Dec (78) 27391; (45) 9-27391 (A Friend of Johnny's)
- DICK JAMES—London 833 (Long, Long Ago)
- GUY LOMBARDO ORK—Dec (78) 27449; (45) 9-27449 (Wait for Me)
- JOHNNY LOPEZ—Dec 21338 (My Heart Cries for You)
- DEAN MARTIN—Cap (78) 1342; (45) F1342 (I Love the Way You Say Goodnight)
- ETHEL SMITH—Dec (78) 27534; (45) 9-27534 (Be My Love)
- JO STAFFORD—Col (78) 39082; (45) 4-39082; (33) 3-39082 (It Is No Secret)
- DENNY VAUGHAN ORK—Coral (78) 60355; (45) 9-60355 (Wait for Me)

4 BE MY LOVE

- RAY ANTHONY ORK—Cap (78) 1352; (45) F1352 (I Wonder What's Become of Sally)
- GEORGE AULD QUINTET—Royal Roost 524 (Seh Seh)
- OWEN BRADLEY—Coral (78) 60373; (45) 9-60373 (Sentimental Music)
- LES BROWN ORK & CHAMP BUTLER—Col (78) 39157; (45) 439157; (33) 3-39157 (In the Land of Make Believe)
- BILLY ECKSTINE—MGM (78) 10799; (45) K10799 (Only a Moment Ago)
- ELLA & EL—Col 6619X (Sparrow in the Tree Top)
- ERROLL GARNER—Jubilee 5052 (Love Is the Thing)
- JOHNNY LOPEZ—Dec 21310 (Tell Me You Love Me)
- MARIO LANZA—V (78) 10-1561; (45) 49-1353 (I'll Never Love You)
- ETHEL SMITH—Dec (78) 27534; (45) 9-27534 (If)
- VICTOR YOUNG ORK—Dec (78) 27366; (45) 9-27366 (Too Young)

5 ABA DABA HONEYMOON

- HOAGY CARMICHAEL & CASS DALEY—Dec 27474 (Golden Rocket)
- FREDDIE (SCHNICKELFRITZ) FISHER—Dec (78) 27510; (45) 9-27510 (Wild, Wild Women)
- RICHARD HAYES & KITTY KALLEN—Mercury (78) 5586; (45) 5586X45 (I Don't Want To Love You)
- HELEN KANE—Col (78) 39205; (45) 4-39205; (33) 3-39205 (Hug Me, Kiss Me, Love Me)
- FREDDY MARTIN—V (78) 20-4065; (45) 47-4065 (Beautiful Madness)
- D. REYNOLDS & C. CARPENTER—MGM (78) 30282; (45) K30282 (Row, Row, Row)
- WILLIE SOLAR—Col (78) 38802; (33) 3-38802 (S'nora)
- CLIFF STEWARD—Coral (78) 60374; (45) 9-60374 (Down in Jungle Town)

6 SPARROW IN THE TREE TOP

- REX ALLEN—Mercury (78) 5597; (45) 5597X45 (Always You)
- LES BAXTER & DOUGHERTY—Cap (78) 1440 (45) F1440 (Tonight We'll Go Dancing)
- HELEN CARTER & DON DAVIS—Tennessee 761 (Counterfeit Kisses)
- BING CROSBY & ANDREWS SISTERS—Dec (78) 27477; (45) 9-27477 (Forsaking All Others)
- ELLA & EL—Col 6619X (Be My Love)
- REGGIE GOFF—London (78) 931; (45) 45-931 (I Love You Because)
- GUY MITCHELL & MITCH MILLER—Col (78) 39190; (45) 4-39190; (33) 3-39190 (Christopher Columbus)
- ART MOONEY—MGM (78) 10924; (45) K10924 (Beautiful Brown Eyes)
- LYN MURRAY—Coral (78) 60401; (45) 9-60401 (Let Me In)

7 WOULD I LOVE YOU

- BETTIE CLOONEY—King 15102 (Faithful)
- MARTHA DAVIS—Coral (78) 65048; (45) 9-65048 (Get Out Those Old Records)
- DORIS DAY & HARRY JAMES ORK—Col (78) 39159; (33) 3-39159; (45) 4-39159 (Lullaby of Broadway)
- JERRY GRAY ORK—Dec (78) 27402; (45) 9-27402 (Say It With Kisses)
- LALO GUERRERO—Imperial 471 (If)
- GORDON JENKINS—Dec (78) 27490; (45) 9-27490 (I Love You Much Too Much)
- TONY MARTIN—V (78) 20-4056; (45) 47-4056 (I Apologize)
- HELEN O'CONNELL—Cap (78) 1368; (45) F1368 (Gypsy Heart)
- PATTI PAGE—Mercury (78) 5571; (45) 5571X45 (Sentimental Music)
- EVE YOUNG—London (78) 892; (45) 45-892 (Just for Tonight)

8 TOO YOUNG

- FRAN ALLISON—V (78) 20-4105; (45) 47-4105 (Lies)
- PATTY ANDREWS & VICTOR YOUNG—Dec (78) 27569; (45) 9-27569 (Gotta Find Somebody To Love)
- TONI ARDEN—Col (78) 39271; (45) 4-39271; (33) 3-39271 (Too Late Now)
- NAT (KING) COLE—Cap (78) 1449; (45) F1449 (That's My Girl)
- JOHNNY DESMOND—MGM (78) 10920; (45) K10920 (I Fell)

Here's what they've said SO FAR:

DEALERS

We use them in our listening booths.

Bell Sales Company
Knoxville 2, Tenn.

Today's Top Tunes is an excellent counter aid in selling pops.

Jacobs Brothers Music Company
Philadelphia 3, Pa.

This is a wonderful idea. Billboard's name means a lot around here.

Modern Housekeeping
Oak Ridge, Tenn.

Very good idea. The size is good and I believe it would be very good for mailing purposes.

Snead Sales Company
Missoula, Mont.

Congratulations! Best and easy to read list ever.

Whittle Music Company
Dallas 1, Texas

This will be best form for dealers to date.

Roanoke Record Shop
Roanoke, Va.

Very good. An aid to buying records as well as aid to customers.

Rundquists
Fairfield, Iowa

We are a small dealer. Therefore find information like this valuable.

Zentz Radio & Electric
Elmore, Minn.

Believe it to be better than what's on the market today.

Broadway Music Company
Bridgeton, N. J.

Thank for once again trying to make our life easier.

Pennington Music Company
Columbus, Ind.

Listing all the artists is the best idea anyone has had yet.

Coral Music Shop
Miami, Fla.

I like idea of album listing and I like format and color combination.

Payless Drug Store
Spokane, Wash.

Makes a very helpful addition.

Sears, Roebuck & Company
Norfolk, Va.

Could not buy records intelligently without Billboard. All your services are invaluable.

Triangle Music Store
Waukesha, Wis.

You increase your sales by having this record guide in shop.

S & H Amusements
Bogalusa, La.

This is just what we have been waiting for—Good deal—Go ahead!

Coles Record Shop
Muskegon, Mich.

A great help to us in sales, ordering, and keeping our inventory balanced.

Randall Radio Corp.
Middletown, N. Y.

Fine medium of advertising and keeping the newest and most popular recordings before the public.

Cardinal Music Shop
Carrollton, Ohio

We think this a good idea. Others are trying to do this also but are very inadequate.

Salem Record Shop
Salem, Oregon

We need it for a suggestion list for the retail store.

Duce Music
Sweetwater, Texas

This is great. Have been waiting for this.

Bucci Brothers Company
New York 56, N. Y.

Billboard has always been a good prediction agency.

Prairie Supply Company
Starkville, Miss.

This is just what we were looking for to stimulate our out-of-town record business. Nice going.

Carnes Music Company
Pocatello, Idaho

A great help in ordering records, all versions listed together.

Dickinson Music Shop
Dickinson, N. Dak.

OPERATORS

A list to go into all windows of Jukes—30 for 100 Rec Machines.

E. Slaughter
York Beach, Maine

Great idea! Big assistance to Juke Box Operators.

Vilmain Sound Service
Eagle Grove, Iowa

Invaluable to leave with locations.

Park Music Service
South Gate, Calif.

Very Good Idea! This idea is especially good for the operator. Thank you!

E & B Music
Los Angeles 16, Calif.

This is a very good idea—We juke box dealers love this.

Western Amusement
San Diego 1, Calif.

I operate 21 Jukes and must try to choose Today's Top Tunes each week. Your guide in the past has been good.

E & H Vending
Oakland, Calif.

For Record information where can you get anything better than The Billboard?

Stephen Patrick
West Grove, Pa.

I would use the top tunes list in buying records.

Walter Dunaway
Conway, Ark.

Useful as public relations for an operator.

LaFayette Distributing Company
LaFayette, Ind.

Helps solve some of the operators' problems.

Ace Distributing Company
New York, N. Y.

DISTRIBUTORS

Buying this from you for all my dealers.

Leonard Smith, Inc.
Albany, N. Y.

Terrific idea!

M. S. Distributing Company
Chicago, Ill.

A good idea.

Decca Distributing Corp.
Dallas, Texas

A big "assist."

Klayman's Music Shop
Cincinnati 3, Ohio

RECORD MANUFACTURER

A truly great idea and can do much for the record business.

Frank B. Walker
MGM Records

RICHARD HAYES—Mercury (78) 5599; (45) 5599X45
DENNY VAUGHAN—Coral (78) 60393; (45) 9-60393 (I Love the Way You Say Goodnight)
VICTOR YOUNG—Dec (78) 27366; (45) -27366 (Be My Love)

10 APOLOGIZE

CHAMP BUTLER—Col (78) 39189; (45) 4-39189; (33) 3-39189 (There'll Be Mourning in the Morning)
BING CHERY—Dec 27484 (Bring Back the Thrill)
DON CROSBY—Brunswick (78) 80057; (45) 9-80057 (Sweet and Lovely)
BILLY ECKSTINE—MGM (78) 10903; (45) K10903 (Bring Back the Thrill)
HOLLYWOOD HUCKSTERS—Cap (78) 7-1230; (45) 5F-1230 (Happy Blues)
TONY MARTIN—V (78) 20-4056; (45) 47-4056 (Would I Love You)
ANITA O'DAY—London (78) 964; (45) 45-964 (You Took Advantage of Me)
DINAH WASHINGTON—Mercury (78) 8209; (45) 8209X45 (My Heart Cries for You)

11 BEAUTIFUL BROWN EYES

CHESTER BUDY—Col (78) 18781-F; (45) 4-18781-F (C. B. Polka)
ROSEMARY CLOONEY—Col (78) 39212; (45) 4-39212; (33) 3-39212 (Shot Gun Boogie)
DORIS DREW—Mercury (78) 5370; (45) 5370X45 (Shut Up, and Make Me Love You)
LIZA KIRK—V (78) 20-4062; (45) 47-4062 (Charlie Is My Darling)
EVELYN KNIGHT—Dec (78) 27485; (45) 9-27485 (That's How Our Love Will Grow)
TED MAXIM—Dec (78) 45130; (45) 9-45130 (There's More Pretty Girls Than One)
LOS MENDOZA TRIO—Col (78) 6609-X; (45) 4-6609-X (Tennessee Waltz)
CLYDE MOODY—King (78) 952; (45) 45-952 (What Can I Do?)
ART MOONEY—MGM (78) 10924; (45) K10924 (Sparrow in the Tree Top)
IESSE ROGERS—Vic (78) 21-0454; (45) 48-0454 (Telling My Baby Bye Bye)
ARTHUR (GUITAR BOOGIE) SMITH—MGM (78) 10914; (45) K10914 (2 Parts)
ARTHUR SMITH—Cap (78) 1426; (45) F1426 (Train Whistle Blues)
JIMMY WAKELY & LES BAXTER—Cap (78) 1393; (45) F1393 (At the Close of a Long, Long Day)
BILLY WALKER—Col (78) 20798; (45) 4-20798; (33) 3-20798 (I Ain't Got No Roses)
EDDIE ZACK—Dec (78) 46302; (45) 9-46302 (Shenandoah Waltz)

12 SOUND OFF

JERRY GRAY—Dec (78) 27054; (45) 9-27054 (Loneliest Whistle)
VAUGHN MONROE—V (78) 20-4113; (45) 47-4113 (Oh, Marry, Marry Me)

12 SYNCOPATED CLOCK

LERoy ANDERSON POps ORK—Dec (78) 40201; (45) 9-40201 (The Waltzing Cat)
LERoy ANDERSON—Dec (78) 16005; (45) 9-16005 (The Waltzing Cat)
EILEEN BARTON—National (78) 9152 (Lock the Barn Door)
BOSTON "POPS" ORK—V (78) 10-3044; (45) 49-3044 (Classical Juke Box)
BOSTON "POPS" ORK—V (78) 10-3047; (45) 49-3047 (Classical Juke Box)
GEORGE CATES ORK—Coral (78) 60436; (45) 9-60436 (On Top of Old Smoky)
ROSEMARY CLOONEY & PERCY FAITH—Col (78) M1V-109 (Who Tied the Bell on the Old Cat's Tail)
PERCY FAITH ORK—Col (78) 39328; (45) 4-39328; (33) 3-39328 (On Top of Old Smoky)
TONY FONTAINE—Mercury (78) 5607; (45) 5607X45 (I'm Yours To Command)
DAVID ROSE—MGM (78) 30353; (45) K30353 (The Mask Waltz)

THREE SUNS—V (78) 20-4090; (45) 47-4090 (March of the Cards)
FRED WARING—Dec (78) 27563; (45) 9-27563 (Serenata)

14 LOVELIEST NIGHT OF THE YEAR

ANN BLYTH—MGM (78) 30352; (45) 9-K30352 (How Am I To Know?)
PERCY FAITH—Col (78) 39192; (45) 4-39192; (33) 3-39192 (You Are the One)
MARIO LANZA—V (78) 10-3300; (45) 49-3300 (La Donna E Mobile)
HELEN O'CONNELL—Cap (78) 1408; (45) F1408 (Arthur Murray Taught Me Dancing in a Hurry)
ANNE SHELTON—London (78) 937; (45) 45-937 (Love Me, My Love)
FRED WARING & HIS PENNSYLVANIANS—Dec (78) 27507; (45) 9-27507 (Tulips and Heather)

15 MOONLIGHT BAY

AMES BROTHERS—Coral (78) 60338; (45) 9-60338 (Meet Me Tonight in Dreamland)
CAYLORD CARTER—Black & White 3019 (33) 3-38756 (When You Were Sweet Sixteen)
CHORDETTES—Col (78) 38756; (45) 4-38756; (33) 3-38756 (When You Were Sweet Sixteen)
CITY SERVICE GREEN & WHITE QUARTET—V (78) 20-3964; (45) 47-3964 (Just a Dream of You & In the Evening by the Moonlight)
BING & GARY CROSBY—Dec (78) 27577; (45) 9-27577 (When You and I Were Young Maggie Blues)
CHARLES KULLMAN—Col 4583-M (Let Me Call You Sweetheart)
GLEN MILLER—Dec 27075 (Peg o' My Heart)
MILLS BROTHERS—Dec 23626; (45) 9-24759 (On the Banks of the Wahash)
LAWRENCE WELK—Coral (78) 60444; (45) 9-60444 (Boomp! Pa—Deedle Doodle)

16 HOT CANARY

PERCY FAITH ORK—Col (78) 39329; (45) 4-39329; (33) 3-39329 (Nervous Gavotte)
ELLA FITZGERALD—Dec (78) 27578; (45) 9-27578 (Two Little Men in a Flying Saucer)
IAN GARDNER-PAUL NERO—Cap (78) 1430; (45) F1430 (That's How Our Love Will Grow)
IESSE JAMES—Four Star 1483 (Happy Go Lucky Polka)
PAUL NERO—Cap (78) 15618; (45) F15618 (Vine Street Cypsy)
JOE VENUTI & TRIO—Tempo (78) 426; (45) 4778 (Flat Tortillas)
PAUL WESTON-PAUL NERO—Cap (78) 15373; (33) H-195 (Raspa, La)
PAUL WESTON-PAUL NERO—Cap (78) 1495; (45) F1495 (La Raspa)
FLORIAN ZABACH—Dec (78) 27509; (45) 9-27509 (Jalousie)

17 WHEN YOU AND I WERE YOUNG MAGGIE BLUES

MINDY CARSON—V (78) 20-4119; (45) 47-4119 (Cotta Find Somebody To Love)
BING & GARY CROSBY—Dec (78) 27577; (45) 9-27577 (Moonlight Bay)
ARTHUR GODFREY-JANETTE DAVIS—Col (78) 39326; (45) 4-39326; (33) 3-39326 (Love and Devotion)
ROBERTA QUINLAN-RICHARD HAYES—Mercury (78) 5615; (45) 5615X45 (I Whistle a Happy Tune)
D. REYNOLDS & C. CARPENTER—MGM (78) 30359; (45) K30359 (Didja Ever?)
SLOCUM BROTHERS—King 15082 (Nagasaki)
MARGARET WHITING-JIMMY WAKELY—Cap (78) 1500; (45) F1500 (Till We Meet Again)

18 TENNESSEE WALTZ

ROY ACUFF—Col (78) 20551; (33) 3-20551 (Sweeter Than the Flowers)
GOVERNOR GORDON BROWNING—Mercury 6310 (Black Mountain Rag)
COWBOY COPAS—King 696 (How Much Do I Love You?)

LOWBOY COPAS & RUBY WRIGHT King 919 (I'll Never Be More Shackled)
FONTANE SISTERS—V (78) 20-3979; (45) 47-3979 (I Guess I'll Have to Dream the Rest)

LALO GUERRERO—Imperial (78) 463; (45) 45-463 (La Cosa—The Thing)
ERSKINE HAWKINS ORK—Coral (78) 60313; (45) 9-60313 (Skippin' and A Hoppin')

STAN JAWORSKI—Dana 718 (Harbor Lights)
SPIKE JONES—V (78) 20-4011; (45) 47-4011 (I Haven't Been Home for Three Whole Nights)
SAMMY KAYE ORK—Col (78) 39113; (45) 4-39113; (33) 3-39113 (Get Out Those Old Records)
PEE WEE KING—V (78) 21-0407; (45) 48-0407 (Relaxed Hilegged)

WAYNE KING ORK—V 20-3434 (I Do, I Do, I Do)
MILT LARKIN—Regal 3303 (Best Friend Blues)
GUY LOMBARDO ORK—Dec (78) 27336; (45) 9-27336 (Get Out Those Old Records)
LOS MENDOZA TRIO—Col (78) 6609-X; (45) 4-6609-X (Beautiful Brown Eyes)
ANITA O'DAY—London (78) 867; (45) 45-867 (Yea-Boo)

PATTI PAGE—Mercury (78) 5534; (45) 5534X45 (Long, Long Ago)
LES PAUL—Capitol (78) 1316; (45) F1316 (Little Rock Getaway)
SEYMOUR RECHTZEIT—Banner B 2586 (So Long)

LOS RUISEÑORES—V (78) 23-5386; (45) 51-5386 (España a Tus Pies)
SADDLE KINGS—MacGregor 649 (Alice Blue Gown)
SADDLE KINGS—MacGregor 648 (2 Parts)
IIMMIE & LEON SHORT—Dec (78) 46122; (45) 9-46122 (Long Gone Daddy)

SOEURELE THE CHANTEUSE—Jubilee 3520 (A Bushel and a Peck)
JO STAFFORD—Col (78) 39129; (45) 4-39129; (33) 3-39129 (Good Night, Pillow)
JO STAFFORD—Col (78) 39065; (45) 4-39065; (33) 3-39065 (If You've Got the Time)

TOMMY TUCKER ORK—MGM (78) 10864; (45) K10864 (The Thing)
BETO VILLA—Ideal 555 (Condicion)

19 IT IS NO SECRET

JOE ALLISON—Cap (78) 1308; (45) F1308 (Statue in the Bay)
ELTON BRITT & ROSALIE ALLEN—V (78) 21-0405; (45) 48-0405 (Little Bit Blue)
CAMPUS CHRISTIAN HOUR—International Sacred Recordings 1049 (Old Rugged Cross)
BILL CARLISLE—Athenion 002 (Useless)
WALLY FOWLER—Valley 131 (Peace in the Valley)
HANK GARLAND—Dec (78) 46281; (45) 9-46281 (Flying Eagle Polka)
STUART HAMBLEN—Col (78) 20724; (33) 3-20724 (Blood on Your Hands)
HOMELAND HARMONY QUARTET—Bibletone 6019 (I'm So Glad)
BOB HOUSTON & JACK PLEIS—London (78) 872; (45) 45-872 (Sweetheart's Dream)
HUMBARD FAMILY—White Church 5130 (Longing for Jesus)

KITTY CALLEN & RICHARD HAYES—Mercury (78) 5564; (45) 5564X45 (Get Out Those Old Records)
BILL KENNY & SONG SPINNERS—Dec (78) 27326; (45) 9-27326 (I Hear a Choir)
ERNIE LEE—Mercury 6294 (In the Land Where the Angels Sing)

MARINERS—Col (78) 39073; (45) 4-39073; (33) 3-39073 (How Near to My Heart)
PALERMO BROTHERS—Sacred 327 (I Believe)
A. SMITH & H. McALERNEY—Singspirational 307 (They Are Nailed to the Cross)
RAY SMITH—London (78) 16051; (45) 30289 (All Alone Neath the Blue Grass)
JO STAFFORD—Col (78) 39082; (45) 4-39082; (33) 3-39082 (If)

STAMPS HARMONY BOYS—White Church 5120 (Peace in the Valley)
THREE SUNS—V (78) 20-3976; (45) 47-3976 (To Think You've Chosen Me)
OZIE WATERS—Coral 64069 (Place Where I Worship)
BOOTS WOODALL—Bullet 723 (I Cry Each Night)

20 BRING BACK THE THRILL

VINNI DE CAMPO—London (78) 960; (45) 45-960 (My Desire)
DON CHERY—Dec (78) 27484; (45) 9-27484 (I Apologize)
BILLY ECKSTINE—MGM (78) 10903; (45) K10903 (I Apologize)
EDDIE FISHER & HUGO WINTERHALTER ORK—V (78) 20-4016; (45) 47-4016 (If It Hadn't Been For You)
TONY FONTAINE—Mercury (78) 5575; (45) 5575X45 (The Vision of Bernadette)
MARY MAYO—Cap (78) 1350; (45) F1350 (A Penny a Kiss, a Penny a Hug)

Additional Tunes Coming Up

BY THE MOONLIGHT
 BYE, BYE BLUES
 DIANE
 IT'S SO LAUGHABLE
 JEZEBEL
 KISSING SONG
 MAKE THE MAN LOVE ME
 MY RESISTANCE IS LOW
 ROSE, ROSE, I LOVE YOU
 UNLESS

NOW AVAILABLE

TODAY'S BEST SELLING ALBUMS

- 45 R.P.M.**
- VOICE OF THE XTABAY**
Four Records, Yma Sumac
Cap (78) CD-244; (45) CD-244
 - LULLABY OF BROADWAY**
Four Records
Doris Day
Col (78) C-235; (45) B-235
 - TOAST OF NEW ORLEANS**
Two Records
M. Lanza
V (78) DM-1417; (45) WDM-1417
 - SOUTH PACIFIC**
Seven Records
Mary Martin-Ezio Pinza
Col (78) MM-850; (45) A-850
 - MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"**
Four Records
M. Lanza-RCA Victor (45) WDM-1506; (33) V (78) DM-1506; (45) WDM-1506

- 33 R.P.M.**
- VOICE OF THE XTABAY**
Yma Sumac
Cap (78) CD-244; (33) H-244
 - LULLABY OF BROADWAY**
Doris Day
Col (78) C-235; (33) CL-6168
 - SOUTH PACIFIC**
Mary Martin-Ezio Pinza
Col (78) MM-850; (33) ML-4180
 - CARNEGIE HALL JAZZ CONCERT**
B. Goodman (Vol. I and II)
Col (33) SL-160
 - GUYS AND DOLLS**
Original Cast
Dec (78) DA-825; (33) DL-8036

A service for YOU from The Billboard's fact-finding, continuing nationwide tabulation of record sales ORDER YOURS TODAY!

THE BILLBOARD'S TODAY'S TOP TUNES ORDER FORM

Quantity	PRICES	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

Until Further Notice Ship the Following QUANTITY

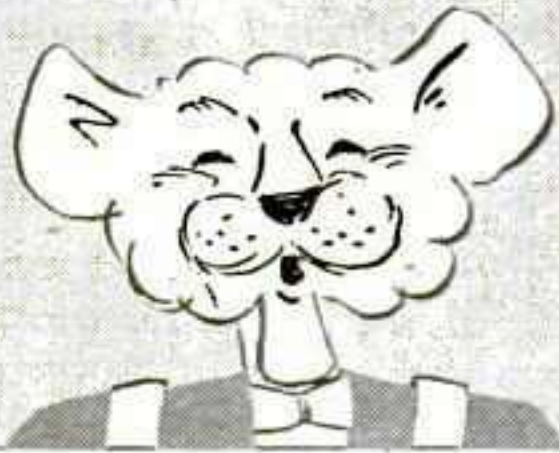
UNTIL FURTHER NOTICE please print and ship
 Weekly Charge
 Twice a month \$ Enclosed
 Monthly

SEND CASH WITH ORDER—WE PAY POSTAGE PRINTED AS FOLLOWS

Your Name 548
 Address
 City Zone State
 Dealer Operator

Name (Please Print)
 Address
 City and State
 Phone
 Ordered by

Mail to THE BILLBOARD—2160 Patterson St.—Cincinnati 22, Ohio



A Desmond Duo That Delivers the Dough!

JOHNNY DESMOND

**ANDIAMO
BECAUSE OF YOU**

78 RPM—MGM 10947
45 RPM—MGM K10947



**TOO YOUNG
I FELL**

78 RPM—MGM 10920
45 RPM—MGM K10920

Brand New Hit from the "Aba Daba" Team!

DEBBIE REYNOLDS and CARLETON CARPENTER

**DIDJA EVER?
WHEN YOU AND I
WERE YOUNG MAGGIE BLUES**

78 RPM—MGM 30359
45 RPM—MGM K30359



Janie Sings Hits from "The King and I"

JANE POWELL

with David Rose

and his Orchestra

**WE KISS
IN A SHADOW
HELLO, YOUNG LOVERS**

78 RPM—MGM 30358
45 RPM—MGM K30358



SOMETHING WONDERFUL

**I WHISTLE A
HAPPY TUNE**

78 RPM—MGM 30351
45 RPM—MGM K30351

BEST SELLERS!

BILLY ECKSTINE	I APOLOGIZE BRING BACK THE THRILL	MGM-10903*
ART MOONEY	SPARROW IN THE TREE TOP BEAUTIFUL BROWN EYES	MGM 10924*
BILLY ECKSTINE	I'M YOURS TO COMMAND WHAT WILL I TELL MY HEART	MGM 10944*
FRED ASTAIRE and JANE POWELL	THE LIAR SONG TOO LATE NOW	MGM 30316*
FRANK PETTY TRIO	MARCHETA WHEN I LOST YOU	MGM 10927*
ARTHUR (Guitar Boogie) SMITH	CHEW TOBACCO RAG BIG MOUNTAIN SHUFFLE	MGM 10945*

*Also available 45 RPM

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

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

**THE BILLBOARD Music
Popularity Charts**

**• Most Played
Juke Box Records**

... Based on reports received April 18, 19 and 20

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	Last	This	to date	Week/Week	Record	Label
15	1	1.	1.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP	
10	2	2.	2.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP	
10	3	3.	3.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP	
4	6	4.	4.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Dec(78)27515; (45)9-27515—BMI	
9	4	5.	5.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP	
11	5	6.	6.	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP	
4	8	6.	6.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP	
7	12	8.	8.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP	
8	9	9.	9.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP	
17	10	10.	10.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP	
9	10	11.	11.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP	
23	7	12.	12.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI	
6	14	13.	13.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP (D. Washington, Mer 8209; D. Cherry-D. Terry Ork, Dec 27484; T. Martin, V 20-4056; Champ Butler, Col 39189; Anita O'Day, London 964)	
7	15	14.	14.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI	
7	16	15.	15.	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI	
2	25	16.	16.	TOO YOUNG	Nat "King" Cole	Cap(78)1449; (45)F-1449—ASCAP (Fran Allison, V 20-4105; Toni Arden, Col 39271; Richard Hayes, Mer 5599; Johnny Desmond, MGM 10930; Denny Vaughan, Coral 60393)	
5	17	17.	17.	ABA DABA HONEYMOON	F. Martin	V(78)20-4065; (45)47-4065—ASCAP	
20	13	18.	18.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—ASCAP (Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford-G. Aury, Col 39086; V. Young Ork, Dec 27333; Bill Farrell, MGM 10868; G. Benson's All Stars, Regent 1031; K. Griffin, Col(33)3-39142; Lulu Bell & Scotty, Mer 6304; King Odum Four, Derby 754; Seymour Rechtzeit-Sam Medoff, Banner B-2587; D. Washington, Mer 8209)	
2	26	19.	19.	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099—ASCAP (J. Lewis-D. Stabile Ork, Cap 1482)	
1	—	20.	20.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (R. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30359; M. Whiting-J. Wakely, Cap 1500)	
4	20	21.	21.	IF	G. Lombardo	Dec(78)27449; (45)9-27449—ASCAP	
2	29	21.	21.	METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45—BMI (Altonzo & Oscar, Dec 46299; Russ Morgan, Dec 27528; Marlin Sisters, London 995; Pinetoppers, Coral 64074; Whoopee John Wilfahrt, Dec 45131; L. Welk Ork, Coral 64405)	
5	22	23.	23.	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP	
3	29	23.	23.	ABA DABA HONEYMOON	C. Steward	Coral(78)60374; (45)9-60374—ASCAP	
1	—	23.	23.	ABA DABA HONEYMOON	C. Daley-H. Carmichael	Dec(78)27474; (45)9-27474—ASCAP	
4	—	23.	23.	IF	Ink Spots	Dec(78)27391; (45)9-27391—ASCAP	
3	22	27.	27.	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP	
16	21	28.	28.	ROVING KIND	G. Mitchell-M. Miller	Col(78)39067; (45)4-39067; (33)3-39067—BMI (Weavers, Dec 27332; O. Brand, Crest CR-20552-1; Melodeons, MGM 10879; R. Allen, Mer 5573; L. Baxter, Cap 1381)	
1	—	28.	28.	SPARROW IN THE TREE TOP	Rex Allen	Mercury(78)5597; (45)5597X45—ASCAP	
5	—	28.	28.	IF	Martin	Cap(78)1342; (45)F-1342—ASCAP	

No. 1 ON THE HIT PARADE! No. 1 ON THE SALES PARADE!

"MOCKIN' BIRD HILL"

COUPLED WITH "I LOVE YOU BECAUSE"
MERCURY 5595 • X45

Patti Page



SOON ANOTHER MILLION SELLER FOR THE SINGING RAGE

PICKED IN APRIL 21st ISSUE BY DISC JOCKEYS, DEALERS AND OPERATORS



Al Trace

AND HIS ORCHESTRA
VOCAL BY
LOLA AMECHE

THE NO. 1 HIT VERSION OF

"PRETTY EYED BABY"

COUPLED WITH "THAT'S THE MAN FOR ME"
MERCURY 5609 • X45



EDDY HOWARD
And His Orchestra
THE STRANGE LITTLE GIRL
What Will I Tell My Heart
Mercury 5630 • X45



DINAH WASHINGTON
FINE, FINE, DADDY
I'm So Lonely
Mercury 8232 • X45



RICHARD HAYES
FAST FREIGHT
My Prayer
Mercury 5603 • X45

RAY BARBER
I HAVE NO HEART
Because Of You
Mercury 5643 • X45



BILLY DANIELS
I'LL NEVER KNOW WHY
I Never Knew
Mercury 5614 • X45



TONY FONTAINE
A LOVE LIKE YOURS
No One But You
Mercury 5611 • X45



ROBERTA QUINLAN
GOTTA FIND SOMEONE TO LOVE
Alice In Wonderland
Mercury 5616 • X45



RICHARD HAYES
TOO YOUNG
Shenandoah Waltz
Mercury 5599 • X45



FRANKIE LAINE
METRO POLKA
Jalopy Song
Mercury 5581 • X45

BOB CONNALLY
CHAPEL OF THE ROSES
Kentucky Waltz
Mercury 5608 • X45



RICHARD HAYES
ROBERTA QUINLAN
MAGGIE BLUES
I Whistle A Happy Tune
Mercury 5615 • X45



OSCAR PETERSON
HOW HIGH THE MOON
Nameless
Mercury 8943



REX ALLEN
SENTIMENTAL FOOL
Ten More Miles To Go
Mercury 5619 • X45



ALFRED NEWMAN
SOMETHING WONDERFUL
We Kiss In The Shadow
Mercury 5617 • X45



TINY HILL
PICK UP TRUCK
Two Letters
Mercury 5635

ALEXANDER BROTHERS
JEZEBEL
Pennsylvania Dutch
Mercury 5620



DORIS DREW
MY SENTIMENTAL HEART
Somebody Else Is Taking My Place
Mercury 5626 • X45



KAY BROWN
LOCK THE BARN DOOR
Hold On To Your Heart
Mercury 5602



COUNTRY AND WESTERN

GOODNIGHT CINCINNATI,
GOOD MORNING TENNESSEE
Boogie Woogie Baby
LOUIS INNIS
Mercury 6312
YOU'RE GETTIN' A GOOD GIRL
What've You Got
SUE THOMPSON
Mercury 6325
PAIN IN MY HEART
Take Me In A Lifeboat
LESTER FLATT • EARL SCRUGGS
Mercury 6317 • X45

IT'S DRUNK OUT TONITE
T'aint What You Want
BUTTERBALL BROWN
Mercury 6320
BAD, BAD WHISKEY
I'm Cryin'
BOBBY SOOTS
Mercury 6326
CHEW TOBACCO RAG
The Friend
BUZ BUTLER
Mercury 6323

SPECIAL HIT --- ONLY ON MERCURY

OLD SOLDIERS NEVER DIE
(THEY JUST FADE AWAY)
REX ALLEN



The Lee Brothers

with
Paul
Weston
and
his orchestra
singing



The strange little girl

(from "A Tree Grows in Brooklyn")

My resistance is low

(newest Hoagy Carmichael hit!)

78 rpm 39303

33 $\frac{1}{3}$ rpm 3-39303

45 rpm 4-39303



COLUMBIA
RECORDS 

First, Finest and Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received April 18, 19 and 20

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.

9	2	1.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
16	1	2.	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
7	4	3.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
18	3	4.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
6	7	5.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
3	10	6.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
9	8	7.	LOOK WHAT THOUGHTS WILL DO	L. Frizzell	Col(78)20772; (33)3-20772; (45)4-20772—BMI
11	6	8.	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
1	—	9.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP
25	5	10.	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)3-20739; (45)4-20739—BMI

Coming Up

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

1.	CHEW TOBACCO RAG	Z. Turner	King 950—BMI
2.	CHEW TOBACCO RAG	B. Briggs	Imperial(78)8104; (45)45-8104
3.	MOCKIN' BIRD HILL	E. Britt-R. Allen	V(78)21-0396; (45)48-0396

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Vic McAlpin, ex-song plugger, has joined Columbia and is promoting rustic disks. McAlpin and Joe Allison, Nashville d. j. who waxes for Capitol, have their own music pubbery, with Irv Yates, the Coast agent. Firm name is Allmac, a BMI affiliate. Allison is doing four hours daily on WMAK. . . . The Cowboy Copas are expecting. Kathy Copas, featured on Copas's latest King disk, is a 16-year-old junior at a Nashville high school. . . . PeeWee King and Redd Stewart, Roy Acuff and the Smoky Mountain Boys, and Red Foley appeared at the banquet of the National Association of Radio and Television Broadcasters in Chicago. Acuff and his boys just returned from three weeks of entertaining troops in Europe. Acuff appeared on "We, the People" following his return.

James and Martha Carson (Capitol) has split. Mrs. Carson is working with Bill Carlisle at WNOX, Knoxville. . . . Lou Childre, WSM, Nashville, is a new Mercury artist, as is Roscoe Hankins, who worked under the name of Esco Hankins with King. Hankins is now at WKLX, Lexington, Ky. . . . Jimmy Lee, now at KWKH, Shreveport, La., has inked with Capitol. . . . Stoney Cooper and Wilma Lee and the Clinch Mountain Boys at WWVA, Wheeling, W. Va., have added James Carson. . . . Smiley Burnette (Capitol), currently on a Midwest tour of theaters, returns to Hollywood to do a Durango Kid feature for Columbia June 12. He will do two more before September 1. . . . Lee Rose (Free-

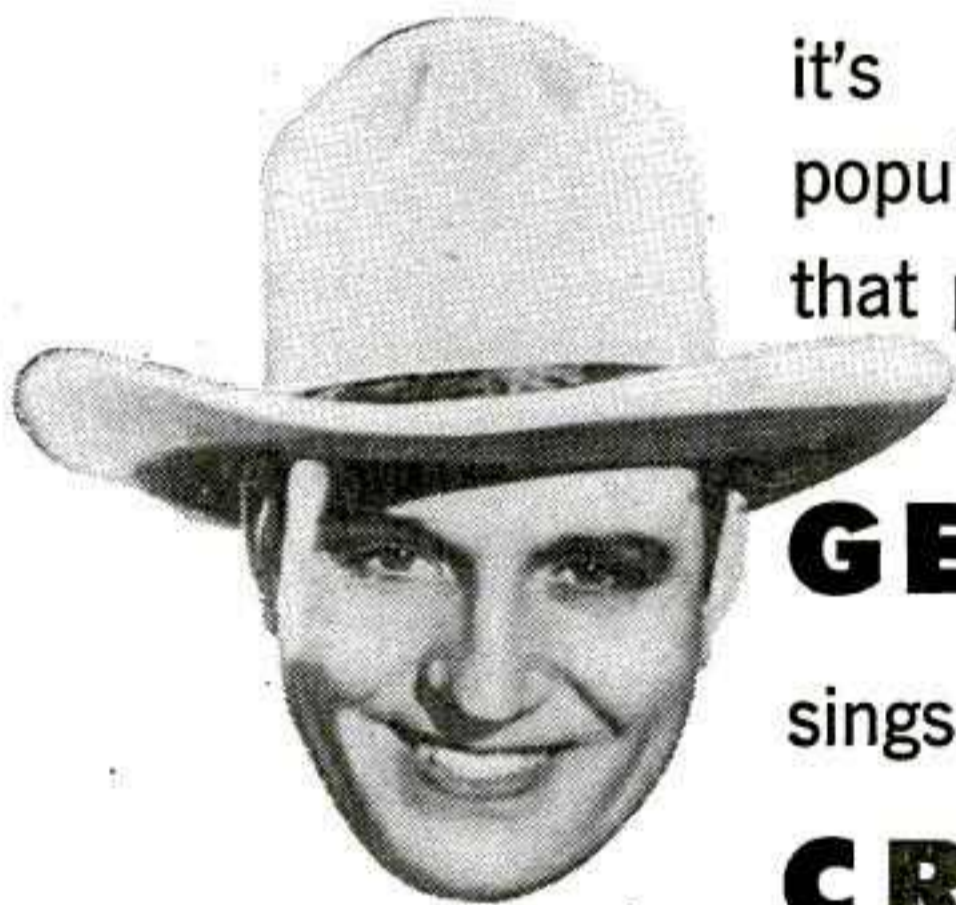
(Continued on page 34)

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.

LABEL AND NO.	ARTIST	COMMENT TUNES	POPULARITY	DISK JOCKEYS	STATION	RECORDING
RED KIRK	Cold Steel Blues	MERCURY 6309—Kirk turns a neat go on a rather sordid blues theme; the cold steel of the title is a gun.	70--70--70--70			
	Three's a Crowd	A clever ballad idea is rendered with heart by Kirk. Somewhat off-the-beaten track material.	75--75--75--75			
LEON PAYNE	Farewell Waltz	CAPITOL 1463—A pretty country waltz, similar in texture to "Tennessee," is ably done by Payne.	81--82--80--80			
	Empty Dreams	Payne does a fine job with a good country moaner, but not a particularly distinguished one.	76--77--75--76			
TOMMY SOSEBEE	You're Always Brand New	CORAL 64087—Sosebee and male group do an okay reading of a new Stuart Hamblen country ballad with attractive lyric and melody.	71--72--70--71			
	Mail Order Kisses	Lightweight country ditty is taken at a danceable tempo by Sosebee and the ork. Little of import here.	67--67--66--68			
PEGGY CARROLL-BILLY WILSON	Love Is Just a Sometimes Thing	TENNESSEE 755—Pleasant boy-gal rendition of an infectious and promising novelty ditty, with honky piano and guitars for solid foundation.	74--74--72--76			
	Forever and Always	Team close-harmonizes a typical country waltz sentimentalizer.	66--66--64--68			
DAYTON HARP	Fast Women, Slow Horses and Wine	GILT EDGE 5028—Harp chants in a twangy, falsetto-breaking style a sad story in thumping 3/4 time. Clever, infectious bit.	78--78--78--78			
	The Morning After the Night Before	Warbler does an attractive job on a honky novelty in blues format.	72--72--70--74			
THE SADDLE KINGS	Lefty's Breakdown	MAC GREGOR 650—Well played and recorded instrumental hoedown with an especially good beat for the dancers.	71--70--70--72			
	Up Jumped the Devil	Another brightly executed hoedown dinking with a catchy melody as well as the fine dance beat.	75--77--73--75			

(Continued on page 34)



it's
popularity
that pays!

GENE AUTRY

sings

CRIME WILL

NEVER PAY

and

GOLD CAN

BUY ANYTHING

(But Love)

78 rpm 39347 33 1/3 rpm 3-39347 45 rpm 4-39347



COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music



best sellers **Federal** RECORDS

FOLK-WESTERN

- HAWKSHAW HAWKINS**
RATTLESNAKIN' DADDY
I HATE MYSELF
944 and 45-944*
- COWBOY COPAS**
THE STRANGE LITTLE GIRL
YOU'LL NEVER EVER SEE ME CRY
(with Kathy Copas)
951 and 45-951*
- ZEB TURNER**
CHEW TOBACCO RAG
NO MORE NOTHIN' (BUT GETTIN' YOU OFF MY MIND)
950 and 45-950*
- SHORTY LONG**
GOODNIGHT CINCINNATI,
GOOD MORNING TENNESSEE
JUST LIKE TWO DROPS OF WATER
953 and 45-953*
- BOB NEWMAN**
LONESOME TRUCK DRIVER'S BLUES
LEFTOVER HASH
945 and 45-945*
- MOON MULLICAN**
I WAS SORTA WONDERIN'
THE LEAVES MUSTN'T FALL
917 and 45-917*
- RUBY WRIGHT**
WALTZ OF THE WIND
PICTAILS ON PARADE
15106
- JOHNNY LONG**
SOCIALBILITY
NOTHIN' ELSE WILL DO
15104

POPULAR

- LUCKY MILLINDER**
CHEW TOBACCO RAG
GEORGIA ROSE
4449 and 45-4449
- WYNONIE HARRIS**
JUST LIKE TWO DROPS OF WATER
TREMBLIN'
444
- EARL BOSTIC**
SLEEP
SEPTEMBER SONG
4444
- THE DOMINOES**
DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001*
- LITTLE ESTHER**
I'M A BAD, BAD GIRL
DON'T MAKE A FOOL OUT OF ME
12023
- FIDDLIN' RED HERRON**
SOLDIER'S JOY
FIFTY YEARS AGO
10010

DELUXE

- ROY BROWN**
SWEET PEACH
GOOD MAN BLUES
3312
- LEE RICHARDSON**
AS TIME GOES BY
JUST CALL MY NAME
3315



THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

... Based on reports received April 18, 19 and 20

Records listed are 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 to date	Last Week	This Week	Artist	Title	Label
9	1	1.	1.	Hank Snow	RHUMBA BOOGIE	Capitol
					You Passed Me By	V(78)21-0431; (45)48-0431-BMI
16	3	2.	2.	E. Arnold	THERE'S BEEN A CHANGE IN ME	Capitol
					Tie Me to Your Apron Strings	V(78)21-0412; (45)48-0412-BMI
3	6	3.	3.	E. Arnold	KENTUCKY WALTZ	Capitol
					Million Miles From Your Heart	V(78)21-0444; (45)48-0444-BMI
7	4	4.	4.	Hank Williams	COLD, COLD HEART	MGM
					Dear John	MGM(78)10904; (45)K-10904-BMI
20	2	5.	5.	Tennessee Ernie	SHOTGUN BOOGIE	Capitol
					I Ain't Gonna Let It Happen Again	Cap(78)1295; (45)F-1295-BMI
1	—	6.	6.	L. Frizzell	I WANT TO BE WITH YOU ALWAYS	Capitol
					My Baby's Just Like Money	Col(78)20799; (45)4-20799; (33)3-20799-BMI
5	8	7.	7.	J. Wakely-L. Baxter	BEAUTIFUL BROWN EYES	Capitol
					At the Close of a Long Long Day	Cap(78)1393; (45)F-1393-BMI
22	5	8.	8.	H. Snow	GOLDEN ROCKET	Capitol
					Paving the Highway With Tears	V(78)21-0400; (45)48-0400-BMI
8	9	9.	9.	Johnnie & Jack	POISON LOVE	Capitol
					Lonesome	V(78)21-0377; (45)48-0377-BMI
1	—	9.	9.	Cowboy Copas	STRANGE LITTLE GIRL	Capitol
					You'll Never See Me Cry	King(78)951; (45)9-951-ASCAP

Coming Up

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

1.	H. Snow	BLUEBIRD ISLAND	Capitol
2.	E. Arnold	MILLION MILES FROM YOUR HEART	Capitol
3.	R. Foley	HOBO BOOGIE	Capitol

Most Played Juke Box Folk (Country & Western) Records

... Based on reports received April 18, 19 and 20

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 to date	Last Week	This Week	Artist	Title	Label
8	1	1.	1.	Hank Snow	RHUMBA BOOGIE	Capitol
					You Passed Me By	V(78)21-0431; (45)48-0431-BMI
3	4	2.	2.	E. Arnold	KENTUCKY WALTZ	Capitol
					Million Miles From Your Heart	V(78)21-0444; (45)48-0444-BMI
19	2	3.	3.	Tennessee Ernie	SHOTGUN BOOGIE	Capitol
					I Ain't Gonna Let It Happen Again	Cap(78)1295; (45)F-1295-BMI
11	3	4.	4.	Pinetoppers	MOCKIN' BIRD HILL	Capitol
					There's Been a Change in Me	Coral(78)64061; (45)9-64061-ASCAP
14	4	5.	5.	E. Arnold	THERE'S BEEN A CHANGE IN ME	Capitol
					Tie Me to Your Apron Strings	V(78)21-0412; (45)48-0412-ASCAP
6	7	6.	6.	H. Williams	COLD, COLD HEART	MGM
					Dear John	MGM(78)10904; (45)K-10904-BMI
7	6	7.	7.	J. Wakely-L. Baxter Chorus	BEAUTIFUL BROWN EYES	Capitol
					At the Close of a Long Long Day	Cap(78)1393; (45)F-1393-BMI
2	8	8.	8.	Z. Turner	CHEW TOBACCO RAG	Capitol
					Goodnight Cincinnati	King(78)950; (45)45-950-BMI
3	—	9.	9.	Lefty Frizzell	LOOK WHAT THOUGHTS WILL DO	Capitol
						Col(78)20772; (45)4-20772; (33)3-20772-BMI
1	—	10.	10.	Cowboy Copas	STRANGE LITTLE GIRL	Capitol
					You'll Never See Me Cry	King(78)951; (45)45-951-ASCAP

Coming Up

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

1.	Hank Snow	BLUEBIRD ISLAND	Capitol
2.	Rex Allen	SPARROW IN THE TREE TOP	Mer
3.	Pee Wee King	CHEW TOBACCO RAG	Capitol

Advance Folk (Country & Western) Record Releases

- | | |
|--|---|
| Beer Drinking Blues—Big Bill Lister (R C Cola) Cap 1488 | No Bitter Tears—Jimmie Osborne (My Saddest) King 942 |
| Come Back Baby—Carolina Slim (Pleading) Acorn A-319 | Pleading Blues—Carolina Slim (Come Back) Acorn A-313 |
| Dollar Ain't a Dollar Anymore, A—Bill Carlisle (Where There's) Federal 10006 | R C Cola and Moon Pie—Big Bill Lister (Beer) Cap 1488 |
| Hey! It's Chuck's Boogie—Chuck Oakes (Waltz of) Fortune 711 | She Hit the Ceiling—Ray Melton (I Love) Bullet 733 |
| I Hate Myself—Hawkshaw Hawkins (Rattlesnakin' Daddy) King 944 | Sick, Sober and Sorry—Tommy Duncan (Mississippi River) Intro 6013 |
| I Love Every Little Thing You Do—Ray Melton (She Hit) Bullet 733 | Spider and the Fly, The—Ramblin' Jimmy Dolan (I'm Alone) Cap 1487 |
| I Love My Little Yo-Yo—Wayne Raney (I've Done) King 939 | Tom Cattin' Around—Ken Marvin (You Can't) Mer 6316 |
| I'm Alone Because I Love You—Ramblin' Jimmy Dolan (The Spider) Cap 1487 | You Can't Pick All the Roses—Ken Marvin (Tom Cattin') Mer 6316 |
| I've Done and Sold My Soul—Wayne Raney (I Love) King 939 | You're Gettin' a Good Girl—Sue Thompson (What've You) Mer 6325 |
| Mississippi River Blues—Tommy Duncan (Sick, Sober) Intro 6013 | Waltz of Virginia—Chuck Oakes (Hey!) Fortune 711 |
| | What've You Got—Sue Thompson (You're Gettin') Mer 7325 |

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	POPULARITY
Continued from page 33		
TEX CARSON (Smoky Valley Troubadors) I'm Looking for My Daddy	TOKEN T 106—A patriotic weeper tells of the son looking for his daddy who was just killed in Korea. Carson does a neat job with the material, which tho timely, apparently is not the type the market has gone for to date.	67--70--65--65
Just a Close Walk With Thee	Carson takes a fling at a sacred ditty which has been scoring in the c & w market for a number of months. It will be tough to head off Red Foley on this one.	55--55--55--NS
JOHNNY WHITE (Rhythm Riders) Make My Dreams Come True	CITATION 144—A pleasant group warble, Western-style, of a pop-type bounce ballad of better than average substance.	70--70--70--70
The Things You Used To Say	Another pop-style bouncer is done up Western fashion but the ditty here is of a routine nature.	53--55--50--55
HANK THOMPSON (Brazos Valley Boys) Where Is Your Heart Tonight?	CAPITOL 1444—A superior country ballad is handed a fine go by Thompson. Potent fare here.	81--82--80--82
Those Things Money Can't Buy	Pure-bred country moralizer has strong lyrical values. Done with warmth in relaxed style. Could be big.	83--84--82--84
CARL BUTLER No Guarantee On My Heart	CAPITOL 1454—Butler, in straightforward country style, chants a medium-beat torch-moralizer based on a rather involved metaphorical premise.	63--63--63--63
Shake, Rattle and Roll	Tempo picks up here for a lively train ditty, with some old-fashioned fiddling and string picking in back of Butler's exuberant warbling.	73--73--73--73

FOLK TALENT AND TUNES

... Reggie Ward is forming a new band, the Sons of Texas, at KVMA, Magnolia, Ark. ... Bill Powell, WHIO, Dayton, O., has inked Charlie Gray as p. m. ... Dottie Dunbar, of Dunbar Distributing, the Texas indie chain, reports that Webb Pierce has his own label and has left 4 Star, as has Slim Williams, now on Coral. Dub Dickerson, writer of "Look What Thoughts Will Do," is a new papa. ... Hank Locklin (4 Star) reports that his frau is on the mend after surgery. Eva Foley, Red's wife, also convalescing after an operation.

ARVADA MILLER
(with the VEL-TONES)
sings

'WHY DON'T YOU KISS ME'
CRS-1175

'LOVESICK BLUES'
CRS-1176

GORMAN
GOLD SEAL
1653 NO. ARGYLE AVE.
HOLLYWOOD, CALIF.

Now Recording On ... **INTRO**

TOMMY DUNCAN

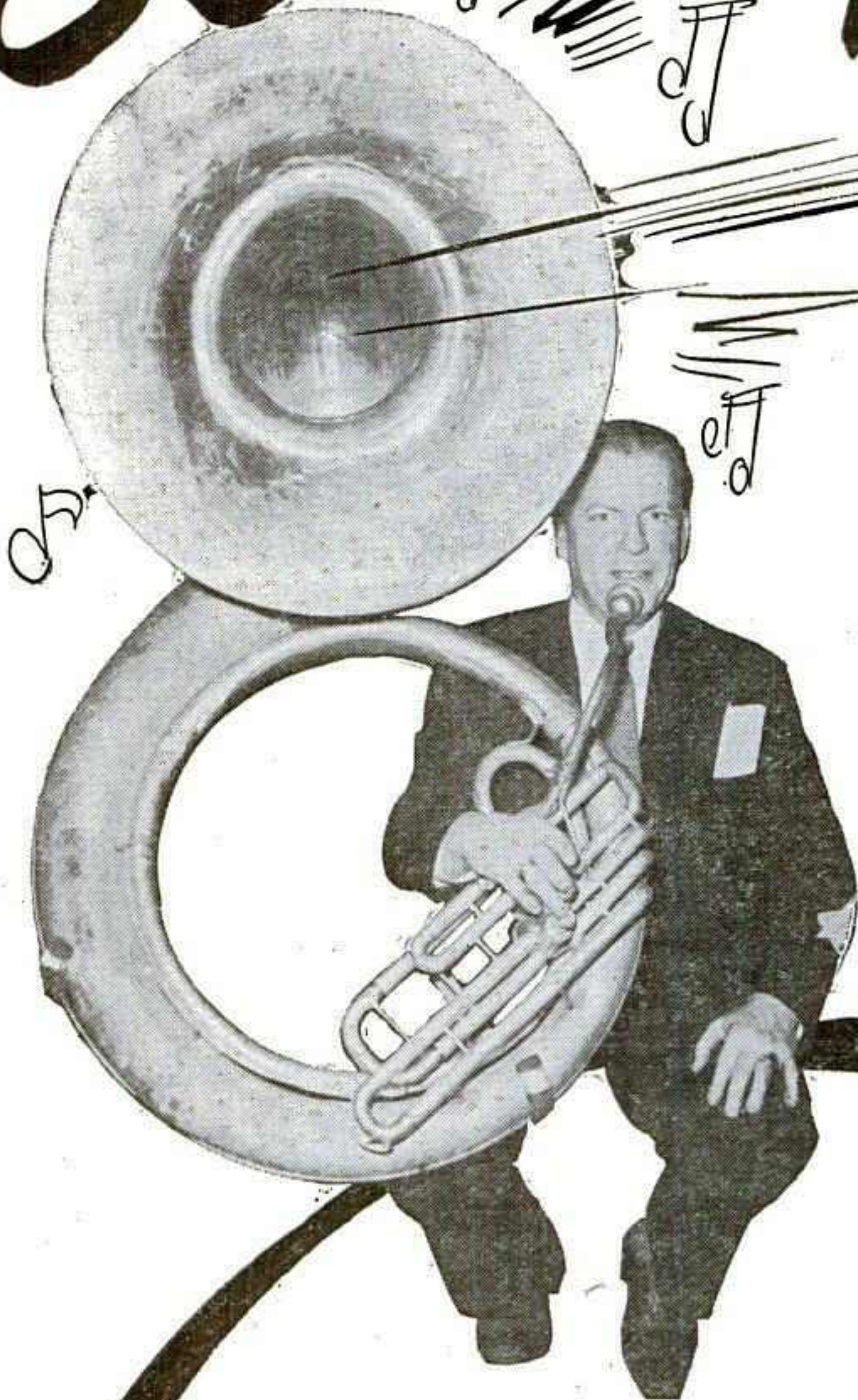
First Release—
First HIT!

'Sick, Sober and Sorry'
'Mississippi River Blues'

INTRO 6013

INTRO RECORDS
MESNER & MESNER, INC.
BEVERLY HILLS, CALIF.

The OOMP-PAH-PAH...



breaks for a surprise hit!
HAROLD LOEFFELMACHER
and the
SIX FAT DUTCHMEN

deliver it with . . .

**"OLE' SCHNICKLEFRITZ
AND HIS OOMP-PAH-PAH"**

and

"COQUETTE"

45 rpm—51-1194

78 rpm—25-1194

RCA VICTOR RECORDS 

A New Singing Sensation...

Ray BARBER

with this Great Mercury release . . .

"I HAVE NO HEART"

backed by . . .

"BECAUSE OF YOU"

#5643

(Press Relations)
SIDNEY ASCHER

(Personal Management)
LOU CAPONE

(Record Promotion)
PAUL BROWN



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA, LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received April 18, 19 and 20

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
12	1	1.	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
18	2	2.	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
2	4	3.	LET'S ROCK AWHILE	A. Milburn	Aladdin 3080
11	3	4.	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
25	5	5.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)374-45—BMI
5	5	6.	MAMBO BOOGIE	J. Otis	Savoy 777—BMI
5	8	6.	DON'T TAKE YOUR LOVE FROM ME	Joe Morris-L. Tate	Atlantic 923—BMI
3	10	8.	CHICA BOO	L. Glenn	Swingtime 254—BMI
2	—	8.	GEE, BABY	J. Otis-M. Walker	Savoy 777—BMI
2	—	8.	TEARDROPS FROM MY EYES	L. Jordan	Dec(78)27424—BMI

• Best Selling Retail Rhythm & Blues Records

... Based on reports received April 18, 19 and 20

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

POSITION					
Weeks	Last	This	to date	Week	Week
11	1	1.	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
17	6	2.	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
10	3	3.	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
2	—	4.	GEE, BABY	J. Otis-M. Walker	Savoy 777—BMI
2	—	5.	TEARS, TEARS, TEARS	A. Milburn	Aladdin 3080
26	2	6.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty(78)375; (45)375-45—BMI
24	—	7.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
7	3	8.	DON'T TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923—BMI
6	7	8.	DO SOMETHING FOR ME	Dominoes	Federal 12001—BMI
2	—	10.	LET'S ROCK AWHILE	A. Milburn	Aladdin 3080

• Advance Rhythm & Blues Record Releases

All This Can't Be True—Austin Powell Quintet (Some Other) Dec 48206	Fine, Fine Daddy—Dinah Washington (I'm So Mer 8232
And She Cried—Crying Jesse (Feel Goody) Premium PR 871	I Can't Get You Off My Mind—Ivory Joe Hunter (I Can't) MGM 10951
As Time Goes By—Lee Richardson (Just Call) Deluxe 3315	I Can't Resist You—Ivory Joe Hunter (I Can't) MGM 10951
Baby, You're Tops With Me—Calvin Boze (Slippin' and) Aladdin 3086	I'm a Wild West Woman—Eunice Davis (Evening Train) Derby 760
Bald Headed Blues—Eddie Vinson (Featherbed Mama) King 4442	I'm So Lonely I Could Cry—Dinah Washington (Fine) Mer 8232
Brad's Blues—Tiny Bradshaw (Two Dry) King 4447	Is My Pop in There—L. Jordan (Weak Minded) Dec 27547
Evening Train—Eunice Davis (I'm a) Derby 760	Just Call My Name—Lee Richardson (As Time) Deluxe 3315
Featherbed Mama—Eddie Vinson (Bald Headed) King 4442	Mother Earth—Memphis Slim (Really Got) Premium PR 867
Feel Goody Goody—Cryin' Jesse (And She) Premium PR 871	My Baby Left Me—Memphis Slim (Trouble) Premium PR 873
	Really Got the Blues—Memphis Slim (Mother) Premium PR 867
	September Song—Earl Bostic (Sleep) King 4444
	Sleep—Earl Bostic (September) King 4444
	Slippin' and Slidin'—Calvin Boze (Baby, You're) Aladdin 3086
	Some Other Spring—Austin Powell Quintet (All This) Dec 48206
	Too Late—Five Keys (With a) Aladdin 3085
	Trouble, Trouble—Memphis Slim (My Baby) Premium PR 873
	Two Dry Bones on the Pantry Shelf—Tiny Bradshaw (Brad's Blues) King 4447
	Weak Minded Blues—Louis Jordan (Is My) Dec 27547
	What You Bet—Terry Timmons (You Foolish) Premium PR 872
	With a Broken Heart—Five Keys (Too Late) Aladdin 3085
	You Foolish Thing—Terry Timmons (What You) Premium PR 872

Dot RECORDS, INC.
Gallatin, Tennessee Phones 880-881

"SADIE GREEN"
MARGIE DAY with
GRIFFIN BROTHERS' ORCHESTRA
DOT #1041

RHYTHM AND BLUES NOTES

Sarah Vaughan is slated for a European jaunt this summer. An on-again-off-again proposition for some time, the trip now is scheduled for August. Temporary arrangements were made for her trip by **Tim Gale**, prexy of the Gale agency, while on his recent European tour. The thrush will play only England to find what the reaction will be. She will work at either the Colony of the Bagatelle niteries in London for an extended engagement and will follow this date with four concerts to be held in London and key provincial cities. Meanwhile Sarah is set to spend May and June on the West Coast; she will work at the Tiffany Club while there. In July she will head back East by way of Chicago, where she will work a two-week engagement at the Blue Note. Following that date she will make her trip to England.

Eddie Messner, Aladdin diskery topper, due in New York this week to arrange for and supervise the first recording dates for his newest artists, **Billie Holiday** and the **Lynn Hope Quintet**. The **Griffin Brothers**, featuring thrush **Margie Day**, currently creating some box-office demand via a series of Dot recordings, have been set for an extended one-nighter promotion tour of the South, beginning June 20. Tour encompasses 21 dates and all are being promoted by **Ralph Weinberg**. Weinberg currently is playing a string of **Lionel Hampton** one-nighters thru his territory.

Savannah Churchill will arrive back in this country in the latter portion of next week after playing both the Palladium Theater and the Colony Club in London. The **Dinah Washington-Earl Bostic** ork package drew 6,003 people Wednesday (18) in Atlanta, working for an \$850 guarantee plus a 50-50 split of the gross above \$3,200. Net was approximately \$6,300 and the package took out about \$2,400 for its end. **Billy Shaw**, topper of Shaw Artists Corporation, completed a five-year management paper with tenor sax star **Coleman Hawkins**. **Charlie Parker's Quintet** has been booked for a 12-day stand at the Flame, St. Paul nitery, opening April 26.

The **Blenders**, vocal group, was renewed by the Decca diskery for two additional years. Decca also signed **Austin Powell** to a recording paper. Powell is remembered as a member of the **Cats and the Fiddle**. Powell also signed a management paper with the Gale agency. The agency already has set Powell's group for a date at Cafe Society in New York to begin either the week of May 17 or 21. **Ella Fitzgerald** goes into Cafe Society during the week of June 21 for four weeks. She is slated for an appearance at the Birdland, New York nitery, next week. Thrush will vacation after Society and then will go back with **Norman Granz's** upcoming fall "Jazz at the Philharmonic" series.

The **Orioles**, who signed a five-year renewal paper with Jubilee Records, will make their first Broadway theater appearance at the Strand. Group has been inked as an added attraction on the **Count Basie** show, which kicks off May 4 for at least two weeks. Basie will work the house with a big band. Incidentally, Basie sliced his first big band record sessions in a couple of years two weeks ago for Columbia. **Norman Granz** left New York for a one-month junket to his California home.

Johnny Hodges and His All-Stars are slated for a two-weeker at the Flame, St. Paul, beginning June 15. **Danny Kessler**, Columbia Records r. and b. artists and repertoire and sales promotion man, returned to New York last week and immediately took off again for Chicago to continue his talent search and sales research as part of the major diskery's program to get back into the r. and b. running. **Timmie Rogers** was signed to work the Club Harlem, Atlantic City, for the 10-week summer season, opening June 28. He next goes into Cafe Society for a four-week engagement beginning May 24.

• Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	THE JAZZ	THE BEAT	THE GROOVE
ALLEN GREENE I Just Now Realized MERCURY 8219—Greene, backed with tenor sax and rhythm sings richly on a passable new ballad.		67--67--67--67			
I'll Never Love Anyone Else Slow, easy-beat ballad job shows Greene singing strongly.		71--71--71--71			
SMOKEY HOGG I'm Looking for Baby MERCURY 8228—Choppy blues at up beat, with tenor and rhythm combo putting down a boogie foundation under Hogg's fervent chanting. Southern styled item.		65--65--65--65			
She's Always On My Mind Slow blues in the same Southern manner.		62--62--62--62			
JOHNNY OTIS ORK (Little Esther-Mel Walker) I Dream REGENT 1036—Thrush and warbler have an unusual, arresting side here, a blues duet with an odd recurring break pinning down listener attention.		83--83--83--83			
Hangover Blues Slow mood blues showcases steel guitar and tenor sax.		72--72--70--74			
JOE TURNER Howlin' Winds NATIONAL 9144—Fine, mood blues by Turner, with first-rate jazz combo backing.		72--72--72--72			
Rocks in My Bed One of Turner's standout blues jobs; could make a dent.		77--77--77--77			
CAMILLE HOWARD (Her Boyfriends) Money Blues SPECIALTY SP-401—Thrush chants a mediocre blues lyric; combo beats out a choppy, stiff background.		65--65--63--67			
Easy Medium rocker novelty blues has a catchy tag, projected cutely by thrush.		77--77--76--78			
KING PERRY (His Pied Pipers) Blue and Lonesome SPECIALTY SP-398—Hard-hitting combo, with a live sound, shuffle-boogies behind an okay male vocal blues.		72--72--70--74			
Natural Born Lover Warbler and band sound good on a trifling novelty blues at faster tempo than flip.		65--65--63--67			
JOE LIGGINS (Honeydrippers) Whiskey, Gin and Wine SPECIALTY SP-402—Liggins chants a medium blues to a honeydriller background in an attempt for another "Pink Champagne."		75--75--75--75			
One Sweet Letter Leader and thrush Candy Rivers team on a punching novelty blues with a recurring tag as ork knocks out a driving shuffle boogie.		81--81--81--81			
GRIFFIN BROTHERS (Margie Day) Sadie Green DOT 1041—Thrush and swinging band smoke up a breeze on a jumping humorous novelty.		83--83--83--83			
One Steady Baby Gal sells strong on a slow blues with an emphatic beat.		76--76--76--76			
HELEN HUMES (Dexter Gordon Ork) Helen's Advice DISCOVERY 535—The strong-piping thrush sells a penetrating medium beat blues with some rather shop-worn ideas.		72--71--72--73			
Airplane Blues Another popular blues theme gets an effective workout.		72--71--72--73			

Ride This Moneymaker!

MONEY BLUES
by
CAMILLE HOWARD
#401

Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

OUR HIT PARADE!

COMING UP STRONG!

- ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
- ★ **GREATEST NOVELTY BLUES RECORD EVER MADE!**
- ★ **STACKED DECK #1**
SAVOY #781 with BILLY WRIGHT
- ★ KEEP YOUR EYE ON THIS SMASH!
- ★ **SWEET SLUMBER #2**
SAVOY #779 THE FOUR BUDDIES
- ★ A NEW HIT BY A NEW ARTIST!
- ★ **DOGGIN' BLUES #3**
SAVOY #780 J. OTIS ORK. with LINDA HOPKINS
- ★ SOON #1 ON ALL POLLS!
- ★ **ROCKIN' BLUES #4**
SAVOY #766 J. OTIS with MEL WALKER

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

THE BILLBOARD

Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 90—JAY GORNEY (Part II)

JAY GORNEY'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Continued from last week

Popular Songs

- 1924—HE'S THE HOTTEST MAN IN TOWN
1927—YOU SAID GOOD NIGHT BUT MEANT GOOD-BYE
1937—MIO RIO DE JANIRO
1938—LET'S TIE THE OLD FORGET-ME-NOTS

Stage Scores and Songs

- 1923—THE DANCING GIRL
1924—THE GREENWICH VILLAGE FOLLIES OF 1924
1931—SHOOT THE WORKS
1932—AMERICANA
1937—MERRY-GO-ROUND
1929—EARL CARROLL'S SKETCHBOOK

- 1930—EARL CARROLL'S VANITIES OF 1930
1931—ZIEGFELD FOLLIES OF 1931
1932—AMERICANA
1940—MEET THE PEOPLE
1948—HEAVEN ON EARTH
1949—TOUCH AND GO

- 1929—GLORIFYING THE AMERICAN GIRL
1930—ROADHOUSE NIGHTS
1933—MOONLIGHT AND PRETZELS
1934—JIMMY AND SALLIE
1935—RED HEADS ON PARADE

Film Songs and Scores

- 1929—GLORIFYING THE AMERICAN GIRL
1930—ROADHOUSE NIGHTS
1933—MOONLIGHT AND PRETZELS
1934—JIMMY AND SALLIE
1935—RED HEADS ON PARADE

THE BILLBOARD Music Popularity Charts

The Billboard Picks

- ROSE, ROSE, I LOVE YOU... Gordon Jenkins' Ork-Chorus
JEZEBEL... Frankie Laine
UNLESS... Gordon Jenkins' Ork-Chorus

The Disk Jockeys Pick

- 1. DIANE... Tommy Dorsey Ork
2. WE KISS IN A SHADOW... Perry Como
3. DOWN THE TRAIL OF ACHIN' HEARTS... Patti Page

The Retailers Pick

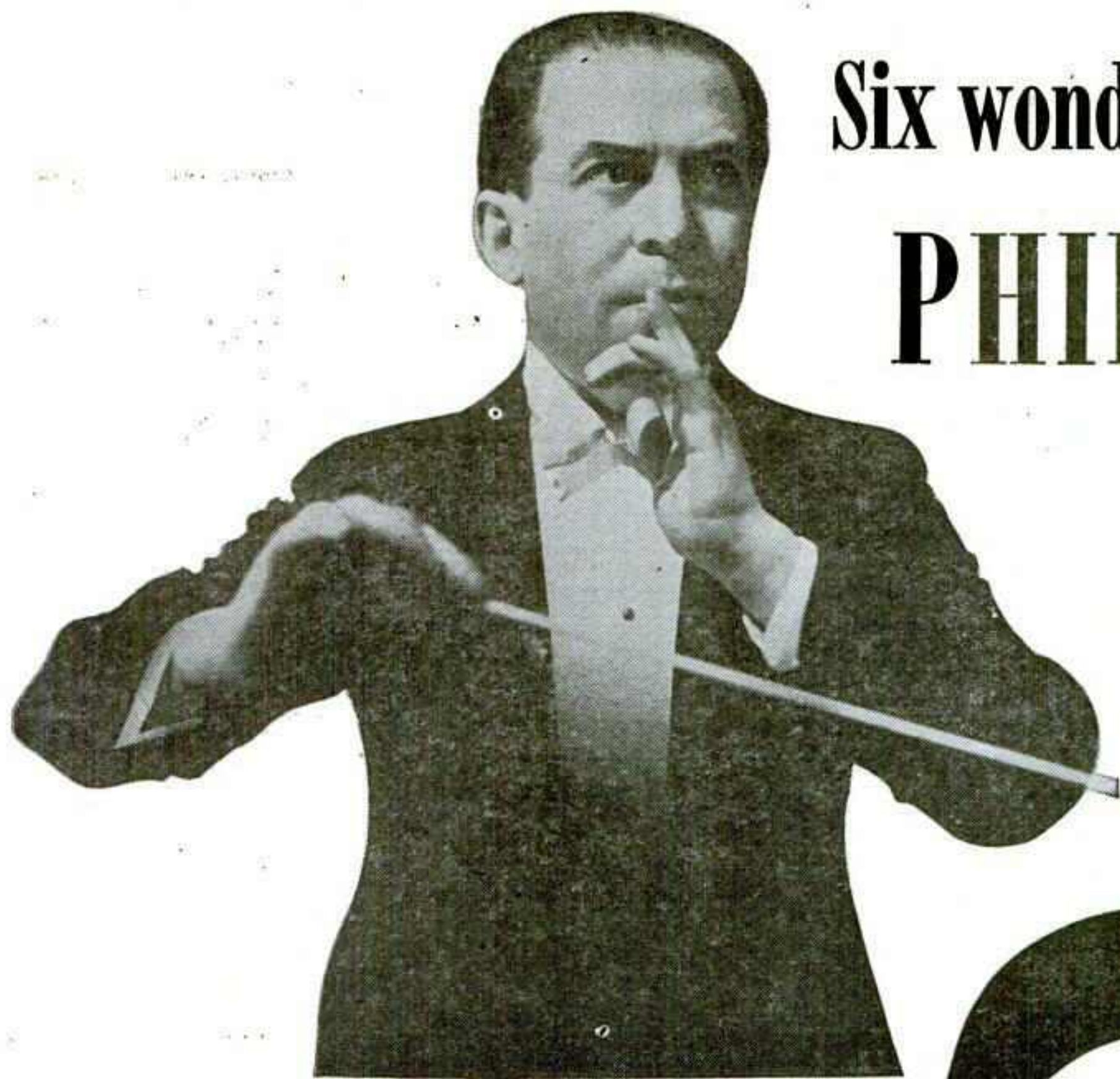
- 1. HELLO, YOUNG LOVERS... Perry Como
2. DIANE... Tommy Dorsey Ork
3. RED SAILS IN THE SUNSET... Nat (King) Cole

The Operators Pick

- 1. DOWN THE TRAIL OF ACHIN' HEARTS... Patti Page
2. MOONLIGHT BAY... Bing and Gary Crosby
3. HAPPINESS... Guy Lombardo Ork

The Country and Western Disk Jockeys Pick

- 1. KENTUCKY WALTZ... Eddy Arnold
2. WHEN YOU AND I WERE YOUNG MAGGIE BLUES... M. Whiting-J. Wakely
3. WHAT CAN I DO?... Clyde Moody



Six wonderful minutes with--
PHIL SPITALNY

*and his HOUR of CHARM
 ALL GIRL ORCHESTRA
 and CHORUS...*

**"COME
 BACK
 TO
 ANGOULEME"**

**"HOW
 CAN
 I
 LEAVE
 YOU"**

RCA VICTOR Records 

45 rpm 47-4121

78 rpm 20-4121

THE BILLBOARD Music Popularity Charts

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
-------------------------	------------------	----------	-------------	----------	----------

POPULAR

JOHNNY DESMOND (Ray Charles Singers-Tony Mottola) Andiamo MGM 10947—A dressy production number from the "Mr. Imperium" flick makes for a slow going side, despite a good effort by Desmond and chorus.	70--73--70--67
Because of You An attractive new ballad is warmly projected by warbler and chorus.	77--77--77--77
FRANKIE LAINE (Norman Luboff Choir-Paul Weston) Rose, Rose, I Love You COLUMBIA 39367—Laine projects winningly on this intriguing Oriental import, the story of a Malayan sweetheart. Ork and chorus work are tops.	89--89--89--89
Jexebel (Mitch Miller Ork) One of those exotic temptress tunes gets a flashy performance from Laine, chorus and Miller orking spotlighting guitars. Could go on the strength of performance impact.	86--87--85--85
MARION MORGAN (Joel Herron Ork) Take My Love ATLANTIC 936—Thrush delivers a sock rendition of this Brahms ballad adaptation, with a boost from an excellently written chorus-combo arrangement. Sleeper potential here.	85--85--85--85
Sierra Nevada (Stuart Foster-Betty Harris) Again, fine solo and chorus vocal work, the subject a better than usual pop Western.	80--80--80--80

The integrity and experience of

A SOLID NAME

plus
THE WORLD'S TOP ENGINEERS
are

BEHIND YOUR LABEL!

YOUR LABEL

RCA Victor custom record sales

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

NEW YORK	CHICAGO	HOLLYWOOD
Dept. 24-A 630 5th Ave. Judson 2-5011	Dept. 25-A 445 N. Lake Shore Dr. Whitehall 4-3215	Dept. 26-A 1016 N. Sycamore Ave Hillside 5171

WHAT'S THE MATTER WITH AMERICAN RECORD COMPANIES?

SPRUCE BUG

It's a Hit Tune in Canada. Why Record Unproven Tunes?
Recorded in Canada on

London Record No. 16060 by Bill Long
Aragon Record No. 182 by Buddy Reynolds
Maple Leaf No. 7003 by Joe Allen

WRITE, PHONE OR WIRE
EMPIRE MUSIC PUBLISHERS
611 COLUMBIA STREET, NEW WESTMINSTER, B. C.—THE NASHVILLE OF CANADA

HEADING FOR A HIT!

#711 **WALTZ OF VIRGINIA**
BY CHUCK OAKES—VOCAL BY DANNY RICHARDS & SYLVIA

#145 **THE TATTOOED LADY**
BY SKEETS McDONALD
2 Blues & Rhythm Hits!

#125 **NOBLE'S SHUFFLE** ★ ★ ★ #802 **ROCKING CHAIR BOOGIE**

FORTUNE RECORDS
11629 LINWOOD
DETROIT 6, MICH.

LABEL AND NO. ARTIST	COMMENT TUNES	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
-------------------------	------------------	----------	-------------	----------	----------

POPULAR

ANTON KARAS Anton Karas Second Theme LONDON 627—Nothing here to suggest that lightning'll strike twice. Number sounds like "Third Man" all over again. May be some takers for curiosity's sake.	66--68--66--64
Zither Rhythm of Anton Karas Same comment.	66--68--66--64
VINCE "BLUE" MONDI I Get the Blues When It Rains MONDI VM-106—The one-man band and a rhythm trio do wrong by a grand old song.	34--36--34--38
My Little Girl Same story.	36--36--34--38
PETE DAILY (His Chicagoans) Roamin' in the Gloamin' CAPITOL 1486—The Harry Lauder classic is set in Daily's punching two-beat and comes out second best.	60--65--60--55
Walkin' the Dog One of the traditional vehicles for Dixielanders is played here with spirit and driving know-how. Fine fare for those inclined toward two-beat jazz.	68--70--68--65
DOTTIE O'BRIEN (Buddy Cole's Collegiates) I Don't Wanna Go Home CAPITOL 1485—The thrush tosses off a light and bright bouncer in pleasant style with a tasty assist from Cole and gang.	68--70--65--70
Yak Yak Song She does another fluffy turn with this Teddy Phillips' novelty ditty. Could draw some light juke action particularly in Midwestern sectors.	72--72--67--75
JOE (FINGERS) CARR (Carr-Hops) Tom's Tune CAPITOL 1484—The sequel to "Sam's Song" has the same bounce and tinkle but not all of the same charm. A tasty cornball dinking which could catch on.	82--82--80--84
Bye, Bye Blues A bright and breezy reading of a great standard. Done skillfully enough to consider the disk as a "sleeper" potential.	85--85--85--85
EDDIE ROECKER-BILL COATES TRIO Always Dreaming ROBIN A-1001—Heavy-toned bary on the Vaughn Monroe order plods thru a so-so ballad, handicapped by a slow, slogging organ background.	50--50--50--50
That Old Gang of Mine Roecker does a recitation about the kids in his old neighborhood, while organ and guitar play the melody. Plenty corny, doesn't strike the mood.	45--50--45--40
AVA GARDNER (Johnny Green Ork) How Am I To Know? MGM 30352—Miss Gardner turns thrush to warble the oldie just as she does it in her forthcoming flicker, "Pandora and the Flying Dutchman." She does surprisingly well particularly with phrasing. Should garner plenty of deejay play.	75--82--72--72
The Loveliest Night in the Year (Ann Blyth) Another movie queen crops up as a pretty fair thrush as Miss Blyth warbles this adaptation of "Over the Waves" as she does it in "The Great Caruso" flicker. Being promoted as the Hollywood "glamor" disk the coupling is likely to draw plenty of spins.	75--80--74--72
DAVID ROSE ORK The Syncopated Clock MGM 30353—Rose uses his lush string approach to make this fine coverage effort of the Leroy Anderson hit.	75--75--75--75
The Mask Waltz Here's a wonderful Rose original, a waltz, a cross between Vienna and Victor Herbert, with a movie concerto twist supplied by pianist Ray Turner. A splendid instrumental item which should get plenty of spinner attention.	77--83--77--72
RUSS CASE ORK (Bonnie Lake) No One But You MGM 10953—A tasty coverage of a rich, lilting waltz features a neat vocal effort by Bonnie Lake.	70--70--70--70
Beautiful Madness Another display of tasty orking by Case and more unaffected thrushing by Miss Lake is used for another coverage try.	68--68--68--68
BUDDY DE FRANCO ORK Out of Nowhere MGM 10946—DeFranco makes his debut as dance band leader with a reading of the oldie serving as a showcase for his very fine clary work. Maybe not so much for dancers but modern jazz addicts will find plenty here as will deejays.	71--75--70--68
Dancing on the Ceiling DeFranco's clary leads his reeds thru a tasty dance reading of another fine oldie. Reading employs a big band approach to the George Shearing Quintet style.	68--75--65--65
BILL FARRELL (Russ Case) My Prayer MGM 10948—Farrell seems finally to be molding a ballad style. He does a warm subdued job with this oldie, now being primed for a publisher revival plug.	76--78--75--75
Wonderful, Wasn't It? Farrell does another pleasing ballad job with a new ditty of no extraordinary values.	68--70--67--67
BLUE BARRON ORK (George Nolan-Blue Notes) You'll Always Be the Sweetheart of My Dreams MGM 10952—A fine new schmaltz ballad is done up brown by Barron's crew with George Nolan handling the vocal load with eminent success. A likely item.	86--86--85--86
Squeezin' Polka (Betty Clark-Johnny Goodfellow) The Barron gang produces a boisterous, rousing effort with a lively new polka novelty which could attract attention mainly in juke.	81--80--80--84
JANE POWELL (David Rose Ork) Something Wonderful MGM 30351—Movie thrush Powell turns a fine reading of this glorious ballad from "The King and I." Rose's orking is beautiful.	80--85--80--75
I Whistle a Happy Tune This fluffy item from "King and I" is done neatly and directly by Jane Powell and Rose's skillful and rich orking.	79--80--78--78
DENNIS DAY (Norman Luboff Choir) If You Haven't Got a Sweetheart VICTOR 20-4116—A gang waltz from the score of "A Tree Grows in Brooklyn" is treated in lively fashion by Day and the Luboff chorus.	77--77--77--77
Sweet, Sweet Pauline Day and the vocal group does a girl friend waltz with a synthesized folksy flavor.	68--68--68--68
FRANKIE CARLE ORK (The Satisfiers) Eleanor VICTOR 20-4117—A melodically delightful bouncer is done in typical Carle style with lots of tinkling keyboard and a vocal group spotted. Fine fare for Carle fans.	79--80--78--78
The Busiest Corner in My Home Town Another pleasant bounce try by Carle, crew and vocal group but the song is sliced from fairly ordinary cloth.	68--68--66--70
FRAN WARREN (Hugo Winterhalter) Here Comes the Springtime and There Goes My Heart VICTOR 20-4115—A scintillating new seasonal waltz with a show flavor is treated to a lively, lilting go here. Fran is not up to par but the ork-chorus backing carries her.	78--80--75--78
When Does This Feeling Go Away? Fran does her darndest to breathe some commercial value into this ballad from the coming legitler, "Make a Wish."	68--75--65--65 (Continued on page 82)

Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

POPULAR

RUMBA RHYTHMS —Gerl Galian and His Caribbean Rhythm Boys (1-10") Coral (33) CRL-56020 Tabu; Chopsticks Rumba; Ombo; Capulitto De Aleli; Quiereme Mucho. Galian is a talented West Coast Latin-style keyboardist who is technically fast and flashy. He works over the eight numbers, all previously available on single platters, in skillful fashion with crisp aid from a scintillating Latin rhythm section. Excellent for dancers and attractive for listening.	65
ART TATUM PIANO SOLOS (Vol. 2) (1-10") Brunswick (33) BL-58023 Stormy Weather; Chloe; Gone With the Wind; Sheik of Araby; St. Louis Blues; Begin the Beguine; Tea for Two; Rosetta. In this era of the eminence of jazz 88-ers, Art Tatum may have slipped from the memory of some people. This package should provide an adequate reminder that Tatum still is one of the ablest of hot keyboardists; he is far and away among the most technically proficient of the jazz piano players—yesterday and today. These diskings were made some years ago at a point when Tatum was at the height of his powers. Jazz collectors, keyboard collectors and Tatum fans will find this set has a lot to offer.	66
NEAPOLITAN FAVORITES —Nick Perito (1-10") Coral (33) CRL-56021 O Sole Mio; Funiculi, Funicula; Torna a Surriento; La Spagnola; Santa Lucia; Ciribiribin; Mattinata; Oh, Marie. If this album gets the circulation, you can expect to hear a lot more of Nick Perito. Here's an extremely talented squeeze-box artist who not only excels on his instrument but also has a fresh and imaginative approach to his musical chores. Perito here handles eight standard Italian tunes in a skillful, tasty manner. They are the kind of tunes which have a natural attraction and the expert performance should give the set a little extra in value. Perito makes expert use of mandolin effects. All told, this makes a fine listening album. Sets a picturesque mood.	70
THE QUICK AND THE DEAD —VOLS. I and II featuring Bob Hope and William L. Laurence written and directed by Fred Friendly (2-12") V(33)LM-1129, 1130 What is the atom bomb? And its possible offshoot, the hydrogen bomb? NBC last year undertook to explain, in a series of four radio programs, which have now been condensed in two LP's, "The Atom Bomb" and "The Hydrogen Bomb." It would be difficult to imagine a clearer, more informative picture of these involved questions. Bob Hope and Laurence, acknowledged the country's top science reporter, carry the burden of the story in a dialog in which Hope plays Everyman, the uninformed citizen, and Laurence, the mentor. Interpolated in Laurence's commentary are fragments of recorded speeches by the world's leaders, interviews with technicians, security officers, scientists, generals. Professional actors are used to play the roles of some of the key scientists—Helen Hayes as Lise Meitner and Paul Lukas as Albert Einstein. As the atom story unfolds for Hope, so it does for the listener. Hope strikes just the right note—an average Joe, curious about the most potent physical force known to man, dropping an occasional light quip of amazement, but happily never wisecracking. As a commercial release, this excellent documentary has a limitation—as with a radio show, when it's been heard once, there's no compulsion to return to it. However, it should be an invaluable educational aid, and figures to find a wide market in our schools.	70
PROKOFIEFF'S CINDERELLA —Adaptation, Leo Israel; R. Mohaupt, Cond.; Norman Rose, Narrator (2-10") Children's Record Guild (78) CRG-201 Leo Israel has done a crackerjack job of setting narration, dialog and lyrics to a well-edited condensation of Prokofieff's ballet music to Cinderella (one of the best liked of the Sadlers' Wells company's repertory). The orchestra is not identified; possibly the music was taped in Europe, under the baton of Richard Mohaupt. The burden of the story is carried by Norman Rose's well read narration; brief songs and snippets of dialog are interpolated in a fine job of matching mood and music. The score, highly impressionistic, makes a grand backdrop for the story. With narrative describing the action, the music should really come alive for children in the way of "Peter and the Wolf." In all, a promising kid album for the 6-12 group, with a strong plus value in the way classical music is made palatable.	85
BEETHOVEN: STRING QUARTET IN A MINOR, OP 132—The Griller String Quartet (1-12") London (33) LLP-318 Not only is it the most active chamber group on wax these days, but the Griller Quartet also can be depended upon for consistently superior musicianship and interpretations of insight and understanding, no matter the work they play. Also, since they exclusively record for London frr, the Griller recordings usually are technically masterful for sound and reproduction. All of the above is pertinent to the recording at hand of this remarkable Beethoven quartet. The work is one of the master's brilliant last quartets. The pages of the slow movement stand as one of Beethoven's mightiest and most impassioned creations.	70

Continued from page 24

A NO. 1 HIT FOR *Eddie*
 AS A GOING IN * PRESENT FROM . . .
 Disc Jockeys, Record Dealers and Juke Box Operators..



"I HAVE
 NO HEART"

"UNLESS"

b/w
 ←

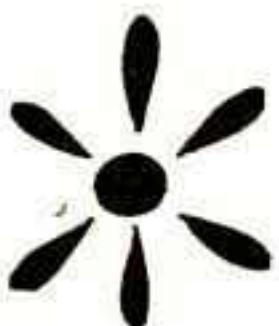
with
HUGO WINTERHALTER'S
Orchestra and Chorus

RCA VICTOR Records

45 rpm-47-4120

78 rpm-20-4120

EDDIE FISHER IS NOW UNDER THE PERSONAL MANAGEMENT OF UNCLE SAM



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

BILLY ECKSTINE
 "WITHOUT A SONG"
 "SAY IT ISN'T SO"
 National #9061

MISS SHARECROPPER
 "I'VE TRIED"
 "HOW LONG"
 National #9151

HELEN PAGE
 "GOOD FOR NOTHING BLUES"
 "HE'S JUST MY KIND"
 National #9149



Record Manufacturers
 Hurry! Order Now!
RECORD MOLDS
 ● Compression or Injection
 ● 7" to 16"

We are still able to supply you. Government restrictions may close our sources of supply any day.

IMMEDIATE DELIVERY
 Check Barnaby for Accessories.
 ● Insert Rings ● Center Plates
 ● Pins, etc.

BARNABY
 MANUFACTURING CO., INC.
 60 Knowlton St. Bridgeport 8, Conn.

ANOTHER BIG ONE COMING UP!
 The LARKS SINGING
 BINGO CARUSO'S
 "LET'S SAY A PRAYER"
 and
 LARRY CLINTON'S
 "MY REVERIE"
 Get on this one now.
 Even Greater Than Their
 "HOPEFULLY YOURS"
 (Apollo #1184)

APOLLO RECORDS
 437 West 45th St., New York 19, N. Y.

HERE IT IS!
 The ORIGINAL
 HIT RECORD!
 REGENT #1036

"I DREAM"
 MEL WALKER, LITTLE ESTHER,
 J. OTIS ORCH.

"HANGOVER BLUES"
 Instrumental—J. OTIS ORCH.
 RECORDS, INC.
 58 Market, Newark 1, N. J.

DOUBLE YOUR MONEY ON EVERY SALE
 NU-HOLE is a positive record repair where spindle holes have been chipped and enlarged by automatic record changers. NU-HOLE repairs outlast new record spindle holes—a permanent record repair. A fast turnover item—with a good profit margin. Increase your record department sales and profits with NU HOLE record repair kits.

You Double Your Money on Every Sale
 Sold only direct from manufacturer to dealers. A post card brings you complete information.

FERN MANUFACTURING CO. Dept. 41, Route 1, Box 32
 Maple Plain, Minn.

Subscribe Now!
 ONE YEAR \$10

52 BIG ISSUES
 Including 8 Special Issues

THE BILLBOARD
 2160 Patterson St., Cincinnati 22, Ohio

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

Name
 Address
 City Zone State
 Occupation

Those Summer Blues
 ● Continued from page 12

many of them plugging items in the classical catalog, are scheduled for such mags as *American*, *Atlantic*, *Better Homes and Gardens*, *Cosmopolitan*, *Harper's*, *Holiday*, *House Beautiful*, *House & Garden*, *National Geographic*, *Newsweek*, *New Yorker*, *Redbook*, *Time* and others.

The newspaper schedule calls for factory-sponsored 800-line dealer listing ads on *Carmen*, *Fledermaus*, *A Tree Grows in Brooklyn* in key markets, plus a co-op campaign using 200, 400 and 600-line ads. On pop singles, including Frankie Laine's initial releases, such mags as *Quick*, *Esquire* and *Seventeen* are being used.

It's noteworthy, in the general Columbia picture, that the diskery is now actively promoting its 45 catalog (see separate story). On July 1, the diskery will kick off another general promotion. In other words, the idea is to maintain a high level of promotion throuout the year, rather than sporadically.

Decca Differs
 Execs of other major diskeries apparently do not see fit to engage in heavy promotions. Decca brass takes the attitude that "hit records are the only cure for the summer months." People are away from home and will be stirred to buying activity only by hits. To help increase billings for the summer period, and prepare for an early fall drive, Decca will begin its fall restocking program earlier than usual. Diskery claims that dealers are aware of the summer trends and often stop buying stock as early as March 15, at which time such buying as they do is concentrated on hits. Inventory problems, owing to three speeds,

Oberstein Folds
 ● Continued from page 12

that he phoned England Thursday (19) for an etching of *Rose, Rose, I Love You*, a likely new entry. He says it will be recorded today (21), that he will have tapes in New York Monday (23) and finished records will be ready to go 10 days or less later. Much of his English music is being readied for him by Arranger-Conductor Les Howard.

The Royale catalog will include a good deal of the now defunct Varsity material. Oberstein has already processed such items as the Percy Faith, Jan Peerce, Marion Anderson, Noro Morales, Enric Madriguera, etc., sets for the Royale set-up.

Obie claims that his new line already has been bought by the key chains—Kresge, H. L. Green, McCrory's, Grant's, Davega's, etc.—as well as large department stores. He also claims to have set up distributor points in New York (Douglas-Bruce), Boston; Hartford, Conn.; Newark, N. J.; Philadelphia, Detroit, Chicago and St. Louis. He anticipates that the Royale operation will be ready to go full blast by May 6.

The Royale venture finally dispels the recurring, persistent rumors that Oberstein would return to artist and repertoire work with any of several permanent diskeries.

and the efforts of dealers to leave themselves with working capital, are other reasons for the slack buying Decca figures. Close-to-the-belt buying has been falling at an earlier date each year, according to Decca, with this year's March 15 the earliest yet.

Capitol is planning no big summer promotional drive. Strangely, however, Cap's biggest hits have always broken during the summer months, dating back to Ella Mae Morse's *Cow Cow Boogie* in the early 1940s, up thru King Cole's *Nature Boy*, Peggy Lee's *Manana*, Margaret Whiting-Jimmy Wakely *Slipping Around*, and Cole's *Mona Lisa*.

Among the major indies, it is known that Mercury is planning a special summer merchandising plan. According to Veepee Art Talmadge, the plan has been decided upon and will be tested with a handful of specially chosen dealers. It is to be recalled that, last year, Mercury keyed the entire summer program with its three-for-one plan. The new blueprint is understood to be more substantial and far-reaching.

Railroad Blues
 ● Continued from page 12

has a commitment from the railroad for co-op publicity.

Meanwhile, a writer named Carolyn Howard, cleffer of the other *Chesapeake* and *Ohio*, wired the several waxeries that hers was the approved version, and that they would be held liable if they released their diskings of the Famous tune. Wolpin immediately advised the diskeries that Famous would indemnify them against any lawsuits arising from the situation.

The hassle began in 1948, when Link took Miss Howard's *Chesapeake* and arranged for a tie-in drive with the railroad. Soon after, he took a tune by the same title from Sigman and Magidson, allegedly assuring them that theirs would be the one to get the exploitation, but no contract was signed on the number. Neither tune was ever worked on, and this year Sigman and Magidson brought their copyright to Wolpin, who published it and set recordings.

According to Wolpin, Famous-Paramount's legal department has advised him that he is free to use the title, despite Link's claim that the railroad had approved the latter's version of the tune. The number is the new plug tune at Famous, with professional activity starting immediately.

The position of the railroad is not clear. Wolpin was informed that the road could not grant him permission to publish the tune, but the Famous manager does not construe this as legally binding him not to proceed.

Link has taken no legal action. It was Miss Howard who sent the protesting wires to the record companies.

Mac's Speech Sets Off
 ● Continued from page 12

ing at \$3.98, and versions on the other speeds in the works.

Each of the diskeries announced rush production and distribution plans, declaring that disks would be available in stores early next week. Victor brass huddled all Friday afternoon on a national promotion plan.

It is believed that Victor and Columbia obtained their masters from National Broadcasting Company and Columbia Broadcasting System tapes of the speech, the execs were mum on this subject and the method of clearance.

The *Chicago Tribune* has put its radio station, WGN, in charge of the pressing project, with disks to be distributed by mail and over the counter of the paper's pub-service offices. Decision on the pricing will be made next week.

HOLLYWOOD, April 21.—Showbiz this week was quick to cash in on General MacArthur's historic Congressional address, with record companies cutting *Old Soldiers Never Die* song mentioned in the General's address, and recordings of his speech before the joint houses of Congress. Monogram Pictures is rushing a feature into production based upon the song, and Capitol, Columbia and Coral diskeries were known here to be waxing the *Old Soldiers*

NPA Orders
 ● Continued from page 14

customers, quantities ordered and end-uses certified.

Small users of sulfuric acid are exempted from the order, which specifies that purchasers of 60 tons or less monthly need not fill out the forms.

In partly relaxing its aluminum order this week, the NPA amended a previous order so as to permit limited use of the metal during May and June in the manufacture of over 200 consumer items in which the use of aluminum was to have ceased May 1. Among these items were music batons, cabinets for home radio sets, wheel casters and signs.

Relief Under Study
 The NPA, in the latest of a series of confabs this week with an electronics advisory committee, indicated that relief action on allocation of critical materials for the industry is under study. But NPA pointed out that the amount of nickel to be made available to the tube industry probably will be less than the 200,000 monthly figure recommended by the committee.

NPA said there is need for safeguards to assure that new tubes flow into replacement channels rather than into new sets. The agency also told the industry group that less cobalt must go into speakers in the future. But it was pointed out that 30,000 pounds of cobalt were made available for speakers and other TV products in April, and the industry probably will continue to get cobalt at the present rate for the next two months. NPA suggested that set manufacturers might be able to make available some copper for use by speaker manufacturers.

Critical shortages remain in tungsten, NPA said, and no change is seen for relief thru proposed imports.

Merc Jock Service
 ● Continued from page 14

tributor every Saturday morning to participate in sales clinics. At that time the field rep will discuss the results of d.j. and store calls in that area to the distributor.

Mercury is releasing a 150-page loose-leaf book which will contain pix, biogs and complete discographies of all the waxery's artists. In addition, Mercury is preparing postcard-size pics of its artists to be sent to d.j.'s who wish to offer free pix to listeners.

Diskery Buys
 ● Continued from page 14

ments from east of the Rockies be sent to Bridgeport, Conn., west to Hollywood.

The scrap drive was undertaken following a similar campaign by the company's transcription division some months ago.

The 4-Star Record Company, California indie, has been conducting a similar drive, offering jocks 10 cents a pound for vinyl scrap disks, sending instructions for packing and shipping to the watteries.

Mac's Speech Sets Off
 ● Continued from page 12

tune. Frantic rush for lead sheets was started immediately following the General's address and were finally secured thru Music Publishers' Holding Corporation, publishers of the Frank Westphal clefting.

Capitol is hitting all facets of the MacArthur picture, releasing three separate versions of the General's speech. Address, recorded off the air, is being rushed to dealers in its entirety both as an LP (\$3.98) and a 45-r.p.m. album (\$3.35), with highlights of the speech to be made available on a 10-inch special-sleeved flex platter (\$1.10). In addition, Cap is using a male vocal group to record the song. Production is being rushed on the speech disks and will be on the market by Wednesday.

Old Soldiers will be waxed by Gene Autry for Columbia and Herb Jefferies on Coral. Other labels are expected to move in fast over the week-end.

Combination of Maurice Duke, Abe Lyman, Will Jason and Bill Selwyn registered *Old Soldiers Never Die* as a pic title and secured screen rights to the tune. Clark E. Reynolds has been assigned to script the photoplay. Filming is expected to be completed within 10 weeks and will be released thru Monogram.

Mercury Tries
 ● Continued from page 14

Carter waxing. The new system is designed to elimate these headaches.

Patti will slice her first date under this new method on Tuesday (27). She will do a pair of publisher plugs with first week of May release dates, the diskings will be readied as a rush release, and will be shipped the early part of the following week. To round out the full session, Patti will cut a pair of standard ditties which are scheduled to go into an album. On each of her next couple of dates, she will do two pops and two additional sides for the album. When the album is complete, she will do only two sides on her record dates.

The diskery will extend this plan to other of its artists if the Page system proves workable. It will also allow the diskery an opportunity to research how and with what grade artist the competition has recorded the songs in question.

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

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

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

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

USE THE COUPON TODAY

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

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

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

Write for LATEST CATALOG
NEW RECORDS
 500 Different "Standards"
 and Hit Tunes

\$10.00 per 100
\$85.00 per 1,000
 1/2 with order, balance C. O. D.
 also SPIRITUALS

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

RECORD MATRIX WORK
 For Manufacturers of Phonograph Records
MASTERS . . . MOTHERS . . . STAMPERS

Low rates, complete processing, daily air-express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship . . . high fidelity reproduction . . . mirror-like appearance to your plates. Write today for our rate card.

THE CHARLES ECKART COMPANY
 4880 Santa Monica Blvd.
 Los Angeles 27, Calif. OLympia 2901

RELIABILITY — QUALITY
RECORD PRESSING
 Originators of the
NON-SLIP FLEX
 (Pat. Pending)

Research Craft Co.
 1037 NO. SYCAMORE ST.
 LOS ANGELES 38, CALIF.

RECORD PRESSINGS
 Shellac—Vinylite—Flex
 78 RPM—45-33 1/2 L.P.
 Test Pressings Free
 Small or Large Quantity,
 Labels—Processing—Masters

SONGCRRAFT, INC.
 1659 Broadway New York 19, N. Y.

Hocus Pocus

of Magic and Magi
By BILL SACHS

SIR EDWARDS AND CONSTANCE (Mr. and Mrs. Constance LaRue) conclude a 15-week tour for International Harvester Company at Rutherford, Tenn., May 5 and five days later begin a string of theater dates with their mental turn and midnight seances with a 10-day stand at the Savoy Theater, Louisville. Indoor dates have been set by **Jerry Furman**, magician-projectionist, thru the Maguire & Paxton office, Indianapolis. On June 24, Sir Edwards opens with **Aut Swenson's Thrillcade** at Hutchinson, Minn., to do his straitjacket escape while suspended by his feet from a helicopter. He is slated to remain with the Swenson org thru September 15. While in Memphis recently, Sir Edwards caught vent **Bob King** (not **Bob King and Tiny**) at the Claridge Hotel. While there he also spent several pleasant days with **Harmon E. Baker** and the boys at the Novelty Shop and did a show for the patients at the Kennedy Veterans' Hospital. . . . **Wormald and Company** have hit the trail thru Louisiana and report business as fair. . . . **Capt. C. Adair**, of the U. S. S. Kearage played host recently to **Mr. and Mrs. George F. Briez** (Lerono), **C. S. Karland Frischkorn** and **Mrs. Addie Williams** at a dinner and magic session aboard ship. Karland reciprocated with a dinner at his beach home at Norfolk, Va., Sunday (22). . . . **Marvin Roy**, current at the Versailles Club, New York, has a European tour in the offing. . . . **Jack Gwynne and Company** hopped to the Seville Theater, Montreal, after a week at the Casino, Toronto. It was the Gwynnes' first Montreal appearance in 10 years and it was the first magic turn ever to play the Seville. Appearing on a vaude bill there, Jack got a wallop out of the house's newspaper advertising which had **Jack Gwynne and Company** heralded in egate type barely discernible to the naked eye. . . . **Roi Lorenzo**, member of the original **Great Lorenzo** magic act, died April 4 in Chicago. Further details in *Final Curtain*, this issue.

JOAN BRANDON has been signed for a nine-day engagement at the Home Show in Municipal Auditorium, New Orleans, May 19-27, to headline a vaude (Continued on page 48)

Burlesque Bits

By UNO

GINGER BRITTON has returned as featured strip on the Hirst Circuit after three years on the Coast, where she appeared in stock and played the lead in the pix. "The Life of Texas Guinan," soon to be released for the South American trade. . . . **Frances and Opal Parks** and **Evelyn Atkinson**, were among those attending the wedding of **Johnny D'Arco** and **Ronnie DeMito** last week in St. Patrick's Church, Detroit. . . . **Bobbie LaMarr's** unit, skedded for six months' booking in Anchorage, Alaska, has for its principals **Leon DuBois**, comic; **Lou Roberts** and **Nat Burgess**, vocalists; **Paris Delaire**, featured dancer, and **LaMarr's Puppets**. LaMarr will also emcee. . . . **Beverly Green's** latest bookings for New York niteries include **Evelyn Taylor**, at the Nut Club; **Julie Lawrence**, Tony Pastor's; **Velita**, **Mildred Allen**, **Norma Page** and **Betty Colton**, **Swing Rendezvous**; **Kathleen Perry**, **Dolores Alvarez**, **Minx Carroll**, **Miri Claire** and **Tex Dallas**, **Famous Door**, and **Mar-Shan**, **Kay Carroll**, **Miri**, **Tamara** and **Gloria Toby**, **Orchid Room**. . . . **Bobbie Rogers**, a new strip promoted by **Arthur Clamage**, opened at the Gayety, Toledo, for a tour of the Midwest circuit. . . . **Phil Lane** succeeded **Georgie Gregg** as house singer at the Empire, Newark, last week.

JOEY FAYE returns for another summer of comedy roles, starting June 16, musicals and operettas at the St. Louis Municipal Opera House. Upon completion of the contract Faye returns East to join **Phil Silvers** (Continued on page 48)

EDITORIAL

Put Guts in AGVA

There are many good things in the American Guild of Variety Artists—and many things that are plain stupid. Some of these we've gone into from time to time. Others we'll discuss in future issues. Right now it's AGVA's arbitration machinery that needs an overhauling or it will break down completely.

Originally, AGVA's arbitration system was set up to expedite matters. Performers and franchise holders were forbidden the courts until they had exhausted union channels.

But if the idea was good, its application was not. First of all, the arbitrators paid more attention to rumors, customs and emotions than to facts. Secondly, most of the branch executive boards who make up the arbitration panels are small club-date acts who are too often awed by the parties that come before them and frankly are fearful that their decisions may cost them jobs.

The result is a hodgepodge of delaying actions, split decisions and outright stupidity.

The New York board, for example, has at present two cases before it. All the evidence and all the parties concerned have been heard more than two weeks ago. The first concerns a charge made by the Copa against **Tony Martin** for an alleged failure to live up to a pay-or-play contract. The second involves French singer **Henri Salvador**, who charges that **Monte Proser** has failed to live up to his pay-or-play contract.

But despite the elapsed time the board has been pussy-footing, leading to suspicions that the names involved made a decision too risky to render.

The main fact is that a board of actors, accustomed to dealing with emotions, seldom is qualified to sit in judgment on facts, particularly when their own bread and butter may be in the balance.

It's about time AGVA revamped its arbitration machinery. Either use the American Arbitration Association more freely, or set up panels of non-performers who aren't awed by names or won't be beholden for potential jobs to the parties on whom they sit in judgment.

FRISCO FACING ACT BLACKOUT

AGVA Threatens To Pull All Acts By Placing Agents on "Unfair List"

Continued from page 1

has made a deal with the California Theatrical Agents' Association, involving about 45 agents in the Los Angeles area, and has made the same offer to the San Francisco percenters.

Latter, however, by-passed AGVA and applied for membership

in Artists Representatives' Association. Union has taken the position that it knows of no such applications and has no record and therefore ARA cannot front for them. AGVA now insists that each agent come in individually and pay his \$35.

MCA Gets Rights to Martin and Lewis

Settlement Gives Greshler \$70,000 Over Five Years Plus Picture Rights

Continued from page 1

ever is lesser. As part of this pact, however, Greshler will still have the right to use the boys for York Pictures in which he, Martin and Lewis own equal rights.

Specifically MCA agrees to pay Greshler 50 per cent of all commissions actually collected after February, 1951, based on its own contract made with Martin and Lewis in July of 1950. These will cover Screen Actors' Guild contracts, American Federation of Musicians (recording) contracts, radio and TV contracts and even Greshler's advisory functions which are part of the contract.

Lewis Denies Life Pic Talk

HOLLYWOOD, April 21.—Comic **Joe E. Lewis** this week denied reports that plans for filming his life story were in progress. He said that **Hal Roach Sr.** had approached him on the matter but it never went further than that.

A studio spokesman said that many years ago Roach had the idea for such a pic, but since Roach's conversion to TV filming, the project would be impossible at this time. Lewis, now in his final week at **Mocambo**, heads for **Las Vegas**, **..eno** and **Houston**.

Greshler, however, will not receive the total sum in one lump. MCA will furnish him with quarterly statements until 1956 with payments also to be made quarterly.

As part of this deal to which both Greshler and MCA have agreed, Greshler and Martin and Lewis have dropped legal actions now pending in Los Angeles courts.

Coast Ops Fight Anti-Strip Edict

HOLLYWOOD, April 21.—A group of niterie ops utilizing burly type entertainment held a series of meetings this week in an effort to fight the Board of Supervisors' recent county ruling banning strip and fem impersonator acts. Such spots as the **Bowery**, **Flamingo**, **Last Call**, **Strip City** and **York Club** were repped at the huddles. Tentative plans call for club reps to seek aid from the **Tavern Owners' Association** in combating ill feelings between the B. of S. and stripperies. TOA is closer to the officials via good will at **City Hall**.

Latest to fall under the supervisors' ax is the **Flamingo**. Club shuttered Tuesday (17) and is readying an appeal to reopen with a variety show.

N. Y. COMBO TAKE SKIDS OFF AGAIN

Week's B. O. Gross Measures \$368,000; Strand Only House Topping Average

NEW YORK, April 21.—There is probably a new flock of reasons to explain the poor gross of last week, \$368,000 for the combo houses. But the truth is that neither the flickers nor the stage shows were strong enough to compete with usual factors that cut down box office.

Radio City Music Hall (6,200 seats; average \$138,000) did \$137,000 for its tee-off with **Father's Little Dividend**, **Jacques Cordon**, **Nino the Hound**, **Morely Meredith** and **Ann Kopic**.

Roxy (6,000 seats; average \$72,000) went down to \$65,000 for the second week of **Sonny Howard**, **Annamary Dickey**, **Jimmy Nelson** and **I Can Get It for You Wholesale**. Bill started off with \$95,000.

Capitol (4,627 seats; average \$39,000) with **Gypsy Rose Lee** heading the fletcher and **Meet the Invisible Man** as the flicker, counted \$38,000 for its initial frame.

Paramount (3,654 seats; average \$60,000) did \$55,000 for its first

stanza with **Mel Torme**, **Larry Storch**, **Ray Anthony's band** and **Mating Season**.

Strand (2,700 seats; average \$57,000) came thru with \$60,000 for its preem week with **Gordon MacRae**, **Buddy Lester**, **Tony Pastor band** and **Only the Valiant**.

Palace (1,700 seats; average \$16,000) went down to \$13,000 for bill headed by **Bob Howard**, five other acts and **Lightning Strikes Twice**. Previous week's income was \$14,000.

Extra Added

Brief but important night club-vaudeville news

Hollywood

Muggsy Spanier and his **Dixie** crew in for a six weeker at the **Hangover**, **San Francisco**, beginning April 24. . . . **Joy Lake**, ex-**Ted Fio Rito** chirper, bowed as a single April 20 in **San Jose, Calif.** . . . **Tiffany Club's Chuck Landis** is negotiating for **Sarah Vaughan**. . . . **Jazz pianist Allen Lair** has opened at the **Tails**pin for an indefinite stay. . . . **Evelyn Knight** goes into the **Copley Plaza**, **Boston**, May 30 for 18 days. . . . **George and Nick Alexander**, brother singing act, make pic debut in **Warners' "Force of Arms"**.

Joe E. Lewis has skedded dates at **El Rancho Vegas**, **Las Vegas**; **Shamrock Hotel**, **Houston**, and clubs in **Reno**, **Chicago** and **New York**. . . . **Comic Bub Thomas** left the **Bombshelter Sunday (15)**. The ex-Colony Club gagster is seeking work in local niteries. . . . **Encore** has set the **Paul Smith Quartet** for a summer stand. . . . **Associated Booking Corporation** inked **Vido Musso** at the **Rendezvous** in **Balboa, Calif.**, for a five-day date at \$3,500. . . . **Andrews Sisters** will headline a show at the **Cal-Neva Lodge**, **Lake Tahoe**, starting July 9. . . . **Bob Savage** exits the **Zamboanga Sunday (22)** and is skedded for **San Francisco** clubs.

Las Vegas

Coming to the **Last Frontier** May 4 are **Maddox Bros. and Rose** for two weeks. . . . At the **Silver Slipper** are **Ruth Petty** and **Woo Woo Stevens**. . . . The **New York Daily News** will soon come out with a full color spread of the **Hellorado** held here every year.

Variety Club's local Tent 39 is getting ready for the big clubber's convention in **Philadelphia** in May. Making the trip in full Western regalia will be **Bob Cannon**, **Wilbur Clark**, **Cliff Jones**, **Archie Loveland**, **Jake Kozloff**, **Abe Schiller**, **Earl Brothers** and **Goffstein**. **Rex Bell**, **Doc Ladd** and **Marion Hicks** may join the gang also. They will head first for the **Kentucky Derby** and will hit **New York May 5**, throw a press party at the **Variety Club**—and will get into **Philly** May 9.

Here and There:

The **Delta Rhythm Boys** are headlining at the **Honolulu Civic Auditorium**. The cast includes **Joaquin Garay**, emcee; **Treasure Ford**, **Ernie Chavez** and **Dee Dee Rogers**, musicians; **Ting and Tung**, dancers; **Kogamis**, jugglers, and the **Tengiku Troupe**, magicians. . . . **Samuel Scheckter**, ex-manager of the **Colonial Theater**, **Hartford, Conn.**, and more recently manager of the **Bijou Theater**, **Holyoke, Mass.**, is now manager of the **Court Square Theater**, **Springfield, Mass.**, picture-vaude house operated by the **E. M. Loew** circuit. . . . **Dick Haymes**, current at the **Shamrock Hotel**, **Houston**. **Tommy Dorsey** will follow **Haymes** into the spot on April 24 and replace **Henry King** and his band. King plans to go on a short tour while Dorsey is at the spot. . . . **Sally Rand** is now featured at the **Sally Rand's Southern Dinner Club**, **Houston**.

AGVA Plans 25% Scale Hike

HOLLYWOOD, April 21.—Blaming a State cost of living increase of 82 per cent since 1940, American Guild of Variety Artists here began an all-out campaign to enforce a 25-per cent over-all scale hike in niteries. This is the first AGVA hike in the smaller clubs. Niteries will be notified officially Monday (23) by registered mail. Branch also kicked into motion plans to enforce its insurance policy, calling for club ops to shell out from \$1-\$2.50 weekly, per artist.

New night club scale will be: **Class C**, \$45-\$75; **Class B**, \$50-\$85; **Class A**, \$60-\$100 and **De Luxe**, \$75-\$125 (smaller figures is for chorus, larger for principals). Scale was previously \$60.

Irvin Mazzei, AGVA exec said, in answer to expected protests, that salaries won't come under national wage stabilization since members' pay will be judged on a merit basis. He pointed out that the former pay scale was equal to the 1940 dollar and that since 1940, the cost of living increased 82 per cent. In some instances, items were increased as much as 200 per cent.

The Guild has been lax in maintaining payment, collecting on its insurance premiums, but plans to crack the whip over the club owners. Its policy with the **Indemnity Insurance Company of North America** paid its first premium locally this month. Two members of the **Josephine Earl** fem line, currently at the **Flamingo**, **Las Vegas**, **Yvonne Jean Doughty** and **Jean Marshall**, were injured last month and as the result of their injuries, received \$223.40 and \$162.50, respectively. Policy pays performers \$50 a week compensation plus all hospital and doctor bills up to \$1,000. Also, \$7,500 in case of accidental death. Members are insured to and from bookings besides while on the job.

Ivar to Hover In Coast Shift

HOLLYWOOD, April 21.—**Herman Hover**, owner of **Ciro's**, has taken over a legit theater here and will assume operation before the end of May.

The theater, currently running as the **Ivar**, is a 376-seat house. **Hover** will probably change the tag and will buy **Los Angeles** rights for **Broadway** hits and do the shows himself. The small seating capacity will be a handicap in getting big names. But there are plenty of picture people who come forward from time to time who'd like to do a legit play between pictures for little money.



SELAN'S
World's Largest
Creators of
Hair Styled Pieces

Write for
FREE CATALOG
Our Hair Goods
are all expertly
made of the finest
first quality
HUMAN HAIR.
Write for our
FREE CATALOG
and **WHOLE**
SALE PRICE
LIST on latest
style Hair Pieces.

- Waterfalls • Braids
- Chignons • Page
- Boys • Top Curts
- Switches • Trans-
- formation • Wigs
- Toupees.

SELAN'S
HAIRGOODS CO.
32 N. State St.
Dept. 1,
Chicago 2, Ill.

Glossy Professional 8x10 PHOTOS

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

MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

COMEDY MATERIAL
For All Branches of Theatricals

BILLY GLASON'S FUN-MASTER

"The Original Show Biz Gag File"
NOS. 1 THRU 35 @ \$1.00 EACH
(SOLD IN QUANTITY ONLY)
SPECIAL—FIRST 12 FILES FOR \$10
ALL 35 FILES FOR ONLY \$25

- 3 BKS. PARODIES, per book \$10
- MINSTREL BUDGET \$25
- 4 BLACKOUT BOOKS, ea. book \$25

HOW TO MASTER THE CEREMONIES (reissue), \$2.00 per copy.
GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS #1. Price \$250, worth over a thousand No C O D's.

PAULA SMITH
200 W. 54th St., N. Y. C. 19, Dept. BB

Burrelle's PRESS CLIPPINGS

News items, advertisements from U.S. newspapers and magazines.

BURRELLE'S PRESS CLIPPING BUREAU
Telephone: 165 Church St.,
BA 7-5371 New York 7

ATTENTION, ACTS

Break your jump east or west. Can always use good Girl Singles and top Novelty Acts.

Strollers, Cocktail Units, Combos, Bands wanting location spots.
Write, Phone or Wire

HOUSE OF HARVEY AGENCY
Suite 312, Houston Building
San Antonio 5, Texas
Phone: Circle 4-3281
A. F. of M. ACVA Franchised

IF YOU ARE USING STROBLITE IMPROVE YOUR ACT WITH NOVEL MASKS

Durable, sensational. Instant character change from black to flesh. Low price. Send for details of trick effects.

JOSEPH RALSTON
Room 312
148 Dartmouth St. Boston, Mass.

Burlesque Performers WANTED

PRESIDENT FOLLIES
San Francisco, Calif.

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY
8 x 10—5¢, Postcard—2¢
6 1/2 x 4—3¢, 3 1/2 x 2—1¢
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.
Write for FREE sample & List #8

MOSS PHOTO SERVICE—350 W. 50th St., N. Y. 19

RAYNELL WANTS GIRLS

LAST CALL
For 2 Big Shows—Show Opens Saturday, April 28
"HI FRENCHIE" and "THE CHINA LADY"

Cute Singing Girl for French Revue, also good Singing M.C., Chorus Girls and Parade Girls for both Shows. Solid show-stopping Acts for "Hi Frenchie." All send photos. All those contracted contact me at once. Amy Fong, Bob Winkler, Lois Young, Margo, Princess LaHome, write.

RAYNELL, c/o CETLIN & WILSON SHOWS, PETERSBURG, VA.
P.S.: All my crews write for instructions. Can always use good, sober Men.

Minstrels' Costumes & Accessories

CIRCULARS FREE
Dance—COSTUMES—Clowns
For all other occasions. Get in touch with

THE COSTUMER
238 STATE ST. SCHENECTADY 5, N. Y.

Night Club-Vaude Reviews

Persian Room, Hotel Plaza, New York (Thursday, April 12)

Capacity, 280. Price policy, \$2-\$3 cover. Shows at 9:30 and 12:30. Owner, Hilton hotel chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent budget, \$3,000.

There's little doubt but that constant p.a.'s and deft management can work marvels in a performer who has the basic talent. Evelyn Knight, who proved she could sing when she first hit the cafe belt, is now proving that she's also a personality who can attract and hold attention, even thru a long routine. Tall blonde's poise is a product of working to many and varied audiences. She's now completely at home. Her relaxed pacing on opening night was beautiful to see and to hear.

Using a hand mike, she went thru about eight songs in that effortless, small-voice-bounce-ballad fashion that is now an Evelyn Knight trademark. There were comedy numbers like *I Wish I Could Understand Texas*; nostalgic poignancy in *I Remember the Cornfields*; a fun poking *The Man at the Ringside Table*, with a bow at Fred the maitre d'. Then to top it off there was a medley of her Decca hits, *A Little Bird Told Me*, *Powder Your Face*, etc. If the gal does as well every show from here on in this date should be a cinch.

Kathryn Lee, dancer, last seen about a year ago at Bill Miller's Riviera, is still the same supple, exciting, tall brunette when first caught by this reviewer. It isn't what the girl does that's important, but how she does it. She injects a youthful zest into spins and turns that is thrilling to watch. Miss Lee has added a bit of talk to her act. Some of it is naturally breathless, but that seems to add rather than detract. A drunk bit in male jacket and topper got her off to big hands.

Dick La Salle's band cut the show in smooth, easy-to-listen style. Mark Monte's small unit relieved and sounded like a big band.

St. Regis Maisonette, New York (Tuesday, April 17)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated budget this show, \$600. Estimated budget last show, \$1,000.

Paula Drake has been a regular in spots like the Blue Angel and the Ruban Bleu. This is her first New York hotel date. The gal, a tall, attractive brunette, was obviously but understandably nervous for her walk-on. But after two numbers she had them looking up from their dinners, laughing and applauding.

Miss Drake's numbers are highly literate, and most stress is on the double entendre. But the gal is enough of an actress to undersell with an innocent stare that makes each number more piquant and results in greater returns.

The Milt Shaw ork backed in good style. Horace Diaz relieved in okay fashion. Bud McCreery, Miss Drake's pianist, is the boy responsible for most of her material. If the guy keeps writing as well as he does, his stuff should find a ready market for singers who seek clever, literate lyrics.

Bill Smith.

Oriental, Chicago (Thursday, April 21)

Capacity, 4,200. Price policy, 50 to 98 cents daily. House booker, Charley Hogan. Show played by Brian Arnold's house band.

There's too much singing on this bill, tho marquee value is high. Both Mindy Carson and John Agar do nothing but vocals, while Will Mahoney threw in two comedy chirpings. Only other act is the opener, Howard and Wanda Bell, a hand balancing team. Duo do some excellent head-to-foot and head-to-head balancing, with the male's work on the roly-boly while gal is on top outstanding. Got good mitt.

Agar isn't at all relaxed on stage. However, when he opens his mouth, it's a surprisingly good and different baritone that emerges. He did four good pops to excellent returns, especially from the fems. He should watch his arrangements, for his key in *From the Bottom of My Heart* was too low for him.

Mahoney, in comic kilts, started fast with his inebriated *There's a Bit of Scotch in Me* and kept the pace hot with his hilarious skirt cutting bit. His gal foil is a terrific looker and her good voice deserves a straight singing bit in the act. Closed with his perennial xylophone tap routine to good palming.

Mindy Carson should work out a new set-up with the p.-a. man here or cut down her volume, for she didn't pitch that intimate style which hit so well last time in. It was especially noticeable on *But-tonaire*, a tune tailored for her. Her change of pace, *Be My Love*, showed she can go all out effectively, but it's the "lonesome gal" approach that sells her. Got solid reaction.

Pic, *The Soldiers Three*.
Johnny Sippel.

One Fifth Avenue, New York (Tuesday, April 17)

Capacity, 125. Price policy, no minimum or cover. Operator, No Fifth Avenue Hotel. Shows start at 10 and run until closing. Talent buyer and room manager, Bob Downey. Estimated budget this show, \$750.

Bea Arthur, a tall, attractive brunette, in her first cafe job (she comes out of legit) impressed with a low contralto and a sharp under-selling style that drew and held attention. That the girl can act was evident from the way she handled the lyrics on torcheros and ballads. Most of her material was standards tho she handled them so skillfully they sounded like specials. On the basis of her projection, the gal could make it in class uptown rooms and might even be worth a look-see by some record a. and r. guy.

Herbert Corey, caught before, has improved considerably. His material (he's supposed to do his own writing) is clever. His jabs at topical subjects were genuinely funny.

Bob Downey and Harold Fonville, both long-time regulars here, make a bang-up piano team.

Bill Smith.

Palace, New York (Thursday, April 19)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

If the flickers the house gets had anything, spot would give the competition a run for its dough. Current show, for example, packs a real entertainment wallop tho there isn't an act on the bill that means a buck. But talent-wise it brought heavy audience response.

First on was the Karpis Trio, two boys and a girl, in a combo Riskey hand-to-hand, acro and ladder balancing act. The understander, a big remarkably strong guy, did a fine job. The others with him, tho not as skillful, were still effective. Walked off to a tremendous mitt.

Bobby Jordan, former Dead End kid, has improved a lot since last caught. An opening *I Wanna Be a Disk Jockey*, was only fair, but his take-offs, woven into a story, (Continued on page 48)

Bar of Music, Hollywood (Sunday, April 8)

Capacity, 400. Price policy, \$2 minimum Saturdays, \$1.50 Fridays, no minimum week nights. Shows continuous from 9. Operators, Albert and Regina Villaudy. Manager, Jack Villaudy. Booking, non-exclusive. Publicity, Jerry Riley. Estimated budget this show, \$1,900. Estimated budget last show, \$2,000.

Local debut of disk panto duo Doodles and Spider (Danny Young and Willis Clark) was greeted enthusiastically. Accentuated mannerisms combined with terp routines gives the overdone gimmick of platter-aping a refreshing slant.

The team works hard for 30 minutes, getting off to a fast start with Mel Blanc's *Animal Crackers*. Anything You Can Do by Ethel

Continued on page 48

The Captain's Table, Los Angeles (Sunday, April 15)

Capacity, 200. Price policy, no cover or minimum. Owner-operator, Bernie Tohl. Manager, Wally Branch. Shows continuous from 9:30. Press, James Byron. Booking, non-exclusive. Estimated budget this show, \$500.

This intimate spot is experimenting with double attractions following a year of singles. Present bill is drawing well with Hadda Brooks sharing the spotlight with warbler Val Tino.

Tino commands attention with relaxed voicing of pop cleffings, (Continued on page 48)

Savannah Club, New York (Tuesday, April 17)

Capacity, 120. Price policy, \$3.50 minimum. Three shows nightly. Estimated budget this show, \$1,200.

This Greenwich Village spot is small and brassy and seems to encourage the clientele to let down its hair. Current show, an hour-and-a-half-long package, had almost everything except a comic. It didn't need one, for the audience made its own laughs. The pace was fast thruout and the acoustics very heavy.

Headlining was Tony Moro, a Latin American tenor; the tall, (Continued on page 48)

Jack's Basket Room, Los Angeles (Saturday, March 31)

Capacity, 260. Shows at 2:15 and 3:15. Price policy, \$1 admission weekdays, \$1.50 Saturdays. Owner-operator, Jack Jackson. Manager, Bill Cooper. Press, Herman Hill. Booking, non-exclusive. Estimated budget this show, \$750.

This Central Avenue late-hour club really rocks. Show is built around a trio of blues shouters, all of whom leave the audience (Continued on page 48)

Alameda, San Antonio (Wednesday, April 11)

Capacity, 2,500. Price policy, 9 to 60 cents. Three shows daily. Ignacio Torres, house booker. Show played by Melvin Winters' band.

The first show is a smash start. The house caters to Spanish speaking trade and features a Spanish language film which may be a drawback in attracting more of the English speaking persons of the city, altho vaude is well worth the price of admission.

The Cycling Villenaves, man and (Continued on page 48)

Hollywood

Ex-elevator gal **Gay Dawn** opens at Strip City, her initial nitery date. . . . Cafe Gala's **Jim Dolan** negotiating to bring in **Fifi D'Orsay**, now in Las Vegas, Nev. . . . Hat and Cane nitery, in San Fernando Valley, holding over the **Zany-Acks** (Eddie Pedicini, Rick Vitallo, Eddie Shum) at a salary boost. . . . Golden Nugget Saloon, Las Vegas, booked the **Musical Dons** for a return engagement at \$900 weekly.

Stars of Gotham and Decca Records and RKO Motion Pictures

THREE PEPPERS
Now on 6-Week Engagement at Brown Derby Club, Toronto. Available April 30.

Write Wire Phone
JOLLY JOYCE
2005 Paramount Theater Bldg.
New York City. LACKAWANNA 4-9469
Earle Theater Bldg., Philadelphia, Pa. WA 2-4677 and 2-3172

GENUINE 8x10
GLOSSY PHOTOS IN 1 DAY!

5¢ EACH
In 5,000 Lots \$750 in 1,000 Lots \$7.50 per 100

Postcards \$23 per 1000: Mounted Enlargements (30x40) \$13.85
Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous James J. Kriegsmann.

COPYART Photographers
Plaza 7-9233
165 West 46th St. New York 19, N. Y.
WE DELIVER WHAT WE ADVERTISE

WANTED

BURLESQUE PERFORMERS AND STRIP TEASE GIRLS

Write or wire: **FRANK CROWE**
EMPRESS THEATRE
540 Woodward Detroit 26, Mich.

CLINTON HOTEL

10th below Spruce

200 outside rooms from \$2. Special weekly rates. Housekeeping apartments. Newly renovated. New tile baths. Beautiful air conditioned cocktail lounge. Walking distance of all theatres.

PHILADELPHIA, PA.

WANTED AT ONCE

WHISTLERS!

To form unusual trio act. M. or F., able to whistle all type music with good range. Write
JOHN G. WILLIAMS
226 West 70th Street • New York 23

ALASKA

I want Name Acts and Combos. Can use Top Exotics and Acts who can change weekly. Round trip tickets furnished to and from Alaska. Harry Russell, Agent of Chicago & Alaska; Golda Emerick, Artists' Representative. Offices in Chicago, Ill.; Seattle, Wash., U.S.A., and Alaska. Address all communications to Harry Russell, 184 W. Washington St., Chicago 2, Ill. Phone: Randolph 6-6422. Night and Day Service

WANT

Young, energetic, experienced Social Director to take full charge of Social and Athletic Activities of N. H. Jewish-American Adult Camp—capacity 100. Must be good organizer, able to produce and stage informal comedy shows. Also members of Staff wanted. Season: June 20 thru Labor Day. Excellent salary. Write **BOX D-25**
c/o The Billboard Cincinnati 22, O.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

Schell Scenic Studio
581 S. High Columbus, O.

WANTED

EXOTIC DANCERS
BOOKING 10 WEEKS IN FLORIDA

SAMMY CLARK AGENCY
540 West Avenue
Miami Beach 39, Florida

WANTED

Exotic Dancers and Strips

Be a booster for
MILTON SCHUSTER
127 North Dearborn St. Chicago 2, Ill.

WANTED—WANTED

Chorus Girls, Strips, Novelty Acts, Burlesque People in all lines.

Wire, Phone or Write
FRED JAYNES
Joy Theatre West Memphis, Ark.

ACTS WANTED

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Also want **OUTDOOR ACTS** for Fairs, Outdoor Celebrations, etc. Write, Wire, come in!

RAY S. KNEELAND
75 1/2 W. Chippewa St., Buffalo 2, N. Y.

WANTED

Experienced Chorus Girls

PALACE THEATER
327 Main Street Buffalo, N. Y.

Det. Light Opera Quits, Hopes for a Revival

DETROIT, April 21.—The curtain rang down on the Detroit Civic Light Opera March 4 after a highly disappointing 10-week season which may be the final one, according to action of its directors taken this week.

The Civic Light Opera project was started in 1944 under the direction of the late Max Koenigsberg, and was taken over five years ago by Barrie O'Daniels as director.

Todd Named Defendant in \$600,000 Suit

NEW YORK, April 21.—A default judgment for \$596,294.91 against producer Michael Todd was entered in county clerk's office Friday (20).

The first note, according to the judgment, was delivered June 1, 1946, and was for \$500,000 at 2 per cent, of which \$61,728.69 was paid.

BROADWAY SHOWLOG

Performances Thru April 21, 1951

DRAMAS

Table listing drama performances including Affairs of State, Bell, Book and Candle, Billy Budd, Darkness at Noon, Season in the Sun, Springtime for Henry, The Autumn Garden, The Country Girl, The Green Pastures, The Happy Time, The Long Days, The Moon Is Blue, The Rose Tattoo, Twentieth Century.

MUSICALS

Table listing musical performances including A Tree Grows in Brooklyn, Call Me Madam, Gentlemen Prefer Blondes, Guys and Dolls, Kiss Me, Make a Wish, Out of This World, South Pacific, The King and I.

CLOSED

Table listing closed performances including Angels Kiss Me, Night Music, Romeo and Juliet, Second Threshold.

COMING UP

Table listing upcoming performances including The Taming of the Shrew, Gramercy Ghost.

great reliance upon favorite productions which had been given in previous seasons, making for insufficient novelty.

The downward trend in audience spending and competition of television among the very people who would constitute the normal opera audience in the 4,600-seat Masonic Temple merely gave the finishing touches.

Symph Demise

This is the second major body blow to a local, key entertainment project in the past two years. First came the demise of the Detroit Symphony, following the series of hassles which resulted in lack of sufficient patronage to underwrite the venture.

The opera directors are holding (Continued on page 46)

Proser Signs For Shortened 'Diamond Lil'

NEW YORK, April 21.—At its Tuesday (17) meeting Actors Equity Council approved a contract with Monte Proser for a streamlined version of Diamond Lil, which the latter skeds for his Cafe Theater.

The contract calls for similar wage scales set for Billion Dollar (Continued on page 46)

Tent Operetta Set for Toronto

TORONTO, April 21.—A six-week season of operettas-undercannass starts at a local racetrack June 12.

Operation is sponsored by Music Circus of Canada, a group headed by Monty Lampard, local stockbroker. The venture, to be known as Melody Fair, has 50G on hand to bring artists, including some (Continued on page 46)

Sides and Asides

Project Productions And Casting Calls . . .

The next attraction to be sponsored by the team of Cy Feuer and Ernie Martin will be a straight play. It is Irwin Shaw's dramatization of his yet-to-be-published novel, "The Troubled Air." Random House will put out the book June 13, and the play will hit the boards in the fall.

Jean Muir, by the way, will be seen this week in six repeat performances of Robert Sherwood's "The Road to Rome" for the Equity Library Theater at the (Continued on page 46)

Broadway Openings

MAKE A WISH

(Opened Wednesday, April 18)

Winter Garden

A musical comedy. Book by Preston Sturges. Music and lyrics by Hugh Martin. Staged by John C. Wilson. Dances by Gower Champion. Settings and costumes by Raoul Paine Du Bois.

Dr. Didier Eda Helmeann Dr. Prancel Phil Leeds Janette Nanette Fabray Ricky Harold Lang Poupette Helen Gallagher Policeman Howard Wendell Marius Frigo Melville Cooper Paul Dumont Stephen Douglass The Madam Mary Finney Felix Labiche Le Roi Operli Sales Manager Howard Wendell

SINGERS: Misses Mary Harmon, Carol Hendricks, Anne Humphrey, Janie Janvier, Beverly McPadden, Ellen Martin, Claire Mitchell, Peggy O'Hara, Rica Owen. Messrs: Dean Campbell, Robert Davis, Edward Gombos, David Huenergardt, Douglas Luther, Don McKay, Michael Mason, Robert Shaver, David Vogel.

DANCERS: Misses Aileen Buchanan, Lynn Joelson, Margaret Jeanne, Lida Koehring, Carol Lee, Charlotte Ray, Sue Scott, Thelma Tadlock, Norma Thornton. Messrs: Gene Bayliss, Dick Crowley, Ray Dorlan, John Laverty, Jack Purcell, Ernie Preston, Richard Reed, Kenneth Urnston, Ken Whelan.

SONGS: "The Tour Must Go On;" "I Wanna Be Good'n Bad;" "The Time Step;" "What Was I Warned About;" "Who Gives a Sou?;" "Folies Labiche Overture;" "Tonight You Are in Parer;" "When Does the Peeling Go Away;" "Suits Me Fine;" "Paris, France;" "That Face!;" "Make a Wish;" "I'll Never Make a Frenchman Out of You;" "Over and Over;" "Take Me Back to Texas With You."

Continued from page 3

are masked by the efforts of la Fabray. As usual, she can turn on the charm to a point of making even a negligible number sound important, and she has an audience eating out of her hand every minute she is on the stage, via sheer personal magnetism. As Wish calls for her to be on view most of the time, matters at the Winter Garden go right well.

Excellent support stems, too, from Harold Lang and Helen Gallagher in the juvenile and ingenue slots. Dance-wise, of course, both are off the top shelf, and while neither has much of a voice, each can put over a song for great credit. Lang gets to be a better actor with every new stint, and Miss Gallagher is an accomplished comedienne in her own right.

Superfine Dancing

Aside from generally excellent ensembles and specialties, Champion has devised two sock stepping numbers, a student ball finale for the first act and a bargain sale ballet, spotted late in the second.

All in all, Wish has plenty on the ball to keep it rolling. A pew-sitter could wish it the benefit of a couple of real ear-catching tunes, some sharper lyrics and a higher batting average in the comedy sector, but it has its quota of zip, zest and charm—not to forget la Fabray.

Dramatic & Musical Routes

Ballet Russe (Boston O. H.) Boston. Borschapades (Locust St.) Philadelphia. Courtin Time (Shubert) Boston. Flahooly (Shubert) Philadelphia. Guardsman, The (Forrest) Philadelphia. Kiss Me, Kate (American) St. Louis. Mr. Roberts, with Henry Fonda (Mayfair) Portland, Ore. Mr. Roberts (Carolina) Charlotte, N. C. 25-26; (Carolina) Durham 27; (State) Raleigh 28. Man Who Corrupted Hadleberg (Erianger) Philadelphia. Member of the Wedding (His Majesty's) Montreal. Moon Is Blue (Cass) Detroit. Oklahoma (Gayety) Washington. Peter Pan (Lyceum) Minneapolis. South Pacific (Shubert) Chicago. Where's Charley (Philharmonic Auditorium) Los Angeles. West, Mae (Geary) San Francisco.

THE LONG DAYS

(Opened Friday, April 20)

Empire Theater

A drama by Davis Snow. Staged by Edward Ludlum. Setting by Eldon Elder. Costumes by Ruth Morley. Company manager, Hal Grossman. Stage manager, Willis Gould. Press representative, Joseph Heidt. Presented by Tait-Buel Productions.

Ann Adams Neva Patterson Charles Adams John O'Hare Joe Adams Jeffrey Lynn Marian Adams Frances Starr Sylvia Adams Linda Mae Sirota Frances Adams Susan Harris Mary Adams Gale Ashworth Samuel Adams Ralph Theodore Paula Adams Katherine Bard

The Long Days, first play by Davis Snow to reach the Stem, is a grim reminder of the early George Kelly school of thought—and by this is intended considerable praise for Author Snow. Once more the pivot is an indomitable woman so obsessed with one ambition that she will sacrifice anyone and anything to achieve it.

The premise is hardly novel to the drama, nor has Playwright Snow given Days any new twist. But he writes with great sincerity and builds real characterization with an amazing economy of words. His people come alive before they have been on the stage five minutes. Whether Days rings the success bell or not—and a reporter would think it grim going for current escapist competition—Snow unveils a real talent for making with the stage words and no doubt will be seriously heard from in the future. He has a distinct flair for building suspense and masking a denouement. As far as Days is concerned, his chief fault is the absence of a light touch. His scenes are sharp and well integrated, but they are almost uniformly in a heavy key.

Briefly, the obsession of Snow's matriarch is dedicated to holding onto the New England house and (Continued on page 46)

ANGELS KISS ME

(Opened Tuesday, April 17)

National Theater

A drama by Scott Michel. Sets by Frederick Fox. Staged by Ramsay Burch. Costumes by Kenn Barr. Company manager, Roy Jones. Stage manager, Bill Ross. Press representatives, Bernard Simon and Anne Sloper. Presented by Trudi Michel.

Jimmy Dwight Foster Charlie Corwin Allan Stevenson Michael Bancroft Alan Manson Helen Darcy Mary Best Katherine Hobald Madeleine Clive Myra Winters Maryanna Gare Franklyn Winters Calvin Thomas

Angels Kiss Me has two virtues. It is terrifically in earnest and mercifully short. It is not the worst play to come along this season, but it makes a valiant bid for the runner-up slot. A reviewer is still wondering just what it is all about, but he is sure that nobody is going to care much, anyway.

Just in case future generations may dig in the archives, author Scott Michel is concerned with a young, tough and highly successful newspaper distributor who believes his luck will never run out. To clinch his success story, he wants to marry a "society gal" for breeding purposes. In spite of all opposition from the gal's father, maiden aunt and his own ex-gal friend, he does so, only to find that his bride is something more than wonky in the headpiece and has a predilection for suicide. This newsbreak doesn't come, of course, before the lass is well on the way to motherhood.

So the bride goes home to her folks because it seems that's the way her depressive fits take her, and she's bent on jumping in the family lake. The lad goes, too, to keep her from doing it. So it develops, as far as this reporter could gather, that the maiden aunt is a frustrated so-and-so who was once in love with papa, a circumstance which apparently has left her with a yen to see her niece knock herself off, just the way the gal's mother did years ago. If this explanation seems involved, it's the authors' fault, not this reviewer's.

Auntie Outfoxed

Anyway, the lad outsmarts auntie at the last minute and presumably is convinced that his luck is still with him. Apparently, his wife will get well and he'll have a nice, normal child.

The worst of Angels is that, in (Continued on page 46)

A TREE GROWS IN BROOKLYN

(Opened Thursday, April 19)

Alvin Theater

A musical, based on Betty Smith's novel. Book by Betty Smith and George Abbott. Score by Arthur Schwartz. Lyrics by Dorothy Fields. Staged by George Abbott. Sets by Jo Mielziner. Costumes by Irene Sharaff. Dances by Herbert Ross. Musical supervisor, Jay Blackton. Musical director, Max Goberman. General manager, Charles Harris. Stage manager, Robert Griffith. Arrangements by Joe Glover and Robert Russell Bennett. Press representatives, Richard Maney, Frank Goodman and Sol Jacobson. Presented by George Abbott in association with Robert Fryer.

Willie Billy Parsons Ailie Joe Calvin Hildy Dody Heath Della Beverly Purvin Peety Lou Will Jr. Katie Marcia van Dyke Aloysius Jordan Bentley Johnny Nolan Johnny Johnston Cissy Shirley Booth Harry Nathaniel Frey Max Bruno Wick Mae Ruth Amos Moriarty Roland Wood Annie Claudia Campbell Old Clothes Man Harland Dixon Florence Janet Parker Edgie Donald Duerr Franck Nomi Mitty Junior Howard Martin Swanswine Albert Linville Hick Alan Gilbert Judge Harland Dixon Salesman Art Carroll Girls in Mae's Place Beverly Purvin, Claudia Campbell, Jane Copeland, Marta Beckett, Mary Stutz, Dorothy Hill

MAUDIE Celine Flanagan DANCERS: Marta Beckett, Dorothy Hill, Mary Stutz, Doris Wright, Oleg Briansky, Val Buttignol, Donn Driver, Dick Price. SINGERS: Elaine Barrow, Claudia Campbell, Jane Copeland, Jeanne Grant, Beverly Purvin, Beverly Jane Welch, Eleanor Williams, Art Carroll, Delbert Anderson, Johnny Ford, James McCracken, John Mooney, Theodore Tedick, Kenneth Ut. CHILDREN: John Coughnought, Donald Duerr, Celine Flanagan, Buzze Martin, Howard Martin, Patti Milligan, Janet Parker.

SONGS: Payday; Mine "Til Monday; Make the Man Love Me; I'm Like a New Broom; Look Who's Dancing; Love Is the Reason; If You Haven't Got a Sweetheart; I'll Buy You a Star; That's How It Goes; He Had Refinement; Growing Pains; Is That My Prince?; Halloween; Don't Be Afraid.

Continued from page 3

when built around Aunt Cissy, who likes to keep a man around the house. But the over-many segments patterning the disintegration of that charming weakling, Johnny Nolan, scenes which carry the plot only fractionally further, are out of pace for what should be a swift running musical. Possibly, too, because the adaptation is not put in terms of childish recollections, the delightful nostalgic flavor, which was the novel's chief asset, is missing.

However, Shirley Booth is all and more than could be expected as the gregarious Aunt Cissy. It is a part that is made to order for her and everything sparkles when she comes on stage. Would that the book called for her to be on all the time! Aside from the show's most uproarious scene, when she foists a baby on her latest dimwit "husband," she tosses off two or three hilarious song specialties and even indulges in a bit of stepping. Miss Booth is great again.

Co-star Johnny Johnston makes his namesake in the play the ingenuous and pitiful tippler called for, but never gets very deeply into the character. Vocally he is fine. Newcomer Marcia van Dyke makes an auspicious Stem bow as his ever-patient Katie, with a voice which, tho small, has a lovely quality. Also rating a special salute is Nathaniel Frey's excellent support of Shirley Booth as her dumb mate.

Most of Arthur Schwartz's score are show tunes, built into the plot. However, there are a couple of lively melodies in Mine "Til Monday and Look Who's Dancing, and good ballads like Make the Man Love Me and Growing Pains. Dorothy Fields' lyrics are satisfactory, but hardly inspired.

Dance-wise, Billy Parsons, Joe Calvin and Lou Will Jr. contribute some occasional fancy stepping with sock acro twists. Herbert Ross has effectively patterned the few ensemble numbers and comes up with a handsome dream ballet sequence for the last act.

As stated, Tree is practically bound to flourish, but for one reporter at least, it doesn't live up to expectations. It is plot-heavy and quite often slow and repetitious. Bob Francis.

Rawson Lab Debuts; Underlines B.-O. Aid

Sees Non-Competitives as Answer to Biz Skid; "Medalists Can't Produce"

ASBURY PARK, N. J., April 21.—Calling declining box office receipts the No. 1 problem of the roller rink business today, Perry B. Rawson said that the spring season of the Rawson Skating Laboratory here, which opened April 2 and continues thru June 1, will devote full time in teaching visiting operators methods designed to produce greater patronage from the mass of non-competitive skaters who provide the backbone of the business.

Advanced dancing and competitive skating, which have had the nod, will have to be side-tracked temporarily by the business because, Rawson says, "It is apparent to all now that competitive skaters can not be saddled with the box-office load. The medalists are fine and are numbered in the thousands," Rawson says, "but dollars are needed, too. Operators looking for box-office support must talk in the millions," he maintains, "and these millions can only come from the non-competitive and the adults." Rawson calls the latter a "huge, untapped field which is consistently by-passed by operators." Thus, emphasis at the laboratory is being aimed at the adult.

Rawson regards as a hopeful sign the unusually large number of operators who have made plans to visit the laboratory this season, calling it a "real awakening" by rink men. He also says that requests received by Rawson Associates (organization set up to handle various non-profit skating publications written by him) for books and reprints of articles he has had published in *The Billboard* have shown healthy increases. Another item of importance to the campaign for more non-competitives, he says, is the fact that the industry now has skates on the market designed specifically for those customers, thus eliminating time-consuming adjustments.

In almost every recheck at the lab it is necessary to go back to the fundamentals of the skate, Rawson reports. Because of this, the spring session at the lab will be devoted solely to fundamentals, he said. Along with scientific plain skating (effortless glide—the Rawson system), will go elementary dancing that emphasizes the fundamentals—aim, lean, edge, side push, the "short leg-long leg" technique and rockover.

Power Problem

Bad balance—another time consumer—should be perfected before leaving home, Rawson states, and the ability to tell the difference between edges (not skids) and flats should be acquired, if possible, before leaving home. In this simple item, Rawson points out, lies the solution to the costly floor powder problem.

In recent years the non-commercial Rawson laboratory has become a dumping ground for roller rink box-office diseases. These problems are analyzed and compared and passed on to the trade, often in the columns of *The Billboard*. Whenever the technique of non-competitive skaters is found to be off the beam by Rawson in relation to the box office, remedies are prescribed. "Sometimes these prescriptions are not compounded correctly back home," says Rawson. "In that case a trip to the lab by the operator solves the problem."

CEDAR RAPIDS, Ia., April 21.—More than 100 display booths have been taken for the third annual Eastern Iowa Boat and Sports Show in Memorial Coliseum, April 27-29, Nate Worcester, general chairman, has announced. Stage shows, with top professional acts, will be presented several times daily.

Bayonne Leads In AOW Hockey

ELIZABETH, N. J., April 21.—Latest standing in the Atlantic Roller Hockey League, sponsored by the America on Wheels chain of rinks and incorporating two non-AOW spots, the Reading, Pa., and Florham Park, N. J., rinks, shows the Bayonne (N. J.) Arena representative leading the league on the basis of six victories and one loss. In second place is Reading with a 4-2 record; third, Florham Park, 4-3; fourth, Twin City Arena, Elizabeth, 4-4, and Paterson (N. J.) Arena, 0-8. Jack Edwards, director of the AOW racing league, also supervises the hockey promotion.

Pennsy RSROA Chapter Meets

HARRISBURG, Pa., April 21.—Twenty-five members, their wives and guests heard an interesting talk on rink operation and the workings of the national organization by Henry Mason, Mercury Roller Rink, Norfolk, Va., at the spring meeting of the Pennsylvania chapter, Roller Skating Rink Operators' Association, held April 9 in Wayside Inn here, reports Walter H. Wolf, chapter secretary-treasurer. The meeting was the first to be presided over by President Arthur E. Litzenger, Crystal Palace Roller Rink, Philadelphia.

Along with expressing the opinion that business in general is good, rink men discussed ideas for promotional work to be carried on during the summer. Operators were asked to bring their professionals to the next chapter meeting, to be held June 11 at Bedford. This meeting precedes the national convention in Cleveland by a month.

Angels Kiss Me

part, it is right well written. Author Michel may easily go on to write something much better, when he gets more seasoning.

Somebody named Ramsay Burch has directed the opus without any help to the actors, most of whom are not too good. Alan Manson, however, is to be congratulated on a workmanlike job with the hero, particularly as a reporter is told, he took the assignment on a week's notice. Vet Calvin Thomas also contributes able support as the gal's father. Whatever real characterization has been written into the play stems from their scenes together. A salute should be given also to a bit by Allen Stevenson as a crap-shooting former crony of the hero. The distaff department of the cast are just so-so, altho all are intensely eager.

Angel's stay, which will be short, is sponsored by Trudi Michel, the author's sister. The stay had best be short, or it is a reporter's bet that the whole cast will be maniac depressives. Bob Francis. Show closed Wednesday (18). Printed for the record.

Sides and Asides

Lenox Hill Playhouse. . . Eddie Foy Jr. will have the Bolger role in Dallas Starlight Operetta Company's "Where's Charley?" this summer. . . "Courtin' Time" will probably open at the National May 16, tho producers James Russo and Michael Ellis are said to be trying to procure what they think will be more propitious quarters. . . One of the producers of "Denny Malone," the Harold Jaediker Taub play, may turn out to be Celeste Holm. . . Since Hugh Wakefield, who has been playing the part of Mr. Jellwell in "Springtime for Henry," must return to England for film commitments, he will be replaced by his understudy, Gerald Savory. . . Edith Meisner has replaced Brenda Forbes in the forthcoming production of "Getting Married," which will be seen at the ANTA Playhouse. . . Gar Moore will appear in the Pasadena Playhouse production of "Bottom of the Pile," which is due there May 3.

NY ARSA Meet June 17-18 at Van's Mineola

MINEOLA, N. Y., April 21.—New York State championships of the United States Amateur Roller Skating Association will be held June 17-18 at Earl Van Horn's Mineola Roller Rink. First, second and third-place winners will be eligible for competition in the nationals, to be held in July at Alexandria (Va.) Arena. The Earl Van Horn Dance and Figure Skating Club has canceled its rink championships because the club is sponsoring the State contests. Money thus saved will be used to send more members to the national meet.

Van Horn has announced a lucky 7 trio voo-doo number for May 9. Winners chosen on the seventh spin of a wheel will be awarded boxes of candy. Van Horn also has scheduled a collegiate dance contest for children Saturday morning, May 12. Winners will receive gold, silver and bronze medals. On April 11 night the rink offered a couples voo-doo number, \$60 in cash going to three winning couples.

The Long Days

farm which is the heritage of eight generations of pioneers. Everything is secondary to the old homestead. In her selfish and misguided efforts to pass on the torch, she alienates the affections of her three sons, banishes one to seek success on his own, drives another to the bottle, and puts the wife of the third in an asylum in order to keep him in subjection. The oldest son returns for a visit after 10 years, and he and his wife are immediately sucked into the family spider web to the point of a crack-up. There could be half a dozen ways out of the dilemma, but author Snow has built his suspense so well it would be a shame to give his solution away.

Francis Starr gives an excellent performance as the scheming, slightly potty, mother. Her conviction of her own self-righteousness is so convincing as to make her conduct the more appealing. Jeffrey Lynn gives an extremely effective portrait of a mired-down victim of her machinations who has lost the moral courage to more than snarl back. Katherine Bard contributes sharp and incisive moments as a young wife who has been driven almost to the verge of madness. Neva Patterson does well by the young wife who sees thru the old lady and John O'Hare is her somewhat stuffy husband who is blind to his mother's diodes right up to the last moment. Ralph Theodore is fine as the one member of the family to get the best of the old dame.

Eldon Elder's two-room interior of a New England farmhouse is extremely ingenious. Edward Ludlum's direction is adequate. In sum, *Days* is a fine first Broadway try for a playwright. It has moments of real brilliance and it is acted with intelligence and sincerity. It deserves a good hearing. Bob Francis.

Tent Operetta

from the Metropolitan Opera to town. A 1,600-seat nonflammable tent will be pitched on the infield of the track. Leighton K. Brill and Ben Kamsle are the producers. Tariffs will range from \$1 to \$3 (plus tax), depending on the attractions. Skedded for production are *Song of Norway*, *Brigadoon*, *Bloomer Girl*, *Chocolate Soldier*, *Roberta*, *Desert Song*, *Rosalinda* and *Show Boat*.

Mrs. Frank Kelty Dies

MINEOLA, N. Y., April 21.—Mrs. Frank Kelty, wife of a veteran employee at Earl Van Horn's Mineola Roller Rink, died March 26, it has just been learned. Services were held March 30 in Garden City. In addition to her husband, she is survived by two daughters.

'Vanities' Click On Continent

PARIS, April 21.—*Skating Vanities* has begun its third European junket by smashing previous box-office records. The show wound up a 19-day run in Antwerp, a city of 300,000, with paid attendance of 155,000. With no advance billing it opened in Paris' Palais des Sports on the 6th to 9,000 customers in a 14,000-seat house, and was a sellout the following night.

To get from Le Havre to Antwerp the company hired eight trucks. It came to Paris the same way, but will continue the rest of its tour by train. After Paris it will play 12 days in Zurich, 11 in Geneva, 19 in Milan and six weeks at the Wembley, London.

The troupe carries its own Masonite flooring and electrical equipment. Personnel numbers 85, including musical conductor Benjamin Schwartz, three lead musicians, four stagehands and a seamstress. It picks up supplementary musicians and crew at each stop.

At the wind-up of the London engagement on July 30, the company will fly to New York and begin rehearsals for a Quebec opening August 31.

Carnes Birthday Party Scheduled

CERES, N. Y., April 21.—Robert D. Carnes, for the past five years manager of Coliseum Roller Rink here, holds an open-house skating party for some 500 invited guests Monday (23) to celebrate his birthday.

Carnes was married on skates at the rink in August, 1949, with more than 500 people attending the ceremony, and a year later staged an anniversary party at the rink.

There will be no admission charge for Monday's party, but admittance will be by gift ticket only. Cake and ice cream will be served, and special skates will be held with prizes for winning couples.

Coliseum operates Wednesday, Friday, Saturday and Sunday nights and Sunday afternoons. The rink uses two organists.

Det. Light Opera

the door open for a revival in 1952-'53, following a year of survey, but are very definite that there will be no song-and-dancers next year. Barrie O'Daniels has left for Highland Park, Ill., where he is to direct a musical tent show which he has headed for several seasons. Robert E. Lubeck, publicity director of the opera, is returning to the advertising business.

Biggest Victims

The most serious casualties will be among musicians and stagehands, and other theater crafts, since the Light Opera operation has given them more steady employment than any one source in the area in recent years.

There is a probability of continuing the theater arts school which functioned as an opera auxiliary, upon a scholarship basis, under direction of the same organization. This has given training approaching professional experience for several hundred stage aspirants every year. The opera organization appears to be entirely solvent but merely making a businesslike decision to suspend operations in the face of declining grosses.

Proser Signs

Baby, which Proser put on as opening attraction several weeks ago. Rank and file cast minimum is set at \$112.50 for a six-day week of 13 performances. However, stars and featured players pegged at \$400 or better may agree to work more than 13 performances and on a seventh day.

Proser stated Friday (20) he will confer on details with Mae West, when she arrives here next week after the wind-up of current *Lil* tour in San Francisco tonight (21). He plans to cut running time of the show to 75 minutes, with a cast of 25 and using most of the current principals. He hopes for a bow-in around May 10.

TEMPO
Has the Largest Catalog in the World of
CUSTOM-MADE SKATING RECORDS
In Perfect Skating Rhythms. Quantity Discounts on Orders of 25 or More.
TEMPO RECORD COMPANY
Eastern Office:
1310 Callowhill St., Philadelphia 23, Pa.
Western Office:
8540 Sunset Blvd., Hollywood 46, Calif.

COLORED ROLLER RINK
Complete, 50'x150' tent, all good equipment, in excellent condition, established and operating in heart of South's finest location with good lease and cheap rent. Best money maker in the city, selling to dissolve partnership.
Triangle Roller Rink
Write or Call J. H. GALLAHER
7835 S. Claiborne New Orleans, La.

WE-BUY AND SELL
New and Used Rink Roller Skates
Advise make, size, condition and quantity. Also best price.
JOHNNY JONES JR.
Agents for Chicago Roller Skates
51 Chatham St. PITTSBURGH, PA.

CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself.

BEST BUILT FLOORS AND RINKS
Largest manufacturer of Portable Skating Rinks. Don't buy a worn-out, off-size, home-made Skating Rink and get stuck. Start the season right and buy a new standard factory-built No. 1 maple interchangeable Skating Rink from us. New complete Rinks for immediate delivery.
GOLD BROS
409 N. 5th St. Longview, Texas
Phone 2443-W

ORDER
Maple flooring now Write for prices. Wholesale Rink Supplies. Agents for Chicago Roller Skate Co.
WARNOCO
1403-47 2nd St. Greeley, Colo.

FOR SALE
300 pair used Chicago Rink Skates, various sizes; Amplifiers, Speakers, Record Changer and one Skate Grinder.
Write
S. SCHAFER
1452 N. Bronson Ave., H'wood 28, Calif.

SHH! --- Quiet!
At Last a Maple Wheel



As quiet as Precision but **Free Rolling.** One piece bushing mounted in **rubber reduces noise and vibration** for rentals or private use.

Try Them.

No. 86 R.S. Pat. App. for
CHICAGO ROLLER SKATE CO.
4427 W. LAKE ST. CHICAGO 24, ILL.

LeBlanc Wows Broadcasters

Continued from page 3

names and others talking up his cure-all.

Good he is, however. His overwhelming enthusiasm and vivacity, his glowing red cheeks in spite of rather thin lips, his hearty delivery, his wicked little heh-heh laugh all sell him as a living example of what Hadaacol can do for a middle-aged man, financially and otherwise.

His timing, particularly on the gestures, could be improved. He pulls up his coat sleeves to a point midway between his wrist and elbows, in the time-honored tell-ya-what-I'm-gonna-do mannerism of his trade, too frequently and at the wrong times. This is a bit of business which the greatest of the tripe-and-keister brigade use sparingly and at exactly the proper psychological point in the pitch. LeBlanc kills considerable of its effectiveness by overdoing it. Vocally he suffers from the same fault. He bellows too often and at the wrong psychological moment, and uses the subtle hammer of the whisper too infrequently. His dynamics, in short, lack pace, control and direction.

Perhaps the senator's strongest point is his material. His writers are definitely in line for a pay boost. In the traditional med show pattern of citing case histories testifying to the miraculous qualities of the product he uses three dirty stories. Each of them a gem in the rough. One concerns the man who complained to the person who had sold him several bottles of Hadaacol. It was killing him, beefed the feller. Impossible, said the seller. Anybody who drinks Hadaacol must become healthier, more virile. Oh, I don't drink it, said the complainant, my wife does.

A second tells of the woman who was a nervous wreck, just couldn't sleep. Tried sleeping with her husband, her son, her sister, just couldn't. Drank a few bottles of Hadaacol and "now, ah, sleeps with anybody." The

third tale is of the little boy who'd heard about the wonders Hadaacol had performed. He asked his grandpa what the old man would give him if he (the kid) could tell him how to feel young again. \$100, said gramps. He delivered a half dozen bottles of the stuff, and a couple of weeks later, gramps gave him \$150. How come \$150, gramps? said the kid; you only promised to give me \$100. (Heh, heh: the Senator), the other \$50 is from your granmaw, muh boy.

Unabatted by LeBlanc's rich, earthy Lu'siana accent and in cold print, the stories lose some of their charm, but the unrestrained yowls from the audience of broadcasters prove their quality.

The front part of the pitch, the story of how LeBlanc invented and patented Hadaacol, tho no doubt gospel, is slightly less plausible than the stories cited. And since he was putting on the show before the broadcasters at their 29th annual, and probably most critical, convention he wound up with some advice and exhortations directed at the radio men. Mostly pretty stale. Wake up, he screamed. You gotta sell radio. You gotta believe in it. He said nothing about cut rates.

Procter & Gamble, General Mills and a few other advertisers will be interested to learn that the Senator also challenged their position as big radio spenders. "If ah'm not the biggest advertiser in radio tuhday," he announced, "ah will be befoh the year's out." No one pointed out to the Senator that if he paid card rates for all the time he buys this noble ambition would be achieved sooner.

LeBlanc's costume is inappropriate. He wears a dark, conservatively cut business suit, white shirt and black shoes. Even Sid Stone could tell him that's no way for a good pitchman to dress.

Tough MacArthur Assignment

Continued from page 3

when the cameras shifted from the procession to another crowd-in-waiting location. The scene switching was disconcerting and made for uneven pacing.

Lensing was excellent thruout, aside from the unavoidable tickertape haze over head. Particularly impressive were the zoomar views of the general during the parade and a shot of him saluting the flag, with the Stars and Stripes superimposed on the screen.

In contrast to Friday's intricate job, coverage of the general's Washington address was comparatively simple. Production work was smooth and the cameras were wisely trained on MacArthur for the most part, with only a few brief surveys of the room during pause-for-applause moments.

All four webs were originally scheduled to carry MacArthur's arrival at Idlewild Airport Thursday night. However, due to a four-hour time delay, DuMont was the only one able to pick up the 9 p.m. telecast along with New York video indies WPIX and WOR-TV. It was probably just as well, since the affair was something of a fiasco from a production standpoint. The murky flying field was non-telegenic and everytime the cameras focused on MacArthur a soldier unfurled a flag in his face.

To make matters worse Commentator Radcliffe Hall's radio technique was showing. Some of his remarks were quite inane, and

practically all of the action was accompanied by totally unnecessary vocal explanations (i.e., "Now he's shaking hands, etc."). During the general's inspection tour, Hall solemnly stated, "The general never fails to pause to pay his respects to an enlisted man." Toward the close, while the general plainly prepared to enter an auto, he brightly remarked: "We can only hazard a guess that he is now waiting for his car."

Extensive radio coverage on MacArthur was provided by all four networks (NBC, ABC, CBS and Mutual) and the following New York City stations: WMGM, WINS, WNEW, WWRL, WQXR, WMCA and WNYC. The latter carried Friday's City Hall ceremonies in their entirety. FM station FDR picked up DuMont's feed Friday and carried a rebroadcast of MacArthur's Washington address Thursday afternoon. Italian translations of both MacArthur speeches were aired by foreign-language station WOV.

Muzak picked up the general's Washington address from Mutual stations across the country, marking the first time the wired music outfit has aired any radio event but baseball. Even the motion picture industry entered the competition via big-screen TV showings of the Congressional address in seven theaters in and around New York.

MacArthur's performance under all circumstances was superb.

Subscribe Now!

ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues



THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

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

Name
Address
City Zone State
Occupation

London Dispatch

By LEIGH VANCE

Continued from page 2

friends of the ork to club together and support them in a \$42,000 target recovering drive. On April 19 they held a special appeal concert at the Albert Hall with Sir Adrian Boult on the stand and Myra Hess at the piano. Says Chairman Thomas Russell, hopefully: "We're going to come back and show the LCC that there are enough music lovers to let us cock a snoot at them."

Peter Cotes Stages Real-Life Thriller . . .

Director Peter Cotes, brother of the Boulting brothers, the film twins who screened *Seven Days to Noon*, is putting on "A Pin To See the Peep Show" at his Tiny Bolton's Club Theater. Based on the sexy Thompson-Bywaters murder case, the play was to open in Manchester in 1948 but was banned after the brother of the murdered man objected. So long as it is shown in the Club Theater only, the play can get by without a license from the all-powerful lord chamberlain, but with his eye on a lucrative transfer to the West End, Cotes is appealing to the brother to "come and see for yourself" how inoffensive the play really is.

G. B. Shaw Shrine Becoming a "Rat Race" . . .

The National Trust—custodians of points of interest and beauty in Britain—has run up against snags by throwing open Bernard Shaw's Hertfordshire home as a shrine for Shavian worshippers. Flooding in from all over, the sight-seers have turned the sleepy village of Ayot into a carnival, with cars ploughing over the peaceful village green, candy wraps all over the roads and "singing Hoolligans tramping thru the streets." Now the village fights back with an anarchic law forbidding the Trust to put the house on show, advises them to "sell it to an American and have it shipped brick by brick across the ocean. Anything rather than this rat-race."

Paris Peeks

By ART ROSETT

Continued from page 2

apertif. We waited. He sighed, and continued.

French Stagehands Make \$75 Per Month . . .

"Another thing is expenses. French stagehands make about \$75 a month or less. Some of these spectacles I witness on the boards here require anywhere from 50 to 100 men to shift scenery and work the lights. We don't have in the United States a theater big enough to hold enough paying customers to meet a pay roll like that with stagehands drawing the kind of dough they do in the States."

"Don't you think that with gates proportionately larger in the States," we asked, "that this would offset the higher wage scales there?" "Definitely not," said Mr. L. "Any producer who would even consider bringing any of this stuff over to the States and trying to put it on there as they do here, would either be irresponsible, or available for an exclusive engagement at the Bellevue Psychiatric Clinic. Another thing, you hear a lot of talk about the nudity on the boards in this country. Let me tell you something. Our girls display the same with a lot more finesse than anything I've seen here."

"What about your own show, *Gentlemen Prefer Blondes*?" we asked. "Would you like to see it presented here in Paris?" "Only if it could be done in the same manner as we do it in the States," said the producer. "To my knowledge, there is only one French producer I know who has the American flair of showmanship capable of bringing this here."

As we walked away, we heard him telling a friend that he plans to return to New York this week.

Roadshow Rep

R. R. BRADSTREET reports from Rockland, Me., that he has been promoting baby shows in the East, but finds that the business is overdone in New England. "Every crossroads town in New Hampshire and Maine has gone dippy with hobby or antique shows," Bradstreet pens. "Plan to return to my platform show at once." Bradstreet is an old-time rep agent and manager. His wife, Lillian Bradstreet, is a former 10-20-30 leading woman. . . . D. H. Twombly writes from Cass City, Mich.: "I've been working feature religious pix for the past four months. Moved into Michigan from Canada but will move out as the response to my style show is not as good as it should be. I'll probably return to established territory in Western Canada. . . . Doss & Mae Show is playing to good business in Montana. Org reports that the only thing wrong with the State is that the jumps are long ones. Unit's current plans call for it to move eastward. . . . Herbert E. Fallen, lecturer and solo performer, is finishing up a five-month trek that got under way in Seattle. He's in New England now. He plans to summer in Ontario in established territory. Fallen says that all one needs for success is the stuff. He says that "you can't ad lib your way any more but must have something that is worthwhile. Stale jokes and comic hats won't do the job." Fallen carries a trailer, with knock-down scenery and settings for his show. . . . Chestnut Hill Players, who recently concluded a long stretch of good business in the East, open

in Northern Vermont June 1. They plan to play Ontario spots with E. F. Hannan's "Cousin Willie." . . . Grimaldi Players are making another tour of New England French-speaking societies to reported good business. Their home base is Montreal.

S. LYNOTT, of Standard Play Service, Kearney, Neb., reports that Harvey Haverstock's Comedians have leased "Dolly of the Follies" and "Saps From Texas" for their 1951 tent season. Other plays leased for the season, Lynott reports, are "Gossip" and "Bordertown," by Henry L. Brunk's Comedians; "Lena Rivers," "Gossiping Neighbors" and "God's Child," George Melson, of the Manhattan Players; "Too Much Mother-In-Law," "Gossips," "Porky" and "Border Justice," Harry Hugo, of Hugo Players. Lynott says that if the increased interest in the leasing of plays this spring can be taken as a criterion, the coming season should be a winner for tent shows. . . . Marion Hayworth, wife of SeaBee Hayworth, is in Duke Hospital, Durham, N. C., recovering from a recent spinal operation. Her physicians advised her that she will be in a cast for six months, but she expects to return to her Pink Hill, N. C., home in about two weeks. She and SeaBee, who also has been under a doctor's care for a number of years, have been operating the Motor Park Drive-In, Pink Hill, and the Broadway Drive-In, Greenville, N. C. Joe Hayworth, their son and right hand man in the operation of the spots, is still in the army and stationed at Camp Polk, La.

Drivin' 'Round the Drive-Ins

G. FRANK LUNDY, owner-operator of the Dane Theater, Denmark, S. C., plans to open a drive-in theater on Barnwell Highway just beyond Denmark's city limits. . . . Sunset Drive-In, Calgary, Alta., reopened April 6 with a community bingo as a feature. . . . Bert Cooper, Halifax, N. S., who operated a drive-in in the north end of Halifax last year, has asked city council to amend the city's anti-noise law so he can operate his sound system after 10 p.m. Under the present law, such sound is prohibited after that hour. The council decided to postpone action on the request for three months, during which time a survey will be made. Local police claimed to have had numerous complaints from people living near the drive-in to the effect that the open air theater's sound annoyed them late at night. Cooper, in making his request, said that he could not begin his shows until about 9:30 p.m. during the summer because of the long daylight prevailing under fast time. He said the 10 p.m. deadline for sound imposed a severe financial hardship on him.

FOUR Detroit drive-in theaters have launched a co-operative advertising program for a single picture, which they have booked to play day and date on an exclusive run basis, marking an innovation in this field. The houses involved, the Belair, Town, Gratiot and Grand River, have set "Bitter Rice," which played to a record first run at a downtown house, but has been shown in only one other suburban theater there. The general budget for the picture is being divided about evenly between newspapers and television. In addition, trailers are being run daily for a week in advance in 14 indoor theaters announcing the booking—probably the first time that indoor theater screens have been deliberately used to crossplug outdoor business. . . . Jack Forbes will be assistant to Jack Watson, manager, when the Queen City Drive-In, Regina, Sask., reopens about mid-May. Forbes is assisting at the Rex and Grand theaters, Regina, at present.

ROADSHOWMEN

Plan now. Write for 21st Edition Catalog. "Just Off the Press." Rental Rates as low as \$4.00 first day.

MANSE FILM LIBRARY
2514 CLIFTON AVE.
CINCINNATI 19, OHIO

Lowest Rates on **16MM. FILM** Rentals More than 700 Westerns and Features to choose from. One low price—none higher.

\$5.00 1 TO 3 DAYS **\$6.50** PER WEEK

\$12.50 Per Month
Advertising paper loaned free

ACE CAMERA SUPPLY
462 W. Evans St. Florence, S. C.

MEN WANTED

Go into the Show Business. Make big money. We furnish Sound Projectors and Films. Small weekly rates. No experience is necessary. Write

SOUTHERN VISUAL EQUIPMENT CO.
(Dept. B-1)
686 Shrine Bldg. Memphis, Tenn.

WANTED

People all lines—Ingenue—Leads: Musicians, Truck Drivers.

CHICK BOYES PLAYERS
Hebron, Neb.

The Final Curtain

BENNER—Rosa, 77, mother of Larry, who has been with circus Slide Shows, April 1 in Miamisburg, O. She also leaves two other sons, Charles and Paul, and a daughter, Pauline, all musicians. Burial in Miamisburg.

BESWICK—Andrew J., former stock actor, April 13 in Auburn (N. Y.) City Hospital. He and his wife, Jane Hastings, toured the Jane Hastings Stock Company through the East and Canada for a number of years. Burial in Ridgeway Cemetery, Springport, N. Y., April 16.

BLECHSCHMIDT—Hans, 67, opera and symphony conductor and pianist, April 14 in Los Angeles. Born in Germany, he came to this country in 1929 as conductor of the German Grand Opera Company and toured the nation for three years. He then conducted in the Hollywood Bowl and for the Los Angeles and San Francisco Opera Associations before his retirement 10 years ago.

BOLM—Adolf, 67, ballet dancer and choreographer, April 16 at his home in Hollywood, Calif. Born in Russia, he was an original member of the Ballet Russe introduced in Paris by Serge Diaghileff in 1909 and he came to the United States in 1916 as director of the company. While with the Russian Imperial Ballet he was a contemporary of Nijinsky and Fokine. In this nation he produced ballets for the Metropolitan, Chicago and San Francisco Opera Companies, Chicago Allied Arts, League of Composers, Hollywood Bowl and other organizations. He is remembered in New York for his dancing and versions of "Peter and the Wolf" and "The Firebird." He worked on the West Coast for the past few years, teaching and staging ballets and directing movie sequences. Survived by his widow and a son.

CAHIER—Mme. Charles, 76, opera and concert contralto, April 15 at Manhattan Beach, Calif. Born in Nashville, she studied in Indianapolis, Paris and Berlin before making her operatic debut in Nice in 1904. Her Viennese bow was made under the direction of Composer Gustav Mahler, and she sang as a leading contralto at the Royal Court there. She also took leading roles in the Royal Bavarian Prince Regent Theater, Munich, and made guest appearances in other European cities. She made her Metropolitan Opera debut in New York in 1912. In later years she toured America and Europe and taught singing at Vienna's State Academy, the Curtis Institute of Music in Philadelphia and privately in New York. Her pupils included Lauritz Melchior and Marion Anderson.

CARR—Jack, 49, actor and singer who was playing a minor role in the current Broadway revival of "The Green Pastures," April 16 at New Rochelle, N. Y. He appeared in "Carmen Jones" and "Porgy and Bess" and sang bass with the Hall Johnson choir. Survived by his widow and a sister.

CHRISTIE—Al, 71, movie comedy producer who developed many early stars, April 14 in Hollywood. He and his brother, Charles, started one of the first studios in Hollywood and hired such players as Dorothy Davenport, Victoria Ford, Russell Davenport, Betty Compson, Bobby Vernon and Dorothy Devore. Also associated with him were Charlie Ruggles, Taylor Holmes, Charlie Grapewin, Marie Dressler and Charlie Murray. He began directing pictures for the Nestor Company at Bayonne, N. J., in 1922. He also leaves a sister, Anne.

COMMETTE—Albert E., manager of the Opera House in Newport, R. I., when that spot was a try-out location for Broadway shows, April 19 in that city. He also formerly managed the Palace Theater, Jamestown, R. I. Survived by his widow, three sons and three daughters.

CROUCH—Wesley Addison, 76, former rider and marksman in Buffalo Bill Cody's Wild West Show, April 10 at his home in North Waterboro, S. C. He had been a cripple since suffering an accident while performing with the show at the Chicago Exposition of 1892. Survived by his widow and a daughter.

FRANK—Philip F., 45, director of public relations for the A. C. Nelson Company of New York, audience research firm, April 18 in Norwalk, Conn.

GRAY—Catherine (Carmody), 76, mother of John F. Reid, owner of the Happyland Shows, in Detroit April 15 after long illness. Interment in Mount Olivet Cemetery, Detroit.

GRINNELL—Albert A., 86, former president of Grinnell Bros., leading Michigan music outlet for over 40 years, April 18 at his Detroit home after a long illness. He joined the firm in 1910. Survived by two grandchildren. Interment in Roseland Park Cemetery, Detroit.

HAIR—Dr. George R., 85, exhibitor of horses at fairs throughout the country and former operator of a race track at Branford, Conn., recently in Bridgeport, Conn. Survived by four daughters, Mrs. Andrew Baker, Mrs. Pellegrini, Mrs. John Krushak and Mrs. Hazel Mosel, all of Bridgeport, and two sons, Norman, Bridgeport, and Valdiman, Easton, Conn. Burial in Bridgeport.

HALLIBURTON—Fred W., 66, once a musician with the Buffalo Bill Wild West Show, recently in Denver of a heart attack. Survived by his widow, Bertha; two brothers, John and Earl, Denver, and a sister, Mrs. Ida Frost, Los Angeles. Burial in Denver.

JACOBSON—Julius, 63, brother of Morris Jacobson, general manager of the Strand Amusement Company, Bridgeport, Conn., April 14 in

that city. He also leaves his wife, Ida; his mother, a son, two daughters and six other brothers. Burial in Rodeph Shalom Cemetery, Fairfield, Conn., April 15.

KVASZNAV—Joseph T., 44, former concessionaire with the W. G. Wade Shows, April 13 in Detroit of a heart attack. He had also been maintenance man with the Samuel Wilson Concessions, Detroit, and for the past year served in that capacity at the Michigan Showmen's Association. Survived by a brother and sister. Burial in the Showmen's plot, Forest Lawn Cemetery, Detroit.

LEIGH—Percy (Paul Thomas), 73, formerly well known in Europe and this country as an equilibrist with the Leigh Brothers, April 6 in Berlin of a heart attack. After returning to Germany from South America in 1919 he became an advertising agent for German show business trade papers.

LINDNER—Amanda, 83, last surviving court actress of the Hohenzollern emperors of Germany, April 20 in Berlin.

LORENZO—Roe, 47, a member of the original Great Lorenzo magic act, April 4, at his home in Chicago. He leaves his wife, Zelpha; his mother, Lettie, and a son, LeRoy. Burial in Showmen's Rest, Chicago.

MACEO—Sam, 57, Galveston, Tex., nitery op and member of the board of Galveston Pier Corporation, recently in Johns Hopkins Hospital, Baltimore, following surgery. Maceo came to this country from Palermo, Sicily, in 1901. He opened his first nitery, the Hollywood Dinner Club, in Galveston, in the early '30s. In 1942 he opened the Ballroom Room, Galveston, which has continuously played name bands and acts. As a member of the board of directors of the Pier firm, he was instrumental in the operation of the \$2,500,000 Galveston Pleasure Pier. He also promoted the annual Oleander Bowl grid encounters on New Year's Eve in Galveston. Survived by his widow, the former Edna Sedgwick, once in musical comedy, and three children, J. R., Eddie and Sedgie.

MAXWELL—Ann, mother of pic actress Marilyn Maxwell, April 17 in Santa Monica, Calif. She also leaves a son, Leland. Burial in Clarinda, Ia.

MURPHY—Francis, 58, former Side Show bearded lady, March 29 in Queen's Hospital, Honolulu. She went to Honolulu about three years ago and had been employed by taxicab firms there. There were no known relatives in Honolulu.

PARENTO—George (George P. Mansfield), former member of the Parento troupe of circus acrobats, April 6 at his home in Tidouste, Pa. Survived by two sisters, Mrs. L. D. Snyder, Tidouste; Mrs. W. T. Bassett, Leminstor, Mass., and three brothers, Edward and John, Tidouste, and Joseph, Oil City, Pa. Burial in St. John's Cemetery, Tidouste.

ROSENBERG—David, 78, father of showman Billy Rose, April 20 at Miami Beach, Fla. He also leaves two daughters.

SKIVER—Michael, 42, for the past 10 years a concessionaire on the Crafts Shows, April 13 in Sun Valley, Calif. Police said he was burned to death when a cigarette ignited his trailer when he fell asleep. Survived by a sister, Mrs. Anna Hatch, St. Louis. Services in San Fernando, Calif., April 18, with burial in Pacific Coast Showmen's Association lot, Los Angeles.

STUCKEY—Charles, 31, owner-manager of Station KDKM, Monahans, Tex., April 13 of a heart attack in that city.

THOMAS—Mrs. Margaret Mosler, 44, retired actress, April 18 at Hawthorne, N. Y. She studied for the theater in New York and was seen as a child on Broadway in "Lilliom." Other New York appearances included "Not So Long Ago," "Right Age to Marry," "The Old Country," "Slaves All," "Lady of the Rose" and on tour in "Lightnin'" and "The Fool." She appeared with Calvin Thomas on Broadway in "Junk" in 1927. They were married soon afterward, and she retired. Her husband appeared in New York in "Angels Kiss Me," which opened and closed last week. Two sons, a sister and a brother also survive.

WAKEFIELD—Douglas, 51, English vaudeville and movie comedian-pantomimist, April 14 in Brighton, England. He first appeared in London vaude in 1931 and took part in a command performance the same year at the London Palladium. He received top billing in provincial vaudeville, and in 1933 he made movies in Hollywood, later returning to England. Survived by his daughter, who is secretary to comedienne Grace Fields in New York.

Marriages

ALLEN-HUBBARD— Frederick A. Allen, staff announcer at Station WICC, Bridgeport, Conn., and Elaine Hubbard, New Rochelle, N. Y., April 14 in Bridgeport.

BOOREM-FRENCH— Hendrik Boorem, New York, and Eleanor French, New York night club singer and daughter of Ward French, chairman of the board of Columbia Artists Management of New York, April 14 in Westport, Conn.

FARGO-GAGNON— Robert F. Fargo, staff announcer at Station WICC, Bridgeport, Conn., and Shirley Alvera Gagnon April 14 in Stratford, Conn.

KATSH-MOTOVE— Chauncy Katsh, president of the Kay-

bern Circuit Theaters of North Adams, Mass., and New York, and Lillian Motove, Bridgeport, Conn., April 7 in Derby, Conn.

LEWIS-BEL GEDDES— Windsor Lewis, manager of a summer stock company at Arden, Del., and Barbara Bel Geddes, currently appearing on Broadway in "The Moon Is Blue," April 15 in Woodvale, Del.

LINDSEY-HAVENS— William Lindsey, Universal Recorders of Hollywood exec, and Betty Havens, secretary at Station KMPC, Los Angeles, April 7 in Los Angeles.

Births

BUERMELE— A son, Gary, to Mr. and Mrs. Robert Buermele recently in Detroit. Father is assistant manager of General Theater Service, Detroit.

GOODWIN— A daughter, Clara Louise, to Mr. and Mrs. Harry D. Goodwin April 15. Father is general manager of Station WNJR, Newark, N. J.

HEEBNER— A daughter to Mr. and Mrs. Walt Heebner April 19 in Burbank, Calif. Father is personal manager for Spade Cooley.

HILLMAN— A son, Edward III, to Mr. and Mrs. Ed Hillman April 17 in Christ Hospital, Cincinnati. Father is in the continuity department at Station WKRC, Cincinnati.

HUBER— A son, Robert Fredrick, to Mr. and Mrs. Fritz Huber April 15 in Houston. Parents comprise the high-wire act known as the Sensational Kays.

ROWLAND— A daughter, Linda Lee, to Mr. and Mrs. Ken Rowland April 9 in Salina, Kan. Father is with Station KSAL, Salina.

VON ZEHLE— A son, William Lister, to Mr. and Mrs. Bill Von Zehle April 12 in New York. Father is head of the Gotham ad agency bearing his name.

ZAVATTA— A son, Belmont Benny, to Mr. and Mrs. Ogile Zavatta April 13 in Woodland Hospital, Rochester, Ind. Parents are professionally known as Irma and Rio, unsupported ladder act.

Divorces

BALLARD— Mary Edith Ballard, singer at Station WLW, Cincinnati, from George W. Ballard, musician at the Latin Quarter, Newport, Ky., nitery, April 19 in Cincinnati.

HAYES— Sally Hayes from Sam Hayes, radio newscaster, April 18 in Los Angeles.

HINSHAW— William Hinshaw, film musician, from Barbara Brown, ex-pic actress April 18 in Los Angeles.

MURPHY— Wanda Hendrix from Audie Murphy, both film players, April 19 in Los Angeles.

RUBIN— Audrey Long, pic actress, from Edward Rubin, ex-film producer, April 16 in Los Angeles.

Burlesque Bits

• Continued from page 43

to do the comedy in "Top Banana," musical due to open in the fall. . . . New principals booked by Milt Schuster for the Gayety, Oklahoma City, are **Bobb Lang, Gayle Page, Sammy Price, Betty Jo Morgan, Tommy Reynolds and Rayanna.** . . . **Betty Meyers,** recently moved to Hotel Markwell, New York, has just completed new strip gadgets for **Loretta Montez and Faith Arlen.** . . . **Ellen Palmer,** former cigarette girl at the Copa, New York, and **Sherry (Margie) Marlowe,** formerly an assembler in a jewelry factory, are new chorines in the line-up at the Hudson, Union City, N. J., as replacements for **Amber Flight** and **Laura Bruce** recent graduates from the **Jack Montgomery** strip school and now touring Hirst houses thru **Lou Miller.** Miss Flight opened at the Roxy, Cleveland, April 13, and Miss Bruce, at the State, Canton, O., April 20. . . . **Babe Fenton** has joined the chorus at the Gayety, Detroit, after several years in Honolulu and on the Coast. Another new line girl is **Lillian (Cathy) Babcock,** formerly with the "Skating Vanities" and **Sally Rand** shows. . . . **The Lambs** celebrated their Spring Frolic, April 14, with their second "Burlesque Gambol." **Mayor Vincent R. Impellitteri, Bobby Clark and Eddie Foy Jr.** were the Colliers on the program. . . . **Lois DeFee,** back from Miami niteries, was the feature at the Empire, Newark, last week with the Stinky-Shorty unit.

Hocus Pocus

• Continued from page 43

bill being arranged by exposition director **John Owen.** Miss Brandon will feature her trademarked stint billed as "the magic cocktail party." **William Morris Agency** made the booking. . . . **Marquis the Magician** and the **DeHaven Sisters** played their third return engagement recently at the Paramount Theater, Ashland, Ky., and, despite an all-day downpour, pulled exceptional business. Writing from Parkersburg, W. Va., **George Marquis** waxes enthusiastic over the return of stagershow. "Stagershow are back," Marquis pens. "Television is hunting the theaters and it's a field day for stagershow. There are fewer stagershow today than 10 years ago when roadshowmen, knowing they couldn't win, stubbornly hung on until their bank rolls evaporated. Some of those older operators could recoup their losses today, as they are roadwise and experienced in organization. But they must forget the 'good old days' (that weren't good old days at all). They must become thoroughly adjusted to the tempo of 1951. Broken-down radio and Hollywood has-beens won't fool the people into leaving their television favorites for two hours to attend the theater. Acts must be good, fast and short. **Joe Karston,** magician and one of the best of the smaller unit producers, moves his shows at jet speed and never allows a curtain to be moved after the show opens. If the unit operators will produce clean, wholesome shows they'll be amazed with results. It can be out of the shackles and into the shekels for them." . . . **Edmund Denis,** youthful Ottawa trixster, infos that **Joe Kara** is regaling 'em with his magic at one of the local clubs and turning in a bang-up job. Young Denis, who dabbles in magic and escapes, reports that he is putting the finishing touches to a book on locks and how to pick them, and hopes to have it ready for the publisher in a few weeks.

Palace, New York

• Continued from page 44

were quite good. With it he showed a strong voice and an ingratiating personality that registered in fine style.

Lee Sullivan's strong tenoring was good enough to permit him an encore, an unusual thing here. His standards and show tunes were a big hit.

The Paul Steffen Dancers, who started as part of the Latin Quarter chorus line and graduated into a three-boy and two-girl act, showed a sharp precision in their unison terperity that held constant attention. Their modern dance a la Jack Cole, was skillful and costumed in appropriate fashion. For a costume change house used **Meribeth Old** (the Eunice Lake was billed). The Steffen Dancers came back for another number plus a tempo change.

Miss Old's pretzel bends atop a table got the oohs and ahs in the right places, giving her a big hand.

Benny Meroff had a tough time getting started. His opening gags fell on deaf ears. It wasn't until he brought his straight woman on, a well-stacked gal, that he began registering. From then on he was in all the way. Even his instrumental bits, which up to then got only tepid responses (except the comedy bits), went better.

Bobby Whaling and **Yvette's** standard comedy cycling act was another big laugh getter and applause puller, but this act is always a hit.

Pic, Raton Pass. Bill Smith.

Bar of Music

• Continued from page 44

Merman and **Ray Middleton,** **Beatrice Kaye's** *Mention My Name*, and a ribald take-off on **Dinah Shore** and **Buddy Clark** singing *Baby, It's Cold Outside* clicked for top results. **Doodles'** solo on **Carol Channing's** *Little Girl From Little Rock* and **Spider's** *Lament* via **Vivian Blaine** are acting high spots.

Sue Carson, holdover, matches a shapely chassis with clever material and better than average mimicry of showbiz celebs for a lot of laughs. A lengthy **Seven Lively Arts** plus a catchy *Growin' Too Old for My Age* sold the naive-appearing chantoosy.

Duo-tinkling of keyboard stylists **Benno Rubinyi** and **Felix DeCola** sets an even pace. **Gene Walsh's** ork provides tempting dance rhythms for between-show terping. **Joe Bleeden.**

Alameda

• Continued from page 44

women, open up with a flashy turn, displaying some nice acrobatic turns on a bicycle and unicycle with some nifty hand stands.

The featured vocalist was **Jeri Keever,** who is blonde, tall and can sell a song well. Her best offerings were of the torchy ballad type like *If*.

Lending the Latin atmosphere to the bill were the hand to hand **Troyanis** quartet. **Armando Villarreal** and **Hector Amaya** teamed to display some neat hand balancing, with a touch of comedy to have the audience with them all the way. **Elba Villarreal** sang native Mexican songs to her own guitar while the men performed. To climax the act, the couple's son, three year old **Armando-Jr.,** came on to do some hand balancing with his father.

Blair and **Dean** supplied the dance routines on the bill with nice tempo and patterns.

Stealing the show was the headliner, **Candy Candido,** with his tricky voice going from a high squeak to a low bass. His several songs and comedy were smart and had the crowd begging for more.

Melvin Winters, local radio and TV band leader and pianist, led the ork in an overture and good musical backgrounds to the acts.

Pic: El Yugo. Barry Stanley.

Captain's Table

• Continued from page 44

displaying a Como-like quality of pleasant phrasing to good advantage. Still new to the game, the good looking **Tino** could become class nitery material with proper handling. Injection of more standards and possibly a show tune medly would give greater appeal. His best was English-Italian warbling of *Mama*.

Miss Brooks, doing more chirping than piano playing, manages to hold her audience in veteran fashion with torchy voicing of *I'm the Loneliest Gal in Town, What Do You Know About Love?, Don't Blame Me* and *Best Things in Life Are Free.* Only once did she break for a little keyboard tinkling on *Hadda's Boogie* to solid returns.

Joe Bleeden.

Savannah Club

• Continued from page 44

thin, apparently shy fellow did *Un Poquito De Tu Amor, Babaloo* and *La Vie En Rose* in their original tongues with authority. His *My Heart Cries for You* bore an evident foreign accent, but was okay. The lad's delicate appearance and his ably handled foreign repertoire would indicate that he'd probably do better in a more sedate spot.

Thrush Betty McLaurin made a valiant effort against the environment. She managed to project enough over the band, but not always with success. Nevertheless, she won big hands for standards.

Shows major ingredient of the long show was exotic dancing. The production number, *Cobra Rhapsody,* had **Beecham** and **Theral** doing an earthy jungle dance to the fast drumming of the *Cobra Boys.* The hefty 12-gal line opened that number in black light. Preceding was **Darlin O'Day** with her fan and shake dance, and winding up with **Betty Brisbain,** who sold her fast strip routine to much noise from band and crowd.

Bridging the two vocalists was **Eddie Lawrence,** a lanky, congenial hooper who did a good job.

Manhattan Paul, producer of the package, emceed and opened the show with special material. **Lucille Dixon's** five-piece band cut the show. **Gene Plotnik.**

Jack's Basket

• Continued from page 44

cheering in response to the solid blues and ear-splitting jazz tempi.

Mickey Champion, possessing a **Dinah Washington**-like quality, took command early. Only five feet tall, the gal makes up in know-how and talent for what she lacks in height. **Crooner Jimmy Crissom** tried to stick to ballads but was egged on to rhythmic jump tunes. **Lad** pulled well with *If* and *Once There Lived a Fool.* **Smoky Linn,** a fave here, mixed well, combining gutty vocals with jive steps to solid results.

When vocal offerings weren't holding the spotlight, it was the jump and instrumental work of **Maurice Simon's** ork (7) featuring on sax **Jack (Open the Door, Richard) McVey.** **Joe Bleeden.**

Iowa Senate Okays Non-Fair Plant Usage

DES MOINES, April 21.—Iowa fairs won the final round in their battle to use their plants for non-fair activities Saturday (14) when the State Senate passed by a 39 to 3 vote the bill that gives them the right to lease fairgrounds for still dates. The measure had previously passed the House and now goes to the governor for signature.

The bill was an outgrowth of a suit against the All-Iowa Fair Board at Cedar Rapids, Ia., which has been appealed to the Iowa Supreme Court. A decision is expected to be handed down next month. The legislative action, however, will nullify any court decision. The lower court had held against the fair board, ruling it could not enter into a contract for midget car races between seasons.

Affect on Fairs

If the Legislature had not passed the bill and the Supreme Court had upheld the lower court it would have hurt many of the Iowa fairs which hold still dates and lease their grounds between seasons.

When the bill came up in the Senate, Sen. DeVere Watson, Council Bluffs, introduced an amendment which would have prevented leasing the grounds. The amendment was defeated by a voice vote.

Michaels Inks 5 Kan., Neb. Fairs

KANSAS CITY, Mo., April 21.—Returning from a booking trip thru Western Kansas and Nebraska, J. C. Michaels Sr. and Jr., of J. C. Michaels Attractions here and in Chicago, announced the signing of contracts to supply grandstand shows for five fairs.

In Kansas the Michaels office will supply shows at Saline County Fair, Salina; Rooks County Fair, Stockton; Tri-County Fair, Horton, and Cloud County Fair, Glasco. In Nebraska the Michaels agency has signed Scottsbluff County Fair, Mitchell. The shows at Salina, Stockton and Mitchell will comprise 10-act bills. In addition, an eight-girl line and orchestra will be included at the Mitchell date.

Phoenix Rodeo Pulls 53,000

PHOENIX, Ariz., April 21.—The Junior Chamber of Commerce rodeo wound up its three-day stand here Sunday (15) after playing to an estimated attendance of 53,000.

Opening day parade, which traveled over a five-mile route, was viewed by an estimated 200,000. No motor vehicles were permitted in the procession.

Edmonton Ex Drops Racing

EDMONTON, Alta., April 21.—Edmonton Exhibition will drop harness racing this year because of the small number of horses available.

Annual's open day parade, revived after 12 years, has appropriated \$6,000. Cash awards up to \$150 will go to winning floats.

Norwalk, Conn. To Stage Cele

NORWALK, Conn., April 21.—John B. Rogers Producing Company, Fostoria, O., has been engaged to stage a pageant in connection with this city's 300th anniversary celebration, slated for September.

Rogers will provide costumes and scenery for a cast of about 500 persons.

MAG REPRINTS RR RATE DATA

CHICAGO, April 21.—Portions of *The Billboard* articles which pointed out results of high railroad rates for circus and carnival trains have been republished in the May issue of *Railroad* magazine. The railroad publication recounts the sale of Dailey Bros.' train and lists costs of several moves by Ringling-Barnum and Clyde Beatty circuses. The magazine's cover also is devoted to outdoor showbiz. *Railroad Age* recently republished part of *The Billboard* series, which started in November.

NPA Eases Ban On May, June Aluminum Use

WASHINGTON, April 21.—National Production Authority this week announced an amendment to its basic aluminum order to permit limited use of the metal during May and June in the manufacture of tent poles, tent frames, pegs, portable bleachers, playground equipment, pleasure boat fastenings and 200 other items in which the use of aluminum was to have ceased May 1.

Producers and assemblers of these goods will be permitted in May and June to use 50 per cent as much aluminum as they used in the average month for the first half of 1950. The amendment, NPA stated, will permit additional time for manufacturers of "less essential civilian goods" to convert to defense production. Until May 1 these manufacturers may continue to use 65 per cent of their average monthly base period consumption. NPA said, tho, that the amendment will not assure aluminum supplies to consumers.

Ride Ops Urged To Use Priority

Makers Say Statements Needed To Insure Supplies of Parts

CHICAGO, April 21.—Ride manufacturers are urging operators to include National Production Authority DO-97 statements with all orders for replacement parts so as to insure future supplies of parts.

Exact wording of the statement which ride owners should add to their orders, according to the manufacturers, is:

"DO-97 certified under NPA Regulation 4."

This should be followed by the operator's signature and may be on the same paper as the order or on a separate sheet.

NPA has assigned the DO-97 priority rating to those requiring restricted materials for maintenance, repair and operation of their businesses. The priority statement should accompany orders for any type of scarce or restricted materials, including chlorine for swimming pools as well as ride parts.

Jack V. Eyerly, president of Eyerly Aircraft Company, Salem, Ore., said, "Many show and park operators do not seem to realize that the only place a DO-97 can originate is with the final customer, the one who uses the goods

AGVA Adds Brooks To Unfair Listing

HOLLYWOOD, April 21.—American Guild of Variety Artists revealed Wednesday (18) that Monte Brooks, Portland and San Francisco booker, had been placed on the unfair list. Action was taken by AGVA on the basis of a claim for \$825 filed against the booker by Huey Kyle, clown. Brooks, AGVA said, can be reinstated upon settlement of the alleged breach of contract complaint.

TWINS IN LEGAL TANGLE

Pacts Conflict; Lorow Sues To Exhibit Them With RAS

LOS ANGELES, April 21.—Yvonne and Yvette—the twins joined head-to-head at birth—now stand to be enjoined from appearing with the Clyde Beatty Circus.

Lorow brothers, Miami operators of the Side Show on the Royal American Shows, have charged that the Siamese twins' mother, Mrs. Willie Jones, signed an exclusive contract with them March 16. Also holding a contract, but with the twins, are Edythe Sterling Younger and Cliff Younger. The Younger pact was approved in Superior Court here April 5, the day the twins made their first appearance on the Beatty midway here. Other contracts have been reported, with the matter growing more confused as news of their existence becomes known.

Seeks Injunction

Nat Lorow, representing his brothers, Cortez and Bert Jr., al-

leges that his contract was made March 16 and guaranteed Mrs. Jones \$9,000 plus a percentage of the take for exhibiting the babies from May 4 to November 30. Lorow told *The Billboard* that, on the basis of the pact, money had been spent for advertising and a trailer. He said that he was seeking to make Mrs. Jones satisfy her contract. Lorow asks an injunction against the Youngers exhibiting the babies.

The Youngers first exhibited the two-year-old babies at the National Orange Show in San Bernardino March 8-18. The exhibitors claim that a minor's contract approved by Judge Frank Swain in Superior Court here on April 5 gives them the right to show, for a mother cannot make a contract for minor children. Younger's contract calls for 70 per cent of the proceeds as follows: 35 per cent to the mother; 15 per

cent to a fund in a specified bank for the children's future; 5 per cent for medical and emergency expenses and 15 per cent to the Los Angeles Charities to retire the hospital bill.

Hospital Agreement

A payment of \$285 was made Wednesday (18) to Franklin T. Murphy, of the County Bureau of Researchers and Collections, by the Youngers as part of a fund earmarked to repay the county for nearly two years of care given the twins in the county hospital. The county seeks the return of some \$12,000.

News that the Lorow brothers had filed suit brought to light the fact that a contract for the showing of the twins had been made with Harry Golub, owner of the Side Show on the Clyde Beatty Circus. Golub got into the deal thru Abel & Nelson, bookers, who had a contract with option for a year from March 15, 1950. Following the expiration of this pact, Golub was to set up new deals. Mrs. Jones was guaranteed a minimum of \$10,000 a year with percentages to go for the children's security. The original nurse, physiotherapist and pediatrician appointed by the county hospital were to travel with the babies. Golub said that the agreement specified that the children were not to be shown as freaks.

Tour With Beatty

The Youngers opened on the Clyde Beatty lot April 5 and are now touring with the circus in this area. The infants are transported in a specially constructed trailer, the interior of which is kept at a temperature recommended by a baby specialist. Registered nurses are in attendance at all times.

Mrs. Jones, a divorcee, has five other children.

Cole Opens Smoothly To Near-Full House

Jacobs Bowing Out; Repeaters Show New Twists To Spark Wirtz Offering

By TOM PARKINSON

CHICAGO, April 21.—Cole Bros.' Circus moved smoothly thru the first performance of its new season at Chicago Stadium Friday night (20) with a near-capacity crowd on hand. With Arthur M. Wirtz's organization waving the Cole banner for its second season, the show unlimbered a solid offering.

Future plans for Cole this sea-

son hinge directly on grosses garnered here, and execs are keeping close watch for signs of what is in store. That the first house may have exceeded expectations was evidenced by sellout of some food concession items and the fact that several concession counters were not opened. There was paper in the house, but an official said cash customers were an important segment.

Terrell Jacobs made one of his last appearances with a Wirtz entourage, altho the animals will stay. Julie Rand Allen will take over the act shortly, and her name is in the program. Jacobs will work until she is ready to step in and then will end his 10-year stint with the Barnes-Cole combo to put out a unit of his own, probably with a carnival.

Wallendas Add Turns

The Wallendas showed a new high wire routine, given in its entirety here for the first time and sure to keep them on top. It includes Carl's handstand in a three-high pyramid, his daughter Carla's headstand in a two-high rolling group, and the family's classic seven-person pyramid.

The Herriots, Milt and son Johnny, show top Liberty work with ponies and horses. Leaders are Milt's 12 Palominos and Johnny's eight black ponies. Milt's ponies (6) gave him a bit of trouble Friday. John Smith is back with the third Liberty act.

The Flying Valentines and the Malkos Troupe, flying return, finish with passing leaps, and the Malkos get attention for their flip-twist to a hand bar. The Cathalans

(Continued on page 55)

Chi Italian Cele To Open July 25 For 12-Day Run

CHICAGO, April 21.—The fourth annual Italian Festival of Chicagoland will be held at Roosevelt and Cicero avenues July 25-August 5, Joseph DeSerto, secretary, announced.

The event, held for the benefit of the Italian Old People's Home, has booked 10 rides from the Big Four Amusement Company and is mulling plans for shows. Food and drink booths will be operated by members of the sponsoring churches but games and other concessions will be brought in.

Free attractions will include a choral society, several concert bands and whatever name attractions are in the vicinity at the time. Last year show business was represented here by Dick Contino, Peggy Lee, Vic Damone and Johnny Desmond.

Cloverdale, B. C., Sets Rodeo Plans

CLOVERDALE, B. C., April 21.—Plans are set for Cloverdale Rodeo May 23-24 and all stock has been contracted for, Jack Warkentin, manager, announced. Art Bourassa will be in charge of the track and horse racing. Jack Shannon is assistant manager and Howard Harris secretary.

Vic Staggs is in charge of publicity and advertising; Charles Smith, livestock and feed; Norman Craig, tickets and finance; R. Thomsen, parade; Charles Busby, parking, and Dave Roach, gates and seating.

N. Y. Mirror, Dodge Back Horan Date

BETHPAGE, N. Y., April 21.—Irish Horan's Lucky Hell Drivers will kick off the season with a single show to be presented June 3 at the Grumman Aircraft Company's field here in conjunction with *The New York Daily Mirror's* annual air show and model flying contest. A rain date of June 10 also has been set.

Dodge Motors is footing the bill for the show. Tent-maker Arthur Campfield also has supplied a special utility top for Horan in blue and gold colors of Sunoco gasoline as part of Horan's tie-up with the Sun Oil Company.

Opening gun in the *Mirror's* promotional campaign will be fired the third week in May, with the Horan title played up strong. The newspaper's daily circulation is a bit over a million, while the Sunday readership edges the two million mark. Sid Panzer and Tom Tomasola, of the *Mirror* staff, are handling the deal for the paper.

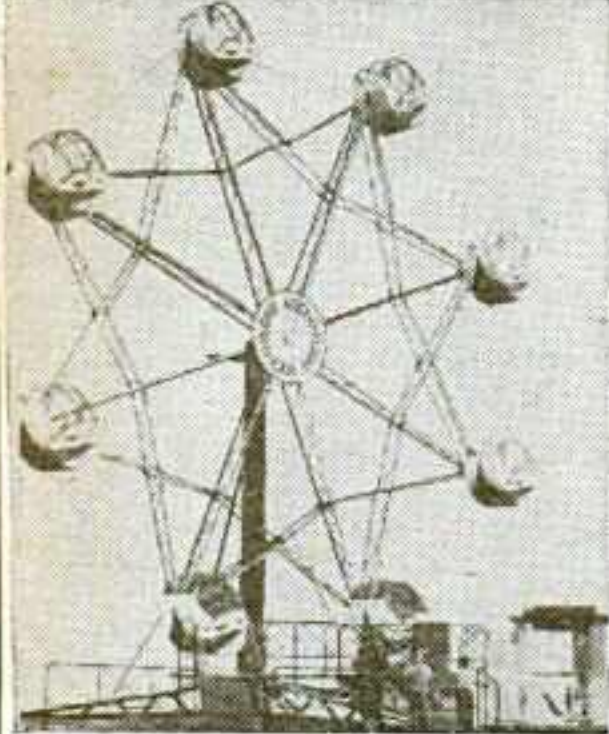
Huge Crowd Expected

Location here offers a grandstand seating a modest 1,000, but the bulk of onlookers in the five years the meet has been held have been standees. With good weather crowds have hit 250,000 persons during each of the 1949 and 1950 contests. In addition to Horan and the model contest, military aircraft also will go thru their paces over the field.

Altho the larger part of past crowds have arrived by auto, the Long Island Railroad also supplies special trains linking this town with New York.

Horan reported that equipment of his well-publicized cannon act is being rebuilt for the opener. He recently returned from a trip to Detroit, where he expedited shipment East of two four-ton trucks, a one-and-a-half ton job and a half-tonner.

As ORIGINATORS and BUILDERS of THRILL ACTION RIDES



EYERLY AIRCRAFT COMPANY has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century— First to successfully incorporate aircraft action in ride design, Eyerly Aircraft Company launched a new trend in ride engineering— This new idea—thrill action rides without sacrifice of safety, combined with a sound philosophy of fair dealing and customer service, has been the basis of Eyerly Aircraft Company's steady progress. READY TO SERVE YOU AGAIN FOR 1951

THE ROCKOPLANE Passenger controlled thrills, speed loading, proven popularity.



Originators and manufacturers of the Octopus, Ralloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

NEW KIDDIE RIDES!



- PONY & CART RIDE
• FIRE ENGINE RIDE
• AIRPLANE RIDE
• ROCKET RIDE
• ELEPHANT RIDE
• SPEED BOAT RIDE
• AUTO RIDE
• MINIATURE TRAINS

KING AMUSEMENT CO. • MT. CLEMENS, MICH.



HIT THE JACKPOT this summer with a MINIATURE TRAIN Available Now—Atlantic type steam engine, 3 coaches, track, fence, ticket booth and accessories. Capacity 36 people. Selling only because no location available. Price reasonable. J. D. GAY, 661 Whitehall St., S.W., Atlanta, Ga., Phone CYpress 3231

REFRESHMENT STANDS Mounted on steel channel base. Size to specification. Fully equipped if desired. Lifetime construction. We build, equip and deliver to your location. Price on request. CALUMET COACH CO. 11575 S. Wabash Ave., Chicago 28, Ill. Phone: Waterfall 8-2212

The TLT-A-WHIRL Ride Prominently ★ Attractable ★ Popular ★ Profitable ★ Enduring ★ Practicable ★ Modern SELLNER MFG. CO. Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN New Kid Rides for your Theatre Drive-In and Kiddie Park. We now offer a complete package unit for your location, consisting of one or a dozen rides. For particulars write C. W. PARKER AMUSEMENT CO. World's Leading Manufacturer of Amusement Devices. LEAVENWORTH, KANSAS, U. S. A. Note: This is a completely new idea and Note: We built our first Kiddie Rides in plan of operations. Another first for Parker. 1918

EWART RIDES ARE TOPS IN PERFORMANCE Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms. H. E. EWART CO. 707 E. GREENLEAF STREET COMPTON, CALIFORNIA Phone: NEMark 1-0808—NEVada 6-1976

DELUXE KIDDIE RIDES ★ SPEED BOAT RIDE ★ PONY BUGGY RIDE ★ AUTO & FIRE ENGINE RIDE ★ CHAIR RIDE ★ SKY ROCKET RIDE ★ SILVER STREAK TRAIN RIDE Builders of Bike Boats and 12' Gas Runabouts for small lake use. Write, wire, phone, visit for photos, prices and terms. MAR-CRAFT, INC., CLARENCE, NEW YORK 12 miles east of Buffalo on Route #5

CLOSE-UPS: I. V. HULME

Uncontent With Fairs, He Wants R. R. Show

By JIM McHUGH

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

FOR 25 YEARS I. V. Hulme has made a hobby and partial occupation out of show business. At 47 he has plenty of productive years left and many of them will be pointed toward achieving his major ambition—that of owning and operating a railroad carnival. Truck shows are all right, and I. V. acknowledges that they have their place, but he won't be satisfied with anything less than flat cars, despite the mushrooming transportation costs that have caused many a present big league owner to think seriously about taking the count and returning to someone else's concession line with a joint or two.

I. V. (the initials stand alone and do not represent names) got his tutelage from J. A. Mitchell, then manager of the Anderson (S. C.) Fair and currently head man at the Atlantic Rural Exposition, Richmond, Va. A native and resident of Elberton, Ga., where he owns and operates a major billposting establishment, I. V. early developed

an interest in the operation of annuals and of all branches of show business connected with them. By 1925 he was a full-fledged assistant to Mitchell, one of fairdom's most imaginative executives.

In 1933 I. V. started a fair in his home town, but the depression (Continued on page 62)



I. V. HULME

Out in the Open

Bill Powell reports from London that an around-the-clock work schedule is being maintained to ready the grounds of the Festival of Britain. He is en route to Brussels. . . . Bob Conto, agent for the Irish Horan Lucky Hell Drivers, is at home in Malone, N. Y., after arranging for a series of dates in Eastern Canada. . . . The Bert Nevins office scored nicely for Palisades (N. J.) Park when it landed a straight publicity photo in the difficult-to-crash New York Times.

A full page in the book review section of The New York Times Sunday (8) was devoted to books on outdoor show business subjects. George A. Hamid's "Circus" had the lead-off spot, including a couple of illustrations. John Lardner gushed over it while also paying tribute to Doc Henderson's "Circus Doctor," as told to Dick Tappinger, a story of the experiences of the Ringling circus vet. Dan Mannix's new book, "Step Right Up!," a story of his experiences as a Side Show act, is given a glowing review by Bill Gresham, author of "Nightmare Alley."

Engagement of Richard L. (Dick) Geist, son of and assistant to A. Joseph Geist, president of Rockaways Playland, New York, to Phyllis Chaimowitz, the younger Geist's secretary, was announced recently. Couple will be married next winter.

Ted Wolfram, formerly of The Billboard's New York office, departed Thursday (5) on the motor ship Oslofjord for a tour of Europe and a renewal of friendships made during many years' residence in France.

April 16 issue of Advertising Age, with an effort penned by James V. O'Gara, gave a full page with pix to Rockaways' (N. Y.) Playland. The piece places emphasis on the role of Ehrlich & Neuwirth, Gotham ad agency that has handled the park account for the past 12 years, in building business. Walter Kaner Associates, who handle publicity and promotion for Rockaways, also received due credit.

Eric McLachlan, who as deputy chief of the audits division of the California Department of Finance was called upon many times to outline the allocation of funds to fairs and expositions, has been

appointed chief of the State audits division, succeeding Lawrence Rouble, who retired March 31. McLachlan has been a featured speaker at several Western Fairs Association meetings.

S. T. Jessop, of the U. S. Tent & Awning Company, Chicago, a member of the Advisory Committee on Canvas Products, was in New York last week to attend a meeting at the Quartermaster General's office relative to the control of cotton duck. . . . J. F. (Irish) Horan, thrill show op, made a trip to Detroit from his New York headquarters last week. . . . Francis Lacouline, Charles Davitt and Joe and Wally Beach visited Frank Wirth's Shrine Circus in Hartford, Conn.

Leo Stober, of Greyhound Enterprises, Inc., reports that the firm placed one of its games at Asbury Park, N. J., Sunday (22) for the first time.

Troy Shrine Clicks With Snyder Follies

TROY, N. Y., April 21.—Sam Snyder's Water Follies of 1951 played to capacity houses for its run under Oriental Temple Shrine Activities, Inc., sponsorship in Rensselaer Polytechnic Institute's new 6,700-seat field house here April 4-8. On Saturday night (7), the show played to a standing room only crowd. Engagement marked the first time such a production was presented in this area. Heretofore a building large enough for this type of show was not available.

Follies line-up included Eddie Rose, comedy; Massive Brothers, physical culture; Marino Sisters, acro; Emil Houte, Norma Dean, Barney Cipriani, Eddie Mullane and Roger Nadeau, divers, and Larry Flint's ork.

N. G. Snyder handled publicity and directed the fashion show at the field house Sunday night (8). Advance details were handled by Bill Tumber, assisted by Kay Martin. Shrine committee, headed by Potentate Ray Clark, Chairman Herb Hasbrouck and Vice-Chairman Alton R. Holmes, booked the Follies for a 1952 showing thru Hans Lederer, of Lew & Leslie Grade, Ltd.

MARCH-APRIL BIG ELI NEWS IS OFF THE PRESS!!!! Don't miss this one. Articles about the No. 16 BIG ELI Wheel, a note about new government regulations, as well as News From the Rides and all regular features. If you own, operate or manage any type of ride, you should read BIG ELI NEWS. Send a Postal Card for sample copy. No charge or obligation. ELI BRIDGE COMPANY Builders of Dependable Products 800 Case Avenue Jacksonville, Illinois

TRAILER MOUNTED JEEP and FIRE ENGINE RIDE In operation ● Hauls behind your car. ● Ready for operation in 30 minutes. ● All steel trailer—platform lifts forming sides, equipment securely carried inside. ● Top and Sidewalls optional. Trailer closed Also Builders of: Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane and Boat Rides, Ocean Waves. SMITH AND SMITH INC. SPRINGVILLE, NEW YORK

NEW LOCATION CLARK MFG. CO. 4801 WEST SHORE BLVD. NORTH TAMPA 3, FLORIDA Manufacturers of ★ TOM THUMB STREAMLINERS ★ KIDDIE FERRIS WHEELS ★ KIDDIE BOAT RIDES

IMMEDIATE DELIVERY ON SOME RIDES 22 RIDES AND DEVICES kiddie airliner swing complete kiddie rides WRITE FOR NEW CATALOG ★ B. A. SCHIFF and associates 901 S. W. 69th AVENUE MIAMI-44 FLORIDA

PORTABLE KIDDIE RIDES Portable or park type Kiddie Ferris Wheels and Airplane Rides still available. Complete Fire Truck Trailer Rides, \$1995. Conventional and Streamliner Train Rides. Don't wait until sold out. Price Low! Quality High! Kenmore Kiddie Rides Atten.: Jack E. Dunn Box 13, Hertz Station Buffalo, N. Y.

ASTRO FORECASTS All Readings Complete for 1951 - Crystal Balls Imported On hand in these sizes: 2 1/2; 3 inch; 3 9/16; 4 3/16. Write for prices. Single Sheet, 8 1/2 x 14, 100, 75¢; Per M. . . \$6.00 Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12 Signs, Any Quantity, Each . . . 1 1/2¢ "WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12-P, 2 1/2 x 5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample . . . 10¢ FORECAST AND ANALYSIS, 10-P Fancy covers, 8 1/2 x 11. Each . . . 5¢ Samples of each of the above 4 items for . . . 25¢ No. 1 45 Pages Assorted Color Covers . . . 50¢ NEW DREAM BOOK 120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢ HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. . . 25¢ PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. . . . 60¢ Sign Cards, Illustrated, Pack of 36 . . . 15¢ Graph Charts, 9x17, Sample 5¢, Per M. . . \$7.50 MENTAL TELEPATHY, Booklet of 21 p. 25¢ Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name on ads do not appear on any merchandise. Sample's at 10¢ postpaid prices. Orders are P.P. Extra. SIMMONDS & CO. 19 West Jackson Blvd. CHICAGO 4, ILL. Send for Wholesale Prices

Advertising in the Billboard Since 1904 ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color. STOCK ROLL TICKETS 1 ROLL \$1.50 EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS Tickets Subject to Fed. Tax Most Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

BINGO Heavy Cards, Special Cages, Blowers, Transparent Markers. Write for bulletin Amusement Industries, Box 2, Dayton 1, O.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally 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, 51; 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 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers extra, 75¢.

Set Numbered Ping Pong Balls... \$15.00. Replacements, Numbered Balls, ea... \$40. 3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25

3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50

Scalloped Edge, Green only, M... 2.00

Smaller Size, 3/4" diam. Red or Green Plastic, M... 1.50

Green Plastic, M... 1.50

Cardboard Posters, size 4x6, Ea... 15

Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00

Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M... 1.00

Featherweight Thin Bingo Sheets, size 5 1/2 x 5, very large numerals, 7 colors, loose, not tabbed, M... 2.00

Round White M, J, Cardboard Markers, 2 sizes, 1/2 inch dia. 1800 to lb.; larger size, 3/4 dia. 1000 to lb. Either size, lb... 45

Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢. Send for illustrated circular. For 135.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted immediate delivery.

J. M. SIMMONS & CO.

19 W. Jackson Blvd. Chicago 4, Illinois

Advertisement for Sani-Serv Dairy Freezer, featuring a woman in a kitchen setting. Text includes 'Sani-Serv Continuous Direct Draw Dairy Freezer' and 'General Equipment Sales Inc. 824 S. West Street Indianapolis 2, Indiana'.

Advertisement for Bert's Electric Automatic Snow Cone Machine. Features a woman operating the machine. Text includes 'BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE' and 'We also handle Snow Supplies. P. O. BOX 7803, Fair Park, Dallas, Tex.'.

Advertisement for New Chevrolet Cars and Trucks. Text includes 'New Chevrolet CARS AND TRUCKS', 'SPECIAL FINANCE PLAN FOR SHOWMEN', 'GET OUR PRICES FIRST', 'JOHN BUNDY REPRESENTATIVE', and 'Haus-Standard Chevrolet 1325 STATE ST. EAST ST. LOUIS, ILL.'.

Advertisement for West Coast Headquarters for Concession Supplies. Text includes 'WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES', 'In addition to our complete line of Popcorn Supplies and Peanuts, we are now West Coast distributor for GOLD MEDAL PRODUCTS CO.', 'Now we have everything you need for SNOW CONES, COTTON CANDY, CANDY APPLES, POPCORN', 'When you are west of the Rockies see us first. 24-Hour Service.', 'A. UNGER CO., Inc. 105 Golden Gate Ave. at Jones St. SAN FRANCISCO, CALIF.'.

Advertisement for Shooting Galleries. Text includes 'Shooting Galleries and Supplies for Eastern and Western Type Galleries. Write for Circular', 'H. W. TERPENING 137-139 Marine St., Ocean Park, Calif'.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 20. The complete list of Fair dates was published in the issue dated April 7. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

ALABAMA Athens—Limestone Co. Fair. Sept. 24-29. W. A. Owens. Attalla—Etowah Co. Fair Assn. Week of Sept. 17. Lincoln Cash. Brewton—Escambia Co. Fair. Nov. 19-24. B. L. Boyette. Enterprise—Eastern Dale Co. Fair. Oct. 1-6. Don F. Sessions. Jasper—Northwest Ala. Fair. Sept. 17-22. James S. Williams. Luverne—Crenshaw Co. Fair Assn. Oct. 29-Nov. 3. W. J. Bell. Scottsboro—Jackson Co. Fair. Oct. 8-13. J. P. James. Troy—Pike Co. Shrine Fair. Nov. 12-17. Isserall Hassan.

ARIZONA Holbrook—Navajo Co. Fair. Sept. 13-15. J. H. Miller. Tucson—Pima Co. Fair. Oct. 17-21. William C. Skoug.

ARKANSAS Berryville—Carroll Co. Fair. Sept. 12-15. C. T. Denney. Conway—Faulkner Co. Fair. Sept. 26-29. J. O. Cox. Hot Springs—Garland Co. Fair. Sept. 17-22. Ray Owen. Lonoke—Lonoke Co. Fair. Sept. — John Mathews. Monticello—Drew Co. Fair. Sept. 12-15. Dan Biggs. Morrilton—Conway Co. Fair Assn. Sept. 19-22. Ray Woods. Newport—Jackson Co. Fair Assn. Sept. 17-22. Mollie Hinkle. Stamps—LaFayette Co. Fair. Sept. 10-15. Briner Thomas.

FLORIDA Live Oak—Suwannee Co. Fair Assn. Nov. 5-10. Floyd Eubanks. Quincy—Gadsden Co. Tobacco Festival & Fair. Oct. 17-20. Waldo S. Carrell. Tampa—Florida State Fair. Feb. 5-16. P. T. Strieder.

GEORGIA Cedartown—Northwest Ga. Fair. Oct. 1-7. Thomas Adamson. Dawson—Am. Legion Harvest Festival. Oct. 29-Nov. 3. Al H. Miller. Lavonia—Franklin Co. Fair Assn. Oct. 1-6. W. L. Rooks, Canon, Ga. Metter—Candler Co. Fair. Oct. 15-20. J. H. Trapnell.

LOUISIANA Bastrop—La. Peach Festival & Fair. Oct. 17-20. C. G. Scott. Farmerville—Union Parish Fair Assn. Oct. 22-27. S. D. Reech. Ringgold—Blenville Parish Fair Assn. Oct. 10-13. John T. Noles.

MAINE Guilford—Guilford Athletic Assn. Sept. 8. Philip Jackson.

MARYLAND Cambridge—Eastern Shore Agrl. Fair. Aug. 12-17. W. Howard Robbins.

Advertisement for Show Tents. Text includes 'SHOW TENTS ALL SIZES—NOW IN STOCK', 'Also have material to make. All colors dyed. Also Flame, Water and Mildew treated ducks.', '“CHEXFLAME” Underwriters Approved Finish.', 'WRITE TODAY', 'S. T. JESSOP GEO. W. JOHNSON', 'UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870'.

Advertisement for 100 Bags Per Hour Corn Popper. Text includes '100 BAGS PER HOUR With Excel's Electric CORN POPPER', '55-550 daily profit from popcorn with the Excel Popper. Continuous demand, continuous earnings. Pays for itself in amazingly short time because of incredibly low price. Does the work of \$500 machine, is fully guaranteed. Beautiful gray metallic finish, gleaming nickel trim, elec. lighted, decorated with multi-colored popcorn signs, 17" by 17" by 26", weighs only 30 lbs., portable and ideal for ANY location. Uses AC or DC current, any cycle, has many other features. Salesmen, write for proposition!', 'Only \$89.50 F.O.B. Muncie', 'Excel Mfg. Corporation Dept. B-428 MUNCIE, INDIANA'.

Advertisement for Show Tents Central Canvas Company. Text includes 'SHOW TENTS CENTRAL Canvas Company', '516-518 EAST 18th St. Kansas City 6, Missouri', 'Phone: Harrison 3024', 'HARRY SOMMERVILLE'.

Advertisement for The Pas Sets Rodeo. Text includes 'The Pas Sets Rodeo THE PAS, Man., April 21.—A rodeo will be held here in July under the direction of Charles Long, Southern Manitoba rider, and Charles Charter and Robert Siebel, of The Pas district.'

MISSISSIPPI

Greenville—Delta Fair & Livestock Show. Sept. 17-22. Jules Bagarry. Kosciusko—Central Miss. Fair Assn. Sept. 17-22. Ray T. Stennett. Pontotoc—Pontotoc Co. Fair Assn. Second week in Sept. C. F. Randle. Vicksburg—Miss-Lou Expo. Oct. 1-6. Alfred W. Faulk.

MONTANA

Chinook—Blaine Co. Fair. Aug. 18-19. Floyd Bowen.

NEW MEXICO

Las Vegas—San Miguel Co. Fair Assn. Sept. 15-16. Lewis F. Schiele.

NEW YORK

Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 27-Sept. 1. Wendell Townley. Caledonia—Caledonia Fair. Aug. 14-18. Victor Scroger. Ponda—Montgomery Co. Agrl. Soc. Sept. 1-5. Fred Lowe, Fultonville, N. Y. Greenwich—Washington Co. Fair. Aug. 21-25. P. J. Houlton, Hoosick Falls, N. Y. Henrietta—Monroe Co. Fair. Aug. 15-19. Albert Lochner, North Greece, N. Y. Ithaca—Tompkins Co. Fair. Aug. 6-11. Merrill F. Curry. Kingston—Ulster Co. Agrl. Soc. Aug. 15-16. Albert Kurdt. Morris—Otsego Co. Fair Assn. Aug. 28-Sept. 1. Edward Tripp. Pike—Wyoming Co. Fair. Aug. 27-30. Henry M. Wagenblast, Warsaw, N. Y. Sandy Creek—Sandy Creek Fair. Aug. 20-25. Seymour S. Hicks, Parish, N. Y.

NORTH CAROLINA

Cherokee—Cherokee Indian Fair Assn. Oct. 2-6. William E. Ensor Jr. Enfield—Firemen's Agrl. Fair. Sept. 24-29. W. B. Burchette. Fayetteville—Cumberland Co. Fair. Oct. 1-6. Elbert C. Jackson. Hickory—Catawba Fair Assn. Sept. 24-29. Corbin Green. High Point—High Point Agrl. Fair. Sept. 24-29. T. C. Potts. Roanoke Rapids—Halifax & Northampton Co. Fair. Oct. 8-13. Myrtle S. Glover. Winston-Salem—Winston-Salem Fair. Oct. 9-13. G. C. McNair.

OKLAHOMA

Carnegie—Tri-County Free Fair. Sept. 5-8. M. B. Fanning. Collinsville—Collinsville Tri-County Fair. Sept. 6-8. John Fox. Dewey—Washington Co. Free Fair. Sept. 5-8. George E. Hull, Bartlesville, Okla. Frederick—Tillman Co. Free Fair. Sept. 11-14. Wayne C. Liles. Guthrie—Logan Co. Free Fair. Sept. 12-14. Harold Casey. Hugo—Choctaw Co. Fair. Sept. 20-22. Robert Massengale. Hydro—Hydro District Fair. Aug. 29-Sept. 1. Grace Felton. Pawhuska—Osage Co. Free Fair. Sept. 10-13. A. A. Sewell. Pawnee—Pawnee Co. Free Fair. Sept. 10-13. E. Joe Sharp. Pond Creek—Grant Co. Free Fair. Sept. — H. J. Dedrick, Medford, Okla. Sallisaw—Sequoyah Co. Free Fair. Sept. 13-15. Guy E. Stoy. Taloga—Dewey Co. Free Fair. Sept. 13-15. W. F. Taggart.

SOUTH CAROLINA

Anderson—Anderson Colored Fair Assn. Oct. 29-Nov. 3. G. W. Stewart. Bennettsville—Marlboro Co. Agrl. Fair. Sept. 24-29. Murray Jackson Jr. Camden—Kershaw Co. Farmers' Fair. Nov. 6-10. J. D. Marshall. Chester—Chester Co. Am. Legion Fair. Oct. 1-6. Jake S. Colvin. Ellmore—Ellmore Colored Fair Oct. 1-6. Henry Tilley. Newberry—Newberry Co. Am. Legion Fair. Oct. 29-Nov. 3. Frank Sutton. Union—Union Co. Fair Assn. Oct. 1-6. Hydrick L. Kirby.

TENNESSEE

Alexandria—DeKalb Co. Fair. Aug. 1-4. Martin S. Scott. Bolivar—Hardeman Co. Colored Fair Assn. Sept. 22-29. W. B. Hunt. Brownsville—Haywood Co. Fair. Sept. 5-8. Bobby Boyd. Centerville—Hickman Co. Fair. Sept. 12-15. J. W. Shouse. Fayetteville—Bi-State Negro Fair Assn. Aug. 30-Sept. 1. James N. Lemons. Gallatin—Sumner Co. Colored Fair Assn. Aug. 30-Sept. 1. Edw. V. Anthony. Hohenwald—Lewis Co. Fair Assn. Aug. 20-25. James P. Hume. Lebanon—Wilson Co. Fair. Sept. 12-15. A. W. McCartney. Sevierville—Sevier Co. Fair Assn. Sept. 3-8. Ernest Thurman. Waverly—Humphreys Co. Fair Assn. Sept. 5-8. Henry Gentry.

TEXAS

Carthage—Panola Co. Fair Assn. Oct. 3-6. Gerald Stephens. Fredericksburg—Gillespie Co. Fair. Aug. 17-19. William M. Petmecky. Giddings—Lee Co. Fair Assn. Oct. 11-13. M. F. Kicke. Johnson City—Blanco Co. Fair Assn. Aug. 3-4. Andy M. Griffin. Mesquite—Mesquite Fair Assn. Sept. 18-22. E. C. Cogburn. Texas City—Galveston Co. Fair Assn. Sept. 19-23. W. J. Peterson.

WASHINGTON

Deer Park—Tri-County Fair Assn. Sept. 6-9. Marion Mix. Longview—Columbia Empire Fair. Aug. 29-Sept. 1. Ted Conradi, Castle Rock, Wash. Menlo—Pacific Co. Fair. Aug. 16-18. Nolan Servoss, South Bend, Wash. Rosenberg—Fort Bend Co. Fair. Oct. 4-7. George H. Lee.

WEST VIRGINIA

Berkeley Springs—Morgan Co. Fair Assn. Sept. 13-15. Norman De Lawder. Glenville—Gilmer Co. Fair. Aug. 8-11. C. W. Marsh. Helvetia—Helvetia Community Fair. Sept. 13-15. Mrs. James McNeal. New Hope—Beaver Pond Dis. Fair. Aug. 30-Sept. 1. C. P. Hylton, Princeton, W. Va. Pennsboro—Ritchie Co. Agrl. Fair. Aug. 28-31. Denton Hall. Sutton—Braxton Co. Fair Assn. Aug. 27-Sept. 1. Earle Morrison.

WYOMING

Cheyenne—Western Plains Fair. Aug. 23-25. John F. Noyes.

Talent Topics

Variety acts making up the Swift & Company employee show at Chicago's International Amphitheater, Sunday thru Tuesday night (15-17), included Shirley and Ricci Gretona, roly-boly; Winlos, bicycles; Libonati Trio, xylophones and dance, and the Adaros, head-balancing and perch. . . Mr. and Mrs. Harvey (Miss Luxen) Earlin, high act, were in Chicago recently and in food they would join the Polack Bros.' Eastern Unit for Austin, San Angelo and Longview, Texas stands. Act is booked for two weeks each at Pontchartrain Beach, New Orleans, and Dallas State Fair Amusement Park.

The Phillips, perch, will be imported from Germany by the Charles Zemater Agency, Chicago. Act is in West Baden, Germany, awaiting passage. . . The Machino Troupe arrived in Chicago Sunday (15) from their Florida home. . . La Tosca, bounding rope, and her father, O. Canastrelli, recently arrived at their Sarasota, Fla., permanent home following the Frank Wirth circus in Hartford, Conn. . . The Peggy Taylor Trio, adagio, is playing theater and club dates in Mexico City.

Bee Kyle, former high diver who won first place in The Billboard 1939 favorite outdoor performer contest, is operating the popcorn and souvenir concessions on a combination rodeo-thrill show-circus playing Mississippi spots. Chris and Rae, sway pole and wire; Riding Reinharts, trick riders, and Jewel and Charlie Poplin and their comedy Ford also are with the org. Pop Staples is arena manager for the rodeo segments of the show.

Les and Izabela Sechrist, accordion-adagio, are playing club dates in Chicago. . . Cepler Family, high wire, and the Sky Princess, high act, will be free attractions at St. Michael's Church celebration in Chicago, July 24-August 2. Latter act will also play the Racine, Wis., July 4 celebration, booking handled thru Tommy Sacco, Chicago. Fuzzno, spiral globe, has been inked as the free attraction at the Beaumont, Tex., Fair, October 11-20. . . Sky Prince, high act, will play the Wabash and Shelbyville, Ind., fairs as a free act.

Variety acts set for the Sunday (29) stanza of American Broadcasting Company's Super Circus TV show by Vic Brown include The Austins, roller skating-balancing; Loof Rios, aerial-anchor, and the Winlos, bicycles. Latter act will open June 24 at Pontchartrain Beach, New Orleans, for a two-week engagement. The May 6 television circus will have Emil Pallenberg Sr., and his bear act, and Evers and Dolores, tight wire. . . Slivers Johnson and his comedy Ford will play with Barker Bros.' Circus at the org's Birmingham stand week of May 30. Johnson was booked thru Ernie Young, Chicago.

Jacques Cordon, cycle-juggler, recently closed at the Radio City Music Hall, New York, as did the Peiro Bros., jugglers at the Paramount Theater, New York. . . George Mills, veteran rodeo clown, suffered a painful eye injury March 15 while working the Phoenix, Ariz., Chamber of Commerce Rodeo. Other clowns with the show were Andy Womack, Jimmy Shumacher and Bob Clark.

Al Ackerman, manager of the Six Tip-Tops, acro, infos that Angelo Armento, veteran acrobat and a former member of act, passed away recently in Los Angeles. Angelo was the last of the three Armento brothers. Ben was killed in an auto accident several years ago and Paul died following the 1942 outdoor season.

Advertisement for Allan Herschell Kiddie Auto Ride. Text includes 'A SOLID Investment', 'Allan Herschell KIDDIE AUTO RIDE', 'Equipped with the famous Allan Herschell Fluid Drive ★ Attains full speed in only 8 seconds ★ Push-button controls—no clutch to wear out or adjust ★ Brilliantly lighted and decorated ★ Write for literature.', 'ALLAN HERSHELL COMPANY, Inc. N. Tonawanda, N. Y. World's largest manufacturer of amusement rides.'

Advertisement for The New Super Deluxe Electric Candy Floss Machine. Text includes 'THE NEW SUPER DELUXE', 'The candy floss machine you will eventually buy, so why not start out with the BEST? You get a spinnerhead that is different and works like magic. New style bowl—different, and larger brushes, holders, spindle, smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—send your machine in now for check-up.', 'ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Avenue Nashville 4, Tenn.'

Advertisement for Concession Supply Company. Text includes '“THE BEST BUY!” CONCESSION POPCORN EQUIPMENT AND SUPPLIES', '8 QT. \$17.50', 'Concession Supply Co. offers a popcorn popper for every requirement. Sizes from 8 quarts (illustrated) for average use to 35 quarts for large volume business. All of heavy aluminum construction. Ask around, Concession Supply means quality and dependability in all types of concession equipment. Write for complete catalog on Floss Machines, Popcorn Poppers, Waffle Molds, Snow Cone Machines and a complete line of Boxes, Seasoning, Coloring and Supplies.', 'KIDDIE RIDES CONCESSION SUPPLY COMPANY 3916 SECOR RD., TOLEDO 13, OHIO'

Advertisement for Steel or Wood Chairs. Text includes 'STEEL OR WOOD CHAIRS', 'Folding or Non-Folding', 'Prompt delivery. Minimum order: 4 doz. Ask for prices, tell number needed.', 'ADIRONDACK CHAIR CO. 1140 8'way, N. Y. (27 St.). Dept. 5. MU 3-1385'

Advertisement for Miniature Golf. Text includes 'MINIATURE GOLF—At its best. 14 years in the business and never a failure. Free literature.', 'TAYLOR BROS. Pre-Fabricated Miniature Golf Courses 79 Ackley Ave. Johnson City, N. Y.'

Advertisement for Carpet Golf. Text includes 'CARPET GOLF', 'Exclusive County Rights Under U. S. Patent. Blue-Prints. Photos, etc.', 'R. W. DAVIS, Patentee Certon, N. C.'

Advertisement for T-E-N-T-S. Text includes 'T-E-N-T-S CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors—Individually Designed', 'JIMMY MORRISSEY ALL-STATE TENT & AWNING CO. 300 E. 9TH ST. (Phone: HARRISON 6847) KANSAS CITY, MO.'

Advertisement for Fireworks. Text includes 'FIREWORKS FOR FAIRS, PARKS, CELEBRATIONS AND ALL OCCASIONS. PROFESSIONAL FIREWORKS DISPLAYS OUR SPECIALTY. NO SHOW TOO BIG OR TOO SMALL—SEND FOR FREE CATALOG.', 'WISDOM FIREWORKS COMPANY 2356 MICHIGAN AVE. (Phone: Grand 1596) ST. LOUIS 4, MO.'

B & B Wire Rope
FOR YOUR RIDES

Prompt Shipment for:
FERRIS WHEEL
CATERPILLAR • WHIP
TILT-A-WHIRL
HEY DEY • LINDY LOOP
RIDEE-O-RIDE

Midway Mike Says:
Take to the road
without a worry;
Order new ropes—
but hurry... hurry!

Broderick & Bascom Rope Co.
4203 N. Union Blvd. 32-30 43rd Avenue Airport Way at Edmunds St.
St. Louis 15, Mo. Long Island City 1, N. Y. Seattle 8, Wash.
Or Order B & B Wire Rope from Your Ride Manufacturer

ATTENTION, SHOWMEN
INTRODUCING
"Dawn of Life"
THE NEW WALK-THRU WITH THE MODERN VIEW

A real money maker for Parks, Fairs, Carnivals, Storerooms, Showrooms, etc. Ease of handling and low cost of operation, plus its great money making potentialities, make this show a must for every midway.

Designed and manufactured by
JONES, YOUNG and COMPANY
P.O. BOX 488 NEWARK, OHIO
Other Shows now in production. Free literature upon request.

PEANUTS • POPCORN • SUPPLIES
TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy
Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bells—Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.
MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa.
ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 46 Years
... a 3 1/2% Profit on a 5 Cent Sale!
The Multiplex ROOT BEER BARREL
IN THREE SIZES: 8 GAL. 7 GAL. 4 1/2 GAL.
It Advertisises 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.** 4325-B Duncan Ave. St. Louis 10, Mo.



ATTENTION, CONCESSIONAIRES!
Get Your Share of Profits This Year With a
NEW PAN TABLE!

A game for young and old alike. No cages or stock to carry. The rubber ball decides the winner of color chosen. This table enables you to frame your own concession. Unsurpassed for beauty... it's among the top money-getters. Write today for price and full particulars. Direct from manufacturer.

JAMES MARSHALL
"Builder Of Finer Cabinets"
R. R. 4, LA PORTE, INDIANA

Floss Equipment & Supplies Available!
A few Gold Medal Whirlwind Floss machines and a limited quantity of machine-rolled floss cones available at last year's prices for those who act now! Poppers can still meet your needs on popcorn, candy apple and snowball supplies

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS
POPPERS SUPPLY CO., Inc., of Phila.
1211 NORTH 2ND ST. GARFIELD 6-1616 PHILADELPHIA 22, PA.



Popcorn, Snow Cones, Candy Apples, Cotton Candy

Our 1951 Catalogue listing a complete line of supplies for the above items will be mailed to all of our customers about April 15th. If you bought from us last year, you will get one automatically. If you do not get one, a postal card request will bring it to you. A lot of Concession Items will be scarce this year—line up with a company that can take care of you.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

Parks Beaches Carnivals
YOU'LL MAKE MORE MONEY WITH
"THE NEW TRIPLE THREAT TURF"
(all electric race horse derby)
New features eliminate faults found in other group games. Automatic Sound System—Saves 1 salary, no caller needed. Robot Control—Adds 25% to gross. Registers—Give gross at all times, 10, 15, 20-unit sizes ready for immediate delivery. Write for free photo and information.
ELECTRONIC GAMES, Greensburg, Pa.

Dallas Spot Preps For 20-Week Run
New Merry-Go-Round Set; Free Acts Start in June; Kiddie Area Enlarged

DALLAS, April 21.—State Fair of Texas' summer midway opens Saturday (28) for a 20-week run. Park will have an expanded Kiddie Town, a 13-week program of free acts on a bigger stage, and a Merry-Go-Round to replace the one that burned November 7, 1950.

Ray Stinnett, ride concessionaire who with his brother, the late Ed Stinnett, operated the other Merry-Go-Round for many years, is bringing the device to Dallas from Reading, Pa.

The ride carries 102 passengers and has hand-carved oak horses like the one destroyed. Installation cost is about \$40,000, including a special \$15,000 foundation and housing. The ride will be permanent.

Largest M-G-R
Fred Tennant Jr., State Fair midway superintendent, said the fair considered itself lucky to obtain the ride. It was obtained when the Reading amusement park, where it was located, was razed to make way for industrial expansion. Tennant said the fair looked all over the country to find a ride comparable to the one destroyed by fire.

That ride had been on the midway for almost quarter of a century and had been featured on a Life magazine cover.

A program of 12 free acts begins June 4 and runs 13 consecutive weeks. Opener is Miss Luxom, high act, set for two weeks. Other acts booked to date include Harry Pickard's Frisco Seals; Eric Philmane and Company; Sensational Kayes, high wire; Winlows, bicycle, and Emil and Evelyn, teeter-board.

Kiddie Area Doubled
Park's Kiddie Town is being doubled in area, but has not added any new rides. A new entrance on the main midway will add considerable flash and improve traffic and crowd-handling conditions.

Fair grandstand will present stock car racing each Wednesday night, starting May 2. Henry Watson is the promoter. Races will be run under AAU rules. Track had midgets last year.

Boy Scout Circus in Cotton Bowl May 18 will have 20,000 Scouts performing at once on field. Fireworks by Thearle-Duffield will be presented the nights of July 3-4 in the Cotton Bowl.

Midway will open with 28 rides, including kiddie rides, 22 games and six food stands. Open house, with a fried chicken picnic, is planned for the press and radio June 9.

Hennies' Houston Kiddieland Opens to Big Week-End Crowd

HOUSTON, April 21—Harry Hennies' new Katy Road Kiddieland opened to large crowds here Sunday (15). The former operator of Hennies Bros.' Shows was assisted by Joe S. Scholibo, who has been with Cavalcade of Amusements and in 1917 was manager of Eden Park here.

Rides at the \$220,000 plant include Merry-Go-Round, Little Dipper, Kiddie Auto, Kiddie Pony Cart, Kiddie Airplane, Kiddie Handcar, Skyfighter, Ferris Wheel, Roto Whip, Boat Ride, Toonerville Trolley and ponies. A 10-foot macadam road for the Kiddie Fire Truck surrounds the 12-acre site, and parallel to the road is the miniature train quarter-mile track. Rides are 12 cents or 11 for \$1. Lower rates are offered large groups.

In a centrally located air-condition building are offices, snack bar, rest rooms, lounges and store-rooms. Main drive from the highway leads to a large parking lot which is surfaced and lighted. Entrance to the spot is marked by six fluorescent lights atop ornate iron posts. Similar lights surround the park and others are inside the grounds. Floodlights augment the illumination.

The site is beyond the city's western limits but on a four-lane highway which puts the park only 30 minutes from downtown Houston.

Hennies said that free acts will be booked for week-ends and special holidays.

Circus Routes
Send to
2160 Patterson St.
Cincinnati 22, O.

Ashford 30; Dothan May 1; Ozark 2; Brundige 3; Clayton 4; Eufaula 5.
Kelly, Al G., & Miller Bros.: Anadarko, Okla., 26.
Kelly & Morris; Herrin, Ill., 24; Murphysboro 25; Havana 26-27.
King Bros.: Hazard Ky., 23; Paintsville 24; Huntington, W. Va., 27; Madison 28; Charleston 29-30.
Mills Bros.: Wellston, O., 23; Malta-McConnellsville 24; Lancaster 25; Chillicothe 26; Washington C. H., 27; Hillsboro 28; Cincinnati 30; Dayton May 1; Troy 2; Greenville 3; Sidney 4; Marion 5.
Pawnee Bros.: Clarksville, Ga., 26.
Polack Bros. (Eastern): (Civic Auditorium) Norfolk, Va., 24-28.
Polack Bros. (Western): (Auditorium) Sacramento, Calif., 22-29; (Auditorium) Stockton 30-May 6.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 6.
Robinson, Don; Bowdon, Ga., 23; Bremen 24; Tallapoosa 25; Villa Rica 26.
Rogers Bros.: Laurens, S. C., 24; Batesburg 25; Aiken 26; Augusta, Ga., 27-28; Milledgeville 30; Cordele May 1; Douglas 2.
Wallace & Clark: Las Vegas, Nev., 25; St. George, Utah, 27; Cedar City 30.

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

THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues. 546

Name

Address

City Zone State

Occupation



Carnival Routes
Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Waco, Tex.
All Fairs: (Fair) Humble, Tex.; (Fair) Dayton May 1-5.
American Bazaar: Essington, Pa.
American Beauty: DeSoto, Mo.; Fulton 30-May 5.
American Eagle: Potts Camp, Miss.
A. M. P.: Martinsville, Va.
Baker United: Kokomo, Ind.
B. & C. Expo.: Corning, N. Y., 28-May 5.
Beam's Attrs.: Windber, Pa., 26-May 5.
Big Four Am.: DuQuoin, Ill.; Nokomis 30-May 5.
Big State: Gatesville, Tex.
Blue Grass: Owensboro, Ky.
Bogle, P. C.: Chanute, Kan., Independence 30-May 5.
Boone Valley: Boone, Ia., May 1-5.
Buck, O. C.: Troy, N. Y.
Burdick's Greater: San Saba, Tex.
Burke, Harry: (Fair) Gonzales, La.
Burkhart: Paragould, Mo.
Capital City: Cedartown, Ga.; Cartersville 30-May 5.

(Continued on page 75)

DON'T WAIT... It May Be Too Late!

FOR COMPLETE, RELIABLE
INSURANCE
FOR ALL
OUTDOOR SHOW BUSINESS...
Contact the
MCGOWAN AGENCY
For 15 years specialists in outdoor show business insurance problems
A-1338, 175 W. Jackson Blvd.
CHICAGO, ILLINOIS
Phone: WAbash 2-3033-4-5-6

Kernel Prunty Says:
"I can offer you my famous 'RUSH HOUR' MAMMOTH YELLOW
POPCORN
@ \$10.50 per 100 pounds. St. Louis.
Can also offer SILVER Hulless and Golden Hulless Popcorns, Seasoning Oils, Jumbo Peanuts in shell, Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom Popcorn Cartons and over 25 kinds Popcorn and Peanut Bags."

Prunty Seed & Grain Co.
620 N. 2nd St. St. Louis 2, Mo.
Popcorn Processors—In Our 77th Year

YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ
The Showman's Insurance Man
1492 Fourth St., N. St. Petersburg, Fla.
Phone 7-5914



G.E. ALL STEEL FERRIS WHEEL
Ford industrial power equipped. 35 feet high, very portable, quickly set up, easy to operate.
Price \$4,000

GARBICK ENGINEERING
Centre Hall, Pennsylvania

GIVE TO THE RUNYON CANCER FUND



Mills Bill Boasts Winning Qualities

COLUMBUS, O., April 21.—This year's edition of Mills Bros. Circus, which opened its 1951 season at Ohio State Fairgrounds here April 14 (*The Billboard*, April 21) boasts earmarks of a winner. The program, which ran an hour and 50 minutes, opened with prayer by Rev. Doc Waddell, followed by an Argentine Holiday spec. Next were riding dog and monkey turns presented by Jinx Adams and Jeanette Wallace.

The Bakers, from England, offered hat juggling, and the Rickert Girls, from Holland, hoop juggling, in an interesting display. Then came Jack LaPearl and clown contingent. The performance then followed this pattern.

Six Antonettes, German, present a classy teeterboard act, with one

of the youngsters doing a triple somersault to chair. Dog, presented by Jeanette Wallace and Jinx Adams, held moppets eyes.

Clowns. Occupying the three rings were the LaForms, two girls, and Ursula Niklaus, who offered swell trap numbers; the Rosettis, man and woman, who accomplished difficult revolving ladder feats. The woman performed on a trapeze suspended from one end of ladder. A dozen girls also appeared on swinging ladders over the track.

Pony drill, four animals, presented by Bert Wallace, and a drill with five, by Mahlon (Alabama) Campbell.

Clowns. Roman standing races, featuring Jinx Adams.

Two Valencianos (Switzerland) on trampoline; Five Antonettes, Risley and acrobatics, and the Bogino Troupe, (Italy), Risley. This is a sock number, offering outstanding Risley work.

First concert announcement, introduced Capt. Lorin Wilcox's kangaroos.

The Two Joanidis (Greece), were rewarded with healthy mitts for their juggling and balancing accomplishments on the slack wire.

A Spanish web turn, featured

(Continued on page 55)

Ben Davenport Puts New Title On Truck Show

Campa Bros. Bows May 5; Org Books Mexican Program

GONZALES, Tex., April 21.—Ben C. Davenport will open Campa Bros. Circus at Eagles Lake, Tex., May 5, with an American staff and Mexican performing personnel. Agent Pete Lindemann has booked about three weeks. Francis Kitzman will be in charge of a seven-man billing crew.

The plans are the latest in a winter-long series and replace Davenport's earlier announced intentions of returning to the road with the Dailey Bros. title.

Campa Bros. title comes from the name of a famous Mexican circus family, several of whom are to be with the show. Davenport will be the sole owner, he said.

The org reportedly will move on 28 units. It will have eight elephants and some camels and zebras but no menagerie. Music will be by an electric organ and drums. The big top will be an 80 with three 40s and the three-ring program will run about two hours. Admission prices probably will be 42 and 75 cents plus tax.

A Pit Show, jungle land snakes, will be displayed in a large truck of unusual design, it was reported.

Big Matinees Build Ringling Garden Gate

NEW YORK, April 21.—Attendance at matinee performances of Ringling-Barnum circus built steadily this week, with a sellout Friday evening (20) providing lagniappe for a date that had been expected to fall below par.

Beginning of Jewish Passover holidays at sundown yesterday might have put a crimp in business. Possible explanation is that R-B caught an influx of patrons from the estimated 7,500,000 persons who lined Gotham streets to welcome Gen. Douglas MacArthur.

Frequent televising of circus-type programs in this area is reported to have hurt Big Show biz not a whit. Scheduled to attend today's matinee was Arthur MacArthur, the general's 13-year-old son.

C. & W. Hippo Dies

BINER, Okla., April 21.—The pigmy hippopotamus on Cole & Walters Circus died last week and a chimp killed one of the performing dogs. Business for the show was only fair here Saturday (14). Performance runs about two hours and observers report the talent line-up is unusually strong.

SHOW ADS GO UP IN SMOKE

SELLS, Ariz., April 21.—W. F. (Bill) Wilcox, advance manager for Wallace & Clark Circus, vows that Indians here used smoke signals to tell nearby villages the circus was coming.

The puffs were "published" after Wilcox and his crew could find spots for only one daub, nine one-sheets and a few tack cards in this "capital" of Papago Indian Reservation. He missed the monthly newspaper's publication date by three weeks. Roads were impassable, he stated, so the aid of Chief Tom Segundo was enlisted and the smoke signals went up.

The circus played to a one-third matinee and two-thirds night show April 12.

Kelly-Miller Opens Sunday; 2,500 See WQ

Some Elephants, Horses To Make St. Louis Show

HUGO, Okla., April 21.—Al G. Kelly & Miller Bros. Circus opens its season Sunday (22) at Antlers, Okla., after extensive preparations at winter quarters here.

Part of the K-M elephants and some horse acts will appear at the St. Louis Police Circus, which opens today and continues thru May 6, and then rejoin K-M. The show also booked elephants at the Ak-Sar-Ben circus in Omaha.

An estimated 2,500 persons attended an open-house at Kelly-Miller quarters Wednesday (11). Animals and rolling stock were spotted on the grounds and explained to the visitors by circus personnel.

Bill Woodcock and Fred Logan worked the K-M elephants; John (Red) Farrar and Harry Rooks worked horses and ponies and John (Camel Dutch) Narfski displayed menagerie animals, including a three-week-old camel. Kelly Miller and assistants pointed out features of the show's mechanical equipment.

Ione Stevens had concessions and Otis Hill had a pony ride in operation for the event.

Indianapolis To Come Back Under Packs

ST. LOUIS, April 21.—Tom Packs has been contracted to produce the Indianapolis Police Circus July 6-8, it was announced this week by Jack Leontini of the Packs staff. The show will be given at Victory Field thru arrangement with the Indianapolis baseball club of the American Association, he said, and all members of the police force have been authorized to sell tickets.

The Packs show played Indianapolis in 1947 without a sponsor. This season's date will mark the first time in about 15 years the police have sponsored a show, Leontini stated. He returned to St. Louis Wednesday after signing the date.

BILLER BROS. OPENS; FLASHES PEPSI TIE-IN

SPRAY, N. C., April 21.—Biller Bros. Circus played to a half-house matinee and three-quarter night house here despite cold weather and a strike in local mills. Similar business was recorded at Hickory, N. C., Saturday (14). At Lenoir, N. C., Friday (13) the show scored twin full houses. At Statesville, N. C., Thursday (12) the matinee was lost to high winds and a thin one-fifth house attended that night.

The third edition of Art and Hy Sturmak's show opened April 6 at Camden, S. C., quarters, where it played to a three-quarter matinee and better than half night house. Bow was in the nature of a comeback for the Biller org, which had a wobbly 1950 season

Capell Scores At Batesville

BATESVILLE, Ark., April 21.—Capell Bros. Circus scored with two full houses here Friday (13). The show is using a new air callope wagon with a six-pony hitch for downtown bally in each stand. Show is newly painted. Kitty and Leon Snyder have the ring stock and are working a new Liberty act.

Org has two elephants purchased from the 1950 Dailey Bros. herd. A third elephant, which Capell had last season, was sold to Oklahoma City.

and two ill-fated indoor winter dates.

Biller turned up as another outdoor org with a Pepsi-Cola tie-in this season. The soft drink company came up with an unspecified amount of money, it was reported. In return, Biller will limit bottled beverage sales to the Pepsi product and all trucks of the show carry the Pepsi-Cola trademark. Previously, Biller rolling stock flashed General Motor's advertising. Several shows have Pepsi-Cola deals this year.

Following rehearsals, the performance ran smoothly on opening day, and that night the timing was down to a pat 1 hour and 25 minutes. Joe Rossi's band (11) and Slayman Ali, equestrian director, paced the show. Tommy Bentley doubles as announcer. Included in the line-up are several acts which were with the show previously and some new ones. The Barratte Troupe, delayed upon entering the country, was not on hand for the first days but was expected shortly.

In the menagerie, which was sidetracked, were three elephants, two black bears and a cub, one polar bear, two lions, a leopard and a cage of monkeys.

Program

Display 1—Spec; 2—Flo MacIntosh and Marion Partello, pony drills; 3—Maria Eiana, Rita Biller, Jerry Pressley, Sylvia Gregory and Teresa Morales, ladders; 4—Clown walkaround; 5—William O'Harris,

(Continued on page 55)

20 BIZ MEN BUY TWO R-B SHOWS

Conn. Profit Group Pays 29G for Plainville; Poughkeepsie Also Sold

NEW YORK, April 21.—Ringling-Barnum circus stands of June 16 at Plainville, Conn., and June 17 at Poughkeepsie, N. Y., each including two shows, have been sold for the first time to a group of 20 businessmen in the former case for \$29,000 and two American Legion posts in the latter instance for about \$30,000, it was learned here this week.

At Plainville, an organization to effect the purchase was formed and tabbed Circus, Inc., with William H. Day, as president; Joe Tinty, vice-president; Frank DiLoreto, secretary, and Bernard J. Zucker, Watertown, as treasurer. Day is a member of the board of directors of the Circus Fans Association of America and State chairman of that group's P. T. Barnum Top 12. Tinty is manager of Plainville Stadium, site of the circus' stand, and DiLoreto is a New Britain attorney.

On the basis of population, Plainville is reported to be the smallest town to get R-B. Date draws from Hartford and New Britain. The usual Waterbury, Conn., date has been eliminated

Polack Scores Capacity Biz At Santa Rosa

SANTA ROSA, Calif., April 21.—Capacity crowds here Monday and Tuesday (16-17) marked the opening of the California tour of Polack Bros. Western unit. The show took a week to make the 2,400-mile jump from Indianapolis, where it gave 25 performances in 10 days ended April 8. The org remains in California until late August then moves into the Northwest until the end of September.

Business here sustained Santa Rosa's record as Polack's strongest two-day stand. Extra seating was provided in the fairgrounds pavilion and an extra show was given Tuesday morning. All five shows were packed, it was reported.

Advance promotion, handled by Jack Daugherty, showed an increase. Show moved from here to Sacramento for an 11-day stand which started Thursday (19) with Jimmy Rison in charge of promotion. E. H. Hebert is promotion man at Stockton, which follows Sacramento; Mickey Blue at Oakland; George Westerman at San Francisco and Joe O'Donnell at Fresno.

Hagen Blows Date

CUSHING, Okla., April 21.—Hagen Bros. Circus blew its stand here Thursday (12) because of cold weather. Cold weather continued the next day, when the show was at Stillwater, Okla.

Gainesville Opens Season With 3-Day Cele; Smith III

GAINESVILLE, Tex., April 21.—Gainesville Community Circus inaugurated its 22d season here Wednesday (18) with a full house of 3,500, a two-mile parade and a home-coming celebration. Congressman Martin Dies blew a gold whistle to open the first performance. Shows also were given Thursday and Friday (19-20).

A. Morton Smith, founder and show executive, suffered a stroke during a circus dress rehearsal and his illness prevented his taking part in the opening.

New to the show's program this year is a 14-girl ballet directed by Mary Ruth Diltz, a baby performing elephant, Portis Sims' jockey dogs, a 16-girl web group, Walter Robran's Comedy Crosley, and a new spec, *United Nations on Parade*, featuring 36 flag bearers.

this season, and advertising in Middletown and Meriden will be angled for the Plainville showing.

The show will make Plainville from a Springfield, Mass., stand. Tinty announced that the corporation would sell tickets in all cities of the drawing area. In the past when R-B. played Plainville, ducats were sold in that city and New Britain only. Circus, Inc., will last for two months and be a straight business proposition. Shares will be taken by those who organized the firm, and any profit will be split. The corporation will have rain insurance on the date.

In the case of Poughkeepsie, Arlington and Lafayette, American Legion posts were the purchasers. Paul S. Samuels, local attorney, did the negotiating for the Legion. Site for the stand has not been selected.

NOT SATISFIED

Big Show Strives for More Yocks

NEW YORK, April 21.—Steps were taken last week to increase clown participation and so bolster the humor in the Big Show at Madison Square Garden. The joey participated in a late rehearsal Tuesday (10) after the night show with a view towards working out bits that will get them into fringe participation with more acts during the actual performance and keeps the kids happy.

Emmett Kelly, sad-faced pantomimist back this season after a year's hiatus occasioned by a Hollywood commitment, is up to his old tricks and visible in some part of the arena thruout much of the performance. Kelly no longer holds the exclusive in this department, since Otto Griebling, a veteran joey who also impersonates a tramp character, is making his first appearance with the Big Show and sharing with Kelly the get-in-the-act chores. Otto, adept at juggling, fills in the dull spots with plate manipulation.

First For Griebling

Otto, who spent about 12 years with Cole Bros. Circus, and worked many dates with other shows, including the Polack Bros. units, saw and participated in his first Ringling opening here.

The baseball gag, a new number, is routined nicely. Paul Jung, Harry Nelson, Myron Orton, Prince Paul and Frankie Saluto are active in the pantomime. The Wild West number is also running smooth. Both were produced by Pat Valdo.

After five years Lou Jacob's midget car number, featuring Frankie Saluto and Jimmie Armstrong, midgets, is still soloed.

Show purchased two trucks this year. Previously, the show had been moved by commercial vehicles. A jeep with a stake driver and stake puller is new.

The 110-foot top with three 50s, purchased two years ago, was used. Show carries seven menage and high school horses, two bareback horses, a trick mule, 14 ponies, an elephant, trained goats, monkeys and dogs. Twenty-five displays make up the two-hour show.

Opening here was part of Gainesville's annual three-day Circus Round-Up, which included home-coming events, parade, square dancing, 4-H Club livestock show, coronation of a circus queen and an address by Dies.

The *Daily Register*, of which Smith is manager, published a special circus edition April 11.

WORLD'S BRIGHTEST COLORS

FLUORESCENT POSTERS

KLEEN-STIK CAR SIGNS
CARDS-BANNERS-DATES

STOCK DESIGNS FOR ALL OCCASIONS

WRITE FOR SAMPLES and
FREE 1951 DATE BOOK

CENTRAL SHOW PRINTING CO., Inc.
MASON CITY, IOWA

ACTS WANTED

FOR MY 1951
FAIRS & CIRCUSES

ERNIE YOUNG

203 N. WABASH.
CHICAGO 1, ILL.

TWO TELEPHONE SALESMEN

In Middle West by America's foremost
railroad publication.



Capable, sober producers: No lost time,
plenty taps and reloads. Top commission,
plus transportation with crew. We make
MONEY, do you?

Write
JOHNNY CAYNOR, Ottawa, Kansas

ROGERS BROS.' CIRCUS

Can use 2 more sober, reliable Promotion
Men capable of handling committee.
Also Boss Canvasman and Superin-
tendent, useful Prommen, experienced
Cook, Joe Applegate, contact Si Rubens.
Charlie Webb, contact Si Rubens. Enoch
Bradford, contact Geo. Penny.

Laurens, S. C., April 24; Batesburg, 25;
Aiken, 26; Augusta, Ga., 27 & 28; Mil-
ledgeville, 30; Cordell, May 1; Douglas,
May 2.

WALLACE & CLARK CIRCUS

Wants two Midgets who can en-
tertain, Concert People, Banner
Man, two Butchers. Carnie, come
on. Las Vegas, Nev., April 25th;
St. George, Utah, 27th; Cedar City,
Utah, 30th.

PHONE MEN

Two more of the best for 5 years con-
tract with Brotherhood of Painters,
Decorators and Paper Hangers Con-
ference in BUFFALO middle of June

CLOUTIER

190 Norwood Ave Buffalo 22, N. Y

FOR SALE

One set of Four Pony Hitch Harness, in
perfect condition. Heavy type for 32-44
inch pony. Made by Circus Harness Mfg
in Cincinnati. \$125.00 F.O.B.

T. A. WELSH

Box 293 Anderson, S. C

WANT

Bannerman, join on wire; Banner
Painter, Trudy Stevens, wire; Seatman,
Riggers, Camel Back Seatman; Paul
(Hammerhead) Lucas, Mangry Red,
contact Hitler; Boss Canvasman, Seat
Butchers, Standman. Want Animal Men,
Canvasman; Man to work elephant and
stock, capable breaking; Side Show
Talker and Ticket Seller. DON ROBIN-
SON CIRCUS, Villarica, Ga., Thursday;
Dallas, Friday; Buchanan, Saturday;
Rockmart, Sunday.

TIGHTS by KOHAN

17 EAST 16 STREET
NEW YORK 3, N. Y.

PHONE MEN

Finest deal ever. Apply

GALLUCCI BROS.
447 Brewer Bldg., Worcester, or
1 Harvard St., Brookline, Mass.

Dressing Room Gossip

Ringling-Barnum

A Kodak Kodachrome colorama, 60 feet long and 18 feet high, featuring Ernie Burch and a number of Sarasota people, is on display at Grand Central Station, together with four smaller photos.

Otto Griebing keeps the customers happy with his workouts before the show and during intermission between spec and the flying acts. Frankie Saluto, midget, is proud when he works with his new baby rabbit. The hat for the gag was made by former clown Bluch Landolf. Jimmy Armstrong again is the bugler for calls before the show. We were shocked to hear of the death of our friend Archie Blood.

During spec the center ring is practically a spec in itself, with Felix Adler atop a beautiful float as the Toscanini of the Big Top conducting the clown band which consists of Paul Jerome, Lou Jacobs, Otto Griebing, Paulis, Fred Hanlon, George Wong and Irving Romig. On the float, in beautiful costumes playing chimes and cymbals, are Fannie McClosky, Kay Burslem, Hilda Alzana and Rose Romig. A busy person in the spec is Albert White. The Hawaiian web number has had many good notices and the girls never worked better. Antoinette Concello did a bang-up job getting the number in shape. Paul Jung made the pineapples which are hung from the top of the webs, adding a striking touch.

Pat Valdo, assisted by Bob Dover, has the show running smoothly with no stops. The show has averaged from 12 to 15 network television and radio shows a day so far. In addition to all the performers who have participated, John Ringling North made two television appearances, *The Show Goes On*, with Robert Q. Lewis, and *Celebrity Time*, with Conrad Nagel. Visitors: Doc Darnay, Don Edwards; Tabby, Helen and Charley Geiger; Herminia Adams, Selena Sampson, Wanda Rogers House, Mrs. Hammill, June Perkinson, Sue Fox, Kathy Kramer and Eddie Callahan.—MARY JANE MILLER.

Omaha Shrine

Tangier Shrine Circus, Omaha, April 9-14, was produced by Rink Wright. Performers made the jump from the Columbus, O., Shrine Circus in good time. Program at Omaha included George Hanneford Family of riders, featuring Kay Francis; Flying Zaccchinis; Gracie Orton, high pole; Harry Haag and Miss Ruby, dogs and ponies in two rings; Ely Ardely, trapeze; Eva May, traps and silver whirl loop; Albert Fleet, chimps; Ala Ming, featured wire act; Leo Gasco and Company, wire; Great Unus, a feature; Four Macks, skaters; Emil Pallenberg Jr., bears; Gorilla Parody by the Gutis Company; Miller's elephants. In-clown alley were Earl Shipley, producing; the Snell Brothers, Van Wells, Bozo Harrell, Percy Rademaker, Smiley, and the writer.

Bob White was announcer, and Whitey Wilbur was on props with seven assistants. Visitors included Rube Liebman, Fred Kressmann, Sam Polack, Mr. and Mrs. Donahue, and Mr. Grossman.—JO JO LEWIS.

Cole & Walters

Victor, the hippo, died last week of old age. Mr. and Mrs. Ancil Mote and family visited Chief and Tillie Keys. Little Buddy, best performing dog of Tom and Tiny Twist, was killed by Stanley, their chimp. Mrs. Helen Walters planed back from New York. Mr. and Mrs. Ross McKay left for Malvern, Kan., after a week's visit. John McLaughlin has joined with his snakes. Beverly Devine won a prize in the pajama parade. Jimmie Hamiter visited Shirley Cole. Two baboons and two deer have been added to the Side Show. Gregg Riley has joined with concessions. Recent visitors were Buddy Wansley, Sam Price, Leon A. Winker, Don Miller and Eddie Shearer.—MILDRED WELBES.

Wallace & Clark

Show has been getting in early. Ajo, Ariz., April 9, gave two straw houses. New canvas loader has expedited putting up and loading. Program runs an hour and 40 minutes. Dr. Butterfield and grandchildren were recent visitors.—NORMAN E. ANDERSON.

Clyde Beatty

Now that we are thru with the Los Angeles engagement we can relax a bit and get ready for the trek up the Coast. The L. A. stand wound up with a tremendous finish and the three shows a day reminded us of the 1948 season. There were plenty of television shows, and KTLA did a telecast from the back yard, with Laurence Cross making up in front of the cameras. Dorothy Herbert was kept busy with radio and television and is working the riding tiger act.

Albina Beatty has joined and is working in the office. We were thrilled when Tommy Katz visited. He flew from Korea on an emergency furlough when his wife, Esther Escalante, underwent an operation. Betty Escalante closed in L. A. and is under a doctor's care. Phil Escalante visited after being released from the hospital where he was treated for injuries received in a fall.

George Davis has become a television celebrity, appearing on the Cook Book program. His hearty laugh was hit of the show. About 40 from the show gave a Chinese party, and among those attending were Pape and Renee, Johnny and Milonga Cline, Mel Rennick, Ted and Jerry DeWayne, Bobbie DeWayne, Don Johnson, Cliff Mosher, Bill Petty, Otis Leslie, the Ericksons, the Iwanovs and the Bartons.

Barbara Weir joined to do ladders and web. Don Stuart and Dick Doud observed birthdays. Leslie Upperman and Bozo are new additions to the Side Show. Yellow Burnett is doing a good job on big top banners. Vic Robbins and band have added several new tunes to their repertoire. Mike Guzy and Leo Salinski were all smiles when their wives stepped in to help them during rush periods in L. A.

Herbert Farrington joined the concession department. Pappy Johnson and Lee Spain have been getting the big top moved in good time. Harold Hall was busy with the doctor and dentist in Los Angeles.

Visitors included Dave Cavagnaro, Barney Unrath, Gus Lind, Billie Lehr, Hap Henry, Billy Collins, Albert Ostermeir, Ernestine and Parley Baer, Ken and Bertha Maynard, Dee Nifong, Harold Ward and family, Wade Zumwalt, Arthur Acevedo, Percy Clarke and Elizabeth Hanneford Clarke. The Harry Walters, grandparents of little Butch Walters, who clowns with us often, visited and gave a chicken dinner for clown alley.—LAURENCE CROSS.

Polack Eastern

Visitors in Akron were Mr. Spencer from Charleston, and John Tetlow and Fred Brumage and wife, who visited Whitey and Edith Boyd. Cribbage is one of the train card games. Ed Raymond, Billy Griffin and Mr. and Mrs. Jerry Conn are our leading commuters. The Langs, teeterboard act, joined recently. Everybody glad to have the Excess Baggage act back with us, also Prof. George Keller and his jungle thrillers and his likeable crew. Murray Powers, of *The Akron Beacon Journal*, visited also Mr. and Mrs. George Foster and Mr. and Mrs. Roy Wild.

Chester (Bobo) Barnett joined with new gags besides his clown car, dogs and solo B flat cornet. English Hutchinson has joined the novelty department. Starkey has returned after a visit to the Veterans' Hospital. The Ukranian Choir and orchestra stopped overnight and visits were exchanged. Ray Goody visited from the Mills circus. Al Hiltonsmith and Happy Belisle are with Vic Robbins on the Beatty show. One of the Saxon Sisters is visiting. Mrs. Jimmy Troy has joined the Gourmet Club with her collection of spices.

Mrs. Bessie Polacks' dog, Lady, has arrived from Van Nuys, Calif. Mr. and Mrs. Bob Courtney's boy has arrived for a visit. Bill Green is visiting his mother in Detroit. We will soon be playing four States in four weeks and the camera fans are practicing for the tour West. Billy Griffin has a new trailer for his panel truck.

Digger Pugh sent over from England a novel arrangement of *The Comedians* gallop and the girls are using it for a finish number to the tumbling act. Beaver has taken over the dog food concession in clown alley.—HENRY KYES.

Polack Western

Everyone made the trip from Indianapolis to California in fine shape, altho heavy snows caused some delays. Now the gang is enjoying the sunshine.

Mrs. Armand Guerre has rejoined the show with her baby daughter. Jean McConnell sprained an ankle during a practice session. Mary Tahmins is substituting for her in Claude Arwood's dog act. Bumper Watson has completed his marine boot training. Francis and Loti Brunn, the Goetschi boys and the clowns made a hospital show.

Glen Fishback has taken many action pictures of the show. Marguerite Mandos has a new fox terrier pup for a mascot. Harry Dann, Dennis Stevens and Henry Boers visited Virginia Powell at Alameda, Calif., prior to the Santa Rosa date. The Ibarra brothers are learning to drive their new car under direction of Jack Harris.

Many of the people from the Foley & Burk Shows' winter quarters visited at Santa Rosa. Other visitors included Bert Martin, Gene Darnell, John Bropt and Virginia Powell.—HARRY DANN.

Rogers Bros.

After four weeks and two days in Florida, show swung into Georgia. The writer neglected to mention the street parade which took place in St. Petersburg. All personnel participated, and cage wagons and show stock were included. Mexican and Cuban troupes on the show include Carlos Ricci, juggler; Eva Vasque, contortion; the Anchias, trapeze, teeterboard and hand balancing, and Olga Sanchez, bounding rope.

In Columbus, Ga., boys from the Fort Benning Army post band sat in for a session with Skinny Go. Musicians who visited Skinny recently were Charles Blume, Carl Woolrich, Jack Shelby and Pee Wee McCellian. New drummer in the band is John McGlothlin.

Fragments—Happy Davis doing a nice double on the trampoline. Marguerite Barton making her son new wardrobe and watching him fly out in a new one every night for a week. Charles E. (Doc) Haag, of Fort Benning, spent two days in Columbus with Peggy and Shorty Sylvester.

Visitors: The De Riskie family, Litha, Frank, Sandra, Frank Jr. and Gayle; Mrs. Benny Fowler and son, and the Flying Valentines.—BILLY BARTON.

Billers Bros.

Show had a good opening in Camden, S. C., with good weather prevailing. Wardrobe is flashy. Matinee at Statesville, N. C., was canceled due to high winds. Biz was good there at night. Woody Snipes and Harry Dudley are preparing good meals in the cookhouse. R. V. Lewis and his Side Show band are scoring with their numbers. Billy Dick and Pearl, Belinda and Helen are a flashy foursome on Chester Gregory's bally. Ronna McIntosh and Teresa Morales have added new tricks to their acts. Flo and Grace McIntosh have received a new top for their popcorn stand.

George Foster has a car every day for the clowns and is doing well with banners. Tommy Bently is announcer and also does wire and slide-for-life. D. L. (Tex) MacGregor, sign painter, has joined, and Joe Cook has rejoined. Joe Rossi's band offers a good concert before the show. Visitors have included Casey Holt, Dave Freeman, Teddy Milligan, Hall Champion, Tex and Sally Montana, Emma Lou, Mary and Walter Rogers, Pat Tumbler, Harry Ferguson, Billy Dunlap, Landon Lauthian, Leon and Pinky Lundgren.—IRA GASKILL.

Capell Bros.

Show had a blowdown at Poteau, Okla., April 5, but no one was injured. Norma Capell is doing a good job with the elephants. The writers are learning ladder and web. Concessions are owned and operated by Charles and Joe Webb. Charles McCarthy is legal adjuster; C. J. McCarthy, assistant; Maymie Capell is in office wagon; Dorothy Capell, on school tickets; Betty McCarthy, tax box; Guy Smuck, reserved seats; Mrs. Frenchie LaBuff, inside ticket taker; Bob Capell, Side Show.

New Side Show additions are Rex Allen with four dancers in annex, and Alex Toliver's colored revue. Visitors included Mr. and Mrs. Red Reader, A. E. Hunt, Dick Bayes and Mac McCully, of 20th Century Shows, and Mr. and Mrs. R. L. Jobs.—TERRY AND BOB- BY CAPELL.

Under the Marquee

Lawrence Hagenbeck of the famed German circus and zoo family, was expected in New York Wednesday (25).

Harry Rogers, who last year had the tax box on Capell Bros.' Circus, is handling press and radio on the show. Guy Smuck again is on inside tickets and is The Billboard sales agent. . . . Sensational Kays will open season at Pontchartrain Beach, New Orleans. They again have been booked at fairs by the Gus Sun office. Fritz has recovered from his fall at the Houston Shrine Circus last November.

Mildred Maddux, sister of Eldon Day, is in Glendale (Calif.) Community Hospital. . . . Red Davis recently caught Polack Eastern in Clarksburg, W. Va. . . . Lew Christie will clown the Cole show in Chicago. . . . Photos of Emmett Kelly in the make-up he used for movie work appeared in The Chicago Daily News recently.

Bill Garden Jr., of Canada's Garden Bros.' Circus, has built a quarter-inch model circus. . . . Acts with Bill Blomberg's Barker Bros.' Circus, will include the Marcus teeterboard troupe, Siegrist flying act, Strat-o-Stars high act, George Lerch, perch; Frank Doyle and Bozo Harold. Hank Carlyle will be general agent. . . . Walter L. Lankford, vet musician and cookhouse op, caught the King opening and visited with A. Lee Hinkley.

Berni Miller, King Bros.' clown, was delayed in joining when his truck broke down in Indianapolis. Earlier, he had been the victim of a hold-up in Chicago. Walter H. Woods, fan; Morris Lipsky and Tom Cooper, of the Johnny J. Jones Exposition; William Kellogg, legal adjuster; R. E. McAfee, old-time show op, and E. W. Adams, former circus ticket seller, caught the King opening.

Raymond Duke, last season with Ayres and Kathryn Davies Circus, is in advance of Barr Bros.' Circus in the Middle West.

Julius Floto, brother of the late Otto Floto, of the old Sells Floto Circus, died in Chicago recently. He had designed University of Chicago's first atom bomb laboratory. . . . George M. Bundy, band instrument maker and former musician with circuses and showboats, died at Elkhart, Ind., April 6.

Grover O'Day, comedy cyclist, opens June 1 with the Tom Packs Circus at Gadsden, Ala. . . . Miami Local 89, Billposters and Billers of America (AFL), recently elected the following: H. A. (Kid) Morrison, president; Lee Conorer, vice-president; Carl (Red) Gohmann, business agent, and Fred Kessler, secretary-treasurer. Among those attending were Duke Brownell, J. B. Schleiffer, Percy Kingman, William Skinner, Jack Rogers, Charley Cohen, George Haines and Robert Burns. Conorer has joined the Ringling show; Schleiffer, the Prell show, and Skinner, the Lynch thrill show.

Rex Ronstrom, drummer, is playing with the Ringling show in Madison Square Garden, New York. . . . Ed Dickey, former New York rodeo tailor, is now located in Ocala, Fla., reports Tex O'Rourke, who recently visited the Circle D Ranch at Oklawaha, Fla. After a trip to Cuba O'Rourke heads north to play fairs with his shooting and horse acts and a few concessions.

Gil Conlinn, secretary-treasurer of the Circus Fans' Association of America, is convalescing from a heart attack at the Hartford (Conn.) Hospital.

Merle Evans and his band, juggler Veronica Martell, and Charles Peterson and his dogs were among the Ringling-Barnum personnel on hand to provide a special show Wednesday (18) for the patients at Bellevue (N. Y.) Hospital. Big Show clowns Paul Jerome and Frankie Saluto also donated their efforts.

Milton Smith, of Canada, has been signed by the Gran Circo Loyal in Puerto Rico to work Capt. Enrique DeMell's lion act. Bruno Zacchini has installed a new lighting system with the show. . . . Phil Escalante has been released from a Los Angeles hospital where he was treated for a blood clot which blurred his vision. He played the opening date at Elinore, Calif., (1) with Wallace & Clark Circus.

Winning Streak Holds For Beatty in L. A. Area

LOS ANGELES, April 21.—The Clyde Beatty Circus continued its winning streak in the Los Angeles environs following 27 shows in 11 days on the Washington and Hill Street lot ended Sunday (15). Monday and Tuesday (16-17) gave the show three-quarter matinees and near capacity houses at night under the sponsorship of the 40 & 8, Signal Hill Post. Rain that started in a drizzle at noon Wednesday (18) cut the Lynwood afternoon house and held the night performance to a three-quarter house. The performance was under the sponsorship of the American Legion.

In Los Angeles, Beatty followed his first week-end run (7-8), when six shows were given in two days, with a nine-show schedule for the closing three days (13-15). An extra evening show on Friday started the ball rolling and there were extra matinees on Saturday and Sunday. Sunday night's house was larger than expected. Saturday

was reported as the largest cash house ever had on the lot. The show is reported to have grossed more during this 11-day run than in the 20-day stand of 1947.

Harry Golub, Side Show owner, said his business was "tremendous." On the first week-end, three shows were given and for the closing week-end three lectures were added, with the performances almost going on a grind basis. Nate Sobol, head of the concessions, said the first week-end business was 50 per cent or better over the same period in 1950. For the closing period last year there was rain, and sales this year for that part were so far ahead that Sobol would not venture a percentage.

Beatty signed a contract with Noel Rosefelt for the delivery of four tigers. Rosefelt, who owns the Catalina Wild Life Expeditions, said the cats were a year old and the shipment would include two Royal Bengals and two Sumatras. The animals are now in Holland and will be shipped by air.

The Siamese Twins, Yvonne and Yvette, shown by Edythe and Cliff Younger also did a land-office business on the midway across from the Side Show. With a 25-cent admission charge, the number of people visiting the nursery trailer was estimated at 35,000 for the 11 days here. The babies, now in litigation, are expected to remain on the show until June 1, at least.

Clyde Beatty Personnel

LOS ANGELES, April 21.—Personnel of the Clyde Beatty Circus includes:

Office: Clyde Beatty, owner; George W. Smith, general manager; W. M. Moore, general agent; Harlan Dewitt, legal adjuster; J. R. Hervey, contracting agent; Dan Dix, special agent; Ray Smith, special agent; Glenn E. Booth, manager, advance car; William M. Petty, treasurer; Edward Howe, press and radio; Shirley and Norman Carroll, special radio and television; John W. White, timekeeper; Pat Graham, Don Hayman, Frank Walter, front door tickets; Red Larkin, tax box; Floyd Lee and Tom Plank, 24-hour men, and Harry Brown, boss tickets.

Ticket Sellers: John White, George E. Jones, Ernie Kestler, H. C. Underwood, W. M. Lewis.

Billposters: J. C. Buchanan, I. M. Faulkner, Harry Marlon, Philip Marcus, H. F. Perry, Mac Powell and H. E. Wilson.

Clovers: Laurence Cross, Jerry Lewis, Eddie Harris, George Perkins, Dick Doud, Charlie Hilderra, Karlo Waddell, Jeff Murphree, Don Stewart, Mel Rennie, Lyman Martin, Charlie Rainer, Huey Kyle, Dick Lewis, Len Keeler, Perry Saunders, Arden Beecher and Alfred Florenz.

Band: Victor Robbins, leader; Al Hittensmith, Bill Isley, Howard Davis, trumpets; Roy Carpenter, Spooks Birkett, trombones; George Pasqualls, bass; Happy Bellis, snare drums; Doss Gibson, bass drum; Fred Mullen, cello; Denny Nease, baritone, and Eben Jones, saxophone.

Bally Girls: Joan Lewis, Dorothy Brown, Josefina Ivanov; Margarita, Carmen and Gloria Caudillo; Socorro Esqueda, Jerry and Bobbie Dewayne, Betty Escalante, Dorothy and Conchita Erikson, Kathy Cline, Malongia Cline, Dorothy Herbert, Renee Pape, Eva Barton, Rusty Varoldi and Della Ryan.

Side Show: Harry Golub, owner; Sam Alexander, associate; Jersey Schanck, boss canvasser; Joe Wren, assistant; Mike Rabbitt, electrician and sound; Red Friend, inside lecturer and magic; Charlie Cox, openings; George Newberry, Ben Thomas, Ralph Brown, tickets; Americo, anatomical wonder; Little Abner, golf ball swallower; Vera Lind, sword box; Slim Curtis, thin man; Sam Alexander, two-faced man; Wesley Coleman, quarter boy; Jacob Waldo, mystery man; Prince Buddha, punch; Jacob Nacken, giant; Marie Kearns, fat girl, and Jerome Red Cloud Harris, shrunken head.

Ringling Gets S. Philly Site

PHILADELPHIA, April 21.—The Ringling circus, after failing to secure permission to pitch its tents in city-owned Fairmount Park, settled for a less-desired site in South Philadelphia for its annual visit during the May 21 week. Finding a suitable site here has plagued circus officials in recent years since losing the 11th Street and Erie Avenue location. Last year, the circus showed in another far section of the city at Fox Street and Abbotsford Avenue, but the show couldn't come to terms with Philco Corporation, owner of the property, this year.

Selection of the South Philadelphia site at Broad Street and Patterson Avenue, near Municipal Stadium, was made known this week when Public Works Director Thomas Buckley requested City Council to pass an ordinance authorizing rental of the city-owned land to the circus for \$2,000.

EMMETT KELLY IN R-B MOVIE

NEW YORK, April 21.—Emmett Kelly, sad-faced joey back this year with the Ringling show, planned to Hollywood this week for the filming of scenes in *The Greatest Show on Earth*. He will work there with Jimmy Stewart, who is to have a clown's role in the film. Kelly took no part in earlier work on the Ringling film because he was under contract to another movie producer. However, that contract expired recently.

EVERYONE WINS

King, Mills, Rogers Score Full Houses

NEWMAN, Ga., April 21.—Big crowds were the rule in Rogers Bros.' big top this week. In here Wednesday (18) the org drew a full night house and a three-quarter crowd for the matinee.

The full night house at Thomas-ton, Ga., Tuesday (17) was paired with a half house for the matinee, and at Griffin, Ga., Monday (16) the show played to a straw night house and three-quarter matinee. In Columbus, Ga. (13-14), Rogers played to three-quarter houses. It had a three-quarter night show paired with a half house for the matinee at Albany, Ga. (12).

King-Size Houses

ELIZABETHTON, Tenn., April 21.—King Bros.' Circus scored two full houses here Tuesday (17) to continue its string of good business. At Johnson City, Tenn., Monday (16) the show had a three-quarter matinee and a straw night house. Greenville, S. C. (12), gave a half matinee and full night house. At Anderson, S. C. (11), King played to two three-quarter houses.

Bull Recaptured

NEWCOMERSTOWN, O., April 21.—Mills Bros.' Circus played to a full matinee and half night house here Tuesday (17) also it snowed most of the day. An elephant escaped after the night show but was recaptured six blocks from the grounds. No damage was done. At Newark, O. (16), the org drew two half houses.

Biller Line-Up

Continued from page 53

baby elephant; 6—Don Floyd Flying Act (5); 7—Rubette, leaps and teeterboard; 8—Tommy Bentley, Flo MacIntosh Trio and Martha Smiga, slack wire; 9—Sylvia Gregory, iron jaw; 10—Barratte Troupe (3), juggling; 11—Dewey Scott, Liberty and high-school horses; 12—Clowns; 14—Marlon Partello, dressage horse; 15—Grace Ronna and daughter, roly-boly, and Rubette, hand stands and knife leaps; 16—Robert and Rolon, iron jaw duo; 17—Clown car; 18—Maria Elana, Rita Biller, Sylvia Gregory, Jerry Pressley, Martha Smiga and Grace Ronna, web; 19—Navarro Brothers (3), perch; 20—Marlon Partello and William O'Harris, elephants; 21—Clowns; 22—Tommy Bentley, slide for life

Staff

Hy and Arthur Sturmak, co-owners; Arthur Sturmak, general manager; Win Partello, manager; William Cowan, legal adjuster; Malcolm Fleming, general agent; Pete March, superintendent; Charles Schuler, general press rep; Virginia Schuler, schools and radio; S. A. Stevenson, press and schools; Bernard Sturmak, press; Steve Kuzmick, brigade manager; Cleon Emerson, treasurer; Paul Hall, office; Gus Tallaferra, front door and auditor; Deacon and Dave MacIntosh, mechanical superintendents; Tommy Poplin, chief electrician; Chester Gregory, Side Show manager; George Wagran, concessions superintendent; Tex Reppert, inside tickets; Slayman Ali, equestrian director; Tommy Bentley, announcer; George Foster, national advertising rep.

Band, Clowns

Joe Rossi, band leader; Karl Wahrmond, cornet; Carmine Petarca and Raymond Aguilar, trumpets; Robert Banky, clarinet; Frank Tona, clarinet, tenor sax; Louis Shaw, trombone; Felix Gambone, baritone; Billy Jean, Sousaphone; Frank Laughhead, drums, and Betty Biller, vocalist.

Clowns include Horace Laird, Ira Gaskill, Jackie Lynn, Al Jones, Tommy Whiteside, Paye Avalon, Pepo Rolon, Johnny Buffington, Bill Lewis and Jim McCoy.

Side Show

Franklin Pierce, knife thrower; Marie Hall, snakes; Rose Marie, sword basket; T. Milligan, magic; R. V. Lewis, minstrel band, with Noah Robinson, Charley Bass, Jazz Lips Richardson, Hooks Tilford, Irene Lewis and Shufflin' Sam; Duke Kamakua, Luana Kall and Moana Kamaei, Hawaiian Troupe; Phyllis Darlan and Pearl Rose, dancers; Charles Pridemore and Bobby Hall, tickets, and Chester Gregory, manager.

Near Full House Sees Cole in Chicago Bow

Continued from page 49

Troupe does a novel flip from a ladder to understander. Cole Bros.' bulls work in the usual four-three-three groups and give a neat appearance.

Earl Shipley's clown band comes on in a police patrol and uses convict wardrobe. It's a new twist that should click after another rehearsal on the finale.

Bob White does a professional announcing job and Milt Herriot adds the role of equestrian director to his other duties. Izzy Cervone's tuxedo-garbed band (15) is accompanied by the Stadium organ and Rita Stevens, vocalist from the Sonja Henie show.

There's better balance this year between traditional circus turns and the free-act type. In the latter are Rietta, sway pole; Hustrai Duo, high traps, iron jaw and sway pole, and the Kimris, doing their airplane number under first-time billing.

Deflating at the kick-off is the military march-in of the prop crew to the accompaniment of White's opening pitch. But on opening night the populous prop force earned a bow for its smooth operation. No full dress rehearsal preceded the show, although a partial timing and prop practice was staged earlier Friday.

The opener got under way at 8:40 p.m. and ran two and a half hours, including intermission.

Arena was decked out with stripped canvas trim, yellow tan-bark in rings and dark blue for the track. Canvas shielded the menagerie line-up in the Stadium hallway, where three cages with 15 cats were spotted and where the public was permitted to feed the 10 bulls and four camels.

Absent this year are the under-canvas menagerie and Side Show with which Cole experimented here in 1950. However, a stable top is erected on an adjacent lot and all animals are kept there except during come-in. The three additional elephants don't leave the backyard. Missing, to, is a cookhouse.

The show was shuttled from Peru, Ind., quarters by two semi-trailer trucks. Bill Horstman, circus veepee, said he was looking for several more to add to the fleet and that all were to be decorated with the show title. The only rail equipment used this season is the elephant car and a single flat for cages. All other cars and wagons are in Peru, where a number of the department heads stayed.

As in the past, dates for the show coincide with spring vacation for school kids here, and matinees are skedded daily except Mondays, when night shows also are omitted.

Carrying the publicity load for Cole is outdoor billing, the largest showing used for the Stadium in years. Newspaper ads are run daily, but most press space was killed at city desks by the deluge of General MacArthur news. Cole will day and date the general here next week and Hopalong Cassidy on Saturday night (21).

Staff

Arthur Wirtz and James Norris, majority owners; William Horstman and Billy Burk, vice-presidents; Frank Orman, manager; James Gephart, general agent; Herb Pickard and Don Murphy, press; Sam J. Levy, talent scout and booking agent; Fred Kressmann, arena director; Milt Herriot, equestrian director; Bob White, announcer; Izzy Cervone, bandmaster; Whitey Wilbur, props; Al Sedan, electrician; Milt Herriot, ring stock; P. J. Jones, elephants; Earl Shipley, producing clown; Illinois Sportservice, concessions; Andy Frain, ushers.

Program

Display 1—Wimpey, table rock; Eddie Menetti, table rock; Madsen Brothers (3), knockabout; Riddola and Company, comedy ladder; 2—Emil Pallenberg Jr., bears; Milt and Johnny Herriot, ponies; 3—Rose Behee, Carla Wallenda, Dillane Malloy, Helen Stegrist, Madeline Kreis and Arden Larry, cloud swing; 4—Clowns; 5—Dorita Konyot, high-school horse; 6—Karella (Wallendas), Roman ladders; Don Francisco and Company, wire; Los Latinos, wire, with Herbert Weber, foot slide; 7—Hustrai Duo, aerial; 8—Clown walk-around; 9—Maiko Troupe (4) and Flying Valentines (4), flying return; 10—Wallendas, high wire.

Intermission. 11—Georgia Sweet, 14-horse hitch; 12—Terrell Jacobs, lions and tigers; 13—Miss Rietta, sway pole; 14—Clown walk-around and Kinko, midget car and contortion; 15—Cathalas Troupe, Winifred May Trio and Littlejohns Trio, balancing; 16—Webs (12); 17—Milt Herriot, John Smith and Johnny Herriot, Liberty horses; 18—Clown band; 19—P. J. Jones and Barbara Petrie, Bill Cox and Cindy Gretchen and Johnny Herriot and Mickey Lyons, elephants; 20—Les Kimris (2), airplane aerial.

CAPELL BROS.' CIRCUS WANTS

Billposters, Lithographers, Two more White-Face Clowns, Family Acts for Big Show. Help, come on. Capable Circus People in all departments. Contact

DOC CAPELL, MGR.
St. James, Apr. 25; Sullivan, 26; Union, 27; Herman, 28; all Missouri.

WANT TO BUY OR BOOK

Four Horse Liberty Act, Novelty Act, Trampoline or Teeter Board, also good Dog Act. Could use good Cook and also good Mechanic. Don't misrepresent. Horse Trainer Jim Gaither, contact. Wire per route.

PAWNEE BROS.' CIRCUS
Clarksville, Virginia, Thursday, April 26.

WANTED

Phonemen, Boss Canvasman and Acts, of all descriptions. Can place Agent who knows how to book auspices.

Patterson Bros.' Circus
R.F.D. #2 HOLLY, MICH.

FOR SALE

Burling Bros.' Circus. Complete Circus ready to roll. Menagerie Animals, Dog, Pony and Monkey Acts, 5 Trucks, 4 Trailers, Big Top, Side Show, complete with Banner Lines, Seats, 2 Gen. Plants, 2 P.A. Systems, Adv. Paper, good will. If wanted, \$4,500, takes all or will sell any part. Worth 3 times this amount.

E. C. BURLINGAME
705 5th St., New Martinsville, W. Va.
Phone 475

FOR SALE OR LEASE

Or will sell half interest in complete, motorized Show. Licensed and ready to open. Address

BOX D-29
The Billboard Cincinnati 22, O.

WANT PHONEMEN, PROMOTIONAL DIRECTORS

All key cities, office set-up. Top Commissions. Sell Book, Banners, U.P.C. under direction of TOM and JANETTE TERRELL for Fifty Car Railroad Show, Cavalcade of Amusements. First office opens Evansville, Ind., Wednesday, April 25th; Terre Haute, Kokomo, LaFayette, etc., opens each succeeding week. Address

TERRELL & TERRELL
VENDOME HOTEL, EVANSVILLE, IND., NOW.



WORLD'S LARGEST TEAM MATCHED GELDINGS

A Top Exhibit. 5,500 lbs., 19½ hands. Very gentle.

Show Harness and Trailer Complete.

CARLSON HYBRID CORN CO.
Audubon, Ia.

2 GOOD PHONEMEN

Mills Bros.' Circus Crew. Sheriff Sponsorship in Rockford, Milwaukee following. Drunks and limbsters, stay away. Nothing but money for good men. No collect calls or wires.

LARRY LAWRENCE

(Before April 28, Van Cleve Hotel, Dayton, Ohio.)
After April 29th, Faust Hotel, Rockford, Ill.

BILLER BROS.' CIRCUS

Want Immediately—Wild West Performers with own stock, salary or percentage. Also Advertising Banner Man, good proposition. Wire or contact **ARTHUR STURMAK**, Manager, Route: Lewisburg, W. Va., April 25; Covington, Va., 26; East Rainelle, W. Va., 27; Marlinton, W. Va., 28.

KING BROS.

WANT Punch and Magic for Side Show. Man to fight lion. Flageolet Player and Drummer. Strange People and Oddities. Candy Butchers. Sall Maker, Riggers, Seat Men and Workmen. Sleeper berth and meals furnished. Address:

King Bros.' Circus

Huntington, W. Va., Apr. 27; Madison, 28; Charleston, 29 & 30; Logan May 1.

KELMANS PLANS WELL

Rural Pitch to City Folks Makes Hay for Indian Point

By TOM O'CONNELL

PEEKSKILL, N. Y., April 21.—Many a patron after a day spent at 300-acre Indian Point Park here has testily asked Operator Ed Kelmans why he charges for the rides, with the idea in mind, planted by the spot's size, that it is a municipal deal. Kelmans takes pride in calling the park a clean operation, and he hopes that customers continue to ask such questions.

Indian Point, due to open May 19, is 40 miles from New York and differs from parks in the metropolitan area in that it is a dream location for outing trade. The spot depends principally for revenue on Gotham patrons who make the journey by Hudson River Dayliner, auto or bus. Because of its rural location, Kelmans does not mind rain half as much as city operators. Once he gets his trade there they will spend, rain or shine, if for no other reason than the lengthy trip made to reach the park. There are no convenient subways to duck for when showers hit, and there are no other amusements within a considerable distance of the spot.

Kelmans is entering his second year as operator of a revived Indian Point, which formerly was but a stopping point for excursion boats. He sees a good year ahead, with workers making a little extra cash thru overtime due to increased production. He feels that they will make enough to blow on amusement, but not sufficient for larger investment. Possible fly in the ointment is a war scare of developing proportions that would constrict purse strings.

Name Grows Stronger

About 50 per cent more patrons came thru the gate than arrived by boat in the park's initial season. Kelmans is happy over this, since he feels that the spot is acquiring a name and is not just regarded in

its former role of a way station. He reports, however, that up to about a month ago excursion bookings had approximated the total business done in that department last season.

Principal change listed for the spot this year is an extension of the midway. Previously the fun zone was laid out in box formation. Rides include a Caterpillar, Double Looper, Merry-Go-Round, Whip and Chairplane. In the kiddie department are a Merry-Go-Round, Jeep, Fire Engine, Ferris Wheel,

Olympic Keeps Free Act Card

IRVINGTON, N. J., April 21.—Four-act free circus-type presentations again will be offered at Olympic Park here, it was announced this week. Allen Durling is set once more as the spot's publicity director.

Work is still proceeding on the park's Roller Coaster, damaged by a storm last November. Olympic will open for the week-ends of May 5-6 and May 12-13 before the daily season starts May 19.

EDGEWATER OPENS TO BIZ INCREASE

Spending Encourages Ops; Motor City,
Walled Lake Ready To Start Seasons

DETROIT, April 21.—Altho Edgewater Park opened in the face of inclement weather here last week-end (13-15), it garnered business that was 40 per cent above its weak 1950 starter. Optimism was tempered somewhat by recollection that last year's opening was hit by rain. Despite the percentage increase, attendance this time was slim.

Those who turned out, park men

stated, were spending in sufficient volume to encourage the funspot ops. Week-end operation continues until mid-May, when full-scale operation gets under way.

No Attendance Needler

Kelmans is no claimant of astronomical attendance figures. His spot draws 25,000 persons on an average Sunday, and he is well pleased with the resultant gross. The park is heavy on natural beauty, with a location right on the Hudson River and grounds that are verdant and well kept. Boat patrons alight on two lengthy piers, one enclosed by sliding glass doors, and are whisked uphill to the midway by trailer buses of the type used at the New York World's Fair. One pier can be adjusted to feed 2,500 persons, while the other is the site of a speedboat ride utilizing two craft. Price on this is 75 cents for the first time around and 50 cents for successive trips.

Last year the park had a seaplane ride that went for \$2 a head. Kelmans said he was forced to drop it because of lack of proper insurance.

As yet he is undecided about establishing a free act policy. Such

(Continued on page 57)

Work Nearing Final Stages At Hoppyland

VENICE, Calif., April 21.—With the official opening set for May 18, work at the William (Hopalong Cassidy) Boyd park, Hoppyland, is moving into its final stages, Manager Clifford Enger said. Some buildings are still under construction, with completion promised within the next two weeks. Addition of rides and concessions was being made to bring the complements up to the full requirements.

Enger said that landscaping of the park, including the promenades shrubbery and flower beds, had been practically completed. Trees have been transplanted in the picnic area, with border around the park to be planted next week.

Work on the arcade building is to be completed in 14 days and the Merry-Go-Round structure needs only a few more hours work to make it ready for the opening celebration.

Enger and Robert Stabler, Boyd's personal manager, are working on the program that will be featured during the three-way week-end. The plans are expected to be announced next week.

Ocean Beach Sets 2 Beauty Contests

NEW LONDON, Conn., April 21.—Seasonal promotion plans at city-owned Ocean Beach Park will include the staging of Miss New London and Mrs. New London beauty competitions.

The park opens Sunday, May 27. Leslie Morson is director of activities.



JIM O'MALLEY

Jim O'Malley Named Mgr. At Whalom

FITCHBURG, Mass., April 21.—The appointment of Jim O'Malley as manager of Whalom Park was announced here this week by Henry G. Bowen, park president. He succeeds Harold D. Gilmore, who recently resigned after holding the post for many years.

O'Malley has had a fringe association with park operations for a number of years, during which time he served as public relations director of the Fitchburg and Leominster Street Railway Company which Bowen also heads. He is known to many park operators by virtue of his having attended many of the New England association meetings.

O'Malley will assume his new duties immediately to ready the 100-acre funspot for its opening. Park units include seven major rides besides a Roller Coaster, a dance hall, skating rink, summer theater, bathing and boating facilities.

Calgary Zoo Adds Polar Bear Cub; Features Printed

CALGARY, Alta., April 21.—A polar bear cub, 12 inches high and weighing 10 pounds, has been added to the Calgary zoo, as a gift of the Hudson's Bay Company. The cub was found on Southampton Island, flown to Churchill, Man., and then taken to Calgary by rail.

Calgary Herald is running a weekly series, "Who's Who in the Calgary Zoo." First dealt with lions, Rex II and Alberta II, descendants of a pair given to the zoo by Capt. Dan Riley of the Morris & Castle Shows. Rex I and his mate, from a Toronto zoo, gained recognition among zoologists by thriving in the Calgary zoo in sub-zero temperatures without artificial heat.

LOVE THY NEIGHBOR

Playland, Palisades Will Plug Each Other

NEW YORK, April 21.—Plans were set this week for a season-long reciprocal plug program to be launched by Palisades (N. J.) Park and Rockaways' Playland here in an effort to shunt trade from one spot to another.

Scheme is the brainchild of Dick Geist, right-hand man to his father, A. Joseph Geist, Rockaways' president. He has worked on the project for a year and has secured the co-operation of Irving and Jack Rosenthal, Palisades Park owners.

Deal will be worked strictly on-the-spot at both parks. They will have paper thruout their respective locations advertising the other's attractions. The same idea will be

Week-End Biz Remains Good At Rocks' Spot

NEW YORK, April 21.—Rockaways' Playland management reported that the take for last Saturday and Sunday (14-15) met that of the preceding week-end, a good two days. Money was made despite no appreciable help from the weather.

Drawing card for Saturday was a bathing suit fashion show staged outdoors, with Kathi Norris covering for video outlet WNBT as part of the park's tie-up with the National Broadcasting Company. Film also was taken of the show for use on newscaster John Cameron Swayze's network show, Camel Caravan.

In a switch of interest at the spot, Freeman and Shore, who operate 12 poker tables within the park and 32 at an adjacent location, sold out to Bernard Kervitsky. Tic-tac-toe game at Rockaways, controlled by park Prexy A. Joseph Geist and Louis Stone, who managed the Freeman-Shore spread, was sold to Edward Seiderman. Freeman, Shore and Stone will head for Revere Beach, Mass., where the former two operate concessions. Freeman and Shore also plan to unload The Races, a 60-table unit resembling Fascination, which they operate at Rockaways.

Park management claimed that after installing an alligator animated display and microphone carrying riders' reactions to the midway the Pretzel ride jumped from a comparatively low-grossing spot to No. 3 on the cash-making list. Roller Coaster and Skooter rank one-two, management said. Ride makers built the display. Rockaways, which has gone heavy for super-modern flashing, also found that business on the Tilt-a-Whirl picked up when a Victorian scroll work ticket booth was installed for contrast.

In the way of advertising, the park intends to spot 4,800 snipes in this area starting next week. Bumper stickers and 1,500 car plates also will be distributed.

Playland, Rye, Adds 2 Rides

RYE, N. Y., April 21.—Playland here has taken on an Allan Herschell Buggy ride and a Speedway in preparation for Sunday play at the spot's kiddie division, starting May 7, before daily operations commence May 26, Alan MacNicol, park director, reported this week.

Speedway will feature three-quarter size miniature racing cars. Albert Nancetti, Portchester, N. Y., will operate the device. MacNicol said there is still the possibility that a few more kiddie rides would be added before the daily season begins. All else is in readiness at Playland.

NAAPPB Okays Confab Plans, Revised Hours

CHICAGO, April 21.—Committee members voting on proposals for the National Association of Amusement Parks, Pools, and Beaches convention arrangements have approved new trade show hours, rates for the NAAPPB manual and prices for tickets, booths and hotel services.

Paul H. Huedepohl, NAAPPB secretary, said that altho some votes had not yet been received, the ballots already cast made up a majority.

Results of the voting on the time and place for NAAPPB's summer meeting have not been tabulated, Huedepohl stated.

Plans for the NAAPPB to operate a booth at the convention of the National Industrial Recreation Association convention here in May have been made, Huedepohl reported. Booth will stress the advantages of amusement parks as the site for industrial picnics. Suggestions that NAAPPB prepare the display were made at the convention here last November. NIRA's meeting will be held May 21-23 at the Edgewater Beach Hotel here.

English Spot's \$\$ Sloughed by Rain

LONDON, April 21.—Rainiest season in 82 years is blamed for a big drop in earnings of Belle Vue (Manchester), Ltd., operators of Belle Vue, one of England's leading outdoor amusement spots.

Annual report for the year ending October 21, 1951, showed gross profit of \$164,484.60 against \$281,243.20 in 1949. Net profit for 1950 was \$56,715.20 against \$109,522 in 1949. A dividend of 15 per cent has been voted.

IF IT'S PROFITS YOU WANT BUY SKEE-BALL

REG. U. S. PAT. OFF.

DON'T CONFUSE OUR NEW 1951 SKEE BALL ALLEYS WITH OLDER TYPES OR IMITATIONS.

Unique play features make Skee-Ball the best skill game for any Park, large or small, Arcade and Resort everywhere.

Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

A 15 ALLEY OPERATOR REPORTS \$64,000 GROSS RECEIPTS FOR THE 1949 AND 1950 SEASON AT 5c PER GAME.

CAPACITY 80 GAMES PER HOUR. 5c or 10c COIN SLOTS ARE OPTIONAL.

For the operator—Profits—without headaches.



14 FT. LONG, 30 IN. WIDE

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—

PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL STREET PHILADELPHIA 44, PA.
AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

New LITTLE DIPPER

To be delivered about June 1. I need a good location. Have no transportation. Make offer.

HAYES' ACRES

Rt. 20, East, Geneva, Ohio

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.

WANTED

Will buy, book or lease 3 Kiddie Rides in first class condition.

Also Building for rent or percentage, suitable for Arcade
25 ft. by 40 ft.

SEASIDE AMUSEMENT PARK

103rd St. & Boardwalk
Rockaway Beach, N. Y.

WANTED KIDDIE RIDES

For three choice locations on percentage operating at least nine months out of the year. Strong support Wire or write for detailed information, stating what you have to offer ROOM 205, 570 Seventh Ave., New York 18, New York.

"Kiddy Ride and Amusement Location"

On busy Highway near Airport, Queens, L. I., N. Y. Wonderful Opportunity.

DAVID LEVINE

50 Court St. Brooklyn 2, N. Y.
Telephone: Triangle 5-8483

FOR SALE

\$600.00, 8 Car Whip, needs some repairs. Now in Reynolds Park, Winston-Salem, N. C. Reason for selling, lease out and owner has other interests. 4 cylinder Continental, motor perfect. Splendid ride for park. Wire

R. C. PARRIS

Care Western Union, Winston-Salem, N. C.

WANTED

PROMOTION AND PUBLICITY MAN
Large Eastern Amusement Park having all facilities—large Outdoor Stage, Swimming Pool, Roller Rink, Rides and Amusements—has a position open for an experienced Publicity Man who can produce. Write full details past experience and salary expected.
BOX D-26, c/o The Billboard
Cincinnati 22, O.

PARK CONCESSIONS OPEN

Photos, Palmistry, Waffles, Floss, Games not conflicting. Contact
G. M. COWAN
OLCOTT BEACH OLCOTT, N. Y.

FOR SALE

Ice Cream Machine, Bastain-Blessing, 2 1/2 Gal., sink, holding cabinet, 2 juice pumps, brine tank, Frigidaire unit, 150-T, 18 ft. stainless steel work top, mahogany counter, excellent, \$2,500.00 F.O.B. Dayton, Ohio.

EARL HOWE

1904 N. Gettysburg Ave., Dayton 9, Ohio

Indian Point

Continued from page 56

a move would necessitate the building of stages for vaudeville-type presentations. The action must be weighed against Kelmans' desire to line up about 10 money-making big rides for the spot and cash needed for other activities.

Indian Point is in an area well-frequented by carnivals, but Kelmans feels that with passage of time and further building of a name the park will hold its own. Another addition planned this year is a sound system. At one end of the spot is a lake and rowboats renting for 50 cents a half hour.

Buildings Match Site

The park is liberally sprinkled with picnic benches and tables and offers a cafeteria and a restaurant accommodating 200 persons overlooking the river. Nearby is an open-air beer garden and a dance hall which features a juke box and local talent during the week and imported crews for week-ends. Interiors of all buildings have been made to conform with the spot's rural air.

A 15,000-square-foot swimming pool is adjacent to the front end of the midway. The pool has lockers for 1,500 persons, and the charge ranges up to 90 cents. Three baseball diamonds also are offered. An unusual feature of Indian Point is that many concessionaires take advantage of living quarters on the grounds. Some even raise produce in one area.

Cyclists Meet There

Extra business will accrue to the park from another encampment of the Motorcycle Association of America. The group met there last summer, and a track is now being laid out over which they will run events.

Radio stations, newspapers and direct mail are advertising channels used by Indian Point, with emphasis on the last named. The park also has a tie-up with Coca-Cola thru which the company is mentioned in park radio advertising and the drink has an exclusive at the spot.

Buses Charged

New angle this year is the \$2 permit required of each bus bringing outings. Hudson River Dayline services the spot with two boats daily and provides three on days when charter groups appear. By car the park is easily reached via a thru highway from New York.

Seasonal staff numbers 40. Mr. and Mrs. Emmanuel Papirakis, food concessionaires; Herb and Morris Nelson, speedboat operators, and Jules Logelin, park superintendent, are mainstays.

WASHINGTON, April 21.—Glen Echo Park here celebrated its biggest opening in 41 years Saturday (7) when an estimated 25,000 customers crowded the grounds. Perfect weather and previous distribution of 10,000 free ride strip tickets to school children in suburban areas helped.

The opening had been heralded on TV over DuMont's outlet in Washington, WTTG.

THE WORLD'S Safest
"With the Lowest center of gravity"
MINIATURE TRAINS
Write for Free 1951 Catalog
MINIATURE TRAIN CO.
RENSSELAER, INDIANA

POPULAR RESORT FOR SALE

Yankee Lake, 14 miles north of Youngstown, Ohio, on Route 7. Property consists of 58 acre private lake surrounded by over 100 acres of land, bath house, sandy beach, restaurant seating 400 with complete new stainless steel kitchen and bar, dance hall seating 1600 or more with bar, 12-room inn, complete machinery, etc. Information will be given only in person. For appointment contact PAUL JURKO, Owner, Brookfield, Ohio. Phone Sharon, Pa., 88361.

RIDES—CONCESSIONS

Want Merry-Go-Round, Eli Wheel, Tilt-a-Whirl, Shooting Gallery, Penny Arcade. Concessions of all kinds. Have Dance Hall, Casino, Beach, Boating, Picnic Grounds on beautiful Lake Orion. Opening May 26th.
PARK ISLAND
Lake Orion, Mich.

Don't Miss Out . . . Act Quickly for YEARS of BIG MONEY with Bowl-O AUTOMATIC BOWLING ALLEYS

Protected by U. S. Patent No. 2,536,538

The tremendous earning power and permanent player appeal of BOWL-O Automatic Bowling Alleys have been PROVED during more than 2 years of actual use. BOWL-O locations now include such choice parks and arcades as:

- Coney Island, N. Y.
- Rockaway Beach, N. Y.
- Million \$ Pier, Atlantic City, N. J.
- Seaside Park, N. J.
- Mechanicsburg, Pa.
- Revere Beach, Mass.
- Asbury Park, N. J.
- Long Beach, N. Y.
- Keansburg, N. J.
- Agawam, Mass.
- Scranton, Pa.

Act now before shortages of critical materials seriously reduce BOWL-O deliveries. Write for literature and earning records today.



SUTPHEN PRODUCTS Corporation
61 West 56th Street
New York 19, N. Y.

EARNING CAPACITY \$500 PER HOUR

PROVEN IN USE FOR OVER 2 YEARS!

YOU TOO CAN GET IN THE BIG MONEY WITH A 12 OR 14 UNIT GREYHOUND RACE

(Ready For 1951 Delivery)
12 UNIT GAME COMPLETE
\$3,540.00

Greyhound Amusement Device Co., Inc.

2124 Surf Avenue, Brooklyn 24, N. Y. ESplanade 3-6810

MINIATURE STEAM TRAIN

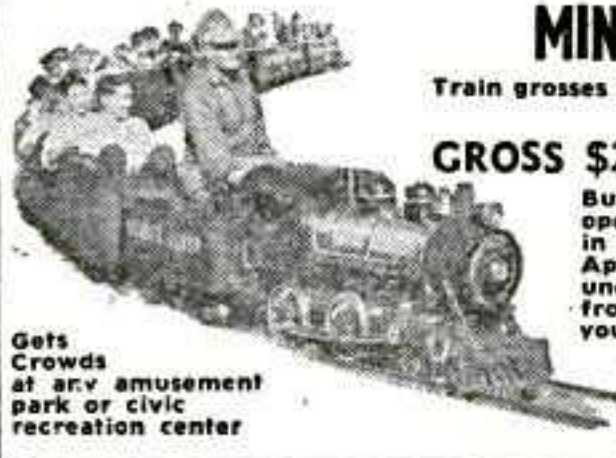
Train grosses next to Coaster in three big parks. 85 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population. Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip. Ask your customers which trains they like BEST.

OTTAWAY AMUSEMENT CO.

Mfrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS



Gets Crowds at any amusement park or civic recreation center

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 SALE

Lusse Water Ride (19 boats and buildings)
Lusse Scooter Ride (25 cars and building)

Established long time in large Eastern Coast Amusement Park. Doing good business but due to death of one officer, owners cannot give proper attention to these Rides. Company has other interests. Cash or terms. Address:

BOX D-30

c/o The Billboard

Cincinnati 22, O

C-O-R-R-E-C-T-I-O-N D'AMICO PIER

SAVIN ROCK, THE LARGEST PARK IN NEW ENGLAND
Due to the disappointment to myself and others who have called the wrong number issued in the April 14th edition. (I apologize.) The number is WEST 3985, 7 p.m. to 10 p.m. for those who have Ferris Wheel, Aerial Joy-Ride, Octopus, Amphibious Duck Boat, Spiffire or any Motor Ride except Rolloplane and Kiddie Rides. Call at my expense.
WESSON D'AMICO, 450 Beach St., New Haven, Conn.

WANTED — MINIATURE TRAIN RIDE

Brooklyn Area—Immediately. Rent, Buy, Operate Jointly. What have you to offer? Write-Wire-Phone

AL SIEGAL

83-15 LEFFERTS BLVD.

KEW GARDENS 15, N. Y.

Virginia 7-2254

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

Milwaukee Pacts Atomic Exhibit

Oak Ridge Display To Use 12,000 Feet In Wisconsin-at-Work Building

MILWAUKEE, April 21.—Wisconsin State Fair has completed arrangements that will bring the Oak Ridge atomic exhibit to the '51 fair, Jack Reynolds, manager, announced.

The huge exhibit will be housed in the Wisconsin-at-Work Building where 12,000 square feet will be provided to tell the story of atomic energy. The atomic feature has been previously on display at other State fairs, including the Indiana State Fair, Indianapolis, and the State Fair of Texas, Dallas.

As an added attraction this year, the Wisconsin annual will have a second 100-mile stock car race in which drivers who fail to qualify for the first race will be eligible.

Other new attractions include a drum and bugle corps exhibition before the grandstand on opening day and a 4-H tractor driving contest.

Added since last year are a new

Donnellson, Ia., Ups Parking Area

DONNELLSON, Ia., April 21.—Lee County Fair here will expand its parking facilities this year and has graveled all drives, J. R. Doherty, secretary, announced.

Annual has skedded a children's day for the first time and another first will be a program of stock car races.

Our Record Speaks for Itself . . .
Ask anyone who knows . . .

BARNES-CARRUTHERS

★
Consistent—Dependable—Experienced

BARNES-CARRUTHERS
 Theatrical Enterprises, Inc.
 159 N. Dearborn St. Chicago 1, Ill.

44 by 310-foot cattle barn, the new Fun-on-the-Farm Show lot and additional decorative lighting on the grandstand and show lot. The fair's permanent midway will open May 19 and operate thru Labor Day, according to Reynolds.

Salt Lake City Signs Circus For Grandstand

SALT LAKE CITY, April 21.—Hippodrome Thrill Circus will be featured at the Utah State Fair here September 15-23. The contract for talent was handled by John Billsbury, Hollywood.

Billsbury said the show will include the following: Flying Hartzells, the Cyclonians, the Kitchenettes, Winston's Seals, Three Elms, Dick Lewis, Four Musketeers; John Hartzell, sway pole; the Starlet Troupe, Lynnon's, Valdon, and Pansy, the roller-skating cow.

The show will be presented in front of the grandstand in conjunction with the horse show. The Salt Lake City band will play for the events, Billsbury said.

Waterloo, N. Y., Names Collins Prez, Huff Secretary

WATERLOO, N. Y., April 21.—George E. Collins was elected president of Seneca County Fair here, and Donald Huff was named secretary.

Edgar H. Backus is vice-president; John G. Grisfield, treasurer, and Raymond Ross, race secretary. Directors chosen include Maurice Medlock, Elmer Burnham, Leonard Rhinehart, Lawrence W. VanCleeve, Stephen Byrne, George Leet, Mrs. Nellie Douglass, Louis Parker, John G. Crisfield, George E. Collins, Donald Huff, Minor Smalley, C. Henry Genung, Edgard H. Backus and George C. Starkey.

Gaiety Shows will provide the midway at this year's fair, set for August 14-18. George A. Hamid & Son will have the free acts, and the Joie Chitwood auto thrill show is booked for a Saturday show.

Manitoba Boosts Aid To Annuals

WINNIPEG, April 21.—Manitoba fairs will receive increased provincial aid as the result of legislation passed here, F. C. Bell, agricultural minister, announced.

Grants for "A" and "B" fairs will be hiked from the present \$2,500 up to \$3,500 and class "C" annuals will be paid a grant equivalent to one-half its premium payments. Heretofore, the latter fairs had only received payments of one-third.

As a result of the legislation, the Brandon Winter Fair will now get \$1,000 more than last year. The three "B" fairs, Portage la Prairie, Dauphin and Carman, will receive about \$450 more.

Mass. Bill Seeks 20% Tax On Plant Rent

BOSTON, April 21.—Massachusetts fairs would pay 20 per cent of net rentals received from non-fair activities under provisions of a bill that has been okayed here by the committee on taxation.

Sponsored by the assessors of West Springfield, the measure is looked upon as an apparent successor to bills sponsored by Tax Commissioner Henry F. Long, which sought to impose direct taxes on fairs and which were bitterly fought by the State's fairs.

Eastern States Exposition, Springfield, would be most affected by the proposed measure due to leasing its Coliseum for hockey games and other buildings for storage.

Under the bill's provisions the collected money would be paid the community in which the fair operates.

Jersey Sets Annual Dates

TRENTON, N. J., April 21.—Burlington County Farm Fair, to be held August 3-4 at Burlington, N. J., was first on the list of 16 fairs scheduled thruout the State and announced this week by Lloyd B. Wescott, president of the New Jersey Association of Agricultural Fairs.

Farm fairs include Sussex County Farm and Horse Show, Branchville, August 8-12; Warren County Farmers Fair, Harmony, 15-16; Morris County Fair, Troy Hills, 21-25; Middlesex County Fair, East Brunswick Township, 22-25; Flemington Agricultural Fair, Flemington, August 28-September 3; Gloucester County Fair, Paulsboro, 3-8; Cumberland County Fair, Bridgeton, 18-22 and the Trenton Fair, Trenton 23-30.

Camden, N. J., Space Sales Grow

CAMDEN, N. J., April 21.—Altho the South Jersey State Fair and Exposition here does not open until May 24, exhibit space in six tents is sold out, officials announced.

Exhibits this year will include military equipment from the armed forces and displays from the State, civic organizations, churches and merchants and manufacturers.

Pepsi-Cola Company will distribute 250,000 free school children's tickets for the children's days, May 26 and May 30.

N. Haven, Conn., Inks Hamid Acts

NORTH HAVEN, Conn., April 21.—A program of acts for the 1951 North Haven Fair has again been secured thru George A. Hamid & Son, New York.

Herman Blumenfeld cemented the deal for the Hamid firm. Dates of the annual are September 6-9.

Western Mass. Ops Study Crowd Pulling Events

SPRINGFIELD, Mass., April 21.—Slogans, special events and improved publicity are the three most likely ways to improve attendance at fairs, those attending the 22d annual Western Massachusetts Fairs' Association meeting at the Hampden County Improvement Building here Friday (13) decided.

The decision came after a lengthy panel on ways of bettering the attendance at fairs. Leo Doherty, fairs director of the State Department of Agriculture, said that 56 fairs in the four Western counties last year attracted 282,862 persons. This figure does not include attendance at Eastern States Exposition.

Nearly half of the 35,342 agricultural exhibits shown at these fairs were the work of boys and girls, he said, and fully justified the \$26,000 in prize money which the State distributed to these annuals.

Ideas for improvement of fairs came from young and old. Some suggested more contests, such as co-ed milking and tractor pulling contests or husking bees. Others suggested more effort toward getting community organizations interested in the venture, while others thought publicity featuring personal information about some of the special exhibits of more interest than a general story.

Henry W. Allen, East Longmeadow was elected president. He succeeds Lee Wyman, Blanford, L. B. Boston, managing director of Hampden County Improvement League, was re-elected secretary.

The new program committee includes Willard Pease, Chester; Mrs. Alfred Seher, Westfield; William Townsend, Westfield; Leon J. Kelso, Chester Hill and the retiring president.

1951 Dates Set

The following dates were announced:
 Great Barrington, Sept. 9-15;

Oregon Names D. E. Richards Asst. Secretary

SALEM, Ore., April 21.—D. E. (Dick) Richards was appointed assistant executive secretary of the Oregon State Fair at a meeting of the newly created Oregon Fair commission.

He will work under Leo Spitzbart, who was elected manager by the board. Spitzbart has served in this post since 1935 but indicated he will resign the office at the termination of the 1951 event.

Richards was formerly county agent of Grant and Lake counties and was connected with the Montana extension service with headquarters in Bozeman. Returning to Oregon recently, he was employed in the management of a ranch in Grant county.

Palmyra, N. Y., To Cuffo G.I.'s

PALMYRA, N. Y., April 21.—The Great Palmyra Fair will throw open its front gate to all uniformed service personnel this year, W. Ray Converse, secretary, announced.

Fair, which is located near the Sampson Air Force Base, will present a night grandstand show booked thru George Hamid & Son in addition to harness races, thrill shows and a special youth day.

Jones, Ex-Secy. At Phoenix, to Fireworks Firm

PHOENIX, April 21.—Paul F. Jones, former executive secretary of Arizona State Fair here, has been appointed manager of Jones-Kelsey Fireworks Display Company, newly organized Phoenix firm that will specialize in staging aerial and ground fireworks attractions.

Appointment of George Blake as successor to Jones at the fair was confirmed recently by the Arizona State Fair Commission. Jones remains with the annual in an advisory capacity for 60 days.

Blandford, Sept. 2-3; Cummington, Aug. 25-26; East Longmeadow, Sept. 10-15; Eastern States Exposition, Sept. 16-22; Hampden, Sept. 8; Littleville, Sept. 29-30; Ludlow, Sept. 15; Middlefield, Aug. 31-Sept. 1; Monson, Aug. 24-25; Montgomery, Sept. 12; Northampton, Sept. 2-8; Palmer, Sept. 14; Southwick, Sept. 8; Westfield, Sept. 8; Springfield Grange, Sept. 12; Greenfield, Sept. 9-12; Spencer, Sept. 1-3; Agawam, Aug. 13-18; Topsfield, Sept. 2-8; Berkshire, Aug. 18.

Name MacInnis Escanaba Mgr.

ESCANABA, Mich., April 21.—John MacInnis, chairman of the board of Upper Peninsula State Fair here, has been named manager of the annual, succeeding Harold P. Lindsay, who died last week.

MacInnis makes his home in Sault Sainte Marie. Position pays \$5,000 per year.

De Ridder, La., Re-Elects Lewis

DE RIDDER, La., April 21.—W. S. Lewis has been re-elected president of Beauregard Parish Fair here.

Herman I. Stewart was renamed vice-president and John T. Wooten secretary-treasurer. This year's dates are October 2-6.

Shaunavon Sets Plans

SHAUNAVON, Sask., April 21.—Shaunavon Agricultural Society and the Shawnee Club will cooperate to put on a two-day exhibition in July. The club will conduct an auto giveaway.

TELL & SELL WITH POSTERS

RINKS PARKS ORCHESTRAS
 FAIRS RODEOS CARNIVALS
 AUTO & MOTORCYCLE RACING
 TRAVELING SHOWS THEATRICALS SPORTING EVENTS & OTHERS

posters INCORPORATED
 835 CHERRY ST. PHILA. 7, PA.
 Union Shop-Phone Lombard 3-2000

ATTENTION! FAIR SECRETARIES

CONTACT ERNIE YOUNG AGENCY

FOR YOUR 1951 GRAND STAND SHOW

203 N. Wabash Chicago, Ill.

THE AERIAL SENSATIONS

110 FT. DOUBLE CRISS-CROSS SWAYING HIGH POLE ACT

BEAUTIFUL FIREWORKS FINISH

RICARDO and GRACIE ORTON

ADEL, IOWA

Here It Is . . . The Greatest Spring Date in the East

SOUTH JERSEY STATE FAIR & EXPOSITION

10 DAYS **MAY 24 to JUNE 2, 1951** 10 NIGHTS

CAMDEN, N. J. FAIR GROUNDS

Can book for this date—Legitimate Concessions of all kinds. Eats and drinks—Custard—Pitchmen and demonstrators. For Exhibit Department and Midway.

Two million tickets being distributed by participating merchants in New Jersey and Philadelphia through the medium of merchants exploitation features. One hundred prizes being awarded including an automobile. Awards made afternoon and evening. Government, State and County Displays. Gigantic free Attractions and Fireworks.

Two Special Children's Days for City and County Schools.

Could use Carnival Electrician, Handy Man and other special Carnival People for year round job. Address all communications to

Administration Offices:

SOUTH JERSEY STATE FAIR & EXPOSITION, Inc.

Broadway-Stevens Building — 300 South Broadway — Camden, N. J.
 JOHN H. MOHRFELD III — Phone: — S. BURGENDORF
 President EM 5-8506 Secretary

CONCESSIONAIRES EASTERN ILLINOIS FAIR

DANVILLE, ILLINOIS

BIG CAR RACES BARKER BROS.' CIRCUS ACTS HARNESS RACES
 ROYAL CROWN SHOWS JOIE CHITWOOD'S AUTO DAREDEVILS SOCIETY HORSE SHOW

Anticipated Attendance—65,000. July 29 thru August 3. Write

E. A. MOHR, Secretary
 ALLERTON, ILLINOIS

CONCESSIONS WANTED

KIWANIS FARM FAIR

SEPTEMBER 19-20-21-22
 ELIZABETHTOWN, PENNA.
 Write: KIWANIS CLUB, BOX 29

GOOD YEAR SEEN BY BILL MOORE

C & W Concession Boss Adopts Happy View After Careful Study

NEW YORK, April 21.—The season should be okay for all concerned. That's the way William Moore, concession manager of the Cetlin & Wilson Shows, has the future tagged.

Moore and C & W don't get under way until a week from today. The preem is set, as usual, for the org's winter quarters home, Petersburg, Va. The outlook for the date is the best in years, Moore says. Reason

for the prediction has to do principally with booming Fort Lee, a major Army installation close to town. The show will again set up on the Washington Street grounds—practically a midtown location.

Bill has been around too long and is too steady to count his dollars before they are safely tucked away. The earmarks of a good season are numerous enough, and he hopes it works out that way. The weather, as usual, has been abominable and early openings have been affected. But enough believable reports have simmered thru to indicate that the best free spending in several seasons might be expected.

Money Plentiful

Careful reading of financial pages and an intent observation of conditions in towns encountered en route from his Florida home indicate that money has never been more plentiful, Moore said. Work is available for all, and while government restrictions might tend to hamper retail sales of costly items to the average potential consumer, they will not hamper the patron's

(Continued on page 61)

Down River Reaps Healthy Opening Gross

WAYNE, Mich., April 21.—Down River Amusement Company came in here this week following its opening two-week stand near its River Rouge quarters. Despite cold weather and some snow, org chalked up its best postwar opening grosses, said Owner Hilo Severin.

Staff here included Mrs. Hilo Severin, secretary-treasurer; Wm. Postelwaite, general agent; Herman Colegrove, lot superintendent; Frederick Buoy, billposter; Walter A. (Wingy) Schafer, press and radio; Victor Dunhill, searchlights; Tex Hammerman, electrician; Pat McFrisey, painter; George Schimberg, boss carpenter; Pete Kinmond, stock superintendent; Belge Margo, percentage tables, and Walter Hansen, transportation.

Other personnel includes:

Rides, Shows

Merry-Go-Round, Buck Dera, foreman, Bill Wine; Ferris Wheel, Frank Koss; Rock-o-Plane, Albert Cain; Kiddie Auto Ride, Edwin Walnwright; Kiddie Airplanes, Walter Holeman; Miniature Train, Ronald Holmes; Kiddie Boat Ride, Dick Miller; Buggy Ride, James Arnold; Scooter, Harvey Taylor, foreman, Ed Brown and Sam Jones; Tilt-a-Whirl, Carl (Smokey) Ham-

(Continued on page 61)

Wilson Joins Hannum Unit

HARRISBURG, Pa., April 21.—Harry E. Wilson, who has been assisting Al Wallace, owner of the Wallace & Murray Shows, arrived this week to take over the assistant manager's post on the Morris Hannum Shows which preem here today.

In addition to his other duties, Wilson will build kid matinees, using his successful bubble gum lure. More than 13,000 school tickets have been distributed for this date. Opening ceremonies will include the traditional ribbon cutting, with city officials participating, and the appearance of school bands.

Suicide Simon, whose act features a dynamite explosion, will be the free attraction.

Bakersfield, Calif., Biz Okay for W. Coast

VISALIA, Calif., April 21.—West Coast Shows moved here this week following satisfactory business at Bakersfield where the org played under Veteran of Foreign Wars auspices. The latter stand started slowly but built to a strong week-end despite a ball game adjacent to the lot Saturday night.

Org's No. 2 unit, West Coast Exposition Shows, opened the 1951 season Tuesday (10) in Vallejo.

Striking Lot Show

West Coast uses 22 40-foot towers. Rides are lighted with colored fluorescent tubings. Shows also use two 60-inch searchlights for bally. Equipment includes 10 rides, 6 shows and about 40 concessions and is transported on trucks and semis. New rides include Double Octopus, Fly-o-Plane, Bulgy and auto rides.

The corporation is headed by Mike Krekos, who is currently visiting in Greece. His wife, Lola, is with him.

Office

Personnel includes: Harry Myers, manager; Louis Leos, secretary-treasurer; Everett W. (George) Coe, business representative; Major Bobby Cohn, general representative; Virgil Latiker, ride superintendent; Harry Baker, electrician; Jesse Gomez, assistant; Al Rodin, lot superintendent; Nick Krekos, night patrolman; John Chapman, mechanic; Bill Stathos, concession secretary; Isabelle Myers, Harry Elmore and James Weir, front gate tickets; Edwin Kemp, show artist.

Rides

Merry-Go-Round, Ray Griffin, foreman; William Smith, assistant; Betty Coe, ticket; Ferris Wheel, James Miller, foreman; John Roseman, assistant; Jewell Miller, tickets; Tilt-a-Whirl, Bill Miller, foreman; Horace Rudnell and John Young, assistants; Robin Lagunas, tickets; Rock-o-Plane, Samuel Snobar, foreman; Lee Cole, assistant; Shirley Snobar, tickets; Spitfire, Otto and Frank Fictum, foremen; Vance Horton, assistant; Mrs. Otto Fictum, tickets; Fly-o-Plane, Valentine Lagunas, foreman; Howard McClelland, assistant; Mrs. Goldie Hicks, tickets; Octopus, Harry McCalp, foreman; Jessie James Bloodworth,

(Continued on page 61)

Milledgeville Gives Lone Star Winning Stand

Johnny Caruso Joins McSpadden As General Agent

THOMSON, Ga., April 21.—John R. McSpadden's Lone Star Shows moved here this week from a winning stand at Milledgeville, Ga., and for the first time this spring were able to put up all 10 rides. Johnny Caruso, former show owner, joined here as general agent.

Only seven rides were used in the three Macon stands due to the size of the lots, but Owner McSpadden brought three more from winter quarters for the week's stand here.

Org is operating with a front gate with merchant ride tickets used for the Saturday kid matinees. Jimmie Schafer, sway pole, is the free attraction.

Mrs. Myrtle McSpadden, secretary, who became ill in Macon, is still under a doctor's care. Florence Porter recently took delivery on a new Trotwood house trailer. Latter's sister, Edna Slot, and her husband, George, are visiting. Mr. and Mrs. R. M. McSpadden were given a surprise party on their 11th wedding anniversary recently.

Staff, in addition to Owner and Mrs. McSpadden, includes Whitey Pelley, business manager; Herbert

(Continued on page 61)

LaRue Huddles With McCaffery At Hot Springs

HOT SPRINGS, April 21.—Lash LaRue, cowboy actor who will be featured in a Western unit on Hennies Bros.' Shows this year, arrived at winter quarters Tuesday (17) for a conference with J. C. McCaffery, org's co-owner. Accompanying LaRue was his scenic artist who will design a front for the Western unit.

Work is being speeded up under the supervision of Paul Olson so that all will be in order for the season's opener at Jaycee Park here under Junior Chamber of Commerce auspices. The Diesel light plants were expected back this week from the Fabick plant in St. Louis.

Recent personnel arrivals included Chester Mayes, concession auditor; Mr. and Mrs. Joe Straus, Mr. and Mrs. Frank Roosevelt, (Spike) Donofio and Joy Purvis with her Girl Show performers. Mr. and Mrs. Max Goodman were visitors.

Rain, Cold Hurt Wallace & Murray

KINGS MOUNTAIN, N. C., April 21.—Cold and rain held down the Wallace & Murray Shows attendance at the week's stand here ended Saturday (14). An encouraging note was the fact that patrons spent freely.

Three Fearless Stars, aerialists, joined as the free attraction.

Rain, Cold Hurts Spheeris Early Stands

WEST POINT, Miss., April 21.—Magic Empire Shows trucked here this week after five weeks of cold and rain that Owner A. Spheeris called the worst weather the org had experienced in 17 years.

When weather permitted, crowds were good and spending fair, Spheeris said. Shows opened March 10 in Andalusia, Ala., followed by Bessemer and Jasper, Ala., and Columbus and Philadelphia, Miss., in that order.

Lot in Jasper was isolated when the Warrior River left its banks, flooding all highways for a period of four days. The Columbus fairgrounds was under four feet of water for a week prior to the stand, but the water receded and with the help of 20 loads of sawdust the org opened on Tuesday. Heavy rains Thursday washed out the remainder of the week.

First two days at Philadelphia were hurt by light rains and cold, but a midweek deluge ruined business the rest of the stand.

Sunset Bows To Fair Skies, Good Business

EXCELSIOR SPRINGS, Mo., April 21.—K. H. Garman's Sunset Amusement Company bowed here Thursday (19) for its 12th consecutive year under auspices of the American Legion and was greeted by fair weather that produced good yields for all segments.

Due to the construction of a new school on the regular lot, only 12 rides and six shows were set up.

Numerous telegrams were received from well wishers along with a number of floral pieces. Those on hand for the premiere included Mr. and Mrs. C. I. Levin, Mr. and Mrs. Vergne Dixon, Mr. and Mrs. Leo Levin, Mr. and Mrs. L. K. Carter, Mr. and Mrs. Ivan Michaelson, Buster Shannon and Mac McGinnis, all from Kansas City, Mo.

Local officials who attended were Mayor Krimes and family, City Manager Smith, Police Chief Rayne and Assistant Chief Slover.

D. C. Gives Strates Near Record Take

Grosses Approach Boom Proportions To Eclipse Handle Registered in '49-'50

WASHINGTON, April 21.—Considerably enlarged and refurbished, the James E. Strates Shows, first of the railroad biggies to break the ice in the regular 1951 season, preemed here Thursday (5) to the best opening night's attendance since the boom years.

Day by day, with the exception of Thursday (11) when rain hurt, attendance and grosses topped those of 1950. By Wednesday (11) the takes for both 1949 and 1950 were topped, leaving three more days to go in the 10-day run. Both Saturdays and Sundays were bigger, with ideal weather prevailing.

The show train made a record run from Florida, arriving in the Potomac Yards in 34 hours. The entire midway glistened with paint and newness, even tho there is considerable work remaining to be done. New equipment included a new front arch of stainless steel with special lighting, a new modernistic front for The Great Lester show, stainless steel facade for

Murray's Motordrome, additional lighting effects for Jack Norman's Revue, and more elaborate additions to virtually every show and ride on the midway. Much new canvas was put up here with more to come.

Doc Hartwick's python attraction failed to open until late in the engagement because a shipment of big snakes failed to reach an importer in time.

Attractions Listed

Attractions included Nate Eagle's Hollywood Midgets, Irvin C. Mil-

(Continued on page 61)

Robertson-Caler Preem New Org In Macon Stand

MACON, Ga., April 21.—The newly organized Robertson and Caler Amusements made its formal bow here Monday (16) and at mid-week the stand looked like a sure winner. Monday started slow, and cold hurt Tuesday, but Wednesday was marked by brisk spending.

Org actually bowed February 1 as a winter unit in Valdosta and played 12 weeks. Macon is the first spot for the enlarged show and it will play five more weeks on neighborhood lots here.

Back for Opener

Co-owner Paul T. Robertson returned from an Indiana booking trip in time for the opener. His associate, Gaylord Caler, also returned recently from his Michigan home. Following the Macon stands, org will play in Tennessee

(Continued on page 61)

RAS Leaves WQ April 30

TAMPA, April 21.—Royal American Shows train leaves its winter base here at midnight, Monday (30) and is skedded to arrive in Memphis, May 2, for its season's opener at the Cotton Carnival, C. J. Sedlmayr Sr., owner, announced.

Finishing touches are being added to rides and show equipment here and all box, stock and flat cars have been equipped with new AB air brakes under supervision of Wallie Cobb, org's trainmaster.

New additions include a unit slanted for children; Hawaiian Show, produced by Nat Rodgers, and a Girl Show to be framed by Leon Miller. Several new fronts have been completed and Jean Porter is supervising work on the costumes.

WOM Trains To Washington For Bow Date

RICHMOND, Va., April 21.—World of Mirth equipment was loaded on the show train here today for scheduled departure tomorrow for Washington where the org opens its season Thursday (26). The 10-day stand will be the first played there by WOM.

General Manager Frank Bergen reported all units in readiness. Considerable refurbishing has been accomplished in quarters during recent weeks. Final touches will be applied in Washington on the Bennings Road lot several days prior to the opening.

Special paper, including 24-sheets, is being used for the date. Promotional activities are under the direction of Gerald Snellens.

All concessions have been refurbished under the direction of Manager Bernard (Bucky) Allen. Louis (Dada) King, secretary of the concession department, and Phil Cook journeyed to New York this week on business. They will rejoin the show in Washington.

Hold Last Rites For J. T. Kvasznay

DETROIT, April 21.—Funeral services were held here Wednesday (18) for Joseph T. Kvasznay, of the Michigan Showmen's Association staff, who died this week in Detroit. Funeral services were conducted by the association.

Pallbearers were Sam (Pork Chops) Ginsberg, Paul Greeley, Nate Kadien, Donald Fuhr, Dee Johnson and Fred Haiseh.

Good Biz Warms Up Buck Preem in Cold

TROY, N. Y., April 21.—A solid indication of a good season ahead was registered here this week when the O. C. Buck Shows preemed Thursday night (19) and garnered good business despite temperatures in the low 30's. The stand, a traditional opener for the Buck organization which winters here, includes two Saturdays and promises one of the best grosses racked up here since the boom spending period of four years ago.

Owner Oscar Buck, who wound up with a heavy chest cold as the result of sticking out the opening session, said that a total blank was indicated for the preem at a time when the Merry-Go-Round would normally be put into operation. However, it wasn't long before patrons began showing up in sizable numbers, considering the weather. Even more heartening

was the fact that money was spent freely.

Show managers and ride foremen figured to hang around mostly to turn off the lights. As it turned out, even the Ferris Wheels did business. The sit-down shows got in several performances and the pit shows also did business. It wasn't any good for the custard, but the grab joints did all right.

The smallness of the lot here made it necessary to leave down a number of units. Only 14 rides were up. Equipment on which refurbishing is not yet complete was left in quarters.

Buck reported that help was arriving daily and that there is not yet any indication that acute shortages are in the offing. The regular force of key men is stable, he said.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Battle Creek, Mich., May 4-12

WANT—Side Show, Illusion, large Animal, Funhouse, Mechanical City, Glass House, Unborn, etc.

CAN PLACE—Penny Arcade and Merchandise Concessions of all kinds.

RIDE Foremen for Caterpillar and Little Dipper; **Second Men and Helpers** on all rides who drive.

Billposter with transportation.

JOHN QUINN

Wyandotte, Mich., until April 29

W. G. Wade Shows

UNIT NUMBER TWO

American Legion Festival, John Faust Post, Detroit, Mich., Vernor & St. Jean Streets, 13 days and nights, May 1 to 13. One whole city block in city limits. First in on this old proven location for 15 years.

Can place all kinds of concessions: Ball Games, Pitch-Till-U-Win, Balloon Darts, Devil's Bowling Alley, Fish Pond, Hi Striker, Novelties, Jewelry, Hoopla, String Game or whatever else you may have. No rackets or Mitt Camps. Get in on this early season banner spot. Contact

C. D. MURRAY, Mgr.

9600 BROADSTREET AVE. Phone TEX 4-6413 DETROIT, MICHIGAN

P.S.: The North Lansing Business Men's Second Annual Celebration in Lansing, Michigan, follows Detroit.

ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS
ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

PAUL'S AMUSEMENTS

Want for season, all Legitimate Concessions; especially want Bingo (attention M. A. FLORIE) and STOCK STORES. Will book two (2) nice Kiddie Rides. Want Agent for Hit or Miss Ball Games and also Couple for small Cook House. well framed and butane equipped. Want Jenny Man; Jack Barnes. contact.

Opening April 30th at Atkins, Arkansas. Plenty of Fairs and Celebrations, Southern Missouri, Oklahoma and Arkansas. All replies to

P. A. SCRIMAGER, PAUL'S AMUSEMENTS

BOX 162 CONWAY, ARKANSAS

HELP WANTED

CRAFTS 20 BIG SHOWS

Opening 2 More Units May 1 around Los Angeles

ROY SHEPHERD, Ride Supt.

WANTS SKOOTER FOREMAN TOP SALARY.

Also Foremen for Merry-Go-Round, Wheel and Tilt. Can use Ride Superintendent for Small Unit. Will place Semi Drivers and useful Ride Men in all departments.

Wire, Write or Phone

CRAFTS 20 BIG SHOWS, INC.

7283 BELLAIRE AVE NORTH HOLLYWOOD, CALIF. Phone: SUNset 2-3131

AMERICAN BAZAAR

Essington, Pa., April 23rd to 28th; Runnemed, N. J., April 30th to May 5th.

WANTED WANTED WANTED WANTED

Ride Foreman and Second Men on all Rides. Top salary paid to all. Wire or come on. Concession Agents for Hanky Panks, Stock Wheels and Percentage. Also General Concession Help to up and down. Electrician who can handle small show. Secretary who understands all taxes. Bingo Counter Men Will book Hanky Panks, Stock Wheels, Scales and Age, Jewelry and Novelties.

Wire George H. Harms or Ben Paul, Essington, Pa., now or come on.

VETERANS' UNITED SHOWS

WANT WANT

Opening Worthington, Minn., May 12th to 19th.

CONCESSIONS: Will book Novelties, Fish Pond, Basket Ball, Hoop-La or any Hanky-Pank not conflicting with what we have. Billy Pappas wants Agents for Six-Cats, Roll-down, Pins and Buckets. RIDES: Will book Spitfire or Tilt. RIDE HELP: For Merry-Go-Round, Ferris Wheel, Octopus and Kiddie; prefer semi drivers. INDEPENDENT SHOWS: Mechanical, Animal, Monkey, Illusion, Penny Arcade, Athletic or Girl.

Show routed through South Dakota, North Dakota, Minnesota and Nebraska.

All Replies: BOX 622, WORTHINGTON, MINN.

THOMAS JOYLAND SHOWS

Want for Bluefield, W. Va., Next Week

HELP: Can place Second Men on all Rides, and Semi Drivers at once. Also want Bingo Caller (Gillis McCracken, W. R. Cook, wire). SHOWS: Can place Snake Show, Animal Show (Lee Houston, wire). Also other Shows not conflicting. CONCESSIONS: Can place Bumper, Hoop-La, Custard, Slum Stores. Can place Hanky Pank Agents. Address:

L. I. THOMAS, MGR.

LOGAN, W. VA., This Week.

MERRIAM'S MIDWAY SHOWS

Open April 30th, Grinnell, Iowa.

Want the following: Jewelry, Ball Games, Coke Bottle, Cork Shooting Gallery, B. B. Gallery, Sky Fighters, African Dip, Fish Pond, Fish Bowl, Long Range, Short Range, (Merle, answer; Roy Nigg, answer.) (First \$100.00 deposit books a Mitt Camp.) Chief Little Wolf, C. R. Knox, come on. All people contracted, be there when we open.

ALVA MERRIAM, OGDEN, IOWA. Phone 456.

GRINNELL, IOWA, After April 28th.

Midway Confab

Visitors on the Wallace & Murray Shows' first lot of the season March 29 at Augusta, Ga., were Frank Harrison and Jack Bailee.

Willie Lish departed New York and the clubrooms of the National Showmen's Association Monday (2) after connecting with the Harlem Globetrotters basketball team. The unit will make a 19-day tour ending in the Rose Bowl at Pasadena, Calif. . . . Frank Allen, president and business manager of Great Zenith Shows, which winters in Providence, now owns a new Cadillac.

Recent visitors to the org's quarters included Lloyd Williams, Mickey Devine, Kid Hope, Martin Earle and Harry Weatherborne.

Sam Tassell, of the Sam Tassell Shows, and Sam Harris, of Harris Novelty Company, Philadelphia, have been awarded contracts for the week the Ringling show plays in Philadelphia at Broad and Patterson streets. The location is said to be the best they have had in years. . . . Homer R. Sharar visited the recent opening of Joyland Park, San Antonio, and quarters of Dailey Bros.' Circus at Gonzales, Tex. Formerly with Dodson and last year with Royal Crown Shows and Roger Bros.' Circus, Sharar said he would remain as night manager of a San Antonio cafe this year.

Van Stokes, who is beginning his second year as cookhouse operator with the Gold Medal Shows, recently visited the Tennessee School for the Deaf while playing in Knoxville. Stokes formerly trouped with Joe and Mabel Darpel and Bill H. Kennedy's Side Show. . . . After wintering in Florida, Sandra Berkley returned to Portland, Me., to head a Streets of Paris show on Eastern Amusement Company which opens April 28 in Saco, Me.

Bob Sickels, recently named general agent of the Dan-Louis Shows, has returned to Owensboro, Ky., from a booking trip, reporting the season's route practically complete. . . . Arthur E. Gillette, of Gillette Bros.' Shows, reports the org has added six light towers and a Spitfire. Also new is another Merry-Go-Round to permit the show to split to play small dates. . . . Skippy Kirk, who spent the winter at Pine Castle, Fla., is working Texas clubs with her dog, Tropper.

C. W. and J. P. Davis were recent visitors at The Billboard's St. Louis office. C. W. has booked his new Roller Coaster on Hennies Bros.' Shows, while J. P. has booked kid rides and concessions on the Blue Grass Shows. C. W. (Rusty) Wagner was another visitor en route to the Blue Grass Shows to operate concessions. . . . Pat Parker, formerly with the James E. Strates and Royal American shows, is touring as a co-partner with the L. J. Martin Concession Company.

Howard Duckworth, concession op, infos from Lorain, O., that he is working as a welder and will not go out this season. The Duckworths recently purchased a two-family home in Lorain.

Pvt. Robert J. Harris, son of Mr.

and Mrs. Robert (Slim) Harris, formerly with the American Beauty, Snapp Greater and Interstate shows, recently completed basic training with the 101st Airborne Division at Camp Breckenridge, Ky. His brother, Raymond, is also in the army, stationed at Camp Stewart, Ga. Slim Harris recently became publisher of the State Union Labor, Indianapolis labor publication.

L. G. King, Gem City Shows contracting agent, reports from Tullahoma, Tenn., that rain and cold weather have been hindering operations.

John E. Payne, Diesel electrician, has been released from the Jefferson Barracks Hospital, St. Louis, following a spinal operation. He has taken delivery on a new Buick. . . . Frank J. Lewis, formerly with the Ellman, Oscar Bloom's Gold Medal and L. B. Lamb shows, is a patient in Veterans' Hospital, Waco, Tex. He is in Building 94, Room 235.

Guy and Mary Lou Peterson have booked their concessions with Wallace Bros.' Shows and will open their season at the Memphis Cotton Carnival May 5. . . . Philip C. Gurney, concessionaire, reports from Cummington, Mass., that he recently purchased a half acre of land across the street from the main entrance to Hillside County Fairgrounds there and plans to turn it into a parking lot. Gurney formerly was superintendent of concessions at the fair.

Jack Gallagher, owner-manager of Playland Shows, recently sold the Film Exchange Drugstore, Detroit. He has been the firm's senior partner for several years. . . . Joseph Frederick, owner of Motor State Shows, has recovered from an attack of the flu and is supervising preparations for org's April 28 opening in Detroit. Shows will tour Michigan, Ohio and Indiana.

Eddie Hackett and Harry Newfield left Miami Friday (20) for Hot Springs to join Hennies Shows. . . . While en route from Columbia, S. C., to Harrisburg, Pa., to join Morris Hannum Shows, Marvin (Windy) Kirksey visited his wife, Bernice, who is making her home with a sister, Mrs. L. L. Petty, in Myrtle Beach, S. C. . . . Phil Cook, chaplain of Miami Showmen's Association, has joined the World of Mirth Shows for the season.

Maxwell Kane, business manager of the Morris Hannum Shows, and Frankie Hamilton left Miami last week for the shows' quarters in Harrisburg, Pa. . . . Kentuck Archer and family joined Johnny T. Tinsley Shows in Rome, Ga., last week with their concessions. . . . Trixie Clark has signed with the F. C. Bogle Shows for the season. . . . Josephine Glickman's son is stationed at a marine camp in California.

W. G. Wade Jr., operator of the newly-named Wade Exposition Shows, broke out his Ferris Wheel Friday and Saturday (13-14) in the State Fair Coliseum, Detroit, under University of Detroit auspices, to good business.

CARNIVAL WHEELS



24" - 30"
36" - 42"

ALL BALL BEARING

IMMEDIATE DELIVERY

BIG 6 WHEEL

SEND FOR CATALOG!
MORRIS MANDELL, Inc.
26 East 13th St. (Dept. W)
New York 3, N. Y.
Phone ALgonquin 5-5912

'America's Finest Show Canvas'

TENTS—SIDESHOW BANNERS

ONE 24x36 CORN GAME TOP—Blue Flameproofed—Striped Awning—BRAND NEW.

USED CONCESSION TENTS
Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4802 N. CLARK ST. CHICAGO 40

THE NORTHERN ONTARIO EXHIBITION

Sept. 13-19, 1951

Schumacher, Ont., Canada.

Applicants invited for Midway Rides, Pitches, etc.

WANTED Man To Run

Long Range Gallery

50-50 basis or salary if preferred.

SID GOODWALT
O. C. BUCK SHOWS
Troy, N. Y.



SHRUNKEN HEADS, LONG HAIR LIKE PHOTO, PREPAID \$12.00

Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy Fish Girl, 2-Headed Baby, many others. Write for Latest Circular Showing Photos and Prices.

TATE'S CURIOSITY SHOP
1858 E. Van Buren St
Phoenix, Arizona

FOR SALE

Mills Custard and Ice Cream Machine. Used 3 months. Priced to sell.

W. T. NEAL
Osgood, Indiana

LESLIE'S TRAILER PARTS and ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626

BINGO FOR SALE

Complete, modern Walk-In Bingo, 24x36, seats 134, includes P.A. set, electric blower and some merchandise with '41 tractor and trailer. Everything in nice condition. Selling price \$1500, or would consider partner. Can be seen at Little Ferry, N. J.

c/o HELLER'S ACME SHOWS
JACK ALLEN

F. W. PAULI

WANTS, due to having built several new Concessions, capable Agents for Pitch-Till-U-Win, Electric Bells, Set Spindles, Balloon Darts, Coke Bottles, Basket Ball, three marble Tivoli. Can use Men or Women Agents. Our fairs start in Illinois in July.

Care TIVOLI SHOWS
This week, Russellville, Ark.; next week, Fort Smith.

Evans' New Cigarette Wheel



NEW FLASH! TOP EARNINGS!

Great new fast playing cigarette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action bally! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality built to give you many seasons of big earnings. This is the right one! Don't wait! IDEAL FOR FAIRS, HOMECOMINGS, REUNIONS, BAZAARS, ETC. Write for information and latest catalog

H. C. EVANS & CO.
1556 W. Carroll Ave.
Chicago 7, Ill.

STOCK TICKETS	ROLL TICKETS	PRINTED TICKETS
10 Rolls ... \$ 5.00	Printed to Your Order	10,000 \$ 8.50
50 Rolls ... 19.00	ACE FORMS MFG. CO., INC.	30,000 14.00
100 Rolls ... 37.00	65 Blecker Street	50,000 17.00
Rolls are 2,000	New York 12, N. Y.	100,000 28.00
each. Size 1"x2"		
Double Coupons.		
Double Prices.		

NEW EXCEL POPPER

Yes, we can make delivery. A fine counter model, electric, with 100 pounds Pop Corn, 50 pounds Seasoning, 1000 Bags and case Salt, all for \$124.40. Write for circular.

Indiana Pop Corn Co.
Muncie, Indiana

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FITZIE BROWN

WANTS WANTS

Will give good proposition to custard man who can also drive truck. Ike Johnson, Bill Kirby, get in touch. Bob Murray, come on. Can place Wheel or Skillo lay-down man. Count store and pin store agents wanted.

Care **WALLACE & MURRAY SHOWS**
Lincolnton, N. C., April 23-28;
Aberdeen, N. C., following.

Milwaukee, Wis., Lots

Belle City Shows

Open May 4th to 13th at No. 29 and W. Capitol. Want Skill and Science Concessions for three lots; then Celebrations and Fairs till Oct. 1. Want Ride Help for Merry-Go-Round, Wheel, Octopus, Plane and Kid Rides. Help and Concessions, contact Chas. Panacek, 3453 No. 3rd. E. Joe Henke, Manager.

Boone Valley Shows

WANT WANT WANT

All Concessions working for stock. Will book Fun House, Glass House, Mechanical Show or anything not conflicting. Want Ride Help, Second Men on all Rides, Chairplane Foreman. FOR SALE: G.E. Searchlight and Generator mounted on Chev. Truck, two-wheel Popcorn Trailer with Star Popper. Leon Walker, contact me.

BOONE VALLEY SHOWS
Ben. J. Mesebrink, Boone, Iowa.

AGENTS WANTED

Opening May 5, Memphis Cotton Carnival. Colored lot.

Hanky Pank Agents, Cork Gallery, Basketball, Coke Bottles and Fish Pond.

ANDY RASMUSSEN
c/o DACUS TRAILOR CITY
WEST MEMPHIS, ARK.

GORDON EASLEY & ROSE LEATHERMAN

Come at once. Also Man and Wife for flashy Photo; good territory.

JACK LATKOWSKI
GREAT ZENITH SHOWS
Pawtucket, R. I.

COOK HOUSE - HELP -

Man for Griddle and general knowledge of Cooking. Small Cook House, good pay.

WOLFE AMUSEMENT
Concord, N. C.

FOR SALE

No. 5 Ferris Wheel, Mix-Up, several Concessions and transportation. Contact

J. D. HEATH
Rt. 6, Box 515 Dallas, Texas
Phone: Elmhurst 1810

MAJOR SHOW WANTED

Circus, Carnival or other top attraction for 6-day run. Prefer early July date. Give full particulars, guarantee, etc., first reply to

WOMEN'S STUDIO CLUB, INC.
c/o White
4719 40th, N. E. Seattle 5, Wash.

WANTED

Book or buy Merry-Go-Round, also Ferris Wheel. Book Popcorn, Candy Apples for Parkway Kiddyland, now operating. Best spot in Florida. Write

FRANK RUPP
West Tampa, Florida

Wanted Tattoo Artist

Must Be Well Experienced

Golden opportunity. A population of 50,000 to 60,000 troops stationed here. Only two Tattoo Artists now in town. For full information write to **PLAYLAND**, 936 Broadway, Columbus, Ga.

WANT AGENTS

Bucket, Beat the Dealer and set game Agents.

ROY T. DUFFY
% Penn Premier Shows
Chester, Pa.

West Coast Shows Personnel

• Continued from page 59

assistant; Violet Bailey, tickets. Dipper, Lillian Schue, owner; George Kelley, foreman; Mrs. Harry Baker, tickets. Kiddieland, Cleo Mortimer, foreman; Ralph Burton, assistant; Jessie Mortimer, tickets. Pony Track, Edwin and Phyllis Seale.

Shows

Funhouse, Mr. and Mrs. Fred Horton. Monkey Motordrome, Ken Draucker, owner-manager; E. L. Daly, tickets. Motordrome, Jimmie Wise, Shirley Blue, Pat Dredge, Jimmie Wise, riders; Steve Stevens, tickets; Zola Wise, talker. Oriental Follies, Buster Odle; Tom Sullivan, tickets; Penny Odle, Audrey Lee, Micky Owens and Kay Farr, performers. All-Girl Revue, Dee Griffin, manager; O. G. Barb, talker; Thomas Stark, tickets; Lynne D'Winter, Sharon Roberts, Jeanne Simpson, Myrt Madison, Julie Dodge and Dee Griffin, performers. Side Show, Marie Ledoux and Ruby Brown, co-managers; A. W. Brown, Bob Clarke, tickets; Rendine Miller, talker; Pat Durham, Celia Bloomer, bally girls; Kitty Smith, armless wonder; Ruth Horn, Chinatown; Fayasia, mentalist; Ruby Brown, fat girl; Selma Burke, magic; Donna Burke, sword box; Deagio, torture chamber; Azoria, half-lady; Charles Presler, knife thrower; Dave Jones, fire eater.

Concessions

Short range gallery, Mary, Jeanie and Clayton Phelps; bottle ball games, Ray Monroe; Charles Ross, agent; Ronnie Lawrence, Victor Glosso; cat rack, Ray Monroe; glass pitch, Milton Finkelstein; bear wheel, Sam Cooper; lamp wheel, So Grant; doll wheel, Wally O'Connor; Harry Cosby agent; bird wheel, Ed Schue; pan games, Ruth and Lou Korte, Bill Davis and H. Murphy; ham wheel, Minnie Pounds, manager; duck pitch, Charles Crowell, manager; jumbo cat rack, Al Estafan, manager; Claude Estafan, John Roberts; slum spindle, Eloise Syester; darts, Tom Syester; fish bowls, Ivy Gomez, manager; George Dashkovitz, agent; string game, Hugh Randolph; rotaries, J. A. Blash, owner; John Swartwood; long range gallery, Capt. Jack Swartz; manager; novelties, Ed Kemp; age, Jimmy McGhee, agent; jewelry, Wally O'Connor; ten pins, Ronnie and Buddy

Strates Biz Big

• Continued from page 59

ler's Brown Skin Models, Jack Norman's Broadway to Hollywood Revue, Rex Ingham's Monkey Circus; Great Lester, magician; Bentley's Side Show, McDevitt's Unborn, Hatwick's Wild Life, Big Snakes; Raser's Native Hawaiians, Murray's Motordrome, a platform show, Glass House, Funhouse and Penny Arcade.

Rides included Merry-Go-Round, four Ferris Wheels, Skooter, Rocket, Spitfire, Octopus, Pretzel, Caterpillar, Ocean Wave, Flying Saucer, Tilt-a-Whirl, Looper, Hi-Ball, Dual Rolloplane, Chairplane, pony track and six miniature rides.

General Manager James E. Strates said that five additional railroad cars will be added about the middle of May to transport a feature show and other attractions.

Besides Strates, the staff includes Curtis L. Bockus, general agent; Dick O'Brien, manager; Leo Bistany, assistant manager; Edward P. Rahn, special agent; Nick Bozini, treasurer; J. F. McDevitt, secretary; Eddie Keck, secretary; Nelson Thomas, manager of advance billing; Elmer (Mike) Olsen, general superintendent; Gifford Ralyea, chief electrician; James Yates Sr., superintendent of construction; Wayne Kingsley, superintendent of Diesels; Joe McCormick, train master; Henry Brooks, assistant train master; W. D. Holdridge, purchasing agent; Paul Hutchinson, mail clerk; Bill Leon, superintendent of tickets, and Starr DeBelle, press.

Down River Clicks

• Continued from page 59

mond, foreman, Ray Watson; Dark Ride, Sanford Baker, foreman, Leonard Stokes and Herman Figate; Screw-Ball, Harold Lucas.

Oddity Show, Mark Williams with Freddie Strunk, Jean Schaefer, Harry Pink, Leonard Ward, Major Fox, Joe Butts and Larry Trade. Penny Arcade, E. A. Howard, with Mitchell Allard, manager, and Charles E. Howard, porter. Harold Van Housen, cookhouse; Mrs. Donna Van Housen, cashier; Harry Byrne, chef; C. L. Canfield, Rose Diamond and Jerry McConite.

Good Year Seen

• Continued from page 59

dollar spending on midways, he says.

Moore and his secretary, Claude Sechrest, were here and in Philadelphia this week purchasing merchandise to completely restock the C&W concession line. Moore will be starting his first season as front end boss with C&W and also his first trek with a railroad unit. For the past several seasons he has managed concessions and had a number of rides on the Granite State Shows. His custard unit is with the Mighty Page Shows and one of his kiddie rides is doing very well at Highway Park, Charlotte, N. C.

Activity at winter quarters, with building under the direction of Charles Sheesley, is in high gear, Moore reported. Co-owners Izzy Cetlin and Jack Wilson share an optimistic outlook and are again ready to launch a unit that gives unmistakable evidence of costly framing from front end to the back.

Raynell is refurbishing her girl and posing show units, both of which promise to be fully as elaborate as her presentations in the past.

Show will jump to suburban Baltimore for its second date and play the 69th Street lot in Philadelphia its third week out. With luck, the initial three dates should provide a good start.

Lone Star Wins

• Continued from page 59

Reed, electrician; W. G. Harris, chief mechanic; Maurice Fowler, superintendent of construction, and Dickie McSpadden, mailman and The Billboard agent.

Other personnel includes:

Rides, Shows

Merry-Go-Round, Si Darlin, foreman, Charles Fisher; dual Ferris Wheels, J. K. Cathren, foreman, James Poll; Tilt-a-Whirl, Glendon Williams, Foreman; Rolloplane, Luke Randolph, foreman; five kid rides, Bryant Easton, foreman. Monkey Circus, Leo Cogozzo, manager, John McCormack, front. Two girl shows and animal show, Eddie Greeno, owner-manager.

Concessions

Whitey Pelley, 3; Knox Quarles, H. D. Kennedy, Charles Rockerford, Tommy Coleman, Bobbie Brown and Yankee Britt, agents. Florence Porter, buckets and hoop-la; Bea Quarles, agent. Johnny Conway, 5, including cookhouse; Rudy and Kathryn Rivers, 4; Myrtle McSpadden, Bingo; R. M. and Venita McSpadden, pin store and p.c.; M. J. Sovan, diggers; Ed and Iga Van Wert, popcorn and candy apples, and Florence Schafer, glass pitch.

BEE'S Old Reliable Shows
CLEAN AMUSEMENTS INC.
you won't get stung!

OPENING MAY 11, CORBIN, KY.

Followed by outstanding route of Still Dates first in, with Fairs starting June 18 at Springfield, Ky.; June 25, Frankfort, Ky.; July 4, Greenup, Ky.; July 16, Lawrenceburg, Ky., Fair; July 23, Harrodsburg, Ky., Fair; July 30, Russell Springs, Ky., Fair; Aug. 6, Nicholasville, Ky., Fair; Aug. 13, Brodhead, Ky., Fair; Aug. 20, Lebanon, Ky., Fair. Followed each week by Fairs until close of season. If you are not satisfied with your income playing cow pastures, and just any place to set down, get with the Show that has the best Fairs in Kentucky. It doesn't take a long season to get your bankroll here.

WANT RIDES: Will book any Major Ride we don't have, 25% to office. Can use a few more good Ride Men, no drunks. WANT SHOWS: Girl, Minstrel, Side, Animal, Motor Drome, Illusion, or any show that can get money. Must have your own equipment and transportation and join on your own, no C.O.D. We want committee money only. WANT CONCESSIONS: Bingo, Popcorn, Rat Game, Pan Game, Over & Under, Beat Dealer, Mitt Camp, Hanky Panks and Prize-Every-Time Concessions of all kinds (no Glass Pitch, Penny Pitch or Cookhouse). We are not carrying office owned Concessions this year. Joe Goodwin wants Agents for Count Stores, Hanky Panks, etc. Have FOR SALE: Smith & Smith Chairplane with or without transportation, King Fun House, used two seasons, mounted on trailer, with or without tractor. Will sell on good terms and book on Show. Also have 28 foot Fruehauf Rack Trailer with top deck practically new. Small two wheel Trailer that can be pulled with car. D-40 International Tractor, 24 foot Flat Trailer, Popcorn Stand with burners, etc. Cracker Jack Stand complete, Concession Frames of all kinds, and a few Taps, What do you need? Write letter and give several days advance address as am away from home a lot and may be several days delay in answering you. Address

BEE'S OLD RELIABLE SHOWS, INC.
R.F.D. #1 WINCHESTER, KY.

W.G. WADE Shows

LIMA, O.—FIRST IN! April 30 Till May 5.

WANT—Penny Arcade, Glass House and Wild Life Shows. CAN PLACE Legitimate Merchandising and Selling Privilege Concessions.

Excellent position for capable man as Lot Superintendent, who will take care of getting office-owned equipment up, down, moved and oversee operation of same. Good salary to RIGHT MAN.

Contact **W. G. WADE SHOWS**, Springfield, O., all this week.

P.S.—Following Lima, O., is Benton Harbor, Mich. First show in city limits in years!

PENN PREMIER SHOWS
worlds' cleanest + midway

CONCESSIONS: Can place Photos, Hi Striker, Fish Ponds, Darts, Novelties and any legitimate Concessions only.

SHOWS: Want immediately Animal Wild Life or Arcade.

HELP: Can place Men for Tilt, Wheel, Octopus and all other rides who drive. Top salaries paid every week. Address all mail and wires to

LLOYD D. SERFASS
Chester, Pa., this week; followed by Perth Amboy, N. J., and Morrisville, Pa.

THE HENNIES SHOWS

WANT WANT WANT

SECOND MEN AND GENERAL RIDE HELP. JOIN AT ONCE. QUITON FUNDERBURG, CONTACT LOU BARBER. HAVE GOOD OPENING FOR FROZEN CUSTARD. ROBINSON FAMILY, WRITE. OPENING HOT SPRINGS, ARK., APRIL 27.

ALL REPLIES P.O. BOX 414, HOT SPRINGS, ARK.

HARRISON GREATER SHOWS
WANT WANT WANT

For Plymouth, N. C., April 30-May 5, with Havelock, N. C., at the Cherry Point Marine Base, 40,000 Marines, Pay Day, May 7-12.

Can place Concessions of all kinds. No exclusive. Due to disappointment can place first class Cook House. Good opening for Frozen Custard, French Fries, Floss, Photos, Diggers. A few choice Concessions open. Have complete outfit for Girl Show with two or more Girls, Sound and Wardrobe, to join at once. Zadu wants Acts for Side Show. Robert Terrill wants Musicians and Performers for Minstrel Show. Chuck Helms wants Girls for Blue Eyes. Want Foreman for Ferris Wheel and Allan Herschell Merry-Go-Round. Can use Help and Semi Drivers on all rides. All mail and wires to

FRANK HARRISON, Manager, Morehead City, N. C., this week, then as per route.

HELP CONCESSION HELP

Fast stepping Counterman for deluxe Bingo. Attention: Grind Store Men—We are now accepting applications for placement in the near future. You must be exceptionally capable to be considered. This is a rare opportunity for those that qualify.

All contact:

VINCE McCABE
Excelsior Springs, Mo., this week; Chillicothe, Mo., next week.

IMPERIAL SHOWS
OPENING IN BEARDSTOWN, ILLINOIS—APRIL 30-MAY 5—CITY SQUARE

LAST CALL LAST CALL

Perry Cochrain, Bob Swanson, come in.

HELP: Want Tilt Foreman and Roll-o-Plane Foreman. Must have Driver's Licenses. Good pay and treatment. Positively no drunks.

CONCESSIONS: Want String Game, Bumper, Cork Gallery, Custard, Hoop-La. SHOWS: Fun House, Monkey Show, Mechanical Show carries 10 Rides, 35 Concessions. No Gypsies or Grift. All Concessions please report Sunday, April 29, for locations.

BIL GULLETTE, MGR., Ashland, Illinois

WANTED

POP CORN TRAILER

Must be 16 to 20 feet. No junk.

Price Must Be Right. Will Pay Cash.

O. C. BUCK, Troy, New York

SUNSET AMUSEMENT CO. WANTS

String Game, Country Store, Watch-La, Hoop-La, Slum Bowling Alley, Milk Bottles, Punk Rack, Basket Ball, Scales, Custard or Ice Cream. Can place Arcade, Fun House and Animal Show. Can use capable Ride Men who can drive semis.

Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

FIREWORKS

DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES!
Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$69.50

Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!

RICH BROS. FIREWORKS CO.

DEPT. B-1 BOX 514 SIOUX FALLS, SOUTH DAKOTA

GLADSTONE EXPOSITION SHOWS

MORGANFIELD, KY., ALL NEXT WEEK. SOLDIERS' PAY DAY. 30,000 SOLDIERS. CAMP BRECKENRIDGE. APRIL 30-MAY 5.

WANT WANT WANT

LEGITIMATE CONCESSIONS of all kinds, especially want COOK HOUSE, Grab, Jewelry, Nickel Pitch, Penny Pitch, Ball Games, Photos, Scales, Short Range, Buckets, Six Cat, some P.C. open. SHOWS—Wildlife, Fun House, Snake, Monkey, Ten-in-One, Crime. Want Foremen for Jenny and Wheel. Herman Swartz wants Count Store Agents. Jay Williams wants Count Store Agents; Bill Hains, Danny Froy, Ray Ellis, contact.

F. O. POOLE, Mgr. JACK OLIVER, Agent

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now playing Cowan, Tenn.; Lewisburg, Tenn., following. We know where we are going and play downtown lots every week. WANT—Cookhouse or Sit Down Grab, Derby Race, French Fries, Custard, Photo, Long Range, Short Range, Fish Pond, Balloon Dart, Cat Rack, Hoop-La, String Game, Cork Gallery, Watch-La, Six Cat and Buckets. Opportunity for Penny Arcade. Playing virgin territory for this Concession. SHOWS WANTED—Fun House, Glass House, Monkey, Snake, Fat, and Illusion. Have top, banner line and banners for Ten-in-One, need interested Party to manage and furnish People. HELP WANTED—Wheel Foreman, must drive semi. All replies JOHN PORTEMONT, Cowan, Tenn.

LAST CALL NEW ENGLAND AMUSEMENT CO. LAST CALL

WANTS

Opening Maynard, Mass., April 28th. Featuring an Al Martin attraction. Framingham, Gardner to follow. First in. Five proven spots. FREE GATE.

ALL HANKY PANKS OPEN. ONE GRIND SHOW. Billposter with Concession. Long Range. Peter Paul Kalafus, good deal for you. Agent for BALL GAMES, PAN GAME AND BINCO CALLER. Honest George and Scar Nose Murphy, get in touch with Smitty, formerly with Allen-Smith Shows.

ALL REPLIES: MAYNARD, MASS.

RIDE FOR SALE—VERY FLASHY COMET, 10 CARS

Loaded on 20 ft. Fruehauf Trailer

\$4,750.00

MAGGIE FALLON

R.D. 12, BOX 815 AKRON, OHIO
TELEPHONE MIDLAKE 5768

HOME STATE SHOWS WANT

FOR 12 FAIRS—5 CELEBRATIONS

CONCESSIONS—Arcade, Long and Short Range Gallery, Age and Scales, Novelties, Photos, Cigarette Gallery. SHOWS—Monkey, Side Show. Write Stanley Warwick. Bob Laughlin wants Ride Foremen and Second Men, percentage or salary. Tilt, Dodgem, Wheel, Rolloplane, and Scooter. Musicians for Colored Bally Band, Sonny Sharpe, Structure, or others who drive. FOR SALE—Minstral Show Top, 30x50, price \$225.00 or with stage, scenery, blues and piano, \$400.00. Opening Huron, South Dakota, May 11. 10 Rides, 7 Shows. Write or wire, no phone calls.

LARSEN & TRUEBLOOD
State Fair Grounds, Huron, South Dakota

JIMMIE CHANOS SHOWS

Want Ride Help; Foreman for Octopus, Ferris Wheel, Merry-Go-Round, Caterpillar and Second for all kinds of rides; must drive semis.

Can use any kind of Show with own outfit. Want Girl Show with or without own outfit. Legitimate Concessions of all kinds.

Show Opens April 27, Richmond, Ind.
All Replies to JIMMIE CHANOS, RICHMOND, IND.

LARRY NOLAN SHOWS WANT QUICK

Advance Man, must book and bill. No posting. Own car or panel. Ride Men who drive. Rolloplane Foreman, Second Man for Eli. Can book Fish Pond, Age and Weight, Ball Game, Agent for office Pan Game. Place sober Count Store and Pin Store Agents. All wire Monticello, Utah, April 23-25; Blanding, Utah, 26-28. Glen Brunk, Jack Vivian, Glen Edwards, contact me. Larry Nolan (NO PHONE CALLS), Le Roy Wallace, contact me immediately! Very important!

WILSON FAMOUS SHOWS

"ILLINOIS' FINEST"

Opening Saturday, May 5, in Havana, Ill. Want Foremen for Spitfire and Caterpillar Rides, Help on all Rides. Good opening for Side Show and Shows of merit with own equipment. We also can use a few more Legitimate Concessions. All Concessions report in Havana on May 4th. GLENN REVELL, contact us at once. Address Astoria, Ill.

ROYAL MID-WEST

—OPEN WELLSTON, OHIO. APRIL 30—

STOCK CONCESSIONS—Clothes Pin, Ball Games of all kinds, Knife Rack, Fish Bowl, Jewelry, Grab Bag, Basket Ball, Coke Bottles, Cork and Lead Gallery, Glass Pitch Agents for Count Stores and Stock Stores. Fun House, Penny Arcade, Side Shows. RIDES—Tilt, Octopus, Rolloplane, Spitfire

GENERAL DELIVERY **ROXIE HARRIS** WELLSTON, OHIO

AGENTS WANTED

Raffle and Pin Store. Hanky Pan Agents for Ball Games, Penny Pitch, etc. Percentage Dealers. Bingo. Curly Jones, contact Lee Haywood. Also Talker for front of Girl Show.

EARL TAUBER
BURDICK'S GREATER SHOW, SAN SABA, TEXAS
April 23-28; or as per route.

Uncontent With Fairs, He Wants R.R. Show

• Continued from page 50

took his measure. A year later he opened up at Gainesville, Ga. In 1935 he was back in Elberton. He established an unenviable record during his first three attempts at fair operation in that each event was washed out with heavy rains falling on 15 of 18 scheduled operating days.

Loves the Business

I. V. says he doesn't know why he wasn't discouraged, but the answer undoubtedly lies in his honest and outspoken love for show business and the folks in it. He went on to become active in the operation of fairs at Easley, Gainesville and Winder, Ga. It was 10 years before he got Elberton straightened out, but it stands today as a monument to his ability as a fair manager. Altho he owns the annual outright, he receives complete co-operation from the school systems in nine counties. In 1950 the annual registered 60,000 paid admissions despite the fact that the county population is only 19,000. I. V. points out that repeat patronage accounts for the big gate and he rightly points to this as popular acceptance and approval of the event.

The 30-acre Elberton plant is inadequate for his needs, I. V. says. He wants to expand, add a grandstand and erect more buildings. Nothing can stop the mushroom growth of the fair except, sadly enough, the lack of population. But, with many patrons obviously now attending each event on two or more days, I. V. is shooting toward corralling all prospective patrons for the ultimate potential, that of visiting the annual on each of its six operating days.

Succeeds Mitchell

When Mitchell left Anderson for the Richmond post, I. V. was his logical successor. I. V. is adept, as Mitchell is, in improvising spectacular fronts and department presentations from plywood, the judicious use of pastel colors, and intricate lighting. I. V. has gone into the tent renting and advisory business as the result of the great many requests he has received. He would like to expand and build fronts for fairs and shows. In 1951 he will use black light extensively.

I. V. owns and operates a thriving billposting and neon sign plant out of Elberton. He owns about 500 boards and is naturally a great believer in advertising. He used 74 24-sheet boards to ballyhoo the 1950 Elberton Fair in addition to \$600 worth of time on one radio station, and the extensive use of other media. An extensive part of his business once was the pro-

Union, Miss., Gives Peck Org Big Week-End Biz

STARKVILLE, Miss., April 21.—Peck's Amusements moved in here this week from Union, Miss., where it chalked up good week-end grosses, with a big kiddies matinee Saturday (14). The Union stand started slowly because of cold weather but rising temperatures Friday and Saturday brought out the crowds.

Carl Beyers, owner of Beyers' Shows, joined in Union for two weeks with his long range shooting gallery. Earl Crane has added a new lighting system to his custard stand. Stanley Sturk has draped Mexican serapes as a background for his watch stand. Sherman Fisher decorated the Comet with all tubs in scroll designs. The Skylarks, free act, are popular.

Staff includes C. S. Peck, owner-manager; Cecil Cortwaite, assistant manager; Eleanor Kern, secretary; Date Curtis, special agent; Blackie Adams, lot superintendent; John Whitten, chief electrician and mechanic, and Lucky Polack, mailman and The Billboard sales agent.

Other personnel includes:

Rides, Concessions

Ferris Wheel, Sherman Fisher; Merry-Go-Round, Earl Nadeau; Comet, Ray Bag-nall, Kiddie Autos and Airplanes, Wes Edwards, R. Poley, cookhouse; Earl Crane, custard; L. Shandau, popcorn and candy apples; Abe and Edna Franks, bingo; Lee Nadeau, ball game; Mrs. Cecil Cortwaite, novelties; Tex McIntosh, scales and age; Loney Boden, bottles, cork gallery and fish pond; Smiley Hays, clothes pins; Mr. and Mrs. Bob Ard, set stand; Stanley Sturk, set stand; Mr. and Mrs. E. H. (Rusty) Johnson, balloon darts; Carl Beyers, long range shooting gallery; Nell Willis, basket ball; Harry Finch, diggers; Eleanor Whitten, penny pitch; Blackie Adams, color block, and Fay Curtis, pan game.

duction of bumper cards and tire cover signs for fairs.

The Elberton Fair is the best advertised in the country, I. V. says. Anderson is also given the full treatment, altho I. V. says he has frequently put more into the job than he could get out of it, simply because of his love for the event.

Too many fairs are operated by individuals whose primary concern is some other business, with the result that the staging of many annuals is mediocre. I. V. says that money must be spent to make money at fairs, and he says that one of his pet peeves is the sponsoring of an annual by groups whose only interest is to drain off all profits without ever putting anything back in. At Elberton, I. V. says he will always put money back into the event as long as it continues earning. By so doing he hopes that it will one day rate a railroad show for its midway.

There are very few fairmen who know more show people than I. V. He has cultivated their friendship from the start and wherever the clan meets, including the winter festivals at New York and Chicago, he can be found. Thruout the year he receives dozens of calls from agents and managers wanting dates. The inquiries are particularly heavy in the fall when execs are anxious to stretch out their routes. I. V. says that he can't always do much good, but it's not for lack of trying to ferret out spots.

I. V. visits a great many fairs. His part of the country is pretty well dotted with annuals and I. V. visits them all in the belief that one worthwhile idea picked up will justify the hefty schedule. In the South a good livestock show and good school exhibits are necessary to successful operation, I. V. says.

Entertainment Vital

Entertainment has its place at every fair, and I. V. is a booster for both the midway and grandstand varieties. The fun programs should be separated, he says, by way of disapproving of the policy of shows bringing in a free act or two to suffice as the grandstand entertainment. The fair management should book and control the free act, or grandstand entertainment, he says.

Mitchell is continually being accorded credit for his accomplishments by I. V. I. V. points out that he was associated with Mitchell for some 20 years. They both work on the theory that it is wise to build a wide personal relationship among prospective patrons. I. V. believes that he knows just about everybody for miles around. It's a cinch that most folks in the county know him. He belongs to just about every organization that it's possible for him to be a member of, including Moose, Elks, Redmen, WOW, Showmen's League of America and National Showmen's Association. It paves the way, he thinks, for turning a knocker into a booster—that is if he can find one.

Loud Neckwear

I. V. is distinguished for his flamboyant neckwear. While conservative in many ways, the ties he wears are loud enough to distract a race crowd. How he comes by them, living as he does in a small Georgia town, is open to conjecture.

While I. V. admits that he will likely never be a promising candidate for a poor house, he derides the idea that he is loaded with money. Suffice it to say that if and when he turns to the carnival business he should experience little difficulty in marshalling sufficient funds to at least make a sizable down payment on his wanted railroad show.

I. V. and his wife live in Elberton. They have no children.

Berney Smuckler To Operate Rides At Permanent Spot

MERIDIAN, Miss., April 21.—Berney and Marie Smuckler, Alabama Amusement Company, Mobile, leased the midway concession at City Park here and will open early next month with several rides and concessions. George Desak, ride superintendent for the Smucklers, will help locate the rides before taking his own rides and concessions on the road.

The park is the site of the East Mississippi Fair which has booked the Gem City Shows as its midway attraction this year.

WHEELS OF ALL KINDS

HORSE RACE, BIG SIX, MONEY, MERCHANT, DISE, PENNY PITCH, BOARDS, OVER-UNDER, LAY DOWN CLOTHS, ETC.

Our West Coast Representative: M. Monette & Co. 1013 Mission St. San Francisco 3, Calif.

Cardinal Mfg. Corp.

430 Keap Street Brooklyn, N. Y. EVergreen 7-5027

Girls—\$60.00 a week—Girls F. W. Miller Wants

For Three Girl Show Units

Rumba, Hula, Strip, Shake, etc., Dancing Girls of all kinds—with or without wardrobe. Also Stripper to feature. Want Talker, 10%; also Ticket Sellers. HAROLD LAUGHTON and TED BLANK, wire. Shows open May 3rd to 12th with

WORLD OF PLEASURE SHOWS
Battle Creek, Mich.

All answers to F. W. Miller, General Delivery, Battle Creek, Mich., now.

ALEX NOVAK EDDIE RASOR

Join me right away. Also all people contracted. Can use two more Dancers. We open Hot Springs, April 27th.

JOY PURVIS
THE HENNIES SHOWS
Hot Springs, Ark.

FOR SALE FUN HOUSE

28 ft. semi, 60 ft. front, plenty action inside, sound system—one man sets up and operates. '40 Chev. Tractor, new motor and tires. Cash or will trade complete for 1951 Chev. Fleetline.

S. W. LAKE
Eagle, Wis.

MOTORDROME TRICK RIDER

14 weeks Belmont Park, Montreal and 3 big Canadian Fairs to follow. Best of treatment and top money to reliable Rider. No collect wires please.

JANE & GOLDY RESTALL
48 Bonn Place, Weehawken, New Jersey

DARK RIDE

For Sale—The nicest Ride on the road; must be seen to be appreciated. Now playing St. Louis territory.

BOX D-14
c/o The Billboard Cincinnati 22, O.

BELLANTONI'S RIDES

Can use Ride Help on Octopus, Chair-Plane, Kiddie Rides. Highest wages, best of treatment. Boozers and chasers not tolerated. FOR SALE as a unit—Ten Concession Tops and Frames, 8x8x14, royal blue canvas; also two 14x14 Refreshment Top and Frames. Evans Big Six. Also other money games. One Sure-Light Light Plant, 12 kw., mounted on Spen Trailer. Address: 41 Woodbine Ave., Newark 6, N. J.

FOR SALE

Photo and Concession Trailer. Excellent condition, sleeps three. Exclusive on six Ohio Fairs.

EARL HOWE
1904 N. Gettysburg Ave. Dayton, Ohio

Available Rides and Concessions

Attention, Fair Secretaries, Committees, Organizations—I have several weeks open from May thru September, including July 4th. If you want a clean show with 6 Rides and Concessions, let me hear from you immediately.

M. R. Bacon
General Delivery Flint, Mich.

STIPE'S SHOWS WANT

First and Second Men on Ferris Wheel, Merry-Go-Round. Can book few more Concessions—High Striker, Mug Outfit, Dart, Add Up, Coke, Scales. Opening May 15 in St. Paul. Address: 20 Larpenteur Ave., E., St. Paul, Minn.

Yager United Attrs.

WANT: Hanky Panks of all kinds; privilege \$15.00; also Popcorn, Floss, clean Grab and Bingo. MAJOR RIDE: Merry-Go-Round or Octopus preferred. Shows with own outfit. RIDE HELP: First and Second Man on Eli Wheel; must drive FOR SALE: 20x40 and 14x24 Tents, Sidewalk and Poles. Cheap, will book on Show. Athletic Show Banners cheap. 16 Fairs and Celebrations. Advance, Mo., April 23-28; Cuba, Mo., April 30-May 5.

READ! SHOWMEN READ!

Again for the Second Season, We Are Happy To Be Affiliated With the

W.G. WADE Shows

WE ARE PRESENTING 5 OUTSTANDING ATTRACTIONS, NAMELY

"PEEP SHOW"
Starring Dynamic DIANNE (and her MONKEY) ROSS. This is a top-flight Musical Revue. Can use a few more ace-high Character Dancers. (Those with us last year, come home.) Bobbie Joe, Tangara and Evelyn, Vickie, Gloria, Honey Lee, Estelline, and all others, wire now. All Season's work in Best of Territory, Upper Michigan in Hot July and August, then 5 Big Fairs with WADE. Then our usual strong route of STATE FAIRS, ending with "Dear Old DALLAS". Yes, we have it again for the 10th Season. WANT HAMMOND ORGANIST (Wes Masters, Glenn Brooks, can place either of you).

"UN-COVER GIRLS OF 1951"
Starring PATSY COLE, PIN-UP PET OF THE G.I.'s. Can place "Gals what's got it." Ann Perrie, Chic Boyer, and Denise, and talent of that type, we can place you. Long, Sure Season.

"MITZIE OF THE MILK BATH"
Want 4 Clean-Cut Classy Cuties with a "Chassis." Just to Bally. Good sure pay.

"SATAN'S CHILDREN"
This is a Girly Sex Expose, on the Dope Racket and White Slavery. Can use full Cast, from Girls to Character People: Madam, Dealer, and Talker-Narrator. Want Manager who knows this type of show. (NORMAN WOLFE: Can place you if you can last the season until Dallas. It's up to you.

"FAKATORUM"
A Jazzed-Up New Type of Illusion Show
Can use People of all kinds for this Show. Ray Garrison and Family: If not placed, can use you. Walter DeLencz, Red Friend, Melvin Burkhardt, write me. Want small Attractive Girls for Bally and Illusions. Ray Cramer: Do you still have your equipment for sale? Price it, and if right, have the Cash Ready. This Show is under the management of TONY MARINO. Yes, He and his Wife are O.K. again, after that terrible wreck of last fall, enroute to Dallas.

NOW Aside from these 5 Shows on the Back End, WADE has:
COL. LEW ALTER'S SIDE SHOW
We can always use Good People.
THEN THERE IS

GEORGE VOGSTED'S "WILD LIFE" and "IONIA, STRANGE GIRL"

IN ORDER TO HAVE A POWER-PACKED BACK END
W. G. WADE SHOWS CAN STILL PLACE
GLASS HOUSE, OR COMBO CRYSTAL MAZE AND FUN HOUSE. (Norman Smith, or any other Capable Operator with A-1 Equipment, Wire.) WANT REAL MODERN ARCADE (This Route Is The Money for Arcade). CAN USE PLATFORM SHOWS, Such as Working World, Mechanical Circus, Mickey Mouse, Walk-Thru, Spidora, or any Single Platform or Pit Show. Your "Trap" must be flashy. WANT MOTORDROME, IRON LUNG OR MERMAID (Divena Type Show).

NOW HEAR THIS! WE WILL FRAME AND PRODUCE ANY KIND OF MONEY-GETTING SHOW. FROM A FAT GIRL, MIDGET TROUPE (Art Noble, wire), BIG COLORED SHOW, HAWAIIAN TROUPE (Bill Holt, wire), FREAK ANIMAL SHOW (Del. Alive, Alive, Alive, Hall, write). We have first-class equipment for 12 more Show Fronts: Seats, Lights and Canvas, stored in Dallas. Tops, size 30x50 up to 60x155. ALL IN A-1 SHAPE. We want to put it in action. If you have the ability, we will frame it for you.

CAN PLACE A BIG TIME PROMOTER: A Fellow in the Class of George Westerman or Abe Tavlin. We have 30 Weeks work that will be sure-fire. When writing for detailed information, state who you are and what you have done. No hit-and-miss drunks. WANT WEEK-IN-ADVANCE PRESS AGENT and EXPLOITATIONIST (Must know radio, newspaper and unusual stunts.) Don't reply to individuals but direct to

RAY M. BRYDON and RAY E. THOMAS
"MIDWAY PRODUCERS"
c/o W. G. WADE SHOWS (SHOW PRIDE OF MICHIGAN)
Now Showing Springfield, Ohio, UnitN Saturday, April 28; Lima, Ohio, Week of April 30th; then Industrial Cities of Michigan. BOOKED SOLID.



O.C. BUCK SHOWS

- ★ Due to disappointment want to replace Arcade, Cork Gallery, Pitch Til U Win, Hoopla, Ball Game or any Grind Concession not conflicting. Also have a few PC. stands open.
- ★ Walter McCracken would like to hear from Arthur Berry for Animal Circus. Orville Hagen wants Lady and Men Drome Riders. Whitey Sutton can use Freak to feature, also useful Side Show People.
- ★ Can place general Ride Help on all rides, Semi Drivers preferred. Joe Dupont, Cat Foreman, would like to hear from his old help.
- ★ Have some Concession space available for the South Jersey State Fair, Camden, May 24-June 2.

All Address: **O. C. BUCK, TROY, N. Y.**

WALLACE BROS. SHOWS

WANT FOR GRAND OPENING
MEMPHIS, TENN., COTTON MAKERS' JUBILEE
10 DAYS — MAY 4-13 — 10 DAYS
LEAVING JACKSON FOR MEMPHIS, MAY 1—LOT LAID OUT MAY 2
—WINTER QUARTERS NOW OPEN—

SHOWS: GIRL, MONKEY SPEEDWAY, SNAKE, MECHANICAL, MOTORDROME. RIDES: ONE MAJOR RIDE—OCTOPUS, LOOPER, FLY-O-PLANE, WIRE. CONCESSIONS: ALL EATS OPEN FOR MEMPHIS. WANT FIRST CLASS COOKHOUSE FOR SEASON. ALSO FRENCH FRIES, PRONTO PUPS. WILL PLACE ANY LEGITIMATE GAME CONCESSIONS. NO P.C. OR FLATS. WILL PLACE NOVELTIES.

WANT BINGO
HELP: DUE TO DISAPPOINTMENT. WANT MERRY-GO-ROUND FOREMAN AND SECOND MAN. HELP ON SPITFIRE, TILT, FERRIS WHEEL, FOREMAN FOR DIPPER, ALSO SECOND MAN. MAN FOR NEW DOWNEY LIGHT TOWERS. FOREMAN ON CHAIRPLANE. PENNY ARCADE HELP. TRUCK DRIVERS. HELP ON KIDDIE RIDES. COME ON, CAN PLACE YOU.
AGENTS: L. M. HIGGS WANTS SIX CAT, BUCKET AND BALL GAME AGENTS. GENE CAIN WANTS NAIL, FISH BOWL AND HANKY PANK AGENTS. ALL REPLIES
E. E. FARROW, Mgr.
(Phone: 3-7644) JACKSON, MISS.

STATE FAIR SHOWS
LAST CALL
OPENING MAY 1, COLBY, KANSAS.
All People contracted be in Colby. Want now: All Ride Help, will place you. Come to Eads, Colo. Also want Electrician. Shows all open. I have Side Show equipment, 25% to office. Some Concessions open, what have you?
\$125 Organ, \$100.00; 8 Car Herschell Kid Ride, \$750.00; 1946 model Gruner Mix-Up, 18 ft. Tower, 24 Seats, IHC gas power, with Semi, \$750.00; Dark Fun Bingo, 18x36 ft., \$400.00; complete House on 36 ft. Semi, \$500.00; Spitfire with transportation, \$4500.00; Spitfire with transportation, \$4000.00.
WIRE, DO NOT CALL: C. A. GOREE, Eads, Colo., Unit, April 27; then Colby, Kansas.

FOR SALE
1941 Chev. Truck, '47 motor, steel body; Fish Pond, Balloon, Dart, Blue Tops, Pitch-Til-U-Win, P.C. Table. Plenty stock, ready to go. \$1000 for all.
GEORGE FLORIE
2707 Ft. Worth Ave Dallas, Texas

WANT TO BOOK ON SHOW FOR SEASON
10 ERIE DIGGERS
Advise Privilege and Route (ARCHIE NELSON, WRITE)
SAM EVART
General Delivery East Alton, Ill.

CONNIE
Who was on the Sheesley Shows in 1943
write
FRANK GASKINS
Veterans' Hospital, Ward 33 Jackson, Miss.

WANTED
Ferris Wheel Foreman. Must be experienced. Also Rock-o-Plane Operator, must be sober and reliable. Also Second Man for Tilt-a-Whirl.
DELGARIAN AMUSEMENT COMPANY
2303 North Melvina Chicago, Ill.
(Warehouse) Addison, Ill.

FOR SALE
Popcorn Trailer equipped with popper and root beer dispenser; also novelties—\$600.00 complete.
CARL UTTER
BOX 275 ADENA, OHIO

Percell's PIONEER SHOWS
high class midway attractions
Waverly, N. Y., April 27th to May 5th. Bigger than any Fair.
Can place Girl Show and Posing Show with or without equipment, Fun or Glass House. Shows of Merit, Motordrome. Concessions—French Fries, Custard, Diggers, Rotaries, Photos, Short Range, Ball Games, Jewelry, Hanky Panks. Ride Help on all Rides; Semi Drivers preferred. Bingo Countermen, Lot Mah, useful Show People, Electrician. Stretch Rice wants Wheel Man, one Grind Store Agent. For Sale—Double Loop-O-Plane, two Semi Trailers, Alma House Trailer. We play Pringle, Pa., first in. Connect now. Wire
LOUIS (STRETCH) RICE, Bus. Mgr., or MICKEY PERCELL, Gen. Mgr.

GEM CITY SHOWS INC.
FEATURING GOOD, CLEAN OUTDOOR AMUSEMENTS
WANT A FEW MORE HANKY PANKS AND LEGITIMATE CONCESSIONS. AGENTS FOR AGE AND SCALE, CAPABLE RIDE HELP WHO CAN DRIVE SEMIS. WILL BOOK WILD LIFE SHOW. BOB EDWARDS Wants for Posing Show and Girl Show Several more Girls, also Canvasmen who can put it up and take it down and sell tickets. Address Bowling Green, Ky., this week; Paducah, Ky., next week.

DUE TO DISAPPOINTMENT
WANT SIDE SHOW
Have all equipment and transportation. Also want Ride Help, semi drivers preferred.
OPEN MIDDLETOWN, CONN., APRIL 26.
COLEMAN BROS.' SHOWS
RICHARD COLEMAN, P.O. BOX 686 MIDDLETOWN, CONN.

BAKER UNITED SHOWS
Want for Route of All Sponsored Celebrations
CONCESSIONS: Photos, Ball Games, Scales, Novelties, Glass Pitch, Dart Stores or any Stock Stores. Hattie Brooks wants Cook and Waiter. Chester Pierce wants Concession Agents. RIDE HELP: Want Merry-Go-Round Foreman. Must drive. Can place any Shows with own outfits.
TOM L. BAKER, Kokomo, Ind.

B. & C. EXPO. SHOWS
Opening Corning, N. Y., April 28th
Place following: Octopus, Little Dipper, Fly-o-Plane, Tilt, Monkey or Motordrome, Hi-Striker, Basketball, Age, Weight, Long Range, Bottleball Game, Cats, String Game, Custard, Novelties, Slum Spindle, Ice Cream, Bowling Alley, Derby Racer. Join on wire or phone 409F15. Help in all departments. Electrician who can drive. Moving on lot the 24th.

WAYNESVILLE, MO., CITY PARK
OPENING MAY 1, NEW CITY PARK, NEAREST FORT LEONARD WOOD
40,000 to 60,000 soldiers here for basic training. Wonderful opportunity for those who want to work under high class, strongly advertised sponsors. Will cater to families and local strongly. WANT SHOWS: Educational, Glass Blowers, Monkey, Mechanical—nothing immoral, no Girl Shows. WANT CONCESSIONS: Arcade, Long Range, Photos, Custard, Hi-Striker, Age and Scales; want Fun House. WANT HELP: Ferris Wheel and Chairplane Operator—no teardowns. This will be a Sunday School Park and we're proud of it. No camps, no games of chance, no flatties, no gambling. Boosters, dope heads, drunks and agitators, save your time and mine. Trailer parking with city lights, city water and modern toilets. All equipment must be A-1—no junk. WANT RIDES: Will book only one—Tilt, Octopus, Fly-o-Plane or Spitfire. SPARKY THE CLOWN, contact me to emcee a Free Show and Amateur Show, good proposition. Phone collect.
MANAGER CITY PARK
WAYNESVILLE, MO., by wire, phone or write.

PACIFIC NORTHWEST SHOWS
Now Opening The Last Of APRIL
WANT
RIDE HELP CONCESSIONS of all kinds. SIDE SHOWS and RIDES that don't conflict
Contact:
General Delivery **JOHN BECK** Klamath Falls, Oregon

WANT **TIP-TOP SHOWS** **WANT**
OF SYRACUSE, N. Y.
For proven route of BONA FIDE Celebrations in Central New York State BALL GAMES, SLUM STORES, PITCH-TILL-YOU-WIN, ANY SLUM STORE. CAN PLACE MAN AND WIFE for One Dice. Will book Chairplane, Train, Ponies, any Punk Ride. Want Mechanical or Pit Show. We carry 6 Rides, new Diesel Plant, NICK EVANO, write; can place you. We feature PARADES, FIREWORKS weekly. If you can stand prosperity—THIS IS THE SHOW.
R. V. (DICK) NEUGENT
128 HURON STREET, SYRACUSE, N. Y. PHONE 4-8255

WANTED
TRAINMASTER TO JOIN IMMEDIATELY
CETLIN & WILSON SHOWS
WINTERQUARTERS PETERSBURG, VA.

WANTED
Small Carnival for last week in August. 26th Annual Friendly Festival. Always a good money maker. Must be clean.
JOHN H. KERIAKEDES, Secy.
Hay Springs, Nebraska

ROCKWELL SHOWS

Opening April 25, Winfield, Kansas
ONLY 2 STILL DATES ENTIRE SEASON

ALL EARLY CELEBRATIONS AS FOLLOWS:
McPherson, Kansas, Street Celebration
Kingman, Kansas, Cattlemen's Picnic and Rodeo
Russell, Kansas, Prairiesta Street Celebration
Kinsley, Kansas, Old Settlers Picnic
**THEN CELEBRATIONS AND FAIRS
FOR BALANCE OF SEASON
WANT SHOWS OF ALL KINDS,
THAT CAN SET UP ON STREETS**

WILL BOOK FOLLOWING CONCESSIONS:
Fish Pond, Addem-Up Darts, Watchla, Bumper, Cork
Gallery, Mug Joint, Hoopla, Slum Spindle, and any others
that do not conflict.

All Address: **MIKE ROCKWELL**, Mgr., Winfield, Kan.,
then per route.

STAMFORD SPRING FESTIVAL

NORTH AMERICAN CIRCUS MIDWAY
Featuring
THE GREAT WILNO, the Human Cannon Ball
Newark, Delaware, this week; then Stamford, Connecticut,
13 Days' Celebration
MUSICIANS' UNION AUSPICES

Want legitimate Concessions not conflicting, Scale and Age, Jewelry, Novelties, Candy Floss. SHOWS: Wild Life, Snake, Monkey and Motordrome. Need Boss Canvasman. Geo. Kaminski, Johnnie Woods, Clarence and all people who worked with me before, contact. Need Concession Working Help, Bingo Counterman, come on. RIDES not conflicting with what we have. Want Dog and Pony Act that can double as Pony Ride. This is opportunity. Circus and Carnival style. Kay Ollis wants Girls for Girl Revue. Need Lot Superintendent and Bannerman. All contact:

PAUL OLLIS
Newark, Delaware, this week; then Stamford, Conn., May 2 thru 14.

JOHNNY J. DENTON'S

GOLD MEDAL Shows

WANT WANT WANT

Will sell exclusive on Popcorn, Peanuts, Candy Apples, Candy Floss, Custard, Short Range and Jewelry. Want String Games, Bumper, Spot-the-Spot, Buckets, Ball Games, Fish Pond and other legitimate Hanky Panks. Have complete outfit for Side Show. Want Girl Show, Fat Show, Unborn and Wildlife. Good proposition for nice Penny Arcade. Want Pony Ride.

Contact Johnny J. Denton, Morristown, Tenn.
P.S.: Eli Johns, call Norman Anderson.

DUMONT SHOWS

**Want Legitimate Concessions
of All Kinds**

WANT RIDE HELP FOR ALL RIDES. Must drive semi trucks.
WANT MOTORDROME MANAGER AND CREW
(Good Proposition to Responsible Party)
(Have Complete Drome and One Semi ready to go)
All replies to: **LOU RILEY**, General Manager, and
C. V. WILLCOX, General Agent
ELKTON, MD., this week; **MARCUS HOOK, PA.**, next week.

TURNER BROS. Shows

OPENING APRIL 27
WHITE CITY PARK, SPRINGFIELD, ILL.
CAN PLACE LEGITIMATE CONCESSIONS.
PRIVILEGE, \$20.00 PER WEEK.

SHOWS: Want Shows with own equipment and transportation. Especially want Athletic, Side Show, Mechanical, Fun House or any worth-while Attraction.
RIDE HELP: Foremen for Octopus and Roll-o-Plane. Second Men on all Rides. Must drive.

ADDRESS: PETERSBURG, ILLINOIS.

ATTENTION, SIDE SHOW ACTS—LAST CALL

CAN STILL USE ONE OR TWO FAST STEPPING TALKERS. CAN ALSO USE TICKET
SELLERS WHO CAN GRIND.

LEE SPAIN, MAJOR O'SLATERDAY,
Wire Me Collect If I May Expect You.
SHOW OPENS HOT SPRINGS, ARK., APRIL 27.

CHARLES H. HODGES
c/o THE HENNIES SHOWS, HOT SPRINGS, ARK.

LUCKY STRIKE SHOWS

WANT AGENT THAT KNOWS OHIO, INDIANA AND MICHIGAN

Want Bingo, Cotton Candy, French Fries, Candy Apples, Novelties, Jewelry, Fish Pond, Balloon Darts, Set Joint, Buckets, Swinger, Six Cats, Ball Games, Glass Pitch, Pan Game, Rat Game, Pea Pool, Count Stores, Wheels, all Concessions open.

Want Geek Show. Marge Hutzler, call Irene. Have top and front for Girl Show if you have two or more girls. Will book any show that is flashy and gets money.

Will book any Ride not conflicting with Jenny, Wheel, Octopus, Chairplane. Good opening for set of Kiddie Rides. Blackie Henry, superintendent of rides, needs Foremen for Chairplane and Jenny Clyde Cox, can use you.

Address: **MACK HOUSE** or **JOHNNY REED**, Mt. Pleasant, Tenn., this week.
P.S.: John Reed wants Grind Store Agents. Drunks and agitators, save your time.

GIVE TO DAMON RUNYON CANCER FUND

Club Activities

Showmen's League of America

400 S. State St., Chicago
CHICAGO, April 21.—President Lou Keller was in the chair at the second last meeting of the season. Also on the rostrum were Ernie Young, Secretary Joe Streibich, George Johnson and M. J. Doolan, president of the Pacific Coast Showmen's Association.

Lease committee presented a favorable report on new quarters at 170 West Washington Street and will work out details and present them to the trustees for their consideration.

Chairman Bob Seery outlined summer plans for the ways and means committee. Welfare committee reported Louis Hoeckner had left the hospital, George C. Olsen improving and that William Blencoe was up and around. Nothing new on W. C. Denke, W. O. Perrot or Clifford Darling. Chick Bohdan is undergoing treatment.

Letters will be sent to all nominating committee members requesting them to attend a meeting August 13. On this committee are Morris Lipsky, Bob Parker, W. E. (Bill) Snyder, William Kaplan, Charles Zemater, Elmer Byrnes, Ed Sopenar, Al Sweeney, Mel Harris Petey Pivor, William T. Collins, Paul Delaney, William H. Green, Manuel Blasco and Al C. Beck.

Bernie Mendelson was appointed general chairman of the annual memorial services to be held November 25. Other committees include registration, George W. Johnson, chairman; Christmas Party, Al Sweeney, chairman; President's Party, Dave Malcolm, chairman; Bill Carsky and Lefty Ohren, co-chairmen. Jack Hawthorne is to be official greeter. John F. Courtney has been added to the program committee.

Letter received from Jess Jordan requesting membership applications. Bob Seery is planning an August 13 picnic with Ed Sopenar in charge. Back after absences were Lou Leonard, M. J. Doolan, Al Rossman, Bernie Mendelson, George B. Flint, Andy Kasin, Joe Mark, Sparky Gilson, William E. Donahue and Joe Dugas. Walter F. Driver is on a Michigan business trip.

Visitors included Jack Krutt, Sam Goldstein, William Bloom, Arthur Brown, Joe Dubin, Hal Hall, Ralph Anderson, Andre Dumont, Johnny Criss, Sam Beyers, Pete Norman, Ed Levinson, Elmer Byrnes, Fred G. Johnson, Jack Kaplan, Ray Oakes and William Hetlich.

W. R. GEREN Presents

Mighty Hoosier State Shows

Indiana's Most Modern
10 Rides—6 Light Towers—Twin Diesel Plants

WANT: Hanky Panks, Shows with own outfit. Rides, will book or buy Octopus, must be late model. Get with the show that knows this territory. I put this show in the towns, no corn fields or fifty dollar lots. Have seven County Fairs, nine Street Celebrations. Next week, Franklin, Indiana, one block from courthouse square; don't be misled, this is the town where you will get the Camp Atterbury soldiers.

All replies, wire Western Union; now Columbus, Indiana; Franklin, Indiana, April 30th to May 5th

BILL GEREN

IMPORTANT

Need Freaks to feature in front or annex. Can also use Talkers, Novelty Acts, Dwarfs or Midgets, etc. 20 weeks' work in 1 spot. Paid rain or shine. Can also use Show Girls for Girl Revue.

FRED SINDELL
3819 Oceanic Ave. Brooklyn, N. Y.
Coney Island 6-3103

WANTED WANTED WANTED

BIG FOUR AMUSEMENT

Concessions that work for stock. 2 Shows—Wild Life, Mechanical Show, Fun House. Ride Help for all Rides, must drive semi.

This week, Du Quoin, Illinois, City Park; then Nokomis, Illinois, Apr. 30-May 5.

TIVOLI EXPOSITION SHOWS

WANT FOR FORT SMITH, ARK., SOLDIERS' PAY DAY WEEK, CAMP CHAFFEE, AND FAYETTEVILLE, ARK., TO FOLLOW.

GRIND SHOWS OF ALL KINDS WITH OWN EQUIPMENT. CAN PLACE FOLLOWING CONCESSIONS: Six Cats, Buckets, Shlv Rack, Fish Pond, String Game, Cork Gallery, Slum Blower, Frozen Custard, Glass Pitch, High Striker, Bumper, Coke Bottles, Jewelry or any other non-conflicting Slum Stores. Virgil Boone needs Penny Pitch Agent. (Armstrong, please wire). Contact H. V. PETERSEN, Mgr., Russellville, Ark., this week; then Fort Smith, Ark., April 30-May 5.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, April 21.—Claire Sopenar planned in from Providence, R. I., to preside at the April 17 meeting, which preceded the club's birthday party. Also present were Pearl McGlynn, first vice-president pro tem; Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Wanda Derpa, treasurer, and Irene Coffey, financial secretary. Invocation was given by Chaplain Edith Streibich.

Jeanette Wall read letter from Esther Meyers, of Canton, Ill., who has an eye ailment. Viola Parker is in Martha Washington Hospital and Mabel Davis' husband is ill at home. Helen Wet-tour was given a rising vote of thanks following her report on the spring party. Martha Marts' son is with the armed forces in Korea. Evelyn Levine attended, having just returned from Hot Springs.

Billie Billiken writes that she visited with Alice and Harry Randall, Mr. and Mrs. Jimmy Jukes and Frances Maloy. Billie reports that Virginia Laughlin will enter Johns Hopkins Hospital, Baltimore, soon. Jeanette Wall, Pearl McGlynn, Lucille Hirsch and Wanda Derpa will be hostesses at the final social of the season, April 24.

About 40 members attended the birthday party which followed the meeting. The large birthday cake was donated by Mae Taylor. Wanda Derpa was in charge of arrangements and presented each guest a gift. Louise Donahue donated the turkey. A short entertainment program was presented by Veronica Potenza. Helen Wong, opened the program with several piano selections. Soloist was Grace Lynn. Mary Stutzke played the harmonica. C. E. and Ann Sleyster plan to motor to Miami, for a month's vacation. Morrie Mossman and Ray Oakes visited.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs
HOT SPRINGS, April 21. — Harry Zimdars presided at the regular Monday (16) meeting in the Hotel DeSoto. Assisting him were Clint Shuford, secretary; Clayton Holt, treasurer, and Charles Weaver, vice-president.

Plans for the annual Hit the Road party, skedded for tonight, were discussed. Club will close May 4.

ITALIAN FESTIVAL OF CHICAGO LAND

Now Booking for Chicago's Greatest Carnival, Show and Exhibition
JULY 25 THRU AUG. 5, 1951
CLEAN SHOWS

SPACE AVAILABLE FOR

NOVELTIES
GAMES
NEW
ATTRACTIONS

WILL HAVE FREE ATTRACTIONS
Submit written bids describing your amusement and space required.
Same Location—Roosevelt Road at Cicero
ITALIAN OLD PEOPLE'S HOME
1816 N. 24th Ave., Melrose Park, Ill.

49 VARIOUS HANKY PANKS and WHEELS—IMMEDIATE DELIVERY!

4 CATS—2 STYLES
21-inch style packed with hair.
23-inch style has woolfringe sewed on.
BEAUTIFUL PUNKS
Featuring various designs with 8 to 10 loud colors. Washable, will not fade.
WE HAVE ON HAND 14 DOZEN PUNKS WITH SHORT WOOL. These are rejects from our better grade priced sensationally low at \$24.00 dozen. While they last. Send deposit with all orders. Write for our Catalog—Give mail time to reach you—catalogs are not forwarded.

RAY OAKES & SONS
Box 196 Brookfield, Illinois
Phone: Brookfield 8888

FOR SALE COMPLETE CARNIVAL

Stored in Colorado

#5 Eli Wheel; Spillman Swinger, Two-Abreast; Mix-Up, Tilt, Kiddie Car Ride. Several Shows and Concessions, Ground Cable, 50KVA Pot, Office Trailer. Route booked, if wanted. Plenty Trucks and Trailers. This is a forced sale to meet creditor's demand. Complete as listed if sold at once, \$15,000.00. WIRE

C. E. COGGINS (443W)
Derby, Colorado

WANTED

Man capable of taking care and working Pony Ride. Good treatment and salary. Will consider couple, wife selling tickets. Open with Royal American Show May 5th. FOR SALE—8 Ft. Box, good feeder. Make me an offer.

BOBBY HASSON
General Delivery, Aberdeen, Miss., until April 28; then Memphis.

INLAND SHOWS WANT

For V.F.W. Spring Shindig, Marshfield, Mo., April 30-May 5.
Agents for Bumper, Balloon Dart, Milk Bottles, Cowboy wants Clothes Pin Agents. P.C. and all Hanky Panks open. Want Girl Show, Clean Eating Stand, One Mitt Camp. Man for Kid Ride, Wife can work concession. Louise Morgan, Lookout Man, Ray Enochs, contact. Will book Swingers. L. C. Kirk, contact.

ADDRESS: N. E. DAVIS, MGR.
Willow Springs, Mo., this week.

ROGERS BROS.' SHOWS

Wanted To Book—Shows: Illusion, Hill-billy, Mechanical, Minaret, or what have you? Can use a few Concessions: Cork Gallery, Bowling Alley, Long Range, Hoop-La, Fish Pond or anything new. Have a very good route. Can use some Ride Help. We do not need Rides, we have ten. Will open about May 29.
Address: Pelican Rapids, Minn.

WANT

Girl Show with own equipment or Operator to manage office-owned. First Men wanted on all Rides.

Johnny's United Shows
JOHN PORTEMENT
Cowan, Tenn.

HARRY CRAIG WANTS FOR HARRY CRAIG SHOWS

Bowling Alley Agents, also Ball Game, Penny Pitch, Pan Game Agents. Want Mitt Camp, Long and Short Range Shooting Gallery and Cigarette Shooting Gallery. **HARRY CRAIG**, Pecos, Tex.

WANTED

For Legion Spring Festival, Paragould, Ark. Fish Pond, String, Cork, Long and Short Range Galleries, Scales, Jewelry Spindle or what have you? Want a small Cookhouse or Grab.

BURKHART SHOWS
Paragould, Ark., April 23 to 28; Poplar Bluff, Mo., April 30 to May 5; Fredericktown, Mo., May 7 to 12.

TED LEWIS WANTS

Capable Agents for Swinger. Albert Taylor, Mojo Gill, Glenn Cummings, come on. Agent for Hit and Miss Cats. Princeton, Ky., this week; Morganfield, Ky., army pay day, follows.
Herman Swartz wants Count Store Agents.

GIVE TO THE RUNYON CANCER FUND

EARL FISHER

Wants Agents for Scales and Age, Duck Pond and Cigarette Block Concession; also Lead Gallery.

Mary and Todd, Jerry and Alice, and Pat, let me hear from you. Can use you. Swiftly, I wrote you.

EARL FISHER
Gooding Greater Shows
Fairmount, W. Va.

WANT

COUNT STORE AND SKILLO MEN
Roy and Eddie, contact.
Open Conemaugh, Pa.,
April 26th.

Joe Reynolds or W. R. Johnson
GEORGE CLYDE SMITH SHOWS
Conemaugh, Pa.

HARRY CRAIG SHOWS
WANT

Featuring Erns, Comical Performing Elephant, Book Bingo, Fish and Duck Pond, High Striker, Basketball, Arcade, Nail, Novelty, Photo Gallery, Ball Games and Slum Outfits of all kinds. Book Train, Boats, Rollowhirl and any Major or Kiddie Ride not conflicting. Want Tilt and Wheel Foremen, other Ride Help who can drive: Book Side Show, Snake Show, Illusion, Monkey, Wild Life, Girl Show Mirror or Silo Drome, Athletic Show.

HARRY CRAIG, Pecos, Texas

HELP—WANTED—HELP

For Fly-O-Plane, Pretzel Dark Ride Glass House. Don't wire or write, come on, will place you. This Show has extra lone season.

CHAS. T. GOSS

Hot Springs, Ark., April 23rd to May 5th; Little Rock, Ark., May 7th to 12th. With the Hennies Show.

READERS WANTED

ERNEST DELLABATE
c/o James E. Strates Shows
South Plainfield, N. J., this week; Philadelphia, Penn., next week.

LAST CALL
COLUMBIA SHOWS

Kittery, Maine, Opening Saturday, April 28th.
P.C. Agents, useful Concession Help.
All wires to Kittery, Maine.

WANTED
ARCADE MECHANIC

If married, can also place wife

LEO LANE
Savannah Beach, Ga.

ELECTRICIAN WANTED

FOR
KING REID SHOWS
200 Kilowatt Transformer Wagon, N. Light Plants, Show carries 10 Rides, Shows, 40 Concessions. Wire at once
KING REID, MANCHESTER, VERMONT

CAN USE

MILK BOTTLE AND OTHER CONCESSION AGENTS—Opening May 15th for 17 week Park Season. Write
Calamari & Trenker
RIVERVIEW PARK
Belmont & Western Chicago, Ill.

BUSINESS BRUTAL

But we love company. Want neat Cook House or Sit Down Grab, Photos, Jewelry, Novelty, Pop Corn and Hanky Panky; privilege reasonable. Snake Show, Mechanical. What have you? Second Men who drive, Foreman for Tilt; contact or join. Mounds, Ill.
FOR SALE: Spitfire, Ideal Merry-Go-Round Top, Ford Tractor and Trailer several Concessions.
DYER'S GREATER SHOWS

WANT RIDE HELP

Come on into winterquarters now open. Clutch Men and Helpers, Handy Men, Canvas Man wanted. Banner man who can paint.
W. B. J. SHOWS
EXCLUSIVE ATTRACTIONS
Swanton, Ohio

MOTORDROME RIDERS

Can use Male or Female Riders for 17-week park season—opening May 15th
Write or wire
THRILLS, INC.
Riverview Park Chicago, Illinois

Marks Tabs Strong Bow In Richmond

RICHMOND, Va., April 21.—The John H. Marks Shows had a good opening here Monday (16) despite an all-day rain. Grossing prospects for the run which ends tonight were considered excellent by Owner Marks.

The show broke in a new lot at 26th and Hull streets in South Richmond. Patrons were finding the new location without difficulty as the result of good billing and several strong bally hits registered by George W. Leonard, publicity director. Latter, besides newspaper and radio plugs, included a television show which featured Alberta Mack, her boxing dogs and chimp, and LeRoy, an attraction with T. W. (Slim) Kelly's Side Show.

All units looked good, attesting to considerable work in winter quarters. Units include Alberta Mack's Monkey Show, Jack Chick-erilli's Girl Show featuring Rozelle and a posing unit.

Staff includes John H. Marks, owner-manager; Vernon Korhn, secretary; Harry Schriber, legal adjuster; Tommy Allen, lot superintendent; George Leonard, publicity, and Howley (Doc) Morehouse, mail man.

Mike Rowman and Maxie Glynn have the cookhouse.

Lagasse Units Bow April 24 In Haverhill

HAVERHILL, Mass., April 21.—Lagasse Amusement Company will open its 1951 season here next Friday (27). The date will mark the 18th consecutive preem appearance in the show's home city. As in the recent past, four units will be used to fill the multiple dates carded by the parent organization.

Routes again cover all of the New England States. Eight fairs, all of which will be played in August and September, are included.

Staff includes Mrs. Eli N. Lagasse, president; Orville L. Wesley, general manager; Harry J. Ryan, assistant general manager; Joseph W. Homan, manager of Unit No. 1; Joseph W. Lowes, manager of Unit No. 2; Harvey J. Verrette, manager of Unit No. 3; Philip J. Bourgeault, manager of Unit No. 4; Louis E. Lejeune, manager of Storehouse No. 1, and Elphege J. Cartier, manager of Storehouse No. 2.

New equipment will include a No. 5 Ferris Wheel and an Allan Herschell kiddie auto ride, both of which have arrived.

Work has been progressing thru-out the winter at the show's winter quarters here and in Plaistow, N. H. Personnel has been added to the crews weekly for the past two months and all units will preem at full strength.

Pioneer Sets Carbondale Centenn Date

WAVERLY, N. Y., April 21.—Mickey Percell's Pioneer Shows will supply fun zone features at the Carbondale (Pa.) 100th Anniversary Celebration to be held the week of September 16. Festival, which is being promoted by the Chamber of Commerce, will be at Russell Park.

Percell announced that C. P. Henry had joined the shows as general agent. Other personnel includes Louis (Stretch) Rice, business manager; John Youns, electrician, and Ron Rogers, general superintendent.

Eddie O'Brien joined with two shows and concessions. Blanche O'Brien will handle special promotions. Al Bydarik has seven rides and eight concessions. Duke and Ann have the cookhouse. Jim and Marge Varn have three concessions; Bob Adderton, two, and John Martin, Abe Golden, Harry Able and John Wilson, one each. Mrs. Percell has the bingo and six concessions.

Wade Family Renames Orgs

DETROIT, April 21.—All four shows operated by the Wade family will this year carry the Wade name in their titles for the first time as the result of a reshuffle of names here this week. The move was made to eliminate confusion which has existed for several years and to give org a distinctive title.

The W. G. Wade Shows, largest of the four, will retain its present name and remains under the management of W. G. Wade.

The No. 2 unit will now be known as the Wade Greater Shows, with Cameron D. Murray remaining as manager. Third unit, unofficially known as the Junior Shows, and operated by W. G. Wade Jr., will now be called Wade Exposition Shows. The Joyland Midway Attractions, owned and managed by Roscoe T. Wade, brother of W. G. Sr., will be renamed the Wade Joyland Midway. D. Wade, son of Roscoe T., is general representative for the W. G. Wade and Wade Greater Shows.

Meeker Launches Jaunt in Yakima

YAKIMA, Wash., April 21.—Plans for the launching of Meeker Shows' 1951 season at the Central Washington Fairgrounds here today were complete this week. Scheduled to participate in opening ceremonies were Mayor Burns and Sheriff Guns, of this city, and a host of dignitaries and fair representatives from the Northwest, Esther Mason said. Event was to be aired by two radio hook-ups.

Art Anderson, Bob and Jennie Perry, Charlie and Mabel Peck, Art and Catherine Blowers, the Gilmores, Earl Meyers, Jimmie Dalley and Jerry Mackey's Race Track were ready for the opening.

As a special feature, a Hammond organ, mounted in a specially constructed glass trailer, was placed at the front entrance and music was piped to all parts of the midway.

Bistany Joins Strates Org In Exec Post

WASHINGTON, April 21.—Leo Bistany, well-known owner-manager of show units, joined the James E. Strates Shows here to serve as assistant manager. Bistany recently closed his Orange State Shows after playing a number of winter and spring dates in Florida.

Bistany will fill a vacancy caused by the resignation of Roy B. Jones, who is now associated with the Pepsi-Cola Company in a promotional capacity.

Southern States Ready

TAMPA, April 21.—Southern States Shows opened Wednesday (25) at the Florida Tomato Festival, Ruskin, reports John B. Davis, general manager. From there the organization moves to Long Beach, Panama City, Fla., for the season lasting thru Labor Day. After close of the beach season the show moves into Georgia for a string of fairs and celebrations, winding up in Florida in early December.

AVAILABLE IN MAY
MONA VAUGHN
GIRL SHOW OPERATOR
Sensational Wardrobe—Good Sound Equipment
1015 No. Clark St. Chicago 10, Ill.

BLUE RIBBON SHOWS
WANT FOR 1951 SEASON
Second Men for Octopus, Allan Herschell Merry-Go-Round, Ferris Wheel and Kid Rides. Drivers preferred. Man to take flashy Pony Ride on P.C. Man and Wife for Novelty and Floss on P.C. Bird Wheel Agent. Can place neat Grind Shows: Snake, Mickey Mouse or other.
Opening April 27, Lakewood Center, Tacoma, Wash. All replies to
W. J. GERLINGS, 9106 Gravelly Lake Drive, Tacoma 9, Wash.

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

MILFORD, DELAWARE, THIS WEEK;
ROEBLING, NEW JERSEY, NEXT WEEK

Big Catholic Church Celebration. Account disappointments can book at once Ball Games, Fish Ponds, French Fries, Balloon Darts, Novelty, Pitch Till Win, American Palmistry, Photos, Basketball, Hoop-La, String Game, Penny Arcade. SHOWS—Want Wild Life (Bill Provost, answer), Snake, Monkey, Fun House, Glass House, Unborn. Side Show Manager. We have top and wagon for same and midgets to work in show. All address
WM. C. "BILL" MURRAY

PRELL'S BROADWAY SHOWS
"BROADWAY AT YOUR DOOR"

Get Well With Prell
AMERICAN LEGION #74, CHARLOTTESVILLE, VA., APRIL 30-MAY 5

WANTED WANTED WANTED
Hanky Panks of all kinds, Long Range Shooting Gallery, Short Range, Rotaries, Hollycranes, Penny Arcade and Wild Life Show. Ride Help in all departments, semi drivers preferred. Wheel Foreman, Tilt Foreman. Al Mercy wants Girls for Posing Show, pay from office; also Piano Player. All address
SAM PRELL, Richmond, Va.

WANT WANT WANT
FOR
ST. SEBASTIAN FESTIVAL, Middletown, Conn.
MAY 9-13 INCLUSIVE

Largest Spring Date in Connecticut. Ball Games, Basketball, Pitch Till U Win, Hoopla, Balloon Darts, Jewelry, Duck Pond, Photos, French Fries, Novelty, or any good legitimate Games, Custard, Side Show, Monkey Show, Motordrome. Mike wants to hear from Rajah Raboe and Clarence (Slim) Mather.

JOHN J. BELLOISE
35 Winthrop St.
Bristol, Conn.
Phone: 7256

M. FORMAGIONI
13 Division St.
Bristol, Conn.
Phone: 2-0954

FOR SALE FOR SALE

#10 Eli Wheel, factory overhauled, in A-1 condition. International U-2 power unit, perfect. Complete, \$3000.00 cash. 1946 Chevrolet Tractor and 1949 Dorsey Trailer, framed for Wheel, \$1500.00. 1947 Flying Scooter, A-1 shape, ready to go. LeRoI power unit, complete with Fence, Ticket Box and extras, \$5000.00. 1948 Chevrolet Tractor and 1947 Carter 26 ft. Semi, framed for Scooter, including winch, \$2000.00. Penny Arcade, about 50 machines, plenty of extra parts, \$250.00 worth of stock on hand, 20x40 Top, Panel Front, complete, ready to go, \$1250.00. 1940 International Tractor, new Motor, 1942 Staughton Semi Van, Lowboy type, framed for Arcade, \$1000.00. 1946 Carter all metal closed Van Semi, 24 ft., 900x20 Tires, \$600.00. 1946 Chevrolet Tractor with 12 ton Fruehauf Winch, 400 ft. half inch Cable, \$900.00. 1948 Chevrolet Tractor, 900x20 Tires, perfect condition, \$900.00. Minstrel Show Front, built on semi trailer, opens up to 84 ft., fair condition, \$600.00. 26 ft. Semi Trailer framed for Jig Show Stage, \$300.00. This equipment stored in Allison, Iowa, and is Not Junk. I am selling on account of health and going out of business. Stored in Memphis, Tenn.—General Motors Twin-6 Diesel Light Plant with 218 KVA Generator, single phase, mounted in special Lewis Built Nabors Semi with 1947 Chevrolet Tractor, in perfect condition. Also 4500 ft. #00 Mines Equipment Electric Cable, with 26 steel Junction Boxes. This is the finest electrical equipment in show business, \$17,500.00. Terms can be arranged.

WIRE OR CALL: L. B. LAMB, Allison, Iowa.

GEORGE CLYDE SMITH SHOWS

Wanted—Ball Games, Pitch Till You Win, String Game, Swinger, Spot the Spot, Hoop-La, Balloon Darts, High Striker, Huckley Buck, Cork Gallery, Custard. Wanted—Side Show Manager. I have complete outfit. Girl Show, First Man for Chairplane, General Ride Help, Truck and Semi Drivers. Wanted—Agents for Hanky Pank. All replies:
GEORGE CLYDE SMITH SHOWS
CONEMAUGH, PA. TILL MAY 5.

RIDE FOREMEN WANTED
FOR GOODING AMUSEMENT COMPANY

Rockplane, Big Eli Wheel, Flying Scooters, Caterpillar, Looper. Must be expert, sober, reliable and come recommended. Otherwise, do not apply.

ADDRESS INQUIRIES:
F. E. GOODING, 1300 Norton Ave., Columbus 8, O.

CAVALCADE OF AMUSEMENTS

CAN PLACE CAPABLE TALKER FOR WILD ANIMAL CIRCUS. (Finest group of Wild Animals under canvas.) WANT TALKER FOR MIDGET SHOW (opening May 14); Pete Berryman, answer. BILLIE HUNTER CAN PLACE TWO CAPABLE SIX-CAT AGENTS. WANT TRACTOR DRIVERS AND MULE SKINNERS. FOREMAN FOR OCTOPUS. All address:
AL WAGNER, Mgr.
Dothan, Ala., this week; Columbus, Ga., next week.

ROYAL UNITED SHOWS WANT

Concessions that work for stock, also Sideshows Best route Celebrations, South Dakota, Minnesota. Opening Sioux Falls, South Dakota, downtown lot—May 8th. All Concessioners, Sideshow People, Free Acts and Ride Help get in touch with us.
ROYAL UNITED SHOWS
1615 S. 5TH AVE. Phone: 2-6274 SIOUX FALLS, SOUTH DAKOTA

TICKETS
of every description

THE TOLEDO TICKET COMPANY
114-116 Erie St.
Toledo (Ticket City) 2, Ohio

STOCK TICKETS	A good way to widen out the straight and narrow path would be for more people to walk on it.	SPECIAL PRINTED
One Roll \$ 1.50		Cash With Order Prices:
Five Rolls 4.50		2,000 \$ 6.90
Ten Rolls 8.50		4,000 7.80
Fifty Rolls 22.00		8,000 8.70
100 Rolls 40.00		10,000 9.40
		20,000 10.50
		30,000 15.50
		50,000 20.50
		100,000 33.00
		500,000 133.00
		1,000,000 258.00

ROLLS 2,000 EACH
Double Coupons
Double Prices
No C. O. D. Orders
Size: Single Tkt., 1x2

FOLK'S CELEBRATION SHOWS

Can place first class Cookhouse and Grab. Will sell X on Bingo, Popcorn, Cracker Jack and Peanuts, Frozen Custard, Novelties, Candy Floss and Apples, Diggers and Penny Arcade.

CONCESSIONS—Can place Photos, Fishpond, String Game, Ball Games, Shooting Gallery, Hi-Striker, Hoopla, Glass Pitch, Bowling Alley, Penny Pitch, Cigarette Pitch, Merchandise Wheels that work for stock.

RIDES—Will book Kiddie Auto Ride, Little Dipper and other Kiddie Rides.

RIDE HELP—Ride Superintendent and Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Octopus, Spitfire and Merry Mixup.

SHOWS—Can place 10-in-1, Minstrel, Glass House, Working World, Wildlife, Monkey, Motordrome, and Girl.

Wire or write Box 1005, Albuquerque, New Mexico.



CONCESSIONS—Age & Scale. All Legitimate Concessions open. Bucky Yeager wants to hear from Legitimate Agents. **RIDES**—Want Little Dipper, Kiddie Boat, Kiddie Auto and Octopus. **SHOWS**—Arcade, due to disappointment; want Motordrome, with or without equipment (Flash Williams, get in touch); Monkey Show Operator. We have the best bunch of working monkeys, Art Freeman, come on. Midget or any other Grind Show. **HELP**—Ferris Wheel and Second Men on all rides. Buster Glenn, contact. Ray Clayton and Red McGee and all his help, get in touch with Johnny Watkins. Kannapolis, North Carolina, this week.

Joyland Midway Attractions

SHOW OPENS MAY 11

Schoolcraft and Middlebelt, city of Livonia, suburb Detroit, Mich., 5th Annual Spring Festival and Homecoming. Car given away the last night. Have 20 consecutive weeks of Fairs and Homecomings. Will give list to interested parties.

Want Concessions that work for stock. Good opening for Shows with own outfit. Can use Scenic Artist and Sound Truck, Penny Arcade and Motor Drome. Will book Octopus, Spitfire, Fly-o-Plane, Dark Ride or any Ride that does not conflict. Arrangements have been made to use location one week prior to opening date. Address:

ROSCOE T. WADE

16845 Lindsay, Detroit 35, Mich. Tel.: WE. 5-5232. Or C. J. BENNETT, 9619 Decatur, Detroit. Tel.: WE. 3-0689.



WANT CONCESSIONS: Hanky Panks of all kind. Others wire or call Jimmie Davidson. **RIDES**: Any Flat Ride, prefer Tilt, Octopus or Rolloplane. **SHOWS**: Side Show, Illusion, Monkey, Wild Life or Snake Show. Ride Help all kinds. Semi drivers preferred. Truck Mechanic to move Show. Also Show Painter. John Duffy, answer.

Aug. 23 to 28, Bristol, Pa.; May 3 to 12, East Brunswick N. J. All replies to **Ted Lewis, Owner, or Jimmie Davidson, Bus. Mgr.**

WILSON GREATER SHOWS

Want Stock Concessions of all kinds. Will sell X on Novelties and Scales. Shows with own transportation. Want Agents for Stock Stores. Also Swinger Agent. North Fourth Street, Albuquerque. N. M., April 30-May 6. Old Town Albuquerque Fiesta, May 29-June 3. Flagstaff for the Fourth. Other good spots to follow. Barel Community Center, Albuquerque, N. Mex., this week.

FRANK ZORDA

Wants for office-owned Sideshow, Freaks and Working Acts, Ticket Sellers, Rosa, Lee Woods, Madam Zelda, Fifie, wire. Salary sure every week. All address

WALLACE & MURRAY SHOWS
Lincolnton, N. C.

CAVALCADE OF AMUSEMENTS

Can place capable Scenic Artist, year around position. Also want Octopus and Rolloplane Foremen.

Address Dothan, Ala., this week.

GATTO AMUSEMENTS

CAN PLACE FOR LONG ISLAND CITY
Popcorn, Apples, Custard, Ball Games, any 10¢ Grind Stores. Want Ferris Wheel and Merry-Go-Round Foremen. Can place any Flat Ride and Rolloplane. April 30 to May 12, Broadway and 78th St., Long Island City, N. Y. All replies to **ROX GATTO**
CARROLL PLAZA HOTEL, PATERSON, N. J.

UNITED EXPOSITION SHOWS

WANT COOKHOUSE (BEST SHOW IN THE COUNTRY FOR A COOKHOUSE)
WANT HELP: Ride Help that drive. Man to take charge of front gate. **AGENTS FOR FOLLOWING CONCESSIONS**: Buckets, Cigarette Shooting Gallery, Ball Games, Six Cats, Penny Pitch, Pea Pool, Rat Game, High Striker and Mitt Camp. All address: C. A. VERNON, Mgr., Tyler, Texas, this week; then per route.

WANT C. A. STEPHENS SHOWS

FOR APPALACHIA, VA., APRIL 30 TO MAY 5
Concessions: Custard, Lead Gallery, Ball Games, Water Games, Cigarette Gallery, Basket Ball, Hi Striker and Photos. Shows: Glass House, Penny Arcade, Baby Show and Mechanical City. Rides: Need Help who drive. Foreman on Swing. Need A-1 Auto Mechanic with tools. Stan Wisley can place M. C. on his Side Show. Also Girls for his Girl Show. Address: C. A. STEPHEN, Mgr., Newport, Tenn., this week.

From the Lots

G. & B. Rides

MASON CITY, W. Va., April 21.—G. & B. Rides opened here this week in rain, snow and cold weather. Ralph Jackson has the season's route completed. George Broas is owner-manager; Buella Broas, treasurer; Chappie Ward, business manager, and Cecil McGee, electrician.

Rides: Merry-Go-Round, Harold Hofer, foreman; Ferris Wheel, Bob Simms; Chairplane, Frank Blackshire; Kiddie Plane, Roger Claypool; Kiddie Ferris Wheel, Pete Taylor. Girl Show has Sammy Lewis and his troupe.

Concessions: Ted Cole, bingo, raffle, beat the dealer and pea pool; Walter Cole, duck pond, high striker, pan game and blanket wheel; Sunny Lynch, buckets and cork gallery; Jim Farrell, string game; Ann Groves, fish pond, ball game and penny pitch; Mickey Vagells, custard, pitch-till-you-win, French fries; Ginger Poggy, cotton candy and balloon dart; Mrs. Latlip, popcorn and candy apples; Benny Bergen, spindle; Abe Bonario, cookhouse. — **GEORGE BROAS.**

Johnny T. Tinsley

ROME, Ga., April 21.—Shows' second week here proved as bad as the first one. Rain and cold weather hindered operations altho all reported some business over the week-end. Art Converse left to join F. E. Gooding Amusement Company and was replaced by the Scott Brothers, whose Side Show features Toni and Her Torture Act.

John Scott added two more concessions. Karl Kalenski joined his partner, Bill Young, in the cookhouse. Pop Akers has taken over the Monkey Show. Naomi Hewitt has the Snake Show. Dolly, Texas fat girl, has been getting top money among the grind shows. Blackie Davis's Funhouse is doing well. Captain Hicks, of WRGA, was a constant visitor and gave the shows air time. Shows were host to his School Boy Patrol Friday (20) before they entrained for Washington.

Visitors also included Jim Nichols and Mr. Caldwell, of Caldwell Printing Company; Mr. and Mrs. Al Williams, Atlanta; Mrs. John Scott and Chief Horton, of the local police department.

F. C. Bogle

FORT SCOTT, Kan., April 21.—Show opened the season here Saturday (7) to fair business despite bad weather. Org is carrying five shows, seven rides and a free act—Great Disco. Only 10 concessions were ready to operate on opening night. General Agent Arthur Rich did a good job in laying out a difficult lot.

All show-owned trucks and trailers, repainted in quarters, helped make a flashy appearance at the opening. Red and yellow predominate. Line-up includes George Hershey's Side Show, Charles Monteer's Girl Show, Lee Larsen's Hamster and Monkey Circus and What Is It?, and Elmer Welty's Funhouse.

Show carries a 10-cent gate and features Saturday kiddie matinees. Plans are being drawn to have two kiddie matinees a week when schools close.

Peck Amusement

KOSCIUSKO, Miss., April 21.—Org had cold and rainy weather here. Kid matinee Saturday (14) was big. Mr. and Mrs. Abe Franks joined with bingo. Mr. Peck is now a grandpa. Mr. and Mrs. E. S. (Rusty) Johnson joined with two concessions. — **FAY CURTIS.**

FUNLAND PARK

Key West, Fla.

Wants to join on wire Derby Racer, Photos and a few other strictly Merchandise Concessions. Wonderful location, heart of town. Possibilities unlimited. Contact

J. P. BOLT

Care of Funland Park Key West, Fla.

For Sale or Trade L. R. GALLERY

Factory built by King Amusement Co., 20-ft. Fruehauf Semi; complete with Guns, etc. Ready to operate. A-1 condition. \$2,600.00 or will trade on major Ride. **JOE FREDERICK**, 2263 Newton, Detroit 11, Mich. Phone: TRinity 3-2860

BARNEY TASSELL UNIT SHOWS

Want for opening of regular summer season at Victoria, Va., starting May 28—2 Saturdays, big railroad and plant pay day.

Want Kiddie Rides of any kind and major Rides not conflicting. Can place Rotary Diggers, Pitch-Till-U-Win, Clothes Pin Pitch, Balloon Darts, Age and Scales, Hoopla, Cork Gallery, String Game, Long Range, Jewelry, Ball Games and Penny Arcade. Only one of a kind on the midway. Can place Ride Help of all kinds. Paul Miller, contact Mort Messias. Write, wire, Victoria, Va.

J. A. SPARKS SHOWS

On account of flood have been closed. Will reopen April 30, Trenton, Ga. Will sell exclusive on Cookhouse, Photo Gallery, Long and Short Range Gallery, Bingo and Diggers. Will book percentage with other Concessions. All Legitimate Concessions open. Want Legal Adjuster. Prefer one with Concessions.

Want Man to handle Concession and Girl Show. All people with me before flood are welcome back. Will book two Girl Shows with own equipment or will furnish by equipment to manager with girls.

Will book Monkey, Unborn, Wild Life, Snake or Geek shows or any worthwhile Show.

Will book Octopus, Rolloplane or any Ride not conflicting with what I have. Want Foremen for Ferris Wheel, Tilt-a-Whirl and Chairplane. Following people contact me at once: Richard Roach, Earl Decker.

J. A. SPARKS, Phone 585200, 4232 Avenue U, Birmingham, Ala.



Columbia, Pa., April 30-May 5

Can place Motordrome, Caterpillar and 10c Stock Concessions.

RIDE HELP—Want first class Wheel and Chairplane Foremen who drive. Also Second Men on all rides.

FOR SALE—1947 Allan Herschell Kiddie Auto Ride, all aluminum cars, \$1,600.00. Now in operation.

Following this date comes an army camp date that is terrific.

All replies to

BARNEY TASSELL

Penn Harris Hotel, Harrisburg, Pa.

PARADA SHOWS

OPENING DOWNTOWN CHETOPA, KANSAS, APRIL 28, TWO SATURDAYS

FIVE CELEBRATIONS MONTH OF JULY. LARGEST JULY 4TH IN THE COUNTRY, FOUR DAYS.

WANT BINGO CALLER AND COUNTER MAN. RIDE HELP for Twin Big Eli Wheels, Octopus, Merry-Go-Round, Thriller. Top salary. Want Ticket Sellers, Truck Drivers, Night Watchman. **SHOWS**—All kinds except Fun House. **CONCESSIONS**—Want Ball Games, Penny Pitch, Hoop-La, Glass, String, Coca-Cola, Darts, Over and Under, Beat the Dealer, Rat, Pan and any Stock Concessions. \$15 or will book on percentage.

H. C. SWISHER, Chetopa, Kansas

P.S.: Raymond Thomason, call me collect.

A. M. P. SHOWS

Want for Christiansburg, Va., April 30-May 5; Marion, Va., May 7-12; St. Paul, Va., 14-19.

CONCESSIONS: Weight, Guess-Your-Age, Fish Pond, String Game, Ball Games, Penny Pitch, Mitt Camp and Concessions of all kinds.

SHOWS: Monkey, Girl Show, 10-in-1 or any Grind Shows. Have plenty of tops. **RIDE HELP**: Chairplane Foreman, Tilt Foreman, Merry-Go-Round Foreman and General Help in all departments. Will book, buy or lease Wheel.

All Wires to

JUGGY PODSOBINSKI or TOMMY SCOTT

MARTINSVILLE, VA., THIS WEEK

PAGE BROS.' SHOWS

Want for Humboldt, Tenn., Strawberry Festival, next week
Popcorn, Cotton Candy, Custard, Snow, Apples, Hanky Panks of all kinds and Arcade. Also want Ride Help on all Rides. Address:
Huntingdon, Tenn., now; Humboldt, Tenn., next week.

SPITFIRE FOREMAN

Report immediately. Top salary. Second

Men other Rides. Wire

M. A. BEAM

Beam's Attractions

Windber, Pa.

Midway of Mirth Shows

WANT SECOND MEN ON RIDES (must drive Semis). **CONCESSIONS**: Scales, Fish Pond, Bumper, Addem Up Darts and Hoop-La. **MAN TO WORK SMALL COOKHOUSE AND GRAB**. Agents for Glass Pitch, Ticket Seller for Monkey Show. Address:
Hillsboro, Ill., this week.

WANTED

Girl Show with one or more girls, with or without equipment. Opening spot Wellston, Ohio. This is a good Girl Show town.

ROXIE HARRIS

General Delivery Wellston, Ohio

WANTED AGENT

For Roll Down and Blower.

Call

BILLY CRAIG

Alberts Hotel
Sioux Falls, South Dakota

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!

Men's & Ladies' AVIATION STYLE



SUN GLASSES

In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow. Scientific Chromopic 4-base curvature lenses.

Men's Model. Retail 98c. **NO. BB201J270 \$8.00 Dozen**
Ladies' Modified Model. Retail 98c. **NO. BB201J272 \$8.00 Dozen**

Pearl Necklaces

Our Own Imports! Good Quality—Lustrous Cream Color. Graduated Styles. ONE STRAND

16 inch graduated lengths. White finish filigree clasp. **NO. BB90J233. \$3.50**

TWO STRAND

16 and 17 inch graduated lengths. White finish filigree clasp. **NO. BB90J234. \$6.75**

10 1/2-INCH WESTERN HORSE AND CLOCK

6 inch high clock mounting with western motif. Highlighted bronze finish. Manual starting electric movement. 17 inches wide, 11 1/2 inches high, 5 inches deep. **NO. BB62W788. Each \$5.75**



CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N4	4 inch	\$8.40
B34N5	7 1/2 inch	18.00
B34N6	8 inch	21.00
B34N9	9 inch	24.00

HIGH HAT MONKEYS

No.	Size	Per Gr.
B38N78	4 inch	\$3.50
B38N81	7 inch	7.20
B38N82	9 inch	15.00

DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
B38N71	2 1/2 inch Donald Duck	\$3.25
B38N74	4 inch Donald Duck	6.00
B38N72	2 1/2 inch Frogs	3.25
B38N73	2 1/2 inch Spider	6.00
B38N75	2 1/2 inch Spider	3.25
B38N79	2 1/2 inch Mula Doll	3.25
B38N80	4 1/2 inch Mula Doll	6.00
B38N76	4 1/2 inch Devil	6.00
B38N77	4 1/2 inch Skeleton	6.00

PAPER PARASOLS

No.	Size	Per Gr.
B26N26	18 inch	\$9.00
B26N7	23 inch	18.00
B26N8	29 inch with handle	33.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Gr.
B38N68	\$6.75

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

Whirligig STREAMERS

The most spectacular development in outdoor display in the past 20 years

- Completely new and different. You've never seen anything like them before
- Spin violently and run back and forth in the slightest breeze
- Corrugated, 3 inch wide aluminum streamers... reinforced with heavy cord. Lengths up to 20 feet. Silver, Red and Silver, Green and Silver
- Colorful and eye-catching. The movement and glittering metal can be seen for blocks
- Order Now! Government restrictions forbid manufacturing after April

MARKETS! USED CAR LOTS! SHOWS! FAIRS! SERVICE STATIONS!

SAMPLES \$2.25 — DOZEN LOTS \$23.50
BUY 'EM BY THE HUNDREDS, \$1.85 EACH
MAKE A FAST BUCK—RETAIL FOR \$4.50 TO \$5.00
ONE LOOK — EVERYBODY BUYS
25% with order—balance C.O.D. Delivery charges paid with cash orders.

BEN'S NOVELTIES

1214 FAIRVIEW Phone: LI 2631 HOUSTON, TEXAS

OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real money-making promotional items for Store Workers—Carnival and Fair Workers—Punchboards and Mail Order House specializing in Boxed Pearls and Jewelry Sets—Expansion Ident. Bracelets—Lighters—Men's and Ladies' Zircon and Cameo Rings in Gold Plate—Sterling and Gold Filled.

• OUR CATALOG IS MAILED TO DEALERS ONLY.
• STATE YOUR BUSINESS AND YOUR PERMANENT ADDRESS.
McBRIDE JEWELRY CO.
303 5th Ave., N. Y. 16, N. Y.

P. M. POCKET CUSHION

MADE OF TOUGH, DURABLE VINYLITE, A DU PONT PRODUCT. THE BEST SEAT IN THE HOUSE IN YOUR POCKET OR PURSE.

A real gold mine! 30 sec. demo. makes it easy. Big 100% cash profits daily. Sells at all sporting events—quantities to sport. Gds. Ltg. 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!

P.M. AIR CUSHION. Dept. B-44, 601 S. Harvard Blvd., Los Angeles 5, Calif.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 FREE CATALOG! 1,135 PARODIES, Special Songs, Routines, all Specialties. Monthly Entertainer's Informer free too. Kleinman, 5138 Cahuenga, N. Hollywood, Calif. j618

ARRANGING FOR BAND, ORCHESTRAS—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2189, Daytona Beach, Fla. my12

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. my19

ARCO LOWEST PRICES—36 FANNETTE, 29; 24 Modeldecks, \$20; 20 Mild Cigarette Viewers, \$9; 50 Strippers 4x5, \$20; no c.o.d.'s. Box 46, Marlboro, Md.

ADV. NOVELTY FITS OVER TELEPHONE MAIL; fast seller, liberal comm.; free samples. Adm Mfg. 67D Chemsford St., Boston 22, Mass. je23

ADVERTISING-SIGN SALESMEN—CASH in hand; changeable sign letters; stick by themselves; send name for free samples. Garry Enterprises, 6912 Hollywood, Los Angeles 28.

AMAZING CHRIST PICTURE—NEW, STARTLING features; will promote sleep, sample \$9; Outstanding Prod. Co., 1813 Columbus Rd., Cleveland 13, O.

ART STUDIES—GIANT SIZE (20"x16"); full exciting color; ready for framing; sample \$1; kindly include postage. Edward Lindberg, 326 East 70th St., N.Y.C. ap28

ARTISTS' MODELS, HOLLYWOOD BEAUTIES; the largest, most beautiful collection ever offered for sale; 360 miniature poses, all different, \$1 postpaid; with agents price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB14. my12

ATTENTION, CARNIVALS, CONCESSIONAIRES, Mail Order and Premium Houses: Buy direct; lowest prices; free catalog. taffeta colored, 50% wool quilts, \$7.25 for sample; assorted two-tone and solid colors; many other quilt bargains. Inquire L. Auerbach & Son, 499 Empire Blvd., Brooklyn 25, N. Y.

BALLOON BARGAINS—418, \$1.65 GROSS; \$1.75; 524 Seconds, \$1.75; 16 Paddle, \$4.75; 47 Squawkers, \$2.25; 29 Squawkers, \$3.75. Balloons, 179 Luckie, Atlanta, Ga. np

BIG PROFITS FROM SAUCY PIN-UP DECALS; brilliantly colored, durable lacquers; also complete range Stock Signs, PX Novelties, Tourist Staples; Free samples. Box 58, Morris Hts. Station, N.Y.C. 53.

BUY THOUSANDS OF NATIONALLY ADVERTISED PRODUCTS DIRECT FROM MANUFACTURERS AND DISTRIBUTORS; write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. ap28

CIGARETTE LIGHTERS IN MINIATURE whiskey bottles with "crazy" labels such as "Moonshiner's Mountain Dew"; sample, \$1, or set of three \$2 postpaid; complete sales data, wholesale prices, exclusive territory plan. Mercantile Enterprises, Dept. 5, Frost Bldg., Norwalk, Conn. my5

COLOR SPINAL STREAMERS—WEST Coast sensation; will sweep nation; used car lots, service stations, etc., eager buyers; bewitching outdoor decoration, metal, alive with light and color; 100% profit; sample roll \$2 (\$3.50 value); no c.o.d.'s, or write Cox, Venice, Calif.

COMIC BAR SIGNS—THE "SAUCY" KIND! 24 different brand new fast-sellers! Sample dozen, \$1 prepaid. Eastern, POB-971, Philadelphia. my12

COMPLETE LINE OF PLASTICS—SCALOPED Table Cloths, Aprons, Drapes, Curtains, Sets; lowest prices; free catalog. Samuel Rosenzweig Access Co., 8 Herzi St., Brooklyn 12, N. Y.

DIAMONDS—LOWEST WHOLESALE prices; airmail for full information. Joachim-Goldenstein, Diamond Club, Antwerp, Belgium. my12

EARN \$15 DAILY SELLING RELIGIOUS Movie Pictures of Pope, Madonna, Our Lord and Sacred Heart; pictures come to life; \$1 sample; send 10¢ for illustrated Sales Co., 49 Hanover St., Boston 13, Mass. ap28

BARGAINS—SAVE UP TO 50%; HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplaines, Chicago 6.

FALSE FEET—THE LATEST AND FUNNIEST gag of all; slips over front of shoes on or off in a Hify. Can be sold singly or by the pair. Sample, one dollar prepaid. Price per dozen feet \$4.50 plus 25¢ postage. Frampton Industries, Box 88, Sta. A, Columbus, O.

FOX HUNTING HORNS—"SPECIAL"; Steer Fox Hunting Horns, high tone, beautiful finish, from 10" to 16" assorted \$18 doz. postpaid; guaranteed. General Mercantile Co., Laredo, Tex.

GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1; no free samples. Fred C. Hine, 1314 Douglas St., Dept. 45, Omaha, Neb. ap28

PHOTOS OF "MISS HOPE CHEST"—FOR the use of artists and photographers; sample 25¢. Box 41, Inwood, Long Island, N. Y. my12

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6 je30

NEW IMPORTED MUSICAL BUNNY—Plays over 2 minutes; head goes side to side while arms strum guitar; a sensational novelty; fun for young and old; \$24 dozen, sample \$2.25 postpaid; retails \$2.98. Cosmo Service, 370 Beach St., West Haven 16, Conn., BBMB2.

PURE SILK SCARVES—LATEST PRINTS, lowest prices. Samuel Rosenzweig Accessories Co., 475 Fifth Ave., Suite 511, N.Y.C.

SLAONE'S FOOT FOAM SELLS QUICKLY for aching feet; big profits, tremendous repeats; sample 50¢. Box 633, Billboard, 1564 Broadway, N.Y.C.

SUCTION CUP NOVELTY MANUFACTURER has fast selling, high profit items for wagon-jobbers and side-line salesmen selling carnivals, concessions, gas stations, auto supply, sport, stationery stores. Box 640, Billboard, 1564 Broadway, N.Y.C.

TEASING TEMPRESSES—COLOR SLIDES; sample 50¢. Box 41, Inwood, Long Island, N.Y. my12

WHERE TO BUY 750,000 ARTICLES AT low wholesale prices; full details free. National Service Bureau, 318 Goodman St., Kosciusko, Miss.

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Laxatives, Liniments, Flavorings, Tonics, Herbs, Salves, Cosmetics, Deodorants, Premiums. Private Labels in 3 dozen lots. 220 George St., Cincinnati, Ohio.

ANIMALS, BIRDS, PETS

AMERICA'S LARGEST AND MOST COMPLETE stock of reptiles. Buy from direct importers at special low spring prices. Mixed Dens and complete Reptile Exhibits; "Mixed" or "Hot." Write for our free complete lists before placing your orders for the season. This week's special: Giant Tegu Lizards, \$15. Tarpon Zoo, Tarpon Springs, Fla.

ANIMALS WANTED—PET AND WILD-life stock especially. Phone 668-White, Wild Animals, Inc., P.O. Box 64, Silver Springs, Fla.

BOA CONSTRUCTORS FROM SOUTH AMERICA; 3' to 10' on hand; selected good feeders; also Boas for dens. Phone 662, White, Wild Animals, Inc., P.O. Box 64, Silver Springs, Fla.

FRESH SNAKES JUST ARRIVED—WE ARE direct importers. Special price on them as follows: Mexican Imperial Boas, 4 to 6 feet; Mexican Green Rattlesnakes, large ones; Mexican Blue Bull Snakes, at \$1 per lb.; Diamond Back Rattlesnakes, nice large ones at 95¢ per lb. No less than 251 lb. orders accepted. All rattlers will be shipped unfixed. Wire cash with order. World's Importer, Laredo, Tex.

KEEP REPTILES ALIVE—NEW BOOK GIVE complete instructions. Food chart, treatment of diseases, handling cages, etc.; important tips on care of snakes, lizards, alligators, crocodiles, turtles; postpaid, 75¢. Wild Animals, Inc., Box 64, Silver Springs, Fla. my5

NATURALIST'S CATALOG 10¢ REPTILE list; We offer chameleons and chains, mealworms, Midwestern frogs, turtles, publications, etc. Quivira Specialties, Topeka 44, Kan. ap28

ONE DWARF WHITE FACE HEIFER—1 year old; weighs 125 lbs.; 26 inches high and 36 inches long. Ernest Van Camp, 331 S. Eddy St., South Bend, Ind.

RACING TURTLES—READY TO SHIP; 4" to 5" size; 75¢ each by the 100. Call 668-White, or write to Wild Animals, Inc., P.O. Box 64, Silver Springs, Fla.

RUSSIAN BEAR—COLLAR AND CHAIN broken; 2 years old; price, \$275. Wild Animals, Inc., P.O. Box 64, Silver Springs, Fla. Phone 1204.

SEALS OR SEA LIONS—TRAINED OR wild, ready now. Seals trained on order for dry or water act. Trapper-Trainer Homer F. Snow, Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. my5

WE HAVE A CONTINUOUS SUPPLY OF native animals. The following list is on hand ready for shipment: Wildcats, Black Bear, Raccoon, Red Fox, Skunks, Civet Cats, Horned Owl, Vultures; Snake Dens, small large, mixed; and Rattlesnakes. Wild Animals, Inc., Silver Springs, Fla.

YOUNG RINGTAILS, \$25—WE SELL FOR less; 250 other animals. Magic Comm Zoo, Rt. 1, Box 243, Clearwater, Fla. Phone 53050. ap28

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS, 24 words, \$3.50; Texas or elsewhere; 132,000 readers. M. R. Pennebaker, Box 870, Kerrville, Tex. ap28

ANALYZE HANDWRITING FOR PROFIT! \$1 puts you in business, including Charts, Signs, Instructions! (Free Information!) Graphologers, POB-971, Philadelphia. my12

FOR SALE OR LEASE—AMUSEMENT Park having race track, new eating drive-in, etc. Seay's Realty Co., Realtors, Augusta, Ga. my5

FOR SALE—PORTABLE RINK, NEW tent and floor, 85 pairs Chicago skates, sound equipment; floor 30'x72', wiring, skate booth; quick sale, \$3,000. J. E. Smotherman, 224 Kings Highway, Murfreesboro, Tenn.

I MAKE \$15 TO \$40 A DAY REBUILDING batteries. "So can you." I send you easy to follow instruction and marketing know how for \$1. The field is wide open; act now. Rudholm, 378 Apple, Muskegon, Mich.

IT'S NEW! IT'S PORTABLE! GO INTO business for yourself with this new low priced machine, complete at \$465; convenient monthly payment plan; cleans venetian blinds like a charm; every housewife will welcome you; high profits, low overhead; write us today. H. D. Equipment Co., 101 S. 44th St., Philadelphia 4, Pa. ap28

WM. A. ROGERS SILVERWARE

by Oneida, Ltd., Silversmiths
24 PIECE SERVICE FOR 4 \$ 8.50
34 PIECE SERVICE FOR 8 11.00
50 PIECE SERVICE FOR 8 14.50

Each piece has Rogers trade-mark. Rogers Anti-Tarnish Chests, Leatherette Two-Tone \$1.75
Mahogany Winston 2.25
Mahogany Deluxe 3.00

14 PC. WATERLESS COOKWARE SET
14 pc. extra heavy gauge spun virgin aluminum. Guaranteed. 32 page cook book in full color. Display folder showing \$49.95 retail price.
COMPLETE, only \$8.50
Immediate Delivery—
25% with order—Balance C. O. D.
H. B. DAVIS COMPANY
324-E W. 26th St., New York 1, N. Y.
AL 5-4664 FREE PARKING

300% TO 500% PROFIT !! EVERY DAY !!

No. 185
A REAL MONEY MAKER
\$3.85 DOZ.

Gold Finish
White Flashy Center, Red Sides

No. 301
AN EYE CATCHER!
Imitation Brilliant White Stone
\$2.90 DOZ.

Gold Finish

Please state your business. Deposit with all C.O.D. orders. Above 2 samples prepaid \$1.00.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

JEWELRY!
IS OUR BUSINESS

VALUE!
IS OUR MOTTO

We Have Everything For:
• Jewelers • Engravers • Demonstrators

CATALOG No. 55 BF
Contains most everything in merchant catalogue for the jeweler

CATALOG No. 105
Contains complete selection of engraving jewelry especially for the engraver and the demonstrator

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE
5 No. Wabash Ave. Chicago 2, Ill.
ALL PHONES Central 4-7966

BRITISH POTTERY

Exquisitely colored and ideal as prizes in all branches of Show Business. Send for illustrations.

Sample Vase, \$1.50

ENGLISH BONE CHINA
Costume Jewelry

BROOCHES (Floral Pattern. Doz.) \$18.00

EAR CLIPS (to match). Doz. 18.00

Sample Set (prepaid). Doz. 3.50

BONE CHINA BON-BON DISH. Dz. \$30.00

Sample (prepaid). Doz. 3.00

EXPANDING CUFF LINK. Doz. \$13.50

Cleverly Engineered, Sample. Doz. 1.50

Inquiries from jobbers invited.

PHIL GORDON IMPORTING COMPANY
1572 N. Morningside Dr., N.E.
Atlanta, Ga.

IDENTIFICATION BRACELETS!

Aluminum, nickel silver and brass; Nickel Silver Signet Rings, Cameo Rings, Heavy Mexican Rings, Opal Rings, Rings for Grab Bags at \$12.00 a gross. Send \$2.00 for samples; money refunded if not satisfied.

MILWAUKEE NOVELTY CO.
1012 N. 3rd St Milwaukee 3, Wis.

Rugs, \$37.50 ea.

Buy DIRECT from Reliable Importer—Glowing Oriental reproduction extra-heavy 9x12 room size RUGS! Perfectly finished. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded or balance C. O. D. if not rated, within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with

LO-US TRADING CO.
Dept. B-30, 1627 Locust St., St. Paul 3, Mo.

SALE OF IMP. CIGARETTE LIGHTERS AND CASES, MINIATURE CAMERAS

UNITA
545 5th Ave. New York, N. Y.

MEN'S AND BOYS' SHORTS

Any size, including 44, delivered anywhere in the U. S. at \$5.00 a dozen; check with order or C.O.D. Satisfaction guaranteed or money refunded. No order for less than one dozen of a size.

TENNESSEE VALLEY MFG. CO.
Chattanooga 5, Tenn.

MILITARY RINGS ARE RED HOT!!



#1202 WHITE LUSTRE METAL AVAILABLE IN ARMY AND NAVY \$3.50 per doz. \$39.00 gr.

Get in on these fast selling Military Rings. These massive service men's rings are made of tarnish proof metal that catches the eye and puts money in your pocket.



NUMBER \$4.00 dz. 0202 \$45.00 gr.

AVAILABLE IN ARMY AND NAVY

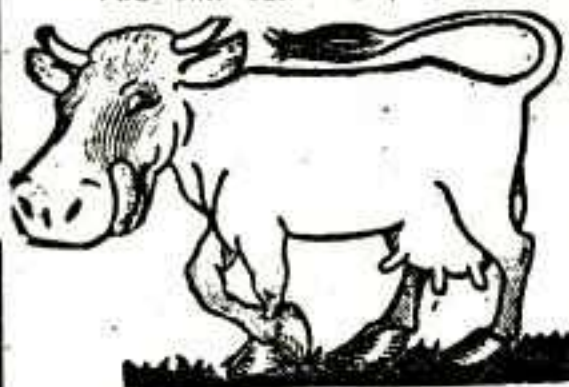
This handsome serviceman's ring has beautiful sim. ruby center. Both of the above styles are available in 14-KT. yellow gold—25c per doz. extra. Min. order—1 doz., either style. Samples on request, \$1.00 for both styles. State your business.

STERLING JEWELERS

44 East Long Street, Columbus 15, O

"MOO COW" Western Noisemaker

"A Sensation at the TOY FAIR" You can sell many gross



Packed 3 doz. in carton. Per Dozen \$2.50 Gross, \$29.00

25% with order. bal. C.O.D. MIDWEST MDSE. CO. 1008 Broadway, Kansas City 6, Missouri

"SWEETHEART" BRACELET \$18.00 GR.—\$165.00Z.

EXPANSION IDENT. \$13.50 PER DOZEN

IDENTS \$7.20 GROSS AND UP

SPORT PENDANTS 1.42Z GR.—\$13.25 DOZ. SAMPLE ASSORTMENT \$6.00 25% DEPOSIT ON ALL C.O.D. ORDERS

"Frisco Pete" 604 W. LAKE ST. CHICAGO 6, ILL.

A VERY SPECIAL BUY

12 gross Assorted Slum that formerly sold for as much as \$2.25 per gross At least 12 different numbers in each assortment. MA999—Assortment of 12 gross \$7.80—While our stock lasts.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

MOTHER'S DAY CARNATIONS

Red, White and Pink \$35.00 per 1,000 \$4.00 per 100 Immediate Shipment. 50% deposit, balance C.O.D. Send name and address for complete new list of Artificial Flowers, Artificial Flower Materials, Gift Shop Novelties and Fast Selling Holiday Items Ready to mail June 1st. FRANK GALLO Importer & Manufacturer 1429 Locust St. St. Louis 3, Mo.

INDIAN BEADWORK, BUCKSKIN, BEADS. Feathers, Moccasins, Wigs. Supplier: buy direct from Indians, prices reasonable. (see list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. ap28) MONEY MAKING OPPORTUNITIES GALORE! Over 100 firms want your services and will pay for them. Details free. P. Cohen, 141 Bristol St., Brooklyn 12, New York. 4 GAME CONCESSIONS—CITY BOOMING: thousands defense employed. Marine Navy base; boots pouring in long season. Ill health forces sale. Write Box 2581, San Diego, Calif. my12 2,000 AUCTIONS AND COMMUNITY SALES listed in new edition of Directory, \$1 Will Simpson, 2705 Jules, St. Joseph, Mo. ap28 \$10,000 PROFITS AT HOME! LIFETIME opportunity! Free advertising method builds your own home mail-order business! Capital, experience unnecessary. Start spare time! No merchandise investment! No advertising risk! Exciting! practical! copyrighted; notarized proven successful plan 25; satisfaction guaranteed! Treasurer, 149 Storor, New Rochelle 35, New York.

COIN-OPERATED MACHINES, SECONDHAND A Large List of Secondhand Coin Machine Bargains will be found on p. 77 in this issue.

COSTUMES, UNIFORMS WARDROBES

BUNDLE CLOTH ODDS, \$7; SIX RED Coats, \$18; Minstrel Coats, gold velvet, \$5; flashy curtain, red (12x20), \$40; others; bargains, Chorus Costumes, Wigs, Orchestra Coats, Wallace, 2416 N. Halsted, Chicago. CHORUS COSTUMES FOR SALE—TWO dollars up; many used in Broadway revues; state wants. Manhattan Costume Co. 140 W. 42d, NYC. ap28 CLOWNS, BURLER COMICS, MINSTRELS Props, Wigs, Hats, Makeup, Accessories! (Free Lists) "Happy Morgan's Clown Headquarters, 2404-N Fifteenth Philadelphia. my12 SINCE 1869—USED COSTUME BARGAINS Chorus, dollar up; principals, three up; no catalog. Guttenberg 9 W 18th St., N Y 11. N Y 1e9

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS Available; Candy Corn Machines; steam powered Popcorn and Peanut Wagons cheap Krispy Korn 120 So Halsted, Chicago. Ill. je9

CLOSING OUT DISPLAY SAMPLES LESS 25%; Popcorn, Snow-Cone, Candy Floss Machines, Peanut Roasters; Coleman Tanks and Stoves; real bargains; send for prices, descriptions. Popcorn Supply 179 Luckie, Atlanta, Ga. np NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Caramelcorn Kettles Northside Co. 509 E 4th, Indianola Iowa my12

TENT—12'x12' FRAME AND COUNTERS. Long Eakins Poppers, Electric Carmel Mixer, Copper Kettles; new Durbin candy puller, 25 lbs.; Coleman tank, stoves and burners slightly used. K.W., 430 Arkyle Road, Brooklyn 18, N. Y. \$250 TAKES 15 35MM. SOUND FEATURES. 2 Comedies, Miscellaneous Shorts A Kolimar 364 Dewey Buffalo 14. N Y ap28

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM SOUND—10,000 REELS. Features, Shorts, Serials, \$5 reel; some \$3 reel. DeVry, Natco Projectors, \$150 Roshon, Memphis 3, Tenn.

BOWLING ALLEYS, DUCK PINS—2 Complete alleys, \$800, A. S. Olsen, Box 213 Washington, Ind.

BUILD YOUR RIDES FROM TESTED plans: Auto, Boat, Airplane, Chairplane, \$5 each; Kiddie Ferris Wheel, \$8; Train, \$10; free catalog, Brill, Box 875, Peoria, Ill.

CASH PAID FOR MOVIE FILMS, EQUIPMENT, Posters, Slides, regardless of age or condition Johnny Allen, 19 Demarest Pl., Maywood, N. J. ap28

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co. 1318 S. Wabash Ave. Chicago ap28

CONCESSION TRAILER—8'x16'; 1950 factory built steel, insulated top, sides; lino floor, safety glass, awnings, with raised donut equipment, \$2200; without \$1800; sacrifice account total disability. L. E. Sell, 2078 Bayard Ave., St. Paul, Minn.

FERRIS WHEEL—12 SEATS; BUILT ON 26 ft. trailer with a 1944 GMC tractor; all for \$3,250. Call Larry Fiorenza, 116 Nelson St., Syracuse, N. Y. Phone 4-4758.

FOR RENT—16MM. SOUND FILMS. WEST-erns, Features, Serials, Religious Programs; write for special roadshowman rates. H. E. Gemery Co., 2709 White Settlement Rd., Fort Worth, Tex.

FOR SALE—2 LARGE ELECTRIC POPCORN Poppers, 1 Carmel Corn Cooker, 1 eight-foot stainless steel Cooling and Display table, 10 "Popmaster" Popcorn coin venders, all in excellent condition; will sacrifice. J. E. Herron, 6720 Sheridan, Chicago, Ill. Phone SHeldrake 3-9367.

FOR SALE—FOUNTAIN AND LUNCH-conette equip.; stainless steel; used 6 mo.; including fountain, Alan cash register, popcorn machine, grill, hot dog steamer, steamer unit, ice chest, 7' steel table, 28' counter, 2 sec. formica top, matching table and chairs; bargain \$1400. Phone BIllox 3245 Mrs. Ann Daugheter, 2306 W Beach Drive Biloxi, Miss.

FOR SALE—COMPLETE WILD LIFE; booked on Douglas Greater Show for season. Ralph Virrils, c/o Douglas Shows, Rt. 5, Box 1770, Kent, Wash., or per route.

FOR SALE—FROZEN CUSTARD Machine; excellent condition, mounted on concession trailer; \$1,200 complete. Ernest Carr, 119 Kohler St., Tonawanda N. Y.

FOR SALE—TWO KID RIDES: ONE Rocket and one Chairplane Ride; excellent condition; \$700 each; will deliver up to 500 miles. C. McCoy, 835 Biltmore Ave., Indianapolis, Ind. Phone Belmont 5859.

FOR SALE—ONE EIGHT CAR KIDDIE Ride, Tim's Cafe, Marissa, Ill. Phone 129, Marissa, Ill.

FOR SALE—FLYING SCOOTER AT LAKE Ariel Park; used very little, in good condition. Inquire Emil Brown, Lake Ariel, Pa.

FOR SALE—ARCADE, COMPLETE: 62 Machines, new top and wall; cheap; will trade for show equipment, rides, etc; give or take difference. Fred Nolan, Mexahala Park, So. Zanesville, O.

FOR SALE—FLAT RIDE: RESEMBLES Octopus; 12 car; loads 16' truck; good shape. \$1,500; Kiddle Auto, 8 car, \$350. Fred Nolan, Mexahala Park, So. Zanesville, O.

FOR SALE—WALKING CHARLIE BALL Game; brand new, used one season, with 2 gross balls, \$800. C. J. Manning, 1474 Hyland Blvd., Staten Island, N. Y. Dongan Hills 6-2760 or Gibraltar 2-8475.

KING FUN HOUSE—OPENS TO 48 FOOT Front, with International Tractor; looks like new. Thompson Bros., Altoona, Pa. ap28 MERRY-GO-ROUND—PARKER STANDARD, 30 ft., Teen Ager; new late last season; set up only once. Hunter, 505 Catherine, Walla Walla, Wash.

AGENTS! SALESMEN! EARN \$200.00 A WEEK!

Become a Distributor for DR. WEST'S AMAZING NEW *Discovery* SELLS ON SIGHT TO MEN IN ALL WALKS OF LIFE ASK FOR FULL DETAILS AND POWERFUL, MONEY-MAKING AGENT DEAL.

D-D SALES ASSOCIATES 603 Hofmann Bldg., Detroit 1, Mich.

IMPERIAL SPECIALS!

SECRET POCKET WALLETS \$6.00 dz. STRATFORD FOUNTAIN PEN 3.00 dz. 4-COLOR BALL PEN 7.20 dz. HUNTING KNIFE IN SHEATH 9.00 dz. AIR CORPS SUNGLASSES . . . 9.00 dz. 3-PIECE PEN SET 4.50 dz. CAMERA LIGHTERS 7.20 dz. FISHING CLOCK 8.50 ea.

25% Deposit—Balance C.O.D. Send for 1951 List.

Imperial Mdse. Co. 893 Broadway New York 3, N. Y.



A selection of pin-ups in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can provide. Send 25c for Magic Viewer & Sample.

FREE LISTS

LOU TAGER 141 N. La Brea Ave. Los Angeles 36, Calif. Dept. B



Mechanical Begging FUR DOGS Best Quality \$4.50 per doz. \$5.00 per doz. less in case lots than case lot; 49 dozen to case 25% Deposit, Balance C.O.D. NATIONAL DIST. CO. 421 Calumet Bldg. Miami, Fla.

DIRECT From Manufacturer Sensational Value Beautiful 3 piece set Hoded pencil fountain pen, automatic pencil and precision ball pen Assorted colors smart finish Attractively boxed. SPECIAL PRICE \$54.00 Per Gross Sets Sample Set, \$1.00 25% deposit with order, balance \$5.00 for complete Sample Line. ORDER NOW! H. EPSTEIN 27 East 22nd St. New York 10, N. Y.

BEST YET FIREWORKS FEATURES

and Displays. If not contracted, DO IT NOW before prices "up" on account rising cost of materials. Locations: Parks—Events—Shoot It Yourself—Package Displays. Boxed with instructions. Address: FEATURES New Haven, Conn.

MOVIE FEATURES—16MM. SOUND; DOZ-ens of fine Westerns and Features, \$37.50 to \$47.50 each; all subjects guaranteed satisfactory or full refund. Swank, 614 N. Skinker, St. Louis 5, Mo. my12

NICKELODEON FOR SALE—WORKS AND sounds excellent; plays piano, mandolin, xylophone all automatically with changing lighting effects; this antique is converted to play new piano rolls; write for full details. John Green, 13703 Ardoon Ave., Cleveland 20, O. Telephone Yellowstone 2-9065.

SHORT RANGE TRAILER, 2 WINCHESTER 62 Rifles, new 1950, \$350; booked on show. William Brownell, care 20th Century Shows, Wichita, Kan. 20,000 rounds available.

STEEL VAN-BODY 1947 DODGE TRUCK, six midway booths, French fryers, Sno-cone machines, misc. equipment; bargain. Write Wm. Cutts, 2630 Washington Blvd., Santa Monica, Calif.

TENT FOR SALE—UNCLAIMED TENT, new; two end sections 25'x50', square end, push pole type; made from 12.63 oz. Vivatex-Khaki Duck; hand roped using 1/2" sisal tent lay rope; complete with storm ropes and bags; ball ring top; will sacrifice; very reasonable. Powers & Co., 5929 Woodland Ave., Philadelphia 43, Pa.

THEATER CHAIRS, SCREENS, 3,500 FOLD- ing Chairs, Projectors, Tents, Sidewalk Bleachers, Cushions, Fews, Lone Star Film Co., Box 1734, Dallas, Tex.

THREE 16MM. HOLMES REX SOUND PRO- jectors; late models; bargain. H. E. Gemey Co., 2709 White Settlement Rd., Fort Worth, Tex.

USED ROLLER RINK AND SEVEN SEC- tion Tent, 50x142 ft.; needs some repairs; Price, \$225. Write or wire: Paul Kelley, 940 Ashland, St. Paul, Minn. ap28

VAGABOND HOUSE TRAILERS ARE TOPS: \$2,295 and \$4,695; a home on wheels. Otho DeWitt, Centerville, Mich.

8 CAR PORTABLE FLYING SCOOTER — 5 years old, excellent condition, gasoline powered; never moved; located Harveys Lake Picnic Grounds, Pa.; price reduced for quick sale. Michael H. Gorvjak, 31 Luzerne St.; Lee Park, Wilkes-Barre Pa. Tele. 36927, 6 p.m.

16MM. RENTALS—LOWEST RATES, QUAL- ity Pictures; if you're paying too much, get our prices. Rogers Films, Box 3526, East Atlanta, Ga. ap28

16MM. FILMS RENTED—LOWEST RATES; hundreds of Westerns. Features to choose from. Rex Film Co., 812 Second Ave., Columbus, Ga. my19

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; send 25c for catalog. Balda, The Lightning Cartoonist, Oshkosh, Wis. my26

MAGICAL APPARATUS

AAAAA—TWO-HEADED NICKELS. DOL- lars; each heads or tails; dealers' dis- counts. Jet Motivation Co. 13 Harrison Pl., Clifton, N. J. ap28

AAAAA—WHOLESALE TRICK CATALOG. 10; Jokers' Novelties, Magic, fast-selling Specialties! (Pitchmen's Headquarters). Philadelphia Mfg. Co., 446-B Germantown, Philadelphia my12

A BRAND NEW #23 CATALOG — MIND- reading, Mentalism, Spooks, Hypnotism; Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, both 50c; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. my19

SUB-MINIATURE R A BIOPHONE FOR Mentalists; weighs less than postage; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 36 South High, Columbus, O. my19

VENTRILOQUIST FIGURES—PUNCH AND Judy, Marionettes, made to your order; illustrated catalog, 25c. Frank Marshall, 192 N. Clark St., Chicago 1, Ill. Note new address. my5

VENTRILOQUIAL (45 UP); PUNCH FIG- ures, \$12 each; includes: Marionette Heads, Books, Wigs, Acts, Eyes, etc. Spencer, 3240 Columbus, Minneapolis, Minn. my5

MISCELLANEOUS

"BELLY TANKS"—\$9.95; STEEL, SIX OR ten foot size; free picture. Buck's Auto Parts, 1625 "T", Merced, Calif. ap28

CIRCUSES AND CARNIVALS, ATTENTION: For sale 8'x10' plank mauls for driving stakes, also handles for ledges. General Handle Co., Rice Lake, Wis.

FOR SALE—3 75 KVA GENERAL MOTORS, 3 wire, 115-230 volt, 60 cycle, engine generator units complete like new. Also have 30 foot Baker all steel Trailer with 2 GM. 75 KVA units and 1 UD9 International 25 KVA unit with tanks, etc., installed. A-1 condition. Several garage units, 5 to 25 KVA. Write or wire Sumter Electric Re- winding Co., Sumter, S. C. my5

NEW EXCITING BURLER FILMS—Straight titles or for Panoram use, sold wholesale to dealers only. Raynor Sales Co., 608 S. Dearborn St., Chicago 5, Ill. ap28

WANTED—HAND ORGAN FOR MONKEY man. Must be cheap. Shorty, 820 S Claiborne Ave., New Orleans, La.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDION ALPHABET—NEW SYSTEM to overcome basses' trouble by temporarily coloring some accordion buttons. Com- piled by the former N. Y. City public school piano teacher, Frank Pinto, 752a Madison St., Brooklyn, N. Y. Short course of correspondence mail lessons given.

PARTNERS WANTED

HYPNOTIST — YOUNG MAN, HYPNOTIC subject, pianist, want partner-manager to form act. C. Peck, 1309 H St., N.W. Washington, D. C.

MAN WITH TRUCK—WORK CARNIVALS and large small variety of equipment. I have "photos" and clothespin concessions. Mason, P O Box 166 Boston 1, Mass.

PERSONALS

DON'T THROW YOUR LIFE AWAY ON cigarettes and tobacco; cure the habit easily and effectively; we send free details. Write Renner Laboratories, Irwin, Pa. my5

HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House 3116 N. Seminary Chicago ap28

#3HS HORSE SHOE HORSE CLOCK \$5.75 Each

Finely detailed horse shoe case. At the base of clock two horses roaming in corral. A mounted original Western designed metal horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high by 17" long on wood base. Individually boxed.

SESSIONS ELECTRIC HORSE CLOCK self-starting sweep second hand movement. Gold, Silver or Rose Gold Finish. 6 or more, \$6.75 ea. Sample, \$7.25 ea.

ALL METAL, BEAUTIFULLY DETAILED BRONZE WESTERN SADDLE HORSES Height and Dozen Price 19 1/2" 8 1/2" 6 1/2" 5 1/2" 4 1/2" 2 1/2" \$24.00 \$18.00 \$10.20 \$7.90 \$4.50 \$2.25

25% DEPOSIT REQUIRED WITH ORDER, F.O.B. CHICAGO. WRITE FOR FREE FOLDERS—WHOLESALE ONLY.

COOK BROS. 816 W. Maxwell St. Chicago, Ill.

Amazing Invention Defrosts Refrigerators AUTOMATICALLY

Pays Salesmen Up To \$210.00 a Week! No wonder our salesmen are getting so rich and happy, with 25,000,000 eager prospects for the sensational Patented D-Frost-O-Matic that defrosts refrigerators Every Night without much fuss or bother. Saves electricity, wear on refrigerator, food and work. You, too, should make up to \$210.00 a week on our FREE TRIAL plan that clinches up to 4 orders out of 5, paying you up to \$7.00 each. Start Spare Time. Yes, just a few hours in an evening should pay you up to \$18.00 PROFIT! Just plug in D-Frost-O-Matic—women won't let you take it out. Profits Guaranteed. No risk—if you don't find this the most fascinating, best paying business you ever heard of, we'll refund every cent you paid for your initial order. Rush name and address on postcard TODAY for generous FREE TRIAL plan. D-FROST-O-MATIC Dept. BBC-4 6 N. Michigan, Chicago

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY! Electric Flash Boards Electric Bingo Blowers Wire or write for Catalog

John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

PHOTO KNIFE

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.

GET MORE BUSINESS AT LOWER COST WITH HALVORFOLD!

in demand by those who know and appreciate the best, the old and reliable line of LEATHER GOODS BY HALVORFOLD is now available for GOOD WILL and ADVERTISING GIFTS. Over 40 years' experience in manufacturing enables us to offer the best at rock-bottom prices. Many famous executives order HALVORFOLD products every year as gifts for special friends. Write us now for catalogs and other details. JOBBERS-DISTRIBUTORS-SALESMEN: Some territories still open. HALVORFOLD-KWIKPRINT COMPANY Dept. 30, 700 East Union Street, Station G Jacksonvile, Fla.

BINGO PROMPT SHIPMENTS SPECIALS LAPBOARDS FLASH BOARDS BINGO BLOWERS Folding Tables and Chairs

—Write for Free Catalog—

H. A. SULLIVAN 104-22 BLVD., DEPT. 6 ROCKAWAY BEACH, N. Y.

OPERATORS

ATTENTION!!—"HOT ROD" MERCHANDISE
AT THE LOWEST PRICES ALWAYS
ANYTHING — EVERYTHING

- PREMIUM GOODS • TOYS • DOLLS
- GIFTWARES • SPORTING GOODS • NOVELTIES
- DRY GOODS • HOUSEWARES (Metal and Plastic)
- APPLIANCES • JEWELRY • WATCHES • LAMPS
- SILVERWARE • NOVELTY CLOCKS • BILL-PAK
- WALLETS • LUGGAGE • WINDOW FANS
- BATHROOM SCALES • FULL FASHION NYLONS

JACK ESSES DIST. CO.

300 So. 4th St. (Phone: Central 8676) St. Louis, Mo.

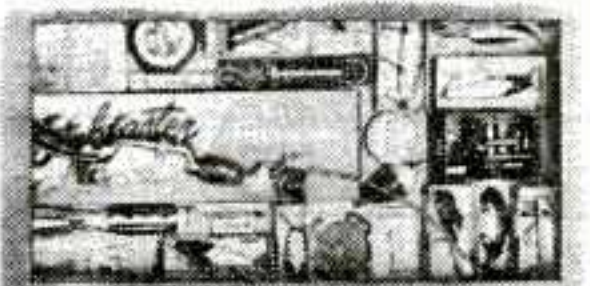
ATTENTION, OPERATORS! COMPLETE 25 PC. BAIT CASTING OUTFITS



#101 SET (above)
Each \$18.75
Lots of 6 17.75 ea.

#102 SET →
Each \$17.75
Lots of 6 16.75 ea.

NEW! DIFFERENT!



Sells on Sight! Eye appeal plus quality. Here is a 25-pc. set of FISHING EQUIPMENT with every piece carefully selected to meet the fisherman's exacting requirements. Assembled in a beautiful shadow box enclosed in cellophane. An assortment of popular lures, including such well-known nationally advertised brands as South Bend, Jameson, Worth, etc. Send for samples today.

OUR 1951 CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY
25% deposit required with order, balance C.O.D.

M. K. BRODY 1116 S. Halsted St. Chicago 7, Ill. In business in Chicago for 35 years.
L.D. Phone: MO 6-9520

THE BIGGEST PREMIUM VALUE IN YEARS!



Attention: Jobbers and premium users! Here is an item that represents real value: looks like big money even after close inspection. Highly polished, silver finish Lighter Set consisting of heavy 5" by 9" tray, 3" high cigarette urn and two Aladdin-style cigarette lighters. This beautifully designed, durable and attractive item goes like hot cakes and sells to you at a real bargain price. In lots of 12 or more, individually boxed, \$48 per doz. 1/2 cash, balance C. O. D. Or send \$5 check or money order for sample set to Frank Kollman, Stewart Sales Corp., 3209 E. Washington St., Indianapolis 1, Indiana

ENGRAVERS MERCHANDISE



Send for catalog if you do not have one
DEXECO, INC.

191 SOUTH ST. PROVIDENCE 3, R. I.

Punch Work Demonstrators
You can make MORE money selling our PERFECTED ART NEEDLES.
Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

One of America's Oldest and Most Reliable
Suppliers of Carnival and Concession Merchandise!

Write for "Early-Bird" Price List!
Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts; Photo Novelties; New and Used DP Cameras. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. my19

COMPLETE SUPPLIES—D.P. OPERATORS. Dorex and Eastman Paper, prompt service Lone Star Photo Co., 2405 Elm St., Dallas, Tex. je2

DIME PHOTO OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap28

DIRECT POSITIVE PHOTOGRAPHERS — We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap28

DIRECT POSITIVE OPERATORS — WE have the new Eastman Direct Positive paper, chemicals, backgrounds, comic foregrounds, folders, glass and metal frames; write for new catalog. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. my12

LOW-COST PHOTOMOUNTS—3x5, \$3.00; write free samples, prices, other sizes. Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. my26

PHOTO COPYING, ENLARGEMENTS — Quick service; photo stamps, \$1 per 100; oil painting, 2x3, 3x5, 1x4, 4x6, 5x7, 8x10, 35¢. Photo Studio, Box 117, Newport, R. I.

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller Inc., 70 Scio St., Rochester 4, N. Y. ap28

TWO USED DIRECT POSITIVE PHOTO machines, entirely automatic; plenty extra parts, good condition; reasonable. Coe's Photo Studio, 21 Old Orchard St., Old Orchard Beach, Me.

WE MANUFACTURE LEATHERETTE Photo Cases and Wood Photo Albums; send for catalog Wood Album Co., 54 Jefferson St., Brooklyn 6, N. Y. je2

16MM. TITLES AND TRAILERS. 10¢ PER word; sound or silent; titles for television; free catalog. Rocket Screen Service, Box 962, Uniontown Pa. ap28

PRINTING

ALWAYS LOWEST PRICES ON QUALITY 14x22 and 17x26 window cards; special designs for auto auto races, rodeos, July Fourth and firemen's celebrations, dances, outdoor shows, fairs. Tribune Press, 841 Park, Ind.

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 6 1/2 Envelopes. Hammermill Bond, five lines copy, 22 3x5, 1x4, 4x6, 5x7, samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. my5

BUSINESS CARDS PRINTED IN THREE colors, your choice, \$7.50 1,000; quantity prices, samples. Mallo Press, 767 Leith St., Flint 5, Mich.

LITHOGRAPHED POSTCARDS—50 WORD message printed on back, \$10 first 1,000; each additional 1,000, \$7.50; five day service; samples free. Sherlock Hope, Box 1815, Knoxville, Tenn.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column
No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 LEAD TENOR SAX—COMMERCIAL society band; interested top man only, locations, state all in letter. Orchestra Leader, Governor Hotel, Jefferson City, Mo. ap28

AERIALISTS—SALARY \$90 AND BONUS; experienced High Ladder Performers only; state all routines. Photos? Yes! Write Sky High Thrillers, 237 Osgood Ave., New Britain, Conn. ap28

BASS MAN—DOUBLING VOCALS; MODERN headquartering band; weekly salary guaranteed; others write. Box 593, Sioux Falls, S. D. Phone 8-1295. my5

COOK HOUSE HELP WANTED—IF YOU have worked for me before, contact at once; opening last of April. Blackie Weir, R.R. 1, Sheridan, Ind.

DRUMMER, MUSICIANS WANTED FOR commercial Dixieland territory orchestra; guaranteed weekly salary; traveling by car. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

HANDWRITING ANALYST — YOUNG lady, 16 weeks' work Chicago; must produce; send snapshot, age, experience, salary expected. Nicholas Delano Ps D, Box 222, Jackson Heights, N. Y. ap28

MEN FULL OR PART TIME, TO SHOW item to filling stations and garages in exclusive territory; five minute demonstration means sale with \$10 cash commission; not uncommon for our men to earn \$200 to \$400 weekly; must have car; position of supervisor also open. Write H. Pearson B. & B. Mfg. Co., Sioux City, Ia. my5

REPLACEMENTS FOR SAX SECTION, MUST play good clarinet; salary, \$100 per mo. no lay off; others write. Buddy Bair, Box 113, Ph. 7272, Colome, S. D. my12

MOUNTED THREE-LINE RUBBER STAMP, neat moulding, 50 cents; six, \$2.50; extra line, 25 cents; Business Cards, six lines; Genesee Bristol, 1000, \$3; 5000, \$12; postpaid. Anderson, Box 855 B.B., Mountain Home, Tenn.

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$3. Smallwood Printery, 2715 Vine, Cincinnati, O. my12

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing Cato Show Printing Co., Cato, N. Y. my5

\$1 POSTPAID—50 8 1/2x11 HAMMERMILL Bond Letterheads and 50 Whitewove Envelopes; quality printing. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa.

14x22 WINDOW CARDS THE BELL PRESS, Winton, Pa. my12

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-D5, Lincoln, Chicago. np

VENDING MACHINE SALESMEN WITH experience in selling new operators from business opportunity advertising, can make a good connection with Shipman if honest and reliable and can show proof of producing volume business in the past; our line consists of U.S. postage stamp vendors, 5¢ candy bar, 5¢ Wrigley Gum and Life Savers vendors and several new vendors on the way; write at once, stating experience and where you wish to travel. Shipman Manufacturing Co., 1326 South Lorena, Los Angeles 23 Calif. ap28

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. my5

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS Colors, Needles, Outfits, genuine German Pelican Ink; free catalog Owen Jensen, 120 W. 83d St., Los Angeles 3 ap28

WANTED TO BUY

CHAIR SCALE—COMPLETE, STANDARD make, good condition. Best price for cash. R. C. McQueen, 8516 N. Boulevard, Tampa, Fla.

PHONOGRAPH RECORDS—1920 to 1940 period; dealers' stock or collections. Jacob Schneider, 128 W. 66, NYC. je16

WANT TO BUY — CARNIVAL, SECOND-hand Side Show Banner Line with Banners, with light stringer, complete. P.S.: Jack Hamilton, please write. O. B. (Babe) Francis, St. James, Mo., Soldiers' Home Hospital.

WANTED TO BUY—FISH POND, BASKET-ball, Dart Balloon, Cat Rack, Set Diggers. Walter Thomson, 208 1/2 S. Front St., Fremont, O.

WILL PAY CASH FOR 100,000 4-INCH KEY Chains; send sample and price. P. O. Box 3455, Grand Central Station, Glendale, Calif.

CONCESSIONAIRES, WELCOME!

You are cordially invited to come in and view the Largest Display of GLASSWARE for Carnivals, Promotions, etc., under one roof.

Shipments made within 24 hours from date of order.

Write for our illustrated circular

The Sendar Company
127 4th Ave., N. Y. C. 3
GRamercy 7-4200

MAKE MONEY WITH FREE STOCKING

Earn steady extra cash writing orders for amazing Kenex nylons that are replaced FREE if they run or snag within guarantee period! Not sold in stores. Nationally advertised. Complete line, including sheerest 15 denier 51 and 60 gauge. No experience needed. Just show free stocking. We deliver and collect. Advance cash plus big bonus. Send your name and address on postcard. We'll rush you complete money-making outfit (including free sample stocking) free and prepaid. No obligation. Nothing to pay now or later.

KENEX CORP., BABYLON 47 N.Y.

MECHANICAL TOYS

(Occupied Japan)

SPECIAL

CRAWLING BABY \$4.95 Doz.

ITEM	DOZ.
BOXERS	\$4.80
Dancing Couple	2.30
Duck With Frog	2.75
Frog	2.00
Jackey and Horse	3.65
Nightly Dog	4.75
Pick Chick	1.25
Pig	2.70
Small Porter	2.50
Travelling Boy	3.95
Walking Bear	5.50
Walking Elephant	5.00

Immediate Shipping F.O.B. Seattle, Wash.
25% with order, balance C.O.D.

ANDREWS & GEORGE COMPANY, INC.
1416 Alaskan Way Seattle, Wash.

BALL POINT PENS \$9.50 PER GROSS

WITH DISPLAY CARDS
Full Pen Visible Ink Supply
1/2 GROSS \$5
With Brass Tips \$13.25 PER GROSS
Metal Caps & Clips \$13.25 PER GROSS
With Display Cards \$7
25% Cash with order, balance C.O.D.

ARTHUR LEE CO., Dept. B-28
16 Court St., Brooklyn 2, N. Y.

GET YOUR SHARE

ONLY \$10.95 RETAIL YOUR PRICE \$7.50 And Less
Over One Hundred Million Dollars will be spent for home workshop power tools this year. Get your share of this huge market with the EAGER BEAVER ball-bearing bench saw. Quality tempered 6" combination blade, full 3-inch cut! Retail \$10.95. Remit \$7.50 for sample demonstrator (we prepay all shipping costs). Satisfaction guaranteed. Write for free details.

SIERRA TOOL CO., INC., Dept. BB
1077 Chandler Blvd., North Hollywood, Cal.

HOTTEST DEAL IN THE WORLD

Dazzling New Deck of 52 Plastic Coated Playing Cards with 52 ART PHOTOS in Full NATURAL COLOR "MODELS OF ALL NATIONS"—You've never seen anything like it. REAL art studies—in thrilling poses. Every photo different. Rush order today. You won't be disappointed!

WOLF DECK (original), \$10.50 doz.; sample, \$2.00.
Sample of Both Decks, \$3.00.
Exclusive Playing Card Co., Dept. BM-7
1139 S. Wabash Ave. Chicago 5, Ill.

GIVE TO THE RUNYON CANCER FUND

SPECIAL ELGIN • BULOVA • BENRUS Promotional Watch Set
Beautifully cased new matched Watch Sets. Consists of gold plated cuff links, key chain and tie holder with hand-set ruby rhinestones or plain gold. With rhinestone dial famous make watch and expansion band, guaranteed like new.
7-J., \$45 Retail, Set \$14.95
15-J., \$55 Retail, Set 17.95
17-J., \$65 Retail, Set 19.95
Wholesale Only—25% Deposit With Order, Balance C.O.D. Open Account to Rated Houses.
Send only 25¢ Cash or stamps for our 72-page new 1951 wholesale catalog; will be credited to your first order.

MIDWEST WATCH CO. 5 S. WABASH AVE. CHICAGO 3, ILL.

BRAND NEW 5 GAL. G. I. BLITZ CANS
FOR STORING and TOTTING GAS, OIL or OTHER LIQUIDS
Brand new! Full 5-gallon capacity. Screw top. Attractive green finish. Built to gov't specifications to withstand abuse. Use them to carry or store extra gasoline, oil or other liquids while traveling or on location. Cans are banded together in bundles of five. Rush your order today.

LOTS OF 5 EACH \$250
Sample \$3.00 SPOUTS (NEW) EACH 50¢ F.O.B. CHICAGO

STARK'S 509 So. State Street Chicago 5, Illinois

THANK YOU

For the Great Response
WE HAVE PLENTY OF NEW STOCK
AVAILABLE AT OUR LOW PRICE

BALLOONS
 #14 Mottled Kats. GR. \$5.00
 #9 Mottled Kats. GR. 5.00
 #11 Mottled Animal Print. GR. 4.50
 #11 Pastel Animal Print. GR. 4.50
 #10 Mousehead—Inflatable Ears. GR. 6.00
 #15 Mousehead—Inflatable Ears. GR. 8.50
 Read Balloons—Sticks—Best. GR. .40

FEATHER DOLLS
 4" Tinsel. GR. \$ 6.00
 5" Hi Hat Beads & Tinsel. GR. 7.20
 6" Hi Hat Beads & Tinsel. GR. 12.00
 7" Hi Hat Beads & Tinsel. GR. 14.40
 8" Hi Hat Beads & Tinsel. GR. 22.00
 12" Hi Hat Beads & Tinsel. GR. 36.00
 15" Hi Hat Beads & Tinsel. GR. 6.50
 Feather Backs—Bright Colors. GR. 8.00

FUR MONKEYS
 4" Bright Colors. GR. \$ 7.50
 7" Fur Monkeys—Bright. GR. 3.00
 10" Hi Hat Monk—The Best. GR. 14.00
 -200 Jumping Monkeys—U.S. GR. 20.00

PARASOLS, SILK
 10" 6-Rib, Crook Handle. GR. \$33.00
 12" 8-Rib, Flowered. GR. 48.00
 14" 8-Rib, Flowered. GR. 54.00
 Metal Trombone. GR. 24.00
 Plastic Bugles. DZ. 5.00
 Flying Birds, U.S.—Best. GR. 7.50
 Tri Motor Airplane Pinwheels. GR. 18.00
 Lash Whips. GR. 12.00
 Batons. GR. 12.50

Write for Catalog.
Same Day Service.
25% Deposit With All Orders.

CHARLES SHEAR
150 Park Row New York 7, N. Y.

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

AGENTS & MANAGERS

PORTABLE RINK OWNERS—WILL OPERATE your rink on percentage; ideal location, four lane highway, 200,000 population, 75,000 soldiers. Phone 30066, Lamar Jones, 1526 3rd Ave., Columbus, Ga.

BANDS & ORCHESTRAS

ATTENTION AGENTS AND CLUB OWNERS; six piece well organized band; union; good library; Latin, Dixieland novelties. For details write Musician, 227 Bonnie View, Knoxville, Tenn.

AVAILABLE ON NOTICE—EIGHT PIECE club-hotel style tenor band; huge library; many doubles, well organized, thoroughly professional; seeking work in representative clubs and hotel rooms or reliable agency affiliation. Box C-366, care Billboard, Cincinnati, O. my12

SMALL BAND—THREE TO FIVE MEN; union; girl vocalist optional; soft, sweet, danceable music; thoroughly experienced. Travel anywhere; agents welcome. Box C-363, care Billboard, Cincinnati, O. np

CIRCUS & CARNIVAL

FIRST CLASS, SOBER, RELIABLE SAIL-MAKER; neat work; experienced since 1925; state highest you will pay. Pleven, 104 W. Kinzie, Chicago.

MISCELLANEOUS

EXPERIENCED MOST OFFICE PROCEDURES; accurate, thoroughly dependable, tireless worker; university graduate, female, aged 29, single, good family background, widely traveled; will answer all letters. Box C-365, care Billboard, Cincinnati, O.

MUSICIANS

A-1 RINK ORGANIST FOR YEAR ROUND rinks; any location; good beat, reliable, 10 yrs. experience. Box C-362, c/o Billboard, Cincinnati, O.

ACCORDIONIST AVAILABLE—COMEDIAN doubling guitar, bass, fiddle, washboard; consider everything. Willie Barfield, Route 5 Box 2721 Miami, Fla Telephone 87-1282 ap28

ACCORDIONIST DESIRES CHANGE IN LOCATION; reads, fakes and has an open mind to music. Write to Bruce Costa, care Henry Hagen, Rt. 1, Billings, Mont. my5

ACCORDIONIST—STROLLER; AVAILABLE immediately; will consider all offers everywhere; free to travel. P. O. Box 1013, Daytona Beach, Fla.

ACCORDIONIST, ALSO COMEDIAN DOUBLING bass, washboard, fiddle, guitar; will consider all offers everywhere immediately. Willie Barfield, General Delivery, Hallandale, Fla.

AT LIBERTY — HAMMOND ORGANIST; male, 25, union; have spinet model vibronone and solovox; have own transportation; have steady job now but desire change in June; prefer West Coast; very congenial; excellent speaker; solo or join small groups; available parks, fairs, celebrations. Write Musician, c/o P. O. Seawcroft, 2910 Smart, Kansas City, Mo. ap28

DRUMMER—AGE 26. AVAILABLE IMMEDIATELY; draft exempt; Local 10; read, cut shows, play all styles and Latins; location preferred; minimum \$90 per week. Dick Clerly, 704 S. Maple Oak Park Ill Telephone Village 8-2355 ap28

DRUMMER—UNION, DRAFT EXEMPT; sober, reliable plenty experience; do fine work with small night club and hotel combos. Musician 102 Rauber St. Rochester N. Y. ap28

DRUMMER—TWO BEAT JOB DESIRED in hotel or club; eight years' extensive experience with good bands; age 27, 4F, single, have car. Don Hansen, 3810 Lyndale Ave. So., Minneapolis, Minn. my5

DRUMMER — 27; EXCELLENT APPEARANCE; 13 years experience playing with large and small bands; read thoroughly; cut any show; do comedy and some vocals; new equipment; will travel. Norman Cogan, 32-43-53 Place, Woodside, L. I., N. Y. np

DRUMMER—UNION, DRAFT EXEMPT; prefer Dixieland, but can cut commercial or pop combo; sing blues; have transportation; no one nighters; cut or no notice; prefer Middle West. Bill Immel, 415 Division St., Wausau, Wis. Phone 6345.

DRUMMER — SHOWS, MODERN, HOTEL and semi-name experience; prefer job with some location work. Write or wire Allen Praefke, 3165 N. 41st St., Milwaukee, Wis. my5

DRUMS, BALLAD, VOCAL—AVAILABLE immediately; varied experience; records, photo on request; excellent references; sober, sociable, reliable. Lee Middleton, 1929 Blaine St., Williamsport, Pa.

GOOD BARITONE-HORN PLAYER—58. DESIRES connection with traveling show or local band; experienced; also a strong cornet for show. Musician, 234 W. Duluth, Sioux Falls, S. D.

HAMMOND ORGANIST—AVAILABLE IMMEDIATELY; finks, hotels, lounges, radio Address: Jackson 258 W 46th St. New York N Y my5

HAMMOND ORGANIST—TOP NOTCH, OR piano and Solovox; carry my own Solovox; refined gentleman. Billboard, Box 689, 1564 Broadway, N.Y.C.

LEAD TRUMPET — DRAFT EXEMPT; neat, sober; 15 years' experience in all types, commercial, society, combo, dixie, Latin; read, phrase tones; above average musician; expect above average salary; disappointment cause of this adv. please, no panic; state salary and all in first. Al Barnett, Summit, Miss. Phone 3372.

ORGANIST — FURNISHING HAMMOND; experienced radio, hotels, etc.; formerly pianist, attraction, W. Stevenson, 213 Schermerhorn St., Brooklyn 2, N. Y. my12

PIANIST—EXPERIENCED, SOBER, READ, fake, Bob Williams, 3422 Baltimore, Kansas City, Mo.

PIANIST — AVAILABLE IMMEDIATELY; Young, sober, reliable, union, all around; fast butterfly style; prefer society or tenor bands; experienced; minimum \$75 clear. Ben DeGregory, 534 Linden Ave., Steubenville, O. my5

PIANIST—SOCIETY AND COMMERCIAL; read and fake; excellent show pianist; draft exempt, sober and reliable; available immediately. Horace W. Lasper, 622 McCull Dr., Corpus Christi, Tex. Phone 4-1474.

PIANO MAN—AVAILABLE FOR TRIO OR quartet; South only; union; write particulars Musician, Magnolia Hotel, Montgomery, Ala. my5

SAXOPHONIST—ALTO; LOCAL 802, FOR four or location. W. Stevenson, 213 Schermerhorn St., Brooklyn 2, N. Y. my12

TENOR SAX — EXPERIENCED—TONE good ride, fake anything; consider location with music as side line. Bob Coate, 105 S. 21st St., Richmond, Ind.

TENOR, BARITONE, CLARINET, NOVELTY Vocals; semi-name experience; draft exempt; desires commercial or society only. Ben Ross, 808 South Main, Houston, Tex. Mohawk 4371, days 9 to 5.

TENOR SAX, CLARINET VIOLIN OR viola; available immediately for hotel and society bands; locations; experienced and dependable; good society section background; no lead or jazz; will go anywhere for good connection. Floyd Tenhoff, Library Hotel, Springfield, Ill.

WOMAN ORGANIST—OWN HAMMOND; solo speaker; solo or join small groups; experienced dancer; shows, library; sober; union; any place now. C. Watson, 1627 E Broadway, Long Beach 2, Calif.

I PLAY TWO BEAT "MICKEY" COMMERCIAL drums and like it; plenty experience shows, etc; draft exempt, nice appearance, travel anywhere. Box C-364, care Billboard, Cincinnati, O.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumps; modern equipment for parks, fairs, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my26

BIG ACROBATIC AND BALANCING ACT—5 people; literature on request. Lehbeck Sisters & Co., 2015 Oliver St., Fort Wayne, Ind.

"ENGAGE" CHARLES LA CROIX, HIGH-class outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT" — THE HIGH-WIRE act that has drawing power! No collect telegrams accepted. Address: 164 Averill Ave. Rochester N. Y. je9

SENSATIONAL "UPPET SHOW IN STROBELite" presented in vaudeville style on beautiful portable stage Osborne's Puppets 5223 Cedar Ave Philadelphia Pa ap28

SENSATIONAL HIGH FIRE DIVE ACT—25 years of impressive results; featured by Fox Movietone and the N. Y. Press; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. Tele. 45337. je2

VAUDEVILLE ARTISTS

GOOD BLACKFACE—BEEN WITH THE best; up in acts and bits; sober, reliable; prefer Texa, Ala, Ark, or Louis; write wire salary; play no instrument; nothing to big or to small if you pay off; clean working shows only please. Harris Webster, Victoria, Tex. General Del.

HIGH CLASS MAGICIAN—RELIABLE, EXPERIENCED, sober; available after June 10; De Vonne and Co. present magic that is different; versatile act, outstanding routines, flash, productions, illusions; Knife Thru Girl's Body, Original Floating Lady effect; excellent wardrobe. C. E. Merrill, 26 Jefferson St., Bangor, Me.

SINGING AND DANCING COMEDY M.C. for fast stepping, revue; produce hits. Hedy Jo Starr, I am at liberty. Frank Weber, Edna, Tex., General Delivery.



Spectacular Jewelry Flash!

STILL BIGGEST EVER!

PISTOL LIGHTER

Sells like wild! Original "Continental" model. Black plastic handle grips heavy chrome. Packed in individual display cartons.

\$8.00 per doz. Sample 90c.



3-PC. LIGHTER SET

Lustrous silver on any money. A real flash - hot-hot seller!

\$15.00 Doz. Sets Sample \$1.50

Beat All Competition "CORONA" POCKET LIGHTER

High chrome finish, fully automatic

\$7.20 Doz. Sample 75c

DAZZLING 3-PC. MATCHED SETS AT A KNOCKOUT LOW PRICE!

\$12.00 PER DOZ. ASS'D SETS



Each set has exquisite, high polish gold plated branch and neck lace chain. Studded with brilliant, hand set simulated stones such as Rubies, Aquas, Emeralds, Sapphires, Diamonds. Magnificently boxed in rayon lined display box. Sells on sight!

WRITE FOR OUR FREE CATALOG TODAY.

25% DEPOSIT WITH ORDER, BAL. C.O.D. F.O.B. DETROIT

GEM SALES CO.

533 WOODWARD AVE. DETROIT 26, MICH.

ALWAYS FIRST

No. 2220
"LANSHIRE" CERAMIC MANTEL CLOCK

Beautifully designed in red and green marbled effect with floral decoration heavily embossed in gold trim. Equipped with a Synchronous Precision Self-Starting Electric Clock Movement which carries a one year factory guarantee. Width, 10 1/2". Overall height, 9 1/2". Individually packaged. IMMEDIATE DELIVERY.

EACH DOZEN
\$9.00 \$96.00
Plus 20% Fed. Excise Tax.

Our new Catalog will be ready about April 15th. Get your name in now to be sure you get your copy. Please state type of business in first letter.
Cash with order or 25% deposit, balance C.O.D.

WISCONSIN DE LUXE CO.

1902 N. THIRD ST. MILWAUKEE 12, WISC.

"PLASTER"

Attention, Carnival and Roadside Stands, for a better flash and finish see our new 1951 line. No flat backs, all painted eyes and highly tinsel, no increase in prices. Write today for price list

LOUISVILLE STATUARY COMPANY

2317 FRANKFORT AVE. LOUISVILLE, KY.

SIGNS

DELICIOUS REFRESHING



World's Largest - 3 Colors: Red, White and Blue. Size 17 1/2" x 23 1/2".
PRICE, \$2.95 Pr. Pd. P.P.
DEALER BUSINESS OPPORTUNITY.

FRANK & FRED EDWARDS
P. O. Box 7306 Dallas, Tex.

MEN—build a Wholesale Route GET INTO a Big Pay Business

We help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5c and 10c to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. 8-V, Spencer, Ind.

ENGRAVERS

with it since 1907

phone: Bayport 1-5338

day and night service

MILLER CREATIONS
7259 Avalon Ave., Chicago, Ill.

GIVE TO THE RUNYON CANCER FUND

AGENTS—AUCTIONEERS—PITCHMEN

"THE LATEST INVENTION IN SHAVING"

TERRIFIC SALES—STORES—DEPT. STORES—PREMIUM STORES

THE KING OSCILLATING RAZOR

COMPLETE WITH 10 BLADES—BLADES AVAILABLE AT ALL TIMES

AUTOMATICALLY SHEARS YOUR BEARD OFF INSTEAD OF TEARING OR HACKING IT OFF YOUR FACE.

A BOON TO MEN WITH TENDER SKINS OR WITH BEARDS.

22 KT. GOLD PLATED—REGULAR \$5.00 VALUE

No more raw, chafed, scraped skin—a Royal shave. Nothing to take apart or unscrew. "It's a natural." This new Razor is sweeping the country. Your reward will be easy shaves of velvety smoothness and a skin kept in the pink of condition. \$6.00 Doz. \$60.00 Gro. Sample \$1.00 F.O.B. Newark, N. J. Extra Blades, \$1 a Hundred

C. H. CALIRI, 289 Market Street, Newark, New Jersey

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold.

= B2256—Genuine 1/30 14K R.G.P. Cluster, white trim. Choice any color center. Ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal.

Per Doz. \$6.00

NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on All C.O.D. Orders.

DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa

GIVE TO DAMON RUNYON CANCER FUND

FIFI

She wiggles—she shakes—suction cup attached. Put her on any window or car and she will dance

\$2.50 DZ.



Mother's Day Carnations, pink & white.
Per 100 \$3.00
Per 1000 25.00

Carnations fixed with green. Per 100. 4.50

Photographers!! NEW FANETTE

Telescopes without pictures, with vinyl life key chains. Immediate delivery

\$9.00 Gr.

Army Air Force Glasses in Beautiful Plastic Case. Dz. \$ 6.75
Leatherette Case. Dz. 6.50
Sliding Metal Trombone, immediate delivery. Gr. 24.00
Tri-motored Bombers, all beautiful colors, with stick. Gr. 19.00

25% Deposit Required—Money Order or Cash. We ship same day as we receive orders—Ship all over the world. This is our only store.

HARRIS NOVELTY CO.

1102 ARCH STREET PHILADELPHIA 7, PA. PHONE MA 7-9848, WA 2-6970

2 SMASH HITS 2

SWEETHEART CLOCK

● ACTION ● FLASH ● APPEAL

Boy and girl swing continuously over picket fence. Painted cottage scenic background illuminated by electric sunlight (turned on by switch in back of clock).

Dependable United Self-Starting Electric Clock manufactured under Westinghouse license. Onyx-type case, blonde or mahogany, mounted on 24K gold-plated base.

GUARANTEED IMMEDIATE DELIVERY

#780 **\$8.00** Ea. in Samples, Doz. Lots \$9.00 Ea.

#781 Same as above with electrically controlled Swiss Music Box, plays without winding. Operated by separate switch.

#1071 **\$10.35** Ea. in Samples, Doz. Lots \$11.00 Ea.



12" High, 8 3/4" W. de

New ACTION Money Maker . . .

FISHERMAN CLOCK

12" Long, 9" High

Lacquered Gold and Silver Plated 2-tone finish, guaranteed not to tarnish. Two miniature fish swim in a glass encased pond with lighting controlled by separate switch. Fisherman's rod moves as fish nibble bait.

Dependable United self-starting electric clock manufactured under Westinghouse license. A SURE-FIRE SALES WINNER!

25% deposit, balance C.O.D. If not for resale, add Federal Excise Tax.



\$8.50 Each in Dozen Lots Samples, \$9.50 Ea.

CUTTLER & COMPANY, INC.

928 Broadway, New York 10, N. Y. Telephone: ORegon 3-6330

ANOTHER TEMPLE EXCLUSIVE

Exceptional Promotional Premium

SUPERB MATCHED SET
**EVERSHARP
PEN-PENCIL
and WALLET**

The Eversharp name and attractive packaging assure high consumer acceptance for this wonderful combination. Men's or ladies' sets. Specify which you desire.

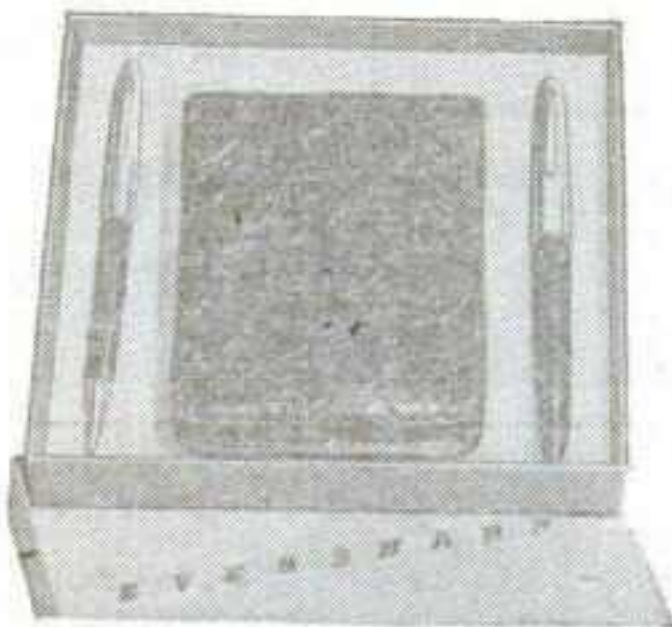
TEMPLE PRICE

Only **\$2.50** ea. set

In Doz. Lots

Sample Set \$3.00 Prepaid

Federal Tax Additional If Not For Resale. 25% Deposit, Balance C.O.D.



BENRUS WATCHES and BENRUS SETS

FOR THE PREMIUM TRADE

Cash In On The Tremendous Demand Created For Benrus Products By Extensive Newspaper, Radio and Television Advertising Promotion. We Carry The Complete Line. WRITE FOR PRICE LIST

DROP IN TO SEE US WHEN IN PHILADELPHIA
WE ARE NOW IN NEW AND LARGER QUARTERS

TEMPLE COMPANY

708 Sansom Street Philadelphia 6, Pa Market 7-6519

ATTENTION—NOVELTY MEN—ATTENTION

SENSATIONAL LOW PRICES



Whips . . .

- | | |
|---|---|
| Dart Special Balloons \$.75 Gr. | Flying Birds \$ 8.00 Gr. |
| 28 Round Balloons 2.50 Gr. | Cowboy Lash Whips 14.40 Gr. |
| 21 Animal Print Balloons 5.50 Gr. | Swagger Canes 9.00 Gr. |
| 29 Mottled Cat Balloons 5.50 Gr. | Fur Monkeys \$4.50, \$9.00, 15.00 Gr. |
| 14 Mottled Cat Balloons 9.00 Gr. | Jacko Monkey 10.80 Dz. |
| 24" Balloon Reed Sticks75 Gr. | Import Leis 2.00 Gr. |
| 6" Feather Dolls w/Hat 12.50 Gr. | Red, W., B. Bell Batons 14.40 Gr. |
| 7" Hula Hula Dolls 15.00 Gr. | 28" Plush Bears 30.00 Dz. |
| 7" Feather Doll w/Hat 18.00 Gr. | Cowboy Hats 42.00 Gr. |
| 9" Feather Doll w/Hat 30.00 Gr. | Metal Slide Trombones 22.80 Gr. |
| 12" Feather Doll w/Hat 42.00 Gr. | Pin Wheels 9.00 Gr. |

25% Deposit—Balance C. O. D.

MILTON D. MYER CO.

332 THIRD AVENUE PITTSBURGH 22, PA.

ORDERS SHIPPED SAME DAY

NEW! 1951 Catalog SEND FOR FREE COPY TODAY

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, Toys and hundreds of other items.

GELLMAN BROS. 110 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Mdse. Topics

New York

Temple Company, distributor of general merchandise and exclusive Benrus distrib for the premium trade, has relocated its Philadelphia branch in larger quarters at 708 Sansom Street. . . Bakelite division, Union Carbide and Carbon Corporation, announces a number of plastic items, including back-yard wading pool, inflatable mattress, toy bagpipe, hand puppets, chair and table covers and lightweight folding fisherman's waders.

Chicago

New Video Lighter Manufacturing Company, Not Inc., is offering something new—a visible fluid supply lighter reported to be good for 4,000 to 8,000 lights on one refill. Lighter is based on a principle which prevents leakage and insures a steady flame by burning vapor instead of fluid. Video lighter, formerly retailing for \$3.85, is offered at a new price of \$3.50. . . M. K. Brody announces it is handling a complete line of fishing tackle and bait kits in assortments containing South Bend, Jameson, Worth and other famous brand names. . . Cook Bros. has added to its line a complete assortment of hurricane, pin-up and boudoir lamps. . . A. N. Brooks Company is handling the cocker spaniel lamp and the bingo cocker spaniel toy dog line. Lamp has appealing cocker spaniel base and makes an ideal gift or souvenir. Bingo comes in three sizes, the largest size having a slot in it for use as a bank. These items have a natural furry finish. . . Collier Manufacturing Corporation announces a line of vinyl plastic inflatable air cushions to retail at about \$2.50. When deflated they may be carried in a purse.

Detroit

Alfred C. Allan Company is entering the novelty field with an imported line of dolls and toys for the specialty trade. . . D-D Sales Associates has been formed to take over the business of Dr. West Prescriptions, which recently put a new product on the market which is said to be an exceptional seller for agents catering to male trade.

Los Angeles

Lexington Sales Company is marketing a new item it believes will be a bell ringer. It is bath soap on which are lithographed artist models. Thru a special process the picture is guaranteed not to wash off. The soap is packed three bars to a box. . . Si-Flo, the saving syphon, is being handled by Golden Distributing Company, Inc. Designed to add zest to drinks by saving the carbonation in ginger ale and seltzer, Si-Flo fits any standard bottle top. The item fits tight and the bottle can be placed in any position in the refrigerator. A touch on the button and Si-Flo mixes the drink without stirring. Item has durable chrome finish and comes attractively gift packaged with two unbreakable tubes.

Pico Novelty Company reports that its color spinners are gaining in popularity. The spinners give the impression of continuous animation. Made in four combinations of colors, the item is being used by stores, parking lots, used car lots and drive-ins. Available in rolls with extra profit being made thru installation.

From All Around

Cremore, a frosty malt mix in chocolate and vanilla flavors, has been introduced by Midland Laboratories, Kansas City, Mo. The new all-in-one mix is said to be a concentrated pure dairy product sold in powder form that requires no refrigeration in storage. All the counter freezer operator needs to do is add water and freeze. Cremore is packaged in three-pound bags, each yielding 2 1/2 gallons of the product at a cost of about 45 cents a gallon. Trial package of each flavor are offered at \$2 for both three-pound packages. Regular 36-pound cases are available at \$14.04 prepaid. Satisfaction or cash refund is guaranteed.

STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.**

1140 B'way, N. Y. (27 St.), Dept. 4. MU 3-1385

Little Atom PISTOL

BANG! LATEST NOVELTY SENSATION! BANG!

SHOOTS BLANK CARTRIDGE MAKES TERRIFIC REPORT

Get up one dozen in attractive display card. DOZEN (no less sold) **\$14.40** Additional ammunition, 22¢ per tube.

COMPLETE WITH SUPPLY OF AMMO. AND RAM ROD TUBE CONTAINS 12 SHOTS

Pistols and ammunition must be shipped railway express. 25% Deposit Required With C.O.D. Orders. Prices Do Not Include Transportation Charges.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

QUALITY AND PRICE VALUE
Look to the Leader for Proven Fast Sellers and New Low Price Ranges!

PARTIAL LIST OF MERCHANDISE
Nationally Known Brands

SOFT GOODS
Blankets—single, Blankets—double, Bed Comforters, Bed Sheets, Pillow Cases.

BED SPREADS
Cotton, Plastic, Chenille, Satin, Quilted Taffeta.

CURTAINS
Curtains—Lace, Curtains—Ruffle, Curtains—Cottage, Curtains—Tailored, Draperies—ready made, Throw Rugs, Shag Rugs, Loop Rugs—non-skid Linoleum Rugs, Luncheon Sets, Table Cloths, Napkins, Towels—25-pc. sets, Mattress—Innerspring, Mattress—Felt.

APPLIANCES AND HARD GOODS
Silverware, Heavy Waterless Aluminum Cooking Sets, Electric Irons, Electric Food Mixers, Toasters—Pop-Up, Horse Clocks, Alarm Clocks, Pressure Cookers, Floor Lamps, Table Lamps.

DISHES
Service for 6, 8, 12; Electric Automatic Percolators, Smoking Stands, Electric Heaters, Religious Shrines—Catholic, Protestant.

JEWELRY, TOYS AND CLOTHING
WRIST WATCHES
Louis, Roy Rogers, Lathlin, Boys' Watches.

MEN'S SETS
Key Chain, Tie Clasp, Cuff Buttons, Cigarette Lighters.

LADIES' SETS
Earrings, Necklace, Bracelet & Compact, Dolls, Ladies' Slips, Men's Sport Shirts.

CHINA ELECTRIC CLOCK
Beautifully hand-decorated, 24 karat gold trim. "GUARANTEED NATIONALLY KNOWN" self-starting Electric SESSIONS Movement, General Electric Cord and Plug. Felted Base. Beautifully designed in Red, Green and Yellow marbled effect, with floral decorations, heavily embossed in gold trim. (Individually packed.)

ONLY \$6.95 EACH

MAN'S 17-JEWEL LOUIS WATCH (brand new) with Stretch Band in beautiful Watch Display Box, with Price Tag \$54.75. **ONLY \$13.50 EACH.**

LADY'S WATCH (same as above) with Cord Band instead of Stretch Band. Also \$13.50 Each.

Catalogs not available at this time. WRITE FOR SAMPLES AND PRICES ON ITEMS YOU ARE INTERESTED IN!

Terms: 25% deposit, balance C. O. D. Open accounts to rated houses.

G. & S. WHOLESALE CO.
5977 DELMAR BLVD. (Phone: DELMAR 8551) ST. LOUIS 5, MISSOURI

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. 146 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.

READY FOR MAILING SOON—Our new 1951 No. 61 Catalog.

Write for your copy NOW. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

A NATURAL MONEY-MAKER for
Salesmen—Concessionaires—Wagon Jobbers Pitchmen—Premium Users

5 in 1 Glamour Kit!

BUILT-IN FLASHLIGHT—STURDY, COMPACT LIP-STICK BRUSH—CIGARETTE CASE—CIGARETTE LIGHTER. Beautifully designed lightweight case, in assorted colors. Ideal for GIFTS. LOADED WITH SALES APPEAL.

NO LUXURY TAX Item.

HOTTEST SALES SENSATION WITH BIG PROFITS

Retail Price: \$5.95, send \$2.95 for prepaid sample. Price Per Doz., \$32.00. Gross, \$325.00. 1/3 deposit with order—balance C.O.D. Jobbers' Inquiries Invited.

PINES CO. 5831 W. 3rd St., Los Angeles 36, Calif.

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

OAK-HYTEX BALLOONS GET THE MONEY!

**WORKERS
AVAILABLE
for these
fast sellers**

**No. NM-10
MULTI-COLOR
ASSORTMENT
INCLUDES
Slim Jims
Spirals-Nobbies
Serpentines
\$8.50 Gro.
Plus shipping charges**

Sold by
LEADING JOBBERS
The **OAK RUBBER CO.**
RAVENNA OHIO

Pipes for Pitchmen

By BILL BAKER

THE PIPES DESK . . . holds an important communication for a pitchman named Scotty, last name unknown, who back in 1941 worked as a pitch lad and so-called dingman around Newark, N. J., with two other pitchmen named Foley and Joe the Wop. Scotty at that time resided in the Canarsie section of Brooklyn. Scotty or anyone knowing his present whereabouts is urged to communicate with the Pipes desk.

Some pitchmen are easier to get along with when business is bad than when it is good.

Sometimes with a pitchman it's a case of who will give in first—he or his tip.

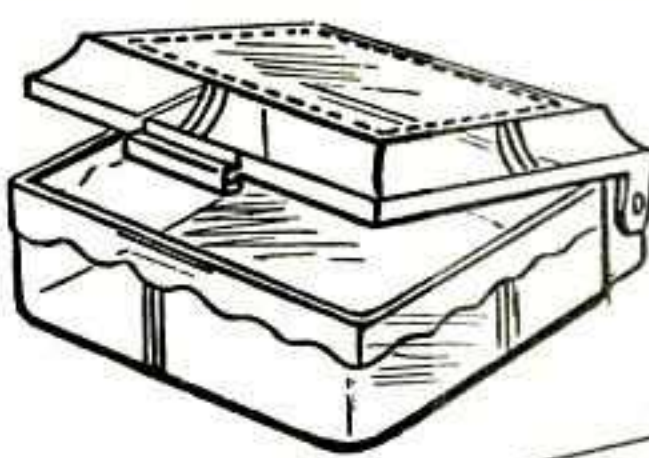
BOB SMITH . . . the globetrotter, is anchored in Chattanooga for a spell working stock sales and a local lot on Saturdays. He reports that the weather and sales are just a bit rough on the old doc.

A couple of bad spots is all that is needed to knock a bump of ego off a success-flushed pitchman's head.

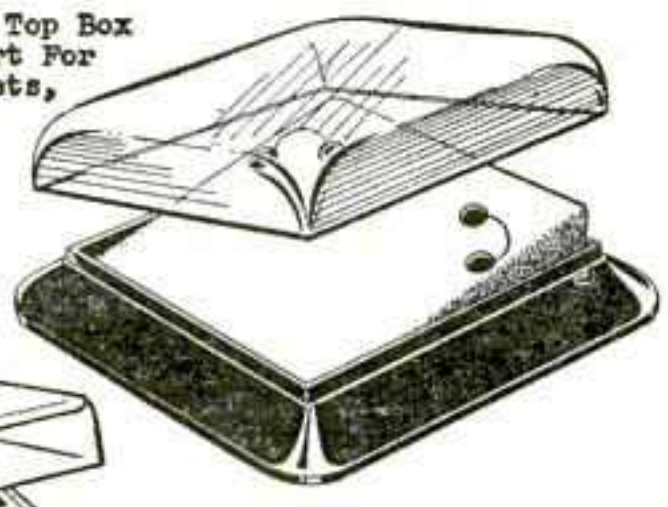
You'll never rid yourself of a nasty temper by losing it.

"JUST OPENED . . . here with mice and combs," cards Fred Alder from Kingsport, Tenn. "Came in here from Wilmington, N. C., where I saw Dr. Frank Curry with his med show. He has a 10-girl line and eight-piece band."
(Continued on page 74)

STERLING DEFIES COMPETITION ON! ALL LUCITE BOX PRICES!



#SQ2-Hinged Box w. Cotton Insert For Pins, Barr, Sets, Etc. \$2.00 Doz.--\$21.00 Gross



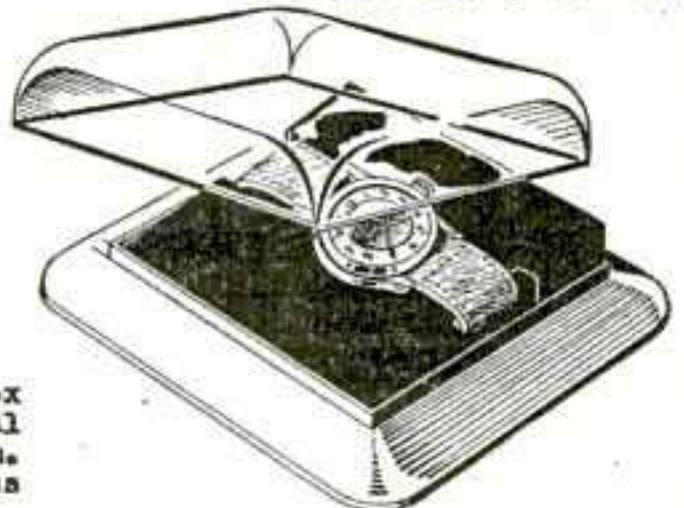
#J.B.P.-Transp. Top Box w. Special Insert For Neck, & Barr, Sets, Pearls, Etc. \$3.50 Doz.--\$39.00 Gross



#J.B.-Transp. Top w. Insert For Identics or Watches. \$2.50 Doz.--\$27.00 Gr.



#106-Transp. Top Watch Box w. Insert-Also Ideal For Identics, Etc. \$2.50 Dozen--\$27. Gr.



#RB2-All-Trans. Jrlry Box w. Cotton Insert---Ideal For Any Small Jrlry Item. \$1.20 Doz.--\$12.00 Gross

MINIMUM ORDER--NOT LESS THAN ONE DOZEN OF ANY ONE ITEM

Sterling Jewelers

44 E. LONG ST., Phone ADams 4621 COLUMBUS 15, OHIO

Oak Balloons
For immediate shipment.
Write for FREE Catalog.
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

PAPERMEN
Flash horse sheet for West-Midwest only. Collect to \$8 T. I.—10% to producers. Horse shows, rodeos, fairs. Write
PUBLISHER
P. O. Box 1432, Richmond, Cal.

PAPERMEN
Can use a few more good papermen.
Address: Circulation Department
THE KENTUCKY FARMER
408 McDowell Bldg.
Louisville 2, Kentucky

**ILLUSTRATED
CARTOON BOOKLETS!**
\$5AY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$50RY, NO POSTAL C.O.D.'S!
REGINALD SALES
1216-BB Park Row Bldg. New York 7, N. Y.

**IMP. BINOCULARS
TELE. MICROSCOPES, NOVELTIES
AT MFRS.' PRICES
UNITA**
545 5th Ave. New York, N. Y.

FOLDING CHAIRS
IN Steel or Wood
FOLDING BANQUET TABLES
WRITE FOR CATALOGUE
AND LOW DIRECT PRICES
J. P. REDINGTON & CO.
DEPT. 51 SCRANTON 2, PA.

OUR MOTTO
**A SQUARE
DEAL**
TO EVERY
CUSTOMER
Fast Sales. Big Profits—Part or full time, original Koehler stock signs, 1500 varieties, sell all places; 7 1/2 x 11", 7 x 11". Also religious and changeable signs. Special offer \$5 per 100 or \$1 for 15 7x11 best sellers, or for free catalog write KOEHLER, 235 Goetz Ave., Lemay 23, Missouri.

Advertising Balloons
Write TODAY for our new Low Prices and Samples on Advertising Balloons for Carnivals, Circuses, Fairs, Sales Promotion, Premiums, etc.
NATIONAL SALES CO.
2805 E. 79th St. Chicago 49, Illinois

**GIVE TO THE
RUNYON CANCER FUND**

**Meet Miss SALLY
SWIVEL
HIPS**
She's a **PENCIL**—and can she *propel* and *repel* (real Hula action).
She's a **BALLPOINT**—and on the ball for sales.
She's just a perfect combination!
Doz. \$4.50. Gro. \$48.00.
EXTRA Attractions
WOLF PACKDz. \$11.50
Model All NationsDz. 12.00
Bust With HumorDz. 1.40
FanetteDz. 4.00
Sirip Model SeriesDz. 6.00
Matchless FumesDz. 1.75
Art Model (2) KeyDz. 1.30
GORDON MFG. CORP. 110 E. 23 St. N. Y. 10, N. Y.

TERRIFIC SELLING TRICK!
**4 NICKELS TO
4 DIMES**
Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50. **SAMPLE, \$1.00 Postpaid.** DEALER'S PRICE—\$10 for 2 Doz., postpaid. Remit with order.
DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes.
D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

**CLEAN UP
WITH PLASTIC RAYON TOWELS**
Powerful Quick Demonstration Grease, Ink Stains rise right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.
SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

**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 2-8013

**PICTURE VIEWERS
TELESCOPE STYLE**
for Photographers
We are quoting the **LOWEST PRICES**
Same Day Delivery
PAUL COHEN CO., INC.
881 Broadway New York City
Phone: AL 4-4875

HOSIERY DIRECT FROM MILL
All gauges in Nylon—prices from \$1.50 dozen up. Ladies' and Children's Anklets, Men's and Boys' Hose, all sizes, colors and grades. Money-back guarantee.
MANUFACTURERS' HOSIERY SALES AGENTS
104 Woodrow Ave. Chattanooga 5, Tenn.

WANT TO MAKE REAL MONEY!
You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to
JOHNSON-HARTMAN
Dept. BB-428
53 West Jackson Blvd. Chicago 4, Ill.

**OVER 700%
PROFIT!**
WITH THE
**PDQ CHAMPION
PHOTOMASTER**
Makes Finished Pictures
in 2 MINUTES!
Complete Portable Photo Studio
Size 4 1/2"x5"x10"
Weighs about 6 lbs.
No experience required. Simple directions teach you quickly.
• Beautiful, everlasting photos—black and white or sepia, size 2 1/2 by 3 1/2 in.
• Guaranteed not to fade.
• No dark room needed.
• Photos are taken DIRECT on "SUPER-SPEED" direct positive paper.
• Loads enough paper for 50 shots in half a minute—in broad daylight.
BE A P.D.Q. PHOTOGRAPHER
Work at home or travel. Make expenses plus extra profits. Pictures cost you only 2¢. Sell for 15¢ to 25¢. Folks just grab 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money-making opportunities everywhere—every day throughout the year. Write quick! Get FREE INFORMATION about the great PDQ CHAMPION PHOTOMASTER.
P D Q CAMERA COMPANY
Dept. BB
1161 N. Cleveland Ave. Chicago 10, Ill.

THIS IS IT
The "Pitch" sensation of the year. Remember "No-Burn" of T.V. fame? Then you'll surely want to garner the long green with "Alumbestos Wonder Pad," the new aluminum foil asbestos lined ironing pad that irons clothes in half the time and eliminates scorching and burning. Attractively packaged. Order now! \$48.00 per gross.
25% with order, balance C.O.D.
STANMAR SALES CO., INC.
225 Lafayette St., New York City 12, N. Y.

Sell Ultra-Blue Stock Signs
THANK YOU CALL AGAIN
To stores over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs!
COST 6c—SELL 35c
15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Relig. Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
15 Samples Clock Signs, 4x6 1.00
4 Samples Store-Hour Clock Signs, 7x11 1.00
4 Black Enamel Restaurant Signs, 7x11 1.00
8 Samples Paper Sales Streamers, 8 1/2 x 22 1.00
Sample Assortment of Pricing Tickets. 1.00
Above Samples Mailed Postpaid.
100 Ultra-Blue Stock Signs, 7x11, 9c. No C.O.D.'s
L. Lowy, 812 B'way, N.Y. 3, N.Y., Dept. 618

Big Profits
Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.
Bart Mfg. Co.
303 Degraw St. Brooklyn 2, N. Y.

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM
WATCHES GUARANTEED LIKE NEW
For men and women, new model watches, cases and dials. Reconditioned and guaranteed like new. Complete with leather straps.
\$9.95
Above Watch in Men's & Ladies' Sets.
Neatly \$12.95
Boxed
Above watch with gold-plated band, tie holder and cuff links. Beautifully boxed. Set, \$12.95.
Guaranteed rhinestone case watch and 5-pc. set of imported multi aqua, ruby or rose colored stones, hand set in 14-karat gold plate. Set, \$12.95.
25¢ for New 1951 Wholesale Catalog
5-day money-back guarantee if not satisfied. 25% with order, balance C.O.D.
JOSEPH BROS. 5 S. Wabash Ave. Dept. B-28, Chicago 3, Ill. C.O.D.

LAMINATED ALUMINUM IRONING BOARD
HEAT REFLECTOR infra-PAD
Sensational demonstration seller at \$1 (marked \$2)
One \$6 Gross Lots \$54 FREE Daygo Benners with 2 Gross or more
Terms: 25% with order, bal. C.O.D., F.O.B. N. Y.
SEND \$1 for SAMPLE NOW--QUANTITIES ARE LIMITED!
PROFIT TESTED FROM COAST TO COAST
"ACE" GUARANTEED SALES • 79 FOURTH AVENUE, NEW YORK 3, N. Y.

IMPROVED COP CALLER
Laugh until you weep (if used as a great fun maker), but use also to protect your car from theft.
**It Smokes
Shrieks**
**It Whistles
Bangs**
Jobbers and distributors, write for prices. Immediate delivery. We also carry Chinese Crackers and 5" long Whistling Chasers. Our factory in Maryland will ship goods direct to you.
HARRIS NOVELTY CO. 1101 Arch St., Philadelphia 7, Pa. Phones: WA 2-6970—MA 7-9848

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball 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.

SALESMEN WANTED
To represent manufacturer of Photo-Reproductions on Cardboard. No competition in price or product. Exclusive territory. All applications held in strict confidence. Give full particulars.
J. P. BURGER & ASSOCIATES
1813 COLUMBUS ROAD CLEVELAND 13, OHIO

POKER CHIP Magic



NEW... DIFFERENT...
the only **3-WAY INTERLOCKING POKER CHIPS**

Perfect Combination

- "Ace of Spades" POKER CHIP RACK. Handsome jet black phenolic plastic, revolving base, chrome carrying handle. Perfect holder for amazing Poker-Lok.
- POKER-LOK. Ace of all poker chips. Stack 'em high as you wish... they won't slip or spill. Patented 3-way interlocking grip does the trick. Washable, practical lasts a lifetime 5 beautiful colors.

Wonderful gift, premium, giveaway "Ace of Spades" POKER CHIP RACK filled with 300 POKER-LOK Chips ONLY **\$72.00**
Retail \$12.95. Rush \$12.95 for pre-paid sample set (differential refunded on first dozen order). Or better yet order a dozen sets now.

1/3 Deposit, Balance C.O.D.

Seacoast Distributors, Inc.

Direct Factory Representative
1200 North Avenue Elizabeth 4, N. J.
Bigelow 8-3524

Get This Combination
Watch and Jewelry Set
BARGAIN... \$12.95 SET
In Beautiful Satin-Lined Gift Box!



PLUS LADIES' WRIST WATCH
sparkling new Rhinestone case, 7-Jewel Swiss movement—rebuild like new

PLUS LOVELY JEWELRY SET!
Yes, beautiful 5-piece set—necklace, bracelet, earrings and brooch. 24-K Yellow Gold Plate lavishly set with simulated pearls and choice of ruby, aqua, emerald, amethyst, peridot or rose colored stones. 24-K White Gold plated set carries lovely Rhinestones and simulated pearls. Jewelry Set alone carries \$29.50 price tag.

Order this amazing Watch-and-Jewelry Combination TODAY—for only \$12.95. Or you can order the watch only, for \$8.45; jewelry set only \$4.50.

Cel-Max

WHOLESALE JEWELERS
198 S. Main St. P. O. Box 473
MEMPHIS, TENNESSEE
WRITE FOR FREE CATALOG!



Order in lots of 3 or more.
25% deposit on C.O.D. orders.

BEAT HIGH PRICES and METAL SHORTAGES!
BUY NOW—ARMY AIR CORPS AVIATION TYPE SUNGLASSES



44¢ ea. in lots of 1,000

- Double Screw End Piece
- Sturdy Construction
- Free Carrying Case
- Safe Green-Meniscus Lenses
- Brow Bar & Nose Pads
- Men's & Ladies' Styles
- Guaranteed

PHILRAY PRODUCTS Corp. 30 Irving Place, New York 3, N. Y.

Sample, \$1.00 | Gr. lots, 55¢ ea.
Doz. lots, 60¢ ea. | 500 lots, 50¢ ea.
25% Deposit, Balance C.O.D. F.O.B. N. Y.
Send for Free 12-Page Catalog of All Types of Sunglasses. Buy Direct From Source and Save Money.

FOR SALE

100,000 Raincoats—Genuine Presto-Flex Vinyl Plastic. brand new, guaranteed first-class condition. Strong sturdy snap fasteners assures easy and sure closing; full-cut raglan sleeves, double stitched seams and binding. Guaranteed by Goodhousekeeping Sizes small, medium and large. Men's Styles—\$12.50 Dozen. Women's Styles—\$13.50 Dozen. WRITE—WIRE—PHONE

GREAT NORTHERN DISTRIBUTING COMPANY
3600 West Fullerton, Chicago 47, Ill. Bel. 5-1704

SUPER DUPER MILCLIF LAZY SUSAN and SET



\$8.75 Ea. Set
Lots of 6 F.O.B. New York, 1/3 with order Balance C.O.D. Samples \$9.50 prepaid cash with order.

Lazy Susan, 20" diameter Scalloped Rim, well seasoned wood, transparent lacquer sets off beautiful natural grain. Large bowl, lid and 6 dishes in Forest Green glass. Glass and Susan individually packed. Retail \$16.75

MILCLIF COMPANY
50 WEST 3RD ST., NEW YORK, N. Y.

12 SETS FOR THE PRICE OF 1
Necklace, brooch, bracelet, earring set. This remarkable 5 piece 24K gold plate ensemble contains 10 impressive, beautifully colored, centered stones, surrounded by 24 luxurious full-cut, sparkling rhinestones. All in a gorgeous 3-1/2" x 5" x 2" satin-lined, covered, hinged box.

- measuring 14" x 7" open. What an assortment! What a Buy! Regularly \$39.50 retailers. only **\$39.50 DOZ.**
- Sample \$4.
- Other luxury boxed sets, 60¢—\$1.25. Send \$10 for 5 sample comb. Retail \$100.
- Aviator Sunglasses. Double screw optical end pcs. Prec. ground & polished. 24K g.p. frames. Pearl sweat-proof brow rest. Adjustable temples. \$5.40 doz. 10% disc. gr. lots. Case, 11¢ ext.
- \$10 Elvosa Jew. miniature alarm clocks. \$2.95. \$3.50 cleaver cutlery sets. \$1.

Free Catalog
TED BURKE INDUSTRIES
Dept. B-42, 10 W. 27 St., N. Y. C.
MU 4-6756

8,000 LIGHTS WITH ONE FILLING

JOBBER-DISTRIBUTORS
Write today for our interesting VIDEO LIGHTER SALES PLAN



The Sensational **VIDEO LIGHTER**
Visible Fluid

The Scientifically Perfect Lighter

- Guaranteed Leak-Proof
- Visible Fluid Supply
- Weights less filled than other lighters empty
- Ever-Lasting Glass Wick
- 4,000 to 8,000 lights without refilling

Suggested Retail... \$3.50 ea.
\$18.90 6-12 Doz. \$21.00 Doz.
doz. 1-6 Doz. 23.50 Doz.
in gross lots
Samples, \$2.35 each postage paid.

Terms: Cash in full with order, merchandise shipped prepaid, or 25% deposit, balance C.O.D., F.O.B. Chicago.

NEW VIDEO LIGHTER MFG. CO., Not Inc.
608 S. Dearborn St Chicago 5, Ill
Phone: WAbash 2-7259

#8755 SPORT-OCULARS

Made in U.S.A. Handsome 3 power Binoculars, worn like \$12.50 Retail glasses. Weigh only 3 oz. Aluminum and plastic. With leather case and neck cord.
\$7.50 Ea

9802—OCEAN CITY CAMPER FISHING KIT—rod, reel, line, plug, spinner, lead sinkers, float, instruction book. All mounted in display box.
Complete, \$2.50 ea.

5655—ENGLISHTOWN 5-PC. CUTLERY SET with cleaver, in \$4.95 display box
Lots of 6, only \$1.50 ea.

WRITE FOR LIST OF HUNDREDS OF BUY-APPEAL PREMIUMS

FIRST DISTRIBUTORS

1745 W. North Ave Chicago 22
Dickens 2-0500

NEW Suction-Cup Auto Flag-Holder
For Decoration Day



For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6" Sensational seller. Sell for 50¢ each. Samples, 30¢.
Doz. \$3.25
Gr. \$36.00
25% deposit with order, bal. C.O.D.

Joker-Novelty Jobbers
DOUBLE SUCTION CUP—All rubber; immediate delivery. Carded, \$5.40 gross. Bulk \$20.00 per 1000. Write for List of Over 500 Popular Items.

GORDON MFG. CO.
110 E. 23 St., Dept. F, New York 10, N. Y.

SWISS WATCHES FROM IMPORTER
Brand New and Guaranteed



- Jewel CALENDAR wristwatch with 2 windows, sweep radium stainless steel back \$5.75
- 3asis, 2 pushbutton stopwatch 3.55
- Calendar stopwatch, 2 pushbutton, plus 1 automatic window 4.50
- Men's Jeweled, sweep radium 3.15
- Same in Shockproof 3.60
- 7 jewel men's, sweep radium 3.95
- 7 jewel ladies' sweep radium 4.75

Minimum order 1 dozen. Leather straps 15¢ each. Catalog upon request.

TRANSWORLD TRADING CO.
565 Fifth Avenue New York 17, N. Y.

TIES

A terrific money maker for wide awake operators catering to better clientele. Each tie is marked: "CONFIDENTIAL PATTERN ON PURE DYE SILKS, DESIGNED IN FRANCE". Retailers in finest stores from \$5 to \$10 ea. Special price \$30 per doz. Sample orders for 1/2 doz. lots accepted. 25% with order. Balance C.O.D.

J. H. RAPHAEL, INC.
370 Seventh Ave. New York 1, N. Y.

Pipes
Continued from page 73

Show is being presented under new canvas and it boasts some of the flashiest wardrobe I've ever seen. Show moves on two big semis. I was there on Wednesday night and his pass-out looked to me to be as good as on most blow nights. Plan to leave here soon to make my Fifth Street spot in Birmingham.

Famous Last Words: "This pitch is for intelligent people only. A half-wit or idiot wouldn't understand it."

JIMMIE WILSSON... is still making the stock sales and court weeks in North Carolina with socks and soap to fair returns.

A good tip is a group which makes it easy for a pitcher to eat thick steaks the year 'round.

HORACE BRAZIEL... continues to corral business working sheet in the Smoky Mountains of Western North Carolina.

E. C. PARDEE... is still working paper in Kentucky to big returns. He'd like to read pipes here from Gerald Wantz and Steve McClain.

Do your shouting after and not before you have made the grade.

C. B. MOGRIDGE... veteran gyroscope top worker, is in Thomasville, Ga.

New Method Manufacturing Company continues to feature the tried and true self-starting flintless pocket lighter. A line of six low-priced wrist watches for men and women are announced by **Marvel Wholesale Watch Company** as premium items. **Midwest Metal Products, Inc.** has a patented shoe tree to hang on the inside of a closed door that will accommodate six pairs of shoes.

CREW HATS



SECTION OR PLAIN TOPS **\$58.00**
WHITE STRAW COWBOY HATS \$4.50 DOZ.
We have a full line of resort hats including Fluorescent Satin BE-BOP, JOCKEY and BASEBALL HATS in a rainbow of color.

WRITE—PHONE—WIRE!
WRITE FOR 1951 CATALOG—JUST OFF THE PRESS!

Kim & Coffi 112 A. C. Phila., Pa. A. ket 7-2282

LOWEST PRICES!
SAVE UP TO \$29 A GROSS ON **3-PIECE PEN AND PENCIL SETS**

Here is a bargain that defies competition. These are the same style sets that are advertised for \$50 and \$54 a gross.

Each set contains a precision fountain pen, ball point pen and mechanical pencil. All have handsome gold color caps with clips; handsome plastic barrels. Packed in gift box with \$7.50 price tag.

Because I buy in big quantities and work on a low margin I can give these to you for only

\$21.00 GROSS
5 Gross—\$100.00.

MONEY-BACK GUARANTEE!
FAST DELIVERY!
Cash With Order

JACK M. HURSHMAN
3601 Connecticut Avenue
Washington 8, D. C.

BIG PROFITS & REPEATS!

Cellophane Wrapped—Factory Fresh Chewing Gum! All Flavors and Types—also Bubble, at HALF standard brand prices. All sizes Ball and Vending Gum

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant Ave. Newark 4, N. J.

FOR VOLUME—OFFER CUTLERY and FLATWARE
A KNIFE FOR EVERY PURPOSE



Attractively Boxed, Stainless Steel Throughout, 10 Pcs. Set—\$2.80

SILVERWARE VALUES



24-Pc. Silverplate Flatware (Bulk Pack) \$2.50
Display Chests from 80¢

24-Pc. Stainless Steel Flatware... 3.25
24-Pc. Double-Dip Barber Flatware 1.60
9-Pc. Comb. Set, 6 Steak Knives and 3-Pc. Carving, Gift Boxed... 3.00
3-Pc. Kitchen Set, Gift Boxed... .75
3-Pc. Carving Hollow Ground... 1.00
7-Pc. Cleaver Set, Gift Boxed... 2.00
5-Pc. Kitchen Set, Gift Boxed... 1.25

Available scores of sets each attractively boxed in Kitchen Sets, Carving, Steak, Barbecue, etc. From 2 pc. to 16 pc. Also Silverware and Stainless Steel Flatware from 24 to 103-pc. sets. Many types of Display Chests to choose from. Guaranteed finest quality at lowest prices. Write for catalog. 25% With Order. F.O.B. N. Y.

Thomas A. Wolfe, Inc.
Dept. 84
1133 Broadway New York 10, N. Y.

BIG 4 SPECIALS
(Quantity Limited)

- CASH IN ON NEW HOT ITEM, Tele-viewing "Gay Lady" Action 3-way combo. Action Pix Ball & Mechanical Pencil. \$4.25 Doz.: \$48.00 gross
- Big 4 Combination 3 Pcs. Pen Set with the Tiniest Gun Lighter in the World, Pearl Handle—All in one attractive box. \$11.00 doz. Same set with Wallets, \$11, \$12 and \$15 doz.
- SUN GLASSES (Air Corps Type) 20 20 Rock Glass Ground and Polished Lenses manufactured to government specification. In simulated leather cases—gold stamping or beautiful plastic case. Special: \$7.75 doz., worth more. Each with manufacturer's guarantee certificate.
- Improved Visible Fluid Lighter. Large Fluid Supply. 12 to attractive display. \$4.00 doz.

Doll Pencil, \$3.50-\$4.50 doz.
Flashlight Nude Pencils, \$4.50 doz.
OO-LA-LA Queen of the Peep Show. In magic skin-her dance is enchanting. Turn the crank and it's a sale. A hot \$1.00 number. It's alluring—fascinating. They all buy from 7 to 70 \$4.00 doz.: \$45.00 gross
Miss LOO LOO Similar to above, operates the same without transparent box \$2.50 doz.: \$27.00 gross
FAN DANCER—OO LA SHERA QUEEN. When stuck with suction cup to car or any surface, she bumps, wiggles and shakes \$2.50 doz.: \$27.00 gross
Minimum Order \$10.00
We Prepay with Full Remittance or 75% Deposit Balance C.O.D.

UNITED ENTERPRISES

175 5th Ave New York 10, N. Y.

Jobbers & Premium Users
Terrific Values and Flash in Real Fur and Plastic Stuffed Toys for Car-Animation Trade. Buy Direct



12x6" Real Fur Cat (illus. 1, rabbit skin, white, maize and pink) SPECIAL—\$16.50 per dz

- 11x9" Rayon Plush Scotty, asstd. colors.
- 11" Stuffed Dolls, plastic material, gayly dressed, Pressed Masked Face.
- 15x8" Rayon Cloth Clown, gay colors. Pressed Masked Face.

Each of the 3 above numbers—\$7.50 doz in gross lots \$7.50 doz.

SEND \$23.50 and Receive 36 Samples Prepaid! 1 dozen of each of the 3 above numbers!

You must mention Billboard for these prices!

28" high, Quality Rayon Plush Bear, \$27 doz. Gross Lots, \$24 doz.
25% dep. req., bal. C.O.D. if not rated. Send for FREE catalog.

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

GIVE TO THE RUNYON CANCER FUND

Salesboard Sidelights

Superior Products, Inc., Chicago, hosted visitors to the National Association of Tobacco Distributors convention at the Palmer House in the Windy City last week. Sharing a room with Consolidated-Container Corporation, St. Louis, both firms unleashed united salvos of board display broadsides. Chester and Irving Sax were on hand to greet callers and glad-handed numerous old friends and established new ones.

Setting the exhibit pace for Consolidated-Container were its Glo-Boards series. Its Baseball Classic nickel number was also a big attraction. Superior put the accent on the Dolls and Dollars board, and also exhibited a rainbow array of most other numbers in its line.

The Jayell Company, St. Louis, is all jupped up about its Put and Take board. A pellet number, it operates on "puts" (punches) of 5 to 10-cents, and "takes" (prizes) ranging from a dime to \$1. Number offers 175 winners in all.

Sam Feldman, sales manager at Harlich Corporation, Chicago, tells of the new profit builders for operators. Hit a Homer, nickel punch, and Baseball, quarter play. The jitney board is a 2,000 hole, while the two-bit release features 400 holes.

Nat Rake, Rake Coin Machine Exchange, Philadelphia, sets up an array of offerings designed to whet the business appetite of ops. He claims that his stock of boards, jar and bingo tickets enable the operator to set up a better batch of placements for his locations. Rake's jumbo showroom and contents are kept in top form, quantity and new-release-wise, he insists.

Carnival Routes

Continued from page 52

Capitol City Am. (Pa. & Morris Sts.) Indianapolis, Ind.; Edinburg 30-May 5.
Cavalade of Amusements: Dothan, Ala.; Columbus, Ga., 30-May 5.
Central States: Russell, Kan.
Cetlin & Wilson: Petersburg, Va., 28-May 5.
Chanos, Jimmie: Richmond, Ind., 27-May 5.
Coleman Bros.: Middletown, Conn.
Continental: Kingston, N. Y.
Crafts Expo: Avenal, Calif., 24-29.
Dan-Louis: Tell City, Ind., 28-May 5.
Davis Am. Co.: Eugene, Ore., May 1-5.
Del-Mar: Hillsville, Pa.
Delta Am.: Brooklyn, Miss.
De Luxe: Chicopee, Mass.; Holyoke 30-May 5.
Dixie Expo.: Mebane, N. C.
Down River Am. Co.: Wayne, Mich.
Drew, James H.: Ashland, Ky.
Dumont: Elkton, Md.; Marcus Hook, Pa., 30-May 5.
Dyer's Greater: Mounds, Ill.
Eddie's Expo.: Jeanette, Pa., 28-May 5.
Fidler United: Granite City, Ill.
Ferris, Carl D.: Ridgway, Pa., 29-May 5.
Fleming, Mad C.: Brunswick, Ga., 28-May 5.
Francis, John: East Alton, Ill.; East St. Louis 30-May 5.
Franklin, Don: (Will Rogers Coliseum) Ft. Worth, Tex.
Garrett Gary: Marsing, Idaho; Payette May 1-5.
Gatto Am.: Wellington, N. J.; Long Island City, N. Y., 30-May 5.
G. & B. Rides: Ripley, W. Va.; Coalton, O., 30-May 5.

Gem City: Bowling Green, Ky.; Paducah Penn Premier; Chester, Pa., 30-May 5.
Gentsch, J. A.: Oxford, Miss.
Georgia Am. Co.: Cornelia, Ga.
Gladstone Expo.: Princeton, Ky.; Morganfield 30-May 5.
Gold Bond: Creve Coeur, Ill.; Pekin 30-May 5.
Gold Medal: Morristown, Tenn.
Golden Nugget: Kingman, Ariz.; Bullhead City 30-May 5.
Golden Rule: Lawnside, N. J.
Gooding Am. Co., No. 1: (Sullivan & Sandusky) Columbus, O.; (Whittier & Jaeger) Columbus 30-May 5.
Gooding Am. Co., No. 2: Tarentum, Pa., 25-May 5.
Gooding American Expo.: Butler, Pa.; E. Liverpool, O., 30-May 5.
Gooding Greater: Fairmont, W. Va. Clarksburg 30-May 5.
Gooding Park Attrs.: (North High at Russell) Columbus, O.; Xenia 30-May 5.
Grand American: Cape Girardeau, Mo.; Flat River 30-May 5.
Greater Dixieland Expo.: Many, La.
Greater Zenith: Pawtucket, R. I.
Hannum, Morris: Harrisburg, Pa.
Happy Attrs.: Newark, O.; Galion 30-May 5.
Harrison Greater: Morehead City, N. C.; Plymouth 30-May 5.
Heart of Texas: Pecos, Tex.
Hennies: Hot Springs, Ark., 27-May 5.
Heth, L. J.: North Birmingham, Ala.
Hill's Greater: Clovis, N. M.
Hottle, Buff: Baton Rouge, La., 23-May 5.
Imperial: Beardstown, Ill., 30-May 5.
Inland: Willow Springs, Mo.; Marshfield 30-May 5.
Imperial Expo.: San Jose, Calif.
J. & B. Chase City, Va.
Johnny's United: Cowan, Tenn.; Lewisburg 30-May 5.
Jollytime: Boykins, Va.
Karras Greater: St. Joseph, Mo., May 3-12.
Kile, Floyd O.: Clinton, La.; Denham Springs 30-May 5.
LaCross, Hudson, N. Y.
Lane, Sammy: Camdenton, Mo.; Versailles 30-May 5.
Lawrence Greater: Kannapolis, N. C.
Lee United: Battle Creek, Mich.; Michigan Center May 1-6.
Lewis, Ted: Bristol, Pa.
Lucky Strike: Mount Pleasant, Tenn.
Magic Empire: Aberdeen, Miss.
Manning, Ross: Jersey City N. J.; Bergenfield 30-May 5.
Marion Greater: Pageland, S. C.
Marks, John H.: Baltimore, Md.
Meeker's Yakima, Wash.
Merryland: Jackson, Mich., 30-May 5.
Midway of Mirth: Hillsboro, Ill.
Mighty Hammonree: Jefferson City, Tenn.
Mighty Page: High Point, N. C.
Mighty Hoosier State: Columbus, Ind.; Franklin 30-May 5.
Micro, Curly: Weir, Miss.
Model: Ada, Okla.
Moore's Southwestern: Sherman, Tex.
Mound City, No. 2: Tuckerman, Ark.; Flat River, Mo., 30-May 5.
Myers: Tucker, Ga.
Nessler Greater: Flora, Ill.
New Wonderland: South Hill, Va.
North American Circus Midway: Newark, Del.; Stamford, Conn., May 2-14.
Page Bros., No. 2: Russellville, Ky.
Page Bros.: Huntingdon, Tenn.; Humboldt 30-May 5.
Palmetto Expo.: Dahlonega, Ga.
Peck Am. Co.: Pontotoc, Miss.

PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE

W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

BUY BY MAIL
FACTORY WHOLESALE PRICES
No Job Lots or Close Outs

BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO
No Order Too Large
No Order Too Small

JAR DEALS—PAD DEALS
R W B—LUCKY SEVEN
MATCH PAKS

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR
CAROL SALES CO.
312 E. Market St. Elmira, N. Y.

GAM'S DAILY TALLY CARD BASEBALL TIP

Manufactured by
Gam Sales Company
1321 South Adams Street
Peoria, Illinois

Write for latest prices.

ATTRACTIVE—UNUSUAL
PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

WANTED 5000 PUNCHBOARDS

Will trade Pin Balls, Vending Machines, Music, Arcade Machines, Slots.

OHIO SPECIALTY CO., INC.
539 S. Second St.
Louisville 2, Ky.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY
Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. my26

A-1 EQUIPMENT—EXCELLENT 1428 ROCK-Ola, \$425; Silver Bullets, \$115; Dale Guns, \$75; 10c Mills Golden Falls, \$250; 5c Vest Pocket, \$50; Chicago Coin Twin Bowler, \$50; Universal Twin Bowlers, \$60; cut down Universal Twin Bowlers, \$70; Caribbean, Mexico, Melody, Spinball, Magic Carpet, Super Sal, Build Up, Catalina, Sally, 5 ball, \$25 each, Robert Giffert, 831 Susquehanna Ave., Sunbury, Pa. Phone 14583.

ARCADE MACHINES AND PIN GAMES
for sale or will trade for Panorams. El Paso Arcade, 405 S. El Paso St., El Paso, Tex.

BALLY CHAMPIONS AND BALLY CITATIONS, very clean and perfect mechanically. Write Chicago Specialty Co., 1137 Osage, Kansas City, Kan. my9

BARGAINS—RECONDITIONED AMUSEMENT Games, Arcade Equipment, Vending Machines; write for lowest prices. Logan Distributing Co., 2322 Milwaukee Ave., Chicago 47 Ill. je2

BATTING PRACTICE, \$50; SEEBURG Hockey, \$35; Magic Pen, \$75; Western Deluxe Baseball, \$60; Career Pilot, \$75; Jack Rabbit, \$75; Air Raider, \$75; Astro-scope, \$90; Rapid Fire, \$60; Photomatic, \$250; Goatee, \$75; Callescopes, \$30; Dale Gun, \$75; Sky Fighter, \$60; Kicker-Catcher, \$15; Pikes Peak, \$15; Shocker, \$10; two Knotty Peek machines with stand for \$100; Question Mark Girl, floor size, \$65; Wheel Gee Mystic, \$75; Roovers Name Plate, \$75; Knockout Fighter, \$100; Mills Lifter, \$40; Blowball, \$50; Rock-Ola World Series, \$50; Chester-Pollard Racer, \$75; Poker Joker, \$35; Seeburg Sportsman, \$60; Shootomatic, \$90; Keeney Submarine, \$65; Kirk Night Bomber, \$75; Grotechen Skill Jump, base cabinet, \$35; Bally Convoy, \$60; Mills World Horoscope, \$40; 1/3 deposit, Herb Ever-schor, 1182 N. High, Columbus, O.

FOR SALE—20 VICTOR 1c UNIVERSALS, \$11 each; 20 Victor 1c Topper Standards, \$9 each; condition like new, 1/3 deposit. Birmingham Vending Co., 540 N. 2d Ave., Birmingham, Ala. ap28

FOR SALE—2 1946 DELUXE PHOTOMATS, slightly used, \$400 each; 1/3 with order, balance c.o.d., f.o.b. Charlotte. Saxon's, Inc., 723 W Trade St., Charlotte, N. C. ap28

FOR SALE—ONE HOLLYCRANE, in excellent mechanical condition; price \$230. Write N. J. Mikulec, Rt. 1, Box 11, Cameron, Tex.

FOR SALE—TWENTY LATE SLOTS; TWO Draw Bells, four Jumbo Parades; good condition; reasonable. Box 121, Augusta, Ky. Evansville, Ind. ap28

FOR SALE—TEN STRIKES IN FIRST class condition; those operators who bought some from us are well pleased with them; out they go at \$39.50 each; free crating. Reliable Skee Ball Co., 5728 Broadway, Chicago, Ill.

FOR SALE—24 CUE-ETT COIN AMUSEMENT Tables; A-1 condition. For description and prices write Box 32, Cookeville, Tenn.

HOLLYCRANE DIGGERS—ALL TYPES cheap; used Eries for carnivals, merchantmen; Electro-Hoists, Mutoscopes, Buckleys, Rotary Merchandisers, Supplies. National, 4243 Sansom, Philadelphia, Pa. ap28

ROUTE FOR SALE—PINBALL GAMES, Phonographs and Shuffle Alleys; mostly on location; paid \$3,400; sell for \$2,200. Write Lawrence Foiz, 2713 West Virginia St., Evansville, Ind.

SCIENTIFIC POKERING TABLES—10 LATE models, \$85 each; uncrated f.o.b. Write James Travis, 700 E. Main St., Millville, N. J. Tel. 2278 ap28

SEEBURG 8800 MASTER CONTROL Station Hideaways, good condition, \$35; deposit. Muskegon Music Co., Muskegon, Mich.

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. L0Cust 7-1448 ap28

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. ap28

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flato Mfg. Co., 5436 S.W. 8 St., Miami 44, Fla.

HARLICH CORPORATION
310 W. POLK ST. CHICAGO 7, ILL.

SALESBOARDS—JAR TICKETS
NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Net Price	JAR TICKETS
25c	100	QUARTER KOLORS THICK	Def. \$15.00	\$.80	RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS On Sticks—Sizes 1000-1200 1260-1600
40c	50	LUCKY BUCKS THICK	Def. 7.00	.90	
1000	5c	CHARLEY THIN	Def. 17.00	1.25	
1000	25c	J. P. CHARLEY THIN	Avg. 52.00	1.55	
1200	25c	TEXAS CHARLEY, THICK	Avg. 102.98	2.50	
1000	5c	SOUTH PACIFIC GIRL BOARD	Avg. 26.89	2.25	
1000	5c	HOLD THAT LINE GIRL BOARD	Avg. 27.29	2.25	
1000	5c	FLAMING GIRL, GIRL BOARD	Avg. 27.00	2.25	
1000	10c	TEN CENT SAW BUCKS	Avg. 45.00	2.25	
1000	25c	SIX TWO BITS	Avg. 114.28	2.25	

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.
Stating your requirements. Large stock. Plain Tip Definite, Jackpot. Boards, Coin Boards, Super Giant Holes. 25% deposit will all orders, balance C.O.D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

PUT & TAKE

A Square Deal for Players
5/175/10
10/10/10

THE HOTTEST THING IN PUNCH BOARDS

OUR NEW PUT & TAKE PELLET BOARD \$600-D
PUTS (5c to 10c) . \$41.25
TAKES (10c to \$1.00) 26.00
Definite Profit . . . \$15.25

Send for Descriptive Circular, or better still, send \$3.00 for Sample or \$24.00 for Trial Dozen to

THE JAYELL CO.
8512 Morganford Rd., St. Louis, Mo.

SALESBOARDS—TICKETS—DEALS
LARGEST SELECTION IN THE U. S.—STOP IN!

RAKE COIN MACHINE EXCHANGE
609-S SPRING GARDEN ST. LOMBARD 3-2676 PHILADELPHIA 23, PA.

GIVE TO DAMON RUNYON CANCER FUND

EMPIRE
HOLDS DOWN PUNCHBOARD PRICES

WRITE TO EMPIRE TODAY FOR PRICE LISTS AND ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST MOST UP TO DATE PUNCHBOARDS EVER MADE—AT AMERICA'S LOWEST PRICES!

EMPIRE PRESS
466 W. SUPERIOR ST.
CHICAGO 10, Mohawk 4-4118

MANUFACTURERS OF THE FINEST IN PUNCHBOARDS & PUSH CARDS

JAR DEALS and PUNCHBOARDS
Write for Circular
GALENTINE NOVELTY CO.
South Bend 24, Ind.

BRING "HOME" PROFITS WITH THESE 2 BIG "HITS"!

HIT A HOMER
No. 20075 2000 Holes
R. M. Thin
5c Play
Takes In . . . \$100.00
Pays Out . . . 49.20
Profit Ave. . . 50.80
Jackpot—120 tickets with Baseball terms—40 taken, 20 on open numbers & 20 sections. Jackpot—120 tickets—25 go.

BASEBALL
No. 14429 400 Holes
R. M. Super Thicket—5 Nos. on a Ticket
25c Play
Takes In . . . \$100.00
Pays Out . . . 46.00
Profit Ave. . . \$52.00
Jackpot—120 tickets—25 go.

25c BASEBALL
TWO \$25
FOUR \$10
FOUR \$5 \$2-\$1

TICKETS IN JACKPOT READING:
HOME-RUN . . . \$25
3 BASE HIT . . . \$10
2 BASE HIT . . . \$5
SINGLE . . . \$2
BASE ON BALLS . . . \$1

LAST PUNCH IN EACH SECTION RECEIVE ONE PUNCH IN JACKPOT

HARLICH CORPORATION
310 W. POLK ST. CHICAGO 7, ILL.

WRITE FOR OUR CATALOG

1951 Coin Exports Up; Sales Hit Four-Year High

Foreign Shipments: \$449,186; 19 Nations Buy 2,705 Pieces

WASHINGTON, April 21.—Coin machine export trade for 1951 began with a rush when January totals were reported officially this

week by the U. S. Department of Commerce at 2,705 new and used games, music machines and vendors valued at \$449,186. This was the highest dollar total since October, 1947, and is 262 per cent higher than January, 1950, when 602 units worth \$123,916 were sold to foreign operators.

Vending overseas shipments were highlighted by the sale of 200 merchandisers, valued at \$41,882, to Venezuelan firms. Other quantity buyers were operators from Canada who acquired 216 vendors for \$17,536. In all, 620 vendors valued at \$74,247 were sold in the export marts. Included on the January list were Ireland, Guatemala, Canal Zone, Saudi Arabia, Portugal, Mexico and Japan. Unit prices averaged \$119 and varied from the \$416 for Canal

Zone operators to \$14 spent by Portuguese firms for each of 60 used pieces.

Music shipments in January totaled 907 machines with an aggregate value of \$254,500 compared with the 167 jukes worth \$87,291 shipped in the same month a year ago. Volume buyers of used and

(Continued on page 81)

Canadian Mint Tackles Coin Metal Problem

TORONTO, April 21.—A study to see if some way can be devised to make the new steel 5-cent coin non-magnetic, will be undertaken by the Royal Canadian Mint.

Move follows complaints by coin machine operators who are concerned because most of their machines are now equipped with magnets which would attract and thus reject steel 5-cent pieces. It has been suggested they might be made of stainless steel, but stainless steel requires nickel and the mint's supply of this metal is running out.

While over 30 million steel nickels were issued in 1944-45, coin machines were not as common as they are now. The largest single user of coin boxes, Bell Telephone Company—does not equip them with magnets, and takes many slugs as a result.

There are no complaints about the Canadian quarters and dimes, but operators have said, "We are going to go out of business unless Ottawa changes its plans."

A local operator told *The Billboard* that over one-half of all vending machines were dependent on magnetic principle in coin separation. Added to that, the square sided coin issued by Canada didn't bounce properly.

Exhibit Names Ehlert Treasurer

CHICAGO, April 21.—Exhibit Supply Company, thru executive Vice-President Ford Sebastian, announced the appointment of Arthur A. Ehlert as treasurer. He succeeds Joseph A. Batten, who resigned last week (*The Billboard*, April 21).

Altho this is his first affiliation with the coin machine industry, Ehlert has had wide experience in financial trade circles. He was comptroller for Weco Products, a drug sundry manufacturing firm, for 11 years, and secretary-treasurer for a radio manufacturer and later a nationally known advertising firm. He is a graduate of Northwestern University.

Exhibit Supply is in production on Gun Patrol, Pony Express and Big Broncho.

Keeney Names Paul Huebsch Sales Manager

CHICAGO, April 21.—President Roy McGinnis, J. H. Keeney & Company, this week announced the appointment of Paul Huebsch as general sales manager.

Huebsch, a newcomer to the industry, has a background of eight



PAUL A. HUEBSCH

years in the finance business. In World War II he served in the army, specializing in chemical warfare. Huebsch succeeds Charles Pieri, who resigned from the Keeney organization March 16.

Keeney is in production on a new multi-player shuffle game, cigarette and candy vendors, television receivers and also has defense contracts.

Cohn Sets Distrib For Hawaii Sales

NEW YORK, April 21.—Nat Cohn, president of the Bowl-o-Matic Sales Company, has appointed Service Games, with offices in Honolulu, T. H., as distributor in Hawaii, he announced this week. An initial order of games has already been started on the long trans-Pacific trip to the new outlet, he said.

REGIONAL BREAKDOWN ON COIN MACH. SERVICE

WASHINGTON, April 21.—A regional breakdown on coin-operated amusement device services and coin-operated machine rental and repair services is shown in the 1948 U. S. Census of Business which was released last week by the Department of Commerce (*The Billboard*, April 14). The census defines coin-operated amusement device services as

"establishments primarily engaged in operating, servicing and repairing coin-operated amusement devices either in their own or in other places of business." Coin-operated machine rental and repair services are defined as "establishments primarily engaged in renting and repairing coin-operated machines." Here is the regional breakdown for both categories:

COIN-OPERATED AMUSEMENT DEVICE SERVICES

REGION	NO. OF ESTABLISHMENTS	RECEIPTS	PAY ROLL
New England	120	\$ 3,635,000	\$ 821,000
Middle Atlantic	473	18,201,000	3,848,000
East North Central	447	18,147,000	4,006,000
West North Central	287	10,493,000	2,261,000
South Atlantic	353	X	X
East South Central	137	5,432,000	909,000
West South Central	231	8,968,000	1,786,000
Mountain	94	X	X
Pacific	305	\$15,715,000	\$3,356,000
X Withheld to avoid disclosure.			

COIN-OPERATED MACHINE RENTAL AND REPAIR SERVICES

REGION	NO. OF ESTABLISHMENTS	RECEIPTS	PAY ROLL
New England	68	\$ 1,810,000	\$ 363,000
Middle Atlantic	271	11,575,000	2,349,000
East North Central	237	10,861,000	2,229,000
West North Central	118	3,762,000	747,000
South Atlantic	185	5,910,000	1,191,000
East South Central	79	3,109,000	581,000
West South Central	169	4,759,000	776,000
Mountain	56	2,348,000	413,000
Pacific	119	6,366,000	1,412,000

Rhode Island Solons Okay CM Marking Law

PROVIDENCE, April 21.—The Rhode Island General Assembly has enacted a law aimed at prohibiting the changing or defacing of serial numbers or other identification markings on coin-operated equipment. This is believed to be

one of the first laws of its kind passed by a State body to prevent bootlegging of equipment.

Section 1 of the law makes any person convicted of willfully altering a machine's serial number or related identification guilty of a misdemeanor. A second part of the section applies to dealers. This points out that any dealer or his representative who buys or sells coin machines which knowingly have had identification or serial numbers altered is guilty of a misdemeanor.

Penalty for violation of any part of the act is a maximum fine of \$500 or a year in prison or both.

Empire Skeds Bowl-o-Matic Game Showing

CHICAGO, April 21.—Empire Coin Machine Exchange has scheduled a special operators' showing of Bowl-o-Matic, 18-foot automatic bowling alley, in its headquarters here Tuesday thru Friday (24-27).

On hand to point out the features of the game, made by Universal Industries under contract for Bowl-o-Matic Sales Company, Inc., will be Gil Kitt, Howard Freer, Stanley Levin and Jerry Bremner.

Empire is now owned by Kitt, Ralph Sheffield, former partner, recently formed his own firm, Ace Premium Sales Company, to specialize in premium merchandise for operators.

ASL Shuffle Meet Attracts 28 Ind. Teams

FORT WAYNE, Ind., April 21.—The Indiana shuffleboard championship tournament will be held at the Veterans of Foreign Wars Club here Thursday thru Sunday (26-29), with 28 teams competing in the men's and women's divisions. Winning teams will be eligible to compete in the United States team championships at Madison, Wis., May 25-28. Both the State and U. S. tourneys are sponsored by American Shuffleboard Leagues, Inc.

The men's division will have a defending title team, Riverview Gardens of Decatur, but this will mark the first time a women's team championship has been decided.

Gisser Elected Cleve. Building Firm Director

CLEVELAND, April 21.—Morris S. Gisser, president of Cleveland Coin Machine Exchange here, has been elected a director of the American Nayco Corporation, Cleveland.

American Nayco sells Ytong, a building material already extensively used in Sweden, Norway, Israel, England and Germany. It was invented in 1920 by Dr. Alex Eriksson, Swedish architect.

American Nayco, with Gisser active in its management, is a direct representative of International Ytong of Sweden. He will appoint companies thru franchise to manufacture Ytong in this country.

SPARE TIME HIATUS

Record Location Boom For Colo. Operators

DENVER, April 21.—There is no longer much spare time for Colorado music and game operators. The recent action of the Colorado Legislature, in approving installation of pin games, shuffleboard and other amusement devices in cocktail lounges, taverns and other locations has resulted in an installation boom. First has been the development of diversified routes. Only music machines were previously permitted.

Turnabout

Now there has been a complete reversal, with phonograph operators adding vending machines and amusement machines to their routes. Numerous operators have added as many vendors as there were jukes beforehand, with the result that location servicing now includes as many as three different types of machines.

Another change has been a sharp price increase on all new and used equipment. Whereas new machine prices have risen thru material shortages; used machines which, until a few months ago had "gone begging," have skyrocketed in price.

Shuffle Games

By far the outstanding feature of the change in Colorado coin machine operation has been shuffleboard and shuffle games, according to R. G. Bradshaw, of the Denver Amusement Company. "Shuffle play never gained a foothold in the Stat. until the recent legislative action," he pointed out. "At least where automatic types were involved. Now the demand of location owners has created a big market. Many operators are undergoing the pleasant experience of having location owners call in and beg for shuffleboard and shuffle games." As a direct result, the Denver coinman pointed out, many used units are being brought in

from other States.

In one tavern, which formerly displayed only a cigarette vander and a juke there are now three additional vendors, a shuffle game unit, and a target range. Similar expansion of the number of machines on locations is true at almost every outlet.

Reports from other major cities in Colorado reflect the Denver situation. Distributors in all Colorado cities claim record demand for games of various kinds.

Coin Machine Exports

January, 1951

	No.	Total		Phonographs		Av. Price	Vendors		Amusement Games		Av. Price
		No.	Value	No.	Value		No.	Value	No.	Value	
Canada	1,498	198,938	449	\$ 88,229	\$ 171	216	\$17,536	\$ 81	833	\$ 93,173	\$112
Venezuela	372	103,366	146	58,104	397	200	41,882	209	26	3,380	130
Belgium	213	38,177	37	20,400	554	176	17,777	101
Cuba	69	27,366	69	27,366	396
Salvador	35	20,571	35	20,571	588
Honduras	18	10,345	18	10,345	575
Guatemala	25	10,139	19	6,886	362	6	3,253	542
Mexico	152	7,471	99	6,394	64	53	1,057	20
Netherlands											
Antilles	8	5,220	8	5,220	653
Ireland	31	5,215	13	1,815	124	18	3,400	188
Japan	8	4,223	3	2,345	782	5	1,878	356
France	130	3,361	130	3,361	26
Canal Zone	6	2,500	6	2,500	416
Dominican Republic	4	2,220	4	2,220	555
Switzerland	4	2,110	4	2,110	527
Philippine Republic	5	1,900	5	1,900	380
Saudi Arabia	2	1,727	1	1,083	1,083	1	644	644
Portugal	60	849	60	849	14
Bermuda	1	760	1	760	760
Denmark	1	652	1	652	652
Other Countries	63	2,096	55	1,248	23	8	848	106
TOTALS	2,705	\$449,186	907	\$254,500	\$ 280	620	\$74,247	\$119	1,178	\$120,439	\$108

NAMA Skeds PR Program To "Sell" Vending

Increase Public Info on Venders' Role in Defense

CHICAGO, April 21.—Detailed plans for an expanded public relations program were worked out at a meeting of the National Automatic Merchandising Association's public relations committee. Target of the program is the gaining of even greater acceptance of the importance of vending to national defense, according to Arch Riddell, Harmony Cigarette Service, Pasadena, who presided at the meeting.

Riddell pointed out the National Production Authority told NAMA's government liaison committee that in gearing for the defense economy, all industries will be treated in accordance with their demonstrated importance to the public. And the purpose of the association's stepped-up public relations program, he stressed, is to tell the industry's story nationally and locally.

To gain national recognition, automatic merchandising defense facts (such as those brought out by the recently completed operator mobilization survey, *The Billboard*, April 14) are being presented to widely circulated consumer, trade and business publications, Riddell stated.

P-R Kit

For local use, the association is preparing a Defense Publicity Kit, designed to help the operator tell "the man in the street" how vending fits into the defense picture, and why it is important. The kit will contain news and feature material, plus instructions for weaving the personal experiences of operators to give local, human interest appeal. The kit will also feature plans for participation in Red Feather drives and other defense activities at the local level, such as proposed NAMA co-operation with Armed Forces recruit-

(Continued on page 80)

CHURCH GOOD VENDER SPOT

DALLAS, April 21.—That needle-in-a-haystack, a really new type location, was discovered by a local cup machine operator in spite of its comparative rarity these days. The installation was made in the activities building of the Highland Park Methodist Church, where numerous group activities thru each week keep the machine busy.

Vendo Readies Mexican Plant

KANSAS CITY, Mo., April 21.—The Vendo Company has reported that production of its coin-operated equipment will shortly get under way in Mexico City following its acquisition of Industrias Montiel. With the organization of a new firm in that city, Vendo & Montiel, V-23 and V-83 drink venders along with two types of manual coolers will be manufactured.

Initial output will be sold to the Mexican market, with venders scheduled to be exported to other Latin American nations at a later date.

Five Ice Cream Vender Firms Sked 2,000 Units Thru June

Production Ahead of 1950 Level; Week to 60-Day "And-Over" Delivery

By FRED AMANN

CHICAGO, April 21.—Altho ice cream vender manufacturers face the same production-materials problems confronting other heavy equipment firms in the field, the five companies currently active in this phase of automatic merchandising will have produced approximately 2,000 machines thru June this year. The figure is based on a survey by *The Billboard* this week, which also revealed that individual company output ranges from a 50 to 500-unit per month figure and delivery schedules from one week to 60 days for four firms and "indefinite" for the fifth.

The fivesome report that ice cream vender production, in the March thru June period, will be comfortably ahead of the 1950 level. Key reason is that a new entry in the field, the Vendo Company, started a 500-per-month machine program in March, which

is expected to be maintained until June, at least. Production-wise, this means that Vendo dominates such output much as did Revco, Inc., until latter discontinued ice cream vender manufacture in 1949.

10,000 Plus

Adding the first six months of machine production in 1951 to the approximately 8,250 ice cream venders in operation last year, as indicated by *Vend's* Census of the Industry, will bring the total in-the-field units to over 10,000. This mid-1951 ice cream vender potential, compared to the 1949 figure of 6,000 machines on location, shows that an almost 100 per cent increase in automatic merchandising of ice cream will have taken place during a 30-month period.

With the introduction of the government's Controlled Materials Program (CMP) July 1, manufacturers report current monthly production will undergo changes. At

best, they state current expectations are that it will not equal present output, and at worst a lowered output will result in a customer waiting list and a pile-up of orders.

Summing up the present production picture, three firms not active in the field in 1950 (Belvend, (Continued on page 80)

House Proposal Asks Beverage, Candy Excises

WASHINGTON, April 21.—The House Ways and Means Committee, which has been in executive session for several weeks on revenue legislation, got a proposal from its staff Friday (20) for excise taxes on candy and soft drinks. The proposal was formally made to the full committee at the latest of its closed-door sessions.

The staff proposal would add excises at the rate of 1 cent per nickel candy bar and 1 cent per nickel soft drink, it was learned. Whether the full committee will concur in the proposal is uncertain.

Seek July 1 Tax

The committee is seeking to complete a tax bill for enactment before the next fiscal year starts July 1. The administration has proposed stiff hikes in a number of excises, including cigarettes and sugar, but the House Ways and Means Committee has refused to endorse President Truman's recommendations, and instead has been subjecting them to painstaking study.

The revenue bill is sure to be one of the most controversial pieces of legislation to hit the floor, once the House Ways and Means Committee has completed a draft. Recently, Secretary of Treasury John (Continued on page 80)

NEW ORDER RUNS THRU JUNE

NPA Gives Vending Manufacturers Breather in New Aluminum Ruling

WASHINGTON, April 21.—Makers of vending machines will get a "breather" from National Production Authority's basic aluminum order, as the result of an amendment announced by the agency this week.

The NPA amendment authorizes limited use of aluminum during May and June in the manufacture of vending machines (except functional parts) and 200 other items in which the use of aluminum was to have ceased May 1. Producers and assemblers of these items will be permitted in May and June to use 50 per cent as much aluminum as

they used in the average month of the first half of 1950. The amendment, it was explained, will permit additional time for manufacturers of less essential civilian goods to convert to defense production.

Until May 1, these manufacturers may continue to use 65 per cent

PARKING METER WON'T CO-OP

DETROIT, April 21.—An attempt to demonstrate his patriotism via the coin chute proved the undoing of Herbert Gray. He was seriously annoyed by the presence of the red flag on one of the city's parking meters, indicating a violation of overtime.

A little experiment showed Gray that a nickel knocked the hated symbol down out of sight, but he wasn't satisfied. He dropped in another nickel. Amazed police officers watched as he kept dropping nickels in perplexity until they stopped him. He announced he was trying to bring up the American flag. The judge added \$15 to the costs of his patriotism; charge, intoxication.

Macke Starts New Milk Op In Washington

WASHINGTON, April 21.—The G. B. Macke Corporation has begun operation of milk machines in the Washington area, Sales Manager Meyer Gelfand reports.

To handle this operation the firm has set up Select-o-Mat, Inc., as an affiliate. The company is using both pints and half pints of regular and chocolate Sealtest milk in Rowe milk machines. Pints vend for 15 cents and half pints for a dime.

First location is in the canteen of the national headquarters of the Chamber of Commerce of the United States. Room includes a dozen food and beverage machines, as well as chairs and tables where employees can eat lunches or have mid-morning and mid-afternoon snacks.

New Leaf Product

CHICAGO, April 21.—Leaf Brands, Inc., has introduced a new nickel candy package, cellophane wrapped, in 24-count. Called Leaf-Lets, it features candy coated chocolate pieces.

of their average monthly base period consumption. NPA cautioned that the amendment will not assure aluminum supplies to consumers. Among items besides vending machines favorably affected by the amendment are soft drink cabinets.

Meanwhile, NPA issued an order implanting stiffer restrictions on sulfuric acid, used in vinyls for phono and juke box disks. Also, NPA, in a confab with an industry group this week, indicated that no chance is in sight for relaxing restrictions on tungsten, cobalt and nickel. On the other hand, NPA said the supplies of cobalt for speakers will not tighten in the next two months.

BAR PRICE FENCE

Ops Cite Dime-Nickel Findings, Disagree

PITTSBURGH, April 21.—"For six months now we have switched to a considerable extent from nickel to dime bars," reports Alexander Showe, Theater Candy Company, Inc. He points out the move is an attempt to continue to vend nickel bars, yet give dime bars to those patrons who want them. The firm would have lost a lot of business, had it offered only popular high-priced candy at 10 cents so it uses dime bars in only four of the eight columns in each vending machine, Showe pointed out.

\$ Volume Up

"Analysis shows there may be a decrease in per-piece sales in the machines, but there has not been a let-down in the volume of candy sold, and dollar volume has increased," he said.

"What is more, the weight of candy purchased is practically the same. So are freight charges. We'll say, just for an example, that 1,000 bars of nickel candy weigh so much. Now, 500 nickel bars and 350 10-cent bars carry relatively the same freight charge.

Spacarb, Inc., Name Sales Reps

STAMFORD, Conn., April 21.—H. F. (Pete) Foster, sales manager of Spacarb, Inc., this week announced the appointment of Jim Holser as factory representative in Texas, Mississippi and Louisiana. Holser, who makes his headquarters in Dallas, formerly covered several Midwestern States for the cup vender manufacturer.

Foster also assigned Bob O'Connor to cover New York State.

"Theater Candy turned to dime bars mainly where the profit margin was the same as with nickel candy. And where formerly it sold 100 bars of nickel candy, it now sells 80 bars of dime candy; where formerly we took in \$5, we now take in \$8.

"Before we can tell definitely the extent of our profits under this (Continued on page 80)

NCWA Members Chart Confab Biz Questions

WASHINGTON, April 21.—Topics to be discussed during the 1951 National Candy Wholesalers' Association, Inc. (NCWA) convention at the Palmer House in Chicago June 6-9 will be based on suggestions made by answers to a questionnaire asking for problems uppermost in the candy wholesaler's mind, according to John F. Poetker Jr. program chairman.

The opening session June 7 will be devoted to forum discussion questions, along the "How Can I...?" theme.

Poetker reports a random sampling of question suggestions include the following: How can I get drive-in theaters to display more candy?; How diversified a stock can a wholesaler carry?; (Continued on page 79)

Spokane Cup Op Adds Bottle Venders, Plans Java Route

SPOKANE, April 21.—Western Bottling Company, cup operator, this week entered the bottle machine vending field in an expansion program which includes a new \$100,000 Pepsi-Cola plant. Otto Garcea, general manager, said the firm also is planning to go into the coffee vending business.

Twenty-five Ideal selective venders have been purchased by the firm for dispensing Pepsi-Cola and Mission beverages in

small industrial and service station outlets, according to Garcea.

"The new plant is made necessary by increased demands for soft drinks," he said. "Soft drink consumption has been increasing at the rate of about 15 per cent a year for several years."

The new building will be a free-span structure, 108x165 feet, of concrete and concrete block construction. It will contain offices, sirup-mixing and bottling departments. Construction, already under way, is scheduled for completion early in June.

More than \$20,000 worth of new machinery will be installed, according to Garcea. It will include water purifying and softening equipment.

The firm now has the Pepsi-Cola franchise for the six Eastern Washington counties surrounding Spokane. It also manufactures and distributes other soft drinks.

MORE CIGGIES FOR THE GALS

CHICAGO, April 21.—Cigarette operators are taking note of leading cig makers' plans to supply the increasing number of women smokers and plan tailor placement and stocking accordingly.

Tobacco firms estimate there are about 28,000,000 non-puffing gals in the U. S. compared to the 15,000,000 males who either do not smoke or use tobacco in other forms. Cigarette companies anticipate that as more women obtain jobs in the defense program, they will become new customers. Plans are afoot to push king-sized and tipped brands, especially, for the fair sex. Such brands would include Embassy, Life, Pall Mall, Parliament and Cavalier.

Appoint Sless Head of NATD Vend Division

NEW YORK, April 21.—Implementing a resolution passed last week at its 19th annual convention, the National Association of Tobacco Distributors this week announced the establishment of a vending machine division. Joseph Kolodny, NATD managing director, appointed Bernard Sless to head up the new division.

At the same time, Sless sent notice of the formation of the division to a list of vending machine manufacturers and others in the industry. He asked their aid in supplying the division with information and suggestions.

The NATD resolution authorizing the new division noted that a "substantial number of the members of this association are currently engaged in the vending machine business," with "a constantly enlarging number of wholesale tobacco distributors" entering the field.

VENDING MACHINE ENGINEER

Wanted: Engineer with experience in designing coin-operated vending machines capable of taking charge of project and carrying it through to production. Excellent opportunity. Permanent position with strong 40-year-old company located within 60 miles of Chicago. State qualifications.

BOX D-28

c/o The Billboard Cincinnati 22, O.

Add Distributors for Kaye Pencil Unit

PHILADELPHIA, April 21.—Two additional distributor appointments were made this week by Kaye & Company, pencil-vender manufacturer. The new outlets are the Parkway Machine Corporation, Baltimore, and the Oak Sales Company, Pittsburgh.

Frozen Orange Juice New Vender Target?

WASHINGTON, April 21.—Use of mechanical dispensers to merchandise reconstituted frozen concentrated orange juice results in an average 18 per cent increase in sales per outlet, a survey by the Marketing and Facilities Research Branch of the U. S. Department of Agriculture has shown. Automatic merchandising potential can be seen for the future of coin-operated cup units offering the same product as a further extension of such "dispenser" sales.

Altho the government survey did not touch upon venders, the similarity was obvious in the comparison between "jug" and mechanical dispenser merchandising.

Summing up the concentrate's sales history, the report stated when frozen orange juice was introduced in 1945 and 1946, production was 226,000 gallons during the Florida orange season. This compares to the approximately 21,647,000 gallon production for the 1949-'50 season. The rapid strides made in production and accompanying sales volume was pointed up as a stimulant for further development of the mechanical dispenser (and entry of the vender) as an important factor in future volume.

Vender Parallel

Many of the conditions, maintenance and merchandising factors stressed by the department in connection with mechanical dispenser

use can also be applied to coin-operated cup vender operation. It was brought out that low temperatures are needed to retard the growth of bacteria and loss of vitamin C content in concentrated orange juice. Thus, the temperature of the juice in the dispensers should be maintained at a point close to 38 degrees, and the juice should not be carried over longer than two days after reconstitution.

Capacity of the machine is another factor. It should be limited so that the consumer is assured a freshly prepared drink at all times, a condition which would not always apply should the capacity be too great.

The survey indicated the natural qualities of the product did not suffer due to being contained in and delivered thru a mechanical dispenser. In effect, the test also gave the go-ahead signal for use of vending equipment in the same manner and cited health authority approval on local levels as a further incentive.

Drink Factor

Another factor in the boom buying of frozen orange juice, as a reconstituted on-the-spot drink in relation to the take-home canned product, was the public acceptance of the drink as a thirst-quenching beverage in addition to its health benefits. Thus, away-from-home consumption has picked up in direct relation to the increase in drugstore, fountain, snack bar and refreshment stand usage of mechanical or the jug-type dispenser. As stated previously, however, the sales volume of an automatically agitated mechanical dispenser as against a jug unit (on a same location basis) has proved the former is the better merchandiser. And to extend the thought one step farther (altho not done by the survey) vender possibilities for the new non-home market of frozen orange juice are on the plus side.

The test was conducted over a six-month period, in six representative stores in Washington and Richmond, Va. The frozen orange juice in the experiment was the recommended three-part water one-part juice in its reconstituted state.

30 DAY MONEY BACK TRIAL

Northwestern

Order this sensational, NEW Northwestern vender today. Operate it for 30 days. If you don't agree that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose and neither have we. For we KNOW we'll gain another satisfied customer.

Has everything the operator wants in a gum vender . . . attractive design . . . big capacity . . . fast servicing . . . front loading . . . simple construction . . . dependability. Total average capacity . . . 500 pieces. Location proved.

Revolving drum contains 10 columns, interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit charms, etc.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms, etc.

Time Payment Plan Available—Trade-Ins Accepted.

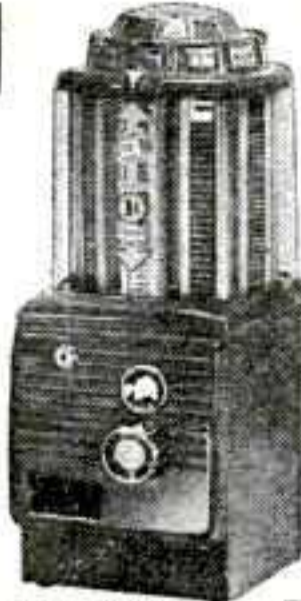
10-COLUMN SELECTIVE TAB GUM

VENDOR PRICES

Less than 25, \$25.95.
Less than 100, \$25.45.
100 or more, \$24.75.
1/3 Deposit, Balance C.O.D.

MERCHANDISE

ADAMS, All Flavors, 100 Count . . . 42¢
WRIGLEY'S, All Flavors, 100 Count . . . 46¢
FRUIT CHARMS, Assorted, 100 Count . . . 40¢
SUCHARD, 200 Count . . . \$1.20
MINIMUM ORDER
25 Boxes of Any Assortment.



NORTHWESTERN SALES AND SERVICE COMPANY

MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

IMMEDIATE DELIVERY

ON THE NEW, SENSATIONAL

Northwestern

1c SELECTIVE TAB GUM VENDER

- ★ BIG CAPACITY (OVER 500 PIECES) 10 COLUMN
- ★ WIDE SELECTION, TAB, CANDY COATED 1c BARS
- ★ FAST, EASY, FRONT LOAD SERVICING.
- ★ POSITIVE, SIMPLE, FOOL-PROOF DELIVERY.
- ★ TESTED AND PROVED ON LOCATION.

IT'S BEAUTIFUL! IT'S DIFFERENT! IT'S NEW!

Its Ability To Sell Gum Will Amaze You . . . Its Low Price Will Please You

WIRE, WRITE OR PHONE FOR DETAILS

THE NORTHWESTERN CORPORATION, 428 East Armstrong Street, Morris, Illinois

NOW IN STOCK AT THE FOLLOWING **Northwestern** DISTRIBUTORS:

Badger Novelty Company
2546 North 30th Street
Milwaukee, Wis.

Badger Sales Company, Inc.
2251 W. Pico Blvd.
Los Angeles, Calif.

E. T. Barron & Company
816 West 36th Street
Minneapolis, Minn.

Fisher Brown
2218 South Harwood
Dallas, Tex.

Ideal Novelty Company
2823 Locust Street
St. Louis, Mo.

Indiana Nut Company
140 West Vermont Street
Indianapolis, Indiana

King and Company
2700 West Lake Street
Chicago 12, Illinois

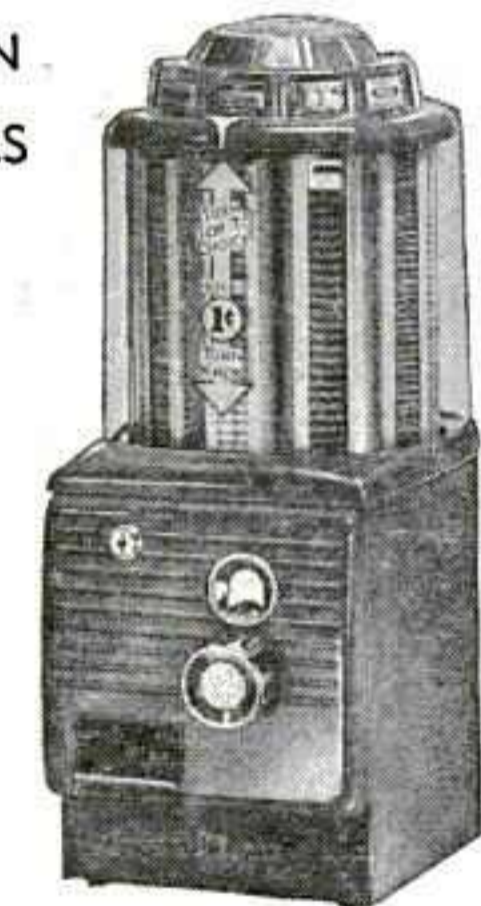
M. E. Maddox
9204 Kensington Pkwy.
Chevy Chase, Maryland

Northwestern Sales & Service
438 West 42nd Street
New York, New York

Northwestern Sales & Service
4105 16th Avenue
Brooklyn, New York

Northwestern Sales & Service
1198 Tremont Street
Boston, Massachusetts

Parkway Machine Corp.
715 Ensor Avenue
Baltimore, Maryland



Patterson Food Products Co.
1343 10th Avenue
Huntington, West Virginia

Peanut Products Company
801 Second Avenue
Des Moines, Iowa

Peanut Products Company
910 Harney Street
Omaha, Nebraska

Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pa.

J. Rosenfeld & Company
3218 South Olive Street
St. Louis, Missouri

Viking Specialty Company
530 Golden Gate Avenue
San Francisco, Calif.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH 1c or 5c MODEL
Lots of 5 \$8.75
Lots of 25 \$7.75
Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE
BLOYD MFG. CO.
VALLEY STATION, KY.

BEST BUY!

Silver-Plated Charms
Big Series #2
\$4.50 per 1,000

F.O.B. Jamaica, N. Y.
It's a Big Silver-Charm Season!

EPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.



ONLY \$47.50

PILE UP PROFITS WITH VICTOR'S HOT-POP

FOR DETAILS—WRITE VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

ANOTHER ADVANCE Profit Maker HERSHEY'S 5c BAR VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 1/2" high; 4 1/2" wide; 6" deep. A flexible vender that will make money for you 52 weeks a year.

SAMPLE \$20.15
2 to 11 \$16.15
12 or more 15.10

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.



MODEL 49 \$16.95 Ea.

In Quantities of 100 or More. 1c and 5c. Immediate Delivery. 1/3 with order, balance C.O.D.

Highest Quality Colored Bubble Gum Chawer. Non-Shrinking. Less than 150 lbs. . . . 27¢ lb.
Over 150 lbs. . . . 26¢ lb.
4 lb. Vacuum Tins Mixed Nuts . . . 55¢ lb.
2251 West Pico Blvd., Los Angeles 6, Calif.
BADGER SALES CO.

Cigarette Machine Special!

DuGRENIER, Model S
7 Cols., Refinished, 25¢ Slot, \$49.50
Ready for Location . . .
All Other Models in Stock
25¢ With Order, Balance C.O.D.
VEDCO SALES CO.
Philadelphia 3, Pa.
2124 Market St. Phone: LOcust 7-1448

FRENCH BOY POP CORN Dispenser



SPECIAL RATES for Distributors and Salesmen

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information . . . it means BIG PROFITS!

\$51.50

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
3440 W. NORTH AVE.
CHICAGO 47, ILLINOIS

Dealer Inquiries Invited

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
Acorn 5c Charm	\$16.50	\$16.50		
Acorn Vender 1c	14.50	14.50		
Adams Gum	9.95 14.50		\$14.50	
Advance Ball Gum	4.50		4.50	
Advance Candy	25.00	25.00	25.00	
Advance Gum	7.95	7.95	7.95	\$7.95
Andrew Nut 1c	9.95			
Aristocrat Popcorn			45.00	
Asco Hot Nut, 5c	12.50(2)	12.50	12.50	
Berger-Shaw Cigar		25.00	25.00	
Candyman 72 Bar	57.50	57.50		
Card Vender (Exhibit)	15.00		15.00	
Columbus 1c Nut	7.50 7.95	7.95	7.50 7.95	7.95
Columbus 5c Nut	6.95 7.95	7.95	6.95 7.95	7.95
Columbus Duo 5c	15.00		15.00	
Columbus Gum, 1c	7.95	7.95	7.95	7.95
DuGrenier Candy Man		57.50		
DuGrenier Challenger	95.00	95.00	95.00	95.00
DuGrenier Model S (7 col.)	49.50 59.50	49.50	57.50(2) 59.50	57.50
DuGrenier Model W (9 col.)			89.50	
DuGrenier Model W	50.00	50.00	50.00	50.00
Electro-Cigarette Vender	200.00			
Electro Serve Popcorn	19.50	19.50	25.00	
Jennings Scale	35.00			
Kirk's Astrology Scale	95.00(2)	95.00	95.00(2)	95.00
Lehigh PX (10 col.)			100.00	
Lo Boy Scale	50.00	50.00	50.00	50.00
Master	7.95	7.95	7.95	
Master 1c Novelty Bulk	8.50		8.50	
Master 1c, 5c	10.00		10.00	10.00
Master Pistachio 5c	6.95			7.95
Mills Candy			45.00	
Mills Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	85.00	85.00
National (9 col.)			69.50	
National 9 A	75.00	75.00	75.00	75.00
National 930	85.00 89.50	85.00	85.00 89.50	89.50
National 618 Candy			59.50	
National 950	95.00	95.00	95.00	95.00
National 950A	95.00	95.00	95.00	95.00
Northwestern DeLuxe	15.00 24.50	24.50	10.00 15.00	
Northwestern Dual Nut	39.50	39.50		
Northwestern Model 39	7.50			7.95
Northwestern 33 Nut	7.95	7.95	7.95	
Northwestern 40	6.95 7.95	7.95	6.95 7.95	7.95
Northwestern 33 Ball Gum	7.50(2)	7.50	7.50 (2) 6.95	
Northwestern 49. Bulk 1c	16.95	17.35		
Pop Corn Sez	17.35 49.00			
Recordo-Gram (Wilcox-Gay)	49.50 89.50	89.50	49.50 89.50	89.50
Rowe Gum, 1c, 5c (5 col.)	129.50		175.00	
Rowe Imperial (6 col.)	69.50	69.50	59.50(2) 69.50	59.50
Rowe Royal (6 col.)			80.00	
Rowe Royal (8 col.)	85.00	85.00	80.00(2) 85.00	85.00
Rowe Royal (10 col.)	85.00 90.00(2)	85.00	90.00 90.00(2)	85.00
Siros Brush-Up	75.00	75.00	75.00	75.00
Silver King 1c	7.50 7.95	7.95	7.95(2)	7.95
Silver King 5c bulk	8.00		7.50 8.00	
Silver King Ball Gum			7.50	
Silver King Hot Nut	29.55	29.95		
Silver King Nut 5c	7.95			
Smokeshop 612			7.50	
(1) Custom	240.00	240.00		
(2) Royal	230.00	230.00		
(3) Regal	220.00	220.00		
Snack Nut 5c			15.00	
Stamp Vender (Shipman)	22.50	22.50		
Sun Nut 5c	3.95			
Unedea (500)	85.00		85.00	
Unedea (9 col.) Model 500	95.00	90.00	95.00	
Unedea Candy Vender	75.00	75.00		
Unedea-a-Pak (15 col.)	75.00	75.00	75.00(2)	
Unedea-a-Pak Model A	79.50	79.50 85.00		85.00
(8 col.)			89.50	
Unedea E (6 col.)			55.00(2)	55.00
Unedea E (8 col.)			65.00(2) 69.50	65.00
Unedea Model A (9 col.)	89.50	89.50	89.50	89.50
U-Select-It	35.00	35.00	35.00	
Vendit	52.50	52.50	52.50	
Victor's Topper	7.95	7.95	7.95	
Wax-O-Matic Shoe Shiner	99.50	129.50	129.50	7.95
Yuchu Ball Gum 1c	5.00		5.00	

(Continued on page 87)

NCWA Members

Continued from page 77

How much credit can I extend and keep my business healthy?; How can I meet the problem of maintaining a profitable operation in view of the almost constantly narrowing of profit margins?; How can I interest the retailer in better merchandising display methods, in spite of the fact many are afraid the merchandise will be stolen if placed on the counter?

In view of the numerous questions to be discussed regular convention sessions will reconvene following lunch each day. This will permit further exploration of the problems presented at the morning meetings, Poetker said.



"The Magazine of Automatic Merchandising"

"... I also take VEND. Now there's a sweet little job. I like 'Trends'—ditto its nice, clear well-written articles. I don't need VEND in my business particularly, but I like it and profit by it."

C. W. HILDRETH
West Jackson, Miss.

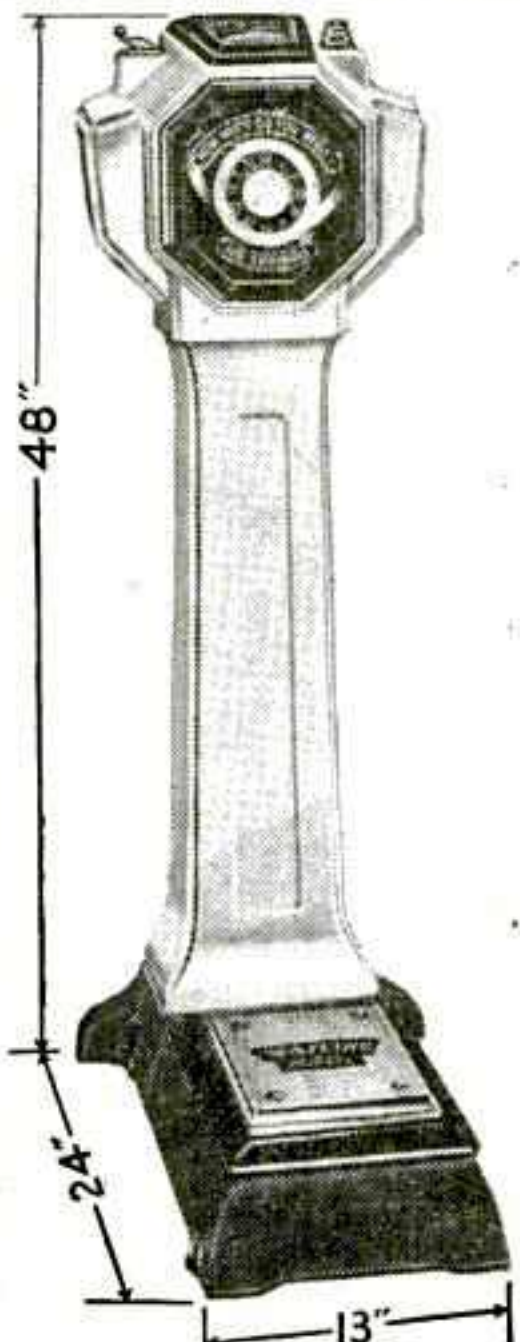
VEND 534
2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name

Address

City..... Zone..... State..



NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample, \$12.75

PISTACHIOS
25 lb. carton, Small, 47 1/2 lb. Vender's Mixture, 57 1/2 lb. Large, 42 1/2 lb. Extra Large, 1 lb. Full Cash With Order.

Plastic Auto-graphed Footballs, \$4.25 per M. Metal Plated, \$6.00 per M.

RAIN-BLO GUM, 140, 170 or 210 Count in 25¢ cartons. 28¢ lb. in lots of 200+ or more with freight prepaid. 24¢ lb. less 2%.

COLORED BALL GUM—All Sizes 25¢ carton, 26¢ lb. 200+ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

Write for Our FREE Complete Charm List
1/3 Deposit, F.O.B. Brooklyn, N.Y. Balance C.O.D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N.Y.
461 Sackman St., Brooklyn 12, N.Y.
Phone: Dickens 2-7992

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS**

ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

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.

SPECIAL CLEARANCE SALE!

50-Columbus Nut, 5c \$ 6.95
20 Sun Nut, 5c 3.95
25 Silver King Nut 7.95
25 Master Nut, 1c or 5c Play 6.95
25 Victor Nut, 1c 6.95
25 Asco Hot Nut, 5c 12.50
25 Andrew Nut, 1c, 2 Col. 9.95
25 Almond Vendors, 5c, BRAND NEW 4.95
25 Adams Gum, 1c 9.95
25 Wrigley Stick Gum, 1c 9.95
25 Hunter Target Games, 1 25.00

ADAMS GUM 1c, All Flavors (lots of 50 or more boxes) 41c

1/2 WITH ORDER, BAL. C.O.D.

WANT TO BUY
Stoner Candy Silver King Nut, Counter Games, Shipman 3-Col Stamp and Cigarette Machines.

CAMEO VENDING SERVICE
432-G West 42 St., New York 18, N.Y.
LONgacre 2-1334

2 SPACARD MIX-A-DRINKS
24-D-51
WITH NATIONAL COIN CHANGERS
USED ONLY 7 WEEKS
Will accept any reasonable offer

MODEL VENDING
1032 W. Ontario St., Phila. 40, Pa.
SAGamore 2-9896

SMOKESHOP '612'

The NATION'S FINEST CIGARETTE VENDOR

Year Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N.Y.
PLaza 7-3123

Charms

Paul A. Price Co.
220 Broadway, New York 38, N.Y.

CHARMS—Proven Sales Boosters
Write for Complete Price List

Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N.Y.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

RECONDITIONED—READY FOR LOCATION!

SILVER KING 5c HOT NUT
\$12.50 \$2.50 Extra for Cup Dispenser

NEW COUNTER GAMES
Hit-a-Homer \$27.50
Kicker & Catcher 37.50
SK Target Kings 45.00
SK Hunters 45.00
Acme Elec. Shocker 24.50
Model F Target Skill 47.50
ABT Skill Guns 47.50
ABT Strike-a-Lites 47.50

VENDING NUTS
Sp. Peanuts 25¢ Lb.
Va. 30¢ Lb.
Deluxe Mix 50¢ Lb.
Cashews, 45¢ Count 65¢ Lb.

RAKE'S CHARM MIX
Hand picked selection of the best items from all manufacturers. 20 items. Per M. \$8.50

NEW BALL GUM MACHINES
CLOSE-OUT ONLY! \$9.95 EA.
ADVANCE COLUMBUS N.W. MOD. 33 SILVER KING While They Last

LEAF RAIN-BLO GUM
ALL SIZES 1/4", 170 and 210 count 26¢ Lb. in 25 lb. Ctns.
200 lbs. or more shipped prepaid from factory only.

WRITE FOR CIRCULARS AND PRICE LIST OF COMPLETE LINE
WE TAKE TRADE-INS—Liberal Allowance!
1/3 Deposit With All Orders. Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
1000 SPRING GARDEN STREET Lumbard 3-2676 PHILADELPHIA 22, PA.

From **LITTLE ACORNS** mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

OAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

MAKE BIG PROFITS with the Sensational

NEW NON-ELECTRICAL

Perfumatic \$\$\$



Makes Possible **75%-25% SPLIT**

THERE'S A LOCATION... WHEREVER THERE'S A WOMAN

Perfumatic vends perfume automatically brings big profits—every woman loves perfume. Each machine holds 4 leading brands of perfume in 4 oz. bottles (each bottle approx. 1,000 sprays). Two 5 cent and two 10 cent slots afford simplicity and appeal for selecting. Durable all metal cabinet—baked enamel finish with high lustre chrome fittings. Perfumatic is only 18" x 12" x 6" from wall—has sturdy enclosed hinge and tamper-proof lock—machine opens from wall for easy refill and collection. Machine guaranteed for 1 year against defects in material and workmanship.

NOW AVAILABLE FOR DISTRIBUTORS Write Now For Full Details
PERFUMATIC Co. of Canada
 1 London Street - Toronto, Ontario, Canada

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**

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 _____

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

CIGARETTE MACHINES

- National 930, 270 Pack Cap. \$85.00
- Rowe Royal, 8 Col. 85.00
- Rowe Royal, 10 Col., 400 Pack Cap. 90.00
- Uneda Model A, 9 Col., 270 Pack Cap. 85.00

CANDY MACHINES

- Candyman, 72 Bar Cap. (enclosed base) .. \$57.50
- Vendit, 150 Bar Cap. 52.50
- U-Select-It, 54 Bar Cap. 35.00
- Advance Candy, 40 Bar Cap. 25.00

Accepting Orders for the New **VENDALL CANDY VENDOR, 8 Cols., 120 to 248 Bar Cap.**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS
 ANY MAKE OR MODEL CIGARETTE VENDOR TO **25¢** OR **30¢** VENDING
 CANDY MACHINES CONVERTED TO 10¢ VENDING



SPECIAL! \$95.00

Uneda Model 500
 9 Col., 350 Pack Cap.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
 NEWLY RECONDITIONED LIKE NEW
 166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

Ice Cream Firms' Orders Up

Continued from page 77

Vendo, Dresko) provide all "plus" production so far this year, while one firm, Arctic Vendor, reports tripling of monthly output in 1950. The remaining firm, FHC, announced a 20 per cent reduction in the first six-month 1951 output compared to same period last year.

Detailed information, on a per firm basis, follows:

Arctic Vendor Sales Company, Inc., Appleton, Wis., reported approximately 30 machines per week production compared with 10 a week last year. Delivery was quoted on an approximately 45-day basis. Lloyd D. Merkl, plant manager, stated that while the vender was basically the same as that produced last year, a change was planned in the method of refrigeration. Seen as an aid to production because of the materials shortage, it involves replacement of coiled copper tubing by two evaporator (cold) plates.

Belvend Manufacturing Company, Inc., Chicago, whose Jolly Boy vender is made on contract arrangement with outside facilities, is promising 60-day delivery. Because of this arrangement, firm hopes to continue the present delivery schedule into the summer.

Dresko Machine Corporation, Chicago, announced thru Edward Wilander, official, that current plans are to complete 500 of its new automatic type venders by September. Firm, which produced 100 manual type non-selective models last year (which are now on location in Chicago) did not start output of the automatic unit until March. During that month, however, only eight pilot models were built. Firm is now on a 150-machine production run. Because of the production outlook, delivery date is not definite.

Fred Hebel Corporation, Chicago,

reported a 60-day delivery schedule. Fred Hebel, president, announced production was running about 20 per cent behind comparable 1950 levels, due to difficulties in obtaining materials and component parts. During recent weeks, however, he stated the situation eased and expectations were that by the end of June firm will have produced as many units as it did the same period last year.

A change in cabinets was advanced as the improved production clincher. Firm's former specially built cabinet has been discontinued in favor of a standard Kelvinator ice cream cabinet. The FHC machine is also built on a contract basis; Groetchen Tool & Manufacturing Company, Chicago, replaced the initial contract supplier, Era Tool & Engineering Corporation, Franklin Park, Ill.

The Vendo Company, Kansas City, Mo., citing delivery on a week or less basis, predicted average monthly output of 500 units until July. Alez Izzard, sales promotion manager, said that before the end of this month plans call for a switch from a dime to a two-nickel and dime coin mechanism with conversions made available to service equipment already in the field.

NAMA Skeds PR

Continued from page 77

ing campaigns. This will be along the lines of a plan put into operation in Cincinnati by Maurice Levitch, Stern Cigarette Vending Machine Company, Norwood, O. who has been appointed a sub-chairman in charge of NAMA cooperation with the Armed Forces.

Among those participating in the discussion of the new public relations program were Neill Mitchell, Lehigh Foundries, Inc., Easton, Pa.; Tom Hungerford, National Vendors, Inc., St. Louis; Zenn Kaufman, Phillip Morris & Company, New York; Maurice Levitch, Arch Riddell and T/Sgt. Hugh Lindsay, public information specialist of the Central Recruiting Division of the U. S. Marine Corps, Chicago.

Members of NAMA's 1951 public relations committee are Arch Riddell, Tom Hungerford, Zenn Kaufman, Neill Mitchell, Frank J. Bradley, Automatic Equipment Company, Buffalo; E. J. Forio, The Coca-Cola Company, Atlanta; H. J. Foster, Spacarb, Inc., Stamford, Conn.; Robert M. Ganger, P. Lorillard Company, New York; J. C. Guthrie, Miller Automatic Sales Company, Louisville; F. W. Kampf, Canteen Company, Washington, D. C.; John Pero III, Pero Associates, New York; T. A. Vaughn, New Orleans Cigarette Service Corp., New Orleans; E. C. Williams, Spacarb of New England, Inc., Boston.

VICTOR VENDING CORPORATION

SUPER VENDING

VICTOR VENDING CORPORATION
 5701-13 W. Grand Avenue
 Chicago 39, Illinois

THE ONE FOR '51 TOPPER



Topper and all other Victor models can still be bought on time payment plan.

Better write for full details today.

ROY TORR LANSDOWNE, PENNA.

INDIAN BRAND

delicious

PISTACHIO NUTS

ALL GRADES
 Freshly Roasted and Salted
WRITE FOR PRICES

AGRESS NUT & SEED COMPANY
 Third St. at Third Ave., Brooklyn 15, N.Y.
 MAin 4-3213

Bar Price Fence

Continued from page 77

set-up, we will want to see a few monthly statements."

Another Pittsburgh operator, Joseph McGlenn, following a two months' trial, for the present is discontinuing attempts to convert to dime vending of candy. McGlenn tried four 10-cent and four nickel bars in his machines.

So far, McGlenn advises, a sufficient number of people just haven't bought dime bars. Or to put it another way, the only dime bars that will sell well enough, as yet don't make converting for them alone possible, he claims.

Glen Gillette, of Wilkensburg, Pa., is inclined to agree with McGlenn. "Operators I have talked to," says Gillette, "are going back to nickel operation, for dime bars just don't sell. There isn't enough candy in the dime bar to give the customer something extra for paying 10 cents instead of 5 cents."

A solution to this angle, suggests S. P. Moore, district sales manager, Tri-State Automatic Candy Corporation, might be for candy manufacturers to make a dime item that gives the customer more for his money.

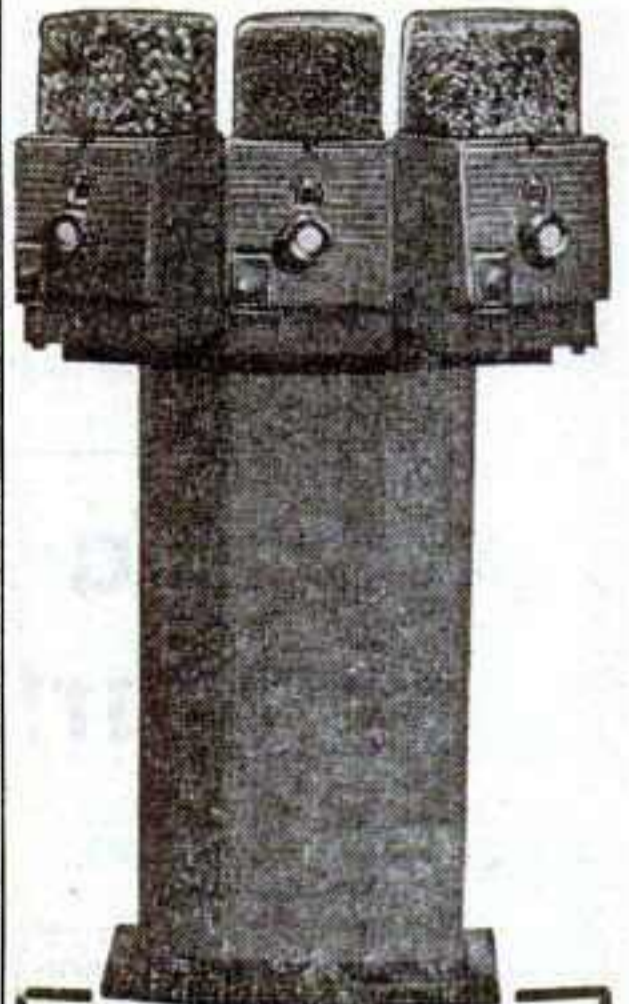
House Proposal

Continued from page 77

W. Snyder appeared before the Committee and withdrew an earlier administration request for two separate tax bills totaling \$16,000,000,000. The administration is now content to accept an immediate one of \$10,000,000,000 and defer the other "package" until next year.

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.

GET NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
 415 Negresse Street, Pittsburgh 20, Pa.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

ALMONDS
 California Vendsize, Packed in 5 lb. vacuum sealed tins. 30 lbs per case. 79c L.B. \$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 97... 1.25
 Toy Watches, 2 Gross... 2.50
 Stone Set Rings, 1 gross... 1.95
 "Hep Cat" Buttons, 1,000... 5.95

STANDS
 All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each
EXTRA HEAVY STANDS
 \$3.99 each

We are factory distributors for all leading makes of **VENDING MACHINES**.
 One-Third Deposit on All Orders.
PARKWAY MACHINE CORP.
 715 Ensor St. Baltimore 2, Md.

3 BRAND NEW PICTURE FRAME SERIES

in **BEAUTIFUL COLORS**

1. Television, radio, stage and screen stars. AVAILABLE IN THREE SERIES.
2. BIG LEAGUE BALL PLAYERS \$12.00 Per M
3. WESTERN STARS Please specify when ordering.

STILL AVAILABLE

Plastic COMIC MIX containing your favorite comic characters... \$2.75 M
 Plastic detailed WESTERN SERIES... 3.25 M
 ½ Deposit, Balance C.O.D.

CHARACTER CHARMS
 1349 Fifth Ave. Pittsburgh, Pa.

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:

DISKERIES TO BATTLE SUMMER SLUMP. Plan big promotion drive to keep cash registers ringing thru hot months (General-Music departments).

COLUMBIA BUYS SCRAP VINYL. The diskery sent word to stations that it will buy up all vinyl and semi-flex sent in (Music Department).

OBERSTEIN FOLDS ONE DISKERY, OPENS SECOND. Unveils Royale Records after closing Wright Records-Varsity venture (Music Department).

REVISED NPA ORDERS CAUSE MIXED EFFECT. Chemical controls lighten on aluminum, tighten sulfuric acid and hint little change on cobalt (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Columbia Aims New Sales Darts at Ops

Continued from page 12

and tune pairing better suited to modern jukes.

While no positive steps have yet been taken to effectuate these proposals, Hayes said this week that the plan to test the power of jukes to build hits will most probably be tried. As outlined at the New York meet, it calls for the release of a new record to operators only. Disk jockeys would not get the platter during the test run and the hit-making potential of phonographs could then be measured via retail sales.

Hayes indicated the go-head for the test would await selection of a solid juke number and the mapping of a promotion push designed to exploit the outcome.

At the meeting here chaired by Leo Brody, of Atlantic, and Jack Gordon, Seeburg district manager, operators said they would welcome the proposed test. They felt it would provide proof to record manufacturers that juke boxes area powerful factor in speeding disks into the hit categories.

A beef voiced by the route owners deplored the practice of disk jockeys airing new records prior to the general release date. They said it led to requests by location owners to get the records

into phonographs before they were available for purchase. At least, suggested the operators, have the disk jocks announce when the records would go on sale.

Operators present at the dinner-meet at Palumbo's CR Club included Herman Scott, S & K Vending Service; George and John Workman, Workman's Music; Frank Lee, Leco Vending; Jules Weiss, Automatic Vending; Hy, Irv and Murray Pearl, Trenton Amusement; William Appel, Appel Vending; Mel Missmer, Paula Vending; Wilson Riffert and Kellar Richards, Fairmore Music; Ben Rubenstein, Studio Music; Lou Klein, Premier Music; Ed Leopold, National Vending; Max Bushwick, Union Automatic; Joe Greenstone and Stanley Bear, Greenstone & Bear; Sam Snyderman, Overbrook Amusement; Dave Odel, Garden State Amusement; Carl Voluck, Bernard Muchnick, Bill Frost, S. Joseph Freedman and Dave Cohen. Oscar Parkoff headed the delegation from Atlantic, which included Tommy Mullin, Bill Adair, Marvin Stein and Eugene Brody. Also on hand were Bill O'Boyle, Columbia district manager, and John Cohen, of Stuart-Lockheim, local Columbia distributor.

Merchandising Music

RECORD REQUEST. . . . The Excel Distributing Company, Wadsworth, O., has a few things to say about the record situation; and in a brief statement the firm covers a great deal of ground. Firstly, Excel believes there are too many new songs being released, and secondly, they advocate a better pairing of sides, so that more of these new releases can be purchased and used profitably by juke box ops. The firm points to the hillbilly sides as an example of top tune pairings. One other suggestion—Excel would like to see diskeries return to the prewar practice of providing free title strips to ops.

TWO-TONE STRIPS. . . . Speaking of title strips, George P. Caravasies, Southern Phonograph, Miami, has a suggestion for other operators—one which he has tested and proven a play promoter. This operator types all title tunes

in blue ink and the name of the artist in red. Not only does the effect catch the eye of the juke box patron, but Caravasies has found that the new strips have actually jumped his phone income as much as 10 per cent.

PLATTER QUALITY. . . . Several operators have gone to bat in recent weeks with Columbia Records on the new all-shellac
(Continued on page 86)

Toronto Dime Play Test NG

TORONTO, April 21.—Dime play tried here by Reg Gilchrist, Baldwin Distributors, Seeburg rep, proved unsuccessful. Gilchrist was unable to account for the lack of interest in the dime play, tho there were numerous quarters in the machine.

Phono is in a restaurant where there is a lot of free spending by its patrons. Included among the selections on the box were a number of classical disks which received a fair amount of play.

SDPA TO HOST 6-STATES CONVENTION THIS SUMMER

Set Sioux Falls Site; Exhibitors From Entire Area To Participate

SIOUX FALLS, S. D., April 21.—With the Nebraska phono ops now organized (see separate story), the South Dakota Phonograph Association, thru Mike Imig, president, will play host to the six-States convention here in either July or August, it was learned this week. Shooting for the second week in July as show time, the SDPA will hold its convention when enough hotel space is available to accommodate exhibitors from the Twin Cities, Omaha, Milwaukee and Des Moines, who have already indicated they will participate in the resumption of the regional conclave.

SDPA, after contacting other participating associations, including those in Minnesota, Iowa, Wisconsin, North Dakota and Nebraska, decided to forego its regular quarterly meet in July and, instead, host the six-States meet. Feeling has been high for resumption of the regional convention, especially in view of the 10-cent play tests and other experiments now being held to increase grosses in various areas within the territory covered by the six orgs.

While previous regional conventions have been held in Minneapolis, it was felt that by moving the meet here and allowing another org to host the convention, a greater exhibitor representation could be expected. This was borne out when a survey of distributors on Nebraska, Wisconsin and Iowa revealed that a heavy turnout could be expected if the convention were centrally located. Previous sessions in the Twin Cities

have found practically the entire exhibitor list coming from that area.

With SDPA taking over the 1951 convention, the six-States group will hold its meet whether a paid secretary is hired or not. Last week, prior to the SDPA commitment, it had been decided to get a secretary to stage the event, with first call going to Ken Ferguson, Stillwater, Minn., who staged two previous meets in Minneapolis (The Billboard, April 21).

Nebraska Ops Form Music Association

OMAHA, April 21.—An organization meeting of operators throughout Nebraska was held at the Paxton Hotel here Saturday (14), and the preliminaries in the formation of the Nebraska Automatic Phonograph Operators Association were completed.

Elected temporary officers of the new group were Cliff Johnson, Omaha, president; Harry Witt, Omaha, vice-president, and Howard Ellis, Coin-a-Matic Sales, secretary-treasurer. Directors included Clarence Bachman, North Bend; Ted Nichols, Fremont; Harry Riley, Omaha, and Warren Tunis, Omaha.

Ellis said a meeting of directors and officers will be held today, and an agenda will be drawn up for a State-wide meeting of operators at Paxton May 6. More than 200 operators have already indicated they will join the NAPOA, Ellis stated, and a 100 per cent

membership is expected after the May 6 session.

Program Sked

Ellis reported that to assist in the organization of the new association he had invited Mike Imig, president, and Harold Scott, secretary, of the South Dakota Phonograph Association to attend and both had accepted. George Miller, president of the Music Operators of America, also has been invited.

The State meet will open immediately after luncheon with an afternoon business session, Ellis said. Subjects to be taken up at this session will be set at the directors meeting today. A banquet will be held in the evening, with entertainment to follow.

The new org will become the sixth association to co-sponsor the six-States convention, scheduled for Sioux Falls this summer, Ellis said. (see separate story).

AMI Earnings Up; Re-Elect All Officers

GRAND RAPIDS, Mich., April 21.—AMI, Inc., this week reported earnings before taxes for the quarter ended March 31 of \$195,669, equivalent to \$1.21 a share on the 158,156 shares of outstanding common stock. This compared with earnings, after taxes of \$133,654, or 82 cents a share, in the corresponding quarter last year.

John Haddock, president, said that pending clarification of certain tax rulings, it was impossible at this time to estimate federal taxes on the earnings for the quarter reported.

Net earnings after taxes for 1950 were \$504,475, \$3.09 per share on common stock.

Net Sales Rise

Haddock said net sales for the first quarter this year rose 10 per cent over those for a like period in 1950. AMI officials, he declared, have every reason to anticipate that by the end of this year the company will be running at capacity on combination civilian and defense work.

At the company's annual meeting, Haddock said, it was decided that all authorized but unissued shares of preference stock would be eliminated. At the same time, all present officers and directors of the firm were re-elected.

January Juke Exports Total 907 Units Worth \$254,500

Continued from page 76

new boxes included Canada (449—\$88,229), Venezuela (146—\$58,104), Cuba (69—\$27,366), Salvador (35—\$20,571) and Belgium (37—\$20,400). Prices on used music equipment varied from the \$782 paid by Japanese firms for late model boxes to the \$64 spent per unit for older jukes by Mexican operators.

Canada was the dominating factor in game exports and accounted for 833 units which had a total value of \$93,173 or 76 per cent of the entire January market. In all 1,178 games valued at \$120,439 were shipped abroad. Among the buyers were operators in Switzerland, France, Belgium and Venezuela. Over-all used game price was \$108.

With the auspicious beginning of the 1951 export market, firms

specializing in this part of the trade are now looking for a banner year—at least as long as new equipment is available for the domestic market. Under present manufacturing conditions in the U. S. there is reason to believe this will last thru June when additional output restrictions on products using aluminum, copper and steel probably will be imposed. For while many new units are sold at export, the backbone of the trade has been the availability of used products. This, naturally, is only possible when there is heavy production of games, vendors and jukes for home consumption.

San Diego Dime Play Ups Gross

SAN DIEGO, April 21.—Operation of music machines on 10 cents and three for a quarter has been started here and is working out exceptionally well, E. E. Peterson, of E. E. Peterson & Son, one of the largest coin machine firms here, said. The price was boosted from 5 cents about six weeks ago.

The switchover has increased the gross in nearly every spot and in some instances the revenue has doubled, Peterson, an operator for 23 years, declared. One location, upon hearing the tune price was being changed, asked that his machine be put on a three-for-a-quarter basis.

Peterson said the change had been contemplated for a long time but that the operators kept feeling this was not the time. When it started, the machines in National City, Chula Vista and other areas south of this city were the first to be affected. When the move proved satisfactory there, the operators began to change those in the city.

Peterson declared the move would not have been successful had it not been for the co-operation among the operators.

BIG FREEZE TO THAW

Ops Face More Television, Sport Competition During Coming Year

CHICAGO, April 21.—Juke box operators are facing a nation-wide blanketing of television, and there is no relief in sight on major sports coverage via video, it was learned this week at the National Association of Radio and Television Broadcasters convention here.

The freeze of construction permits by the Federal Communications Commission is expected to end this year, and those addressing the convention were optimistic that new station construction would be under way by October of this year.

Not only does the ending of the freeze mean a more comprehensive tele coverage in those markets where video already exists, due to the influx of competing outlets, but it means a spread into those areas which to date have not had TV. It is the latter areas where operators are already at work at-

tempting to overcome the initial impetus of the new medium—and its tremendous effect on juke grosses.

Plan Promotions

On the agenda in these areas are 10-cent play tests, to start immediately, to determine whether or not ops can go to the higher per-play price and thus offset some of the losses which will occur when tele debuts, and plans for promotion programs on radio, in locations and thru newspapers to keep the phono in the public eye.

During the NARTB convention it was brought out by Walter Byers, National Collegiate Athletic Association (NCAA) that football telecasts will not be banned this fall, but that a moratorium has been declared under the policies announced by that org. At least

one major game will be made available to all tele networks each week from September thru November.

For complete details of the thaw of the "big freeze" on new video stations and the sports coverage by television, see stories in the Radio-TV section of this issue.

Other Sports

It also appeared certain that most other sports now covered by television would continue to be shown in the future, altho revisions in schedules may result following a series of surveys of gate receipts to be made this year.

Actually, aside from major league baseball games, top fights and football, operators today are finding little competition from other televised sports.

Chicago Coin's "Hit Parade"

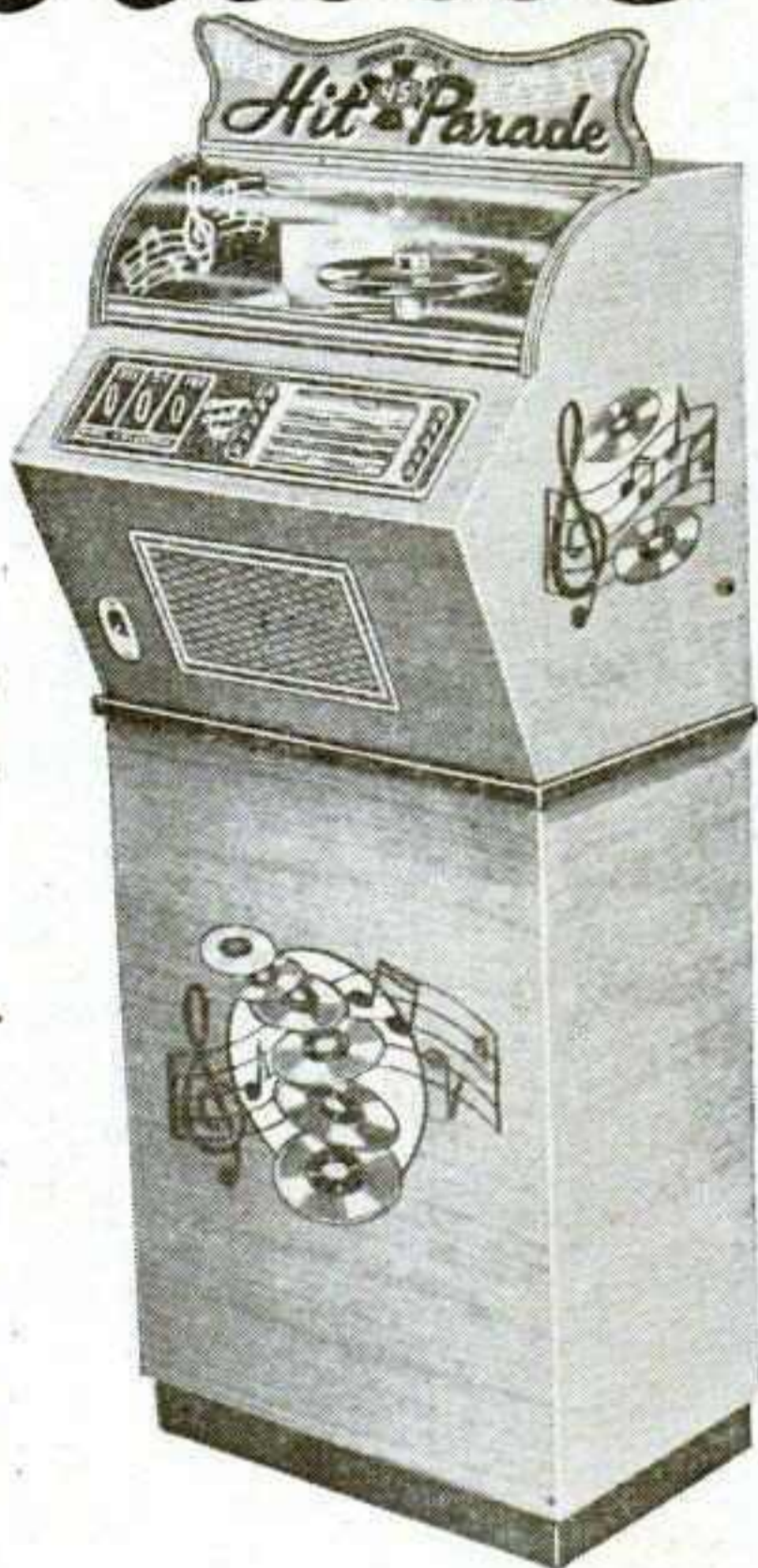


A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN-45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONOGRAPH EVER DESIGNED

EYE-APPEAL

The interior lighting effect of "Hit Parade" is a shimmering array of colors, reflected from gleaming "Apollo Metal" surfaces. A large fluorescent bulb provides the illumination in a manner that rivals the "jumbo" phonos.



A MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION!

Smaller than a "jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. In the corner "hamburger joint" it fits snugly into place. . . . And, in neighborhood shops that are neither large nor small, its medium size is perfect.

QUESTION: WHAT EXCLUSIVE FEATURES DOES THE "45 Hit Parade" HAVE?

ANSWER:

- 1-ELECTRICAL SELECTION**—all of the new standard size phonographs now use electric system. No complaints from patrons—permits connection with wall boxes.
- 2-5c-10c-25c TRIPLE ENTRY** drop coin chute. Most easily convertible to 2 plays 10c—5 plays 25c or 1 play 10c—3 plays 25c.
- 3-LARGER, STURDIER, HANDSOME CABINET**—Made of solid oak veneer—and really built to last. Hand rubbed finish.
- 4-"HIT PARADE" SIZE**—Height 21"—Width 20"—Depth 17".
PEDESTAL SIZE—Height 30"—Width 20"—Depth 13".
- 5-A LARGER SPEAKER**—Using a 9" oval speaker, "Hit Parade" gives greater volume without distortion of tone. The proof is in the listening.

— PLUS THESE —

- CREDIT ACCUMULATOR • CANCEL BUTTON • SELECTIVITY
- RCA SOUND SYSTEM • SIMPLIFIED MECHANISM

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO CHICAGO COIN FOR DETAILED COLOR FOLDER

CHICAGO COIN MACHINE COMPANY

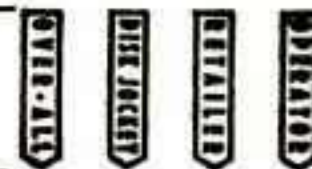
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Record Reviews

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

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

LABEL AND NO. ARTIST COMMENT TUNES



Continued from page 40

POPULAR

ANNE SHELTON-DICK JAMES (Paul Dallas Ork) The Lover's Waltz LONDON 936—English boy-gal duo does a pretty but overly polite and restrained duet on an attractive lilting waltz.	72--74--72--70
Take Off the Coat Miss Shelton, alone here, registers with a warm, tingling job on a sophisticated, bluesy Harold Arlen tune in the style of "One for the Road." Quintet backing highlighted by a fine Bobby Hackett-type horn.	80--85--80--75
MARGARET WHITING-JIMMY WAKELY When You and I Were Young Maggie Blues CAPITOL 1500—The Whiting-Wakely team reunite with a highly spirited and winning reading of this oldie sparked on the revival road by Gary and Dad Crosby. Should pile up healthy second money.	88--88--87--89
Till We Meet Again The duo turns out a plaintive, warm warble of this evergreen. Good standard catalog.	80--80--80--80
CAB CALLOWAY Frosty Morning REGAL 3321—Cab, who hasn't done much on wax in recent years, is back with a vengeance, delivering a strongly solid rendition of a fine blues-tinged ballad. May be a sleeper.	84--85--83--85
Que Pasa Chica Cab is vibrant on this sparkling calypso, too.	81--81--81--81
TERRY SHAND Bounce the Berry KING 15105—A delightfully clever calypso gets a light, easy go from Shand and ork. Ditty has top show tune quality.	81--82--80--80
(I Fell In Love the Night I Wore) My First Long Pants Waltz thumper in the vein but not with the quality of "The Band Played On" is a letdown after strong flip.	62--62--60--64

CLASSICAL

MARIO LANZA (RCA Victor Ork, Callinicos. Cond.) Because VICTOR (45)49-3207—Lanza's apparently "home" on the wax market and an item with the standard values of this one should prove a long and steady selling slice. He belts it out in his virile tenor.	86--88--86--84
For You Alone Another ripe standard is done up brown by Lanza. Makes an excellent coupling for the topside and should draw its own steady demand.	83--85--83--80

(Continued on page 84)

ATTENTION . . . ATTENTION . . . EXPLOITANTS FRANCAIS

NOUS AVONS TOUJOURS EN GRAND QUANTITEE DES BILLIARDS PINBALL AMERICAINES UTILISE, AVEC FLIPPERS, ET AINSI DES AUTRES JEUX D'AMUSEMENT.

- Nous Sommes Les Seul Distributeurs Pour L'Europe Des Principals Usiner Americains De Nouveaux Jeux D'Amusement.
- GOTTLIEB • WILLIAMS • GENCO • EXHIBIT**
- Notre Marchandises Sont Remis Dans Une Condition Comme Neuf Et Nous Sommes Expert A Emballage Pour L'Exportation.
- Nous Avons Aussi Une Assortiment Complete De Pick-Up Automatiques (Juke Boxes), Distributeurs Automatiques Et Des Appareils Pour Des Luna Parks

ECRIEZ NOUS POUR NOTRE CATALOGUE ET NOS PRIX

INTERNATIONAL AMUSEMENT CO.
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

REG. U.S. PAT. & TM. OFF.

YOUR RELIABLE DISTRIBUTOR

Bally Turf King Write	RECONDITIONED	CHICAGO COIN PISTOL	\$159.50
Universal Winner Write		PETE	
Universal Photo Finish . . . \$275.00	NEW	EXH. DALE GUNS, latest triple switch model	129.50
Champion 275.00		BALLY CARNIVAL	89.50
Citation 210.00		KEENEY ELECTRIC CIGARETTE VENDOR	259.50
Jockey Special 109.50		MILLS CONSTELLATIONS—WURLITZER 1015's	
Special Entry 90.00			

NEW EQUIPMENT GENCO — WILLIAMS — CHICAGO COIN — NEW KEENEY ELECTRIC CIGARETTE VENDORS
Terms: 1/3 Dep., Bal C. O. D. Write for complete list and prices of Arcade Equipment Cigarette Vending Machines, Coin Counters and Changers.

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CAPITOL 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

PHONOGRAPHS

Reconditioned! Refinished! GUARANTEED!

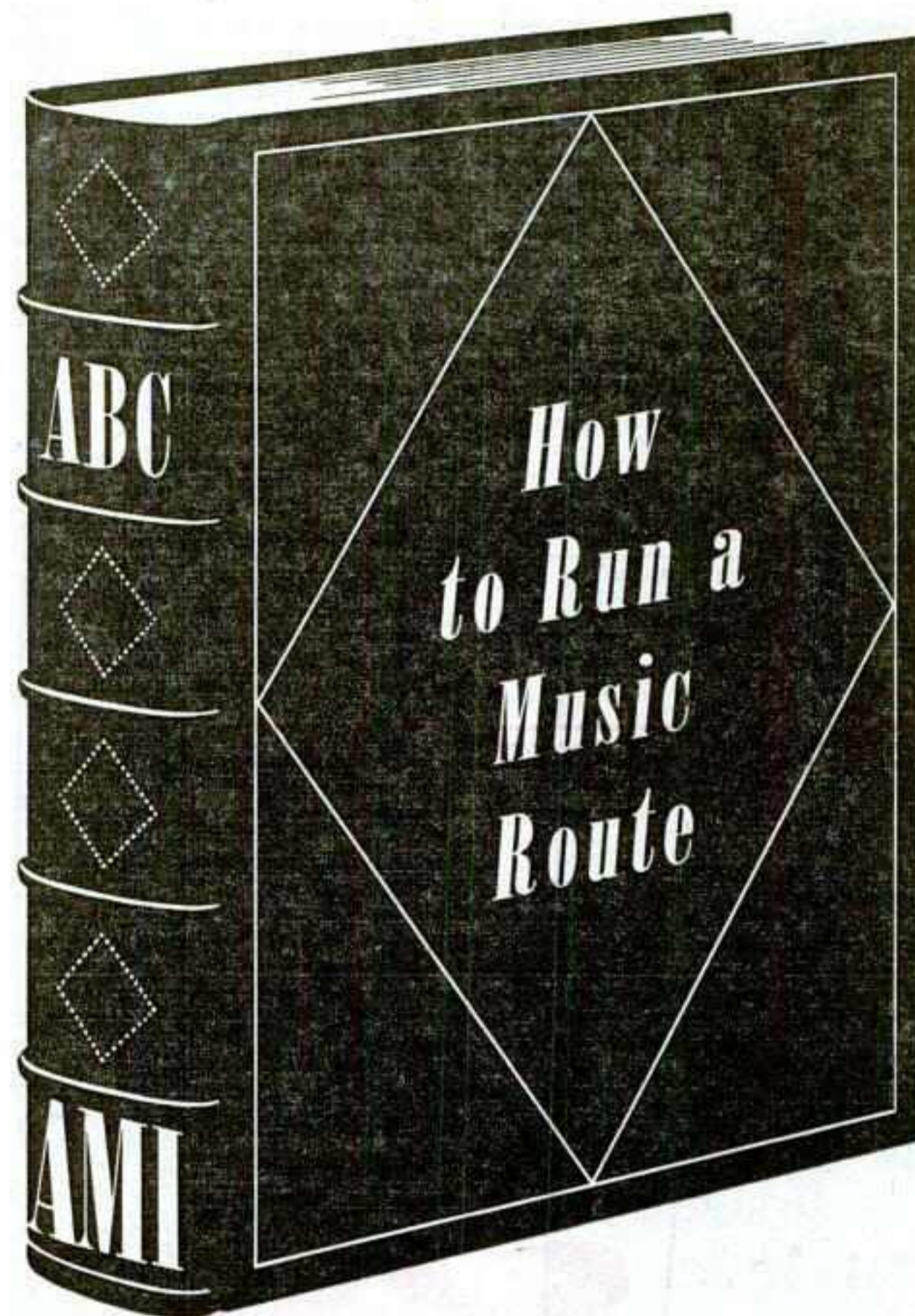
SEEBURG 146	\$275.00
SEEBURG 147	295.00
SEEBURG 146 HIDEAWAY	245.00
A.M.I. MODEL "A"	425.00
A.M.I. MODEL "B"	550.00
WURLITZER 1015	275.00
WURLITZER 1100	450.00

NEW GAMES—

- 5-BALLS: CONTROL TOWER, HAPPY GO LUCKY, STOP AND GO, THE THING
- SHUFFLE: WORLD SERIES, DOUBLE HEADER, UNITED 5-PLAYER, DELUXE TWIN BOWLER, GUN PATROL

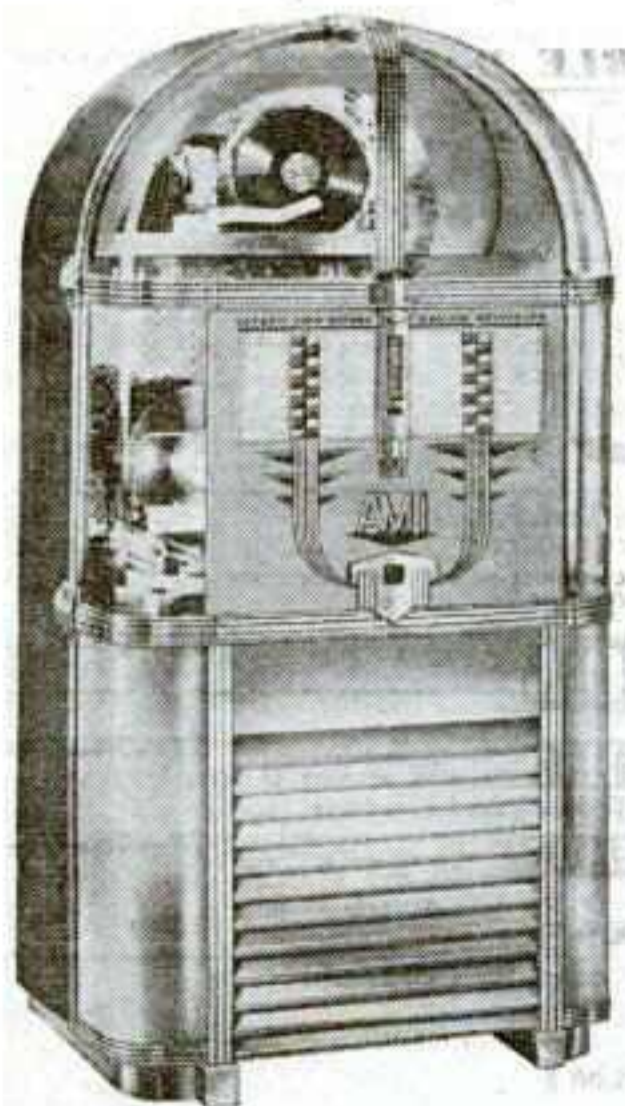
Complete Stock of Reconditioned Games . . . PRICED RIGHT!

ATLAS NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO 47, ILL. Phone: ARmitage 6-5005



The Standard

The standard guide to success in music operating is contained in the letters A-M-I. You don't have to read a book—just operate "C's" or "B's" or "A's." Sensible First Cost, Negligible Depreciation, Location Acceptance, Minified Servicing, maximum Intake are all chapters you'll breeze through with little effort and great joy!



AMI Incorporated

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

APOA Reappoints Current Officers

CINCINNATI, April 21.—Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday (17) at the Sheraton-Gibson Hotel. Highlight of the confab was the decision to carry on this year with the same officers and executive board members. Officers are Charles Kanter, president; Nat Bartfield, vice-president, and Phil Ostand, secretary-treasurer. Next election will be held in April, 1952.

Preceding the regular meeting, the executive board held its session. Serving on the board, in addition to the APOA officers, are Fred Engel, John Toney, Abe Villinsky and William Strout.

The association moved to extend sympathy to Harry Bunnell, a member of the B & H Vending Company, who recently lost his mother.

Maurie Rose, newly appointed manager of the local Columbia Records distributor, Columbia Records Distributors, Inc., addressed the meeting on a new stepped-up service for operators. Columbia is revamping its set-up here, with the outlet setting plans to service other distributors from an enlarged stock of records.

Turner Resigns Post

SUFFOLK, Va., April 21.—William Turner, City Music Company, has resigned as mechanic with that firm to join United Airlines. He will be assigned to a ground crew with the airlines. No replacement has as yet been made by City Music.

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	HI-FI	STEREO	REISSUE
----------------------	---------------	---------	-------	--------	---------

Continued from page 82

CLASSICAL		OVERALL	HI-FI	STEREO	REISSUE
MARIO LANZA (RCA Victor Ork, Callinicos, Cond.) Addio Alla Madre VICTOR (45)49-3209—Lanza lays on the hambone, but heavy, in putting down his reading of Turiddu's farewell from Mascagni's "Cavalleria Rusticana." With the Caruso flick to serve as an aid, this will probably win plenty of sales just for Lanza.	81--80--82--NS				
O Tu Che In Seno Agli Angeli The aria from the third act of Verdi's "La Forza Del Destino" is done in the singer's schmaltzy operatic approach. Again it will be a question of Lanza over matter.	79--78--80--NS				
MARIO LANZA (RCA Victor Ork-Ray Sinatra Cond.) My Song, My Love VICTOR (45)49-3208—Lanza is at his schmaltziest best for this fairly basic new ballad, an item which is just as readily suited for the general pop market as it is for whatever accumulated longhair following the singer has built.	86--86--86--85				
I Love Thee Grieg's lovely evergreen will provide still another big selling staple for the Victor company as Lanza has done it.	86--88--86--84				
MARIO LANZA (RCA Victor Ork, Callinicos, Cond.) Serenade (Toselli) VICTOR (45)49-3155—The familiar Italian song is done to a crisp by Lanza. Should prove popular with the large following the guy has picked up in a short time.	85--86--85--84				
Serenade (Drigo) Equally familiar, and an ideal companion piece for the coupling, is handed a ringing go by Lanza. The pair of "Serenades" should prove solid catalog.	85--86--85--84				
ARTHUR WHITTEMORE-JACK LOWE Danse Macabre (Parts I and 2) VICTOR 49-3205—The noted duo pianists offer their transcription of the Saint-Saens' chestnut. It comes off nicely enough but doesn't carry the punch of orchestral renditions.	70--70--70--NS				

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.

LABEL AND NO. ARTIST	COMMENT TUNES	OVERALL	HI-FI	STEREO	REISSUE
----------------------	---------------	---------	-------	--------	---------

Continued from page 34

JOHNNIE & JACK (Tennessee Mountain Boys) I'm Gonna Love You One More Time VICTOR 21-0448—The backwoods team do an up-tempo jingle in their nasal harmony style, with fiddle, guitars and banjo hoeing it down in back. Tune has a catchy tag.	73--73--71--75				
Take My Ring From Your Finger Another lively, free-wheeling romancer in style of but without the impact of flip.	66--66--64--68				
HARDROCK GUNTER (The Pebbles) Rifle Belts and Bayonets BULLET 727—With a basic blues pattern background, Gunter chants a country novelty which covers the standard G.I. complaints.	75--75--75--75				
Maybe, Baby, You'll Be True Another Gunter original, but this one may be just a little too pop.	69--69--67--71				
LOUIE INNIS Good Night Cincinnati, Good Morning Tennessee MERCURY 6312—Innis pile-drives this rowdy, natural swinging train ditty to a fare-thee-well. Could sock home.	84--84--83--85				
Boogie Woogie Baby Innis warbles a brisk novelty blues to a nne boogie beat by the combo.	75--75--73--77				
SHORTY LONG Good Night Cincinnati, Good Morning Tennessee KING 953—Long and crew do a sock drive on the sock train jingle.	81--81--80--82				
Just Like Two Drops of Water Warbler registers on this promising philosophizer taken at a medium bounce country-dance beat.	76--76--76--76				
ELTON BRITT (Skytoppers) Then I'll Grow Tired of You VICTOR 21-0452—Britt's in good voice for this sweet, polite waltz romancer featuring a piano obligato and solo.	72--72--71--70				
It Takes Two of a Kind Smooth chanting and backing on this light bounce ditty, which draws from the card deck for analogies with romance.	70--70--70--70				
JESSE ROGERS AND HIS 49'ERS Beautiful Brown Eyes VICTOR 21-0454—Straightforward coverage of the hit. Adequate but late.	61--63--63--60				
Tellin' My Baby Bye Bye Rogers chants a medium beat boogie novelty. Not much drive in the performance.	55--53--55--57				
KENNY ROBERTS I Believe I'm Entitled to You CORAL 64089—Roberts and backwoods string group toss off a light-weight torcher in casual fashion.	65--65--65--65				
Just a Yodel for Me Routine yodel effort.	63--64--63--62				
OWEN BRADLEY QUINTET (Don Estes-Alcyone Beasley Choir) The Strange Little Girl CORAL 60434—Estes, chorus and the organ combo turn on a vigorous, richly harmonized version of the much-waxed ditty. For quality this version compares with any of them.	83--83--83--83				
Blue Eyes Crying in the Rain Warbler group and combo sell strong with another sincerely done sentimentalizer.	80--80--80--80				
ANDY WILSON You Count All My Mistakes DOT 1029—Wilson chants a so-so country philosophizer on, love in pleasant voice to a medium dance beat.	65--65--65--65				
Don't Ever Say You Love Me Routine torcher, passable rendition.	60--60--60--60				
CHUCK MURPHY Boogie Jackson BAMA 300—Murphy chants fervently as a piano boogies up a storm on an excellent up novelty. The ingredients for a sleeper are all here.	82--82--80--84				
A Woman Is the Strangest Thing Backed by organ and piano, Murphy sells strong on a honky-tonky novelty full of spice and ginger.	78--78--77--79				
TOMMY LLOYD (Strollin' Cowboys) The Timber Trails HART VAN HV-16024—Lloyd chants an attractive, beautiful ditty of the hills, with neat combo work.	68--68--68--68				
Please Forgive Lloyd registers with an above average blues torcher with a beat.	70--70--70--70				
BUZ BUTLER The Friend (In the Tennessee Waltz) MERCURY 6323—Butler chants the story of the friend who stole the sweetheart in the "Tennessee Waltz." An effective song, with the same spirit of honesty and charm as the original.	83--84--83--82				
Chew Tobacco Rag Fair coverage job on the novelty click; not likely to win over earlier and stronger versions.	64--66--63--63				
TEX WILLIAMS I Lost My Gal From Memphis CAPITOL 1475—Slam-bang Western-swing job by Tex on an engaging, old-style jazz tune by Charley Tobias and Peter De Rose. Could break thru.	84--84--84--84				
One Way Ticket Routine Western tune is done briskly.	70--70--70--70				
RED FOLEY-ERNEST TUBB (Anita Kerr Singers) The Strange Little Girl DECCA 46311—The two topnotchers collaborate in a touching rendition of this promising ditty with the mystic flair.	84--84--84--84				
Kentucky Waltz Another potent duet—and another promising tune.	84--84--84--84				
SPADE COOLEY (His Fiddlin' Friends) Chew Tobacco Rag DECCA 46310—Cooley's first entry for Decca is done in more of a country vein than has been his wont. It's fair coverage, but late.	72--74--72--70				
The Rhumba Boogie Ginny Jackson takes the vocals on the Hank Snow hit, with string ork swinging in back. Another okay coverage job, with no reeds or brass in evidence.	74--75--75--73				
SUE THOMPSON (Dude Martin's Round-Up Gang) What've You Got? MERCURY 6325—The baby-voiced country thrush registers with a cute rhythm rendition of a light love jingle.	74--74--74--74				
You're Gettin' a Good Girl A clever, engaging novelty tune by Cliff Friend is done to a fare-thee-well in Miss Thompson's provocative, baby-ish style. This one could belt thru.	86--86--86--86				
HAWKSHAW HAWKINS Rattlesnakin' Daddy KING 944—Hawkins convinces on an old-style blues with a beat, with some neat falsetto break effects. Lyric is persuasive, background strong.	83--83--83--83				
I Hate Myself Warbler does a Tubb on a slow torcher.	73--73--73--73				
WAYNE RANEY I Love My Little Yo-Yo KING 939—Raney chants a ditty which compares his gal with a yo-yo, engaging in a silly way.	72--72--72--72				
I've Done and Sold My Soul Raney does a lowdown country blues with a catchy recurring refrain.	74--74--73--75				

Only ONE Stands Out...

RISTAUCRAT

12 Record Multiple
Selective 45 RPM Phono

S-45

Features

- ★ TWIN SPEAKERS
- ★ NOISELESS OPERATION

Operators who've seen the S-45 are amazed at its clear, true tone—due to the high fidelity twin speakers. They also praised the comparatively noiseless operation—an important feature for small locations. See the S-45, hear it—you'll agree it's the finest.

- DRAMATIC EYE-CATCHING CABINET
- RECORDS PLAY IN ROTATION
- PRECISION BUILT THROUGHOUT
- TAKES UP TO 5 WALL BRACKETS
- LOW COST—TROUBLE-FREE OPERATION

the
MUSIC BOX
for ALL
LOCATIONS!

RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.



LEADERSHIP

where it counts

FIRST Wurlitzer was first to build a commercial phonograph that would play 45 RPM records with their high-play stimulating, high fidelity tone.

FIRST Wurlitzer was first in producing a commercial phonograph that could be converted to play all speed records—an all-important contribution at a time of threatened record shortages.

FIRST Wurlitzer built the first six-classification phonograph enabling you to tailor-make your programs for greater profits in every location.

● WURLITZER BUILDS TO THE OPERATOR'S INTERESTS

FIRST Wurlitzer was the first and is the only commercial phonograph incorporating the Zenith Cobra Stylus—a tremendous contribution, not only to finer tone, but to record and needle conservation at a time of threatened shortages.

FIRST Wurlitzer was the first manufacturer to produce new model phonographs that did not obsolete existing remote control units—a tremendous saving to the operator.

FIRST Wurlitzer was the first manufacturer to make available in accessory form an electronic level control assuring same volume and tonal quality from all records.

FIRST Wurlitzer was the first phonograph manufacturer to promote 10-cent play. As long as five years ago Wurlitzer spent thousands of dollars in an attempt to establish 10-cent play because then, as now, we believe it essential to profitable operation.



PERFORMANCE

in place of promises

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

Runyon Sales Sets New Service Dept.

NEW YORK, April 21. — With the completion of its new balcony shop department, Runyon Sales has instituted a "one-stop" repair service capable of handling all makes of coin phonographs, Morris Rood, manager, announced this week.

Merchandising Music

Continued from page 81

sides being pressed by that firm. Associated Service Company, Cleveland, which had been successful with the laminated sides,

said the shellac platters had inferior stopping grooves, and that as a result a number of service calls had occurred.

Paul Miers, Easton, Pa., who frequently passes along promotion ideas which have paved the way to profits for him, also takes up the cudgel on the shellac question. He says since the switch to shellac a number of records have arrived in pieces, thus cutting his play periods on those hits which were broken. On the other hand, Paul said, some firms shipping plastic sides are allowing warped disks to go out to ops.

Sked Initial S-45 Delivery By Ristaucrat

APPLETON, Wis., April 21.—Joe Cohen, general manager of Ristaucrat, Inc., announced shipments on the S-45, selective counter music machine, within a few days. Firm has been making some minor changes since its premiere at the Music Operators of America (MOA) convention last month in Chicago.

Cohen explained the changes concerned improved spindle performance and the use of National Rejectors coin chutes on all assembly line models. He pointed out that while the spindle used on the S-45 at the MOA event performed efficiently, Ristaucrat engineers had worked out some features on the spindle which have proved to give superior operation over long periods of playing time.

The Ristaucrat manager said he knew that the trade was anxiously awaiting the S-45 shipments but wanted to be sure each and every unit to leave the plant would assure good performance in the busiest locations.

OP SPONSORS CHAMP QUINTET

OSCEOLA, Ia., April 21.—The Jamco basketball team here has been crowned Southern Iowa AAU Champions, Jack Jeffreys, Jeffrey's Automatic Music Company, announced this week. Jeffreys not only sponsored the quintet, composed of college all-stars, but also played with the team.

The initials of the juke box operating firm were used to name the basketball team.

Denver Route Changes Hands

DENVER, April 21.—Bell Music Company here has been sold by Sam Singer to a new corporation.

Officers of the corporation, which will expand Bell's interests into games and amusement devices, include D. R. McMurdie, president; F. A. Thompson, vice-president, and W. H. Erskine, secretary-treasurer. The sale included all stock and all personnel was retained.

Singer, who also was president of Cigarette Vendors Service, will continue cigarette merchandising. New headquarters of Bell Music Company are at 1314 Pearl Street, Denver.

PERFORMANCE... profitable!



EVANS'

20 Record, 40 Selection

CONSTELLATION

Perfection is elusive. It provides a constant challenge to leadership in all endeavors.

In the realm of commercial music, Evans has successfully met the challenge with ceaseless improvement of Constellation Phonographs. Engineered in every quality detail for long life, trouble free performance, the Constellation mechanism is but one of many major reasons why Constellation operating is consistently, dependably profitable!

See your Evans Distributor or write Factory direct.

5¢ or 10¢ Play Optional. 10¢ Conversion Kits available for Evans' and Original Constellations. Write for details.

Genuine Parts available for Mills Throne of Music, Empress, Original Constellation.

H. C. Evans & Co. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' PROFIT STIMULATORS ON PAGES 92-95

FREEDOM JUKE

AMI Aids Civic Drive To Sell Industry Story

GRAND RAPIDS, Mich., April 21.—AMI, Inc., last week joined with other major manufacturers here to participate in a Freedom in Action celebration which ran from April 9 thru 14 and was sponsored by the Chamber of Commerce.

Designed to show that the high standard of living enjoyed in this country is due to the freedom in action of the American economic system, the celebration included plant tours for the public and product displays in such locations as hotels, department stores and the Public Museum.

AMI had a new Model C located at the entrance of the museum, next to an Edison cylindrical record phonograph. A second unit was placed in the lobby of a downtown hotel. Both boxes were hooked up to operate free of charge.

Concord Okays Juke License

CONCORD, N. H., April 21.—An ordinance has been passed by Concord's City Council requiring that juke boxes be licensed and that disks be censored. The new ordinance became effective immediately.

The ordinance, introduced by Mayor Shelby O. Walker, requires a \$10 license fee and empowers Chief Arthur W. McIsaac to pass on records.

On presentation of the proposed law, Mayor Walker asked that a ruling be made on its legality.

Insert Bushing Converts 5c Wall Boxes to 10c

Fits All 5c Boxes

25¢ Each

See Your Distributor or Write Direct

MID-WEST DISTRIBUTING CO.

208 N. Madison St. Rockford, Ill.



ROCK-OLA'S POSITIVE CAM MOVEMENT HOLDS THE SECRET OF ITS LONG LIFE AND EFFICIENT OPERATION.

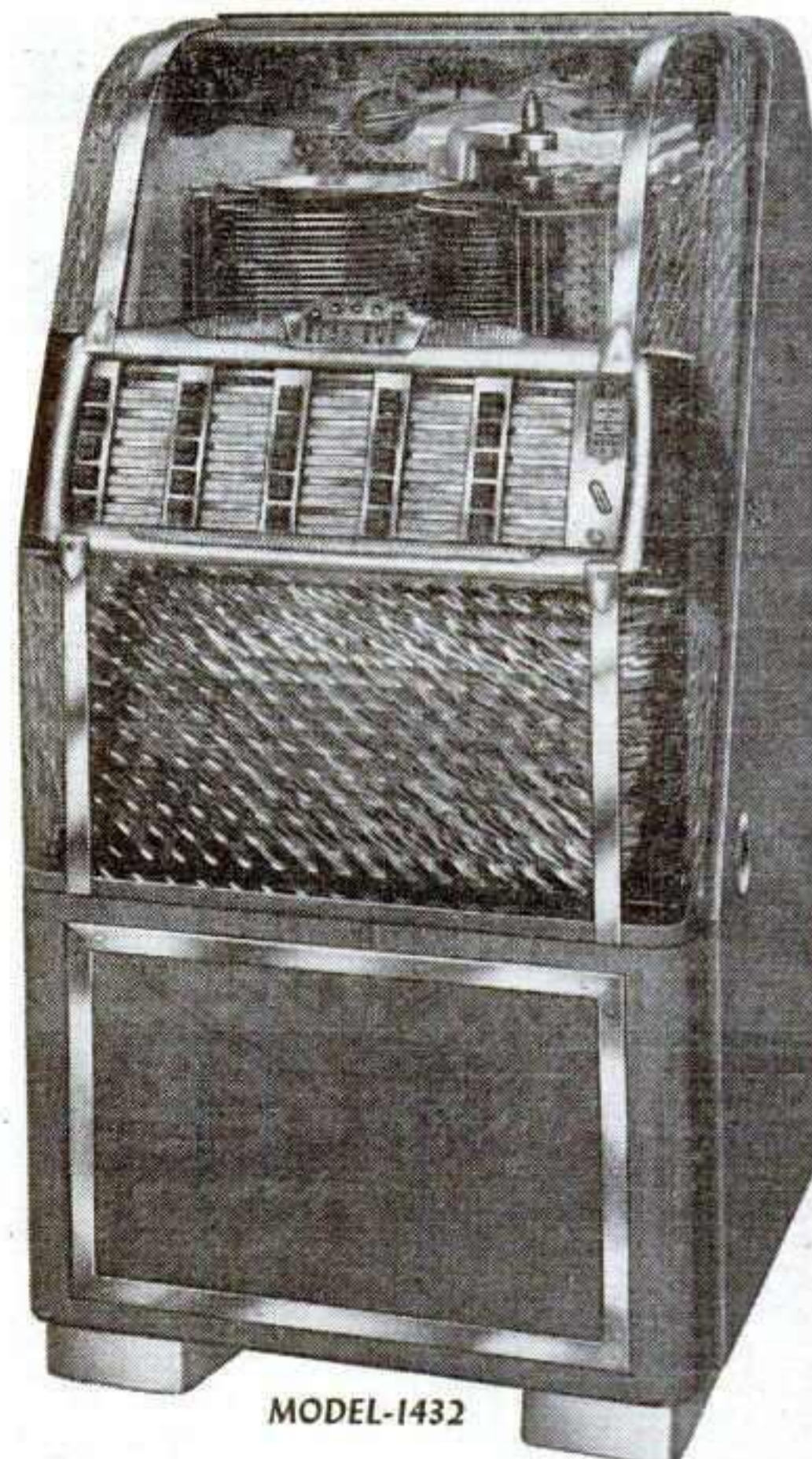
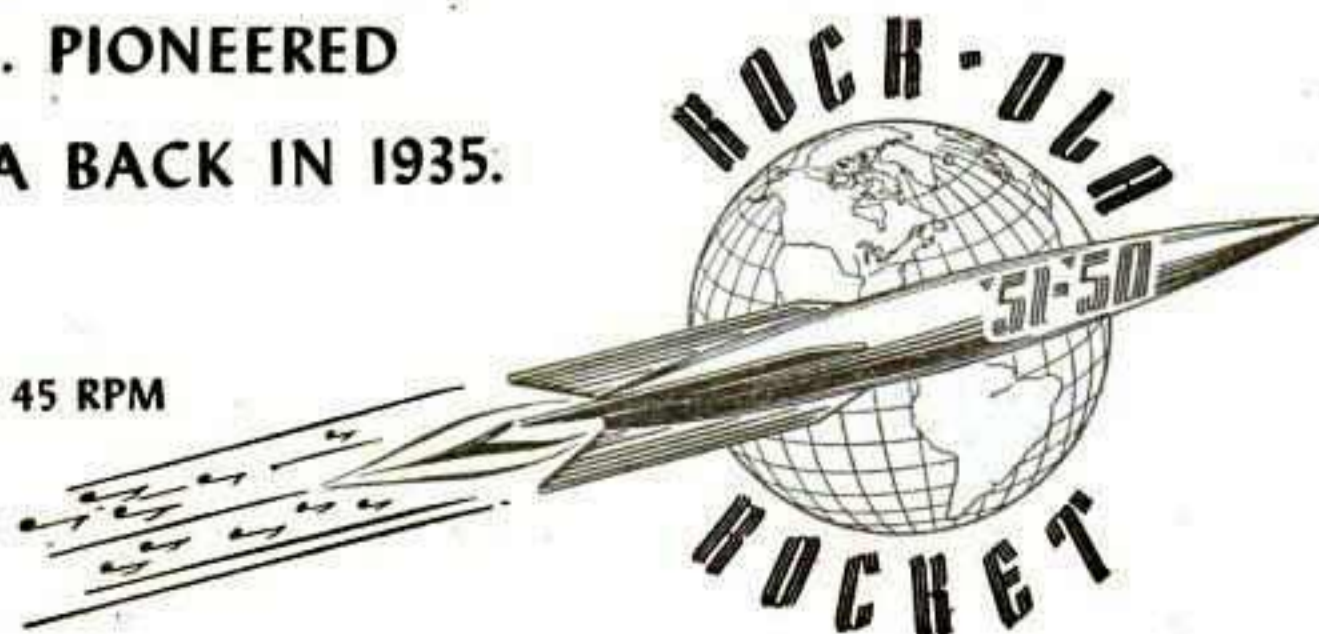
RELIABLE

15 years of proven success in the field.

Service-free changer mechanism controlled by same single cam action. PIONEERED

BY ROCK-OLA BACK IN 1935.

Available in both 78 RPM and 45 RPM



MODEL-1432

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
ABC (roll down).....	\$35.00			
Advance Rolls (Genco) (roll-down).....	25.00 29.50 35.00(2) 59.50	35.00(2)	19.50 (2) 35.00 (2)	\$35.00
All Baba (Gottlieb).....	45.00 49.50	49.50	45.00 49.50 54.50	45.00 49.50
Alice in Wonderland (Gottlieb).....	49.50(2) 54.50 55.00	49.50(2)	49.50 55.00	49.50 55.00
Aquacade (United).....	104.50	69.50 104.50	104.50	74.50
Arizona (United).....	129.50 139.50 144.50	159.50	154.50 159.50	119.50
Atom Jet (Mutoscope).....	95.00			
Auto Roll (roll down).....	35.00	35.00	35.00	
Baby Face (United).....		39.50		49.50
Ballerina (Bally).....	49.50 59.00			40.00
Bally Hoo (Bally).....	29.00			
Bandleader.....	69.50			
Bango (Chicago Coin).....	49.50	49.50	39.50 49.50	
Banjo (Exhibit).....	45.00			
Bank-a-Ball (Gottlieb).....	164.00	135.00		145.00
Barnacle Bill (Gottlieb).....	55.00 65.00 69.50	49.50 50.00 69.50	55.00 69.50	55.00
Basketball (Chicago Coin).....	100.00(2) 119.50		159.50	169.50
Be Bop.....	99.50 139.50 159.00	149.50	149.50	
Bermuda (Chicago Coin).....	49.50	49.50		24.50
Big City roll-down.....	35.00	35.00	35.00	
Big Top (Genco).....	59.00 65.00 89.50	89.50	89.50	54.50
Black Gold (Genco).....	79.50 89.50	69.50 75.00 89.50(2)	69.50 89.50	
Blue Skies (United).....	44.50 49.50 54.50(2)	49.50	49.50 54.50	49.50 54.50
Boston (Williams).....	124.50	99.00 124.50	124.50	125.00
Bowling Champ (Exhibit).....	75.00 99.50	99.50	99.50	
Bucaneer (Gottlieb).....	69.50 74.50	44.50 74.50	69.50 74.50	69.50
Buffalo Bill (Gottlieb).....	149.00	109.50	129.50	140.00
Build Up (Exhibit).....	29.50 55.00		55.00	55.00
Buttons and Bows (Gottlieb).....	90.00 99.00 109.50	109.50	79.50 109.50	
Camel Caravan.....		99.50		
Campus (Exhibit).....	89.50			
Canasta (Genco).....	114.50 119.50 135.00 139.50(2)	129.50 149.50	149.50	145.00
Caribbean (Williams).....	34.50 49.50		34.50	
Carnival (Bally).....	79.00 89.50	64.50 89.50	89.50	89.50
Carolina (United).....	79.00			75.00
Catalina (Chicago Coin).....	29.50 45.00 49.50 55.00	49.50		
Champion (Bally).....	274.50 275.00 295.00(2) 325.00 375.00	275.00(3) 289.50 300.00 295.00 324.50 350.00 375.00 425.00	275.00 (2) 295.00 (2) 309.50 324.50 329.50 349.50 350.00 (2) 360.00 374.50	295.00 300.00 325.00 (3) 349.50 375.00 (2) 395.00 (2)
Champion (Chicago Coin).....		89.50	89.50	
Chico.....			34.50	
Cinderella (Gottlieb).....	34.50 39.50(2) 49.00 49.50(3)	49.50(2)	49.50 (2) 50.00 54.50	50.00
Citation (Bally).....	174.50 195.00(2) 204.50 225.00(2) 279.50	195.00 204.50 224.50(2) 235.00 279.50	175.00 195.00 (3) 200.00 214.50 219.50 224.50 235.00 249.50 (3) 250.00 259.50	200.00 215.00 225.00 (2) 250.00 259.50 275.00 295.00 (2)
College Daze (Gottlieb).....	95.00 123.00 134.50 135.00	62.50 99.50(3) 135.00	99.50 135.00	140.00
Contact (Exhibit).....	39.50			
Cover Girl.....	29.50 39.50 45.00			
Crown Jewels.....	39.50			
Daily Races (Gottlieb).....	50.00	99.50	99.50	
Dallas (Williams).....	69.50 99.50			
De-Icer (Williams).....	169.50	100.00 119.50 169.50	169.50	
Dew-Wa-Ditty (Williams).....	49.00 49.50	49.50	49.50	49.50
Double Feature (Bally).....			189.50	
Dreamy (Williams).....	129.50 135.00	135.00 139.50	135.00 139.50	135.00
Eight Balls (Panco) (roll-down).....			29.50	
Eureka.....				195.00
Fighting Irish (Chicago Coin).....	139.50 159.50 174.50	149.50		
Floating Power (Genco).....	64.50 74.50(2) 75.00 85.00	74.50	14.50 85.00	70.00 85.00
Flying Saucers (Genco).....	139.50 154.50 174.50		175.00	
Flying Trapeze (Gottlieb).....	14.50			
Four Horsemen (Gottlieb).....	159.50(2) 169.50(3)	145.00 169.50	169.50 175.00 189.50	170.00
Football (Chicago Coin).....	85.00 105.00 125.00	99.50	125.00	105.00
Freshie (Williams).....	135.00	135.00	135.00 149.50	
Georgia (Williams).....	139.50 159.50 164.50		179.50	
Ginger (Williams).....	15.00			
Gin Rummy (Gottlieb).....		99.50		
Gold Ball.....		39.50		
Gold Cup (Bally).....	85.00 109.50 139.00 150.00	99.50 109.50 124.50 150.00	79.50 90.00 124.50 129.50 134.50 139.50	89.50 180.00
Gold Mine (roll-down).....			45.00	
Golden Gloves (Chicago Coin).....	89.50 225.00	99.50 225.00	99.50	99.50
Gondola (Exhibit).....	69.50	44.50 69.50	69.50	
Grand Award (Chicago Coin).....	64.50 75.00		75.00 64.50	55.00
Harvest Moon (Bally).....	79.50	79.50	79.50	
Harvest Time (Genco).....	120.00 129.50 149.50(2) 155.00 159.00	149.50	159.50 165.00	
Hawaii.....	12.50			
Hit 'N Run (Daval) (roll-down).....			39.50	
Holiday (Chicago Coin).....		59.50	59.50	
Hot Rods (Bally).....		99.50		
Humpty Dumpty (Gottlieb).....	29.50 39.50 49.50	99.50	47.50	
My-Roll (Bally (roll-down).....			29.50	
Jack 'n Jill (Gottlieb).....	49.50 55.00	32.50 49.50		
Jamboree (Exhibit).....			99.50	
Jeanie (Exhibit).....	119.50			

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
Jockey Club (Bally).....	85.00			
Jockey Special (Bally).....	60.00 79.50 89.50 109.00 125.00 159.50	79.50(2) 125.00 159.50	69.50 74.50 75.00 79.50 (2) 89.50 (2) 109.50 125.00 (2) 169.50	99.50 115.00 125.00 (2) 139.50 159.50
Joker.....	169.50 189.50 398.00	169.50		
Judy (Exhibit).....	119.50 155.00	159.50		
Just 21 (Gottlieb).....	59.50 69.50 74.50 89.00 89.50 95.00 119.00	59.50 69.50 74.50 89.50	59.50 74.50 (2) 89.50	79.50 90.00
Kentucky (Bally).....				349.50
K. C. Jones (Gottlieb).....		119.50		
Kilroy (Chicago Coin).....	14.50			
King Arthur (Gottlieb).....	139.50	90.00 109.50 139.50	139.50	140.00
King Cole (Gottlieb).....	39.50			
Lady Robin Hood (Gottlieb).....				60.00
Lexington (Bally).....				249.50
Line Up (Keeney).....		32.50	32.50	
Lucky Inning (Williams).....	104.50 109.50 119.50	104.50		
Madison Sq. Garden (Gottlieb).....	120.00 169.50	169.50	169.50	175.00
Magic (Exhibit).....	59.50	59.50	59.50	
Major League Baseball (United).....	39.50 44.50 49.00	39.50	39.50 44.50	39.50 40.00
Majors of '49 (Chicago Coin).....	35.00 49.50 89.00 89.50	44.50 89.50	89.50	
Manhattan (United).....	24.50 30.00			
Mardi Gras (Genco).....	49.50	49.50 50.00	49.50 (2)	49.50
Maryland (Williams).....	124.50	89.50 124.50	124.50	100.00
Melody (Bally).....	49.00			
Mercury (Genco).....	109.50 124.50		139.50	
Merry Widow (Genco).....	34.50 54.50	49.50 54.50	55.00	55.00
Monterrey (United).....	34.50 49.50		49.50	
Moon Glow (United).....	49.50(2)	49.50	49.50	
Morocco (Exhibit).....	35.00 42.50 49.50	42.50 49.50	49.50	49.50
Nevada.....	19.50			
Nifty (Williams).....	159.50 169.00 189.00 189.50			
Oklahoma (United).....	89.00 119.50	69.50 95.00 119.50	95.00 119.50	
One, Two, Three (Mills).....	54.50 59.00 59.50	59.50	69.50	
Paradise (United).....	44.50 49.50	49.50	49.50	49.50
Photo Finish (Universal).....	225.00(2) 259.00 275.00 295.00 375.00	225.00 275.00 375.00(2)	225.00 269.50 275.00 (2) 299.50 (2) 349.50 350.00	260.00 275.00 295.00 (2) 299.00 300.00 325.00 335.00 375.00
Pin Bowler (Chicago Coin).....	129.50 159.50 164.50			
Pinch Hitter (United).....		59.50(2)	59.50	
Pinky.....	169.50 179.50			
Play Ball.....	18.00			
Playland (Exhibit).....	129.50 154.50			
Playtime (Exhibit).....	95.00	79.50		95.00
Pokerino (Mutoscope) (roll-down).....			49.50	
Pro Score (Ponsler) (roll-down).....	50.00	50.00	19.50 50.00	
Puddin' Head (Genco).....	49.50 59.50		59.50	55.00 59.50
Punchy (Chicago Coin).....	174.50		175.00	
Quarterback (Williams).....	74.50 89.50(2) 99.50 110.00 125.00	89.50 110.00	89.50 110.00 125.00	110.00
Racer (Bally).....				100.00
Rag Mop (Williams).....	179.50 189.50	165.00		
Rainbow.....	59.50	59.50		
Ramona (United).....	30.00 49.50 54.50 55.00 89.00		55.00	55.00
Rancho (Bally).....	40.00		39.50	39.50 49.50
Red Shoes (United).....	169.50			
Rip Snorter.....	119.50(2) 155.00	99.50	119.50 129.50	
Robin Hood (Daval).....	39.50 49.50		34.50	
Robinhood (Gottlieb).....	39.50	39.50 49.50	39.50	
Rocket (Bally).....	115.00 119.50 139.50	99.50 149.50 150.00 159.50 179.50	129.50 149.50	
Rockette (Gottlieb).....	135.00 149.50 179.50		109.50	
Rondeevoo (United).....	39.50 49.50	39.50 49.50	39.50 49.50	39.50
Round-Up (Gottlieb).....	50.00	50.00	74.50	59.50
St. Louis (Williams).....	99.50	49.50 99.50	89.50 99.50	100.00
Sally (Chicago Coin).....	49.50 59.00 59.50 79.00	49.50	49.50 59.50	54.50 65.00
Samba (Exhibit).....			34.50	
Saratoga (Williams).....	39.50 54.50 59.00	49.50	39.50 50.00 54.50 59.50	
Screwball (Genco).....	124.50 125.00 129.00 189.50	124.50	95.00 124.50	95.00(2) 120.00
Select-A-Card (Gottlieb).....	49.50 50.00 54.50 59.50	59.50	59.50	49.50
Serenade (United).....	49.50 50.00 54.50 59.50	59.50	59.50	49.50
Shanghai (Chicago Coin).....	39.50	45.00	60.00	
Shantytown (Exhibit).....	115.00 129.50	79.50 129.50	79.50	
Sharpshooter (Gottlieb).....	94.50 95.00	69.50 89.50 94.50 95.00	69.50 89.50	89.50 95.00
Shoo-Shoo.....	189.00			
Short Stop (Exhibit).....	45.00		29.50	
Show Boat.....		39.50(2)		
Smarty (Williams).....	14.50			
South Pacific (Genco).....	119.50 129.50 135.00	104.50 109.00 119.50 129.00	119.50 (2) 129.50	140.00
Special Entry (Bally).....	39.00 64.50 79.00 79.50 110.00 125.00	64.50 110.00 125.00	49.50 59.50 74.50 79.50 (2) 125.00	49.50 65.00 79.50 110.00 125.00
Spinball (Chicago Coin).....	39.50	39.00 39.50	39.50 (2) 19.50 (2)	39.50 (2)
Sportsman Roll.....				
Spot Bowler (Gottlieb).....	159.50 164.50		39.50	
Spot Lite (Esquire).....				
Stardust.....	49.50	49.50	49.50	
Stormy (Williams).....	49.50	49.50	49.50	
Summer Time (Gottlieb).....	39.50 49.00 49.50(2)	49.50(2)	49.50 65.00	49.50
Sunny (Williams).....	39.50 49.50 60.00	39.50 49.50 60.00	39.50 49.50	39.50
Super Hockey (Chicago Coin).....	64.50 89.50 99.00	59.50 69.50 85.00 89.50	69.50 89.50	80.00
Swanee (Exhibit).....	64.50			
Sweetheart (Williams).....	139.50			
Tahiti (Chicago Coin).....	119.50	79.50 89.50 119.50	119.50	
Tampico (United).....				
Telecard (Gottlieb).....	85.00 89.50		94.50	
Temptation.....	69.00 69.50	59.50 69.50	59.50 69.50	
Tennessee (Williams).....	39.50 49.50	39.50 49.50	39.50 69.50	39.50 80.00
Texas Leaguer (Keeney).....	50.00 59.50	50.00 89.50	50.00	50.00
Three Feathers (Genco).....	85.00	69.50 89.50 99.50	69.50 99.50	90.00
Three Musketeers (Gottlieb).....	134.50 135.00	102.50 134.50 135.00	135.00	140.00
Thrill (Chicago Coin).....	29.50 39.50	39.50	34.50 39.50	34.50 39.50
Totalizer (Jennings).....	35.00			
Total Roll (Genco) (roll-down).....	35.00(2)	35.00(2)	35.00(2)	35.00
Touchdown.....	27.50		27.50	
Trade Winds (Genco).....	34.50(2)	49.50	29.50 55.00	
Trinidad (Chicago Coin).....	39.50(2) 49.50			
Triple Action (Genco).....	29.50 49.50 34.50 39.50 44.50 55.00	49.50	44.50 49.50 55.00	44.50 55.00
Triplets (Gottlieb).....	169.50	169.50	169.50	
Tri-Score (Genco).....	149.50 159.50 169.00 199.50			
Tucson (Williams).....				95.00 100.00
Tumbleweed (Exhibit).....	115.00			

World Wide Your Exclusive Distributor for KEENEY, ROCK-OLA, EXHIBIT, WILLIAMS

Keeney CONVERSIONS For every Shuffleboard. Ask the smart operator who uses them LEAGUE MATCH BOWLER for 12-ft. board 4 WAY BOWLER for longer boards Fully Automatic—Hi Score —Jumbo Pins Automatic Puck Return — Fast Action—Scores All Split Shots.

Rock-Ola '50-'51 ROCKET PHONO It's tops with ops and location owners. Eye stopping cabinet, terrific tone. See it and you'll believe all that's been said about its ability to MAKE MONEY. Now delivering 45 R.P.M. or 78 R.P.M.

WANT TO BUY Keeney LEAGUE BOWLER Keeney DOUBLE BOWLER Bally HOOK BOWLER United TWIN SHUFFLE ALLEY REBOUND

Williams SUPER WORLD SERIES Exciting, all new Ball Game 5-10-25c single entry chute. slugproof. Scores runs, hits—all the thrills of baseball! A sure-fire winner!

BRAND NEW! Universal TWIN REBOUND SHUFFLE GAME Can be connected to regular or free play \$275

Reconditioned SHUFFLE GAMES Guaranteed Lot #1 United SHUFFLE ALLEY Genco BOWLING LEAGUE Williams TWIN SHUFFLE Williams BOWLER Genco GLIDER Keeney PIN BOY \$25 each Lot #2 Bally SPEED BOWLER Chi. COIN BOWLING ALLEY Exhibit STRIKE Williams DE UXE BOWLER Chi. Coin SHUFFLE BASEBALL with Fly-Away Pins \$75 each Bally HOOK BOWLER Keeney LEAGUE BOWLER Keeney LEAGUE BOWLER 285 United TWIN SHUFFLE ALLEY REBOUND 235 Keeney DOUBLE BOWLER 210 Chic. Coin ACE BOWLER 195 Chic. Coin BOWLING CLASSIC 175 Universal SUPER TWIN BOWLER 175 Keeney KING PIN 145 Bally SHUFFLE BOWLER 85 Univ. HIGH SCORE BOWLER (New) Write

200 FIVE BALL Free Play Novelty Games Completely Reconditioned \$50 Also excellent variety of late used pin games. New floor samples. Write.

Williams MUSIC MITE Musical treat just for your entertaining spot. See it—hear it—buy it!

Exhibit GUN PATROL 5-10-25c Coin Chute. Easily converted for any of above type of plays.

Williams DOUBLE HEADER A hit with any crowd. Always good for a return play.

MISCELLANEOUS EQUIPMENT Seeburg SHOOT THE BEAR Williams STAR SERIES Exhibit DALE GUNS Mutoscope SKY FIGHTER Genco ADVANCE ROLL Genco TOTAL ROLL Baker KICKER & CATCHER

ONE BALLS Bally Champion Citation Turf King Gold Cup Special Entry Jockey Special Universal Photo Finish Winner (New) Write

Williams BIG LEAGUER Terrific baseball shuffle rebound. 1 or 2 players. Have it on location when baseball season starts for BIG LEAGUE play! It's HOT!

NEW PIN GAMES Williams CONTROL TOWER Chicago Coin THING Genco STOP & GO Genco TRI SCORE



LATEST and BEST MONEY MAKER NAVAJO Loads of Fun EVERYBODY PLAYS IT Small investment Excellent Returns Easy to Operate Takes Pennies, Nickels, Dimes or Foreign Coins Usually Repays Investment Each Month Initial Cost Your Only Expense Every Business Place a Location Large Profits for Distributors DISTRIBUTORS OR OPERATORS—Order a sufficient supply for our territory immediately! Samples, \$14.50. Cash with orders. 4 or more, \$12.50. 1/2 cash with order balance C.O.D. Wire phone or air mail Caudle & McCrory Mfg. Co. 1119 East Van Buren St Phoenix, Arizona Phone 27423 or 36958

GREATER VALUE AT COVEN USED 5-BALL GAMES All Baba Barnacle Bill Buccaneer Blue Skies Floating Power Fuddin' Head Ramona Screw Ball Triple Action and many, many more USED PHONOGRAPHS Wurlitzer 1100 Wurlitzer 1080 Wurlitzer 1015 Wurlitzer 850 Wurlitzer 780E Wurlitzer 750 Wurlitzer 700 ARCADE EQUIPMENT Bally Heavy Hitter Williams All Stars Exhibit Dale Gun USED SHUFFLE GAMES Bally Shuffle Bowler Bally Speed Bowler Bally Shuffle Champ United Shuffle Alley, with con- version United Super Shuffle Alley

GOVEN All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210 Authorized Distributors for Bally and Wurlitzer Products Phonographs

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 87

Amusement Games Table with columns for machine name, issue date, and price. Includes Utah (United), Victory Derby (Bally), Victory Special (Bally), Virginia (Williams), Whirl-A-Ball (Amusement Enterprises), Wisconsin (United), Whizz (Genco), Whirl-a-Ball (Lynco), Yanks (Williams).

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.

Large table listing various arcade machines and their prices across multiple issue dates (April 21, April 14, April 7, March 31). Includes Ace Bomber (Mutoscope), Air Hockey, Air Raider (Keeney), All Stars (Williams), Astroscope, Atomic Bomber (Mutoscope), Bally Bowler (Bally), Barrell Roll (Bally), Bat-A-Ball, Bat-a-Score (Evans), Batting Practice (Scientific), Bear Gun (Seeburg), Big Inning (Bally), Bing-a Roll (Genco), Boomerang (Amusement Corp.), Bowl-A-Bomb (Fairdeal), Box Score (Daval), Candid Camera, Challenger (ABT), Chicken Sam (Seeburg), Dale Gun (Exhibit), Deluxe Athletic Scale (Mercury), Diggers (Buckley), Diggers (Exhibit), Doralina, Drive Mobile (Mutoscope), Fist Striker, Flash Hockey (Coinex), Electric Shocker (Advance), Flying Saucers (Mutoscope), Goatee (Chicago Coin), Golf Machine (C. P.), Grip Developer, Grip Scale, Grip Scale (Mercury), Grip Vee (Silver King), Gypsy Palmist, Heavy Hitter (Bally), Hi Ball (Exhibit), Hit-A-Homer, Hit & Run (Daval), Hockey (Chicago Coin), Hollycrane (Coma), Jack Rabbit (Amusement Corp.), Jungle Joe, Kicker & Catcher (Baker), Knock Out, Lift (Mills), Lite-a-Line (Exhibit), Love Pilot, Magic Pen, Midget Movies '49, Midget Skee Ball (Chicago Coin), Monkey Shines Ray Gun, Mutoscope, Mutoscope Deluxe, Mystic Pen, Panorams (Mutoscope), Periscope, Phil Toboggan Ski Ball, Photomatic (Mutoscope), Photomatic '47 (Mutoscope), Pistol Pete (Chicago Coin), Pitch 'Em & Bat 'Em, Play Ball (Evans), Poker & Joker, Pokerino (Scientific), Pony Express (Exhibit).

Wash. Op Org Stresses Games

WASHINGTON, April 21.—The recently reactivated Washington Coin Machine Association is made up of all the old members plus several new ones, according to John Phillips, head of Phillips Novelty and an officer of the group. New members include E. E. Owens, Owens Amusement Company, Oxon Hill, Md.; Robert Pierce and Starke Associates. The association includes operators of games rather than music. Several WCMA members consolidated with the Washington Music Guild last year but came to the conclusion that their interests could best be served by an organization devoted solely to their needs. The WCMA is a non-profit organization whose purpose is to engender good will among and for its members. The organization was instrumental, several years ago, in getting approval for a local ordinance prohibiting children under 16 from playing coin-operated amusement devices on school days between the hours of 8 a.m. and 3 p.m. Another measure they supported was the provision that location owners be licensed by the police department. Other members include Nick Gouzoulis, Horace Biederman, Pioneer Novelty, D. C. Novelty, Domestic Novelty, Liberty Music, Hub and Seaco Vendors.

LIQUIDATING PRICED TO SELL \$ BALLS HOT RODS MOON GLOW MARYLAND JUST 21 TUMBLEWEEDS FOOTBALLS SHARP SHOOTERS BIG TOP WISCONSIN PUDDIN' HEAD RONDEEVOO BUTTERFLIES DOUBLE FEATURE SPEEDWAY FLOATING POWER BRONCHO CARNIVAL TREASURE CHEST SMARTY 1 BALLS CITATION VICTORY SPECIALS BLUE GRASS LONGACRES THOROUGHbred SHUFFLE ALLEYS 25 UNITED ORIGINAL ALLEYS. Each \$ 35.00 5 GENCO ALLEYS, Each 32.50 5 KEENEY PIN BOYS, Each 35.00 2 EXHIBIT STRIKES, Each 125.00 5 SPEED BOWLERS, Each 125.00 Prices Quoted Are For Traded Merchandise.

NEW TURF KINGS AND WINNERS WRITE 1/2 DEPOSIT E. DOUGLAS 4104 FORESTWOOD DR. PARMA, OHIO

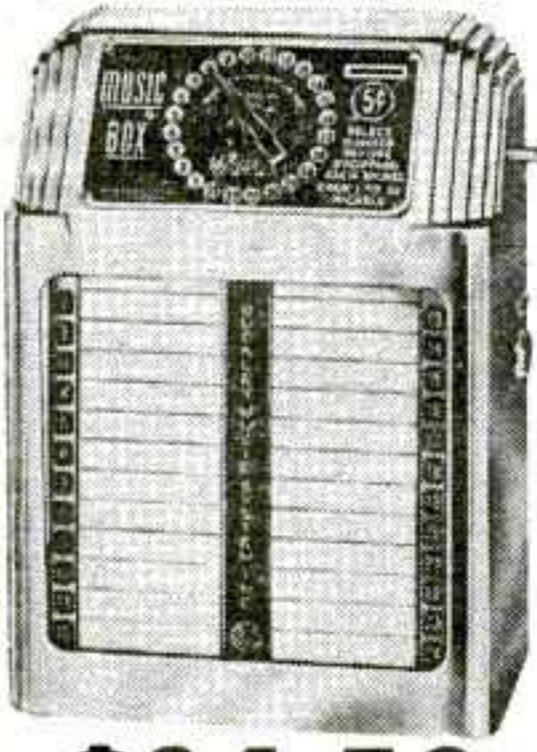
WILL TRADE OR SELL 40 location late model AMI complete Hostess System for late model One Ball, Five Ball or Juke Boxes. Best offer accepted. American Music Co. 912 Ninth St. Lorain, Ohio

WANT TO BUY United TWIN SHUFFLE ALLEY REBOUND Chi. Coin TROPHY BOWL Four Player Games—Keeney or United. Highest Prices Paid! ALLIED COIN MACHINE CO. 766 Milwaukee Ave. Chicago 22, Ill. Phone: CAnal 6-0293

ALL IN A-1 CONDITION One-third deposit with order 5 Very Clean Bally Champions \$275.00 Ea. 2 Bally Jockey Specials 60.00 Ea. W. L. KRIEGER AMUSEMENTS 709 Sherman St. Johnstown, Pa. Phone: 2-6303 or 9-5630

COIN OPERATED TELEVISION Console, 14-inch \$279.50 Table Model, 14-inch 249.50 Coin Operated Radios 49.50 BLOYD MFG. CO. VALLEY STATION, KY.

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$24.50

BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

SPECIAL SALE!

Item	Each
4 Solotone Master Entertainers	\$150.00
64 Selective Solotone Coin Boxes	12.50
25 Selective Solotone Coin Boxes, new, original boxes	19.50
10 Personal Music Location Amplifiers, new, original crates, AM & PM	19.50
3 New Personal Music Studio Amplifiers	50.00
2 Used Personal Music Studio Amplifiers	25.00
2 Wurlitzer "1250"	550.00
2 AMI Hideaway Cabinets without amplifier & speaker	175.00
4 Scientific "3 in a Line," used only a few days, guaranteed like new	225.00
2 ABT Latest Model Scales	110.00
2 American Gripmeters	75.00

1/3 Deposit With Orders

AMUSEMENT VENDING COMPANY

1307 Spring St., N. W., Atlanta, Ga.
Vernon 3567

Shuffle Games

Keeney 4 Player Leas. Bowler	\$275.00
Chi. Coin Trophy Bowl	195.00
Univ. Super Twin Bowler	145.00
Chi. Coin Bowling Classic	175.00
Un. Shuffle Alley Express	95.00
Bally Speed Bowler	139.50
Univ. Twin Bowler	95.00
Chi. Coin Shuffle Baseball	75.00
United Shuffle Alley	39.50
Exhibit Strike	99.50
Nationwide Baseball	49.50
Genco Glider	49.50
Genco Baseball	99.50

Shuffleboard Supplies

Fast Wax, case (12)	\$ 4.50
Pucks	12.00
Score Sheets, 10 pads	7.50
Shuffle Game Wax, case (12)	3.30
Fluorescent Lights, pr.	17.50
Used Wall-Type Scoreboards	79.50

Wire-Write-Phone
PURVEYOR SHUFFLEBOARD CO.
4322 N. Western Ave., Chicago 18, Ill
JU 4191-8-1874

ARCADE

Outfitter Since 1912

2-PLAYER HOCKEYS

Air Hockey (New) Ex. Electric, with Flippers (New)	\$385.00
United Team Hockey (New), Write Muto. & Seeburg	149.50
Flash (Console Type)	65.00
Chi. Coin Goalee	125.00
Chi. Coin All Stars (Console)	\$45.00

Write for Catalog—120 Illustrations.

MIKE MUNYER

577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-4677

America's Finest
COIN TELESCOPE
TIME PAY PLAN
\$790

American Telescope Co.
EVANSVILLE 8, INDIANA

WURLITZERS

1100's	\$375.00
1015's	275.00
1017's	225.00

Guaranteed A-1. Send 1/3 deposit.
BRUCE MUSIC CO.
Williamsburg, Ky.

• Arcade Equipment

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
Pool Table (Edelco)	75.00	75.00	75.00	174.50
Pop-Up	9.50	18.50		18.50
Punching Bag (Mills)	125.00			125.00
Punching Bag (Mutoscope)	175.00			175.00
Q Ball (Lane)	129.50	149.50		
	195.00			
Q. T. Pool Table	99.50	195.00	195.00	
Question Girl	75.00			75.00
Quizzer	69.50	75.00	125.00	109.50
	95.00	109.00		124.50
	125.00			125.00
Rapid Fire (Bally)	85.00	95.00	85.00	85.00
	99.50			85.00
Ray-O-Lite (Seeburg)	49.50			
Recordio Wilcox-Gay	175.00	149.50	175.00	149.50
Robco Vibrators				49.50
Rocket Busters	65.00	65.00	65.00	65.00
Rotary Claw	225.00	225.00	225.00	225.00
Rotary Pusher	275.00	275.00	275.00	275.00
Scientific Bag Punch (Exhibit)	145.00			145.00
Seven High (Edelman)	49.50	75.00	49.50	75.00
Shipman Art Show	49.50			49.50
Shoot the Bear (Seeburg)	339.50(2)	339.50	345.00	339.50
	395.00(2)			395.00
Silver Bullet (Exhibit)	175.00	195.00	175.00	195.00
Silver Gloves	250.00			250.00
Six Shooter (Exhibit)				350.00
Skee Ball (Wurlitzer)	75.00	150.00	150.00	150.00
	195.00			150.00
Skill Gun (ABT)	25.00	20.00		
Skill Test (Groetchen)	49.50			49.50
Sky Fighter (Mutoscope)	79.50	90.00	95.00	95.00
	95.00			95.00
Solar Horoscope	110.00			110.00
Spitfire (Genco) (Scientific)	15.00	15.00	15.00	15.00
Standard Metal Typer	295.00	349.50	349.50	349.50
Star Series (Williams)	135.00	129.50(2)	165.00	175.00
	139.50	165.00(3)	195.00	165.00
	195.00			195.00
Steeplechase	39.50			39.50
Super Bomber (Evans)	195.00	195.00	195.00	195.00
Supreme SkeeRoll (Supreme)				19.50
Swinging Monk	85.00			19.50
Tally Roll (Daval)				19.50
Tally Roll (Firestone)				19.50
Target Hunter (Silver King)	27.50		19.50	27.50
Target King (Silver King)	27.50		19.50	27.50
Target Master	84.50	84.50	84.50	84.50
Telequiz	159.00	174.50	174.50	174.50
Ten Strike (Evans)	75.00(3)	75.00	75.00	75.00
3-Way Gripper (Gottlieb)	18.50	22.50	18.50	22.50
Thunder Bolt	100.00			100.00
Tokyo Raiders	59.50			
Tommy Gun (Evans)	75.00			
Tom-Tom	78.00			
Undersea Raiders (Bally)	14.50			
Vitalizer (Exhibit)	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)	395.00	395.00	395.00	395.00
Western Baseball	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
AIREON				
Deluxe	\$40.00	\$9.00	\$59.00	\$95.00
	59.00			\$45.00
	95.00	95.00		75.00
Fiesta	125.00	125.00	125.00	125.00
400			150.00	
1200A	69.50			
AMI				
High Boy			35.00	
Hide Away			225.00	
Model A	395.00(2)	375.00	375.00	395.00
	425.00			465.00
	475.00	495.00	399.50	450.00
Model B	525.00	550.00	525.00	595.00
Singing Towers		99.50	35.00	
Streamliner		79.50	35.00	
FILBEN				
Filben	195.00			175.00
Maestro			200.00	
MILLS				
Constellation	129.00	225.00	129.00	275.00
Empress		39.50	25.00	45.00
Throne	39.50(2)	99.50	45.00	45.00
PACKARD				
Hideaway	125.00	125.00	125.00	125.00
Manhattan	169.50		150.00	
Manhattan '47	199.00		179.00	179.00
7			124.50	
ROCK-OLA				
Commando	49.00	49.50	49.00	49.50
			35.00	49.00
Deluxe		69.50	49.50	69.50
Deluxe '39	49.50(2)	70.00	39.50	39.50
E-1411 Playmaster		175.00	69.00	69.00
Imperial			35.00	
Master '40			69.00	69.00
Playmaster	79.50	99.50	79.50	79.50
Premier			35.00	
Standard '39	49.50	69.00	35.00	69.00
			69.50	69.00
Super '40	49.50	69.50	55.00	55.00
		79.00	69.00	69.00
'46			210.00	
'47		275.00	275.00	275.00
1422	139.50	149.50	149.50	149.50
	195.00	249.50	199.50	185.00
1424 Hideaway		150.00		
1426	199.50	219.50	250.00	250.00 (2)
	260.00	275.00		
1428		575.00		
1428 M Glow				375.00
				395.00
SEEBURG				
Cadet			35.00	59.50
Casino		39.50	49.50	35.00
Cellar Unit			49.50	100.00
Classic	39.50	59.50(2)	69.00	35.00
	69.00	79.00	35.00	49.50
Colonel	49.50(2)	69.00	59.50	69.00
	69.50	79.00	69.50	69.50
			74.50	69.50
Commander	39.50	59.00	49.50	35.00
		69.00	35.00	49.50
Concert Grand		39.50	59.50	50.00
Crown		49.50		59.50
Envoy	49.50(2)	69.50	59.50	35.00
	89.00		59.50	65.00

(Continued on page 90)

REMOVAL NOTICE— SOUTHERN AUTOMATIC now in new quarters!

To serve you better than ever, we now occupy a new, much larger building, and can offer a greater variety of new and used machines. We believe our new location provides the ultimate in modern distribution facilities, with increased convenience and service for operators.

- AIR CONDITIONED FOR YOUR COMFORT.
- SPACIOUS SHOWROOM AREA.
- AMPLE OFFICE SPACE.
- EXPANDED, UP TO DATE PARTS DEPARTMENT.
- MODERN SERVICE DEPARTMENT, STAFFED BY EXPERTS EMPLOYING THE LATEST IN SERVICE EQUIPMENT.
- NO PARKING PROBLEMS. Our big parking lot adjoins the building . . . step right from your car into office or shop.

DON'T FORGET THE
NEW LOCATION!

735 S. BROOK ST. LOUISVILLE 3, KY.

Just a few blocks from former location, and still in downtown Louisville!

We Are Distributors of A.M.I. Juke Boxes and All Types Amusement Machines.

P.S. No formal opening! Don't send flowers or congratulatory wires. Just visit us soon, and often, for quality merchandise at reasonable prices!

What Have You In Brand New Closeouts?
PRICES MUST BE RIGHT. NO SLOTS OR CONSOLES.
DON'T WIRE OR PHONE . . . STATE ALL IN LETTER.

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. BROOK STREET
LOUISVILLE 3, KY.

DEPEND

On London Equipment To Give You a Long "Run" for Your Money! It's Tops in Value and Quality!

TRY LONDON FOR A REAL GOOD BUY!

PHONOGRAPHS—ACCESSORIES

SEEBURG COLONEL	\$69.50
SEEBURG 8200, 8800, 9800	69.50
SEEBURG W156 WIRELESS BOXES, Refinished, Recondition. Ea.	27.50
ROCK-OLA PLAYMASTER	79.50
3 Complete Hostess Systems (units of 10)	

MAKE AN OFFER!

ALL CLEANED! ALL CHECKED!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
DIVISION 4-3220

2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
KENWOOD 6612

FOR SALE CHAMPIONS—CITATIONS—PHOTO FINISH

And many others. Extra clean machines.
New Five Balls in original crates at sell-out prices.

Call Mr. Swartz — 4-8571
For Right Prices

New Winners—Turf Kings and Grandstands

FRANK SWARTZ SALES CO.

515-A FOURTH AVE., S.

NASHVILLE 10, TENN.

MORE FOR YOUR MONEY IN LATE MODEL PHONOS

**Rock Bottom Prices
Save You Money Today**

**Better Quality Means
More Years of Service**

LATE MODEL PHONOGRAPHS COMPLETELY RECONDITIONED

SEEBURG		WURLITZER	
48-ML	\$425.00	"1250"	\$525.00
148-SL	375.00	"1100"	395.00
147-M	325.00	"1015"	239.00
H-148-M Hideaway	300.00	ROCKOLA	
147-S	275.00	"1428"	\$25.00
146-M	275.00	"1426"	199.50
H-147-M Hideaway	269.50	"1422"	139.50
H-246-M Hideaway	259.50	AMI	
H-146-M Hideaway	249.50	Model "C"—New	Write
146-S	249.50	Model "B"	\$475.00
		Model "A"	375.00
PACKARD			
Seeburg 3W7-L56	\$59.50	Manhattan	\$149.50
3W5-L56	59.50	Model "7"	79.50
W6-L56	49.50	MILLS	
W4-L56	49.50	Constellation	\$175.00
3W2-L56	35.00	AIREON	
W1-L56	27.50	"1200-A"	\$69.50
SOLOTONE			
Wurlitzer "3020"	39.50	MASTER ENTERTAINERS AND BOXES	
"3045"	12.50	(new)	Write
"3031"	12.50		
AMI	39.50		
Rock-Ola "1530"	10.00		

Terms: 25% Certified Deposit, Balance C.O.D.
All Items Subject To Prior Sale.

SHAFFER MUSIC CO.

COLUMBUS, OHIO 606 S. High St.
INDIANAPOLIS, IND. 1327 Capitol Ave.
CINCINNATI, OHIO 2333 Gilbert Ave.

Coinmen You Know

Hartford, Conn.

Lou Chack, general manager of General Amusement Games, says it must be spring fever. He's looking over summertime vacation maps and discussing plans for a few trips during the warmer months. . . . Joe Della Ferra has moved his Del's Television store from its Albany Avenue location to Main Street.

Frank Gerimundo, of the shipping department of Capitol Records' Hartford division, has enlisted in the army. Gerimundo formerly played with local bands.

Jack Warner, Hartford division manager for Capitol Records, took in the performance of "Flahoolley," musical starring Capitol recording artist Yma Sumac, at the Shubert Theater in New Haven.

Herb Leibert, formerly with Vending Machines, Inc., and his father, Morris, are back from a month's vacation in the Deep South. . . . Ralph Colucci, of Seaboard Distributors, was a New York visitor.

Pittsburgh

Harry Rosenthal, Banner Specialty, says business has leveled off. . . . S. P. Moore, Tri-State Automatic Candy Corporation, says he has raised the price of hot dogs from 15 cents to 20 cents on drive-in refreshment stands and there have been no complaints. . . . Mr. and Mrs. R. J. MacNeil, who sold their Refreshment Service, Inc., to Joseph McGlenn, are leaving June 28 by plane for Great Britain for a six-week vacation trip thru England, Scotland, Ireland and Germany. "We are going just to look at the people and see the country," says MacNeil.

Morris Moskovitz, of Sidmor Vending, says the nicer the charm, the greater its eye appeal. . . . Thomas W. Moffat, office manager, Mills Automatic Merchandising Corporation, reports business holding up. . . . Anthony Yoch, of Frank Leon's, makes record distribution to locations easier by making out a route for the week instead of merely piling records in the truck or the back seat of the car. "We take our locations, lay aside each record we allot to that location, put the records in bins, one bin for each day of the week," he said. "We don't just do this sorting in 10 minutes, but figure out the stop that will play that particular record. Job, including typing out time-saving title slips, takes two hours."

L. F. Sylvester Jr., president, Kwik-Kafe of Western Penna., Inc., says "my problem is trying to get the consumer to pay a dime for a cup of coffee. Our machines are set at 5, 6 and 7 cents and we hope to go to a dime. Getting the dime will require a public relations job. . . . M. J. Abelson, of American Distributors no longer got back in town from Boston and New York, than he headed back east again on biz. . . . Herbert Cohen, of Confection Specialties Company, reports everything going fine, particularly following the firm's remodeling of a year ago which definitely increased business efficiency. . . . Victor Abelson, Empire distributor, is on a road trip.

Glen Gillette reports "biz volume with most ops in this area is down slightly. . . . Alexander Blair, of Automatic Products Company, has sold his cup-vending operation to Harry Rosen, Milk Vending Service Company. . . . B. D. Lazar, who handles Rock-Ola, reports supplies of the 1951 Rocket are ample. Collections, however, take longer than formerly. Ops simply delay because their play has regressed.

Operator Lawrence Thor reported to police that someone forced his way into the garage at his home, and took six chewing gum vending machines valued at \$140.

Los Angeles

April Stevens, who has moved from Society Records following her success on "Don't Do It" and whose first Victor release, "My Lost Melody," is now out, visited the Leuenhagen Record Bar. Russ Morgan, currently at the Biltmore Bowl, is scheduled to appear at the Bar to meet the operators. . . . Because of the new parking regu-

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 89

Music Machines

SEEBURG	Issue of April 21		Issue of April 14		Issue of April 7		Issue of March 31	
	49.00	49.50	49.00	49.00	35.00	35.00	259.00	259.00
Gem	49.00	49.50						
H-146 M Hideaway	245.00	249.50	250.00	259.00	249.50	250.00		259.00
H-147 M Hideaway	250.00	259.00						
H-148 M Hideaway		325.00		275.00				
H-246 M Hideaway	300.00	359.00	300.00	359.00	300.00	359.00		359.00
Hightone ES	259.50	299.00	269.50	299.00	269.50	299.00		299.00
Hightone RC	59.00	59.50			59.00	59.00		59.00
Lotone	69.00	79.50	69.00	69.50	69.00	69.50(2)		69.00
Major	69.50	99.00		79.50		79.50		65.00
Mayfair		149.50						
Plaza	79.00		79.50		35.00	79.00		79.00
RC Concert Master	39.50	89.00	39.50	89.00	35.00	89.00		89.00
RC Hideaway	39.50	89.00	39.50	89.00	35.00	89.00		89.00
Regal	125.00							
Royal	39.50	59.00	49.50	59.00	35.00	49.50		59.00
Standard								
Vogue	39.50	49.50		49.50	35.00	49.50(2)		50.00
48	69.50	79.00				74.50		
146	249.50	275.00				425.00		
146 M	249.50	259.50	264.50	279.50	250.00	295.00	250.00	264.50
146 S	219.50	234.50	234.50	259.50	234.50	239.50	234.50	239.50
147	295.00	299.50			249.00	259.50	249.00	249.00
147 M	289.50	325.00	289.50	315.00	309.50	325.00		295.00
147-BM		349.00		349.00		300.00		349.00
147 S						389.00		389.00
148 M		254.50		254.50		254.50		254.50
148 ML		375.00				350.00	375.00	395.00
146-148M	425.00(2)	439.00	425.00	439.00	425.00	449.00		449.00
148S								
148 SL	285.00							329.00
1941 RC Special	64.50	99.00	79.50	99.00	79.50	99.00		99.00
7850								50.00
8200		69.50		69.50		69.50		69.50
8800	59.50	69.50		69.50		69.50		50.00
9800	69.50	110.00	25.00	69.50	35.00	69.50	50.00	69.50
600	49.50(2)	75.00	50.00	75.00	35.00	75.00	50.00	75.00
600A	79.00	79.50						
600K		69.00		64.50		64.50		64.50
600R		69.00		69.00		69.50		59.50
616	59.50	64.00		64.00		64.00		64.00
700	34.50	39.50	39.50	65.00	35.00	39.50	40.00	65.00
750		65.00		79.50		65.00		79.50
750E	69.50	89.50		59.95		89.50		89.50
780		119.50						
800	109.50	114.50			114.50	114.00	145.00	
850	89.50	99.50	99.50	112.50	99.50	112.50		124.50
859		110.00						
950	129.00	129.50	129.00		129.00			129.00
1015	79.50	98.00						65.00
1017		115.00						89.00
1080	55.00	69.50	79.50	89.00	35.00	79.50		99.50
1100	79.50	89.00		95.00	89.00	99.50		
1100	99.50(2)							
1250	125.00	239.00						
1250	275.00(3)		249.50		249.50	275.00		289.00
1250	279.00		275.00(4)		279.50	289.00		295.00
1250	279.50(2)		279.00		295.00(2)			300.00
1250	225.00	239.00						
1250	249.50	259.50						
1250	225.00	259.50						
1250	225.00	269.00	269.00	295.00	279.50	285.00	265.00	289.50
1250	395.00	425.00	375.00	439.00	425.00		375.00	445.00
1250	439.00	445.00	445.00	450.00	445.00(2)	449.00	449.00	475.00
1250	350.00	365.00			449.00	450.00		495.00
1250	525.00	549.50	569.00		579.00	575.00	575.00	595.00
1250	569.00(2)				595.00(2)			599.00
1250	595.00							
1250	39.00	49.50	39.00		39.00	50.00		39.00



Endorsing
Only
The Best
Since 1917

BANNER SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh 19, Pa. GRant 1-1373

199 West Girard Ave., Philadelphia 23, Pa. GARfield 3-2700

NOW DELIVERING BOWL-O-MATIC IN

Pennsylvania, Southern New Jersey, Delaware and Counties in Ohio and West Virginia adjacent to Pittsburgh

ORDER TODAY! EXCLUSIVE AMI DISTRIBUTOR

In Western Pennsylvania and Adjacent Counties in Ohio, West Virginia and Maryland

TRADIO
THE GREATEST NAME IN COIN OPERATED TELEVISION

Write for details
TRAD TELEVISION CORP.
Asbury Park, N.J., Asbury Park 2-7447

BINGO-BANGO
A GREAT MONEY MAKER



YOU SAID A MOUTHFUL

BUY DIRECT FROM FACTORY!
FLY-A-WAY PIN CONVERSION

\$39⁵⁰

FOR UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY
Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.

Coin Operated. Electric. Fits All Shuffleboards. Center Overhead or Wall Models. 5¢ or 10¢ Play. Write for Prices.

SCOREBOARDS

M & T SALES CO. 2845 FULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 2-2424

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
ABC Bowler (Keeney).....			\$39.50	\$79.00
Ace Bowler (Chicago Coin)..	\$149.50(2)		195.00	
Baseball (Chicago Coin)....	99.50	\$75.00 99.50	65.00 75.00(2)	99.50
Baseball (Genco).....	59.00 69.50	69.50 99.50	50.00 69.50	99.50
Baseball (Nationwide).....		49.50	89.50(2) 99.50	49.50
Baseball Shuffle Alley (Genco)	149.50			
Bingo Roll.....	49.50			
Bowler (Williams).....	25.00	25.00	25.00 45.00	40.00
Bowlette (Gottlieb).....	39.50 42.50	69.50 75.00	42.50 65.00	42.50 75.00
	65.00 69.50	89.00 89.50	69.50(2) 75.00	85.00 89.00
	75.00 89.00		89.00 89.50	89.50
	89.50 109.00			
Bowling Alley (Chicago Coin)	59.50 75.00	60.00 75.00(2)	54.50w/p 65.00	75.00 95.00
	79.50 89.00	89.00 94.50	75.00w/p(2)	135.00
	94.50 99.50w/p	139.50 w/p	94.50w/p 95.00	
	125.00		99.50	
	139.50w/p		139.50w/p	
Bowling Champ (Gottlieb)...				39.00
Bowling Classic (Chicago Coin)	129.50	95.00(2)	124.50	139.00 185.00
	165.00w/p	165.00 w/p	139.00w/p	
	175.00(2) 195.00	175.00(2)	165.00(2)	
Bowling League (Genco).....	25.00 29.50	25.00 35.00	25.00 37.50	30.00
	35.00(2) 37.50	37.50	39.00 39.50(3)	
	39.50		45.00	
Deluxe Bowler (Williams)...	39.50w/p	75.00 125.00	75.00w/p 79.50	75.00 80.00
	75.00w/p 95.00		89.50 125.00	
Deluxe Twin Bowler (Universal).....				225.00
Double Bowler (Keeney).....	149.50	210.00 w/p	149.50 210.00	195.00 210.00
	210.00w/p			
Double Shuffle Alley (United)	49.50 99.50	75.00 99.50	99.50	
	109.50	109.50	169.50w/p	
	169.50w/p	169.50 w/p		
Duck Pins (Keeney).....	189.50	155.00		150.00
Express (United).....		125.00		
Flash Bowler.....	99.50			
Four Player League Bowler (Keeney).....			224.50 275.00	
			285.00	
Glider (Genco).....	15.00 19.50	25.00 49.50	25.00 49.50	30.00
	25.00(2)	59.50	59.50	
	29.50 49.50			
	59.50			
High Score Bowler (Universal).....			19.50	
Hit and Run (National).....	249.50			
Hook Bowler (Bally).....	375.00w/p	375.00 w/p	375.00	
King Pin (Keeney).....	165.00	125.00 165.00	125.00 145.00	50.00 125.00
			165.00	145.00 165.00
			375.00	275.00 285.00
League Bowler (Keeney)....	275.00	275.00 285.00		
	285.00w/p	285.00 w/p		
Lucky Strike (Keeney).....	89.50w/p	89.50 109.50	89.50 109.50	
Pin Boy (Keeney).....	25.00 29.50	25.00 41.50	25.00 39.50	30.00 41.50
	47.50 85.00	47.50 51.50	41.50 47.50	49.50 50.00
	89.50w/p	85.00	49.50	51.50 85.00
		89.50 w/p	51.50w/p	
			85.00 89.50w/p	
Pin Lite (Chicago Coin)....		75.00 w/p	75.00	
			195.00w/p	
Rebound (Chicago Coin).....	29.50			
Rebound Shuffleboard (Chicago Coin).....	29.50			
Shuffle Alley (United).....	25.00 29.50	20.00	25.00 29.50	30.00 38.00
	34.50	25.00 37.50	35.00 37.50	39.50 45.00
	37.50 39.50	39.50 45.00	39.50(3) 45.00	49.00 50.00
	49.50 50.00	49.50(2)	49.00w/p 49.50	89.50
	69.50 69.50w/p	69.50 w/p	50.00	129.50 w/p
	79.50(2)w/p	75.00 w/p	69.50w/p(3)	
	85.00 89.50	79.50 w/p	79.50w/p 89.50	
	99.50w/p	100.00 w/p	125.00	
	129.50w/p	129.50w/p	129.50w/p	
Shuffle Alley Express (United)	79.50 99.50	99.50 104.50	89.50 99.50(2)	125.00 (2)
	104.50 115.00	115.00(2)	104.50 125.00	169.00
	119.50(2) 125.00	219.50	139.00 219.50	
	219.50			
Shuffle Baseball (Chicago Coin).....	59.50 75.00(2)	75.00	75.00w/p	75.00(2) 79.00
Shuffle Bowler (Bally).....	35.00 39.50	49.00 49.50	45.00 49.50	50.00 55.00
	49.00	54.50 65.00	54.50 55.00	59.50 65.00
	49.50(2) 54.50	75.00	59.50 85.00w/p	
	59.50 75.00(4)	85.00 w/p		
	85.00w/p			
Shuffle Champs (Bally)....	179.50		150.00 179.50	169.00 179.50
Shuffle Jungle (Rock-Ola)...	37.50 59.00	37.50 59.00	35.00 37.50	59.00
			45.00 59.00	
Shuffle Lane (Rock-Ola)....	29.50 37.50	37.50	37.50 39.50(2)	
			45.00	
Shuffle Pool (Nationwide)...	49.50	49.50	49.50	
Shuffle Skill (United).....	59.50	59.50	59.50	
Shuffle Slugger (United)....	179.00		124.50	
Shuffle Ten Strike (Evans)...	165.00			
Single Bowler (Williams)...	29.50			
Single Shuffle Alley Rebound (United).....	169.50 209.50	209.50	209.50	
Skee Alley (United).....	189.50 199.50	224.50	224.50 239.00	239.00
	225.00		249.50	
Speed Bowler (Bally).....	75.00w/p 79.50	75.00 109.50	69.50 75.00	49.50 95.00
	89.50 99.50	125.00 139.50	99.50(3)	119.50 139.50
	109.50 119.50		109.50 110.00	145.00
	139.50		119.50 139.50	
Strike (Exhibit).....	49.50 75.00w/p	75.00 89.50	75.00w/p 89.50	75.00
	89.50 99.50		99.50(2)	
Super Shuffle (United).....	34.50 59.00	59.00 69.50	59.50 69.50	50.00 59.50
	59.50 69.50	95.00 w/p	139.50w/p	99.50
	139.50w/p	100.00 w/p		
		139.50 w/p		
Super Twin Bowler (Universal)	145.00	145.00	59.00 119.50	150.00
	145.00w/p	145.00 w/p	145.00 179.50	
	149.00	149.00 179.50	185.00	
	150.00 179.50			
	250.00			

lation along West Pico, Mary Solle at Leuenhagen's had rigged up a gadget to let the operators know its time to get their cars into the longer parking areas. She has five electric clocks that are set to ring at 3:45 p.m. When they go off, the operators have 15 minutes in which to move their automobiles off the street and save themselves an over-time parking tab.

... Jack Simon, of Sicking Distributing Company, back in town following a selling trip to Las Vegas. ... Fred Gaunt, of General Music, took his twin sons, Richard and Frederick, to the Clyde Beatty Circus in West Los Angeles.

Cincinnati

At its April meeting Tuesday (17) the Automatic Phonograph Owners' Association voted to continue with its present officers and executive board. Charles Kanter is president of APOA, with Nat Bartfield, vice-president, and Phil Ostand, secretary-treasurer. Joining the officers to make up the executive board are Fred Engel, John Toney, William Strout and Abe Villinsky. Attending the meeting in addition to the above were Sam Chester, Al Lieberman, Jim Drivakis, James Alexander, Abe Salman, Charles McKinney, Max Moeckel and Maurie Rose. ... Harry Bunnell, of the B & H Vending Company, is receiving the sympathies of the local trade upon the recent loss of his mother. ... Charles Kanter, of the APOA, recently returned from a trek which took him into the territory surrounding the Queen City. He visited a number of operators while away. ... Maurie Rose has moved from the management of the local London Records distributorship to the manager's post for Columbia Records Distributors, Inc., local distributor for Columbia Records. He announced that the local outlet will carry a heavy stock of Columbia platters, enabling it to service a number of distributors. This set-up will be a boon to phono ops. since they will be able to get Columbia hit platters on their machines much sooner, thus garnering extra plays.

Washington

Bing Crosby's "Moonlight Bay" was the "Record of the Week" selection on Eddie Gallaher's WTOP "Moondial" show. Hits are selected with the Washington Music Guild.

The Washington Music Guild's elections, originally scheduled for the April meeting, will not be held until May, it was learned. At the last meeting President Hirsh de La Vieu, who was elected treasurer of the MOA, reported on the convention.

Silent Sales System got a mention in "Washington Confidential," in the city directory. Readers who might be interested in owning their own juke boxes were directed to that firm.

Gov. Theodore R. McKeldin's signature on a bill passed by the Maryland Legislature gave approval to bell machines in Charles, St. Mary and Calvert counties in Southern Maryland. Most of the proceeds from licenses and taxes on machines go for public schools and improvements.

The Hirsh Coin Company has experimented with dime plays on music machines at 10 of its locations, owner Hirsh de La Vieu reports. He reports that business nearly doubled as a result, proving that very few people were discouraged from playing. The 10-cent fee covers only one record, with three airings at 25 cents.

Detroit

Vincent Giuffrida and Sebastiano Fruciano have opened the Mack Avenue Self Serve Laundry. ... Emmett C. Miller is establishing Miller Vendors on Lyndon Avenue. ... Vincent A. Meli and James Robson are forming the Venda Amusement Company, with offices on Michigan Avenue.

W. G. Stewart, representative of the Mission Dry Corporation, has moved headquarters to Old Homestead Avenue. ... Fred W. Pearce has enlarged the Penny Arcade at Walled Lake Park, which opens this week-end.

Indianapolis

Southern Automatic Music Company reports new games added to its stock include Williams's Control Tower; Exhibit's Gun Patrol and the new 18-foot Bowl-o-Matic. Firm said deliv-

(Continued on page 93)

	Issue of April 21	Issue of April 14	Issue of April 7	Issue of March 31
Ten Pins (Keeney).....	29.50 49.50	64.50w/p 89.50	64.50w/p 89.50	89.50
	99.00			
Trophy Bowl (Chicago Coin)...	185.00 195.00	185.00 195.00	195.00(2)	195.00
	209.50	209.50	209.50	
Twin Bowler (Universal)....	84.50	75.00 84.50	75.00 84.50	65.00 95.00
	89.00 89.50	89.00 95.00	95.00 115.00	115.00
	95.00 155.00	169.50 w/p	169.50w/p	169.50 w/p
	169.50w/p			
Twin Shuffle Alley Rebound (United).....	235.00w/p	235.00 w/p	219.50 235.00	245.00
	269.50	269.50	249.50 269.50	
Twin Shuffle (Williams).....	25.00 29.50	25.00 89.50	25.00 35.00	35.00(2)
	49.50		45.00 49.00	59.00 89.50
			49.50(2) 69.50	
			89.50	



KEEP YOUR EYE ON THIS ONE...

More Hits and Runs Than in a Big League Game!

COMING YOUR WAY...SOON!

GENCO

"Central Ohio Coin Quality Buys"

NEW PIN GAMES
Chi. Coin—Playball
Gottlieb—Minstrel
Men
Genco—Tri-Score
Chi. Coin—Thing

SHUFFLE ALLEYS—USED
United Orig. Alley
United Orig. w/Dis. Pins
Genco Bowling League
Keeney Ten Pins
Chi. Coin Bowling Alley
Chi. Coin Baseball
Gottlieb Bowlettes
Genco Glider
Keeney Pin Boy

MUSIC
1015 Wurlitzer
1422 Rock-Ola

IMMEDIATE DELIVERY

New

WINNERS

TURF KINGS

Used

CITATIONS

CHAMPIONS

Seeburg
BEAR GUN
Like New
\$369.50

ELECTRIC OVERHEAD SCOREBOARDS
KEENEY—GENCO
UNIVERSAL ARCADE
Exhibit Gun Patrol
Exhibit Dale Gun
Exhibit Six Shooter
Mutoscope Photo-matic
18 Ft., 20 Ft. & 22 Ft. Maple Top
Shuffleboards
United Team
Hockey
Williams Flying
Discs
Bally Heavy Hitter

WRITE, WIRE or PHONE for PRICES—Adams 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH — COLUMBUS 15, OHIO

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

RELY ON DAVIS

FOR PHONOGRAPH

VALUE QUALITY GUARANTEE

WURLITZER

1250 JUST LIKE NEW, \$549

1100\$439
1080 269
1015 279

SEEBURG

148ML\$439
147M 349
H148M Hideaway 359
H246M Hideaway 299
H146M Hideaway 259

WALL BOXES

PACKARD PLA-MOR\$14.50

SPECIAL

Postwar 3-wire, 5¢ Seeburg, Re-finished with "Famous Davis" Guarantee. Quantity Price, \$24.95. Perfect Condition.

SEEBURG

W1-L56, 5¢, Used\$24.50
WB-1Z, 5/10/25 12.00
D5B-1Z, 5/10/25 12.00
WS-2Z, 5¢, Wireless 8.95
DS20-1Z, 5¢, 3-Wire 8.95

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	1422\$149
Major 79	850 (Model 500) 69	Commando 49
Colonel 69		
Classic 69	600K 69	MILLS
Hightone, R.C. 69	600R 64	Constellation\$129
Hightone, E.S. 59	Victor 39	
Regal 59		AIREON
Gem 49		Deluxe '46\$59

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194

BRANCHES IN BUFFALO • ROCHESTER • ALBANY

Set Region 3 Meet Program

CHICAGO, April 21.—National Automatic Merchandising Association has set a tentative program outline for the Region III meeting to be held May 16 at the Emerson Hotel in Baltimore.

The morning session, scheduled between 10 a.m. and noon, will open with a welcome to members and their guests by Joe Eckford, regional chairman, and an introduction of the association's board of directors. J. B. Lanagan will follow with an address. A legislative report by Eckford is also scheduled.

How's Business and Why? will be the subject of a group discussion of industry problems moderated by Meyer Gelfand. Closing will be a report of the NAMA government liaison committee activity by I. H. Houston, and NAMA at Work for You, a talk by C. S. Darling, executive director.

6-Point Program

Following a luncheon held in conjunction with the Advertising Club of Baltimore, during which Robert Z. Greene will talk on *Automatic Merchandising—A Billion Dollar Market*, the three-hour afternoon business session will commence. The six-point program will consist of:

An address on the NAMA Group Insurance Plan, by moderator C. R. Greasley, chairman of NAMA's insurance trustees. Introduction of Pete Maloy, new field membership director, followed by Your NAMA Defense Program by Aaron Goldman.

Ernest H. Fox, vice-chairman of NAMA's defense program committee, will speak, with Tom Hungerford, chairman of the 1951 convention and exhibit committee, coming next with an address, *See You in Cleveland Next November*.

Wind-up will be a question and answer program, moderated by Bernie Scheuer, *The Directors of NAMA Speak Their Minds*, and the regional business meeting during which the election of officers will be held.

New Tatigian Assistant

NAUGATUCK, Conn., April 21.—Peter Paul, Inc., announced the appointment of Walter P. Baldwin as assistant to John H. Tatigian, president. Baldwin, elected a director and member of firm's executive committee last year, has been with the company since it was organized in 1919.

J. H. KEENEY & Co., Inc.

Designers - Engineers - Manufacturers

COIN CONTROLLED EQUIPMENT

2600 WEST 50TH STREET

Chicago 32, Illinois

GIVE TO DAMON RUNYON CANCER FUND



SEE IT—BUY IT NOW AT YOUR DISTRIBUTOR

Williams CONTROL TOWER

HAS JET POWER ACTION FOR TOP FLIGHT EARNINGS!

- CONTROL TOWER SPECIAL SCORE
- 2 SPECIAL REPLAY BUMPERS
- LITES-OUT FEATURE FOR REPLAY
- BONUS SCORE
- 3 JET POWER BUMPERS
- HIGH SCORE
- TILT RESET



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. Fillmore St. Chicago 24, Ill.

Now Taking Orders!

Chicago Coin's HIT PARADE, remarkable 45 RPM with 5c, 10c and 6 for 25c play. Featuring the famous RCA Music System.

WRITE—WIRE—CALL

PRICES SLASHED—Wurlitzer 1250, 1100 and 1015 Seeburg 146 and 147.

SPECIALS—Bally Citation, Champion, Photo Finish and others.

REDD Distributing Co., Inc.

298 Lincoln St., Allston, Mass. AL-4-4040

Branch Office: 811 Union St., West Springfield, Mass. Phone 6-5418

NATIONAL GUARANTEED VALUES!

RECONDITIONED BOWLING GAMES

Bally Shuffle Bowlers\$ 39.00
Bally Speed Bowlers w/f 35.00
C.C. Twin Bowling Alleys 78.00
C.C. Bowling Classic w/f 150.00
C.C. Trophy Bowl w/f 155.00
Genco Bowling League 39.00
Gottlieb Bowlette 50.00
Keeney Double Bowlers w/f 145.00
Universal Twin Bowlers 75.00
Un. Double Shuffle Twin 70.00
Un. Shuffle Alleys 39.00
Un. Super Twin w/f 140.00
Un. Twin Rebound w/f 245.00
Un. 4-Player 285.00
Keeney 4-Player 285.00
New Williams Double Header ... Write

NEW 5-BALLS

Gottlieb HAPPY GO LUCKY
Genco STOP AND GO
Williams CONTROL TOWER
Chicago Coin THE THING

IMMEDIATE DELIVERY

New WINNERS TURF KINGS
Reconditioned CITATIONS CHAMPIONS

RECONDITIONED 5-BALLS

Refinished and Resurfaced!
Knock Out\$175.00
Tri Score 145.00
Mercury 135.00
Bank-a-Ball 130.00
Three Musketeers 125.00
College Daze 125.00
Buffalo Bill 125.00
Camel Caravan 125.00
K. C. Jones 125.00
Select-a-Card 115.00
Bowling Champ 85.00
Double Shuffle 85.00
Buttons & Bows 80.00
Utah 80.00
Tucson 80.00
Dallies 80.00
Just 21 80.00
Black Gold 65.00

PREMIUMS

LARGE SELECTION. SEASONABLE MERCHANDISE. CAREFULLY SELECTED. Write for our new Spring Bulletin.

MUSIC

Wurlitzer 1015\$275.00
1100 435.00
A.M.I. Model A\$425.00
Seeburg 100 SELECTION New—Write

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

SKEE-BALL

REG. U. S. Pat. OFF.

THE BEST OF ALL "SKILL" GAMES

for ARCADES OR ON LOCATION

CAPACITY \$8.00 PER HOUR WITH 10¢ PLAY
5¢ OR 10¢ COIN SLOTS OPTIONAL

Wherever you go—ask about SKEE-BALL.

Get the facts—see for yourself.

Get started with a profitable SKEE-BALL installation.

WRITE US

Manufactured and Sold by

PHILADELPHIA TOBOGGAN CO.

130 E. Duval Street, Philadelphia 44, Pa



EVANS'

PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!



SIZE: 12"x24"x2"

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 86-95

FOR SALE

USED 5¢-10¢-25¢ MILLS JEWEL BELL | USED 5¢-10¢-25¢ BUCKLEY SLOTS
USED 5¢-10¢-25¢ MILLS TOKEN BELLS | USED '48 MODEL BUCKLEY TRACK ODDS
MODEL 600 WURLITZER MUSIC BOX, VERY CLEAN, \$45.00.
USED PIN GAMES, TRIPLE ACTION, MARDI GRAS, TREASURE CHEST, \$20.00 EACH.

FRANK GUERRINI

BEECH STREET

BURNHAM, PA.

We are saying "Good Buy" to this good used equipment to make room for future trade-ins on the new Seeburg M100B 100 selection phonographs. This equipment has been thoroughly rechecked by expert factory trained mechanics, and in top shape at very low prices. This is the time to make that good buy.

(Satisfaction is definitely guaranteed)

Table listing various coin machines and auxiliary equipment. Columns include SEEBURG, AUXILIARY EQUIPMENT, WURLITZER, ROCK-OLA, and AIREON. Prices range from \$35.00 to \$595.00.

These prices subject to change without prior notice

W. B. MUSIC COMPANY, INC. 1518 McGee Street, Kansas City, Missouri. W. B. DISTRIBUTORS, INC. 1012 Market Street, St. Louis 1, Missouri.

Coinmen You Know

Continued from page 91

eries on Williams's Super World Series are now being made.

Cain-Cailouette, Inc., Wurlitzer distributor, is displaying the new texti-leather model. The latest arrival is in dark red. . . Joe Flynn, manager Shaffer Music Company, spent the week-end in Flint, Mich., with his family, visiting relatives. . . There is need in Indianapolis for more efficient servicemen to recondition used phonographs.

The Shaffer Music Company reports business is far in advance of last year at the same period. . . Sicking, Inc., report a good movement of Chicago Coin's Hit Parade. The machines on location are doing better than was first anticipated, since many locations with limited space, and unable to have entertainment for that reason, have welcomed the smaller instrument. . . H. O. Higgins, salesman for Cain-Cailouette, Louisville, is in Indianapolis, assisting the management, Dick Wagner.

Chicago

At Chicago Coin Machine Company, Sam Lewis reports heavy interest in the Hit Parade counter music machine. He adds that Owners Sam Wolberg and Sam Gensburg have been getting a lot of compliments on the 45 r.p.m. juke since its introduction a month ago.

Herb Perkins, Purveyor Shuffleboard, says operators are continuing to make volume purchases of firm's wide line of shuffle and giant pin units. The Atom Jet, remote control game made by Purveyor, also had a spurt in sales.

Al Stern, World Wide Distributors, says the reason his European biz trip was postponed was that some of the European coinmen he planned to see were en route to New York about the same time. His wife was happy about the trip deferment for now she plans to go with him when the journey eventually takes place.

Empire's BARGAIN GUIDE for Spring!

SPECIAL! WMS. DOUBLE HEADER Brand New! Write for Price!

Large table listing various coin games and machines. Columns include SHUFFLE GAMES, 5 BALLS, CONVERSIONS, ONE BALLS, ARCADE, and VENDERS. Prices range from \$39.50 to \$595.00.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

for better buys buy McGinnis



RECONDITIONED PIN GAMES READY FOR LOCATION

Table listing various pin games and their prices. Includes titles like Build Up, Canasta, Caribbean, Catalina, Cinderella, etc.

ROY MCGINNIS CORP. 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

JUST IN TIME FOR SPRING LOCATIONS

All The Equipment Listed Below Has Been Carefully Reconditioned—Is Ready For Locations.

Table listing specific coin machines for sale. Includes models 146S Seeburg, 147S Seeburg, 1080 Wurlitzer, 1015 Wurlitzer, and 1100 Wurlitzer.

SPECIAL—FOR NEW ENGLAND OPERATORS ONLY

No crating—all equipment sold as is—pick it out—over 200 pieces. Seeburg Hi-Tones, Lo-Tones, Classics and Envoys, Wurlitzer 500 and 600, Rock-Ola Masters and Supers. YOUR CHOICE, \$40.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

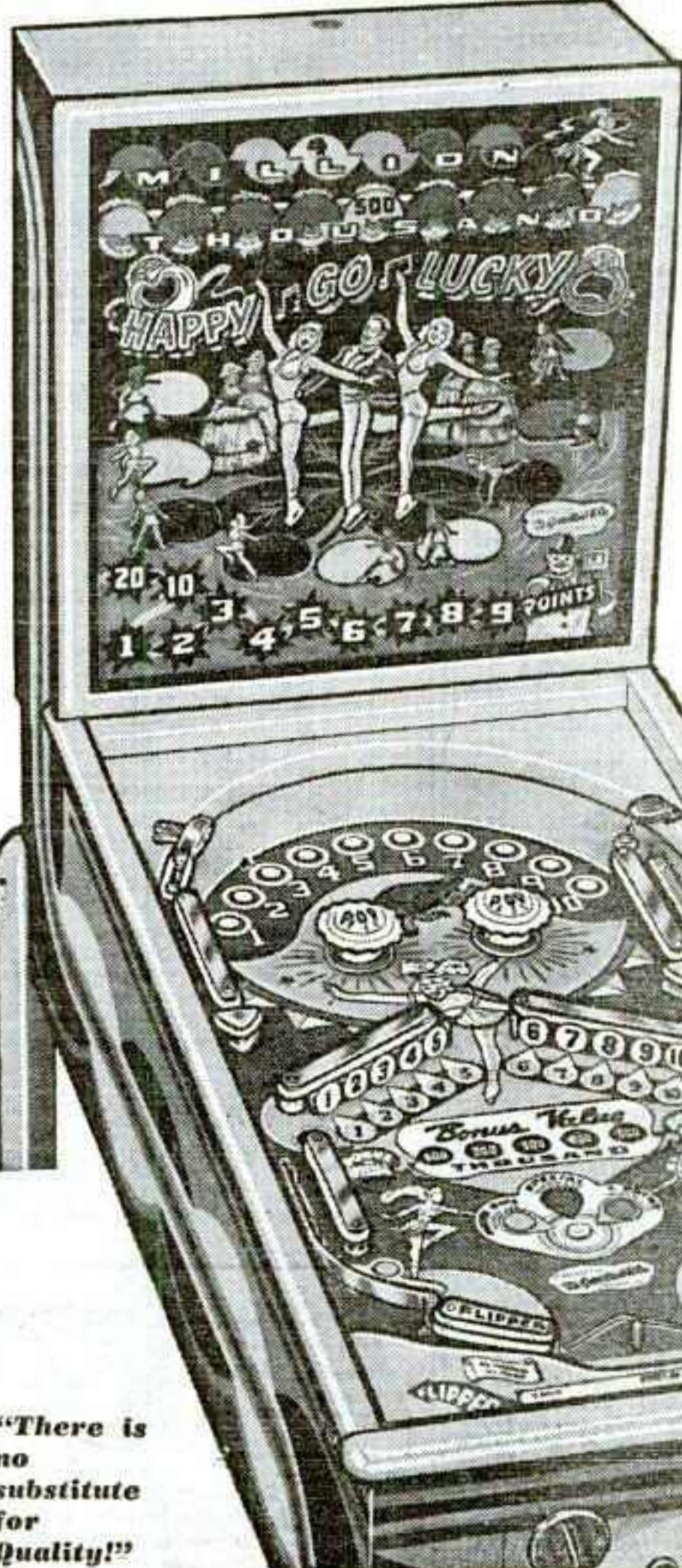


Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

Best Pool Type Table Ever Made Q-BALL... \$195.00 With Complete Accessories. Crating \$10.00 Extra. A-1 Condition—Ready for Location. No Out of Order Calls. NATIONAL NOVELTY CO. 179 E. Merrick Road, Merrick, N. Y. FR 9-8326

Two Experienced Mechanics Wanted On Bally One Balls, Seeburg Phonographs. Absolutely permanent position, good salary, life insurance, sick, accident, hospitalization benefits. No drunks or floaters apply. Write full details, salary expected and references. Do not telephone. We will contact you. B AND B NOVELTY CO. 715-717 West Main St. Louisville, Ky.



BRAND NEW—RED HOT—WHIRLWIND ACTION!

HAPPY GO LUCKY

by D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

Point Awards on Rollover Buttons or Targets!

Bonus Holes! Advance Bonus! "POP" Bumpers!

SEE YOUR DISTRIBUTOR NOW!

"There is no substitute for Quality!"



EXHIBIT'S DALE

FRONT LINE TRIGGER ACTION

AS TIMELY AS THE "H" BOMB

NEW CONVERTIBLE FEATURES... INVESTIGATE OUR LOCATION "SKILL CONTROL"... Plus 5-10-25c PLAY

THE EXHIBIT SUPPLY CO. 4218-30 W. LAKE ST. CHICAGO 24, ILL.

"FIRST" CALL
For Summer Specials! All games fully reconditioned and refinished.
Satisfaction Guaranteed

SHUFFLE GAMES
ALL PLAYING FIELDS RESURFACED!
Keeney LEAGUE BOWLER \$285
Chi. COIN TROPHY BOWL 185
Keeney DOUBLE BOWLER 169
Chi. COIN BOWLING CLASSIC 165
United SHUFFLE ALLEY EXPRESS conversion 145
Univ. SUPER TWIN BOWLER 145
Keeney KING PIN 125
Univ. TWIN BOWLER 89
Chi. COIN BOWLING ALLEY 85
Gott. BOWLETTE 85
Keeney ABC BOWLER 65
United SUPER SHUFFLE ALLEY 59
Rock-Ola SHUFFLE JUNGLE 55
Sally SHUFFLE BOWLER 49
Genco BOWLING LEAGUE, 10 ft. 35

ARCANE
MIDGET MOVIES \$245
Williams STAR SERIES 145
TELEQUIZ With Film 159
IRISH POKER (Pool Table), New 115
QUIZZER With Film 109
Chi. COIN GOALER 95
Williams QUARTERBACK 89
Exhibit DALE GUN 85
SWINGING MONK (Ray Gun) 85
Genco BING-A-ROLL 85
Mercury ATHLETIC SCALE, New 75
Seeburg CHICKEN SAM 75
Evans TEN STRIKE 75
DALE GUN (Original) 68
ABT CHALLENGER, New 45
Genco ADVANCE ROLL 25
Genco GLIDER 25

USED 5 BALLS
NIFTY \$165
JUDY 155
SELECT-A-CARD 125
SHANTY TOWN 115
TUMBLEWEED 115
DOUBLE SHUFFLE 95
SHARPSHOOTER 95
JUST 21 89
CHAMPION 89
OKLAHOMA 85
TELECARD 85
3 FEATHERS 85
BLACK GOLD 75
FILM CAVALCADE 75
FLOATING POWER 75

ONE BALLS
CHAMPION \$295
CITATION 195
GOLD CUP 139
JOCKEY SPECIAL 109
SPECIAL ENTRY 79
VICTORY SPECIAL 59
PHOTO FINISH WINNER, new \$225
UNIVERSAL Write

CONVERSIONS
Disappearing Pin Conversions
Univ. TWIN BOWLER \$39.50
Chi. COIN BOWLING ALLEY 39.50
Rebound Conversion 'or' United SHUFFLE ALLEY 39.50
Sally SHUFFLE BOWLER 39.50
Sally SPEED BOWLER 39.50

PREMIUMS
Absolutely LARGEST Selection and Best Values
Write today for price list

\$215

WURLITZER INSURES YOUR FUTURE!

with the new **1400 and 1450**

33 Second Changeover Without Taps From 78 to 45 RPM Records

VISIT OUR SHOWROOMS AND SEE THE MOST VERSATILE PHONOGRAPHS EVER BUILT!

Exclusive Distributors in E. PA., SO. N. I. AND N. DELA.

CLOSE-OUTS IN PIN GAMES WRITE OR PHONE!

FOR BETTER BUYS BETTER BUY NOW
DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

ARCADE EQUIPMENT Drivemobile \$150.00 Batting Practice 75.00 Boomerang 45.00 Chi. Coin Hockey 75.00 Chicken Sam 95.00 Evans Ten Strike 75.00 Goalie 125.00 Heavy Hitter 65.00 Keeney Air Raider 125.00 Lo-Boy 1c Scale 50.00 Mills Modern Scale 50.00 Panoram & Batterm 225.00 Photomatic, Late 795.00 Photomatic, Early 375.00 Quizzers with Film 125.00 Recordio 175.00 Scientif. X-Ray Poker 85.00 Sirox Brush Up 75.00 Western Baseball 85.00 Williams All Stars 125.00 Exhibit Diggers 95.00 Williams Star Series 165.00 Periscope 125.00 Edelco Pool Table 75.00 Exhibit Dale Gun 95.00 Exhibit Vitalizer 95.00 Seeburg Bear Guns 375.00 Kirk's 5c Ast. Scale 95.00 Phil. New Six Shooter 150.00 Wurlitzer Skee Ball 150.00 Wms. Quarterback 110.00 Texas Leaguer 50.00 Magic Pen 125.00 Hi-Ball 65.00 Astroscope, 10" 125.00 Rapid Fire 85.00 Atomic Bomber 150.00 Silver Bullets 195.00 Chi. Coin Pistol 150.00 Pop Corn Sez 89.50 Voiceograph 395.00 Rotary Pusher 275.00 Rotary Claw 225.00 Phil. Tobogg'n Ski Ball 525.00 Standard Metal Typar 295.00 Rocket Busters 65.00 Evans Play Ball 275.00 Ace Bombers 150.00 Evans Super Bomber 195.00 Seven Hi. Pool Table 75.00 Career Pilot 95.00 Gun Patrol Write	MUSIC Wurlitzer 41 \$ 65.00 Wurlitzer 61 75.00 Wurlitzer 71 85.00 Wurlitzer 616 65.00 Wurlitzer Colonial 95.00 Wurlitzer 1250 Write Pack, 400 (Hidaway) 125.00 Rock-Ola '47 275.00 Seeburg 9800 110.00 Airoon Deluxe 95.00 Airoon Fiesta 135.00 Wurlitzer 1015 75.00 100 Pack, Wall Boxes 20.00 Ristorauct 95.00 30-Wire Cable, ft. 25 Band Box Write Wurlitzer 1015 275.00 Wurlitzer 1100 450.00	SHUFFLE ALLEYS—USED United Reg. Alley \$50.00 United Express 125.00 Keeney Pin Boy 85.00 Bally Bowler 65.00 Bowlette 75.00
---	--	--

JETERS BASEBALL BATTING PRACTICE
Complete with tarpaulin, ticket booth, etc. Space required, 39 ft. by 14 ft. by 11 ft. \$950.00 complete.

A. B. T. RIFLE RANGE
New with black life targets, now available. Better buy now. Write for price.

ONE BALLS Write or call for current low prices.
PIN GAMES Write or call for current low prices.

ROLL DOWNS
Total Rolls \$35.00
Advance Rolls 35.00
ABC 35.00
Auto Roll 35.00
Big City 35.00
Pro Score 50.00

VENDING MACHINES—USED
10 Silver Kings \$7.95
50 Toppers 7.95
10 No. 40 N.W. Nut 7.95
15 No. 33 N.W. Nut 7.95
15 Columbus 1c Gum 7.95
25 Columbus 1c Nut 7.95
10 Columbus 5c Nut 7.95
15 Advance Gum 7.95
25 Master 1c 7.95

CIGARETTE VENDORS—USED
8 Col. Monarch \$85.00
National 950 A 95.00
10 Col. Rowe Royal 85.00
950 National 95.00
DuGrenier Challenger 95.00
15 Col. Unesda 500 85.00
DuGrenier W 50.00
National 9A, no base 75.00
New Keeney Cigarette Vendor 369.50

AMC Distributors for Northern Ohio

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE • CLEVELAND 15, OHIO
M.S. GISSER, SALES MANAGER

FIRST DISTRIBUTORS
Wally Finko & Joe Klina
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

EVERY PIECE GUARANTEED

ONE BALLS TURF KINGS, new \$300.00 CHAMPIONS 200.00 CITATIONS 100.00 GOLD CUPS 100.00 PHOTO FINISH 275.00 JOCKEY SPECIAL 85.00	MISCELLANEOUS C. C. GOALEE \$ 79.50 WILLIAMS ALL STARS 79.50 WILLIAMS STAR SERIES 129.50 JACK 'N' JILL 39.50 STANTY TOWN 109.50 PINCH HITTER 49.50
---	---

ONE-THIRD DEPOSIT BALANCE C.O.D. OR SIGHT DRAFT
PARKER DISTRIBUTING COMPANY
311 8TH AVE. SO. NASHVILLE, TENNESSEE TEL 4-0194-42-1231

ACTIVE AMUSEMENT MACHINES CO.
616 N. Broad Street, Philadelphia 30, Pa.
Phone: Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

CLOSE-OUTS!

Triplets \$169.50	Mad. Sq. Garden \$169.50
Joker 169.50	Freshie 135.00
Four Horsemen 169.50	College Daze 135.00
Musketeers \$135.00	
Wurl. 1015 225.00	
Wurl. 1100 350.00	

1/3 dep., bal. C.O.D., F.O.B. Phila.
Lehigh Specialty Co.
826 N. Broad St., Philadelphia 30, Pa.

No. Indiana Operators—Contact Us for NEW EVANS' CONSTELLATION PHONOGRAPHS

MODERNIZE, PROFIT-IZE Your SHUFFLEBOARDS with KEENEY'S SENSATIONAL PLAY-MAKING 4-WAY BOWLING UNIT! WRITE FOR DETAILS!

DELIVERING ALL NEW PIN GAMES! WRITE Special Prices on Brand New Closeouts—Write

WE REBUILD YOUR PANORAM GUARANTEED! PROJECTOR LAMPS—PANORAM FILM—Write

Write for List Used -Balls 5-Balls, Arcades

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

SPECIAL! 'POP' CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE!

DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

TWO Williams WINNERS!



Music Mite MODEL 52

10 RECORD
45 RPM

**SELECTIVE
PHONOGRAPH**

featuring

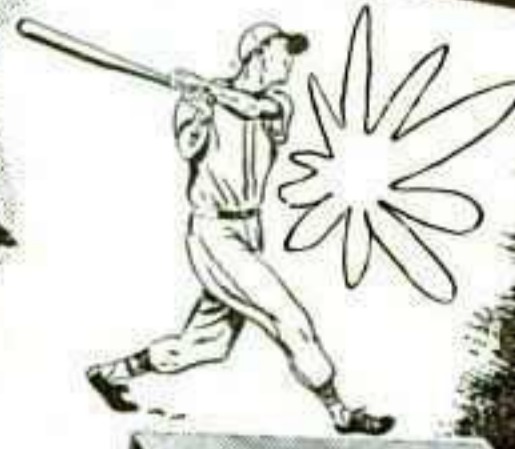
**Single Entry—Slug Proof
5c-10c-25c Coin Mechanism**

(Also available for straight 5c play)
Accepts credits up to \$2.00
Proved performance
Simple to service

Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!

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.



SENSATIONAL THREE-DIMENSIONAL MONEY-MAKER!

SUPER World Series

**FASTER ACTION!
FASTER TURNOVER!
FASTER PLAYING TIME!**
(50 seconds to play)

Super WORLD SERIES

has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

EITHER
1 play for 5c
2 plays for 10c
5 plays for 25c
OR
1 play for 10c
4 plays for 25c

**CHANGEOVER CAN BE
ACCOMPLISHED
IN A FEW SECONDS!**



CREATORS OF DEPENDABLE
PLAY APPEAL!
4242 W. FILLMORE STREET,
CHICAGO 24, ILLINOIS

SEE BOTH — PLAY BOTH —
BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —
AND DO TWICE THE BUSINESS!

EVANS' PROFIT STIMULATING COUNTER GAMES



- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

OWL CUBE GAME

Good for Clubs Fraternal Organizations Cigar Counters or wherever people congregate!
Write for descriptive literature.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
SEE OTHER EVANS' PROFIT STIMULATORS, PAGES 86-92

SPRING CLEAN UP

	Each
1 Mufo. Recorder	\$395.00
1 Wilcox-Ray Recorder	139.00
1 Mufo. Punching Bag	179.00
4 Ex. Streamlined Card Vendors With Cards, All for	\$150.00
1 Scientific Field Goal	\$115.00
4 Ten Strikes	39.00
2 C.C. Hockeys	69.00
2 Seeburg Hockeys	50.00
4 Life Leagues	50.00
5 Caille-o-Scopes, Top Signs, Very Clean, All for	\$250.00
8 Holly Grips	\$12.00
1 Got. 3-Way Grip	17.00
15 A.B.T. Guns, Write	\$15.00 & Up
Bally Alley	\$40.00
Got. Skee Jalette	47.00
4 Pool Tables	75.00
3 Pop Ups	12.50

Prices include cleaned, crated. Send 1/2 certified deposit, balance C.O.D. More machines, write for prices.
FERRAL ASSID
2210 Monroe Ave., N. W. Grand Rapids, Mich.

WANT TO BUY Original PHOTOMATON

Photo Machines Regardless of Condition
Phone—Wire—Write
PLAYLAND AMUSEMENTS
239 W. 125th St. New York, N. Y. Monument 2-7753

PENNY ARCADE

In storage. Between 75 and 100 Machines, will sell or trade. Some good oldtimers in this lot. Let me know what you have to trade. Go in business for yourself!
FERRAL ASSID
2210 Monroe Ave., N. W. Grand Rapids, Mich.

CURE COIN-WRAPPING HEADACHES

with Rap-a-Coin

Bank approved counting and wrapping machine for pennies, nickels, dimes



ZIPS COINS INTO TUBULAR WRAPPERS . . . Automatically Counts . . . quickly, accurately

This patented, all-metal coin counting and wrapping machine cuts coin-handling time in half for coin machine operators, concession managers, cashiers and bookkeepers who must count and wrap pennies, nickels and dimes before banking.

Just drop coins into tube. There's space for the correct number—no more—you can't miscount! Zip the plunger and coins are inside the wrapper. Standard tubular wrappers are provided by banks. You will profit by time saved.

MONEY-BACK GUARANTEE
Immediate Delivery. Freight Prepaid.

- A SNAP TO USE. NO SKILL REQUIRED.
- ELIMINATES MISCOUNTING SHORTAGES.
- SAVES BANK WRAPPING FEES.

Send check or money order **FOLDER FREE!** \$7.50 ea.

(California residents add 3% for sales tax.)



323 First Street Dept. C
Phone 2-2889
Woodland, California

Attention, New Mexico and Colorado Operators

Lost my Bowling Alley lease. Must move May 1st. No place to go. Must sell all machines in lobby, excellent condition. Philadelphia Tobogan Skee Ball, \$195.00; Goatee, \$69.00; Chicago Coin Basketball, \$79.00; Bally Rapid Fire, \$69.00; Ten Strike, \$23.00; Irish Poker, \$49.00; Shanghai, \$29.00; Majors, \$29.00; Virginia, \$19.00; ABC Bowler \$10.00 Write or wire

AL GOTTLIEB

LOS ALAMOS BOWL

LOS ALAMOS, NEW MEXICO

The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness



IT ISN'T TOO OFTEN THAT DISTRIBUTORS GO WILD ABOUT A GAME; BUT, THESE TOP-NOTCH ORGANIZATIONS ARE UNANIMOUS IN THEIR PRAISE FOR...

Bowl-O-Matic

TERRIFIC NEW 18' COMPLETELY AUTOMATIC ELECTRONIC BOWLING GAME

featuring Instantaneous Flash Scoring and Disappearing Fly-Up Pins

VISIT ANY OF THESE SHOWROOMS—SEE BOWL-O-MATIC IN ACTION—

you, too, will be convinced it's the most sensational money-maker you'll ever have seen!

 A large, white Bowl-O-Matic machine is shown from a side perspective, extending from the top left towards the center. The machine has a long lane and a ball return. Scattered around the machine are several distributor cards, each with a company name, address, and distribution area.

- ADVANCE AUTOMATIC SALES CO.**
1350 Howard St., San Francisco, Calif.
1701 W. Pico, Los Angeles, Calif.
Dist. in Calif. & Nev.
- WOLF DISTRIBUTING CO.**
1854 Champa St., Denver, Colo.
Dist. in Colo., Wyo. & N. M.
- HUB ENTERPRISES INC.**
32 South Charles St., Baltimore, Md.
Dist. in Md., W. Va., Va. & Wash., D. C.
- DAN STEWART & CO.**
140 E. Second South St., Salt Lake City, Utah
Dist. in Utah, Mont., Idaho & Ariz.
- SERVICE GAMES**
210 Mokuauia St., Honolulu, T. H.
Dist. in Hawaii
- SOUTHERN AUTOMATIC MUSIC CO., INC.**
624 S. Third St., Louisville, Ky.
325 N. Illinois, Indianapolis, Ind.
1000 Broadway, Cincinnati, Ohio
3011 Maumee Ave., Ft. Wayne, Ind.
Dist. in Ky., So. Ohio & Ind.
- WESTERN DISTRIBUTORS**
1326 S.W. 16th Ave., Portland 5, Ore
Dist. in Oregon
- McKEE'S BOWL-O-MATIC CO.**
608 Columbia St., Utica, N. Y.
Dist. in N. Y. State N. & W. of Dutchess, Ulster & Sullivan Counties
- EMPIRE COIN MACHINE EXCH.**
1012 Milwaukee Ave., Chicago 22, Ill.
Dist. in No. Ill., Wis. & Mich.
- WESTERN DISTRIBUTORS**
304 Ivy St., N. E., Atlanta, Ga.
1019 Baronne St., New Orleans, La.
Dist. in S. C., Ga., Ala., So. Miss. & La.
- REDD DISTRIBUTING CO., INC.**
298 Lincoln St., Allston, Mass.
811 Union St., Springfield, Mass.
Dist. in Mass., R. I., Me., N. H. & Vt.
- UNITED DISTRIBUTORS INC.**
513 E. Central St., Wichita 2, Kansas
Dist. in Kansas
- BANNER SPECIALTY CO.**
199 W. Girard Ave., Philadelphia 23, Pa.
1508 Fifth Ave., Pittsburgh 19, Pa.
Dist. in Pa., So. N. J., Dela. & Counties in Ohio & W. Va., adjacent to Pitts.
- SIEGEL DIST. CO., LTD.**
477 Yonge St., Tor., Ont., Can.
40 Powell St., Vanc., B. C., Can.
853 Notre Dame St., W. Mont., Que., Can.
Dist. in the Dominion of Canada
- WESTERN DISTRIBUTORS**
3126 Elliott St., Seattle, Wash.
Dist. in Washington

BOWL-O-MATIC IS MANUFACTURED BY UNIVERSAL INDUSTRIES EXCLUSIVELY FOR BOWL-O-MATIC SALES COMPANY, INC.

If no distributor in your area, fill out and mail the coupon for literature and details.

Bowl-O-Matic Sales Co., Inc.
627 10th Ave., New York 19, N. Y.

Please send complete information on Bowl-O-Matic

Name

Address

City Zone State

Phone

PLEASE PRINT CLEARLY

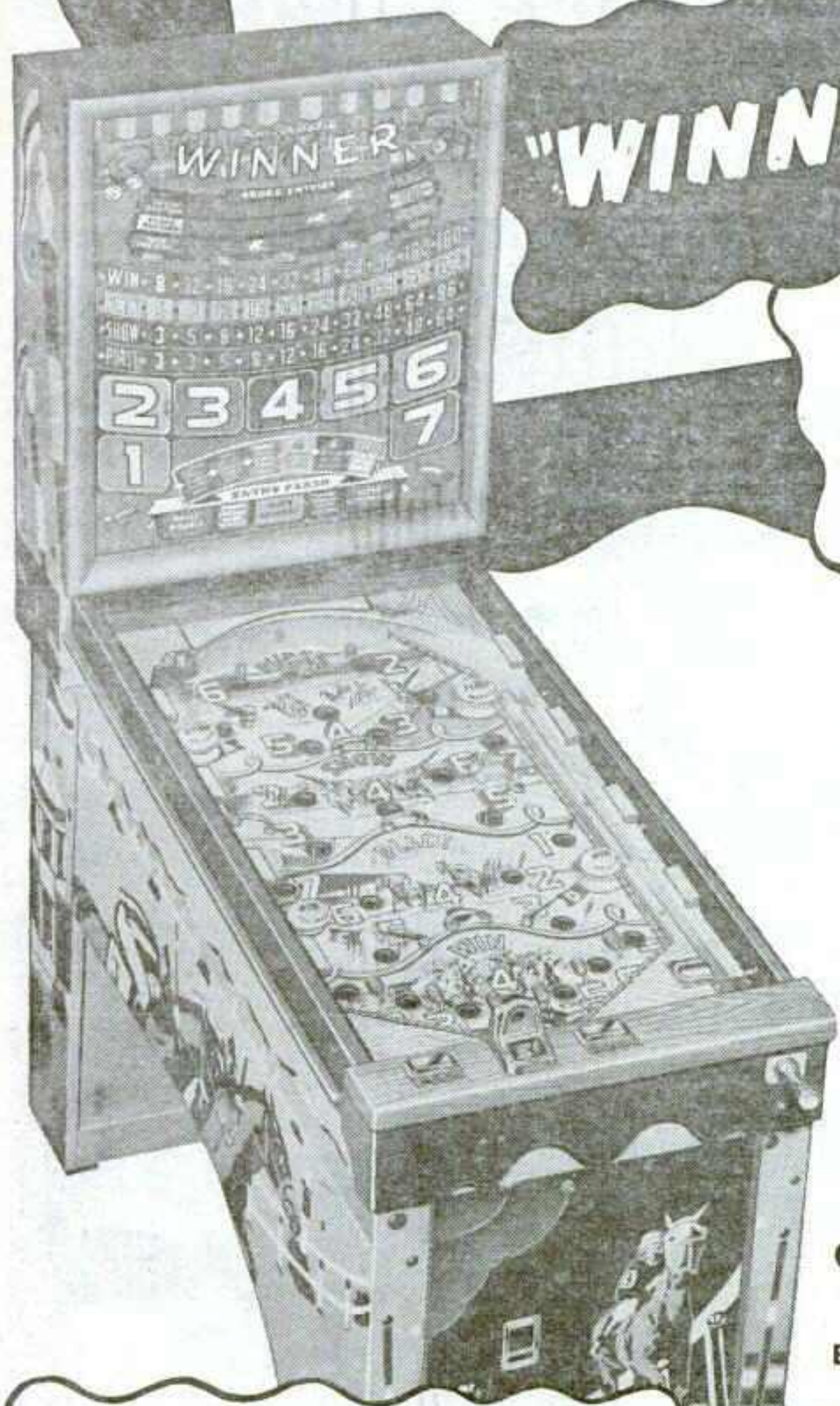
Bowl-O-Matic Sales Company, Inc.
Exclusive National Distributors
627 TENTH AVE. • NEW YORK 19, N. Y. PHONE: PLaza 7-5660

OPERATORS' **NO. 1** Favorites
UNIVERSAL'S



"WINNER"

HIGH SCORE BOWLER



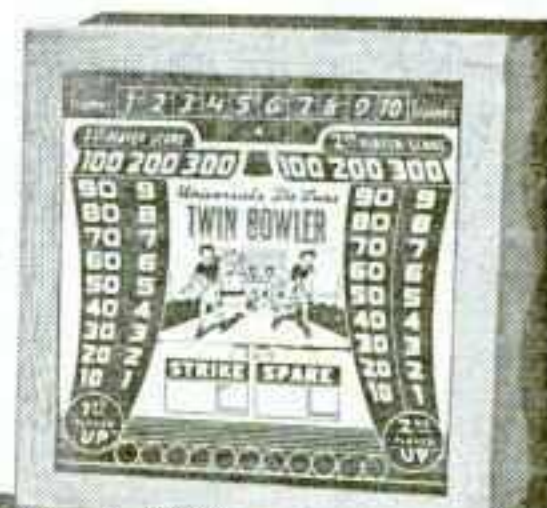
15 PINS

PERFECT SCORE 1000

NEW SCORING PRINCIPLE

UNIVERSAL'S TIME PROVEN MECHANISM EVEN SIMPLER THAN EVER BEFORE!

OPERATORS REPORTS PROVE GREATER EARNINGS BY 4 TO 6 TIMES!
EARNINGS SURPASS ANY PEAKS OF THE PAST YEAR!



UNIVERSAL'S **SHUFFLE TOURNAMENT**
CONVERTS YOUR SHUFFLEBOARDS INTO 2 Super TWIN BOWLERS



45 SECONDS OR LESS PER GAME!

FITS ALL SHUFFLEBOARDS AS MANY AS 4 PLAYERS!

Don't Miss This Popular Shuffle Game
UNIVERSAL'S *DeLuxe* TWIN BOWLER

The finest convertible FREE PLAY or NOVELTY shuffle game of all! Order Now!

Write ...

Wire ...

Phone ...

See Your Universal Distributor



UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

10 MONTHS

OF CONTINUOUS PRODUCTION... STILL AMERICA'S FAVORITE PINBALL GAME



Bally TURF KING has been doing a big job for a long time. For 10 solid months TURF KING has been entertaining the public. And for 10 solid months operators have been doing a booming business. Made by the makers of the most successful pin games ever produced. TURF KING is the No. 1 hit in the pinball field today. Order from your Bally distributor now.

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S TWIN SHUFFLECADE

UP	1 PLAYERS	2 PLAYERS	UP
1000	1000	1000	1000
900	900	900	900
800	800	800	800
700	700	700	700
600	600	600	600
500	500	500	500
400	400	400	400
300	300	300	300
200	200	200	200
100	100	100	100
1-2-3-4-5-6-7-8-9-10-11-12-13-14-15			

NOW TWO CAN PLAY
ONE PLAYER 10c...TWO PLAYERS 20c

GREATER COMPETITIVE APPEAL

QUIET, SMOOTH OPERATION

SPEEDY MOTOR-DRIVEN PUCK RETURN

BEAUTIFUL STREAMLINED CABINET DESIGN

**LOCATION TESTS REVEAL
TERRIFIC PUBLIC ACCEPTANCE**

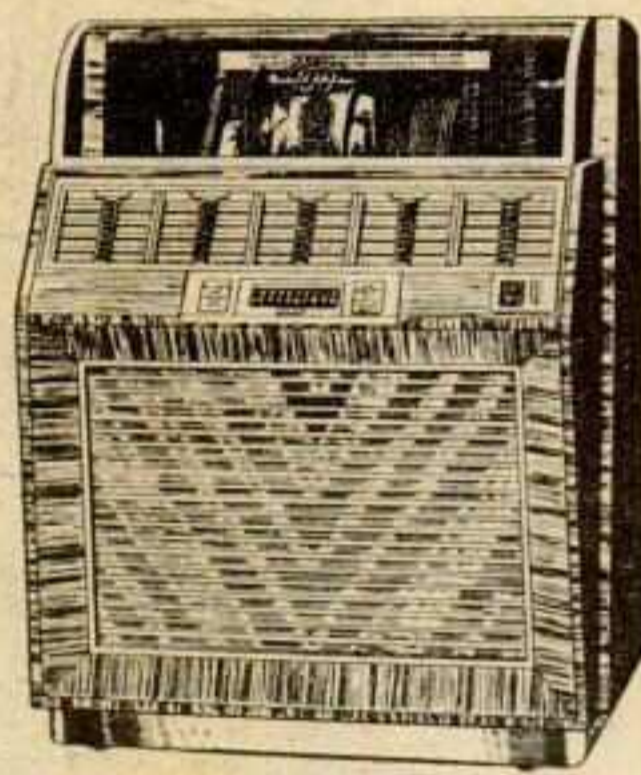
SIZE
9½ FEET
BY 2 FEET
•
SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



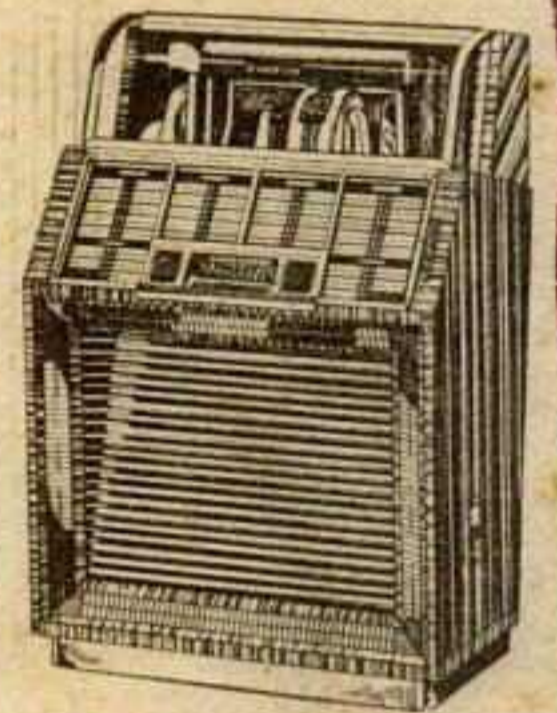
ONLY ONE
MUSIC SYSTEM HAS

100
selections



at 78 rpm

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



at 45 rpm

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.

IT'S THE **Select-O-matic** - DESIGNED TO HELP YOU
BUILD A **BETTER MUSIC BUSINESS**

Progressive music men know that Select-O-Matic "100" Music Systems are the answer to building a better music business.

The reason is simple! 100 SELECTIONS! With 100 selections, there's "music for everyone." With 100 selections, proper programming is easy because there is an adequate number of selections under each of the five basic musical classifications. With 100 selections, you are assured of deriving the maximum potential from every location.

See your Seeburg Distributor.



Wall-O-matic

An electronic development overshadowed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. Seeburg Corporation
1500 N. Dayton Street
Chicago 22, Illinois

America's Finest
and Most Complete
Music Systems

