

The Billboard

JANUARY 6, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

\$400,000,000 Garden Crop Sets 25-Year Arena Record

Mercury Sets New Giveaway Gimmick for Record Clerks

CHICAGO, Dec. 30.—Mercury Records, pioneer in the recent surge of bonus plans by diskeries, this week came up with its most expansive program to date, with a direct pitch to retail record store sales clerks and Mercury distributor salesmen. For the first time in disk history a major diskery has worked out a premium plan which will accrue merchandise gifts to store sales personnel and distributor salesmen.

Plan, worked out in conjunction with Belnap & Thompson, Inc., local merchandise prize firm, will enable the clerk who makes the sale to knock off four different kinds of prize certificates. The certificates, one of which will be enclosed in all Mercury micro-groove LP merchandise sleeves sold after January 1, will give the

following merit points: \$4.85 LP disks, 30 points; \$3.85 LP disks, 20 points; 3 LP disks, 10 points, and 45 and 78-r.p.m. albums, 5 points each. Previous Mercury sales bonus plans covered only LP material, while the new plan will cover all three speeds.

When making the sale the clerk will pocket the enclosed certificate to apply on any prize in the catalogs. The first 22-page catalog of

prizes, ranging from jewelry to wearing apparel, will go out next week, with monthly supplements to follow. The supplement catalog will also contain Mercury's monthly release sheets. Prizes will range in value from several dollars to \$150.

Mercury salesmen will benefit by being given credit for LP and albums which they sell during the merchandise bonus program, which begins January 1 and ends [\(Continued on page 11\)](#)

Kukla's 10G Weekly Makes Tillstrom Tops

CHICAGO, Dec. 30.—The four-year agreement concluded this week between Burr Tillstrom and NBC-TV will probably make the creator of *Kukla, Fran and Ollie* the highest paid puppeteer in the world. Beginning next September, Tillstrom is to receive \$10,600 a week for the first two years, \$11,600 weekly for the third year, and \$12,600 weekly for the fourth year.

For these fees Tillstrom, as he does now, will furnish the entire package, personnel and production, to NBC-TV for the half-hour video strip. Under his current contract Tillstrom's gross package take is about \$5,500 a week. Because of his recognized position as TV's top puppeteer—in the past several years he had won 30 awards—Tillstrom was in the driver's seat during negotiations. *Kukla* is currently sponsored by RCA on Mondays and Fridays, by Sealtest on Tuesdays and Thursdays, and by Ford on Wednesdays.

NO TEASE

Strip Act Costs Bar Its License

DETROIT, Dec. 30.—Censorship action against the Enrico Bar, recently reported in *The Billboard*, has resulted in permanent loss of the liquor license by the Michigan Liquor Control Commission. Action was taken upon complaint of the local blue nose squad against a stripper's act which went too far for the censor's taste.

This is probably the first time a license has been revoked solely because of the type show presented in a spot here.

Liquor licenses in the city are generally valued at upward of \$10,000, because of the near impossibility of having any new ones issued.

BOOP BOOP A DOOP PUTTY

NEW YORK, Dec. 30.—Columbia Records' pop artists and repertoire topper, Mitch Miller, this week signed veteran vaudevisicomedie star Helen Kane to etch wax for the diskery. The thrush of "boop-boop-a-doop" fame was signed primarily to make a slice of a current baby-talk novelty, *I Taut I Taw a Putty Cat*. Miss Kane was aided by animal effects specialist Donald Bain on the date.

Flip side is a slicing of the Jerry Lester inspired novelty, *The Beanbag Song*.

New TVA Rates Up Studio 1 Costs 3G

Toughest Rap Yet To Result From Video's New Pay Scales

NEW YORK, Dec. 30.—What is believed to be the largest increase affecting any video program as a result of the recently concluded agreement with Television Authority (TVA)—\$2,926—was toted up this week and billed to Westinghouse for its sponsorship of *Studio One* on CBS-TV. This rise of almost 18 per cent on the package, which had cost about 16G weekly, can be attributed mainly to the wage increases given per-

formers, according to a CBS-TV exec.

Because of its desire not to lower the quality of its packages, the web still continues to use its [\(Continued on page 4\)](#)

MIAMI LUKE-WARM

Night Clubs Season Off to So-So Start

MIAMI BEACH, Fla., Dec. 30.—The season got under way last week with triple openings at the newly erected Sea Gull Hotel, the Shalimar Room at the Saxony and Minsky's Beachcomber.

The Sea Gull's 167 room hostelry on the site of the old swimming pool on 22d Street and the ocean, with its large L-shaped cocktail lounge, featured a small Latin combo and a three-piece relief outfit. The Shalimar room at the Saxony is now run by Milton Kafka who had *Ciro's* last year. The old patio has been glassed in, giving the room a 400 seating capacity. The opening attraction was Miguilito Valdes, who worked to a jammed room on opening night; in fact, the ropes were up most of the night. Valdes will be followed by Teddy Powell, who comes in February 6.

The Beachcomber, now a Harold Minsky operation, has a show not much different in format and content from that which held forth for two seasons in Hallendale's

Lugosi Spook Show Opens to Standees

TRENTON, N. J., Dec. 30.—The Bela Lugosi package premiered at the RKO Capitol here Tuesday night (26) and drew over 2,000 for a midnight showing despite a heavy snow fall. Capacity of the house is 1,875.

Future Looks Even Rosier As TV Blossoms

Show Business And Sports Greats Built the Spot

By SAM CHASE

NEW YORK, Dec. 30.—Madison Square Garden, celebrating its 25th year this month, probably is the heaviest grosser of its kind in the history of show business. The estimated box-office (and other) take over the past quarter century hits up in the neighborhood of \$400,000,000, and derives from just about every form of entertainment and sports known to the present generation.

Analysis of the Garden operations by *The Billboard* shows that the arena's events have drawn an estimated 6,000,000 admissions per year during the past 10 years and close to 5,000,000 admissions per year in the preceding years. At an average bite of \$2.50, this has brought in well over \$850,000,000. That figure does not include revenue from the multitude of rentals [\(Continued on page 29\)](#)

Disk Tax Take Doubles 1949

WASHINGTON, Dec. 30.—Latest Internal Revenue figures on disk tax collections this week revealed new gains in the trend of soaring disk sales which has highlighted the current fiscal year. The Internal Revenue Bureau's report this week on November tax collections brought the total disk tax yield since July 1 to \$830,557, almost double the figure for the corresponding period last year.

The November yield from disk taxes this year amounted to \$696,678, as compared with \$517,036 in November, 1949. Since the start of the current fiscal year July 1, the federal disk tax yield thru November is \$871,150 higher than the total disk levy collection of \$1,959,407 during the corresponding period of 1949.

Reflecting soaring sales of records thruout the nation, the disk tax yield for the current fiscal year appears sure to come close to the phenomenal 1947 fiscal year peak of \$8,500,000 (*The Billboard*, December 9). The defense emergency, with its crippling restraints on civilian uses of materials and manpower, may keep the final figure from surpassing the 1947 fiscal year total. So far disk sales have not been dented, according to latest reports from government and trade sources.

Miss Pinza To Try Pops Just Like Pop

NEW YORK, Dec. 30.—Ezio Pinza made it—so now his daughter, Claudia Pinza, will give the pop field a try.

Gal has signed with Alan Corelli and he, in turn, has parlayed her over to Al Siegel for voice coaching in the pop vein. Corelli believes Miss Pinza, now doing long-hair concerts, will be ready for cafe and theater dates by February.

THE NEWS, BASKETBALL--- AND TV FACTS OF LIFE

NEW YORK, Dec. 30.—Talk this week, stirred up by a story in The New York Daily News, that college basketball may vanish from Madison Square Garden due to the small cash revenue to the schools, is regarded in the industry as sheer nonsense. Even should the various universities feel they are not deriving sufficient revenue because attendances are down and their TV take is small, there is precious little they can do about it due simply to technical difficulties.

The economics of the problem preclude any new arrangement unless the schools get together and build a garden of their own—a manifest impossibility. Sky-rocketing costs for picking up each school's games from its own gym would make the take from TV rights even smaller than they currently get from the Garden.

In addition, schools such as Long Island University, St. John's and City College, all court powers, have gymnasiums which are veritable cracker boxes, from which regular TV pick-ups would be murder. Some of the others are little better.

From a cost point of view, should seven local schools be picked up individually, it would mean seven separate installations of camera platforms, power lines, microwave set-ups, etc. These would cost close to \$10,000 per gym. Phone lines alone would cost about \$1,000 per week per gym. It would be more economical almost to pay the Garden seven times the more for rights than to go thru the headaches and pock-

etbook woes stemming from separate deals.

At the Garden, technical costs are shared by the various outlets participating in pick-ups from the arena. The phone company's charges, too, are much reduced because of the proximity of the Garden to the stations, since cost is based on mileage. These costs also are held down because of the frequency of use, with the charges for each event costing a fraction of what they would on the basis of occasional pick-ups from the college gyms.

The question of scheduling, too, was not mentioned by The News, but the Garden, because of its tie-ups with arenas in other cities, can attract big-name teams into New York as part of a swing around the East. This would be a much tougher proposition if each college had to make its own arrangements.

Finds AM Top News Medium

NEW YORK, Dec. 30.—More listeners depend on radio for news than any other medium, according to a Pulse survey conducted for Free & Peters to measure the audience and sales impact of locally produced news programs. The report covered seven markets, including city areas and towns 25 to 40 miles beyond these limits. The study shows that local program ratings, estimated on the basis of intra-urban surveys alone, fail to measure the full size of radio news audiences. In the suburban area the survey shows ratings from 19 to 28 per cent higher. The study also shows that 18 to 60 per cent more depend on radio for news than on newspapers, with radio holding a margin over newspapers seven to five, with a six to five margin for the city and an eight to five margin outside. Radio shows a four to one total margin over television, measured only in TV markets, with three to one in the city and better than four and a half to one outside.

In the course of the survey, Pulse found that a constant turnover among listeners from one five-minute news broadcast to the next multiplies the total unduplicated weekly audience far beyond the actual rating. During one week one out of three families listens to at least one newscast. One out of four listeners hears two or more. More than half listen five or six times a week, and more than four out of five hear three daily shows six days a week.

1950 TV Take Tops All Prior, Says Folsom

NEW YORK, Dec. 30.—Television, both as an art and an industry, made more progress during 1950 than in all previous years combined, with the public spending \$1,500,000,000 for receivers, according to Frank M. Folsom, president of Radio Corporation of America.

In a year-end statement covering not only TV but all phases of the RCA operation, the executive stated that during 1950 radio broadcasting continued to render a great service to the public, the average evening audience being estimated at 35,000,000 listeners for the first half of the year.

Speaking of the record industry and the introduction of the 45 system, Folsom called the year one of the most productive in history, with retail sales reaching an annual going rate of \$40,000,000.

TV receiver circulation during the last two years has increased 12 times, Folsom estimated, with programs reaching 40,000,000 people in 10,000,000 homes. The New York metropolitan area alone is credited with having 2,000,000 receivers and an audience of 8,000,000.

The RCA chief traced the expansion of both theater and network television. When present plans are completed, NBC's TV investment will total between \$35,000,000 and \$40,000,000. Folsom also touched on TV developments in foreign countries, pointing out that the ultimate significance of such expansion will be better international understanding.

The record industry can look forward to a highly favorable year in 1951, Folsom said. He credited the introduction of the 45 system with being one of the chief factors in the upswing of disk sales. Victor will continue to press on all three speeds the music by top artists, he added.

The RCA president also outlined RCA scientific achievements.

Coast Theater TV Bow Wins Plaudits

HOLLYWOOD, Dec. 30.—Theater TV was a solid click at the Orpheum this week, with a full house applauding its demonstration. Klac-TV's remote from the Palladium, featuring Tex Beneke's ork and comic Dave Barry.

Pic quality was comparable to film. Orpheum, for years vaude's Coast stronghold, will go to a regular TV sched. Next TV pick-up will be the Tournament of Roses parade, which house will pull in Monday (1) from KNBH.

Color Television Knyoed by Strategic Metal Allocation

• Continued from page 1

tion for any specific product. However, restricted amounts will be available for radio-TV. Allocation crackdowns for several other materials are on the way.

The NPA's allocation of cobalt is aimed to channel the supply directly to top military use, with the balance going to vital civilian use. Roger Allen, cobalt expert at NPA, described radio and TV manufacturing among "essential civilian usages," but he stressed that top priority in civilian usage would go to such products as fertilizer "or anything else requiring use of cobalt for maintaining national civilian strength and economy." The nation has been importing 8,000,000 pounds of cobalt annually for all purposes.

Under the order, starting February 1, every purchase of more than 25 pounds of the strategic material will require NPA approval. No person may use more than 50 pounds in any three-month period in making pigments, with the exception of the following: In filling

defense rated orders or NPA directives; in driers for inks, paints and varnishes; blue glass where necessary for optical or safety purposes; laboratory equipment; artists' materials and decalcomanias for decorating tableware. All types of orders will be limited to 30-day periods. Inventory reports on the material must be supplied to NPA regularly.

NPA spokesman Allen declined to comment on just where radio-TV set manufacturing stands in the "essential civilian use" category. As for color-TV, he refused to "get into that one." However, asked whether he thought the allocation order is a final blow to the fate of commercial color for the duration, he said, "Good business judgment will probably put the cobalt where it will do the most good."

Short Scannings

Brief but important video news shows previously reviewed in detail

WCPO Stations' Workers Vote AFRA As Agent . . .

TV and radio employees at WCPO, WCOP-FM and WCPO-TV, Cincinnati, have voted, 16-13, to have the American Federation of Radio Artists represent them as bargaining agent. The bargaining election, conducted by the National Labor Relations Board, followed a dispute over whether WCPO's TV performers would be represented by AFRA, as is the station's radio talent. Mort C. Watters, general manager of the WCPO stations, owned by Scripps-Howard, Inc., said contract negotiations with the 29 employees now covered by AFRA would start soon.

Studebaker Drops WPIX News Show . . .

Studebaker last week decided to drop its 7 p.m. news spot on WPIX, New York. The move was sparked by general cut-back orders from auto manufacturers and follows similar cuts by Chevrolet and others.

Carpenter Ork Filmed In 11 Snader TV Pix. . .

Ike Carpenter and ork filmed 11 Snader Telecriptions last week in Hollywood with singer Larry Stevens, Candy Candido, Yogi Yorgesson and dancers Bebe Arlen and Gene Nash.

Borden's Cancels Sterling AM, Buys Time Elsewhere

NEW YORK, Dec. 30.—Borden's has reshuffled its radio alignment, canceling its participation on the Jack Sterling show on WCBS, New York, and buying other time elsewhere. The Sterling cancellation is believed to have resulted from Sterling's being signed by Borden's No. 1 competitor, Sealtest, for the CBS-TV video show, Big Top.

Borden's is starting one new show on WOR, New York, and dropping another. The new package is Alyn Edward's disk jockey show; the cancellation is the Martha Deane stanza. Edwards continues as emcee on Borden's live show over WNEW, New York, which was renewed this week.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 30.—The new Congress will produce sizzling action on a mass of legislation affecting the amusement industry. Here is how major issues will shape up.

Price Control: Look for a raft of bills to be tossed into the hopper on this issue. Entire entertainment industry will be directly interested. A price control law already exists, and President Truman has power to invoke it any time he chooses. Current feeling is that Capitol Hill will desist from stiffening the present law at least until after Mr. Truman applies some of its provisions. Economic Stabilization Administration is cautiously putting out control feelers to industry on a "voluntary" basis.

Wage Control: Mr. Truman can act any time he pleases on this one, too, without additional action from Congress. Capitol Hill will take a wait-and-see attitude.

Watch Taxes

Taxes: The new Congress will follow thru on the job begun by the lame-duck session, which is putting an excess profits levy and stiffer corporation tax on the books. A grand rush of additional tax proposals will hit the congressional deck early. Stiffer personal taxes are sure.

There's talk, too, of boosting the excess profits and corporation taxes beyond current legislation. Some administration leaders want a manufacturers' excise tax law enacted. Amusement excises may escape the upward trend. Altho proposals for amusement excise boosts will be hopped, Treasury (Continued on page 28)

Bulova Adds 3 Wks. of Sinatra

NEW YORK, Dec. 30.—Bulova this week extended its sponsorship of the first half hour of the Frank Sinatra TV show another three weeks with an option to renew. This brings the sponsorship of the 9-9:30 Saturday night segment of Sinatra up until January 20.

The watch company originally purchased Sinatra for five week as a holiday promotion, then bought an additional two weeks. With the three now added, Bulova will have sponsored Sinatra for 10 weeks.

Detroit's WJR Names Advertising Counsel . . .

George Cushing, vice-president of Station WJR, Detroit, announces the appointment of MacManus, John & Adams, Inc., as advertising counsel for the station. Sherwood Reekie is account executive for the agency.

Index

Burlesque	25
Carnival	35
Circus	34
Classified Ads.	39
Coin Machines	43
Fairs & Expos.	33
Final Curtain	28
General Outdoor	29
Honor Roll of Hits	12
Legitimate	26
Letter List	40
Magic	25
Merchandise	38
Music	8
Music Charts	12
Music Machines	47
Night Clubs	24
Parks and Pools	32
Rinks-Arenas	27
Roadshow-Rep	31
Routes	27
Salesboards	42
TV-Radio	2
Vaudeville	24
Vending Machines	44

Billboard Backstage

By JOE CSIDA

One of the happier facets of newspapering is watching and hearing the reaction to some of the things you write. These reactions take various forms. Naturally when you say Lizzie Larue sings like an angel, Lizzie is delighted and kisses you on the cheek when next you see her. Also, naturally, when you say Jack Jasmine's comedy routines were stolen by Joe Miller from a guy whose name has long since been forgotten, Jack is somewhat irritated, and as likely as not (provided he is bigger) will punch you in the nose next time you run into him. In between these two extremes are cases when you write a straight news or so-called "dope" story, and the reaction is not infrequently of a nature beyond anticipation. We had such a reaction to a piece we did last week on some of the probable effects of the current crisis on various phases of the show business. The streamer headline said "Deck Show Business Eyes Grim Upheavals Coming Up," and the deck head, in part, further stated: "Record Business May Have To Reshift to 78. . ."

Home Phonograph Stymie

The story elaborated ". . . The record industry was well on the way to establishing the 45 and 33 r.p.m. disks and hustling the 78's into oblivion. Already they had succeeded to the extent that an esti-

Como and Murray To Sub for Berle

NEW YORK, Dec. 30.—Ken Murray and Perry Como have been set to head the Milton Berle show, January 2 and 9, while the Texaco star vacations in Florida. With Murray on the first bill will be Pearl Bailey, Johnny Johnston, Richard Arlen and Dick Foran. With Como, and the second week, will be his platter partners, the Fontane Sisters, Lorraine Rognan, Mindy Carson, Louis Jordan and perhaps Bert Lehr.

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*Here's wishing everyone the very
best of everything for 1951 . . .*

Gratefully,

Jimmy Durante

EDDIE JACKSON

JACK ROTH JULES BUFFANO

Management

WILLIAM MORRIS AGENCY, INC.

NEW YORK CHICAGO BEVERLY HILLS

This One

 75BB-9G3-BLUA

Helbros Sales Plan a Sock; May Cue AM-TV Competition

NEW YORK, Dec. 30.—The next two weeks, will tell the story, but right now it looks as tho 1951 will be the biggest year for watch advertising in radio and television history. Major watch outfits are awaiting solidification of their own plans pending the result of a survey now under study at the Helbros Watch Company. Preliminary indications are that a three-month AM-TV trial campaign by Helbros achieved outstanding results, and that it will pattern major 1951 ad operations.

Already, Helbros ad manager, Irwin Roseman told *The Billboard* this week, the firm is planning to spend 70 per cent of its ad money in radio and television next year. This year's broadcast expenditures were virtually zero per cent, apart from the quickie test, which cost about \$50,000 and covered some 200 AM and 20 TV outlets.

The Helbros test operation was based on tie-ins with leading credit jewelers in each market penetrated. The broadcasts, mainly

using 15-minute shows, offered various Helbros watches on a time basis with a trial "inspection" period. When replies came in, sales representatives of the local jewelers visited the people inquiring, set the deals and even arranged weekly visits to pick up payments.

Benrus Follows Suit

The deal proved so hot that Benrus, a leading competitor, hired away Harvey Bond, former Helbros ad manager, to set up a similar campaign. The Benrus operation has just gotten under way. It can be expected, however, that

Ins. Co. Buys Bob Considine For Air Slots

NEW YORK, Dec. 30.—Bob Considine was bought this week for both an AM and TV outing on NBC by Mutual Insurance Company of Omaha, starting January 7. The columnist's two stanzas will be aired separately, with the radio version consisting basically of the sound track of the TV show, with some material substituted where the video version has some basically visual segments. The TV show will probably go into the 2 p.m. slot, running for 15 minutes, with the AM version starting at 2:30.

Stanza will consist mainly of adaptations of Considine's column material, stressing human interest news with some interviews, done partially live and partially via film. He will probably drop his current Saturday night sustaining radio series. The agency on the deal is Bozell & Jacobs. Packager is Doug Storer.

Benrus will expand its own campaign when Helbros moves back into high gear, probably in mid-January after the study of past results has been digested.

It is known that at least three other top firms in the field have *(Continued on page 28)*

Henry Morgan Set on Video For Campbell

NEW YORK, Dec. 30.—Henry Morgan was set this week to star in a new video show for Campbell Soups. The cannery is buying the 9 p.m. Friday night time on NBC-TV. The time opened up as a result of cancellation of *Versatile Varieties* by Bonafide Mills.

Morgan will head up a talent search show, offering the only comedy-variety program at a time period that is heavily competitive with drama shows. ABC-TV has *Pulitzer Prize Playhouse* at the same time; DuMont has its strong entry, *Hands of Murder*, and CBS-TV has *Ford Theater*.

The Campbell buy is the forerunner of a major entry into TV by this account, currently represented with sponsorship of part of the Jack Carter NBC-TV show. However, the Campbell video campaign will not get into full swing until later this year. Whether the Carter show will be retained will be decided in March. Reportedly, Ward Wheelock, Campbell's agency, has made representations to NBC over the Carter show's rating.

Cashman Gets FC&B Post

NEW YORK, Dec. 30.—Ed Cashman has been named vice-president in charge of radio and television for the Coast office of Foote, Cone & Belding (FC&B). He succeeds Bob Ballin, who resigned to assume a veepeeship with J. Walter Thompson in New York. Cashman, who was with FC&B previously, has been the director on the Milton Berle show, with the Kudner Agency, for some years. No successor has been named yet, with Berle currently vacationing in Florida.

TVA PACT'S 3G BITE

Agreement Boosts Studio Sponsor Bill Almost 18%

• Continued from page 1

old rehearsal schedule for *Studio One* and its other shows. This means that tho the TVA contract calls for 22 hours of rehearsal on a one-hour show, *Studio One* uses an additional 24 hours of overtime rehearsal. The performers' fee for overtime rehearsals is \$5 an hour.

Overtime Bite

The additional rehearsals not only affect actors, but stagehands, too, who must work longer and be employed at rates which have been hiked about 8 per cent over the old salaries.

And with materials for scenery now becoming scarcer, CBS-TV is paying more for its sets. Because

3-Way TVA Scale Seen Possibility

NEW YORK, Dec. 30.—Complete settlement of the contract between Television Authority (TVA) and the networks is expected next week. A major element in the continuing discussions is the question of fees for local telecasts, and there is a possibility in New York that three separate wage scales—one for network shows, shows on network owned-and-operated local TV stations, and indie stations—may be established.

Altho the networks claim that WPIX, WATV and WOR-TV are competitive with the New York City web-owned TV outlets, the indies argue that their operations differ and that they cannot afford to pay the same local rates. A precedent for this differentiation was established in radio, where different scales were set up for web-owned key stations and indies in the same cities.

The networks' position is that they would be placed at a critical disadvantage if WPIX, WATV and WOR-TV were to get a lower talent scale, since this would reduce the costs of local shows and lead to local advertisers' moving away from the web stations.

The indies, on the other hand, claim that the webs have the edge because they can buy bigger names.

of the national emergency and the vast amount of material needed for the defense effort, there has been a rapid acceleration in prices. The web and its sponsors must ante up the needed coin no matter how much it hurts.

Two New Sponsors Purchase TV Time On ABC Programs

NEW YORK, Dec. 30.—Two more clients bought time on ABC-TV this week—the Conmar Products Corporation for its zippers and the Little Yankee Shoe Company for its moppet footwear.

Conmar has bought alternate Saturdays of the Faith Baldwin series, 11 to 11:30 a.m., with Maidenform Brassieres already set for the swing Saturdays. William Weintraub is the agency for both bankrollers.

Little Yankee has picked up the Wednesday and Friday outings of a new show, *Half Pint Panel*, which will air across the board from 4:45 to 5 p.m., starting February 13. Dancer-Fitzgerald-Sample is the agency.

FEES EXTRA TO OVERTIME PAY

NEW YORK, Dec. 30.—Payment of extra commercial fees to staff performers does not remove the requirement to pay them time-and-a-half over 40 hours, it was revealed this week by the U. S. Department of Labor's wage and hour division. This interpretation of wage and hour regulations means that even if announcers' total weekly incomes exceed union scale because of commercial assignments, these commercial fees cannot be applied toward overtime, but the hours involved must be included in the hours worked. Heretofore, such talent extras were considered part of the scale in computing overtime compensation.

Mutual & Garden Talk Games Deal

NEW YORK, Dec. 30.—Mutual and Madison Square Garden are negotiating for the web to pick up basketball games during 1951. The deal would exclude airings in New York. Games are telecast in New York by WPIX and DuMont and radiocast by WMBM, New York.

MBS would air the games on a co-op basis, similar to that employed in broadcasting baseball and football during the past year. The Garden's asking price is believed to be about \$1,000 per event.

JWT Pitches Halving 13-Week Buys To Give Clients Continuous Plugs

NEW YORK, Dec. 30.—The latest wrinkle in a continuous search by advertisers, agencies and networks to find a formula to meet big-time video's cost problems is J. Walter Thompson's pitch to several of its clients for split but continuous sponsorship of a top name variety show between two of them on a 13-week cycle.

Under the plan, each sponsor would control either six or seven time segments uninterruptedly for full plugging. In contrast to the alternate week arrangements—which the agency considers unsatisfactory because it believes the video audience becomes confused

as to which program is on—the scheme has the obvious virtue of continuous plugging, the foundation of all advertising.

RCA Set-Up

Advertisers, of course, have tried and continue to try other plans for presenting top shows at non-prohibitive costs. *Kukla, Fran and Ollie*, for example, is bankrolled by the Radio Corporation of America (RCA) on Mondays and Fridays, Sealtest on Tuesdays and Thursdays and Ford on Wednesdays. RCA, which had the show exclusively, gave up time to other advertisers because as stations were added and rates

EDITORIAL

CBS and Loyalty Oath

For more than a year *The Billboard* has been increasingly conscious of the problem of Communist infiltration in show business. In the course of acquiring as much background information as possible and attempting to get the benefit of the industry's thinking, the problem was discussed with, among others, the heads of three of the four networks. There was specific, concrete evidence that the webs were aware of the problem, and that each, in its own way, was trying to adopt measures it considered best and most practical to meet it.

Publication of much that was learned was withheld for the simple and basic reason that making the information available could only tend to hamper the efforts to meet the menace and, in a sense, give comfort to the enemy.

Now it should be recorded, however, that in a discussion many months ago with Joseph H. Ream, executive vice-president of CBS, Ream revealed that he personally had taken on the responsibility of supervising the handling of the Communist problem as it applied to CBS. Ream had explored the problem with many qualified persons in and out of radio-TV. He had considered, and was then considering, many procedures for meeting the issue. Among the steps under consideration at that time was a loyalty oath.

Some sections of the press (notably the Hearst papers) have questioned the timing of the CBS decision last week to require employees to sign such an oath. Some unsavory motives have been read into the CBS decision. The timing, actually, is crystal clear and completely self-explanatory. CBS issued its decision to request a loyalty oath immediately following President Truman's declaration of a national emergency, and the President's flat statement that the enemy of the country was world Communism.

Ream and other network executives—many, many months ago—indicated that one of the most difficult aspects of the situation was the failure, up to that time, of the federal government to state flatly and unequivocally that world Communism is an active enemy of this nation.

We believe that the job of effectively meeting the Communist threat, while at the same time trying to preserve fundamental democratic processes, is as complex and difficult for the networks as it is for every conscientious American business organization. We think it is extremely unfortunate that as genuine an attempt to meet the threat as that made by CBS is misinterpreted with such scurrilous and malicious intent as was displayed by some newspapers last week. We hope this type of reaction will not deter CBS, nor any of the other networks, nor any other organization in show business, from fighting as aggressively as possible against the menace that is Communism.

Guild Groups Argue CBS Fealty Ruling

NEW YORK, Dec. 30.—Indications this week were that CBS's recently enunciated policy of requiring its employees to sign loyalty oaths will not become effective for two weeks and possibly more. Developments leading to this situation were:

CBS's agreement to postpone until Thursday (4) the signing date for its AM-TV directors, pending consideration of the oath request by a committee appointed by the Radio and Television Directors' Guild (RTDG).

A request from the Radio Writers' Guild (RWG) that CBS meet with a writers' committee next week to explore the loyalty pledge along lines consonant with the policy of the Authors' League (AL), of which RWG is a branch.

The AL's letter to CBS was sent Thursday (28), in which the web was requested to offer members certain "assurances" which the League declared it felt necessary to sustain civil liberties.

AL Challenges Ruling

The League letter challenged CBS on several counts. One was the threat the League feels implicit in the CBS step—that writers' employment may depend on their political beliefs, rather than talent. Communications must be protected, said the League, but federal channels exist for such protection, and the CBS "technique goes beyond these channels and

arrogates to one corporation a function . . . belonging to the U. S. government."

The League declared that "a fundamental safeguard would be a guarantee that writers would not be deprived of jobs on any ground except incompetence, without a hearing." The CBS pledge failed to allow for the passage of time and changes in political propriety, the League said, and noted that those favoring overthrow of a government would have no hesitancy in lying as to their loyalties.

The letter concluded by asking CBS for these two "assurances": First, that writers' rights under law "will be in no way curtailed . . ." and, second, "that those who are affirmatively loyal to their country . . . are entitled to assurance that their individual reputations will in no instance and in no way be damaged by your questionnaire or any use that is made of it."

KNBH Switches To P.M. Only

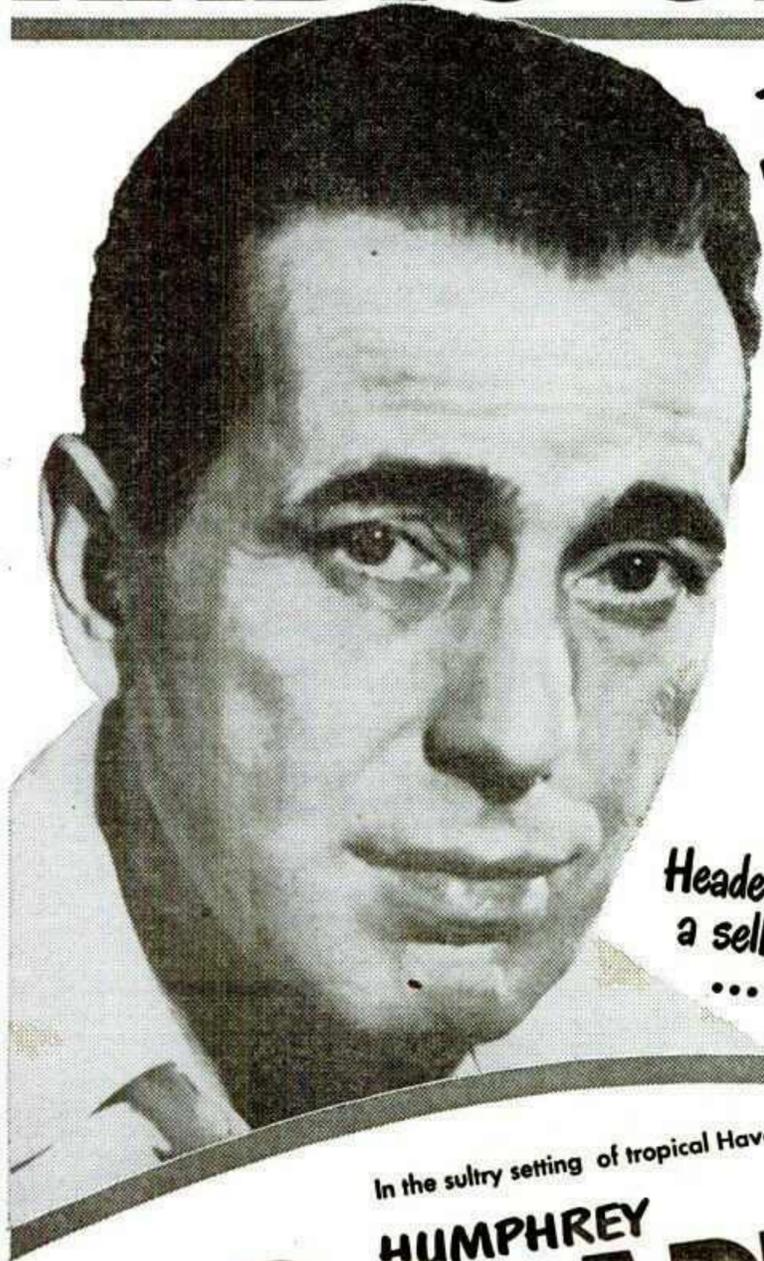
HOLLYWOOD, Dec. 30.—KNBH, NBC-owned TV station here, has decided to back out of the morning hours and move its present a.m. program line-up into the afternoon hours. Sked switch will put KNBH on from 12 noon to midnight sans a midday sign-off. Heretofore, outlet came on at 9:30 a.m. to 12:30 noon, then blacked out until it returned at 4 p.m. Reason for the change has been KNBH's difficulty in breaking thru morning hours saleswise. Of its current three-hour pre-noon line-up, only the Chef Milani and Sheila Graham shows are sponsored.

Shift in sked will take place sometime between January 15 and February 1. Shows will be reshuffled, kicking off with a cooking seg at noon, followed by a variety show, with others including *Buying With Betty; Happy Days*, a Nelson-Masterson-Reddy package, and an audience participation show. New program line-up will be followed by Kate Smith's kine at 4 p.m. and then follow its present 4 to midnight sked.

ZIV'S EXPLOSIVE NEW

RADIO SHOW!

**TRANSCRIBED
FOR LOCAL AND
REGIONAL SPONSORS!**



*Together
'N
Terrific!*



*Headed for
a sellout
... quick!*

In the sultry setting of tropical Havana and the mysterious islands of the Caribbean...

HUMPHREY BOGART LAUREN BACALL

In Ziv's new thrill-filled half-hour adventure series

"BOLD VENTURE"

★ ALL STAR DRAMATIC CAST ★ BRILLIANT SCRIPTS ★ MUSICAL DIRECTION DAVID ROSE

get the details TODAY!



*A LADY SHE CAME TO SWIMMING PLACE
ALL DRESSED UP IN SILKS AND LACE
POLICEMAN FROG HER DEAD ON FLOOR
MR. SHAWMICH FLEE THRU DOOR!*

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD



DECCA
RECORDS

America's Fastest Selling Records



**BING
CROSBY**

at his best!

with KEN DARBY SINGERS

**MAY THE GOOD LORD
BLESS AND KEEP YOU**

**SUPER
SPECIAL!**

and

A PERFECT DAY

DECCA 27404 (78 RPM) and 9-27404 (45 RPM)

GUY LOMBARDO

clicks again!

**SUPER
SPECIAL!**



**VELVET
LIPS**

and

**THE
CHICKEN
SONG**

DECCA 27393 (78 RPM) and 9-27393 (45 RPM)

SPECIALS

Music By The Angels **JERRY GRAY**
Dear! Dear! Dear! Decca 27397 and *9-27397
Little Small Town Girl (With The Big Town Dreams) **THE BLENDERS**
(I'm Afraid) The Masquerade Is Over Decca 27403 and *9-27403

NEW RELEASES—SINGLES

Cindy **HOAGY CARMICHAEL** With PERRY BOTKIN'S STRING BAND
Somebody Stole My Horse and Wagon Decca 27377 and *9-27377
Adios, Pampa Mia **FRANCISCO CANARO**
Inspiracion Decca 21329
Amor Robado **YAYO EL INDIIO**
Adios Amada Mia Decca 21330
The Happy Yodeler Polka **TED MAKSYMOWICZ**
Come A Little Closer Decca 45125 and *9-45125
I Looked At Norah (And She Looked At Me) **EDDIE MARTIN**
Come Back Paddy Rilly Decca 12286
Heaven's Television Screen **EDDIE ZACK**
Land Beyond The Sun Decca 46284 and *9-46284
Train Time Blues #2 **CECIL GANT**
It Ain't Gonna Be Like That Decca 48191 and *9-48191

WATCH THESE:

Be My Love **VICTOR YOUNG**
Too Young Decca 27366 and *9-27366
Don't Say You Care (Unless You Really Do)
I Wanna Ring Around My **JACK OWENS**
Rosie's Finger Decca 27362 and *9-27362
Sit Down, You're Rocking The Boat **LOUIS ARMSTRONG** With
That's What The Man Said **SY OLIVER CHORUS**
Decca 27254 and *9-27254
I'll Know **ROBERT ALDA—ISABEL BIGLEY**
With **GUY AND DOLLS ORCHESTRA**
Sue Me **VIVIAN BLAINE—SAM LEVENE**
With **GUY AND DOLLS ORCHESTRA** Decca 27381 and *9-27381

COMING UP

It Is No Secret **Bill Kenny** Of **THE INK SPOTS** And **THE SONG SPINNERS**
I Hear A Chord Decca 27326 and *9-27326
The One Finger Melody (Yum-Dee-Da-Dee-Da) **VICTOR YOUNG**
My Heart Cries For You Decca 27333 and *9-27333
You're Just In Love **ETHEL MERMAN** And **DICK HAYMES**
With **GORDON JENKINS**
Something To Dance About **ETHEL MERMAN** With **GORDON JENKINS**
Decca 27317 and *9-27317
I See A Million People (But All I Can See Is You) **GLORIA De HAVEN**
If I Were A Blackbird With **THE SONG SPINNERS**
Decca 27328 and *9-27328
The Best Thing For You **ETHEL MERMAN** With **GORDON JENKINS**
Marrying For Love Decca 27316 and *9-27316
Use Your Imagination **GUY LOMBARDO**
From This Moment On Decca 27351 and *9-27351
If I Were A Bell **BING CROSBY** And **PATTY ANDREWS** With **VIC SCHOEN**
I've Never Been In Love Before **BING CROSBY** With **AXEL STORDAHL**
Decca 27232 and *9-27232
I Am Loved **EVELYN KNIGHT**
Nobody's Chasing Me Decca 27281 and *9-27281
It's A Lovely Day Today **DICK HAYMES** And **EILEEN WILSON**
Once Upon A Time Today **DICK HAYMES** Decca 27318 and *9-27318
If You've Got The Money, I've Got The Time **JUNE HUTTON**
Tear Drops From My Eyes With **LEE GORDON SINGERS**
Decca 27329 and *9-27329

*Indicates 45 RPM Version

THE WEAVERS and **GORDON JENKINS** and His Chorus and Orchestra

SO LONG
It's Been Good to Know you!

**SUPER
SPECIAL!**



**LONESOME
TRAVELER**

DECCA 27376 (78 RPM)
DECCA 9-27376(45 RPM)

THESE
DECCA
RECORDS
Available on 45 RPM—78 RPM

Santly Quits Joy, Exits MPPA Post

Interest Goes for About 250G; Joy's Son Enters Partnership

NEW YORK, Dec. 30.—George Joy and Lester Santly, for 18 years partners in one of the top popular music publishing houses, Santly-Joy and its affiliate, Oxford Music, this week amicably severed relationships. Joy bought out Santly's half-interest for an estimated \$250,000.

According to current plans, Santly will retire from music business activity. As the result of his retirement from the pubbery, Santly will also resign his post as president of the Music Publishers' Protective Association (MPPA) and will quit his board membership with the American Society for Composers, Authors and Publishers (ASCAP).

Joy's son, Eddie Joy, will become his partner in the pubbery. Eddie also is in the personal management business and handles the affairs of his wife, thrush Mindy Carson, warbler Guy Mitchell and the Frank Petty Trio. The Joys' current plans call for the retention of the Santly-Joy tag on the firm.

The S-J catalog ranked as 17th in the ASCAP availability listings at the end of the first half of the year. The affiliate firm, Oxford, is only a few years old. Professional men's set-up has not yet been determined. Eddie Joy has been acting as general professional manager of both firms since the departure of Tommy Valando a couple of years ago. It is believed that at least one new top music man will be taken on to fill the professional manager's post.

The pubbery went into business in 1934 and ran a string of hits at the outset, including *East of the Sun*, *Music Goes 'Round* and *'Round, Pennies From Heaven* and *Sweet Leilani*.

U. S. Set, Phono Tax Hits 5-Mil

WASHINGTON, Dec. 30.—Collections from the federal tax on radio sets, phonographs and component parts soared in November to \$5,359,959, a phenomenal gain of \$2,219,993 over November, 1949, the Internal Revenue Bureau revealed this week.

This sizable yield brought the total for the current fiscal year from last July 1 thru November to \$23,217,358, a gain of almost \$10,000,000 over the figure for the corresponding period last year.

The soaring tax collections reflect the sales boom as well as increased taxes.

The yield from the federal tax on musical instruments in November showed a decline below the same month for the previous year. The yield in November this year was \$927,648, as compared with \$1,069,867 in November, 1949. However, tax collections from musical instruments so far in the current fiscal year are running nearly \$500,000 ahead of the \$3,513,648 take in the same period last year.

See Wax Hitting \$1 Per Copy As Indie Pressers Up Prices

NEW YORK, Dec. 30.—The squeeze on record manufacturers, particularly the indies, continued to tighten this week, with increased costs on the one side and the fear of a governmental price-freeze, or roll-back, on the other. Latest action, a price hike by indie pressing plants, is expected to erase the price differential resulting from the new list prices on disks. New pressing prices are from 2 to 4 cents higher.

First announcement of the change came from National Records and Songcraft. By the end of this week over 20 plants followed suit. In addition, the pressers claim that prices may go still higher as a result of an expected 2-cent hike in the price of biscuits.

Al Green, National Records prexy, explained that raw materials, including shellac, resins, chemicals, vinyl, boxes, labels and corrugated paper have risen. In

802 MID-TOWN HQ MOVED TO LOWER E. SIDE

NEW YORK, Dec. 30.—Local 802's exchange floor, famed job mart for New York musicians, will move to the Shadow Gardens, a ballroom on Houston Street on the lower East Side. Change of venue must take place before February 1 by order of the owners of the building at Sixth Avenue and 51st Street, which houses the exchange floor and the local's offices.

Local has been hunting for a new house for almost a year, either to rent or to buy, but hasn't come up with anything suitable.

London Disks To Showcase Young Singers

NEW YORK, Dec. 30.—A new series of long-playing disks featuring young European operatic talent will be released by the London ffrr label. Firm decided on the move on the strength of the popularity achieved by Suzanne Danco, Eugene Conley, Paul Schoeffler, Gerard Souzay and Renata Tebaldi.

First of the new disks will be packaged as *Puccini Opera Highlights* and will present four young Italian singers—Rosetta Noli, Giuseppe Campora, Ferrando Ferrari and Rina Cavallari. Succeeding releases will feature vocal talent from Germany, Austria, France, Holland, Switzerland, Denmark and England.

London's classical a. and r. department expects to uncover big disk sellers via the new series. Since English Decca, London's parent company, is recording in most European countries on a regular basis, the a. and r. men believe they have an opportunity to discover "tomorrow's voices" by disk them for the American market. All albums will be packaged so that the unknowns can be merchandised on basis of familiar music.

'Rag Mop' Basis For Lawsuit

NEW YORK, Dec. 30.—Hill & Range (H&R) this week settled an infringement suit brought by the International Music pubbery charging that the H&R tune, *Rag Mop*, plagiarized an international copyrighted tune called *Get the Mop*. The latter tune was originally waxed by trumpeter Red Allen in 1944 on a World transcription, and subsequently by him on Victor.

Out-of-court settlement calls for payment of an undisclosed amount to International plus participation in the song.

addition, machine parts for presses have doubled in cost. Green also notified the trade that the new price was "practically on a day-to-day basis, as we cannot foretell what future cost of materials will be. The outlook is not bright."

RCA May Follow Suit

RCA custom pressing division maintained prices, but a company exec admitted that an increase was a "strong possibility." Under the new prices, shellac pressings cost 17 cents against the former price of 14 or 15 cents. Break-resistant disks rose from 15 or 16 cents to 20 cents. One indie presser claimed that the retail price of phonograph records would reach \$1 before the end of 1951.

While major diskeries operating their own pressing plants are not affected by the indie pressers' price hike, the majors are met with the same cost increases in raw ma-

Creative Ventures Win Wallichs Eye

Capitol Prexy To Co-Ordinate Sales, Distribution, Promotion, A&R Fields

HOLLYWOOD, Dec. 30.—Forthcoming year will find Capitol Prexy Glenn E. Wallichs taking more of an active hand in the company's creative ventures and less in its routine business detail. Reason for this has been the realigning of Cap's executive forces during the past year. As a result of the recently gained freedom, Wallichs will be able to make more field trips, similar to his junket last July and his forthcoming swing around the country (*The Billboard*, December 30).

In his co-ordinating capacity Wallichs will work with the artist-repertoire and sales distribution and sales promotion departments prior to the inception of a project so that all will work smoothly in building disk sales. New blood brought into the organization's exec bracket during the past year includes Jim Murray, former RCA Victor head, who has taken over a considerable chunk of diskery's biz chores; Lloyd Dunn, added as merchandising director, and Dave Canaugh, who was appointed to the New York artist-repertoire department, with the resulting elevation of Walter Rivers to supervisory sales promotion and artist-repertoire position.

Cap Veepee Bill Fowler has

Brown Mulling Shift to Coral

HOLLYWOOD, Dec. 30.—Les Brown is expected to switch from Columbia to Coral, thus ending a 10-year association with the former label. Brown's Columbia pact expires February 3. He's holding up inking a Coral contract until after he studies an eleventh hour counter-offer from Columbia.

Chief reason for Brown's intended move to Coral is to get a better crack at pop tunes. Brown feels he will benefit from a wider song selectivity on Coral. The diskery feels its line will be strengthened with the acquisition of a name pop band.

London Rushing Morgan Waxings

NEW YORK, Dec. 30.—London Records is rushing thru the release of four Jane Morgan sides. The Boston-born singer, who became a hit in Paris and is creating a stir locally since opening at the St. Regis Hotel, cut the tunes with the Bernard Hilda ork in Paris.

Sides were originally issued on English Decca, London's parent company. Tunes are *Si Je Pouvais*, *C'est Tout*, *Du Bleu Dans Vos Reves* and *J'aurais Bien Donne Dix Ans De Ma Vie*.

taken over supervising Cap's productive wing, directly overseeing diskery's plant operations.

Number of trips Wallichs intends to make during the year is not known at this time. However, his junkets will lend considerable bearing to Cap's drive to build its New York operation.

Reason for the Eastern build-up is the growth of TV in Gotham and the resulting need for more artist-repertoire representation there, plus plugging on New York's video outlets and net shows.

TV M'facturers Set 1951 Lines

NEW YORK, Dec. 30.—New RCA Victor, Philco, Jackson, Sylvania and Bendix TV lines were set this week.

RCA line will consist, in the main, of 14, 17 and 19-inch picture sizes ranging in price from \$219.95 for a 14-inch plastic cabinet table model to \$825 for a 19-inch three-way console combination. Price leader in the 17-inch line is a metal cabinet table model for \$269.95.

New Philco line features 17 and 20-inch sets with prices scaled from \$279.95 for a 17-inch table model to \$599.95 for a 20-inch three-way console combination. An all-metal console, 17-inch, will sell for \$319.95.

Jackson's new line of nine models will feature 14, 17 and 20-inch tube sizes, with prices, not yet set, expected to be at current levels.

Bendix will keep two sets from the firm's current line and add four 17-inch models and a 20-inch console. No prices were announced.

Sylvania will keep its current line and add a 20-inch table model. Firm has not revealed prices, altho expectations are that they will be in line with current lists.

Talent Opens Own Indie Firm

NEW YORK, Dec. 30.—Leo Talent, who this week was in process of completing negotiations for sale of his 50 per cent interest in Mutual Music to Max Dreyfus, head of the Chappell pubberies, will go into business for himself, starting with a nucleus of six tunes he retains out of the Mutual catalog. He will work on *You Don't Have To Drop a Heart To Break It*, one of the six.

Dreyfus, in exchange for an undisclosed amount of cash, retains the bulk of the Mutual copyrights, including various Glenn Miller, Claude Thornhill and Willard Robinson tunes.

MELLIN PUB CO. SPLITS PROFITS

NEW YORK, Dec. 30.—Bobby Mellin has set up the Employees' Music Publishing Company, 50 per cent of the profits of which will be shared by Mellin's employees, prorated according to length of service.

The new firm, a Broadcast Music, Inc. (BMI), affiliate, will harbor some 35 original tunes recorded on the new Majestic label, and include pop, country and rhythm and blues items. Mellin obtained publication rights from Gordon Burge, head of the new pubbery. He paid an advance to Burge, and will collect full mechanicals.

Burge, who formerly operated the ABC-Eagle waxery, obtained rights to the Majestic name from Leonard Ashbach, prexy of Wilcox-Gay, parent company of Majestic Radio & Television. The new Majestic is not connected with the defunct waxery of the same name.

Lombardo To Start 10-Week Tour in Feb.

NEW YORK, Dec. 30.—Guy Lombardo will abandon his local "home," the Hotel Roosevelt Grill, several months earlier than usual to take to the road for a 10-week concert tour—the first such trek the Royal Canadians have undertaken in recent years. Lombardo's first concert date is skedded for February 20, and he will remain on the road until May 1 when he will return to the Roosevelt for an additional eight-week stand.

The Lombardo concert package will include (in addition to the regular band and its singers) a pair of as yet unselected acts. The concerts have been booked into civic auditoriums as well as into school and college halls. Only one open date, April 30, remains available on the itinerary drawn up by Music Corporation of America.

The February 20 to May 1 period in the Roosevelt Grill will be filled by the Three Suns and an as yet unselected band. One of the crews under consideration is that of Bill Snyder, the keyboardist-leader responsible for the revival of *Be-witched* via his Tower diskings. He currently slices for London Records.

Encore Tunes London Fix

NEW YORK, Dec. 30.—Encore Music last week filed suit in United States District Court here against London Film Productions, the Selznick Releasing Organization, and four motion pic exhibitors, charging that London's *Third Man* flick used the Encore tune, *Managua Nicaragua*, without license.

Leeds, Ltd., English branch of Leeds here, has the foreign rights to *Nicaragua*, but according to Encore's attorney, Ben Starr, the assignment specifically excludes sync rights. It is not known who granted London films, owned by Sir Alexander Korda, the sync license.

David I. Bursten, Selznick Releasing's attorney here, said that he had not yet seen the complaint and had no comment on the merits of the case, but said that he would take steps to protect the licenses granted the exhibitors who showed the film and who are being named as co-defendants.

MGM BOOSTS PLATTER PRICES

NEW YORK, Dec. 30.—The last of the important independent diskeries, MGM Records, this week conceded to the trends of the industry and forwarded letters to distributors to advise them of an impending price rise. Diskery's prices will move up effective January 2.

According to the distrib notifications, the diskery was forced to "equalize to prevailing industry prices" and will up its pop 78 and 45-r.p.m. lines to 85 cents plus tax. It is understood that the firm's LP line also will be moved up to the currently prevailing \$3 per 10-inch pop long-play platter price from its previous \$2.85.

COLUMBIA

SPARKING THE NEW YEAR CHEER!

SAMMY KAYE'S

*"Tell me
You Love Me"*



AND
"MY DEAR LITTLE GIRL OF THETA CHI"

78 rpm 39140 33 1/3 rpm 3-39140 45 rpm 4-39140

BEST SELLERS!

	78 RPM	33 1/3 RPM	45 RPM
Popular			
"MY HEART CRIES FOR YOU" and "THE ROVING KIND" Guy Mitchell	39067	3-39067	6-918
"TENNESSEE WALTZ" and "GOODNIGHT PILLOW" Jo Stafford	39129	3-39129	4-39129
"TEARDROPS FROM MY EYES" and "MY HEART CRIES FOR YOU" Jo Stafford and Gene Autry	39086	3-39086	4-39086
"HARBOR LIGHTS" and "SUGAR SWEET" Sammy Kaye ..	38963	3-38963	4-38963
"IF" and "IT IS NO SECRET" Jo Stafford	39082	3-39082	4-39082

Folk			
"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS" Lefty Frizzell ...	20739	3-20739	4-20739
"I'LL FIND YOU" and "(REMEMBER ME) I'M THE ONE WHO LOVES YOU" Stuart Hamblen	20714	3-20714	4-20714
"IT'S NO SECRET" and "BLOOD ON YOUR HANDS" Stuart Hamblen	20724	3-20724	

NEW RELEASES!

Popular			
"CHERRY PIES OUGHT TO BE YOU" and "LOVE MEANS LOVE" Frank Sinatra and Rosemary Clooney	39141	3-39141	4-39141
"THE COMB AND PAPER POLKA" and "YOU ARE MY SUNSHINE" Doris Day	39143	3-39143	4-39143
"MY HEART CRIES FOR YOU" and "SO LONG" Ken Griffin.	39142	3-39142	4-39142

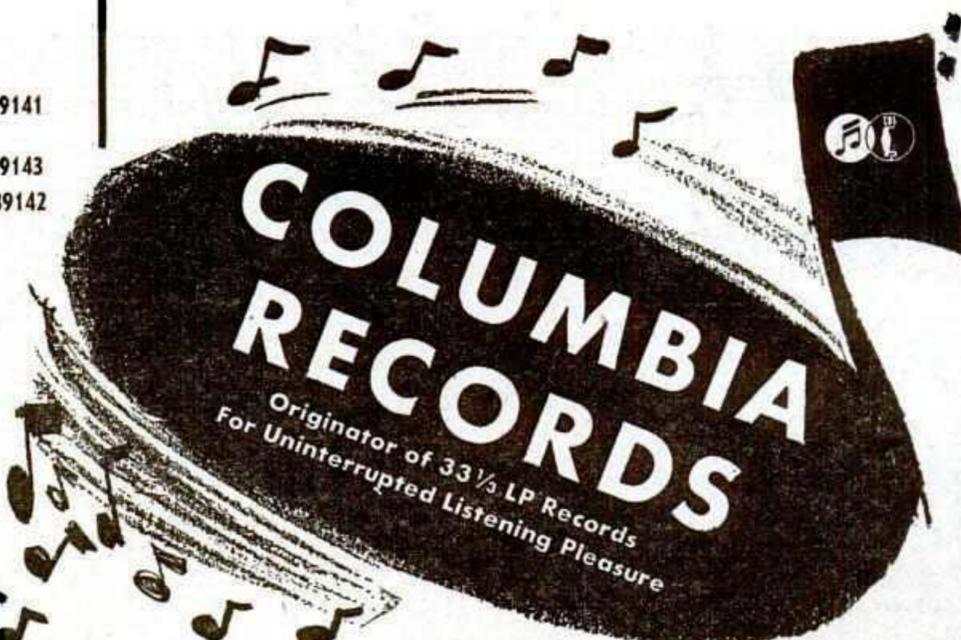
Folk		
"I LOVE NO ONE BUT YOU" and "SOMEBODY ROBBED MY BEEHIVE" George Morgan	20774	3-20774
"SHINE, SHAVE, SHOWER" and "LOOK WHAT THOUGHTS WILL DO" Lefty Frizzell	20772	3-20772

NEW RELEASES!

Children	78 RPM	33 1/3 RPM	45 RPM
"GENE AUTRY AT THE RODEO"—A picture record book ..	Set		
.....	MJV-90		
"PETER PAN"—Jean Arthur, Boris Karloff and original Broadway cast	Set		
.....	MJV-92		
"THE TUBBY THE TUBA SONG" and "TWEEDLE-DEE THE CLOWN" Arthur Godfrey	Set		4-826
.....	MJV-89		

BEST SELLERS!

"BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT 1938" (2 Vols.)		SL-160	
"HARMONY TIME" The Chordettes	C-201	CL6111	
"TEA FOR TWO" Doris Day	C-215	CL6149	B-215
"HYMNS BY THE MARINERS" The Mariners	C-217	CL6154	
"SAMMY KAYE'S SUNDAY SERENADE 1950"	C-219	CL6155	



NEW WAX PREMIUM IDEA

Merc Aims at Store, Distrib Salespeople

Continued from page 1

August 31. It was emphasized that distributor chiefs and store ops will not be included in a separate classification in the plan, but will

Col'bia Pushes Porter Album

NEW YORK, Dec. 30.—Columbia Records is scheduled to wax the original cast album of the new Cole Porter musical, Out of This World, Sunday and Monday (31 and 1) at the 30th Street studios. Pembroke Davenport, who conducts the pit band, will conduct at the date, with the band augmented by strings. Columbia plans to have the album on the market within 10 days.

I'M IN THE MIDDLE OF A RIDDLE recorded and featured by DOROTHY CLAIRE M.G.M. PERCY FAITH ORCH. & CHORUS Columbia LARRY GREEN & HIS ORCHESTRA RCA Victor ANTON KARAS—KAY ARMEN London EVELYN KNIGHT—GUY LOMBARDO Decca SNOOKY LANSON London JO STAFFORD—GORDON McRAE Capitol TED STEELE Rainbow LAWRENCE WELK & HIS ORCHESTRA Mercury ROBBINS MUSIC CORPORATION

MUSIC BOURNE TO LIVE ARTHUR GODFREY SINGS THE HIT VERSION OF "YEA BOO" COLUMBIA #39068 BOURNE, Inc. 149 W. 42nd St. N.Y.

TENNESSEE WALTZ PATTI PAGE Mercury 5534

THE NIGHT IS YOUNG (AND YOU'RE SO BEAUTIFUL) Recorded by BILL SNYDER (LONDON) WORDS & MUSIC, Inc.

MITCH MILLER'S FIRST HIT OF 1951 THE WINTER WALTZ COLUMBIA 39111 Gale and Gayles Incorporated 1619 BROADWAY, NEW YORK 19, N. Y.

benefit where they act as direct salespeople. Four sales meetings will be held to present the idea to distributors and their salesmen. Regional meetings are skedd in Chicago, New York, Los Angeles and Atlanta, with Sales Manager Morry Price, Prexy Irv Green and Executive V-P. Art Talmadge in charge.

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Music—As Written

Millinder Now Adds Contact Duties . . .

Lucky Millinder, veteran orkster who also has doubled as an artists and repertoire man for a couple of diskeries, last week applied for a contact man's card and will join the Moe Gale-Ivan Moggull Sheldon Music, Broadcast Music, Inc. (BMI), firm as a full-time plugger in New York. Millinder will specialize in rhythm and blues material and will contact in the field primarily. Mike Gould, who was with Bourne Music for four years on the Coast, joins the firm as California representative.

Hotel Bids for Wired Music To Balk AFM . . .

Toronto Sheraton outlet, King Edward Hotel, made application to CAPAC for permission to use wired music for its patrons. This is one result of the chain's hassle with the musicians' union which last week put the chain's Canadian hostleries on the blacklist. Nothing has been done so far to use canned music. Inquiry was made purely as exploratory measure.

Adam Signs Satisfiers, Sets Two New Distribs . . .

Adam Records signed the Satisfiers, vocal quartet, to a three-year deal, according to Jerry Lipskin, diskery's a. and r. chief. Two new distribbers have also been set. Ohio Record Sales will handle the line in Cleveland territory and Hit Records in Cincinnati area. Firm will release a Johnny Guarneri long-playing disk after the first of the year and issue all kidisks on both 78 and 45 speeds.

Polymusic Debuts Series From Bard . . .

First of a new series of recorded dramatic works made its bow last week when the Polymusic diskery issued a complete version of Shakespeare's "The Tempest." The two-record set of 12-inch LP records will retail for \$14.95. Cast features Raymond Massey, Hurd Hatfield, Lionel Stander, Lee Grant, Margaret Phillips and Paula Laurence. Original music was written by Paul Bowles. Richard Barr directed and Robert Busch produced the album.

New Crest Waxery Sets Longhair LP . . .

Newly formed Crest diskery is skedd to release a series of longhair LP's featuring European symphonic orks and artists. David Randolph has been named a. and r. chief of the firm. Firm is headed by concert promoter Gunther Lawrence and Randy Wood, formerly Columbia Records sales promotion staff. Ten-inch disks will retail at \$3.95 and 12-inches for \$4.85. Musart Distributing will handle the line nationally.

Chicago:

Mercury has worked out a promotion deal with George Dupuis, of Hadacol, the vitamin formula firm, to boost the forthcoming release, "Everybody Loves That Hadacol," cut in a Cajun and English version by the Basin Street Six, New Orleans combo inked by Murray Nash. Hadacol is buying the first 10,000 disks to distribute free to d. j.'s and juke ops. Tune will tie in with the Hadacol ABC network ainer set for January 13 (The Billboard, December 30). . . . MCA has inked the Johnny Palmer ork. Palmer, who graduated from Northwestern last year, has been fronting the ork for the past four years.

Peatman, Jocks Sing Tunes In Keys That Are Different

PEATMAN

'Heart,' 'Sun,' 'Hoop' Lead This Score

POPS

- 1. My Foolish Heart (My Foolish Heart) . . . Santly-Joy
2. Hoop-Dee-Dee . . . E. H. Morris
3. 'I Don't Care If the Sun Don't Shine' . . . Famous
4. 'La Vie En Rose' . . . Harms
5. 'All My Love' . . . Mills
6. Bewitched . . . Chappell
7. If I Knew You Were Coming I'd've Baked a Cake . . . Robert
8. If Isn't Fair . . . World & Music
9. Third Man Theme (Third Man) . . . Chappell
10. Mona Lisa (Captain Carey USA) . . . Famous
11. Music, Music, Music . . . Cromwell
12. Play a Simple Melody . . . Berlin
13. Dear Hearts and Gentle People (1949) . . . Laurel
14. Chattanooga Shoe Shine Boy . . . Acuff-Rose
15. Enjoy Yourself . . . E. H. Morris
16. Sam's Song . . . Sam Weiss
17. Dear Hearts and Gentle People (1949) . . . E. H. Morris
18. 'Nevertheless (Three Little Words)' . . . Chappell
19. Old Piano Roll Blues . . . Leeds
20. 'Thinking of You (Three Little Words)' . . . Remick
21. Sentimental Me . . . Knickerbocker
22. 'Goodnight, Irene' . . . Spencer
23. Daddy's Little Girl . . . Seaton
24. 'A Dream Is Wish Your Heart Makes (Cinderella)' . . . Walt Disney
25. 'Harbor Lights' . . . Chappell
26. Count Every Star . . . Paxton
27. 'Sometime' . . . Witmark
28. 'I Love the Guy (I Love the Gal)' . . . Shapiro-Bernstein
29. Candy and Cake . . . Oxford
30. 'I Wanna Be Loved' . . . Supreme
31. There's No Tomorrow . . . Paxton
32. 'A Marshmallow World' . . . Paxton
33. 'A Bush and a Peck' (Guys & Dolls) . . . E. H. Morris
34. Bibbidi-Bobbidi-Boo (Cinderella) . . . Walt Disney
35. Old Master Painter . . . Robbins
*Songs currently popular are marked by an asterisk

STANDARDS

- 1. Tea for Two . . . Harms
2. Toot, Toot, Tootsie, Goodbye . . . Feist
3. Blue Skies . . . Berlin
4. White Christmas . . . Berlin
5. Three Little Words . . . Harms
6. All the Things You Are . . . Chappell
7. Blue Moon . . . Robbins
8. Winter Wonderland . . . Robbins
9. Begin the Beguine . . . Bregman-Vocco-Corn
10. Lover . . . Famous
11. Easter Parade . . . Berlin
12. Twelfth Street Rag . . . Shapiro-Bernstein
13. Santa Claus Is Coming to Town . . . Feist
14. Just One of Those Things . . . Harms
15. Stardust . . . Mills
16. Dancing in the Dark . . . Harms
17. 'Can't Give You Anything But Love, Baby' . . . Mills
18. 'Swonderful' . . . Harms
19. Some Enchanted Evening . . . Chappell
20. September Song . . . Crawford
21. What Is This Thing Called Love? . . . Harms
22. Take Me Out to the Ball Game . . . Broadway
23. St. Louis Blues . . . Handy
24. This Can't Be Love . . . Chappell
25. Ain't She Sweet? . . . Advanced
26. Sweet Sue . . . Shapiro-Bernstein
27. Lullaby of Broadway . . . Witmark
28. On the Sunny Side of the Street . . . Shapiro-Bernstein
29. A Wonderful Guy . . . Chappell
30. Smoke Gets in Your Eyes . . . T. B. Harms
31. Summertime . . . Chappell
32. Somebody Loves Me . . . Harms
33. Hallelujah . . . Harms
34. Ol' Man River . . . T. B. Harms
35. Make Believe . . . T. B. Harms

Morgan To Head Coral in Midwest

NEW YORK, Dec. 30.—Bob Morgan has been appointed Midwestern division manager for Coral Records, the wholly-owned subsidiary of Decca Records.

Morgan has been with the Decca organization since 1946 and was moved to the new job from his post in charge of the Decca operation in Shreveport, La.

Expect Early Action Vs. AFM 5-Day Wk.

Problem Comes Up Before CCOA Meet; Musicians Given Notices—in Case

CHICAGO, Dec. 30.—Music buyer opposition to the recent American Federation of Musicians' (AFM) Local 10 edict for a five-day work week for tooters locally is excited to crystallize into a definite program. A meeting was scheduled to be held Friday night (29) at the Maryland Hotel for this purpose. Ted Raynor, legal counsel of the Chicago Cafe Operators' Association (CCOA), which has been taking a stand against the AFM ukase, sent wires to ops here Tuesday (26), notifying them of the confab. Raynor said ops believe the situation has passed the talk stage. It was learned ops have held off doing anything because any concerted move by CCOA and others might mean a musickers' strike on the important New Year's Eve. Most ops have given notice to bands, units and singles. They are not ready to fire orksters, but

NEW YORK, Dec. 30.—Tunes which gather the most live performances during the year vary considerably from those receiving the most disk jockey plays. This is borne out by a comparison of two surveys, Peatman's annual compilation of song hits, listing 35 pop tunes, and an annual recapitulation of The Billboard's records-most-played-by-disk-jockeys chart, listing 30 pops.

Top three tunes in the Peatman list are, respectively, My Foolish Heart, the film tune published by Santly-Joy; Hoop-Dee-Dee, published by E. H. Morris, and Famous Music's I Don't Care If the Sun Don't Shine.

The three tunes scoring the greatest number of points on the disk jockey survey are, respectively, Famous Music's Mona Lisa; Spencer Music's Goodnight, Irene, and Acuff-Rose's Chattanooga Shoe Shine Boy.

A glance at the two accompanying charts will show such variations all along the line. Harms' La Vie En Rose, for instance, takes fourth place on Peatman's list and just squeezes into 29th position on the disk jockey chart. Again, Mona Lisa, No. 1 in jockey plays, scores 10th with Peatman. Irene, second with the jocks, is 22d with Peatman.

In a few extreme cases, a tune making one of the surveys fails to get a listing on the other. I Don't Care If the Sun Don't Shine (Famous) is an example. It is third with Peatman, but fails to make the top 30 on the jock list.

Analysis of Peatman's list credits E. H. Morris and Chappell with four tunes on the pop list. The Warners group, Remick, Harms and Witmark, collectively have three. Three relatively young indie publishers, George Paxton, Disney and Cromwell, come up with two each, which is what such established firms as Shapiro Bernstein and Famous scored.

Peatman's listing of most performed standards gives the top spot to Harms Tea for Two. Toot, Toot,

ASCAP Catalogs Go to SESAC

NEW YORK, Dec. 30.—SESAC, performing rights society, this week acquired a number of standard catalogs formerly affiliated with the American Society of Composers, Authors and Publishers. Catalogs include Century Music of New York and its two subsidiaries, Keyboard and Heritage; Amsco Music, New York; H. T. Fitzimons Company, Inc., Chicago, and Mercury Music. SESAC's pacts with publishers are for 10 years.

Mercury catalog comprises standard American music and includes works by Vergil Thomson, Igor Stravinsky, Paul Bowles, Leo Sowerby and Walter Piston. Fitzimons specializes in choral, sacred and band music.

JOCKS

'Goodnight,' 'Mona Lisa,' 'Shine Boy'

- 1. Mona Lisa . . . Famous
2. Goodnight, Irene . . . Spencer
3. Chattanooga Shoe Shine Boy . . . Acuff-Rose
4. If I Knew You Were Coming I'd've Baked a Cake . . . Robert
5. My Foolish Heart . . . Santly-Joy
6. Rag Mop . . . Hill & Range Songs
7. If Isn't Fair . . . Words and Music
8. Music, Music, Music . . . Cromwell
9. Third Man Theme . . . Chappell
10. Bewitched . . . Chappell
11. Sentimental Me . . . Knickerbocker
12. 'I Wanna Be Loved' . . . Supreme
13. Hoop-Dee-Dee . . . E. H. Morris
14. Harbor Lights . . . Chappell
15. Simple Melody . . . Irving Berlin
16. Tzena, Tzena, Tzena . . . Mills
17. All My Love . . . Mills
18. Dear Hearts and Gentle People . . . E. H. Morris
19. 'Can Dream, Can't It' . . . Chappell
20. Count Every Star . . . Paxton
21. The Old Master Painter . . . Robbins
22. Cry of the Wild Goose . . . American
23. Sam's Song . . . Sam Weiss
24. Bonaparte's Retreat . . . Acuff-Rose
25. Nevertheless . . . Chappell
26. There's No Tomorrow . . . Paxton
27. 'I Said My Pajamas' . . . Leeds
28. Can Anyone Explain? . . . Valando
29. 'La Vie En Rose' . . . Harms, Inc.
30. Dearie . . . Laurel

Tootsie, Goodbye (Feist) and Berlin's Blue Skies are second and third, respectively. Berlin's White Christmas, first last year, scored fourth.

HOPPIN' ALONG FAST WILL BE HERE SOON! KATY THE KANGAROO GEORGE PAXTON INC. 1619 Broadway • New York 19, N. Y.

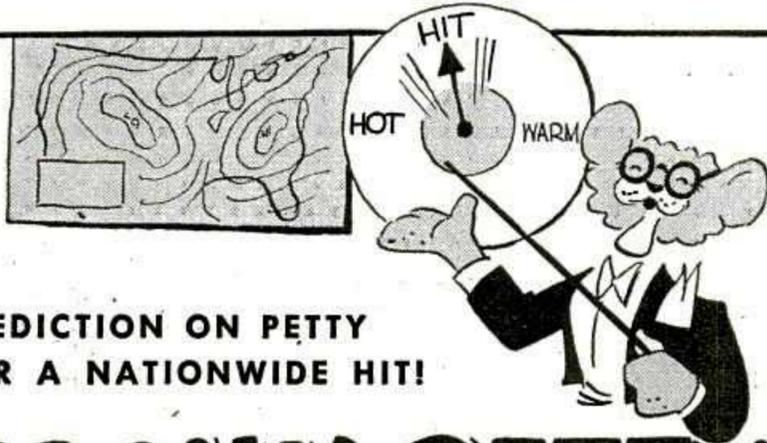
Another BMI Pin-Up Hit! TEARDROPS FROM MY EYES Simon House June Hutton . . . Decca Fran Warren . . . Victor Jo Stafford-Gene Autry . . . Columbia Louis Prima . . . Robin Hood Hawkshaw Hawkins . . . King Frank DeVol-Helen O'Connell . . . Capitol Louis Jordan . . . Decca Exclusively licensed by BROADCAST MUSIC, INC.

THE LITTLE GENERAL Says: THE LITTLE WHITE DUCK "WILL BE IN SEASON ALL THE WAY THROUGH EASTER" GENERAL MUSIC 400 Madison Ave., N. Y. C. PL 3-7342

BLUETAIL THE RED FOX "I WONDER WHY HIS TAIL TURNED BLUE?"

The New Benjamin and Weiss Hit! "HOW NEAR TO MY HEART" OXFORD MUSIC CORPORATION 1619 Broadway, New York 19, N. Y.

LEO'S HIT FORECAST



**PREDICTION ON PETTY
FOR A NATIONWIDE HIT!**

FRANK PETTY TRIO



FIRST CAME
RAIN
then
AT SUNDOWN

and now it's

PENNIES FROM HEAVEN

backed by COQUETTE

78 RPM—MGM 10880 • 45 RPM—MGM K10880

which means **DOLLARS** for you!

Hear this Honey!

DEBBIE REYNOLDS and CARLETON CARPENTER

ABA DABA HONEYMOON

backed by ROW, ROW, ROW

78 RPM—MGM 30282 • 45 RPM—MGM K30282

Album Sensations!

ZIGGY ELMAN and his Orchestra

33 1/2 RPM—MGM Long-Playing Record E-533
45 RPM—MGM Album K65

FINGERS ON FIRE

ARTHUR (Guitar Boogie) SMITH
and his Cracker-Jacks

33 1/2 RPM—MGM Long-Playing Record E-533
45 RPM—MGM Album K66

OTHER M-G-M PROPHECIES

A Hit!
TOMMY TUCKER
and his Orchestra
WHAT'VE YOU GOT?
HULLABALOO
78 RPM—MGM 10885
45 RPM—MGM K10885

A Smash!
JOAN SHAW
**IF YOU'VE GOT THE MONEY
I'VE GOT THE TIME**
WALKING WITH THE BLUES
MGM Non-Breakable 10866

Great!
TOMMY EDWARDS
ONCE THERE LIVED A FOOL
A FRIEND OF JOHNNY'S
MGM Non-Breakable 10884

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg. U.S. Pat. & Tm. Off.

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 December 27, 28 and 29.

Last Week | This Week

1. 1. Tennessee Waltz

By Pee Wee King and Redd Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col(78)20551, (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 20-2680; Anita O'Day, London 867; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Col 39065; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. Jaworski-G. Bajek, Dana 718; T. Tucker Ork, MGM 10864; Cowboy Copas-Ruby Wright, King 919; Mill Larkin, Regal 3303; S. Kaye, Col 39113; Spike Jones, V 20-4011; Jo Stafford, Col 39129.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ork-L. Rohan, Thesaurus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated.

2. 2. The Thing

By Charlie Grean—Published by Hollis (BMI)
RECORDS AVAILABLE: Ames Brothers-R. Ross Ork, Coral 60333; A. Godfrey-A. Bieyer Ork, Col 39068; T. Brewer-H. Jerome Ork, London 873; Phil Harris, V 20-3968; Two Ton Baker-D. Le Winter Ork, Mer 5548; Steve Gibson's Red Caps, V 20-3986; Danny Kaye, Dec 27350; S. Jaworski, Dana 717; S. Reichtzeit, Banner 585; T. Tucker Ork, MGM 10864; June Carter, V 21-0411.
(No information on electrical transcription libraries available as The Billboard goes to press.)

6. 3. My Heart Cries for You

By Carl Sigman and Percy Faith—Published by Massey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 877; D. Shore-H. Rene Ork, V 20-3978; J. Wakely, Cap 1328; V. Young Ork, Dec 27333; B. Farrell, MGM 10868; V. Damone, Mer 5563; E. Knight-Red Foley, Dec 27378; J. Stafford, G. Autry, Col 39086.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

3. 4. Harbor Lights

By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (45)16-784, (33)11-784; B. Crosby-L. Murray Ork, Dec 27249; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Clay-S. Fisher, Hi-Tone 315; S. Jaworski-G. Bajek, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

5. 5. Nevertheless

By Harry Ruby and Bert Kalmer—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan Ork, V(78)20-3904, (45)147-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork, Col 38982; F. Sinatra, Col 39044; The Embassy Trio, Mastertone 75-100-1; Anita Ellis, MGM 30240.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Kay Starr-Bob Crosby, Standard.

7. 6. A Bushel and a Peck

By Frank Loesser—Published by Susan (ASCAP)
From the musical "Guys and Dolls"
RECORDS AVAILABLE: P. Como-B. Hutton-M. Ayres Ork, V 20-3990; D. Day, Col 39008; J. Desmond-T. Mottola Ork, MGM 10800; C. Haines, Coral 60309; Kitty Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wakely, Car 1234; Andrews Sisters-V. Schoen Ork, Dec 27252; J. & H. Welgel, Dana 716.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Henry Jerome, Lang-Worth.

4. 7. Rudolph, the Red-Nosed Reindeer

By Johnny Marks—Published by St. Nicholas (ASCAP)
RECORDS AVAILABLE: H. Babbitt, Coral 60271; G. Autry, Col38610, (33)1-375; S. Burnette-E. Scott Ork, Cap 30133; B. Crosby, Dec 88050; R. Foley, Dec 46267; A. Gentry-Happy Tones, Hi-Tone 311; K. Griffin, Col 38981; E. Howard, Mer 5360; E. Howard Ork, Mer MMP-67; Spike Jones, V 20-3934; Montana Slim, V 21-0392; "Sugar Chile" Robinson, Cap CAS-3085; P. Scala, London 740; Ted Black Ork, Dana 2061; L. Cook, Abbey 15026; Korn Kobblers, MGM 60005; P. Scala-Keynotes, London 740.
ELECTRICAL TRANSCRIPTION LIBRARIES: Johnny Guarneri, Thesaurus; Jan Garber, Capitol; Henry Jerome, Lang-Worth; Chuck Foster, Lang-Worth; Four Knights, Lang-Worth; Glen Osser, Muzak; Lawrence Welk, Standard; Satisfiers, Associated.

9. 8. All My Love

By Paul Durand, Mitchell Parrish and Henri Contet—Published by Mills (ASCAP)
RECORDS AVAILABLE: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27177; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)147-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006; J. Francois, Polydor-Vox 560-095.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Corvo, Associated; Bette Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman, Muzak; Henry Jerome, Lang-Worth.

10. 9. Thinking of You

By Harry Ruby and Bert Kalmer—Published by Remick (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: Bobby Byrne Ork, Coral 60298; D. Cherry, Dec 27128; A. Morton-P. Weston Ork, Capitol 1106; M. Tilton, Coral(78)60279, (45)19-60279; S. Vaughan, Col 38925; E. Fisher, V 20-3901; Margaret Phelan, King 15089.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Satisfiers, Associated; Richard Liebert, Thesaurus; Bob Chester Ork, Standard.

- 10. Be My Love

By Sammy Cahn and Nicholas Brodsky—Published by Robbins (ASCAP)
From the MGM film, "Toast of New Orleans."
RECORDS AVAILABLE: B. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V. (45)49-1353 (78)10-1561; V. Young, Decca 27366.
(No information on electrical transcription libraries available as The Billboard goes to press.)

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"IF," "I LOVE THE WAY YOU SAY GOODNIGHT" Dean Martin.....	1342	F1342
"TEARDROPS FROM MY EYES," "IT'S A LONESOME OLD TOWN" Frank DeVol.....	1340	F1340
"THREE-HANDED WOMAN," "I DON'T CARE" Benny Strong.....	1326	F1326

HOT SELLERS!

POPULAR

	78	45
	rpm	rpm
"LITTLE ROCK GETAWAY," "TENNESSEE WALTZ" Les Paul.....	1316	F1316
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony.....	1190	F1190
"MY HEART CRIES FOR YOU," "MUSIC BY THE ANGELS" Jimmy Wakely.....	1328	F1328
"A BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting, Jimmy Wakely.....	1234	F1234
"I'LL NEVER BE FREE" Kay Starr, Tennessee Ernie.....	1124	F1124
"MY LITTLE OLD SHACK" Yogi Yorgesson.....	1216	F1216
"JUST THE WAY YOU ARE" Gordon MacRae.....	1193	F1193
"OH, BABE" Kay Starr.....	1278	F1278
"I'LL ALWAYS LOVE YOU" Dean Martin.....	1028	F1028
"ORANGE COLORED SKY" Nat "King" Cole, Stan Kenton.....	1184	F1184
"GESHRAY OF DeVILDE KOTCHKE" Mickey Katz.....	1284	F1284
"AY AY CHUG A CHUG," "WHERE ARE YOU!" Peggy Lee.....	1298	F1298
"THINKING OF YOU" Art Morton, Paul Weston.....	1106	F1106

WESTERN & FOLK

TENNESSEE ERNIE "The Shot Gun Boogie".....	1295	F1295
RAMBLIN' JIMMIE DOLAN "Hot Rod Race".....	1322	F1322
LEON PAYNE "Because You Love Me".....	1321	F1321
TEX WILLIAMS "Don't Make Love to Mary" "Cheaters Never Prosper".....	1345	F1345



Week ending
JAN. 6, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Margaret Whiting



Headed for the top!

"OVER & OVER & OVER"

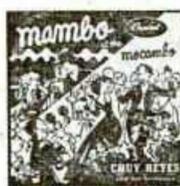
coupled with

"THE MOON WAS YELLOW"

Frank DeVol arrangements

CAPITOL RECORD NO. 1343 ON 78 RPM • NO. F1343 ON 45 RPM

NEW RELEASES ON Capitol



Another wonderful Chuy Reyes album!

"MAMBO AT THE MOCAMBO"
CHUY REYES & HIS ORCHESTRA

A treat for the lovers of Latin American dance music

78 rpm No. CC-257 \$3.39 45 rpm No. CCF-257 \$2.90 33 1/3 rpm No. H-257

Important Album Re-issued
by Popular Demand

"HERE COMES THE BAND"

The Santa Cecilia Military Band plays
EL CAPITAN WASHINGTON POST
SEMPER FIDELIS MARCH
PARADE OF THE STARS AND STRIPES
WOODEN SOLDIERS FOREVER
FRENCH NATIONAL ANCHORS AWEIGH
DEFILE MARCH LIGHTS OUT

78 rpm No. CD-150 \$4.15
45 rpm No. CDF-150 \$3.75



POPULAR		78 rpm	45 rpm
TENNESSEE ERNIE JOB FINGERS CARR	TAILOR MADE WOMAN STACK-O-LEE	1349	F1349
MARY MAYO Orchestra Conducted by AL HAM	A PENNY A KISS, BRING BACK THE THRILL	1350	F1350
JAN GARBER and His Orchestra	IF ^{coupled with} CASTLES IN THE SAND	1351	F1351
RAY ANTHONY and His Orchestra	BE MY LOVE ^{coupled with} I WONDER WHAT'S BECOME OF SALLY	1352	F1352
PAUL NEIGHBORS and His Orchestra	SENTIMENTAL MUSIC GIVE ME YOU	*1353	F1353
CLIFFIE STONE and His Hometown Jamboree Gang	WITH A KISS ^{and} TATER PIE	1354	F1354
OLE RASMUSSEN and His Combusters	STRAIGHTEN OUT YOUR TROUBLES ^{and} WHICH A-WAY (WITH THE LORD) WILL YOU GO	1355	F1355
MBL BLANC with Music by BILLY MAY	I TAUT I TAW A PUDDY TAT YOSEMITE SAM	1360	F1360

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

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received December 27, 28 and 29

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

Table with columns: Position, Weeks Last, This to date, Record Title, Artist, and Record Label. Includes tracks like 'TENNESSEE WALTZ', 'THE THING', 'MY HEART CRIES FOR 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, Artist, and Total Points. Includes tracks like 'Nevertheless', 'All My Love', 'The Thing', etc.

VOX JOX

Preems

Jerry Gaines, WHAT, Philadelphia, has added 15 more minutes to his across-the-board ainer. Robin Bright, WIRE, Indianapolis, has launched two new half-hour disk shows. Mike Joseph, ex-WFRO, Fremont, O., has moved to WMAN, Mansfield, O. Jim Russell is now spinning 'em for WDKD, Kingstree, S. C. Jack (Doc) Stuart, ex-WTYS, Marianna, Fla., has joined WTAL, Tallahassee, Fla. Lee Ellman is now spinner at WCCC, Hartford, Conn. Dick Gilbert, KTYL, Phoenix, Ariz., has gone long-hair on the station's FM outlet, via a new across-the-board series. Jim Stewart has returned to WGAD, Gadsden, Ala., having received his radio arts degree from Alabama University. Stewart also attended his own wedding December 28. Bob Watson, WSB, Atlanta, is planning a "big name blowout" via tape guestings, for his fifth anniversary show January 22. Bob Evans, ex-program director for WSSB, Durham, N. C., has joined WALD, Walterboro, S. C., in same capacity. G. D. Warland, KJFJ, Webster City, Ia., named program director for the station. Bob Milton, KGLO, Mason City, Ia., is doing a new three-hour song session Saturday afternoons. Cliff Holman, WHUC, Hudson, N. Y., has taken over the afternoon and early evening d. j. slot and Bruce Mitchell, same station, has assumed spinning chores on "Breakfast Bandwagon," in addition to his "Main Street Melody" ainer. Mitchell is also readying a new ainer, tagged "Morning Music Club." Bill Brownlie, WKWF, Key West, Fla., teed off a new d. j. ainer, "Platter Party," last month, and would like to hear from diskeries. Bob Cooper, ex-KVFD, Fort Dodge, Ia., has joined KSEI, Pocatello, Idaho. Bob Bertrand, KXXX, Colby, Kan., moves to KRVN, Lexington, Neb., in January. Hunter Hancock is set for a platter show on KALI, Hollywood, tagged "Huntin' With Hunter," and similar to his daily ainer on KFVD. Bosh Pritchard, star halfback of the Philly Eagles, is returning to disk-spinning on WPEN, Philadelphia, for Crosley. Harry Westcott, WEEU, Reading, Pa., is now running a teen-age show tagged "Modern Melodies." Harvey Dobbs, CHUM, Toronto, celebrated the first anniversary of his "Date With Dobbs" ainer in December.

Ad Lib Cuttings

Robin Seymour, WKMH, Dearborn, Mich., has started a survey on his "Bobbin' With Robin" ainer, asking listeners to vote for their favorite record of 1950 and vice-versa. Dave Naber's "Juke Box Serenade" on WKAI, Macomb, Ill., now features a weekly song fest with Dick Keely and Kenny Phlamm. Don Roberts, WCMI, Ashland, Ky., has a cat meowing in front of Tommy Dorsey's "Boogie Woogie" record for his theme on "Robby's Pop Show." Dana K. Johnson, WVMC, Mount Carmel, Ill., pens, "A song that's been getting quite a spinning around here is Louis Armstrong's "Blueberry Hill." Larry Woodward, WVJS, Owensboro, Ky., writes, "In conjunction with our 'Santa Claus Letters' program, we had St. Nick fly into town in a seaplane, leading a procession to our sponsor's store (Sears)." Bill Simon, ex-Billboardite, visited New England disk jockeys during holiday week to push London wax.

Best Selling Sheet Music

based on reports received December 27, 28 and 29

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

Table with columns: Position, Weeks Last, This to date, Record Title, and Publisher. Includes tracks like 'TENNESSEE WALTZ', 'THE THING', 'HARBOR LIGHTS', etc.

NOTE: Due to the appearance of Christmas standards on the sheet music chart we are listing more than the usual 15 popular songs.

England's Top Twenty

Table with columns: Position, Weeks Last, This to date, Record Title, English Publisher, and American Publisher. Includes tracks like 'RUDOLPH, THE RED-NOSED REINDEER', 'I TAUT I TAW A PUDDY TAT', etc.

*Publisher not available as The Billboard goes to press.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted. (Beginning Friday, December 22, 8 a.m., and ending Friday, December 29, 8 a.m.)

Table with columns: Record Title, Artist, and Agency. Includes tracks like 'Accidents Will Happen', 'All My Love', 'Autumn Leaves', etc.

Thanks

for the many
favors all
during the
Past Year...

*My
Best To
you for
1951*



MINDY CARSON

Latest Releases . . .

"WHEN YOU RETURN"

backed by

"BOUTONNIERE"

(BOO-TON-YARE)

Press Relations
MARVIN DRAGER

RCA • **RCA VICTOR Records** 

45 rpm — 47-4018

78 rpm — 20-4018

Personal Management
EDW. JOY

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... based on reports received December 27, 28 and 29

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...

Table with columns: Weeks to date, Last Week, This Week, Rank, Title, Artist, Label, and additional info.

Best Selling Pop Albums

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...

Table with columns: Last Week, This Week, Rank, Title, Artist, Label, and additional info.

DEALER DOINGS

LP Swap Plan

The latest gimmick to increase sales is the one being used by the Record Collectors' Exchange, New York. The shop is now offering to trade LP disks for newer LP's...

News Notes

Chambers Piano Exchange, Macon, Ga., added a record and sheet music department. Named by Manager Bill Chambers to head the new section is Mrs. Eloise Pierson...

Best Service

"Best service rendered in the record business is by Decca. Thanks to John Little, Philadelphia branch office, we're really on the ball here. Decca salesmen are the best trained and most polite..."

Trade Talk

"A price increase at this time of the year will ruin the record business. The buying public will resist to the limit and only buy the cheaper records..."

Wooden Benches

The problem of teen-agers who tie up demonstration booths while listening to stacks or racks doesn't bother Mel Collier, Mel Collier Music Company, Denver. He claims to have found the solution by simply installing hard wooden benches...

Best Selling Children's Records

... based on reports received December 27, 28 and 29

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.

Table with columns: Weeks to date, Last Week, This Week, Rank, Title, Artist, Label, and additional info.

Best Selling Classical Titles

... based on reports received December 27, 28 and 29

Table with columns: Last Week, This Week, Rank, Title, Artist, Label, and additional info.

Record Reviews

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

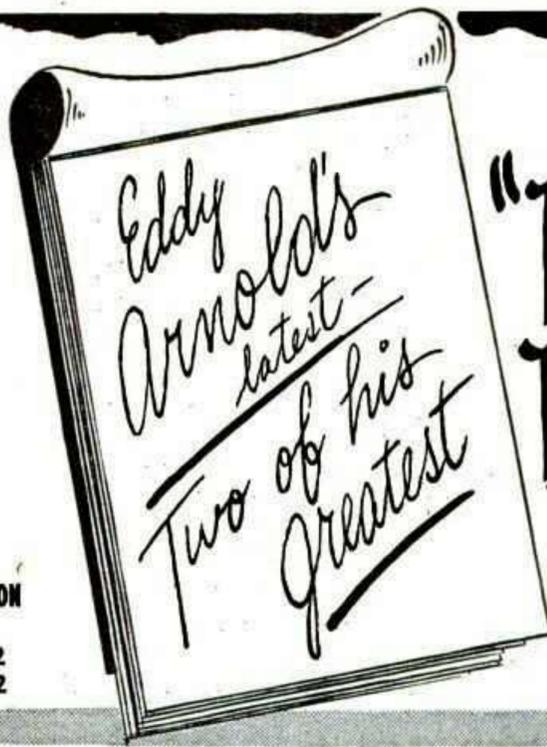
Table with columns: Artist Label and No., Tunes Comment, and a vertical 'POPULAR' indicator.

(Continued on page 23)

HIT!

"THERE'S BEEN A CHANGE IN ME"

Backed by
"TIE ME TO YOUR APRON STRINGS AGAIN"
78 rpm—21-0412
45 rpm—48-0412



NEW!

"May The Good Lord Bless And Keep You"

Backed by
"I'M WRITING A LETTER TO THE LORD"
78 rpm—21-0425
45 rpm—48-0425

This week's

New Releases

... on **RCA Victor**

Release 51-1

Ships Coast to Coast, Week of January 7

POPULAR

- DINAH SHORE** with Henri Rene's Orchestra
Wait for Me
Down in Nashville, Tennessee
(Chick-a-Ling-Bone)
20-4015—(47-4015)*
- EDDIE FISHER** with HUGO WINTERHALTER'S Orchestra and Chorus
Bring Back the Thrill
If It Hadn't Been for You
20-4016—(47-4016)*
- HUGO WINTERHALTER'S** Orchestra and Chorus
The Seven Wonders of the World
Across the Wide Missouri
20-4017—(47-4017)*
- MINDY CARSON** with Orchestra conducted by Andrew Ackers
When You Return
Boutonniere (Boo-Ton-Yare)
20-4018—(47-4018)*

COUNTRY

- WILF CARTER** (Montana Slim, the Singing Cowboy)
Just a Woman's Smile
My Heart's Closed for Repairs
21-0419—(48-0419)*
- DON GIBSON** and His King Cotton Kintolks
I Love No One But You
Carolina Breakdown
21-0424—(48-0424)*

WESTERN

- ROY ROGERS**
Peter Cottontail
Easter Parade 21-0423

CHILDREN'S

- Peter Cottontail
Easter Parade 47-0262*

POP-SPECIALTY

- JOE BIVIANO** with His Accordion Orchestra
The Scissor Grinder Serenade
Wrestlin' Nights—Polka
25-1185—(51-1185)*

* 45 rpm 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.

- \$ **The Thing**
Phil Harris and His Orchestra 20-3968—(47-3968)*
- \$ **Be My Love**
Mario Lanza 10-1561—(49-1353)*
- \$ **A Bushel and a Peck**
Perry Como and Betty Hutton 20-3930—(47-3930)*
- \$ **Zing-Zing-Zoom-Zoom**
Perry Como-Sigmund Romberg 20-3997—(47-3997)*
- \$ **Nobody's Chasing Me—My Heart Cries for You**
Dinah Shore 20-3978—(47-3978)*
- \$ **There's Been a Change in Me**
Eddy Arnold 21-0412—(48-0412)*
- \$ **Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork 20-3901—(47-3901)*
- \$ **Tennessee Waltz**
The Fontane Sisters 20-3979—(47-3979)*
- \$ **I'm Moving On**
Hank Snow and His Rainbow Ranch Boys 21-0328—(48-0328)*
- \$ **You're Just in Love**
Perry Como 20-3945—(47-3945)*
- \$ **The Golden Rocket**
Hank Snow and His Rainbow Ranch Boys 21-0400—(48-0400)*
- \$ **Patricia**
Perry Como 20-3905—(47-3905)*
- \$ **Mommy, Won't You Buy a Baby Brother?**
Rudolph, the Red-Nosed Reindeer
Spike Jones and His City Slickers* 20-3934—(47-3934)*
- \$ **Tell Me Tonight**
Tony Martin 20-3987—(47-3987)*
- \$ **Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Ork 20-3920—(47-3920)*

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.

- ★ **All My Love**
Dennis Day 20-3870—(47-3870)*
Best Selling Pop Singles, No. 30, Billboard, December 23.
- ★ **It Is No Secret**
The Three Suns 20-3976—(47-3976)*
Operators Pick, No. 5, Billboard, December 30; Disk Jockeys Pick, No. 5, Billboard, December 23.
- ★ **Tell Me Tonight**
Sea of the Moon
Tony Martin 20-3987—(47-3987)*
Both sides Retailers Pick, Billboard, December 30. TELL ME TONIGHT also Disk Jockeys Pick, Billboard, December 30.
- ★ **Jada**
Lisa Kirk 20-3989—(47-3989)*
Billboard Tips on Tops last week.

TIPS

WAIT FOR ME
DOWN IN NASHVILLE, TENNESSEE
(Chick-a-Ling-Bone)
Dinah Shore 20-4015—(47-4015)*

COMING!
NEXT WEEK...
ONE OF THE GREATEST DUETS EVER RECORDED!
TONY MARTIN
and
DINAH SHORE
THE SONGS—
"In Your Arms"
and
"A PENNY A KISS"
by
DINAH SHORE
and
TONY MARTIN

The stars who make the hits are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

"THE VISION OF BERNADETTE"

Sung by

BOBBY WAYNE

with
The Members of the Choir
of the
Shrine Church of St. Bernadette

backed by

"AVE MARIA"

London 888 (78 rpm) and 45-888 (45 rpm)



LONDON

RECORDS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received December 27, 28 and 29

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

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
7	2	1		TENNESSEE WALTZ	P. Page	Mercury (78)5534; (45)5534X45—BMI
7	1	2		THING, THE	P. Harris	V (78)20-3968; (45)47-3968—BMI
18	3	3		HARBOR LIGHTS	S. Kaye	Col (78)38963; (33)1-784; (45)6-784—ASCAP
4	5	4		MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Col (78)39067; (33)1-918—ASCAP
9	4	5		NEVERTHELESS	Mills Brothers	Dec (78)27253; (45)9-27253—ASCAP
3	7	6		RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col (78)38610; (33)1-375—ASCAP
13	6	7		HARBOR LIGHTS	G. Lombardo	Dec (78)27208; (45)9-27208—ASCAP
4	11	8		TENNESSEE WALTZ	G. Lombardo	Dec (78)27336; (45)9-27336—BMI
11	11	9		THINKING OF YOU	D. Cherry	Dec (78)27128; (45)9-27128—ASCAP
19	10	10		ALL MY LOVE	P. Page	Mercury (78)5455; (45)5455X45—ASCAP
9	13	10		BUSHEL AND A PECK	B. Hutton-P. Como	V (78)20-3930; (45)47-3930—ASCAP
9	13	12		TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury (78)5517; (45)5517X45—ASCAP (S. Kaye Ork, Col 39036; A. Mooney Ork-B. Manning-Skiylarks, MGM 10839; S. Oliver Ork-R. Young, Dec 27262; J. Stafford-Gordon Mac-Rae, Cap 1307; Three Suns, V 20-3976)
10	8	13		BUSHEL AND A PECK	M. Whiting & J. Wakely	Cap (78)1234; (45)F-1234—ASCAP
14	13	14		HARBOR LIGHTS	K. Griffin	Col (78)38889; (33)1-710; (45)6-710—ASCAP
10	9	15		HARBOR LIGHTS	B. Crosby	Dec (78)27219; (45)9-27219—ASCAP
3	13	15		WHITE CHRISTMAS	B. Crosby	Dec (78)23778—ASCAP (P. Brito, MGM 10779; E. Arnold, V 21-0390; Ravens, National 9062; H. Brooks Trio, Modern 20-787; A. Kostelanetz Ork, Col 7666-M; A. Shaw Ork, Dec 27243; Ellingtonians-A. Hibbler, Mercer M-1953; H. Winterhalter Ork & Chorus, V 20-3937)
3	22	17		MY HEART CRIES FOR YOU	D. Shore	V (78)20-3978; (45)47-3978—ASCAP
10	13	18		NEVERTHELESS	R. Flanagan	V (78)20-3904; (45)47-3904—ASCAP
1	—	18		MY HEART CRIES FOR YOU	B. Farrell	MGM (78)10868—ASCAP
2	22	20		BE MY LOVE	M. Lanza	V (78)10-1561; (45)49-1353—ASCAP (V Young, Dec 27366; B. Eckstine-R. Case Ork, MGM 10799)
7	19	21		NEVERTHELESS	R. Anthony	Cap (78)1190; (45)F-1190—ASCAP
3	—	21		BUSHEL AND A PECK	Doris Day	Col (78)39008; (33)1-838—ASCAP
1	—	21		RUDOLPH, THE RED-NOSED REINDEER	S. Jones	V (78)20-3934; (45)47-3934—ASCAP
1	—	21		TENNESSEE WALTZ	J. Stafford	Col (78)39065; (45)6-916—BMI
16	20	25		ALL MY LOVE	G. Lombardo	Dec (78)27118; (45)9-27118—ASCAP
11	26	25		NEVERTHELESS	P. Weston	Col (78)38982; (33)1-813—ASCAP
20	26	25		I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap (78)1124; (45)F-1124—ASCAP (E. Fitzgerald-L. Jordan, Dec 27200; J. Indig-J. Pleis Ork, London 654; P. Gayten Ork-Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 60293; L. Hampton Ork, 24911; L. Millinder Ork, V 20-3622; Art Mooney Ork-Skiylarks, MGM 10829)
13	—	25		ORANGE COLORED SKY	King Cole-S. Kenton	Cap (78)1184; (45)F-1184—ASCAP (Janet Brace-M. DeLugg Ork, King 15061; Doris Day, Col 38980; D. Kaye-P. Andrews-V. Schoen Ork, Dec 27261; B. Hutton, V 20-3908; J. Lester, Coral 60325; Roberta Quinlan, Mer 5504)
1	—	25		MY HEART CRIES FOR YOU	J. Wakely	Cap (78)1328; (45)F-1328—ASCAP
9	20	30		HARBOR LIGHTS	R. Anthony	Cap (78)1190; (45)F-1190—ASCAP
8	28	30		THINKING OF YOU	H. Winterhalter & E. Fisher	V (78)20-3901; (45)47-3901—ASCAP
3	28	30		HARBOR LIGHTS	R. Flanagan	V (78)20-3911; (45)47-3911—ASCAP
2	30	30		YOU'RE JUST IN LOVE	Fontane Sisters-P. Como	V (78)20-3945; (45)47-3945—ASCAP (Guy Mitchell-R. Clooney-P. Faith Ork, Col 39052; R. Case Ork-J. Carroll-C. Blake, MGM 10845; B. Chapel-D. LeWinter Ork, Mer 5545; R. Stevens-R. Merrill, V (45)49-3108; E. Merman-D. Haymes-G. Jenkins Ork, Dec 27317; M. Tilton-H. Babbitt, Coral 60335; Mary Martin & Son, Col 39115)

A GREAT VOICE SINGS A GREAT SONG!

Vic Damone

"IF"

Backed by another Vagabond Shoes

"YOU AND YOUR BEAUTIFUL EYES"

MERCURY 5565 • 5565x45

CURRENTLY AVAILABLE...TWO BIG HITS

"My Heart Cries For You" and **"Music By The Angels"**

MERCURY 5563 • 5563x45

Picked by Billboard: Disc Jockey, Operator and Dealer Picks



JUST RELEASED



Eddy Howard
AND HIS ORCHESTRA
"I STILL FEEL THE SAME ABOUT YOU"

Flip Side

"Penny A Kiss, Penny A Hug"

MERCURY 5567 • 5567x45



Ralph Marterie
AND HIS ORCHESTRA
"SO LONG"

VOCALS BY SKIP FARRELL AND ANN ANDREWS WITH CHORUS

Flip Side

"Here's To Happiness"

MERCURY 5570 • 5570x45



Rex Allen
SINGS TWO "POPS"
"ROVING KIND"

Flip Side

"Wreck Of The John B"

MERCURY 5573



Dinah Washington
"MY HEART CRIES FOR YOU"

Flip Side

"I Apologize"

MERCURY 8209 • 8209x45



The Voice That Thrilled America with his 1st Mercury Record
"STRANGER IN THE CITY"

Tony Fontaine

NOW TWO NEW RELEASES!

"TO LOVE YOU IS MADNESS"

AND

"AND A FRIEND OF JOHNNY'S"

MERCURY 5574 • 5574x45

And

"BRING BACK THE THRILL"

Flip Side

"Vision Of Bernadette"

WITH LEW DOUGLAS ORCHESTRA

MERCURY 5575 • 5575x45

GOING STRONG

Richard Hayes
AND
Kitty Kallen

"GET OUT THOSE OLD RECORDS"

Flip Side

"It's No Secret"

MERCURY 5564 • 5564x45

Eddy Howard
AND HIS ORCHESTRA
"TO THINK YOU'VE CHOSEN ME"

Flip Side

"The One Rose"

MERCURY 5517 • 5517x45

"Tiny" Hill
AND HIS ORCHESTRA
"HOT ROD RACE"

Flip Side

"Lovebug Itch"

MERCURY 5547 • 5547x45

Richard Hayes
"TAMBOURINE"

Flip Side

"This And No More"

MERCURY 5558

ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

BEST SELLERS

POPULAR

- ★ **MARGARET PHELAN**
15089 HALF AS MUCH FLIRTIN'
THINKING OF YOU
- ★ **JOHNNY LONG**
15081 ONCE YOU FIND YOUR
GUY
I DON'T CARE
- ★ **GENE WILLIAMS**
15090 MARGOT
FROM THIS MOMENT ON
- ★ **BOB HAYMES**
15088 DON'T EVER LEAVE ME
COULD BE
- 15087 SHE'S JUST THE GIRL I
LOVE
I'VE NEVER BEEN IN
LOVE BEFORE

FOLK-WESTERN

- ★ **MOON MULLICAN**
917 THE LEAVES MUSTN'T
FALL
I WAS SORTA WONDERIN'
- ★ **HAWKSHAW HAWKINS**
918 TEARDROPS FROM MY
EYES
I LOVE YOU A THOUSAND
WAYS
- ★ **BOB NEWMAN**
916 ONE AND ONE IS TWO,
BABY
CRY BABY BLUES
- ★ **AL DEXTER**
913 DIDDY WAH BOOGIE
YOU'VE BEEN CHEATING,
BABY
- ★ **WAYNE RANEY**
914 IF YOU'VE GOT THE
MONEY, I'VE GOT THE
TIME
REAL HOT BOOGIE
- 910 PARDON MY WHISKERS
OLD FASHIONED MATRI-
MONY IN MIND
- ★ **DELMORE BROTHERS**
911 BLUES YOU NEVER LOSE
LIFE'S TOO SHORT
- ★ **COWBOY COPAS and
RUBY WRIGHT**
919 TENNESSEE WALTZ
- ★ **COWBOY COPAS**
919 I'LL NEVER MORE BE
SHACKLED IN A FOOL'S
PARADISE

SEPIA-BLUES

- ★ **LONNIE JOHNSON**
4423 WHEN I'M GONE (WILL
IT STILL BE ME)
LITTLE ROCKIN' CHAIR
- ★ **IVORY JOE HUNTER**
4424 FALSE FRIEND BLUES
SEND ME, PRETTY MAMA
- ★ **TINY BRADSHAW**
4417 BREAKING UP THE HOUSE
IF YOU DON'T LOVE ME,
TELL ME SO
- ★ **WYNONIE HARRIS and
LUCKY MILLINDER**
4418 OH BABE!
SILENT GEORGE
- 4419 TEARDROPS FROM MY
EYES
PLEASE OPEN YOUR
HEART

Federal

★ **THE DOMINOES**
12001 DO SOMETHING FOR ME
CHICKEN BLUES

DELUXE

★ **ROY BROWN**
3311 DOUBLE CROSSIN'
WOMAN
TEEN AGE JAMBOREE
- 3306 DREAMING BLUES
LOVE DON'T LOVE
NOBODY

King RECORDS, INC.
1540 BREWSTER AVE., CINCINNATI 7, OHIO

LORRY RAINÉ

"Who'll Take My Place
When I'm Gone"
"SPIN THE BOTTLE"
London Records—78 & 45 r.p.m.
and in two weeks—on London

"I Didn't Mean To
Be Mean To You"

by
'the lovely refrain'
who started in '50:

"STRANGERS"
"MUSIC, MAESTRO,
PLEASE"

"HARBOR LIGHTS"
"IT'S TOO LATE NOW"

WHAT THE CRITICS SAY!

Personal Appearances
Billboard—Dec. 16, 1950
"... week's show stars Lorry Raine, fresh from several hit recordings on London label... lovely to look at... wonderful stage presence, captivating... imbues numbers with wealth of warmth and meaning. Real show-stopper, under careful mentoring of Tim Gayle. Lorry Raine looks to be a top name of the future... a natural for TV"—Able L. Morris.

TV
Variety—Dec. 20, 1950
(Al Morgan show; DuMont from WGN-TV. Tele Follow-Up Comment.)
"... guest Lorry Raine was neatly brought into the production with a nostalgic bit about old favorite recordings... Miss Raine kept to the theme with splendid chirping job..."

Records
"Don McCarty seems bent on making flame-tressed, flame-throated Lorry Raine, TV, radio and record star, the talk of the entertainment world. McCarty does the 50,000 watt WCFL, Chicago 'Outer Drive' show on which he constantly sings the praises of Miss Raine... —NICK KENNY, New York Mirror.

And Who Starts Songs?
"Walt Disney's music publishing branch ('Mule Train' and 'Cinderella' hit scores) has collared another new one after hearing Lorry Raine wax it. The title is 'Love Goes 'Round on a Merry-Go-Round'... —WALTER WINCHELL.

"The original etching of 'Dublin Rose,' taken over by Mills Music, was made by Lorry Raine, who reactivated Bourne Music's 'Strangers' via her No. 1 summer-selling London disk, and that firm's 'Music, Maestro, Please'... —VARIETY.

"Pensive-piped Lorry ('Strangers') Raine, whose moody version of 'Harbor Lights' started the revival stampede on that ballad beauty, promises to start another hit in 'I Didn't Mean To Be Mean To You.' It's a wistful song-painting... —TONY WEITZEL.

DIRECTION
MCA ARTISTS, LTD. ★ EXCLUSIVE PERSONAL MANAGEMENT:
TIM GAYLE PUBLICITY PERSONAL MGT.
SONG & RECORD EXPLOITATION
451 WRIGHTWOOD, CHICAGO, ILL.

THE BILLBOARD Music
Popularity Charts

• **Country & Western Records**
Most Played by Folk Disk Jockeys

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

POSITION	Weeks Last This	to date Week Week	RECORDS	ARTIST	COMPANY
10	6	1.	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770
8	1	2.	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
7	4	3.	GOLDEN ROCKET	Hank Snow	V(78)21-0400; (45)48-0400
9	5	3.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20793; (45)8-770; (33)2-770—BMI
28	2	5.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
3	7	5.	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col(78)38610; (33)1-375—ASCAP
23	3	7.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692; (45)9-692—BMI
1	—	8.	TENNESSEE WALTZ	P. Page	Mercury (78)5534; (45)5534X45—BMI
1	—	9.	IT'S NO SECRET	S. Hamblen	Col(78)21-0390; (45)48-0390
1	—	9.	BLUE CHRISTMAS	E. Tubb	Dec(78)46186; (45)9-46186

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

... based on reports received December 27, 28 and 29

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

POSITION	Weeks Last This	to date Week Week	RECORDS	ARTIST	COMPANY
9	1	1.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
3	7	2.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
6	6	3.	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400
7	3	4.	MOANIN' THE BLUES	H. Williams	MGM(78)10832; (45)K10832
14	5	5.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
25	2	6.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
2	8	6.	TENNESSEE WALTZ	P. Page	Mercury (78)5534; (45)9-5534X45—BMI

• **Best Selling Retail Folk**
(Country & Western) Records

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

POSITION	Weeks Last This	to date Week Week	RECORDS	ARTIST	COMPANY
6	3	1.	GOLDEN ROCKET	H. Snow	V(78)21-0400; (45)48-0400
27	1	2.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
11	2	2.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Col(78)20739; (33)2-770; (45)8-770—BMI
4	6	4.	FROSTY, THE SNOW MAN	G. Autry	Col(78)38907; (33)1-742—BMI
4	7	5.	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F1295
3	—	5.	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col(78)38907 (33)1-742—BMI

CALVIN TUBB'S
CURRENT HIT RECORD
**"SHE SLIPPED
OUT ON ME"**
BULLET #722

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Rhythm and Blues Notes

The Harmonic-Aires have been inked to an exclusive diskery contract by rhythm and blues diskery Aladdin Records. Pact is for a year with option. First releases by the new trio will be in mid-January on Aladdin's pop subsid. Intro. Group is composed of Irving Irving, Maurice Fineman and Carl Friedman. They were signed by Eddie Mesner as the result of their appearance on Los Angeles KTLA's "Bandstand Revue" last week.

Jimmy McCracklin was signed to an exclusive contract with Swing Time Records. Diskery will cut eight sides with the ex-Modern Records warbler. To further strengthen its stock, label also is releasing new Ray Charles diskings. Diskery several months ago purchased 111 masters from the now defunct Exclusive diskery, which included works by Johnny Moore and the Three Blazers, and Charles Brown. High Time Records, Coast indie, moved into the blues field last week with the signing of Ramp Davis and His Lower Rampart Street Boys. Initial sides are "The Blues Has Got Me" and "Crazy Boogie." Pact was set by agent Jack Thomas, who plans to bring the group here for a series of p. a. s. Featured in the combo with Davis are "Batman" Rankins, "Boots" Alexis and "Melody Man" Burrell. They are currently appearing at the El Trocadero, New Orleans.

Hunter Hancock of KFVD, Hollywood, emceed the yule show at the Lincoln Theater Christmas Day. Some who entertained were Johnny Otis, Little Esther and Mel Walker. Red Norvo and crew opened Wednesday (27) at the Encore Room, Hollywood.

Cootie Williams' ork was inked to a two-year pact with Derby Records. The veteran horn man last etched for Mercury. Erroll Garner and trio are slated for a one-wrecker at the Apollo Theater, New York, beginning January 4. Apollo Records inked a new six-voice male group, the Southern Harmonaires, a North Carolinian unit. Group will do religious, pop and blues recordings and will be the subject of special promotional plans now being drawn by the diskery.

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Rhythm & Blues Records

... based on reports received December 27, 28 and 29

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.

Weeks to date	Last Week	This Week	Record	Artist	Label
7	1	1	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
11	2	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375—BMI
6	6	3	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
14	4	4	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
7	3	5	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237—BMI
6	5	6	OH BABE	L. Darnell	Regal (78)3298—ASCAP
22	7	7	BLUE SHADOWS	L. Fulson	Swingtime 226
2	8	8	LOW SOCIETY BLUES	L. Fulson	Swingtime 226
2	10	8	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
2	10	10	OUR FATHER	Five Blind Boys	Peacock 1550
1	—	10	HARBOR LIGHTS	D. Washington	Mercury (78)5488; (45)5488X45—ASCAP

Best Selling Retail Rhythm & Blues Records

... based on reports received December 27, 28 and 29

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.

Weeks to date	Last Week	This Week	Record	Artist	Label
8	2	1	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
11	4	2	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375—BMI
11	1	3	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919—BMI
14	3	4	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
3	—	5	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237—BMI
4	—	6	FAR AWAY CHRISTMAS BLUES	"Little" Esther-J. Otis	Savoy 764—BMI
1	—	7	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
4	—	8	OH BABE	J. Preston-B. Evans	Derby 748—ASCAP
1	—	8	I'LL NEVER BE FREE	Lucky Millinder	(V78)20-3622; (45)47-3128—ASCAP
1	—	8	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI

NATIONAL HAS A WINNER WITH "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME"

By **DUSTY FLETCHER**

National 9142

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"ROCKIN' BLUES"

"MY HEART TELLS ME"

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with

Mel Walker



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THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

IN THE OPINION OF THE BILLBOARD'S MUSIC STAFF, THERE WERE NO RECORDS RELEASED IN THE PAST WEEK WHICH WERE WORTHY OF SELECTION AS "BILLBOARD PICKS."

The Disk Jockeys Pick

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

- 1. GET OUT THOSE OLD RECORDS... Guy Lombardo... Decca 27336
2. IT IS NO SECRET... Three Suns... Victor 20-3976
3. ZING, ZING, ZOOM, ZOOM... Perry Como... Victor 20-3997
4. IF... Perry Como... Victor 20-3997
5. IF... Joe Stafford... Columbia 39082
6. IF... Dean Martin... Capitol 1342
7. SLEIGH RIDE... Boston Pops... Victor 10-1484
8. TEARDROPS FROM MY EYES... Frank DeVol... Capitol 1340

The Retailers Pick

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

- 1. SO LONG... Gordon Jenkins-Weavers... Decca 27376
2. GET OUT THOSE OLD RECORDS... Richard Hayes-Kitty Kallen... Mercury 5564
3. I STILL FEEL THE SAME ABOUT YOU... Georgia Gibbs... Coral 60353
4. I'M SO CRAZY FOR LOVE... Billy Eckstine... MGM 10856
5. WRECK OF THE JOHN B... The Weavers... Decca 27332
6. NOBODY'S CHASING ME... Dinah Shore... Victor 20-3978
7. ZING, ZING, ZOOM, ZOOM... Perry Como... Victor 20-3997
8. IF... Perry Como... Victor 20-3997
9. A TOAST TO HAPPINESS... Bernie Mann... Tower 1493

The Operators Pick

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

- 1. GET OUT THOSE OLD RECORDS... Guy Lombardo... Decca 27336
2. ROVING KIND... The Weavers... Decca 27332
3. I'M GONNA LIVE TILL I DIE... Frankie Laine... Mercury 5544
4. THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL... Ray Anthony... Capitol 1310
5. TO THINK YOU'VE CHOSEN ME... Ames Brothers... Coral 60327

The Country and Western Disk Jockeys Pick

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

- 1. IF YOU WANT LOVIN'... Dude Martin-Sue Thompson... Mercury 6290
2. FADED LOVE... Bob Wills... MGM 10786
3. MY HEART CRIES FOR YOU... Red Foley-Evelyn Knight... Decca 27378
4. MY HEART CRIES FOR YOU... Jimmy Wakely... Capitol 1328
5. TIE ME TO YOUR APRON STRINGS... Eddy Arnold... Victor 21-0412
6. I SORT OF WONDER... Moon Mullican... King 917
7. IT IS NO SECRET... Ozie Waters... Coral 64069
8. PEEK-A-BOO... Redd Stewart... King 921

Five-Day Week

Continued from page 11
was illustrated here Thursday when the local's executive board vetoed a six-day week request for Xavier Cugat, currently at the Edgewater Beach Hotel.

Hotel execs had argued that the contract for Cugat must stand up as a six-day week because the room has no other floorshow attractions outside of what is contained in Cugat's band. It is understood that the hotel is negotiating with Music Corporation of America and Cugat regarding a pro-rated cut in Cugat's salary, following the union's decision.

Cocktail Units Hurt

Heaviest hit thus far by the five-day edict, which went into effect December 24, have been cocktail units. A large number of Chi bistros utilize this type unit for backbar entertainment, with bulk of these combos getting more than scale. When the five-day week began, ops huddled with bookers, demanding salaries be cut pro-rata, with bookers okaying salary drops from 10 to 20 per cent. Of four cocktail offices contacted, two admitted they had made sizable concessions to lounge ops asking the cut. One said he was deliberating whether to meet ops' demands, and a fourth said his office would not cut. One office reported it had cut salaries of nine units, ranging from singles to a quartet, while the other office said six units of various instrumentation had been cut. General cut on the part of these two offices indicates that others will follow suit or lose accounts.

Record Reviews

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

Table with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and four vertical bars for chart position.

Continued from page 16

POPULAR

Main record review table with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and four vertical bars for chart position. Includes entries for Anita O'Day, Les Brown, Fran Warren, Frank Sinatra, Vic Bellamy, Clancy Hayes, Russ Case, and Teddy Wilson.

THE BILLBOARD Music Popularity Charts

Advance Record Releases

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

POPULAR

Table of advance record releases with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and four vertical bars for chart position.

LATIN AMERICAN

Table of Latin American records with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and four vertical bars for chart position.

RELIGIOUS ALBUMS

Table of religious albums with columns: ARTIST, LABEL AND NO., TUNES COMMENT, and four vertical bars for chart position.

NATIONAL HAS A WINNER WITH "LITTLE BITTY BABY" by KATE SMITH National 9139

NATIONAL RECORDS 1841 Broadway New York, N. Y.

(Continued on page 48)

MCA-CHANTEUSE DEAL VETOED

Agency Contract With Janis Paige Ruled Invalid; New Pact Signed

NEW YORK, Dec. 30.—Music Corporation of America got its knuckles rapped again last week when American Guild of Variety Artists upset the agency's deal with Janis Paige.

Miss Paige had a contract with Coast agent Sam Jaffe, which she bought back for \$7,500. She then signed with MCA for three years and option. Latter deal, however, had a rider in which MCA waived commissions until Miss Paige earned \$75,000, when the contract would go into effect. Despite this waiver Miss Paige paid MCA

about \$4,000, it is alleged, and when she objected, agency, according to well informed sources, replied they couldn't book her free.

Manny Greenfield, Miss Paige's manager, retained law firm of Goldfarb, Mirenberg & Vallon, who took the matter up with AGVA. After a series of talks, latter ruled that original contract was invalid and ordered a release. There were some more talks and finally MCA issued the release in exchange for a new contract for one year and a waiver of all past commissions.

Miami Beach Season Off to Shaky Start

Continued from page 1

teams seen here in some time. Also in the cast were Murray Briscoe, Sam Gold and George Moore, backed up by a line of 22 girls. The arrangement in effect at the Colonial Inn still prevails. Tables are \$2 each, with choice locations a buck extra.

Ella Logan Starred

The new Casa Blanca and its plush 400-seater, the Morocco

Room, premed with Ella Logan, and local society turned out en masse to greet her and to give the new hostelry a look-see.

The hotel season so far has been very much off. With the possible exception of the Lord Tarleton, there are large blocks of empty rooms in almost every hotel in town.

The construction of the Sea Gull, the Lombardy, the Royal York and the Casa Blanca have thrown 1,500 more rooms on the market, and competition is so keen that some of the older are offering free accommodations to political bigwigs and show business names, but the political poo bahs still check in at the Roney Plaza, while the greats of show business stop at the Lord Tarleton and lay their cash on the line.

P'mount Loses Frankel to TV

NEW YORK, Dec. 30. — Henry Frankel, associate booker of the Paramount Theater here, has resigned and will go with a network as talent picker for television.

Frankel has been with Paramount for the past six years, joining the outfit after his U. S. Army discharge. Before going with the chain he was a booker at USO and prior to that was an indie agent.

Alvin Geiler, Charlie Yates' assistant at the Associated Booking Corporation, will take over as assistant to Harry Levine, Paramount's head booker. Yates will move to the West Coast in the immediate future.

There's a possibility that Frank Taylor, now with ABC's Chicago office, will move to New York to fill Yates' shoes. But until the money angle is straightened out plans will be in abeyance.

Flamingo Sale Deal Cooking

HOLLYWOOD, Dec. 30. — Las Vegas's swank Flamingo Hotel will change hands shortly. A spokesman for the million-dollar desert spa said the hotel's corporation is currently negotiating with M. Bert Fisher and Associates, local hotel chain owners.

Fisher's chain includes the Californian (Fresno) and the San Diego (San Diego). Another Fisher interest is the Las Vegas race track.

Extra Added

Brief but important night club-vaudeville news

New York:

Tony Canzoneri, Mark Plant and Lou Nelson are rehearsing their new act. Joey Adams, now on radio, has left the team. . . . Francine White will preem on TV's "Bonnie Maid" show December 29. . . . Members of the Associated Agents of America, club date bookers, are readying a lawsuit to throw at the American Guild of Variety Artists.

Diane Adrian premed the show policy at the new Virgin Island hotel. . . . At least two night clubs are mulling plans to use disk jocks instead of floorshows in the immediate future. . . . Arki Yavensonne, booker for the Sheraton hotel chain, is rapidly becoming one of the most important talent buyers in the country. He now buys more than \$1,000,000 worth of talent annually. . . . Charlie Yates is planning to shift to the West Coast office of Associated Booking. If plans materialize Frank Taylor, now in Chicago, will come to New York. . . . An ex-flicker star, now doing p. a.'s and TV, has three judgments against him.

Cincinnati:

Crestview Garden Inn, near Cincinnati, suffered an estimated \$80,000 damage Wednesday (27) when grease ignited in a kitchen grease trap. Operator Lindsay A. Masterson said the place would be rebuilt. . . . Owners of the Cat and Fiddle nitery are seeking permission from the National Production Authority to spend \$20,500 in remodeling a building on West Fifth Street for the club, claiming a "clear case of disaster" because the building which it currently occupies has been condemned.

Hollywood:

Bob Williams stepped in for Tito Guizar at the Biltmore Bowl, Hollywood, when the latter was stricken with the virus in Mexico City. Jim and Beverly Paysee, Barbara Perry and Frakson, the magician, remain on the Biltmore bill.

Night Club Reviews

Diamond Horseshoe, New York

(Monday, December 25)

Capacity, 650. Price policy, \$3-\$5 minimum. Shows at 8 and 12. Owner-operator, Billy Rose. Booking, non-exclusive. Publicity, Harry Sobol. Estimated cost of talent, \$5,000.

There's a lot of competition for the elusive buck. Other ops, in competition with the Horseshoe, use either names or productions. Up to now Rose, who knows as much about this biz as any guy in there, has always managed to come in with something to keep his name up there and bring in the visiting firemen. This time he didn't do it.

He's used his old format, or rather John Murray Anderson has, put in a lot of girls showing more skin than ever before, built it around the music of Gershwin, Youmans, Jerome Kern and George M. Cohan and put it on the road. The chief trouble is that between the productions very little exciting or even interesting happens.

W. C. Handy, solos a couple of choruses of *St. Louis Blues*; Joe Howard adds to the obvious with his roundelay of oldies; the Saxon Sisters punch out a couple of specially arranged standards and the whole thing winds up with Ross and La Pierre, doing their standard act. All the performers are adequate in what they do. But a cafe show today has to have a lot more to bring them in. As it stands today, *Beauty in A-Flat* is a tired reprise.

Bill Smith.

Wedgwood Room, Waldorf-Astoria, New York

(Thursday, December 28)

Capacity, 282. Price policy, \$2 cover after 9:15. Shows at 9:15 and 12. Owners, Hilton chain. Booker, Merriell Abbott. Publicity, Paul Stewart. Estimated budget this show, \$3,000.

Two new acts showed plenty of class and sales savvy, tho changes to heighten their impact were indicated. The show opened with Nelle Fisher and Jerry Ross, doubling from Mav Liebman's TV-er *Show of Shows*. The couple is one of the best dance teams to come along in some time. They have zest, looks and ingenuity, in addition to outstanding ability. They did two numbers, a sort of hoedown to Earl Redding's commentary and a flaming youth thing that was as delightful as it was spirited. Where

(Continued on page 25)

Tic-Toc Club, Milwaukee

(Wednesday, December 20)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa. Booking, Phil Tyrell. Manager, Armin Weinberger. Estimated budget this show, \$1,200. Estimated budget last show, \$1,200.

Taken as a unit, current bill suffers in comparison with recent offerings here.

Tap dancer Flo Perry does a fair job with ordinary routines. The gal has appearance but needs routines.

Titian-tressed Vivian Dale's chirping landed her a fair mitt. She gave them *You Took Advantage of Me*, *Love Is the Darndest Thing*, and *I See a Million People*, *But All I Can See Is You*.

Lovely Yvonne Rivera's 88-work is becoming a fixture here, doubling on the floorshow and working on the bandstand during the evening with Steve Varela's Rumbaire group. Tho her keyboard work is exciting and flawless, she could use more variety.

Show was saved by headliners Dane and Collins. Youthful comedy team are setting some kind of house record by making their third appearance here this year. While their work shows some overtones of the well-known Messrs. M. and L., most of their material is fresh and their bits can stack up favorably with the offerings of the best teams in the biz. Lads bust out with zany Jerry Collins in the audience heckling his partner's fine bary singing. Team's freshness, Collins' mugging, and scream situation bits pulled laughs from the customers all the way.

Johnny Davis cut his usual flawless show, alternating with Steve Varela and his fine Latin crew for dance numbers. Benn Ollman.

Chez Patee, Chicago

(Wednesday, December 27)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget last show, \$6,500. Estimated budget this show, \$5,300.

Current two-week package is good entertainment, but suffers from lack of a name headliner, as did the preceding package. This location has drawn consistent patronage with a big-name diet and customers expect more name than this show can offer. The small audience was just as cold as the sub-zero weather to what at times were excellent offerings.

Headliner Paul Gray failed to

(Continued on page 25)

Vaudeville Reviews

Capitol, New York

(Tuesday, December 26)

Capacity, 4,627. Price policy, 55 cents-\$1.50. Five shows daily. Loew chain booker Sidney Piermont. Producer, Allan Zee. Show played by Shep Fields' ork.

The new pic, *Pagan Love Song*, is unimportant tho the colorful stagershow makes up for it.

The audience was wild about the Ink Spots, and called them back twice. Going thru their routine in their distinctive style, the quartet drew ahs and ohs with *Time Out for Tears*, and their old standard, *If I Didn't Care*. A smooth, nostalgic *Sometime* showed off pianist Harold Francis to great advantage. Bill Kenny's bits added a lot of

(Continued on page 25)

Palace, New York

(Thursday, December 28)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house band.

A jammed house, lobby and street lines greeted the opening show which had all the makings of a sock bill, from the opener to the closer. Jack and Marilyn Nagle, handsome terping pair, started with solid cleating, plus a cute novelty song by the lad, and finished to fine hands. Bobby (Tables) Davis kept the pace up with his standard table lift via choppers, ending with a flying split into the

(Continued on page 25)

Paramount, New York

(Wednesday, December 20)

Capacity, 3,654. Prices, 55 cents-\$1.50. Five shows daily. Chain booker, Harry Levine. Show played by Louis Prima's ork.

With a big box-office flicker, Bing Crosby's *Mr. Music*, the Paramount doesn't have to worry about the quality of its holiday stagershow. The new bill is practically devoid of any yuletide flavor and the talent involved (Louis Prima and Jan Murray) have given better performances in the past.

The revue opened with a couple of numbers by Prima and his sexy vocalist Keeley Smith. Unfortunately, the sock opening seg served to highlight the show's failure to build an equally big closing. Prima, who works with most of the acts like a Berle, scored best with an exuberant vocal *Oh Babe*. Keeley Smith, a good-looking brunette, was something of a revelation since her preem at the Paramount. She handled pops with ease and sultry vocal style, but her most important asset was the show-wise way she held her own with Prima, who heckled her thruout. The gal joined the leader on a novelty band number, tagged *Heap Big Smoke*, *But No Fire*. This ork routine would have been a better choice for a closer than Prima's psalm-singing take-off on a hep congregation. The latter is an old Prima stand-by, which isn't as funny as he evidently thinks it is.

(Continued on page 25)

Gee-Whiz Kids Jam NY Combos Over Holidays

NEW YORK, Dec. 30.—With the kids home for the holidays and out-of-towners pouring in, the Stem take last week jumped to \$432,000 against \$338,000 the previous week.

Radio City Music Hall (6,200 seats; December average \$136,000) collected \$161,000 for *Kim*, plus nativity stagershow, against \$143,000 the week before.

Roxy (6,000 seats; December average \$71,000) rolled up a solid \$98,000 for its second week of *Elsa and Waldo*, ice show and *For Heaven's Sake*. Bill got \$82,000 for the preem.

Capitol (4,627 seats; December average \$25,000) did \$35,000 for first days of *Ink Spots*, *Shep Fields' Ork*, *Marilyn Maxwell* and *Pagan Love Song*.

Paramount (3,654 seats; December average \$63,000) counted \$73,000 for its first week with *Jan Murray*, *Louis Prima's ork* and *Mr. Music*.

Strand (2,700; December average \$40,000) counted \$50,000 for its opener with *Jackie Miles*, *Don Cornell* and *West Point Story*.

Palace (1,700 seats; December average \$15,000) did \$15,000 for an eight-act bill plus *Last of the Buccaneers*.

Nov. Admish Tax Off 64G; Clubs Up 423

WASHINGTON, Dec. 30.—The federal tax on admissions to theaters and concerts yielded \$34,473,730 in November, a decline of \$64,158 below the figure for the same month last year, the Bureau of Internal Revenue reported this week.

The yield from this tax so far is running behind last year's. The current fiscal year began July 1. From that date thru November this year the theater-concert admissions has totaled \$162,221,816, or \$6,161,994 behind the total for the corresponding period last year.

Club Tax Up

The take on admissions to cabarets and roof gardens swelled in November to \$4,125,605, an increase of \$457,239 above the total for the same month in 1949, the tax department said. The tax so far is running \$423,451 ahead of the total for the corresponding period last year. From July 1 thru November, the tax yielded \$18,318,700, as compared with \$17,895,248 in the same period the previous fiscal year.

Strand, New York

(Tuesday, December 26)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five week-ends. Warner chain booker, Harry Mayer. Show played by house band.

If the flicker, *The West Point Story*, will bring 'em in, the stage show will more than do its share in entertaining them. As is now the custom, the flesher teed off with Florian Zabach who, after a couple of seasonal tunes on his fiddle, brought on Martin and Florenz in a very well handled puppet act. One of their routines with the most possibilities was a sad sack versus top kick number. As it is now it is only fair but has tremendous comedy potentials.

Don Cornell did a big job. His Italian asides drew warm responses time and again. His act consisted of his Victor platter hits, each being good for solid mits. Cornell now is as easy and self-assured performer as there is on-stage.

Mary Raye and Naldi did a fine act despite the size of the stage. Their fast and slow numbers were equally effective.

Jackie Miles worked faster than usual getting to them right away. He held them easily and wound up with his Gene Autry story to big yocks. Bill Smith.

Burlesque Bits

By UNO

JAY J. HORNICK, Hirst Circuit exec, and **Dewey Michaels**, representing the Midwest, thru **Jacob Goodstein**, attorney, have consented to an agreement recognizing the Burlesque Artists' Association as a collective bargaining agency for the principals and chorus members of both wheels. Agreement is subject to further negotiations for the purpose of discussing conditions toward effecting a permanent contract. **Tom Phillips**, BAA chief, has in preparation dates for meetings with performers at strategic points on the burly routes. First of these is to be held in Newark within the next two weeks. . . . Strip City, new Los Angeles nitery, has **Jerry Moore**, as emcee, and **Jo Ann Michaels**, **Judy Seymour**, **Harry Clex**, **Shirley Bene**, **Christine** and **Clarice**, supporting principals. . . . **Warren B. Irons**

Palace, New York

Continued from page 24

ork. The Shyrettos changed the pace but not the entertainment values. Two boys and a girl did an excellent bicycle job, on the two and one wheels, also getting big mits.

Tommy Hanlon Jr. worked better than ever. His shy comedy projection was perfect. The bit with his sister was good for extra yocks. **Willie West** and **McGinty's** house building routines were as great as ever. Each bit drew yocks, winding up with one of the biggest hands heard here in a long time. **Brooks and Sherry** were competent in a singing duet. **Girl**, a blond looker, sopranoed to the boy's baritone. **Team** did well with standards and show tunes. **Brooks** came back for a short intro for **Maxie Rosenbloom** who gallumphed on for a big welcome. Working with **Bobby Martin**, girl singer who heckled from a box, **Rosenbloom's** act registered beautifully.

Show wound up with **Billy Barton** doing a fast few minutes on a high rope finishing with a series of fallaways.

Pic, *Prehistoric Women*.
Bill Smith.

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and **Eddie Rubens, Sr. and Jr.**, threw a Christmas party for the unit headed by **Looney Lewis**, **Phil Seed** and **Al Murray** at their Gayety Theater, Toledo. Entire house staff also participated. . . . **Maurice Brenner** and **Ruth Simon** have formed a new production unit in New York and are seeking plays for Broadway presentation. Now under consideration is **Joseph Hochman's** "Ask Josephine."

ROSE LaROSE has filed a damage suit for 50G in St. Louis Circuit Court against the World Theater there for "violating her privacy." Suit is based, contends **Miss LaRose**, who closed an engagement recently at the Grand, St. Louis, on the World's placing of a newspaper ad which misrepresented her part in the "Wages of Sin" pic. Her role was only a supporting one, whereas the ad read that she was starred, **Miss LaRose** charges. **Harry Wald**, former concessionaire at the Grand, is owner of the World. . . . **Sid Nadell** and **Debra Dante**, having completed their Hirst Circuit tour, began an extended return engagement December 26 at Club Rio, Bridgeport, Conn., thru **Joe Burns**. . . . **Buzzy Greene**, **Sheila Lind** and **Dorothy Eddy** are new at the Last Call nitery, Los Angeles. . . . **Sammy Smith** and **Dolly Dawson** opened December 21 for four weeks at the Rialto, Chicago. . . . **Dolores Dawson**, dancer at **Jimmy Kelly's** Greenwich Village, New York, is laid up with a sprained ankle resulting from a fall. . . . **Lili St. Cyr** opened December 9 at the Polles, Los Angeles, where other principals are **Ginger Duval**, **Valerie Dubay**, **Melodee Lane** and **Marie Jordan**.

Wedgwood Room, New York

Continued from page 24

the team missed was in the talking of Redding. He opens with a Senator Claghorn chatter, later goes into a jazz talk and in between dances does an over-long *David and Goliath* song-talk. At times Redding's job detracted from the dancers, and his stretched-out song made for too much of a lull. If a talker is necessary to the act, he should be placed on the bandstand while the major attention should be leveled on the kids.

Jack Cathcart's Continentals (four male voices and a boy piano player) displayed all the makings of a solid singing outfit, spiced with enough comedy and change of pace to make it a real commercial act. Besides having listenable arrangements and fine voices, the boys mix it up with subtle touches of comedy, broaden it to slapstick, add gentler interpretations of standards, switching moods and tempi with ease. Where the boys missed was in the placing of numbers. They build too many times for sustained results and their winder-upper, a comedy drunk college number, the good in itself, was a letdown for a clincher. **Emil Coleman's** band played in its usually deft way, while **Mischa Borr's** Latins relieved.

Bill Smith.

Chez Patee, Chicago

Continued from page 24

click in the first 10 minutes and finally switched to blue gags to elicit laughs. After a couple of risque stories, **Gray's** verbose presentation caught on and he was in. He brought on partner **Elyssa Jane**, a well-stacked redhead in brief garb, who did excellent contortions while **Gray** did patter. This could be a good routine but needs new lines. **Gray's** last 15 minutes covered a series of well-told lengthy gags and short material for pace. He warranted and got good mitting.

Patti Moore and **Ben Lessey** have some good sophisticated material, but it's over a Midwest crowd's head. An exception could be their opening *Gay 90's* medley, but even their *South Pacific* parody didn't click. Pair would do well to work in some squarer stuff.

Son and Sonny open with some excellent ballet type tapping on two numbers, but both failed to register because only ringsiders get the stepping on such slow numbers. Their closer, in which they unleashed some wild leaps and splits, won them a good mitt.

Johnny Sippel.

Hocus-Pocus

of Magic and Magi

By BILL SACHS

THE JOHNSTONES, George and Betty, move into the Palace Theater, New York, Thursday (4). They appeared last Sunday (31) on **Ed Sullivan's** "Toast of the Town" tele show. **Mark Leddy** and **Arthur Willi** are handling. . . . **Victor H. Marsh**, secretary of the Society of Detroit Magicians, was host to the members at the annual pre-Christmas party held in his home. . . . **Charles Hilderra**, clown magician, scribbles from his Pacific Grove, Calif., headquarters that club dates have become so flourishing in the California sector that he has been forced to cancel the school dates in Idaho and Utah which he has played in recent winters. "There seems to be a new demand for magicians out here," **Hilderra** pens. . . . **Prof. James Wesley Blair**, following his recent engagement at St. Vincent's Orphanage, Columbus, O., with his magic and marionettes, was feted by members of the Columbus Magic Club, who sponsored the date. . . . **L. E. (Roba) Collins**, who closed for the holidays at Anna, Ill., December 16, resumes his school bookings in that State this week. En route to Richmond, Ind., where he spent the holidays with his wife and son, **Collins** stopped off in St. Louis for a visit with the local magic gang, including **Ray Amy**, **Lou Gerber**, **Joe Thomas** and **Al Mack**. **Collins' agent**, **F. A. White**, spent the holidays with relatives in the South. **Collins** reports that business in Illinois has been only fair, due to the cold weather and icy roads. . . . **Terry Brady (Prince Samara)**, veteran mentalist, is still at his home, 1827 Conant Avenue, Burley, Idaho, mending from an illness which knocked him off the road more than a year ago.

RUSSELL SWANN opened Christmas night at the William Penn Hotel, Pittsburgh, following in **Hildegarde**. He's penciled there for a two-weeker. . . .

Paramount, New York

Continued from page 24

Applause-wise, a drum solo on *Dark Eyes* probably rated the best response.

Comedian **Jan Murray**, who shares top billing with **Prima**, is using essentially the same material as last time around — The cold house seemed to affect **Murray's** timing at first, with the result that he tried too hard for laughs. The comic plugged his radio and TV airer, *Songs for Sale*, by warbling a contestant's entry, *You Usta To Be My Usta-Was, But Now You're My Ain't No More*. The title is self-explanatory.

In the opening spot, dancer **Shirley Van** looked good in a brief sequin outfit, tho she was too nervous and tense. Part of this might be attributed to the fact that most of her routines features multi-spins, and **Paramount's** stage is narrow indeed. To his credit, **Prima** was in there all the way, helping the dancer make a better impression.

June Bundy.

Capitol, New York

Continued from page 24

zest to the show, and **Herb Kenny's** basso profundo won laughs.

Marilyn Maxwell, looking better than ever, displayed good thrushing on a sexy *Take a Chance With Me*, followed by a couple of standards and novelties.

Shep Fields' ork (16), looked very handsome in gray plaid tuxedo jackets. Their novelty, *Oodles of Noodles*, and *Hora Staccato*, featuring five violins, drew solid applause.

Clifford Guest's voice throwing got a lot of laughs. His bits with the dummy won rousing applause from an audience that wouldn't let him off.

The shapely, titian haired **Meribeth Old** did most of her standard stunts on a table. Her contortionist trick finish got her off to big hands.

Gene Plotnik.

McDonald Birch and wife, **Mabel Sperry**, closed their 1950 season in North Carolina and then hit out for their home in Malta, O., to spend the holidays. They launched their season in Indiana and played thru that State and Illinois before moving into North Carolina for November and December. After visiting friends in Chicago and vicinity, the **Birches** will resume their trek at Orlando, Fla., early in January to play Florida, Georgia and South Carolina until late in March. **Miss Sperry's** dad, **E. L. Sperry**, mapped the Birch unit's route for the first half of the season, and **N. P. Patton** is handling the routing for the last half. . . . **Nardini and Nadyne**, still featuring their magical drink act, have signed for 10 weeks of International Harvester shows opening January 12 at Harlan, Ky. They have eight weeks of independent dates to follow before starting on the fairs to round out a season of something like 36 weeks in all. On the Harvester shows they are using magic and small illusions. On the fairs, where they will be a feature of a Thrill Show, they will do the Cremation, the Substitution Trunk, Sword Box and the Guillotine. **Sam Roberts**, Chicago, continues as their personal agent. **Nardini and Nadyne** reports the present season as their best, with more Christmas dates than ever before. . . . **Silent Mora**, the grand old magical trouper, long one of vaudeville's stalwarts, has been forced by illness to lay aside his wand. He resides at 523 Tremont Street, Boston, where old magic friends are urged to drop him a cheery note. . . . **Harry E. Cecil**, the "world's worst magician," landed two photos in The Detroit News of December 21 for his Magic Circus presentation at Children's Hospital, Farmington, Mich., just before Christmas. His kids' turn is a new one by **Don Redmon** of Louisville. **Cecil** plans to take in the Magi-Fest in Columbus, O., February 9-10, and says his spare moments these days are taken up by his hobby of keeping happy the sick members of the International Brotherhood of Magicians by means of encouraging other IBM members and magi to bombard the sick with cheery correspondence. **Cecil** says the IBM presently has 18 members on the sick list.

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Stagehands' Union Girds For '51 Legit Assault

NEW YORK, Dec. 30.—Having consolidated gains on two fronts over the past month, Local 1 of the stagehands' union is about to train its guns on its third objective, legit theater.

Last October 22 the stagehands voted a strike against the legit theater after a three-time turn-down by the League of the union's demand of an over-all 10 per cent pay hike, plus a 5 per cent contribution to the grips' welfare fund.

its bargaining efforts in the latter two fields, since a much larger proportion of its membership are employed therein than in the theater proper.

Compromise agreements have now been reached with TV for a pay boost of about 8.5 per cent and with Metopera for an over-all 9 per cent. Approximately 3 per cent of these gains will be allocated by the union to its welfare fund.

Sides and Asides

Find 'Diamond' Is Angel's Best Friend . . .

For the long pull, diamonds are an angel's best friend. Albert H. Rosen has mailed Christmas checks to "Diamond Lil" backers, bringing their returns to 160 per cent of their respective investments.

BROADWAY SHOWLOG

Performances Thru December 30, 1950

Table listing Broadway shows and their performance statistics. Columns include show name, dates, and performance count. Shows listed include Affairs of State, An Enemy of the People, Arms and the Man, Bell, Book and Candle, Black Chiffon, Captain Brassbound's Conversion, Hilda Crane, King Lear, Mister Roberts, Ring Round the Moon, Season in the Sun, The Cocktail Party, The Country Girl, The Happy Time, The Lady's Not for Burning, The Member of the Wedding, 20th Century, Bless You All, Call Me Madam, Gentlemen Prefer Blondes, Guys and Dolls, Kiss Me, Kate, Michael Todd's Peep Show, Out of This World, Pardon Our French, Peter Pan, South Pacific.

Table listing upcoming Broadway shows. Columns include show name and dates. Shows listed include Second Threshold, The House of Bernarda Alba.

BREAK-IN SCORES PHILADELPHIA

Table listing Philadelphia break-in scores for the play 'Darkness at Noon'. Columns include 'Yes' and 'No' counts and 'Per Cent'.

CAPT. BRASSBOUND'S CONVERSION

(Opened Wednesday, December 27) City Center

A comedy by George Bernard Shaw. Staged by Morton DaCosta. Settings by Ben Edwards. Costumes supervised by Emeline Roche. Maurice Evans, artistic supervisor. Associate producer, George Schaefer. Production manager, Billy Matthews. Stage manager, Thelma Chandler. Press representatives, Jean Dalrymple and Marian Graham.

Rankin... Noel Leslie. Drinkwater... Ian Martin Hassan... Walt Witcover. First Krooboy... Alfred Ruscio. Second Krooboy... Paul Steiner. Sir Howard Hallam... Clay Clement. Lady Cicely... Edna Best. Mulley... Alan Cahn. Marzo... Robert Carricart. Brassbound... John Archer. Redbook... Hugh Green. Johnson... Chris Gampel. First Brassbound Man... Robert Van Hooton. Second Brassbound Man... Jack Horn. Third Brassbound Man... Wait Witcover. Osman... Wendell Whitten. Sidi El Assif... Bruce Gordon. Cadi of Kintafi... Douglas M. H. Chandler. Bluejacket... Dean Whitmore. Capt. Hamlin Kearney... Loring Smith.

off in rhinestones, what with a five-month lay-off due to star Mae West's broken leg.

One Enchanted Tenor On London Schedule . . .

When the London edition of "South Pacific" opens, George Guetary is likely to be chanting "One Enchanted Evening" to Mary Martin. French star, however, is a tenor, which will probably involve altering the current bass-baritone arrangement of his numbers.

'Consul' Winds Up U.S. Road Tour . . .

"The Consul" winds up its road tour in Philadelphia Saturday (6). Contralto Marie Powers and tenor Andrew McKinley will appear in performances of the opera-drama's Italian edition at Milan's La Scala in mid-January, and then go to London for a regular run.

Lloyd Nolan Signed For Lead in Musical . . .

Lloyd Nolan has been signed to star in the James Russo-Michael Ellis musical, "Courtin' Times," based on the play, "The Farmer's Wife," by Eden Phillips. "Times" has a score and lyrics by Don Walker and Jack Lawrence. Book is by William Roos. Song-and-dancer starts rehearsals February 22, with an early April Stem unveiling after a three-week road break-in.

Set Back Premiere Of "Darkness at Noon" . . .

The Playwrights' Company has put back the unveiling of "Darkness at Noon" from January 11 to Saturday (13) at the Alvin Theater, New York. The Sidney Kingsley drama stars Claude Rains and features Jack Palance, Kim Hunter, Philip Coolidge and a supporting cast of 25. "Noon" is the first Playwrights' offering of the season.

Dramatic & Musical Routes

Angel in the Pawnshop (Harris) Chicago. Apple of His Eye (Gayety) Washington. As You Like It, with Katherine Hepburn (Curran) San Francisco. Ballets de Paris (Biltmore) Los Angeles. Blossom Time (Boston O. H.) Boston. Brigadoon (Lyceum) Minneapolis. Carte, D'Oyly, Opera Co. (Cass) Detroit. Consul, The (Shubert) Philadelphia. Come Back Little Sheba (Davidson) Milwaukee. Darkness at Noon (Forrest) Philadelphia. Death of a Salesman (Colonial) Boston. Diamond Lil, with Mae West (Blackstone) Chicago. Four Times 12 Are 48 (Locust St.) Philadelphia. Innocents, The (Plymouth) Boston. I Know My Love, with the Lunts (Selwyn) Chicago. Kiss Me, Kate (Taber Grand) Denver. Mr. Roberts (Shubert Lafayette) Detroit. Oklahoma (Music Hall) Kansas City, Mo. Rose Taito (Erlanger) Chicago. Schwartz, Maurice (Walnut) Philadelphia. Street Car Named Desire (Hanna) Cleveland. South Pacific (Shubert) Chicago. Where's Charley, with Ray Bolger (Shubert) Boston.

Broadway Openings

KING LEAR

(Opened Monday, December 25)

National Theater

A tragedy by William Shakespeare. Staged by John Houseman. Sets and lighting by Ralph Alswang. Costumes by Dorothy Jenkins. Incidental music by Marc Blitzstein. General manager, Paul Vroom. Stage manager, Edward McHugh. Press representatives, Carl Bernstein and Harvey Sablson. Presented by Robert L. Josephs and Alexander H. Cohen.

Earl of Kent... Martin Gabel. Earl of Gloucester... Arnold Moss. Edmund, Bastard Son to Gloucester... Joseph Wiseman. King Lear... Louis Calhern. Duke of Cornwall... Nehemiah Persoff. Duke of Albany... Richard Malik. Generali... Edith Atwater. Regan... Jo Van Fleet. Cordelia... Nina Foch. Duke of Burgundy... Martin Waldron. King of France... Frederic Wariner. Edgar, Son to Gloucester... Wesley Addy. Lear's Fool... Norman Lloyd. Curan... Mitchell Agrass. Oswald... Kurt Richards. Loyal Knight... Guy Arbury. Gentleman of the Court... E. J. Ballantine. Servants To Cornwall... Jack Bitner, McGregor Gibb, Bernard Pollock.

While this reporter believes that everyone ought to see and hear all he can of Shakespeare, it just happens that King Lear is very low on his preference list. The Bard's excursion into the tragedy engendered by unfilial selfishness and greed may have all the grandeur which English teachers said it had. But somehow or other, repeated readings and several exposures to its staging have always left one pewsitter completely cold to any such magnificence.

It is hard to feel any great measure of sympathy for an arrogant old crock, whose vanity got him just about what he deserved. His nice child, Cordelia, should certainly have let him stew in his own juice, and good old Kent must have seen more to him than meets the eye and ear in order to stick it out. There have been few plays in which local villians gets paid off on such a wholesale scale, but there have been equally few where in all the good people have seemed so universally stupid. Despite all its poetic embroidery, Lear is a rather futile, melodramatic fable.

Current Revival Excellent

It can be reported, however, that the current revival of the tragedy is the best in a reporter's memory. Producers Josephs and Cohen have gathered a superlative cast to support Louis Calhern in the title role. John Houseman has directed the players deftly to keep the ramification of the tale building clearly and steadily to its climax. Ralph Alswang has designed highly imaginative backgrounds which depend primarily on abstractions of color and light. Dorothy Jenkins' costumes are likewise colorfully commendable, and Marc Blitzstein has contributed incidental songs which suit the mood.

Star Gets Fine Support

Calhern makes a good Lear, reading with clarity and resonance, and is not afraid of pulling out all the stops and letting himself go when the occasion calls for it. Arnold Moss makes an excellent Gloucester, and Martin Gabel a sympathetic Kent. There are other fine performances from Joseph Wiseman as Gloucester's super-villainous bastard son, and Wesley Addy as the latter's upstanding half-brother. Nehemiah Persoff and Norman Lloyd also rate bows for a scheming Cornwall and Lear's faithful fool. On the cast's distaff side, Edith Atwater and Jo Van Fleet are as properly venomous as Shakespeare would have had them. Nina Foch is, as usual, lovely to look at and listen to as the all-forgiving Cordelia.

Whether or not it is a personal favorite on the Bard's roster, Lear is something that should be seen. The producers have gone all out to give it a splendid projection and it is unlikely that it will be better done hereabouts for a long time to come. Its appeal, however, will be to a highly selective audience.

belongs to Edna Best from curtain to curtain.

If the right house is available, Conversion should make a full-scale Stem commercial bid when its two-week run is finished at the City Center. It has fine possibilities.

TWENTIETH CENTURY

(Opened Sunday, December 24) ANTA Playhouse

A farce-comedy by Ben Hecht and Charles MacArthur (based on a play by Bruce Millholland). Staged by Jose Ferrer. Setting by Wolfgang Roth. Costumes by Noel Taylor. Stage manager, Buford Armitage. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Presented by Jose Ferrer and Richard Condon for the ANTA play series.

Dr. Johnson... Paula Bauersmith. Train Secretary... Robinson Stone Porter... P. Jay Sidney. Grover Lockwood... Ralph Bunker Anita Highland... Betty Bartley. Owen O'Malley... Robert Strauss. Conductor... Burton Mallory. Oliver Webb... Donald Foster. Plannagan... John Glendinning. Fullman Conductor... Edward Platt. Matthew Clark... William Lynn. First Beard (Cristus)... Werner Klemperer. Second Beard (Judas)... Leon Askin. Oscar Jaffe... Jose Ferrer. Walter... Van Prince. Sadie... Eva Leonard-Boyne. Lily Garland... Gloria Swanson. George Smith... Robert Carroll. First Detective... Paul Lilly. Second Detective... Charles Summers. Max Jacobs... Henry Sherwood. Red Caps... Van Prince, Vincent Donahue and Edward Platt.

For its third essay on its current play series ANTA has come up with a highly amusing Christmas package for its subscribers, and one which should touch off subsequent Stem commercial success as well. Eighteen years ago this week Charles MacArthur and Ben Hecht unveiled their wacky farce-comedy at the Broadhurst Theater where it stayed all season and later went on to a pic version. Twentieth Century was a lot of fun back in 1932, and its revival shows few scars of time.

Perhaps its continued bloom can be largely credited to the Jose Ferrer-Richard Condon production. A lot of water has gone under the legit bridge in 18 years and an antic fable about a Napoleonic producer—who owns his own theater, no less—and a fading, temperamental film star with delusions of importance, could easily seem dated. However, even meager interpolations—such as references to Mister Roberts and Tennessee Williams—to give the revival a current flavor are unnecessary. The MacArthur-Hecht team wrote sock laugh lines and situations, and they're still good.

Dizzy Complications

For those who may not remember, Century concerns the frantic efforts of the above-mentioned impresario to sign the ditto movie star to a legit contract during a train ride from Chicago to New York. The angle is that the gal is his ex-mistress and knows him all too well. There are other aspects to the dizzy complications—the lady's most recent amour, a nutty manufacturer with a religious mania, a couple of fugitive Passion players, the producer's yes-men and a flock of lesser Pullman inhabitants. The outcome of their collective didoes still packs a solid punch.

Ferrer-Swanson Combo Fine

Ferrer has staged his revival at the terrific, roughhouse pace that it needs, and does a wonderful personal job with the producer, a composite portrait of several of the Stem's wackiest. This is to be expected, since it is the sort of thing right up his farceur alley. The real news about Century is that Gloria Swanson turns out able to keep pace with him on a legit stage. Her lampoon of a waning cinema star is delightful. The pair of them complement one another splendidly.

Subordinate casting is also fine. William Lynn couldn't be bettered as the crazy patent medicine tycoon who wants to back a Passion play with himself in the lead. Robert Strauss is excellent as an ebullient press agent. He is a young character actor to be reckoned with and is definitely on the way up. Donald Foster and Robert Carroll also add substantially to the fun.

Century transfers to the Fulton Theater January 8 on a strictly commercial basis. Even if the Ferrer-Swanson draw was not currently hot as Gene Autry's pistols—via respective recent sock pic scorings in Cyrano De Bergerac and Sunset Boulevard—it should get a solid play. A rollicking farce, even off the shelf, is something the state of the world can stand.

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Roadshow Rep

CAPT. BILLY BRYANT and wife, **Josephine**, are motoring to Florida from their Point Pleasant, W. Va., home after completing a lecture and club date tour. Following a 10-week stand at the Chicago Fair last summer, the Bryants went out on a lecture tour thru Iowa, which included stops at Des Moines, Ottumwa and Burlington. Then they played the Goldenrod Showboat for **Capt. J. W. Menke** for a week and concluded the trek with a date in the Summit Hotel, Uniontown, Pa., for the Anchor Glass Company. Following that engagement they went to Cleveland and taped a show for the Ohio Bell Telephone Company tabbed "The Ohio Story" which was aired over WTAM, Cleveland, January 1, at 6:30 p.m. It's a story of the Four Bryants and a follow-up of Ralph Edwards' "This Is Your Life." During their engagement at Fairmont, W. Va., the Bryants had dinner with **E. E. Merridith**, agent for the former Guy Bros.' Minstrels and who at one time owned and operated a theatrical paper, "The Breeze," in Chicago. . . . While playing Goldsboro, N. C.,

recently, **Monte Novarro**, of the "Continental Vanities," visited **Marion and Seabee Hayworth** at their Pink Hill, N. C., Drive-In Theater. Novarro says they cut up plenty of jackpots, going back thru the years when Seabee was one of the South's outstanding Toby comics and Monte was doing character parts and general business on his shows.

REP-TENT SHOWFOLK and numerous magician friends attended funeral services in San Antonio December 27 for **Henry (Hi) Harris**, who died December 24 in the Alamo City of a heart attack. Widely known as a capable showman, Harris operated tent shows thru Minnesota, Wisconsin and the Northwest for many years prior to the war. Highly versatile, he played various musical instruments and presented a magic, mentalist and hypnotic act. **Doc Mahendra**, a stanch friend, says that he also did novelty turns and appeared in dramatic shows with his own company. In recent years Harris had been playing halls in Montana to good business, but went to San Antonio to escape the cold weather. Harris, says Mahendra, had a television deal in the making when death overtook him. Among his survivors are a brother, **George Jacobsen**, of Hutchinson, Minn., who at one time was connected with the Sullivan and Considine Circuit in the West, and **George Jacobsen Jr.**, a nephew, who toured with the Harris show for many years and who is now a captain with the U. S. Army in Germany.

CHARLES N. LACKNEY writes from Butte, Mont.: "We have been doing okay with our small flesh trick. I read with interest the recent lines about tent-rep being dead, but I have great confidence in the roadshow flesh business. Our advice is for small shows to stay away from any kind of broadcasting in any territory they play. It's a case of burning up your show or material for meager pay and killing your show if you try to work sponsor dates or even regular hall dates. There is no money in radio or television for small shows. Lay-off them and let the amateurs cook up the dish."

AL G. GOSS pens from Clackamas, Ore., that "I have been working to good business with my solo show and am booked for the next two months. My brother, **J. D. Goss**, takes care of the bookings and we are moving East because we have several spots in Montana which we played last season. We worked a platform show last summer to good business and a Portland, Ore., builder is making us a new trailer body which will be wide enough and long enough to carry a good-size museum show. We plan to work this in connection with the platform. Met the **Turgeon Show** and **Fred Burrow's** org and both are neat attractions. They were doing okay and looked it." . . . **D. D. (Ducky) Kane** reports good business from Alamosa, Wyo., with flesh and religious pix. Kane has a three-cast unit and plays many church and sponsor dates. . . . **Carlton Turner** is in West Virginia after two months of solid business in the East. He has a lecture and solo show and also has a special feature pic which was made from his own travels. He's moving Westward.

TEX COOPER and the Blue Bonnet Players, who recently completed nine months of daily broadcasts over Station KBOR, Brownsville, Tex., are on a tour of Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Mississippi, Alabama and Georgia. They recently made some personal appearance dates with **Fuzzy St. John**, of the films. Cooper says the org is booked solid thru May 1 in the South. It will follow with summer stands in Michigan, Wisconsin, Illinois, Indiana and Ohio. Show roster includes Cooper, emcee, fiddle and vocals; **Banjo Annie**, singer; **Irving Siegel**, accordionist; **Willie (Coot) Barfield**, bass fiddle, and **Cactus Tom**,

HARTFORD RINK IN SANTA ROLE

HARTFORD, Conn., Dec. 30.—The Hartford Skating Palace, operated here by Irving Richland and Harry Neckes, tried something different in the way of Christmas parties recently. They turned over all profits of the night's business to rink's staff members as a Christmas present.

Election Set By Pa. RSROA

POTTSTOWN, Pa., Dec. 30.—Important matters will be handled at the regular winter meeting of the Pennsylvania chapter, Roller Skating Rink Operators' Association, at Harrisburg, Pa., January 8, and all members are urged to attend. Those planning to attend are requested to register in advance with Secretary-Treasurer **Walter H. Wolf**, Pottstown.

Foremost item on the meeting agenda will be the election of officers for the new year, said Wolf. President **Cecil Milam**, Washington, is finishing his term of two years. Other important topics are scheduled to come before the meeting.

The Harrisburg site of the meeting is Wayside Inn., 2203 Paxton Street. Dinner will be served at 12:30 p.m., and will be followed by the meeting.

Johnstown Opens Memorial Arena

JOHNSTOWN, Pa., Dec. 30.—Citizens of Cambria County, Pennsylvania, honored their war dead recently with the completion of a \$1,550,000 memorial building here, prime feature of which is its hockey and skating rink. The memorial building, which has 4,000 permanent seats, featured an *Ice Capades* performance as the attraction at its formal opening.

Almost 10 miles of pipe were used in the refrigeration system. The main wing measures 273 by 187 feet and is convertible for basketball, tennis, boxing, etc. Temporary seats swell the convention capacity to 7,000.

Stockton Club Gets USARSA Champ Tests

STOCKTON, Calif., Dec. 30.—Northern California's U. S. Amateur Roller Skating Association's (USARSA) championships have been awarded to the Stockton Skating Club and will be held February 22 at the Stockton Rollatorium.

Events include racing, dancing, free style, mixed pairs and ladies' pairs. All events are to be skated in accordance with USARSA rules as printed in the ARSA skaters' handbook, excepting those rules which have been revised and printed in the ARSA bulletins. Trophies and medals will be awarded to those placing first, second and third.

Gene Bell, former speed skater, who was runner-up in the RSROA national championships for three years, has received his third stripe in aviation electronics. He is in the navy and is stationed at Memphis.

The Big Three, roller skating act comprising **Paul Spargen**, **Georgia Barna** and **Jack L. Browne**, were featured December 15 at the Parkview Roller Skating Palace, owned and operated by **Charles C. Ludwig** at Carroll, Ia.

rhythm guitar. . . . **Walter E. Burkett** cards from Harrison, Ark., that he has been making one-day stands with a solo show to good advantage. He's booked for three months in spots where he has played previously. At Benton, Ark., he met **Ward Hayes**, lecturer and solo show worker, who, Burkett reports, is doing okay. . . . "We are doing well with our new three-person unit and have been encountering no difficulty in obtaining dates," letters the **Fletcher Family** from Pasco, Wash. "We've been putting on Sunday church shows almost every week and we also carry some 16mm. religious pix that we can use. We are moving to the East."

Det Arcadia Business Up; Club Growing

DETROIT, Dec. 30.—Business has been improving steadily at Arcadia Rink here since its recent acquisition by **Bill Holleman**, veteran organist, with the Arena Roller Skating Club showing a remarkable membership increase to 1,200, mostly in the past six weeks.

The rink is being operated for open skating on Tuesday night only, with a club policy for Thursday, Friday, Saturday and Sunday. Monday and Wednesday nights are available for private parties, dances, etc.

Mrs. (Mary) Holleman has taken over management of the soda fountain. **Buck and Jill Buckner** are the professionals, with **Buckner** also acting as assistant manager, **Holleman**, in addition to running the rink, is also organist. **R. Van Buren** is exploitation man, in charge of the Tuesday night promotion.

Holleman plans to record some of his skating programs and numbers on tape and place them on the market for national distribution.

Orville Godfrey, who operated the rink for 12 years prior to **Holleman's** taking over, is now in the taxicab business in Detroit, but is reportedly negotiating to take over an up-State rink.

ORSC Execs Take Office in January

CHICAGO, Dec. 30.—New officers recently elected by the Old-timers' Roller Skating Club of Chicago go into office in January, reports **Bill Henning**. The new slate includes **Richard Lambert**, president; **Frank Bauer**, vice-president; **Myrtle Henning**, recording secretary; **Myrtle Petersen**, corresponding secretary; **Walter Back**, sergeant at arms; **W. Atchinson**, **Art Daubert**, **E. Schiebaum**, **Jules Cook** and **Art Preusch**, directors.

The club holds monthly skating parties at rinks in the Chicago area, and its membership shows continued growth. Next party will be held January 29 at Arcadia Rink.

Henning reports that **Fred Leiser**, operator of New Planet Roller Rink here and a member of the club, has spent the past year at home recovering from an operation. He would like to hear from rink-operator friends who may write him at 5822 N. Winthrop Avenue.

According to **Henning**, a new rink, the Hub, opened here the past year at Harlem and Montrose avenues. **Henning** says the rink, site of a recent club party, has a large floor. **Leon Berry** is the organist. Area rinks appear to be holding their own, says **Henning**.

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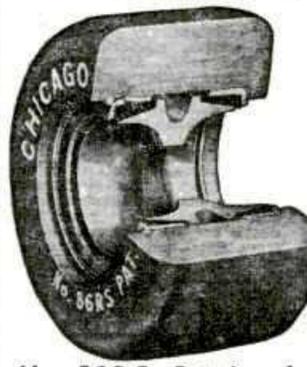
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The Final Curtain

BARKER—Walter, 79, drummer for many years, recently in Chester, Conn.

BLACK—Ben, 60, composer and one-time band leader, December 26 in San Francisco. He led popular music bands in theaters, night clubs and hotels in every major city in the country, but had been inactive in that field in recent years. In World War II he was a theatrical producer for the USO. He composed "Hold Me," and collaborated in writing "Moonlight and Roses." He was a member of the Society of Composers, Authors and Publishers and the American Federation of Musicians Local No. 6. Three brothers, David, Jules and Zizz, survive.

BRADSHAW—Leslie H. S., 55, writer, editor and former theatrical producer, December 28 in New York. After World War II he formed Bradshaw Productions and produced plays featuring Violet Heming, Mrs. Lionel Barrymore, Brandon Tynan and Cecilia Loftus. He was the editor of numerous publications and wrote many books and magazine features. His widow survives.

BUBY—Walter, 85, owner of Atlantic City's Dennis Hotel, December 22 in Westtown, Pa. He had been the co-owner of the hotel with Walter Smedley since 1900 and absorbed his partner's interest in 1920.

CARR—Thomas, 60, owner of Midway Park, Chautauque, N. Y., December 21 in Miami. Survived by his widow; a son, Patrick; two daughters, Margaret and Gertrude, and a brother, George.

CHATFIELD—Mrs. Helen E., 87, one of the founders of the Cincinnati Symphony Orchestra in 1898, and a member of the orchestra's board of trustees for several years, December 24 at her home in Cincinnati. Survivors include two sons, William, president of Chatfield & Woods Company and the Chatfield Paper Corporation, Cincinnati, and Albert, of Rockport, Me. Burial in Spring Grove Cemetery, Cincinnati, December 27.

CUDDY—Raymond F., 23, son of William Cuddy, manager of the DeLuxe Theater, Detroit, recently in an auto-train crash near Marshall, Tex. Survived by his widow. Burial in Detroit.

CUSICK—Leslie P. (Bud), 60, veteran projectionist at the Temple, Fox and Riviera theaters, Detroit, December 20 in Sarasota, Fla., of pneumonia. He was one of the last surviving members of the International Association of Theatrical Stage Employees, Local 199. Survived by his widow, Tess. Burial in Sarasota.

DUGGAN—W. F. Sr., 51, circus owner-operator, December 23 in Moultrie, Ga., of a heart attack. Survived by his widow, a daughter and a son. Burial in Pleasant Grove Cemetery, Moultrie. (Details in Circus Department.)

FIERLE—Paul C., 68, organist, suddenly December 24 in Detroit. Survived by his widow, Hannah, and four children.

FORBES-ROBERTSON—Lady Johnston, 78, actress known on the stage as Gertrude Elliott, December 24 in Kent, England. She was the widow of Actor Sir Johnston Forbes-Robertson and the sister of the late actress, Maxine Elliott. She made her debut in Saratoga, N. Y., in 1894, in "A Woman of Importance," and after her marriage in 1900 toured Europe with her husband in Shakespearean plays. Lady Johnston toured her native America with her husband in 1909 and 1910 in "The Passing of the Third Floor Back." Other appearances included "Caesar and Cleopatra," "The

Dawn of Tomorrow" and the Leslie Howard production of "Hamlet." Three daughters survive.

HARRIS—Henry (Hi), 49, widely known rep and tent show owner-operator and performer and a prominent magician, in San Antonio December 24 of a heart attack. Crematory services in that city December 27. Survivors include his widow, Mary; four sons by a previous marriage; a brother, George Jacobsen; a sister, Mrs. Christina Wetsing, an a nephew, George Jacobsen Jr., who toured with Harris for many years.

HARRIS—Dr. Robert Peter, 64, physician for the Ringling circus from 1943 to 1948, December 23 in Knoxville. He began and ended his career in private practice, serving at the Knoxville Eastern State Hospital for the past two years. His widow, son and daughter survive.

HUGHES—Yvonne Evelyn, 50, former Ziegfeld girl, December 26 in New York. A prominent dancer in Paris and Hollywood, she appeared in films opposite Rudolph Valentino. Broadway appearances included "Rio Rita," "The Trial of Mary Dugan," "Show Boat" and several "Ziegfeld Follies." Her mother and a sister, Dorothy Hughes, ex-showgirl, survive.

JACKSON—Nathan, 67, concessionaire and a charter member of the Miami Showmen's Association, December 18 in Worcester, Mass. Jackson was with man of the early-day carnivals and in late years worked the Class A fair circuits with the World of Mirth and other shows. Survived by three brothers, Doctor Zellicoff, Norman and Sam. Burial in B'nai B'rith Cemetery, Worcester.

Dr. Walter J. Damrosch

Dr. Walter Johannes Damrosch, 88, renowned violinist, pianist, composer and conductor, died December 22 in New York of a heart attack. The son of Dr. Leopold Damrosch, famous violinist and conductor, and Helene (von Heimburg) Damrosch, opera singer, he gained his widest recognition in the United States for his extensive work in music appreciation. A sort of musical evangelist, he conducted an appreciation hour on the National Broadcasting Company from 1929 to 1944.

His rise to prominence began in 1885 when he substituted as a conductor at the Metopera when his father died suddenly. Named an assistant director and second conductor of the Met in 1885, Damrosch later organized the Damrosch Opera Company, which ran from 1895 to 1899, and then returned to the opera house. In 1903 the New York Symphony was organized and Dr. Damrosch toured the U. S. and Europe with the orchestra. He resigned the symphony post in 1926 to become musical counselor for NBC, a position which he resumed after the cancellation of his musical appreciation hour in 1944. The advent of World War II brought about the close of the Friday morning program, which at one time drew 6,000,000 listeners, many of them school children in hundreds of schools which included his program on their regular curricula.

Among his many compositions Damrosch wrote five operas—*Cryano de Bergerac*, *The Opera Cloak*, *The Dove of Peace*, *The Man Without a Country* (produced at the Met in 1937) and *Elephants in Congress* (1943). His songs include *Danny Deever*, *Mandalay*, *To Sleep, Was Ever Maid of Spain* and *Dunkirk*. He was president of the American Academy of Arts and Letters until 1948.

Four daughters and a sister survive. Services in St. James Protestant Episcopal Church, New York, December 26, with burial in Bar Harbor, Me.

KOHLER—Ida, 83, former concessionaire with the Ferrari Bros., Dan Robinson and Nat Reis shows, among others, and a performer at the Chicago World's Fair in 1893, recently in Miami Beach (Fla.) Hospital. She and her husband at one time operated a number of concessions at Lakeside Park, Flint, Mich. She was a member of the Ladies' Auxiliary, Miami Showmen's Association. Besides her husband she leaves a daughter, Mrs. Eulalia McHugh.

LAVELLE—William F., carnival troupier, the past season with Veterans United Shows, December 18 in Minneapolis of a heart attack. Survived by two sisters and his mother.

MAYO—George, 59, veteran vaudeville comedian, December 21 in Hollywood. After years as a single he joined Benny Leonard in a comedy duo. Mayo also played in "Manhattan Mary" and with the USO for four years. Two daughters survive.

MAZUR—Jacob B., 65, musician, December 23 in Chicago. He had been musical director of the Chicago Schubert theaters for 25 years, and for the past 11 years musical conductor for the Palmer House, the Blackstone Hotel and the College Inn. Mazur was also associated with the Douglas Park Jewish Theater and the Hebrew Music Club. His widow, a son and two daughters survive.

Marriages

COHEN-GREENE—Edward W. Cohen and Florence Greene, TV producer and talent rep, December 24 in New York.

FONDA-BLANCHARD—Henry Fonda, actor, and Susan Blanchard, stepdaughter of Mr. and Mrs. Oscar Hammerstein December 28 in New York.

SANDOR-HAPSBURG—Gyorgy Sandor, pianist, and Mrs. Christine Maria De Balvanjos Hapsburg December 20 in Waterbury, Conn.

WOLF-CANDREA—Norman Wolf, carnival Side Show operator, last season with Cavalcade of America, and Barbara Candrea recently in Toledo.

STEINBECK-SCOTT—John Steinbeck, playwright-author, and Elaine Scott December 29 in New York.

MYERS—Ella (Bobbie) Burns, former advertising director of General Foods Corporation and known in private life as Mrs. Ralph Noel Dagg, December 26 near Armonk, Westchester County, New York. She began her business career in 1926 and joined the J. Walter Thompson ad agency in 1928. Four years later she joined General Foods. Her husband and two brothers survive.

OLD—Robert Edward Sr., 78, one of the founders of the Fannin County Fair, Bonham, Tex., recently in Bonham. Survived by his widow, a son and three daughters.

PARKER—Kennie W., 25, Mobile, Ala., and Gulf Coast musician, December 17 in Mobile of injuries sustained in an auto accident. Survivors include his widow, Ida; a daughter, Linda Fay; his mother, Mrs. James J. Parker; two sisters, Mrs. Lillie Mae Hogan and Mrs. David Cooley, and a brother, Troy.

REGAN—David E., 50, owner of a motion picture theater in Selma, Ala., December 13 of a heart attack while en route to a hospital in Montgomery, Ala.

SELF—Lucien, Jr., 42, Columbia Broadcasting System (CBS) floor manager, December 26 in New York. A former legit stage manager, he was married to the late actress, Margaret Callahan, who starred in "You Can't Take It With You," one of his stage jobs. He had been with National Broadcasting Company (NBC) before joining CBS last year. His widow, his father and a sister survive.

Washington Once-Over

• Continued from page 2

Department is reluctant to get deeper in this field.

Strong move is afoot by American Municipal Association and others to induce the federal government to set up a credit system or abandon excises exclusively to States and localities. The move may not succeed in the current defense emergency, but it might thwart opposing drives for upping the federal excises.

Copyrights: Modernizing the Copyright Act will come in for attention, but major action is due instead on the diplomatic front. United Nations Educational, Scientific and Cultural Organization hopes to complete shaping a model draft of a proposed global copyright pact. Member nations will be invited to act individually.

Nix on NARBA

NARBA: A bitter row is sure to break out in the Senate Foreign Relations Committee on the pact approved recently by the North American Regional Broadcasting Agreement conference here. Several clear channel stations in New York City and elsewhere are threatened by the pact, which gives Cuba vast new power in use of frequencies. Guess right now is that the Senate Foreign Relations Committee will reject the proposed treaty.

Radio-TV: Look for Congress to get into the color TV fight, with verbal explosives on all phases of the issue. Nothing beyond that; not even an investigation. Action can be expected on a number of other radio-TV issues. Closed-door committee hearings are in store for the Defense Department's bill authorizing military control over radio stations whenever deemed necessary. Chairman Edwin C. Johnson (D., Colo.), of the Senate Interstate and Foreign Commerce Committee, says he's dead set against broadening the Communications Act unless it's vitally required.

Rationing: Congressional leaders figure additional legislation isn't needed imminently on this one. The administration is avoiding talk of rationing commodities for the present.

Of High Tax Yield And Ample Sugar Stock . . .

Collections from most federal amusement excises this fiscal year are running far ahead of totals for the corresponding period last year, according to latest Internal Revenue figures. The disk tax yield in November was almost \$180,000 above the previous November's, and the total since the fiscal year's start in July is almost double the take for the corresponding period last year. Yield from the tax on radio sets and phonographs is running \$2,219,993 ahead of the previous fiscal year. Collections from the cabaret admissions tax are almost \$500,000 ahead of the previous fiscal year's, but the theater and concert admissions tax yield has dipped severely.

Formal assurance that radio-TV set manufacturers aren't bound by the Economic Stabilization Administration's recently announced price standards came from the agency this week.

Television's coming-of-age got acknowledgment from the Bureau of Labor Statistics in an announcement this week that the monthly index of consumers' goods from now on will include coverage of TV sets in homes.

Agriculture Department officially predicted this week that industrial users of sugar will have more than ample supplies next year despite the defense emergency.

Divorces

LUFT—Lynn Bari, actress, from Sid Luft, pic producer, December 26 in Los Angeles.

SCOTT—Mrs. Elaine Scott from Zachary Scott, pic actor, December 21 in Los Angeles.

TOKATYAN—Armand Tokatyan, former Met tenor, from Antoinette Tokatyan December 26 in Los Angeles.

Hams and later teamed with his wife, Anna Block, as Block and Williams. He retired from vaudeville to enter the film business in Pittsburgh where he held many top posts with numerous pioneer companies.

Radio-TV Censorship Will Be Voluntary . . .

Next meeting between the State Department and Broadcast Advisory Council may bring an increased number of exchange fellowships for broadcasters under the Fulbright program. The fellowships pay for extensive travel abroad. The meeting, which is set for mid-January, also is sure to produce a statement reaffirming the administration's intent to keep emergency censorship on a voluntary basis, similar to World War II procedure. This was stressed by Defense Secretary George C. Marshall in talks last week with private communications groups, including representatives of radio-TV broadcasting industry.

FCC, Too, Watching NBC Plan To Cut Rates . . .

Federal Communications Commission (FCC) is keeping a weather eye on NBC's reported preparations to cut rates. FCC-ers aren't putting their thoughts on record, but they say privately that the commission could become officially interested in the situation if the cuts are imposed. One FCC-er said the commission would want to check on whether NBC's parent, RCA, figures in the financial arrangement.

Helbros Sales Plan

• Continued from page 4

been seriously blue-printing similar operations. How Helbros goes may decide the others, and Helbros seems almost certain to resume on a considerably expanded basis.

Origin of this type of watch marketing is traced to a local Kansas City, Mo., merchant who tied in with Helbros some time ago and made a similar offer locally. This was followed by Mail Order Network (MON) using Helbros goods for mail order sales via AM and TV in certain key cities. Helbros then decided it was good enough to do directly.

Price War Complication

Another aspect to the competitive watch picture is the price war now extant. This started when Waltham Watches, which had gone out of business, sold much of its stock at about 50 per cent off. To meet this threat of the American watch firm, some Swiss outfits followed suit. Heavy expenditures in newspaper ads have resulted, but now it is beginning to spill over into AM and TV, and broadcasting is apt to get the cream of the appropriations next year.

Helbros, which had been in network radio with *Quick as a Flash* on MBS, has no immediate plans to return to a web. However, it is thinking in terms of extensive TV spots as well as transcribed AM shows. The wax program, which will use names, currently is in the negotiating stage with Music Corporation of America.

Bob Hope

• Continued from page 6

helped matters along, but the numbers lived or died with the material—and several died.

Lily Pons' TV bow registered solidly in her solo number, the *Bell Song* from *Lakme*. Subsequent appearance was part of a gag number, a take-off on *The Thing*, and did little to add to her rep. Effective and original camerawork and sets marked Miss Pons' solo. Film actor Bob Cummings went thru a so-so take-off on vaude song-and-dance men with Hope and worked in an even worse Santa Claus skit with Hope and two others. This, unfortunately, was long as well as bad.

Bob Maxwell's harp work and Betty Bruce's tap dancing were highlights. Mrs. Eleanor Roosevelt closed proceedings with an effective reading of a message written 174 years ago by George Washington, backed by the St. John's Boys' Choir. Hope himself seemed more at home than on any previous outing and delivered his own material in fine style. Basic weakness continues to be the show's sketches.

Births

BERNSTEIN—A son, Barry, recently to Mr. and Mrs. Harold Bernstein. Father is owner of the Pines and Royal theaters, Bay City, Mich.

BOYETTE—A daughter, Marion, to Mr. and Mrs. Marion (Paul) Boyette, in Andalusia, Ala., recently. Father is general agent and legal adjuster for Magic Empire Shows and president of Covington County Fair, Andalusia.

HONEYWELL—A son to Mr. and Mrs. Randy Honeywell December 15 in Pittsburgh. Mother is radio singer Marilyn McCabe.

KALBAN—A son to Mr. and Mrs. Bernard Kalban December 21 in Rockville Center, L. I., N. Y. Father is an Ethel Smith Music exec.

NATALE—A daughter to Mr. and Mrs. John Natale December 18 in Chicago. Father is an NBC-TV technical director there.

PIERCE—A daughter to Mr. and Mrs. Robert Pierce December 16 in Chicago. Father is an engineer at WNBQ.

POWELL—A son, Richard Keith, to Mr. and Mrs. Dick Powell December 24 in Los Angeles. Parents are film players; mother is June Allyson.

RILEY—A son to Mr. and Mrs. James Riley December 20 in Lawrence, Mass. Father is an engineer at WLAW, Lawrence.

STURMAK—A son, David Milton, to Mr. and Mrs. Arthur Sturmak December 15 in Louisville. Father is co-owner of Biller Bros. Circus; mother is Betty Biller, who sang with the show last season.

WESTPHAL—A daughter, Michele Frances, to Mr. and Mrs. Frank G. Westphal recently in St. Mary's Hospital, LaSalle, Ill. Father is a concessionaire and former manager of Young's Amusement Company.

SLA Christmas Party Gladdens 200 Youngsters

Live Show, Many Gifts Liven Kids At Annual Event

CHICAGO, Dec. 30.—It was a Merry Christmas for 200 underprivileged children of Chicago here last Saturday (23), thanks to the Showmen's League of America and the helping hand given the League by its Ladies' Auxiliary and members of Caravans, Inc.

For the fifth straight year the League tossed a Christmas party and provided everything, including transportation to and from the clubrooms, for the small fry, some of them from orphanages, others from youth centers.

There was a Santa Claus, in the person of Arthur Peets, a League member who contributed his services, and a Mrs. Claus (Mrs. Peets).

Free Show

The free show, which ran an hour and a half, was crammed with excellent talent rounded up by Charlie Zemater Sr. Acts were Arizona Jack and Family, whip-cracking; Gail Erber, tap dancer-baton twirler; Ronny Gilbert, songs-impressions; Helen Wong, accordionist; Larry Benner, Punch and Judy; Wilbur DuBois, juggler and Jack Ross, singer.

Each of the youngsters received no fewer than 10 gifts, with each getting a T-shirt, a sweater and a pair of woolen socks. Every boy was given a football; every girl, a doll. There was plenty of eats, too, of every variety.

Press Promotion

The party, rated the most successful of the Yule parties given by the League, did not go unnoticed. The Chicago papers carried stories on it, and nine radio mentions were made of it to point up the generosity of show people.

Al Sweeney again chairmanned the event; Nat S. Green handled the publicity; Jack Kaplan was in charge of transportation; Mel Harris and his house committee members decorated the clubrooms and Mr. and Mrs. Louie Berger again were in charge of checking the youngsters' wraps.

Club members donated \$1,055 in cash. In addition, the Wisconsin DeLuxe Company, Casey Concession Company, R. A. Railton & Company, Ralph Glick, Max Hirsch and Nate Nye contributed toys. J. C. (Tommy) Thomas provided oranges, and the Cracker-jack Company donated candy.

League members who put in a busy time at the party, in addition to those already mentioned, included Lou Keller, League president; Joe Streibich, secretary; Jack Hawthorne, Irving Malitz, Sol Wasserman, Tom Sharkey, Ray Oakes Sr., Ray Oakes Jr., Whitey Lehrter, Oliver Barnes, Petey Pivor, Erick Fillmore, Jimmy Stanton, Hy Neitlich, Jack Jacobson, George Brooks and Gerald Snellens.



THE SHOWMEN'S LEAGUE OF AMERICA'S fifth annual Christmas party Saturday (23) for underprivileged kids topped previous editions. Shown above is a small section of happy young faces, along with Mr. and Mrs. Santa Claus and Lou Keller, SLA president.



LEAGUE MEMBERS put in a busy time getting ready for, and staging the party. Pictured above, from left to right, are Hy Neitlich, Jack Hawthorne, Max Brantman, Tom Sharkey, Irving Malitz and Mel Harris preparing some of the many gifts presented to the 200 youngsters.



MEMBERS of SLA'S Ladies' Auxiliary and Caravans, Inc., again lent a helping hand to make the youngsters' Christmas a merry one.

BILLER TAGS FAIR OPENER IN MANHATTAN

Matinee Crowds Build, But Nights Continue Sparse

By TOM O'CONNELL

NEW YORK, Dec. 30.—Altho Biller Bros.' Circus stand here December 26-January 7 got off to a slow start, the pace quickened by the second day of the run, according to Co-Owner Arthur Sturmak, who voiced confidence that this would be the pattern for the rest of the date.

Both Arthur and his brother, Hy co-owner of the org, had reported good advance sales, working under Knights of Pythias auspices.

The show opened with a matinee, which drew a half house in the face of constant snowfall and the first frigid spell of the season in this area. With kids home from school on Christmas vacation, Arthur said the Wednesday (27) matinee was good for a two-thirds house. Night houses for both days were sparse.

The 212th AAA group armory at 62d Street and Columbus Avenue, which is housing the show, is not far from the city's center and has an approximate seating capacity of 4,400. Ticket prices were \$1.50 and 75 cents, and \$3.30 and \$1.50, adults and kids, for matinees and evenings. Saturdays, Sundays and

(Continued on page 34)

Long Beach's Nu-Pike Hypos, Kiddieland

Calif. Funspot Guns for Picnics, Special Party Deals

LONG BEACH, Calif., Dec. 30.—The Long Beach Amusement Company's Nu-Pike here will go after picnics and special deals in 1951, with James McGarrigle devoting full time to parties. L. P. (Pat) Murphy, general manager, said, McGarrigle joined the staff the middle of the year, too late for things to get rolling. With the background laid on these projects, Nu-Pike is out to increase its special deal business.

To appeal to industrial plants and newspapers, the park is doubling the size of its Kiddieland Now operating with six rides at the southwest end of the park, the area will be extended across the width of the amusement center in front of the zoo. The plans call for a strip 350 feet wide.

During 1951, Nu-Pike, despite the late start, was able to book a number of large picnics. McGarrigle signed such firms as Procter & Gamble and several of the Los Angeles dailies to entertain their carrier boys and other groups. The Greater Los Angeles Press Club also had a tie-up during the year, with the money for a week helping the construction of a new building for the Los Angeles Orphanage. Coming at the end of the season, the project was fairly successful. However, the greatest advantage was the publicity in the metropolitan dailies.

W. F. Duggan Sr. Dies in Georgia

MOULTRIE, Ga., Dec. 30.—W. F. Duggan Sr., 51, outdoor show builder and owner-operator of the Duggan Bros. Circus, which toured during the summer of 1934, died here Saturday (23) of a heart attack. He was in the process of building a circus when he succumbed.

Duggan also founded a chain of slot machines and player pianos, reaching from Key West, Fla., to Atlanta, known as the Duggan Music Company. He operated this venture from 1924 to 1942, then built and financed the World-Wide Animal Exhibit, which toured from 1947 to 1949. His last operation was the Pan-American Animal Exhibit, 1949-'50.

Survived by his widow; a daughter, Joyce, and a son, W. F. Jr. Burial in Pleasant Grove Cemetery, Moultrie.

Orders Saliva Tests at Ohio Harness Races

Commission Ruling Hits Pari-Mutuels At County Annuals

COLUMBUS, O., Dec. 30.—Small Ohio county fairs wishing to continue pari-mutuel betting on harness races are going to have to hire a veterinarian to give saliva tests to the winners of each race, it was ruled Thursday (28) by the Ohio Racing Commission here.

At tracks where daily wagers average \$15,000 or more, the commission will pay for the veterinarian. In other cases the track must stand the expense, the commission said. The latter includes all county fair meetings except Delaware County Fair, Delaware.

That left three alternatives for county fair boards: (1) Abandon racing; (2) drop pari-mutuel betting or (3) pay a veterinarian.

Commission Chairman O. C. Belt stated that he knew of instances in which doped horses had won at Ohio county fair races. The commission could do nothing about it, he said, because a saliva test had not been required.

Belt said that the commission could not pay veterinarian fees at small tracks because it does not receive sufficient money from them to cover the expense.

National Orange Show Grandstand To Bloom-Shayon

SAN BERNARDINO, Calif., Dec. 30.—Production of the stage show at the National Orange Show here March 8-18 has been awarded for the second consecutive year to Phil Bloom, in association with Sam Shayon, attorney, both of Hollywood. The budget calls for an expenditure of approximately \$50,000, the same as for the last show.

Bloom said practically the same policy as used this year, a big name attraction each night with basic vaudeville, will be followed. However, a line of girls was used, and this feature may be replaced.

\$400 Mil NY Garden Crop Sets 25-Year Arena Mark

Continued from page 1

(at about \$5,000 per night) or receipts from sale of radio and TV rights, concessions, etc. Such addenda would certainly bring the total up to well over \$400,000,000.

While the prospects for the next quarter century are clouded by the uncertainties of the current world situation, some indications already exist that, in one direction at least, the Garden stands to do even better. Mounting value of TV rights may make this medium a major factor in the arena's future profit statements, particularly since Garden boss Ned Irish has indicated he intends to lay out future plans with an eye to video scheduling. Altho TV may be blamed for some gate decline this season, other factors also are involved. At any rate, theater TV or some other pay-as-you-go method may prove the ultimate

solution.

Inability to begin construction of a new and enlarged Garden means that the current limited capacity must continue to serve for some time. Still *The Billboard* estimates of attendance at annual Garden attractions show potent audience lure. The average yearly attendance includes the Sonja Henie ice show (250,000), hockey (750,000), basketball (1,000,000), Ice Follies (160,000), Horse Show (100,000), Dog Show (100,000), track (110,000), boxing (1,000,000) and the rodeo (500,000). In addition, the Garden's exposition annex draws about 175,000 admissions annually, while miscellaneous Garden promotions bring in another 750,000 per year.

The Garden also derives considerable income from sale of

Bill Linderman Gets RCA Nod As Top Cowboy

FORT WORTH, Dec. 30.—Bill Linderman, Red Lodge, Mont., is the 1950 World's Champion Cowboy in the eyes of the Rodeo Cowboys Association (RCA), according to the RCA point standings released by Earl Lindsey, manager. Linderman scored 30,715 points, while Jim Shoulders, Tulsa, Okla., was second with 27,583 points and Harry Tompkins, Dublin, Tex., third with 25,891.

Others in the first 10, together with their points, follow: Gene Rambo, Shandon, Calif., 24,161; Casey Tibbs, Fort Pierre, S. D., 19,958; Gerald Roberts, Strong City, Kan., 17,089; Buck Rutherford, Beaver, Okla., 17,043; Vern Castro, Richmond, Calif., 16,557;

(Continued on page 31)

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CLOSE-UP: FRANK MELVILLE

Fair Talent Booker Takes Loss of Fortune in Stride

By TOM O'CONNELL

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

A MAN who has pyramided real estate holdings until their total value edged the \$1,000,000 mark and then seen such wealth dissolve before him is liable to be either an embittered person or a philosopher. Frank Melville, veteran booker of talent in the outdoor show field, both fits and prefers the latter category.

In his midtown New York office he says: "After all, I'm pretty well off. I still live as well as before, and no matter how much money you have, you can only drive one car at a time." Frank claims San Francisco as his native town, and the city could have no more capable booster. Even making allowances for the Bay City's moist climate, he touts it as one of the nation's greatest communities. He grew up there, became a songwriter there, and then adding reverse English to the old saw, "Go west, young man," he came east to New York as an advertising man for an Oakland, Calif., department store in 1900. The merchandise mart sent him on a mission to produce a catalog. Frank says he performed the task and resigned his position.

In Tin Pan Alley

He next joined forces with the late Walter Plimmer, well-known theatrical agent, and together they opened a Gotham office as music publishers. The switch from the tune purveyor to flesh peddler was made, Frank recalls, when a girl whose favor he sought informed him that she dated only agents. Ergo the seeds of an idea were planted in the mind of Melville that were to bring forth lucrative fruit.



FRANK MELVILLE

At the time preceding World War I the majority of streetcar companies in the East constructed amusement parks either between two cities on their lines or at the terminal points of the lines to promote trolley travel. These parks, controlled by the companies, offered an average of five vaudeville turns per week, and it was toward this relatively untapped field that Frank gravitated. Expanding rapidly, his circuit of parks soon embraced 70, and his take from supplying them with acts was in the neighborhood of \$10,000 yearly.

The booking chain extended thru New York, Pennsylvania and points south. In contrast to present talent prices, Frank remembers that singles worked for \$35 to \$40 a week, while teams went for \$80 or \$90. He recalls that one quartet of comics worked the circuit for \$175 and later climbed to the thin air of Hollywood salaries—the Marx Brothers. Perhaps even more interesting is the fact that the late Will Rogers, before clicking with Ziegfeld, played the park chain, and Frank was not aware of it until the point was called to his attention in later years.

Frank not only booked talent but built two parks—one in Paterson and the other in Bayonne, N. J., both of which gave good returns before they were sold.

As he puts it, he "sort of drifted into booking acts for fairs." He was a pioneer in the field, and as time went on he made it his main enterprise, since early movies were taking some of the play away from the streetcar line amusement spots. Frank makes it about 1920 that he became firmly established in the setting of talent for fairs.

He continued strong in the fair segment of alfresco amusement for several years, during one stretch booking 257 annuals, but finally decided to turn his acumen to real estate. The present kingpin in Eastern booking circles, George A. Hamid, had worked and been booked by Frank as a tumbler. In passing, Frank recalls that he also employed Dorothy Packman, now a prime mover in the Hamid organization.

At any rate, Frank turned his existing contracts, including the Canadian National Exhibition at Toronto on which he held an exclusive for 15 years, over to Hamid with the proviso that he, Frank, would remain inactive for five years as far as the booking business was concerned. As it turned out, he was away longer than that.

Into Real Estate

He knitted a skein of real estate holdings in Manhattan, New York's nerve center, that neared the aforementioned figure of \$1,000,000. Frank claims that the income from his investments was about \$50,000 a year, and his contacts with showbiz during this period were at a minimum. Then in 1927, the real estate business began

(Continued on page 31)

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\$400 Mil Garden Crop

Continued from page 29

rights for radio and TV pick-ups of its events. Gillette pays about \$20,000 per event for Friday night boxing. DuMont pays about \$3,500 per event for Saturday night pick-ups. WPIX is paying about \$250,000 for 120 week-night and Sunday events. WMGM pays about \$250 for radio rights for each basketball and hockey broadcast. In addition, Mutual now is in negotiations for network broadcasts of Garden basketball (see separate story in Radio Department). There has been talk this week that the colleges may pull out of the Garden to sell TV rights themselves. But this is regarded as highly unlikely (see story in Television Department).

The Garden itself was in the broadcasting business in the '20's when it operated a radio station airing events from the arena. TV pick-ups were begun by NBC-TV in 1939, with the last night of the last six-day bike race. Before World War II NBC picked up some two or three events weekly, paying nothing for the rights but putting out for seating space used only if the Garden was sold out. The war caused a temporary break in Garden TV coverage. There is hardly a hall extant that can boast the collection of top talent which has highlighted Garden bills of various sorts. Nor is there one which has housed so motley a collection of promotions at one time or another. Among the events of yesteryear

staged at the Garden were girls' softball, six-day bike races, walkathons, Mr. America contests, dance endurance championships, lonely hearts balls, 26-hour races and annual World Series play-by-play on an electric scoreboard. On the other hand, many events began annual runs with the opening of the Garden and have not missed a year since. These include the Ringling Bros. and Barnum & Bailey Circus, the firemen's and patrolmen's balls and the Israel Orphan Asylum benefit, as well as the regular Garden-run events. Among the musical names who have appeared at times at the Garden were Padarewski, Paul Whiteman, Victor Herbert, Arturo Toscanini and Dmitri Shostakovitch.

The first Ringling circus played the Garden from March 26 thru May 1, 1926. On a two-a-day basis the circus has averaged 1,000,000 admissions per Garden run.

The new Garden, which replaced the old structure near Madison Square, opened unofficially November 28, 1925, with a six-day bike race, and had its official opening December 15 with a hockey game. The structure was built at a cost of about \$5,500,000 under the auspices of fight promoter Tex Rickard, circus pandrum John Ringling and railroad tycoon William Carey Rickard, as the first president, inked a 20-year contract at \$30,000 annually.

Close-Up: Frank Melville

Continued from page 30

crumbling, and over the space of several years Frank was forced to abandon his holdings. "I didn't leave the real estate business; it left me," is his comment.

Gradually, Frank returned to booking acts for fairs, and he has again prospered to the extent that he terms the recently ended fair season as very good. Altho he does not book as large a number of events as in past years, he feels that comparative figures make the two periods equal. As an example, he points out that in the 1920s the Canadian National Exhibition paid \$25,000 for its talent, and today it costs fair officials about six times the amount, according to his estimates. In such manner, Frank feels that today's higher prices counter-balance yesterday's greater volume of business. On a rough count he figures that there are a third less fairs in existence today than during the '20s.

Interspersed with Frank's labors in this country were 10 trips abroad, with the last coming in 1935. Frank says he never actually worked at booking talent in Europe, altho his travels took him thru England, Scotland, France, Italy, Holland and Germany.

Both World War I and II hit agents who booked talent for fairs a solid blow, since most of the major events were forced to cancel their runs during hostilities. Frank maintained a school of dramatic arts, with good results, in New York for three years, starting in 1944. He finally sold out his part in the enterprise and returned to fair biz. He has maintained his New York office since then, altho most of his time is spent conducting business on the road. Frank has had numerous hobbies and pastimes, including baseball

and prize fighting, from the spectator angle. In the field of card games he claims he was a fiend at bridge and once considered himself an excellent dancer. He has since eschewed all these diversions. Demonstrating a lack of any tendency to toot his own horn, he says that this year at the Roanoke (Va.) Fair he was asked to join a party on the dance floor. Accepting with alacrity, Frank chuckles that he soon abandoned the light fantastic for lack of wind.

He is not married. Neither does he belong to any showbiz organizations. However, the one thing in which he takes justifiable pride goes a long way in summing up Frank Melville. It is his claim that in all his years as a booking agent he has never failed to pay off every nickel due an act working under his banner.

Bill Linderman

Continued from page 29

Bud Linderman, Red Lodge, Mont., 16,457 and Homer Pettigrew, Chandler, Ariz., 15,653.

Bill Linderman finished with the highest points in two competitive fields, bronk riding and steer wrestling. Other titleists in individual fields were Toots Mansfield, Big Springs, Tex., calf roping; Jim Shoulders, bareback riding; Harry Tompkins, bull riding; Buck Sorrells, Tucson, Ariz., team roping, and Shoat Webster, Nowata, Okla., steer roping.

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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.) Holbrook Am., Grapeland, Tex. Playland Attractions: Welch, La., Jan. 1-7.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O. Henle, Sonja, Ice Revue (Stadium) Chicago, Ill. 1-14. Ice Capades of 1951 (Boston Garden) Boston, Mass., 1-14. Ice Follies of 1951 (The Arena) Philadelphia, Pa., 1-16. Miller's, Irvin C., Brown-Skin Models (Dreamland) Tulsa, Okla., 4; (Aldridge) Oklahoma City 5; (Ritz) Ft. Worth, Tex., 6; (Century) Dallas 9; (State) Dallas 10-11. Skating Vanities of 1951 (Auditorium) San Jose, Calif., 4-9; (Auditorium) Oakland 10-15.

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Promosh Push For Augusta's New Kiddieland

Permanent Moppets' Park Puts Strong Accent on Tie-Ups

AUGUSTA, Ga., Dec. 30.—Lakeview Park, situated on Lake Olmstead here, has been getting potent promotion since its opening December 1 as a permanent Kiddieland. Most recent interest-focusing tie-up was with the Empty Stocking Fund, sponsored by *The Augusta Chronicle*, with the funspot turning over 10 per cent of its receipts to that fund.

Another top promotion was Mayor's Day, when Augusta's mayor, W. D. Jennings, hosted children of the city. Newspapers and Station WGAC have been giving free space and time to the Kiddieland.

The park is under the management of Ben Braunstein, of the Jewel Crowns Shows, with rides booked in by Charles Miller, of Miller Enterprises. Ride line-up currently embraces 10 kiddie devices, plus a full-scaled Ferris Wheel, Merry-Go-Round and Octopus. Plans call for the addition of several more rides. Jack Kelly, Miller staffer, is in charge of ride maintenance and operations.

The funspot, which is situated on heavily traveled Broad Street, is not far from the site where a huge H bomb plant is to be erected.

Recent visitors to the park included Harold (Buddy) Paddock, Johnny J. Johns Shows; Lou Riley, Dumont Shows, and Al Wallace, Wallace & Murray Shows, all of whom winter here, and George Whitehead, Eddie Davis, Billy

Parks Chronology

Year's Review as Presented From 1950 Billboard Files

January

CHARLES E. EPLER, 77, former manager of the Cedar-Schellenger Corporation, operator of rides and games at the Wildwood, N. J., Boardwalk, died in Philadelphia January 1.

MRS. FLORENCE L. ILLIONS, 51, wife of Harry A. Illions, park owner, died in Needles, Calif., January 10.

JOHN A. FISHER, 81, executive of the Aero Joy Plane Company, died in Steinhatchee, Fla., December 26. His brother, H. Wallace Fisher, associated with him in the ride business, died January 2 in St. Petersburg, Fla.

BALLROOM ops won a round in their effort to keep from paying the 20 per cent cabaret tax January 12 when the U. S. District Court at Chicago ruled in favor of Larry and Margaret Geer, co-owners of the Laramar Ballroom, Fort Dodge, Ia., who were seeking a refund of cabaret taxes paid.

OCEAN BEACH PARK, New London, Conn., reported a net profit of \$62,203.19 for 1949 season, down from 1947 and 1948.

W. O. KING, head of King Amusement Company, ride manufacturer of Mount Clemens and New Haven, Mich., purchased 18 rides at Jefferson Beach, Detroit, to head the ride operation there.

B. G. ZEIDER succeeded Edward A. Smith as general manager of the G. A. Boeckling Com-

Breeze, Paul Ollis, Eddie Lewis, George Nicholson, and County Commissioner Paul Bowers, who builds kiddie trains.

pany, which operates Cedar Point on Lake Erie near Sandusky, O. Smith remained as president and treasurer of the company.

SPORTLAND, amusement center on the Wildwood, N. J., Boardwalk, sold by S. B. Ramagosa to Lew Trendler and Harry Carliss for an undisclosed price.

WAUKESHA BEACH, funspot on Pewaukee Lake near Milwaukee, went out of business after 50 years of operation.

February

OPS of Rocky Spring Park, Lancaster, Pa., lost case as court ruled Negroes cannot be barred from public swimming pools in Pennsylvania.

PLAYLAND, Rye, N. Y., reported 1949 gross down \$100,000 and net down \$42,000 from 1948.

E. D. KELMANS heads a group which leased the old Indian Point Park site on the Hudson River. The group announced plans for a big amusement park-picnic resort at the location.

THEODORE SCHROEDER, 68, former curator at the Detroit Zoo, died in that city January 29.

JACK MANKEY, former assistant to the American Trucking Association director of public relations, appointed manager of the Galveston, Tex., Pleasure Pier.

March

WILLIAM A. GELHAUS, resort operator and president of the Keansburgh Steamboat Company, died in Keansburgh, N. J., March 1.

CASINO ARCADE PARK, Wildwood, N. J., suffered a 50G fire March 10.

April

JOHN COLLINS, manager of Lincoln Park, Dartmouth, Mass., elected president of the New England Association of Amusement Parks and Beaches.

WILLIAM CHEW, Baltimore realtor, became new owner of New Bay Shore Park, Baltimore.

H. L. WALTER, Monroeville, O., was named general manager of New Toledo Beach, Inc., operators of New Toledo Beach near Toledo.

DON JOHNSON, former Chicago theater man, was named general manager of Exposition Park, Aurora, Ill.

May

NORMAN E. CLARKE AND F. L. MAJORS, take over 40-year-old Heintzeman's Shore at Pasadena, Md., rename it Cottage Grove Park and announce a major rebuilding program.

MUSKEGO PARK, Muskego, Wis., suffered damage estimated at \$125,000 from high winds May 5.

TOM WADE, veteran ride designer was named manager of Venice Park, Venice, Calif.

EDWARD L. SCHOTT, president and general manager of Coney Island, Inc., Cincinnati, was forced to resign his position as general manager of the Cincinnati Garden because of pressure of duties in operation of Coney Island, Queen City amusement park.

June

MRS. JULIA L. (MOTHER) SULLIVAN, vice-president of the Eli Bridge Company, Jacksonville, Ill., was honored at a party in celebration of the 50th anniversary of the No. 1 Big Eli Wheel in Central Park, Jacksonville.

ROCKY GLEN PARK, near Scranton, Pa., damaged by a 300G fire May 24.

July

SUMMIT BEACH PARK, Akron, loses its dance hall in \$112,000 fire July 15.

WORST WEATHER of any season in memory cuts early season business of parks in the Canadian Maritime provinces.

August

WILLIAM NUNLEY AND NORMAN RUSSELL were announced as owners-operators of an elaborate kiddie park under construction at Bethpage, Long Island, near New York.

RIDE MAKERS were being forced by upped costs to raise ride prices about 10 per cent, a survey by *The Billboard* revealed.

September

ABOUT 85 park men attended the summer meeting of the NAAPPB at Cincinnati's Coney Island, August 23, and reported business off during the first half of the season, but picking up strong in the second half.

JOHN SERPICO, 66, president of the International Fireworks Company, died in Neptune, N. J., August 25.

IN A SUIT brought by Arthur E. Fritz and wife, pioneer Kiddieland ops of Chicago, against the Bureau of Internal Revenue, Federal Judge Michael L. Igoe ruled that tickets to riding devices are not subject to the federal 20 per cent admission tax.

MOST park operators lift federal tax charge on rides following ruling that ride device tickets were not subject to the 20 per cent tax, as the Bureau of Internal Revenue prepared to appeal the case and mulled need for a new law specifically covering riding devices.

FREDERICK W. HENNINGER, 72, secretary-treasurer of Kennywood Park, Pittsburgh, died September 18 in Conneaut Lake, Pa.

JOHN T. CLARE, 59, treasurer-manager of Crescent Park, East Providence, R. I., for the past 16 years, died September 13 in Cumberland, R. I.

October

INTERNAL REVENUE BUREAU notified all park ride ops in Chicago and some in other areas that ride tax should still be collected despite Judge Michael Igoe's ruling the tax out.

BALABAN & KATZ, major movie chain, entered the outdoor Kiddieland business with the announcement of the construction of a kiddie funspot in Toledo. Spot is to be called Maumee Kiddieland and will open next spring.

BURNED-OUT Luna Park at Coney Island was sold to Fred Trump, Brooklyn, who plans a housing development on the ground.

November

NATIONAL PRODUCTION AUTHORITY announced a ban on all building for amusement purposes in excess of \$5,000. Park rides were exempt, but any structure necessary to house or support a ride came under the limitation.

CENTRAL PARK CARROUSEL, New York landmark for 79 years, was razed by fire November 8, Owner Myron Lomberg reporting it damaged beyond repair.

ISLAND HOTEL, 103-year-old hotel at Tashmoo Park, near Detroit, destroyed by fire November 11.

December

PARK MEN decided against any financial aid to Arthur E. Fritz in his court fight to nullify the 20 per cent federal tax on amusement rides.

EDWARD J. CARROLL, owner-manager of Riverside Park, Agawam, Mass., was elected president of the National Association of Amusement Parks, Pools and Beaches November 28. He succeeded Harry J. Batt, of Pontchartrain Beach, New Orleans.

AUGUST WOLFINGER, 74, scenic artist who had worked on projects at Coney Island and Rockaways' Playland, died in New York December 1.

FRED A. CLEMEN, Cincinnati kiddieland operator, won a bout with Internal Revenue Bureau when it was ruled that no tax attaches to a charge of less than 10

Lavish Plans Set for 25th N. E. Meeting

Top Attendance Predicted for Jubilee Confab

BOSTON, Dec. 30.—"The biggest shindig since the Boston Tea Party" is the way President John Collins describes plans for the coming Silver Anniversary celebration and 25th annual convention of the New England Association of Amusement Parks and Beaches (NEAAPB), scheduled for the Parker House here March 28.

The special committee planning the affair met at the Parker House last week. Present in addition to Collins were President Edward J. Carroll, of the National Association of Amusement Parks, Pools and Beaches (NAAPPB); Wallace St. C. Jones, Larry Stone, Clarence Borggard, Vic Shayeb, Edward Laventure, Henry Bowen, Harold Gilmore, Joseph Carrolo, Fred L. Markey, John Dineen and Harry Storin.

Plan Brochure

Highlight of the celebration will be a souvenir brochure for the anniversary banquet. This will contain a short history of the organization, testimonial to founders and life-time members. No advertising will be carried in the booklet. A special tribute will be paid Carroll, first member of the New England unit to be elected president of the national association.

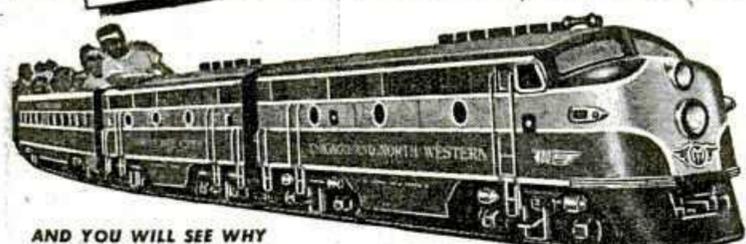
Program chairman, John Dineen, has planned a varied program of speakers for the business session. Treasurer Wallace Jones says the banquet menu will be the most lavish ever attempted. Al Martin will produce the special show.

Subcommittees for the various activities again will meet here soon to solidify plans for what officers predict will be the largest attended meeting in the unit's 25 years.

cents for the admission of a child under 12 years of age, even though such a charge represents a reduced rate.

ANGELO BRIENZA, 53, midget clown, long a feature at Steeplechase Park, New York, died December 18 in Brooklyn.

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New Annual Planned for N. Y. Suburb

HARRISON, N. Y., Dec. 30.—A new fair in 1951 for Westchester County directly above New York City, was in the works this week, to be sponsored by the county's Horticultural Society.

Event would be held on the grounds of the Blind Brook Polo Club here, and Richard Lightfine, club spokesman, said this week that John W. Leahy, of the Danbury (Conn.) Fair, was one of several persons being considered for the manager's post. Arrangements for the event are still in the tentative stage, since the society's new board of directors will be elected soon.

Polo club occupies a 114-acre site, with one plot measuring 2,700 by 600 feet. Grounds are not now equipped for the presentation of grandstand shows nor the housing of exhibits. Lightfine said the tentative date for the fair is set for September.

An abortive attempt was made at establishing an annual in Westchester County in 1949, with the fair staged at the Yonkers Raceway.

Macon Yields \$12,139 Profit

MACON, Ga., Dec. 30.—A net profit of \$12,139.75 from the 1950 Georgia State Fair was reported at a recent meeting of the Macon Exchange Club.

The profit will be divided equally between the Exchange, which operates the fair, and the Macon Chamber of Commerce, owner of the fair properties.

The fair report showed total receipts of \$57,294.72 and expenses of \$45,154.97.

At the meeting, George Adams, Will C. Ragan, J. C. Sheehan and Bob Wade were elected to the fair's board of directors. The 1951 fair officers are to be chosen at a meeting of the board of directors next month.

Chindgren To Preside At Ore. Meet

PORTLAND, Ore., Dec. 30.—Herman H. Chindgren, president of the Oregon Fairs Association (OFA), will attend and preside at the annual association meeting to be held at the Multnomah Hotel in Portland for three days starting January 18. Chindgren was recently released from the Oregon City Hospital, where he was confined for two months with injuries received in an automobile accident.

Opening Thursday (18), the order of business that day will include registration, meetings of officers and committees and the appointment of committees. The second day's program will be devoted to discussions of fair problems by special speakers and in forums. The banquet will be held that night. On the closing Saturday (20), setting of dates, resolution committee reports and election of officers will claim attention.

Wirth Given Bath Act Pact

NEW YORK, Dec. 30.—Frank Wirth, head of the booking office bearing his name, this week announced that his firm had been awarded the talent pact for the 1951 Steuben County Fair, Bath, N. Y. Victor Faucett, manager, acted for the fair.

Wirth said that the grandstand show would consist of a revue, plus acts and a band.

WAUKON, Ia., Dec. 30.—A. M. Monserud, secretary of Allamakee County Fair here for the past 30 years, has resigned and will be succeeded by Lynn A. Probert, who also is treasurer of the fair board.

Fairs Chronology

Year's Review as Presented From 1950 Billboard Files

January

LEONARD HAAG, Lawrenceburg, was re-elected president of Indiana Association of County and District Fairs.

OREN G. JOHNSON, Viroqua, was elected president of Wisconsin Association of Fairs.

CLYDE PEEL, Paducah, was elected president of the Kentucky Association of Fairs and Horse Shows.

ROBERT W. SMART, 84, life member of Butler County (Ohio) Fair Board, died January 8 in Lebanon, O.

A. VAN DEN HOEK, widely known for his landscape work at exhibitions, died January 4 in New York.

LAWRENCE P. LAKE, Cincinnati, was re-elected president of Ohio Fair Managers' Association.

J. B. WATERS, Sevierville, was elected president of Association of Tennessee Fairs.

T. ALEX HORNIBROOK, 72, 1940 president of Calgary (Alta.) Exposition and Stampede, died January 4 in Rochester, Minn.

CROSBY M. KELLY was named executive manager of the permanent Lake Front Fair, Chicago.

WILLIAM KELL, Wilson, was named president of Michigan Association of Fairs.

DR. J. S. DORTON, Shelby, was re-elected president of North Carolina Association of Agricultural Fairs.

February

ROCKY MOUNTAIN Association of Fairs voted to require a \$1,000 appearance bond from carnivals playing annuals.

ROBERT C. BAIRD, 89, former president of Queens-Nassau Agricultural Society, sponsor of Mineola (N. Y.) Fair, died January 29.

BENTON D. CARPENTER, 71, secretary of Calhoun County Fair, Marshall, Mich., died January 29.

BERT HARPER, president of the Rodeo and Fair Association, Fort Smith, Ark., and a director of the Arkansas Livestock Show, died in New York.

OUTLAY OF OVER \$300,000 for plant improvements was announced by officials of Los Angeles County Fair, Pomona, Calif.

PETER McARA, 87, former president of Regina (Sask.) Exhibition, died February 12.

HUBERT W. ELLIOTT was named manager of Illinois State Fair, Springfield, succeeding Henry White.

March

PAUL M. MASSMAN, showman, was named general manager of the Freedom Fair, Washington.

PLANS were announced for revival of the Bangor (Me.) Fair, city-owned Bass Park property having been leased as a site by Joe Cianchette. Roy Sinclair was named general manager.

WILLIAM HEPBURN, 64, former president of Yorkton (Sask.) Agricultural and Industrial Exhibition, died March 4.

April

NATIONAL Orange Show, San Bernardino, Calif., drew 255,098 in 10 days, 12 per cent below the 1949 figure.

JAMES H. STEWART was named to succeed W. H. Hitzelberger as vice-president and general manager of State Fair of Texas, Dallas.

SANTA ANITA PARK, Hollywood, was named as the site of the 1951 World Transportation Fair, according to Ira W. Curry, producer of industrial expositions.

JOSEPH J. MOONEY, 81, president of the Hambletonian Society, Goshen, N. Y., died in Detroit.

HENRY KNAUF, 59, president of the United States Trotting Association, died April 16 in Des Moines.

ROBERT P. TRASK, 61, director of the division of fairs of the Massachusetts Department of Agriculture, died April 15 in Boston.

May

LEE E. WYMAN, Blandford, was re-elected president of Western Massachusetts Fairs Association.

W. H. KITTLE, assistant manager of Colorado State Fair, Pueblo, was named manager to succeed Frank H. Means, resigned.

JOSEPH C. BARTLETT, North Haven, was re-elected president of Association of Connecticut Fairs.

LEWIS PHAIR, 77, member of the board of Frederickton (N. B.) Fair, died in that city.

DISTRICT COURT at Cedar Rapids, Ia., ruled that All-Iowa Fair Association had no authority to carry on business enterprises when a regular fair is not in progress.

THE WASHINGTON Freedom Fair was dealt a death blow when Attorney General J. Howard McGrath ruled against a proposed private corporate set-up for the fair.

OKLAHOMA CITIANS voted a \$4,750,000 bond issue to finance a new Oklahoma State Fair plant.

June

JOHN A. THOMAS, vice-president of Central Wisconsin State Fair Association, Marshfield, died in that city.

NET PROFIT of 1950 Florida State Fair, Tampa, dropped to \$45,000, approximately half the 1949 profit.

HAROLD L. CREAL, Homer, was appointed director of New York State Fair, Syracuse.

JAMES A. WINTERS was appointed resident manager of Garden State Fair, Mount Holly, N. J.

J. DAN BALDWIN was named manager of Kentucky State Fair, Louisville, succeeding George E. Lambert, resigned.

ROY S. KEMPER, 61, secretary of Missouri State Fair, Sedalia, died June 14.

July

ALFRED W. LOMBARD, Arlington, was re-elected secretary-treasurer of Massachusetts Agricultural Fairs Association.

UPHOLDING a \$6,560 tax rebate granted Eastern States Exposition, Massachusetts Supreme Court ruled that the playing of hockey games in the Coliseum at West Springfield, which houses the exposition, is an aid to agriculture. City assessors levied the tax, contending that the building was used for non-agricultural purposes.

JOHN P. NORTON, 71, former board member of Michigan State Fair, died July 12 in Escanaba, Mich.

WILLIAM E. PRESTON was appointed secretary of Missouri State Fair, succeeding Roy S. Kemper, deceased.

August

REGINA (SASK.) EXHIBITION overcame rain and mud to draw 137,819 people, about 7,000 more than attended in 1949.

NORTHERN Wisconsin District Fair, Chippewa Falls, wound up with attendance and income close to the fine marks of 1948.

IONIA (Mich.) Free Fair showed increases over 1949 in spending and attendance, the latter estimated at 350,000 in comparison to 325,000 last year.

September

PAID ATTENDANCE at Illinois State Fair, Springfield, hit 272,657 more than double the total for either of the previous two years.

WISCONSIN State Fair, Milwaukee, broke all attendance records with a gate mark of 721,781.

WEATHER hurt the centennial run of Ohio State Fair, Columbus, attendance dropping 16,500 from the 1949 total of 362,124.

A RECORD 451,771 attended Central Canada Exhibition, Ottawa, to top the '49 mark by 65,778.

MISSOURI STATE FAIR, Sedalia, despite rain, broke all records with attendance of 360,021.

JOHN S. HAGGERTY, former member of the board of managers of Michigan State Fair, died September 3 in Plymouth, Mich.

THE CHICAGO FAIR ended its 73-day run with a gate count of 1,709,004.

MINNESOTA STATE FAIR, St. Paul, shattered all previous attendance marks with a gate count of 905,563.

HAMPERED by rain and cold, Indiana State Fair, Indianapolis, fell 27,000 below the \$27,573 of 1949.

CANADIAN National Exhibition, Toronto, drew a record 2,723,000 people, nearly 75,000 higher than the previous 1949 peak.

October

C. D. ROOT, 75, concession manager at Lake County Fair, Crown Point, Ind., died in Escanaba, Mich.

EASTERN STATES EXPOSITION, Springfield, Mass., fell short of its all-time attendance mark of 385,612 by 15,398.

SASKATOON (Sask.) Industrial Exhibition netted \$70,431, about \$5,000 less than in 1949.

WESTERN WASHINGTON FAIR, Puyallup, was hit by a closing-day rain and the annual wound up with attendance of 346,761, slightly under 1949 figures.

J. EDWARD SMITH, 57, fairs designer, died October 1 in Dallas.

LOS ANGELES County Fair, Pomona, drew 1,059,878 patrons to wind up with a 4 per cent gain over last year.

SOUTHERN States Fair drew a record 250,000 people in five days at Charlotte, N. C.

G. MORTIMER RUNDLE, 95, general manager of Danbury (Conn.) Fair and secretary of Danbury Agricultural Society, died October 16.

ALBERT H. SCHNELL, 60, a director of Regina (Sask.) Exhibition, died October 6.

November

STATE FAIR OF TEXAS, Dallas, broke its own national attendance record with a total draw of 2,176,519 to top the 1949 record by 128,979.

NORTH CAROLINA State Fair, Raleigh, set a new gate mark with estimated attendance of 475,000.

WITH NINE DAYS of almost perfect weather, Louisiana State Fair, Shreveport, drew an estimated 500,000 people during its nine-day run.

DESPITE three days of rain, Great Allentown (Pa.) Fair revenue was off only \$9,000 from record '47 receipts, and the annual closed with net profit of \$41,794.

L. R. HUCKSTEDAD resigned as executive secretary of Heart of Illinois Exposition, Peoria.

December

BEN B. DORAN, board member of Iowa State Fair, Des Moines, died November 24.

STATE FAIR OF TEXAS, Dallas, reported net operating profit of \$355,989.69 in 1950 compared with more than \$500,000 in 1949.

IN A MOVE to obtain greater

Mineola Adds Sunday in '51 For 6-Day Run

MINEOLA, N. Y., Dec. 30.—The 1951 Mineola Fair, September 11-16, will extend thru Sunday for the first time in 30 years as a result of action taken by the annual's board of directors this week.

Action stemmed from reports of fair departmental heads that almost as many prospective patrons arrived at the grounds on Sundays during past years as those who attended on weekdays. Mineola's Sunday activities will start at 1 p.m. so as not to clash with religious services.

At the meeting J. Alfred Valentine was elected president; Harold Van Sise, vice-president; Samuel S. Underhill, secretary, and Raymond G. Fish, treasurer. Board also authorized, by arrangement with Nassau County officials, the construction of a new main entrance, which will eliminate all crossing amidst auto traffic within the grounds and afford immediate access to either the old fairgrounds or the new tented section. County officials arranged with contractors erecting the new County Administration Building on the grounds to suspend work during fair week.

recognition and a broader convention program, State and provincial fair associations set up the Federation of State and Provincial Associations of Fairs.

DR. J. S. DORTON, manager of North Carolina State Fair, Raleigh, was elected 1951 president of the International Association of Fairs and Expositions.

OFFICIALS of Saskatoon (Sask.) Industrial Exhibition reported operating profit of \$70,484 in 1950.

IOWA STATE FAIR, Des Moines, reported net profit of \$92,595 in 1950.

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President EM. 5-8506 Secretary

Matinees Build, Nights Remain Slim for Biller

New York Date Only Fair Despite Top Sales Effort

Continued from page 29

New Year's Day matinee prices were \$2 and \$1.

Biller Bros. has a five-year contract with the Knights, with the Sturmak hopeful of making the show an annual Christmas fixture locally. Arthur said officials of the Knights evinced satisfaction with the deal on the basis of the first two days of the stand.

Plenty of Publicity

Novelty and food concession sales, handled by the show, went well considering the size of the turnouts, Arthur said. The show has received a goodly amount of publicity over both television and thru the newspapers. In the latter department, the usually dependable *New York Times* gave the show a near column-long story, but both the head and lead of the piece gauged the stand at three weeks instead of two. *The World-Telegram and Sun* and *The Herald-*

January

ROBERT E. RINGLING, 52, board chairman of the Ringling-Barnum circus and former opera singer, succumbed to a stroke at his home in Sarasota, Fla., January 2.

BERT E. RICKMAN, 63, died in Gonzales, Tex.

COLE BROS. was sold, and Arthur M. Wirtz and James Norris,

Tribune also weighed in with ample space and pix. The show went heavy on newspaper ads and the city was papered liberally.

With the local school kids' vacation coming to an end, the show will switch its matinee time from 2:30 to 3:30 p.m. for January 2, 3, 4 and 5 performances. Approximate running time for the Wednesday night performance was 2½ hours.

Majority of the show's attractions are well-known, altho the program is considerably changed from the one with which Biller Bros. opened last season. The show was reeled off in fairly smooth fashion in three rings as follows:

Program Listed

1—Prince Ki-Gor, working six lionesses solo in center ring. 2—Anteleks (2), aerial bar, center ring; flanked by Helen Wolthing, cloud swing, and Grace McIntosh, aerial bar. Rings cleared and Belmonte Florenz's foot slide. 3—Clown walkaround. 4—Mme. Torelli, dogs and ponies, center ring; flanked by Lorretta and Vernon Colbert, dogs; and Gonzales sisters, dogs. 5—Boginos (6), Risley, center ring, flanked by Tommy and Betty Pariss, trampoline, and the Alivios (3), trampoline. 6—Barbette Girls (Pat O'Reilly Williams, Betty Paterson, Norma Wright and Zahra Kader), revolving aerial ballet and iron jaw number from a special rig used by the Cole show last season, with John Edward Burnside furnishing foot power, center ring, flanked by Sylvia Gregory and Conchita, both iron jaws. 7—Clown bits. 8—Anteleks (5) perch pole balancing, featuring two members working heel catches and another a handstand for a finale, center ring solo. 9—Florenz Troupe (4), wire-walking, ring 1, and Don Francisco, tight and slack-wire, ring 3. 10—Andrex, cloud swing, center ring, flanked by Teresa Morales, aerial heel and toe catches, and Francine Volante, cloud swing with break-away finish. 11—Yacopis, teeterboard and perch, solo in center ring. 12—Triska Troupe (4), high-wire, solo in ring 1. 13—Zellharts (2), individual sway poles, ring 1. 14—Biller Girls (8), web routine. 15—Helen Haag, chimps, solo in center ring. 16—Clown bits. 17—Mme. Torelli, Liberty horses, center ring, and Capt. Loran Edwards, Liberty horses, ring 3. 18—Ericksons (5), teeterboard, center ring, flanked by Jim Marks and Company, trick bike act, ring 1, and Freddy and Helen Wolthing, bicycle, ring 3. 19—Clown bits. 20—Flying Hartzells (4), trapeze, solo in center ring.

Both Marion Knowlton, who works the show's elephant ballet, and Le Blonde, aerial bar, were unable to go on Wednesday night (27). The girl was suffering from a sprained ankle and Le Blonde from a heavy cold.

Production credits went to the Sturmak brothers, while Vander Barbette executed the staging. Joe Rossi and his ork supplied the music, Charles G. Cox did the announcing and Peter Gerry was vocalist with the orchestra.

Chicago, were seen as the new owners.

OBERT MILLER and Herb Walters framed a new truck circus titled Cole & Walters Circus, a second unit of the Kelly-Miller circus.

JOHN E. (DOC) OGDEN, 74, former Side Show manager, died January 20 in Columbus, O.

February

OTTO BEROSINI, wire performer, suffered serious injuries in a fall during a performance with Circus Atayde in Mexico City.

FLORA GUICE, 60, former bareback rider, died February 3 in Tampa of a cerebral hemorrhage.

SI KITCHIE, 67, trapeze performer, died February 1 in Fort Myers, Fla.

CLAUDE (DUSTY) RHODES, 71, former circus man, died in Los Angeles of a heart attack.

March

CHARLES GAY, 63, animal trainer and former lion farm operator, died February 23 in Newport Beach, Calif., of a heart attack.

ALEX ACEVEDO, 55, originator of the Acevedo Troupe, died in Los Angeles.

WILLIAM K. ROSE, 44, press agent, died in Little Rock March 5.

FRANK BUCK, 66, big game hunter, died March 25 in Houston, of cancer of the lungs.

April

JOE LOUIS, ex-heavyweight champion, was signed by Dailey Bros.' Circus as a feature for \$1,000 a day on a Canadian tour. Total amount of the pact called for \$75,000.

TELEVISION features were signed by circuses, with Bill (Hopalong Cassidy) Boyd going to Cole Bros. as part owner and Ringling-Barnum contracting with National Broadcasting Company for Howdy Doody.

ATTENDANCE for the eighth annual Shrine Circus in Chicago, with Polack Bros.' Western unit, totaled 151,344, a new record there.

ED CAMPBELL, 89, former co-owner of the old Campbell Bros. Circus, died April 8 in Fairbury, Neb.

May

RINGLING-BARNUM set a new mark at Madison Square Garden, New York, a million people paying an estimated record \$2,000,000 to view 65 performances.

OTTO BEROSINI, 22, high-wire performer with Polack Bros.' Eastern Unit, was killed May 25 in a fall while performing in Waco, Tex.

ROBERT WILSCHKE, 76, agent specializing in circus attractions, died in Berlin May 26 of a heart attack.

HARRY P. PARKHURST, elephant man, died May 18 in Peru, Ind., of a coronary occlusion.

June

BUD E. ANDERSON, owner of Seal Bros. Circus, was killed June 15 in a truck accident.

MADISON SQUARE Garden and Ringling-Barnum renewed their contract.

July

TOM PACKS Circus played to 70,000 customers in St. Louis during a five-day stand, setting a new attendance record for Shrine shows there.

COLE BROS. invaded New York but drew mediocre business at Yankee Stadium and Ebbetts Field.

JOE HODGINI (Joseph Henry Hodges), 85, well-known European circus performer, died in July in Frankfurt-Main, Germany.

SPARTON CIRCUS was sold by Mr. and Mrs. Orlo H. Wach to All-read and Phillips, who announced it would go out as Robinson Bros. Circus.

W. C. RICHARDS, 65, owner-manager of the former Richards Bros. Circus, died in Pensacola, Fla., July 12, of a heart attack.

BILL BOYD (Hopalong Cassidy), co-owner of Cole Bros. Circus, closed with the show and returned to Hollywood for film work.

MRS. MARY JORDAN, 78, last of the originators of the Flying Jordans, died in Galveston, Tex., July 26.

ALBERT POWELL SR., 77, of the old Powell Troupe of tight-wire walkers, died in Louisville July 23.

PHILIPP WALLENDIA (Kreis), of the Great Wallenda high-wire troupe, died July 27 in a Lexington, Neb., of injuries sustained when struck by an automobile.

August

COLE BROS.' CIRCUS closed at Bloomsburg, Pa., August 5 after a 15 weeks of weak to mediocre business.

LON RAMSDELL, 56, veteran agent, died at Biloxi, Miss., August 10.

PAUL EAGLES resigned as general agent of the Clyde Beatty Circus and was replaced by William Moore.

GERRY MURRELL, 47, equestrienne and tight-wire performer with the Gainesville (Tex.) Circus, died in that city August 19.

JOHN C. GRAHAM, 81, former circus legal representative, died in Pittsburgh August 25.

A. C. BRADLEY, veteran press and general agent, died in New York August 30.

September

GIUSTINO LOYAL, head of the bareback riding family with Polack Bros. Circus, purchased Circo Americano, formerly operated in Puerto Rico by Jerome Wilson.

October

FRANK PETERS, 67, former unicyclist and brother of Bill Kettrow, who had out Kay Bros. Circus, was shot to death in his poolroom at Miami, October 9, in what police believed was an attempted hold-up.

MRS. HARRIET BEATTY, wife of Clyde Beatty, died at Kosciusko, Miss., October 25 of a heart ailment.

November

ALVIN J. (HAPPY) PRICE, former circus trainmaster, died in Wadsworth, Kan., November 1.

WALTER L. MAIN, 88, veteran circus operator, died in Geneva, O., November 29 of a heart ailment.

December

HARRY L. MORRIS, 65, former circus trapper, died in Norristown, Pa.

DARWIN C. HAWN, 75, retired circus executive, died in a Chicago hospital December 9 of injuries sustained in a fall at his home.

ADOLPH ROBINS, 64, clown in both indoor and outdoor showbiz, billed as "A. Robins, the Banana Man," died at Bournemouth, England, December 18 after being taken ill aboard the liner Queen Elizabeth while on his way to England.

MRS. IDA RINGLING NORTH, 76, who shared with her son, John Ringling North, control of the Ringling-Barnum circus as part of their joint trusteeship and administration of the late John Ringling's estate, died at Sarasota, Fla., December 21. She was stricken with a paralytic attack Thanksgiving Day. Mrs. North was the only sister of the seven Ringling brothers. Another son, Henry Ringling North, v.-p. of R-B, and a daughter also survive.

Mills Orders 130-Ft. Top, Show's Largest

Seating Capacity To Be Increased To More Than 5,000

COLUMBUS, O., December 30.—Mills Bros. will go out in '51 under a new 130 with three 40's, one of the largest over-all big tops carried by a motorized circus. Jack Mills made the announcement this week after placing the order for the canvas with S. T. (Sid) Jessop, of U. S. Tent & Awning Company, Chicago, which had made the 120 with three 40's used by Mills this season.

George Johnson, of the Chicago tent firm, visited quarters here at the State fairgrounds to confer with Superintendent Charley Brady on construction details. The new top will be completed in late February or early March and delivered in April.

Brady is superintending construction of new blues and enlarged grandstand, to boost capacity to over 5,000. Several hundred new grandstand chairs will be purchased. All of the old chairs have been repaired and repainted circus red. Construction crews also are busy building two new sleepers and have rebuilt one of show's stake drivers. New feed troughs and stalls were built for horses and other lead stock quartered in the junior arena building.

Bert and Jeannette Wallace returned after a brief visit to Flora, Ill. Frank and Evelyn Noel, who went home to Wichita, Kan., for the holidays will return soon to resume developing routines for show's new bulls. Agent H. W. Ahrhart Jr., is vacationing at his Florida home. R. M. Harvey, who recently completed a Caribbean cruise, will resume booking early in January. Larry Lawrence, Mearl Johnson and Jan Shafe, promotional men, will start work January 2, and several other crew managers will swing into action shortly thereafter.

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Percy and Charley Clark, contact at once. Hank Carlisle wants Dale Maden to call immediately. Jim Burke needs 20 or more high-class Phonemen to work in boiler room, starting now.
Shows opens last of January indoors. Want People who will stay through outdoor season, closing middle of December, 1951.
Wire or phone at once
HORNE BROS.' CIRCUS
Truth or Consequence (formerly Hot Springs), New Mexico.

Prell Adds 7 Annuals To '51 Route

Season Bow Set For January 22 At Sarasota

NEW YORK, Dec. 30. — Seven fairs have been added to the 1951 route of Prell's Broadway Shows, it was announced here this week by Joe Prell. They are Ebensburg, Bedford, Butler and Indiana, Pa.; Chase City, Va.; Columbia (Colored), S. C. and Athens, Ga.

Org opens its season January 22 at Sarasota, with other Florida fairs to follow. Sam E. Prell, general manager of the organization, is in Miami. Activity at Kissimmee, Fla., winter quarters is under supervision of other members of the Prell clan.

Recently added new equipment includes two kiddie rides and twin Diesel power plants. New formats are being constructed for the Girl and Colored shows. A new front entrance also is under construction.

Sam and his son, Joe, again are handling all of the org's bookings. Joe will work out of New York for the next couple of weeks. Both will attend many of the upcoming Eastern fair meetings.

Heart of Texas Winds Up Run

BROWNWOOD, Tex., Dec. 30. — The last unit of Harry Craig's Heart of Texas Shows closed its '50 tour in Stamford, Tex., and made the home run into winter quarters here in a snowstorm. Org, which was operated under B. C. McDonald, secretary, and Barney Allen, concession manager, played smaller cotton towns to better than average business.

Season as a whole was called "average" by Owner Craig. "We had good ones and very poor ones," he said.

Rides are being erected in the park adjoining quarters here and about 10 men are in the barracks, with Soloman (Snake) Ruyle in charge of the dining department.

Negotiations are under way for a new Girl-Show and Side Show for next year, according to Craig. A marine exhibit is also planned for the March 1 opening here.

Org had three deaths and one major accident during '50. Those who died were John J. Cannon, veteran representative; Mrs. Gladys Brooks, concessionaire, and John William (Happy Jack) Long, special agent. The accident occurred on the run from Woodward to Clinton, Okla., when the live pony Merry-Go-Round semi overturned on an embankment killing four of the animals and wrecking the truck.

Personnel destinations included A. W. and Mrs. (Cookhouse) Smith, Burkburnette, Tex.; Mae and Cliff Patton, San Antonio; Mr. and Mrs. Jimmy Moran, Boston; Cowboy Kendrick, Clinton, Okla.

700 Children Get Gifts From PCSA Ladies' Auxiliary

LOS ANGELES, Dec. 30. — For the second consecutive year, the Ladies' Auxiliary of the Pacific Coast Showmen's Association played host to about 700 children at the All-Nations Foundation and the Immaculate Conception. Margaret Farmer was chairman of the all-member committee.

Under the direction of Mrs. Farmer, a number of toys and large amounts of fruit and clothing were gathered from donations for the presentation to the children. The party, now an annual affair, was staged Thursday (21).

After the distribution of the gifts, a show, featuring George Kaler, magician; Margie Ferro, dancer and vocalist; Gordon Treft, guitarist; Jerry Henn, accordionist, and Lou Manly, puppeteer, was given. Performers contributed their services.

Carnival Chronology

Year's Review as Presented From 1950 Billboard Files

January	February	March	April	May	June	July	August	September	October	November
<p>ARMED THUGS ransacked the Sanford, N. C., home of Lloyd Serfass, owner-operator of Penn Premier Shows, and escaped with an estimated \$10,000 in cash and jewelry January 11.</p> <p>JAMES A. O'SHEA, general counsel and secretary of the Johnny J. Jones Exposition, died at his home in Washington.</p> <p>JOE (SCOTTY) WALSH, for 20 years electrician for Wallace Bros.' Shows of Canada, died at his home in Toronto.</p> <p>JOHNNY J. DENTON, owner-operator of three carnival units and the <i>Cavalcade on Ice</i>, and Oscar Bloom, owner-manager of Gold Medal Shows, merged their interests for 1950.</p> <p>FIRE OF UNDETERMINED origin destroyed Jack Korie's Side Show on the midway of the Bi-Centennial International Exposition, Port Au Prince, Haiti, January 7.</p> <p>ROYAL AMERICAN SHOWS awarded the midway contract for the Western Canada Class A Fair Circuit and signed Bonnie (Oh, Johnny) Baker as a midway feature for 1950.</p> <p>JOHN E. (DOC) OGDEN, well-known Side Show manager, died at his home in Columbus, O.</p> <p>AL WAGNER'S Cavalcade of Amusements won the Michigan State Fair, Detroit, midway award, replacing the F. E. Gooding Amusement Company, which held the pact for the three previous years.</p> <p>JAMES (CURLY) GIBSON, for four years operator of the Girl Show on Eddie's Exposition Shows, died January 21 at Green Cove Springs, Fla., of a heart attack.</p> <p>DAVID E. CASEY, son of E. J. Casey, owner of the shows bearing his name, died at his home in Winnipeg, January 29, following a lengthy illness.</p> <p>T. J. TIDWELL, owner-manager of T. J. Tidwell Shows, was in serious condition in an Aransas Pass, Tex., hospital as the result of bullet wounds inflicted by a carnival worker January 27.</p>	<p>HERBERT (USHER) SUCHER, concessionaire, died at his home in Los Angeles February 9 of a heart attack.</p> <p>JACK DADSWELL, widely known press agent, died in a Waycross, Ga., hospital, following a week's illness.</p> <p>HENNIES BROS.' SHOWS, general agent by J. C. McCaffery, awarded the much-sought midway contract for Illinois State Fair, Springfield.</p> <p>CLYDE C. HOWEY, outdoor showman for 50 years, died at his Gibsonton, Fla., home February 11 of a heart attack.</p> <p>PAT PURCELL, well-known outdoor showbiz figure, named Eastern division manager of the Joie Chitwood Thrill Show.</p> <p>GOODING AMUSEMENT COMPANY signed to provide midways at 47 fairs in Ohio.</p>	<p>GREAT TAMP A SHOWMEN'S ASSOCIATION paid off the last \$17,500 owned on its new buildings and furnishings.</p> <p>R. E. SAVAGE, veteran carnival executive and general agent of the J. J. Page Shows for many years, died in his room in the Gilbert Hotel, Birmingham, March 4.</p> <p>JOHN J. CANNON, general representative of Heart of Texas Shows, died of a cerebral hemorrhage in Brownwood, Tex., March 5.</p> <p>FIRE MARCH 21 did \$25,000 damage to World of Today Shows at their quarters in Muskogee, Okla.</p>	<p>SAMUEL HANSHER, former carnival operator, died April 5 in St. Anthony's Hospital, Milwaukee.</p> <p>HARRY J. BURKE, general agent of Midwestern Exposition,</p>	<p>was killed in an auto accident near Mena, Ark., April 23.</p> <p>HERMAN (BLACKIE) BARFIELD, concessionaire for 25 years, died at his home in Baltimore of a heart attack.</p> <p>NATIONAL SHOWMEN'S ASSOCIATION launched a bond drive toward a goal of \$100,000 for the purpose of purchasing a permanent home for the club.</p> <p>THE GREAT DEL-ORTI (Jerzy Wierzbicki), free act with Lagasse Amusement Company, was killed instantly May 8 when high winds snapped his sway pole while he was erecting his rigging at Amesbury, Mass.</p> <p>HENRY MEYERHOFF'S Crescent Canadian Shows were sold in Vancouver, B. C., May 12 to Frank Consentine, of Olympia, Wash.</p> <p>ORA A. (POP) BAKER, veteran carnival and supply man, and one of the leaders in the Michigan Showmen's Association's activities for many years, died at his Detroit home May 16.</p> <p>JAMES (FRENCHY) HEALY, 75, boss canvasman on Royal American Shows, died May 31 at his home in Chicago of a heart attack.</p>	<p>JOHN CAVANAUGH, 50, veteran showman and who presided over the National Showmen's Association luncheon, New York, for several years, died in St. Mary's Hospital, St. Mary's, Pa., of injuries sustained when a truck he was driving overturned.</p> <p>BERNARD & BARRY SHOWS, of Toronto, sustained \$10,000 damage to equipment and one member of the shows was hurt in a train derailment near Callender, Ont., June 4.</p> <p>JOHN HOSEY, 24, Ferris Wheel operator with the G. & B. Rides, was killed in Glenville, W. Va., June 1 when crushed in the driving gears of the ride.</p> <p>MRS. ROSE KING, wife of Louis (Dada) King, concession secretary of the World of Mirth Shows, died June 21 at Lenox Hill Hospital, New York.</p> <p>GREAT SUTTON SHOWS hit by a wind and rain storm in Chicago June 24 which did an estimated \$15,000 damage.</p> <p>MR. AND MRS. J. W. (PATTY) CONKLIN played host to 182 students of the Ontario School for the Blind at the fourth annual party for the children at the Conklins' Sky Acres Brantford, Ont., home.</p>	<p>ESTHER PALMER WALLACE, 48, wife of Al Wallace, owner of Wallace & Murray Shows, killed July 5 in an auto accident near Geneva, O.</p> <p>AL AND HATTIE WAGNER, owners of Cavalcade of Amusements, adopted 12-year-old Kenneth Brewer, who joined them on the show at Milwaukee.</p> <p>TOM MEHL resigned as manager of Baker's United Shows July 23 and joined Buff Hottle Shows.</p>	<p>OLE J. (WHITEY) GILBERT, widely known carnival cookhouse and concession operator, died at his home in Bossier City, La.</p> <p>PHILIP LEASE, 32, Motorcycle rider with Hennies Bros.' Shows at Illinois State Fair, Springfield, died in St. Johns Hospital August 15 of injuries sustained when he lost control of his cycle during his performance August 15.</p> <p>JAYHAWK AMUSEMENT COMPANY was sold by Toney Martone to L. F. Ganote of Kansas City, Mo.</p> <p>CASEY SMITH, 57, veteran outdoor showman and owner of Grand Union Shows, died in Veterans Hospital, Muskogee, Okla.</p> <p>SALLY RAND, Girl Show feature with the Cavalcade of Amusements, and her manager, Harry Finkelstein, married in Toledo August 23.</p>	<p>ROYAL AMERICAN SHOWS chalked up a record \$233,000 gross on the midway at Minnesota State Fair, St. Paul, representing an increase of \$43,000 over 1949.</p> <p>CETLIN & WILSON SHOWS wound up their stand as midway attraction at Indiana State Fair, Indianapolis, with business 20 per cent ahead of the 1949 run.</p> <p>JAMES E. STRATES SHOWS set up new midway gross records at the eight-day New York State Fair, Syracuse.</p> <p>HENNIES BROS.' SHOWS hung up midway grosses at Nebraska State Fair, Lincoln, that topped 1949 by 30 per cent.</p> <p>A RECORD \$173,000 after taxes was piled up by Al Wagner's Cavalcade of Amusements at Michigan State Fair, Detroit.</p> <p>ROY L. WHITE, 45, electrician and concessionaire with Palmetto Exposition Shows, accidentally electrocuted in Dillon, S. C., September 15 when he came in contact with 4,400 volts on one of the shows' transformer trucks.</p> <p>CITING ILL HEALTH as his reason, Harry W. Hennies sold his 30-car Hennies Bros.' Shows to J. C. McCaffery, Paul (Olesky) Olson and Maurice (Lefty) Ohren in a deal consummated September 20 in Memphis.</p> <p>MRS. MARCELLA J. D. COHEN, wife of Max Cohen, general counsel and secretary of the American Carnivals Association, died September 19 at her home in Rochester, N. Y.</p> <p>CAVALCADE OF AMUSEMENTS set a new midway gross record at Tennessee State Fair, Nashville, with the final count topping 1949 business by 27½ per cent.</p> <p>CARL (RED) BARLOW, 57, veteran independent concessionaire, died at his Washington home September 21.</p> <p>JAMES H. DREW SHOWS lost an estimated \$1,500 in equipment and supplies in a flash flood at West Liberty, Ky., September 20.</p>	<p>SHAN WILCOX, one of the South's best known showmen, announced his retirement from the road because of a heart ailment.</p> <p>W. E. (BILL) SYNDER resigned as business manager and general agent of Gem City Shows October 16.</p> <p>SAM GLUSKIN, former agent for Royal American Shows and Johnny J. Jones Exposition, died at his Chicago home October 15 following a long illness.</p> <p>THE PARTNERSHIP of Harry (Polish) Fisher and Charlie Walpert in the Golden West Shows was dissolved.</p> <p>GOODING AMUSEMENT COMPANY, Inc., ended the season with a record of having fulfilled 114 State and county fair dates.</p> <p>ART SIGNOR, veteran office secretary of World of Today Shows, signed in the same capacity with William T. Collins Shows for 1951.</p> <p>HARASSED by floods, rain and the Canadian railroad strike, the E. J. Casey Shows wound up the season with business 28 per cent below 1949.</p>	<p>SHOWS FOLKS OF AMERICA, San Francisco Chapter, burned the \$40,000 mortgage on its Mount Olivet Cemetery property, thus relieving its debt in seven years.</p> <p>WILLIAM HENRY MULDOON, known in outdoor show circles as Anna John Budd and operator of side shows on West Coast carnivals, died in St. Luke's Hospital, San Francisco, November 8.</p> <p>BERNARD (BUCKY) ALLEN installed as president of the National Showmen's Association, November 20.</p> <p>LOUIS KELLER elected president of the Showmen's League of America and was installed in that office November 27.</p> <p>SHOWMEN'S LEAGUE OF AMERICA'S 38th annual banquet and ball in the Hotel Sheraton (Continued on page 36)</p>

C&W Names Moore Boss Of Front End

New Business Manager Given Concession Units

MIAMI, Dec. 30.—W. B. (Bill) Moore this week announced that he will serve as business manager of the Cetlin & Wilson Shows in 1951. Pact was cemented recently after preliminary discussions in New York and Chicago with Izzy Cetlin and Jack Wilson, owner-operators of the major railroad unit.

Moore succeeds George Golden who held the post the past two seasons. The status of Golden and his wife, Raynelle, Girl Show operator, who have always packaged their services, was undetermined.

In addition to filling the exec post, it was announced that Moore will have all of the concessions on the midway. Shows, which play a number of large fairs, normally deal heavily in real estate.

Moore, one of the industry's best known concession operators by virtue of nearly 25 years' experience, last season had the front end on Granite State Shows. He also has been with William Glick, J. J. Page and Rice shows.

Michigan Club Plays Santa To 450 Youths

DETROIT, Dec. 30.—Michigan Showmen's Association (MSA) entertained a record crowd of 450 underprivileged children at the annual pre-Christmas party Sunday (24) in the clubrooms. Children were invited to the party thru the co-operation of the local police precinct, a Catholic and public school as well as a neighborhood druggist, Louis Stone, who is well known for his sponsorship of youth activities.

Event ran from 12 to 4 p.m., with elaborate decorations, servings of ice cream, cake and milk for the youngsters. Each received a large shopping bag full of gifts, in addition to a special large gift, usually a doll for the girls and a toy pinball machine for the boys.

Music was provided by musicians from a near-by tavern, and several show people entertained. Roy Kissel, an MSA member, played Santa Claus. Event was under the general chairmanship of Sam (Pork Chops) Ginsburg, carnival concessionaire, with whole-hearted co-operation from members and the Ladies' Auxiliary. Large quantities of supplies were donated by various carnival supply houses.

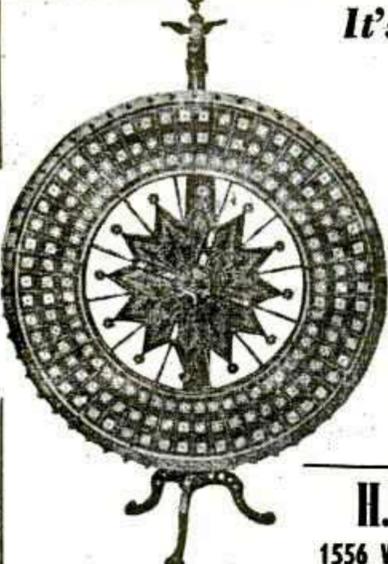
225 at PCSA Yule Dinner

LOS ANGELES, Dec. 30.—The Pacific Coast Showmen's Association (PCSA) played host to 225 people at its 29th annual Christmas Day dinner here Monday (25), the membership learned at its regular meeting when Norman (Dutch) Schue, chairman, reported on the event. The session, usually held Monday, this week was postponed until Tuesday (26).

With President Joe Krug and Secretary Lou Manly on the rostrum, reports for the year were heard. Sam Dolman, head of the membership committee, advised that during 1950 the club inducted 128 new members. Applications for life memberships filed by John Snowbar and Harry Myers were accepted. Regular memberships for Edward Emerson and Charles Murdock and reinstatement of Everett Fillmore were also voted.

In the absence of M. H. (Mush) Ellison, chairman of the banquet and ball held in the Elks Club December 16, Jerry Mackey, co-chairman, reported that, despite the increased cost of such events, the annual affair showed a profit.

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WANT for CITRUS COUNTY FAIR AND LIVE STOCK SHOW AT INVERNESS, FLA., JANUARY 16 TO 20

Concessions that work for stock, eating and drink stands, popcorn, peanuts, apples, French fries, floss, water games, glass novelties, cigarette gal, balloons, photos, ball games, string game, long and short range, bumper, any games working for stock will place you. **SHOWS**—Place any show with own outfit, side show, fun house, mechanical city, girl show, snake, monkey show. **RIDES**—Spitfire, Rolloplane. Bill Jones, wrote you. **FOR SALE**—1 Lucas boat ride, used one season; 1 Marks & Fuller Photo Machine, 1 mirror maze; all in first-class condition. All answers to **C. A. STEPHENS, Crystal River, Fla.**

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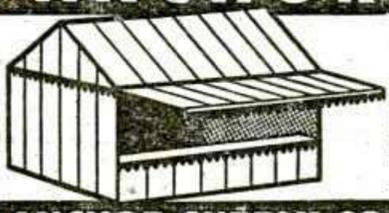
Want—Funhouse, Mechanical City, Monkey Circus, Animal, Snake, Unborn, Glass House, Motor Drome. Especially want Side Show, illusion, or large animal show to feature. Can place—Photos, French Fries, Ice Cream, Novelties, Ball Games, and Merchandise Concessions of all kinds. Good territory for Penny Arcade. Ride Foremen and Helpers for all rides, Mechanic for truck and ride motors (Lloyd Soules, answer), Electrician for transformer wagon. We will be at the Indiana and Michigan Fair Meetings.

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 5 RIDES, 4 SHOWS, 10 CONCESSIONS
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Midway Confab

Gean Nadreau is at his home in Charlotte, N. C., recuperating from a recent operation. He says he has received numerous get-well cards and letters from friends in the business during his convalescence. . . . During the recent outdoor show meetings in Chicago, **Lucille Ollis**, four-year-old daughter of **Paul and Kay Ollis**, appeared on a show aired from WGN-TV in the Windy City. . . . Since leaving Chicago, where she attended the outdoor show meetings, **Bertha (Gyp) McDaniels**, operator of the Penny Arcade and Rocky Road to Dublin on the Johnny J. Jones Exposition, visited relatives in Kokomo and Anderson, Ind., where she also was the house guest of **Charles and Nannie Williams**, her former employers on the Hort W. Campbell Shows. Williams recently celebrated his 82d birthday. Following her visit there she entrained for Cincinnati for visits with **Mr. and Mrs. Charley Wirth, Mrs. A. C. Hartman and Mrs. Claude R. Ellis**. She plans to head for Richmond, Va., to visit **Freddie and Patsy Lewis** and daughter, **Gwen**, also well known in outdoor show business. Then she'll head for Virginia to the **Carl J. Lauthers'** estate.

Fairman looking for the top take: "What's your bid?" Show manager: "Being a bridge player, I pass."

Vernon (Sonny) Dusenberry, of Milan, Ill., and for three years manager of one of Westphal's bingo stands, recently enlisted in the U. S. Air Corps and currently is on a tour of overseas duty.

Col. H. G. Coffey, who recently visited the San Antonio quarters of Victory Exposition Shows, is employed as an auditor at a hotel in El Paso, Tex., and will remain in that capacity until April 1, 1951 when he plans to return to the road.

Carmen Del Rio is playing nitery dates in New York. **Sandra Berkley** is wintering in South Portland, Me., where Carl is recuperating from a serious illness.

Like the popular word, "pending," agenda, at fair meetings, is what they take up when they don't intend to do anything.

Louis Pasteur, Snake Show operator, rated columns of publicity in Washington papers last week when hotel men pulled in the welcome mat and turned the showman and his reptiles, including a couple of cobras, away from their doors. The snake man went on to Baltimore to reap some of the rewards of the publicity by giving a lecture there. He was a New York visitor Tuesday (26) where he rested before embarking on a series of lecture dates that will take him to Boston, Lewiston and Portland, Me.; Providence, R. I.; Cleveland, Akron and Chicago. . . . **Carl E. Manthey**, Funhouse operator on Vivona Bros.' Shows, currently touring Europe, post cards from Yugoslavia and Spain that conditions in those lands are far from good.

Guy who daily walked to town to keep from eating in a cookhouse would have enjoyed it more if he had been sure the cookhouse knew it was being beaten.

John A. Wilson, who had rides in East Lake Park, Chattanooga, last season, is at his mother's home there recovering from a heart attack. . . . **Sam Gordon**, concession manager on Royal American Shows, is convalescing in his Tampa home following an appendectomy. . . . While in Texas on a buying trip, **Morris Vivona**, of Vivona Bros. Shows, stopped off in Dallas for a visit with **Fitzie Brown**. Vivona recently purchased a new light plant and currently is en route to Houston and San Antonio where he plans to purchase some kiddie rides.

Among the modern miracles is the speed with which new equipment comes to look as tho it had always been there.

Mr. and Mrs. W. E. Page, of Page Bros. Shows, have returned to winter quarters in Springfield, Tenn., after attending the outdoor meetings in Chicago. They plan to leave January 1 for Florida where they will vacation for six weeks. . . . **Joseph Lehr**, spot worker, reports from Philadelphia, that **Mr. and Mrs. Sam Glickman** are wintering in Miami. . . . **Kenneth Hixon** and mother, **Mrs. Dorothy Hixon**, are wintering in Washington, Pa., and lining up their fair dates for 1951. Kenneth says they are contemplating the purchase of a Merry-Go-Round to use at their street fair and celebration dates next season.

Remember way back when on closing nights, even at the end of a bad tour, showmen always gave the general agent a big banquet and a large traveling bag?

Jack Gallagher, owner of the Playland Shows, is up and around on crutches in his room at the Eddystone Hotel, Detroit, following removal of a cast which he has worn since early last summer. . . . **R. A. (Fats Norton) Nathanson**, concessionaire, is in Michigan City, Ind., visiting his sister who is seriously ill. . . . **Joe Frederick**, owner of the Motor States Shows, is recuperating at his home in Detroit following a gall bladder operation.

When a manager announces he won't play his past route, he means he's lost his agent.

The wedding of **Frank Cucksey** and **Anne Sholter**, both with Nate Eagle's midget unit on the James E. Strates Shows last season, received a big play in Western Canadian newspapers recently. The pair were married in a double ring ceremony at Prince Albert, Sask.

Lloyd Smith, knife-thrower, infos from Beaumont, Tex., that he will go back on the road in '51.

General agent made his big mistake when in July he advised his manager that his season's work was all caught up.

Show people on hand when **Jack Kelly**, carnival cookhouse op, opened his new restaurant recently in Columbia, S. C., included **Mr. and Mrs. Charlie Norman**, **Mrs. and Mrs. R. B. (Brownie) Garner**, **Mr. and Mrs. Nick Sullo** and **Marilyn**, **Mr. and Mrs. Foster Keen**, **Mr. and Mrs. Pee Wee Manning**, **L. Murphy**, **Willie Green**, **Mr. and Mrs. Bert Miller**, **Paul Botman**, **Lee Haas** and son, **Kenneth Slaughter** and son, **Dallas Duncan**, **F. E. Spain**, **Marion Spillers**, **Louis Fowler**, **J. Ivan**, **Pat Grady**, **Chuck Priest**, **Lee Thomas**, **Earl Abbott**, **J. Abbott**, **Lonnie Swartz**, **Joe Reynolds**, **Mr. and Mrs. T. M. Wilson** and **William M. Breese**.

An uncalculated risk consists of booking a fair before checking.

Mrs. Anna Crooks, veteran trouper of Norfolk and mother of **Mrs. Winnie Edwards**, digger agent for **Bob Parker**, received a \$25 reward recently when she found a bag containing \$500 in dimes on a Norfolk street and turned it over to police. The bag had been lost off a Brink truck.

Next to reading love letters to ride boys from town queens, nothing is better for good laughs than digging up some past fair booking predictions.

Cecil and Lillian Landon, currently wintering in Greenville, Tex., have booked their concessions at the Burns Run Resort, near Denison, Tex., and will not troupe in 1951. . . . After closing their beer concession at the Valley Mid-Winter Fair, Harlingen, Tex., **Pat and Ginger Patterson** opened a number of fireworks stands near the Valley Drive-In Theater there. . . . **Mr. and Mrs. Jimmie Pumphrey**, who are wintering in Miami, recently took delivery on a new car.

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TENTS—SIDESHOW BANNERS USED—IN STOCK
 80' Round Top, 3-40' Middles, 50' Round Top, 2-30' Middles, 40'x100' Square Hip Ends, all 10' Wall, 20'x30' Hip Roof, 8' Wall.
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 10 Rides, 6 Shows, 30 Concessions, 6 Neon Towers, 10-Mile Search Lights.
Who Says Rocco Shows Folded!
 Added three (3) new Rides, including Salem, Oregon, Fly-a-Plane.
Now booking for 1951
 Can place few more Hanky Panks, Shows not conflicting. Our season May 1st to Nov. 1st. We positively move twice weekly, no layovers, no still spots. Ask anyone who knows Rocco. To Ann, contact immediately, 2434 No. Fairview Ave., St. Paul 8, Minn. Ph.: NESTOR 9870. Convention rooms 911 & 912, St. Paul Hotel, Jan. 15, 16 & 17.

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 One Office Trailer, built on 30-ft. Semi. 3 compartments, living quarters, fully equipped, \$1500.00. Can furnish tractor. Complete Side Show, 20x110 top, 9 ft. wall, double-decked banners with Van Semi Trailer, \$1250.00, 1000 feet good rubber-covered Ground Cable, 400 Amp. Switch Box. Combination Motordrome loaded on two semi trailers, built new 1949; can be seen in air; no machine or rollers. Address:
L. C. McHENRY
 Jefferson Hotel, Gilmer, Texas. Will be at Baker Hotel, Dallas, Jan. 4 and 5; also Jefferson Hotel, Columbia, S. C., Jan. 17.

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 Wardrobe furnished, all season's work. Open January 15. Girls who know me know I pay top salary. Baby Doll Hickman, Rickey Rodell, contact at once.
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 30x40 Top—40 ft. Front. 65 Machines. Ford Tractor and Semi. This Arcade is complete and ready to work—entire outfit in A-1 condition. Must be seen to be appreciated. Will consider Southern real estate in trade.
 Write, Wire or Phone
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 Now contracting for 1951 SHOWS—RIDES—CONCESSIONS
 Opening in April, Vicinity of Detroit.
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HELLER'S ACME SHOWS, INC.
GREETINGS TO ALL MY FRIENDS
 NOW BOOKING SHOWS. . . Will give exclusive complete back end to reliable Showman. Outstanding proposition and I will help finance.
 Want 6 P.C. Dealers. Office owned Concessions, very good deal. Hanky Panks with me last season welcome, also others. Join a show that does not tolerate grift of any kind.
WANT RIDE HELP. All Help with me last season write. Also others. Will carry no less than 12 Rides, 8 Major and 4 Kiddies, office owned. Wagner Hammer Buffington, Lou Alders, Riley Chimp Show; Capt. Munds Monkey Show, write. Want good Carnival Truck Mechanic. Want Free Act. Must be sensational. Eicedos, Segrist, Shaffer, Cannon, Hangman Act, write. Guarantee 30 weeks' work. Open April 12, close November 10.
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ALL MUSICIANS AND ACTS FOR **BILLY PURL #2 UNIT**
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One 16-unit Derby built-in all-steel 30-foot Trailer.
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Will pay cash for Two-Abreast Merry-Go-Round, 32 ft.
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WILL BUY FOR CASH KIDDIE RIDES
Automobile—Train—Airplane. State Condition and Lowest Price.
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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.
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DAD
You said you were going to give Mom something to worry about. Well, your month is up. If you could see her (she is pitiful), I am sure it would break your heart. Please come home.
MARIE

Club Activities

National Showmen's Association

1564 Broadway, New York
NEW YORK, Dec. 30.—Regular meeting held Wednesday (27) was well attended, with President Bernard (Bucky) Allen making a special trip to be on hand. Other officers present were Second Vice-President Joseph A. McKee, Treasurer Harry Rosen, Assistant Treasurer John S. Weisman and Chaplain Fred C. Murray.

Altho all records are not yet complete for the group's annual report, to be given January 24, Vice-President McKee, who was general chairman of the banquet committee this year, advised that the affair will show a satisfactory result. Checks for building fund are being received. Be sure when purchasing these bonds to note the recipient.

Sam Osulky, sponsored by Sam S. Levy, and Harry Dealy, sponsored by William Lish, were approved for membership at a recent meeting of the eligibility committee. David Brown, chairman of the entertainment committee, advises that there will be no New Year's Eve party in the clubrooms, since many members and their friends will be out of town for the holiday. Dave promises that he and his committee will stage a barn dance sometime in February or March.

On the sick list are William Malang at Kingsbridge Veterans' Hospital, Bronx, N. Y., and Edward Elkins, who is ill at home in the Bronx. Bond pledges have been received from Michael Wynn and Charles Wertheimer. Frank Rappaport, chairman of the house committee, is making quite a few changes in the main assembly room for the comfort of members.

Carl E. Manthey Jr., a merchant seaman, writes from Genoa, Italy, that he expects to visit Trieste, Yugoslavia, Spain and Portugal and sends his greetings to members. Recent visitors included Dan Dell, Sam Prell, Michael Wynn, Charles Wertheimer, Gerald Snelens, Charles Lawrence and R. H. Crump.
Next regular meeting will be held January 10.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs
Ladies' Auxiliary
Yerla Goldstone, president, and other new officers were inducted into office recently at an installation meeting which was followed by a dinner to which members of the men's club were invited.
Besides Miss Goldstone, others installed were Betty Bazinet, first vice-president; Caroline Holt, second vice-president; Pearl Weyd, third vice-president; Vivian Zimdar, secretary, and Alice Hennies, treasurer.

Past President Viola Fairly presented the club with a punch bowl, tray and lazy Susan.
Members in attendance included Jo Campagna, Carolina McJunkins, Mrs. Fred Howey, Irene Ogle, Lillian Ray, Violet Howe, Katherine McDonald, Daisy Hennies, Jessie Howe, Billie Plant, Geraldine Pregar, Esther Reader, Rose Cutler, Bea Dwyer, Bertha Dutcher, Iva Weaver, Tiny Weiss, Peggy Chapman, Dorothy Blake, Mattie Bye, Leona Crow, Grace Goss, Mable Baysinger, Elsie Powell and Matha Pickett.

Michigan Showmen's Association

3153 Cass Ave., Detroit
DETROIT, Dec. 30. — President Robert Morris has appointed a committee consisting of Past President Jack Dickstein, chairman; Sam Burd, co-chairman, and Louis Maltin, Jack Zeman, Irving Rubin, Alexander Kaplan, Jake Kotzen and Louis Brown to direct the annual election January 8.

Candidates for office are President, Harry Stahl; vice-president, Robert Templeton; second vice-president Marvin Keyes; third vice-president, William Zakoor; treasurer, Louis Rosenthal, and secretary, Paul Greeley and B. Robbins.

Candidates for the board of directors are Lloyd Westerman, Edward Ford, Max Berkowitz, Charles Duma, Andrew Selsinger, Frank Blooming, Oscar Margolis, John Balog, Harry Letzer, John Moran, Sam Solof, Edward Bennett, Stanford Baker, Fred Silber, Adam Spitzer, Harry Lewiston, Edward Horwitz, Edgar McMillen, Edward Gold, George Harris, Charles Schimmel, George Kane and Charles Bennett.

President Morrison also announced that the annual fair secretary's party for the Michigan Association of Fairs will be held Sunday, January 14, with the following committee in charge: Edward Horwitz, chairman; Stanford Baker, co-chairman; Edward Bennett, Mac Kahn, Frank Blooming, Louis Maltin and Sam Stone.

Showmen's League of America

400 S. State St., Chicago

Ladies' Auxiliary

Mrs. Ralph G. Glick, president, was in the chair at the regular meeting. Other officers present included Mrs. Joseph L. Streibich, first vice-president pro-tem; Mrs. Mae Taylor, second vice-president; Mrs. Lucille Hirsch, treasurer, and Mrs. Elsie Miller, secretary. Mrs. Blanche Latta read the invocation.

Elected to membership were Mrs. Joan Sullivan, Aleen E. Lamb, Mrs. Eddie LeMay, Mrs. Josephine Tauber, Margaret Enfield, Hattie Longchart, Mrs. Ketta Lindsey, Mrs. Wilmuth Lindsey, Mrs. Rose Nemetz and Mrs. Eva Porte.

Donations were sent to the Cancer Research Fund, Harry Crossey, Otto Flakowski, St. Hedwig's Orphanage, St. Vincent's Home, Daughters of Zion, Mark Nathan Home, Shrine Hospital for Crippled Children and to Downey General Hospital.

Mrs. Al Wagner won two dolls donated by the Casey Concession Company.

Miami Showmen's Association

236 W. Flagler St., Miami
Ladies' Auxiliary

One of the best attendances of the year turned out for the regular meeting held December 18. President Martha Weiss presided and talked about the association's building program.

The condition of Jean Delebates and Blanche Lytton, who are ill, was reported improved. Installation dinner will be held January 8 at Reid's on Biscayne Boulevard. News was received of the arrival of a daughter to Mrs. Estelle Bell, daughter of Mrs. Bea Tarbes.

Carnival Chronology

Continued from page 35

man, Chicago, November 28 attracted an estimated 800 guests.
NATIONAL SHOWMEN'S ASSOCIATION'S 13th annual banquet and ball November 22 in Hotel Commodore, New York, drew 1,000.

MERLE BEAM, owner-operator of Beam's Attractions, re-elected president of the American Carnivals Association at its annual meeting in Chicago.

ONEY MARTONE purchased the Queen City Shows from Curley Little.

December

ROSE MARY RUBACK, wife of Jack Ruback, owner of Alamo Exposition Shows, died at her home in San Antonio, December 4, after a lingering illness.

EFFECTING a compromise, Pacific Coast Showmen's Association's members merged their official and independent tickets and Michael J. Doolan was named president for 1951.

J. C. HENSEN SHOWS took over all equipment of the John McGeen Shows, with Jimmy Hensen as manager. Org's 1951 title was changed to Greater Dixieland Exposition.

DAVID LACHMAN, 78, widely known in outdoor show business and veteran carnival executive, died December 10 in Lake Charles, La.

JESS WRIGLEY was named press agent of 20th Century Shows.

LLOYD SERFASS, owner-operator of Penn Premier Shows, added six rides to his line-up for 1951.

PRELL'S BROADWAY SHOWS

ANNOUNCING THE GRAND OPENING FOR THE FOLLOWING FLORIDA FAIRS

- SARASOTA COUNTY AGRICULTURAL FAIR
January 22nd to 27th Inclusive, Sarasota, Fla.
- RIVIERA BEACH FIRE DEPT. AND V.F.W. AGRICULTURAL FAIR
January 29th to February 3rd Inclusive, Riviera Beach, Fla.
- SOUTHWEST FLORIDA'S LEE COUNTY AGRICULTURAL FAIR
February 5th to 10th Inclusive, Ft. Myers, Fla.
- FT. PIERCE AMERICAN LEGION AGRICULTURAL FAIR ASSN.
February 12th to 17th Inclusive, Ft. Pierce, Fla.
- BROWARD COUNTY AGRICULTURAL FAIR
February 22nd to March 3rd Inclusive, Ft. Lauderdale, Fla.
- FLORIDA STRAWBERRY FESTIVAL
March 5th to 10th Inclusive, Plant City, Fla.
- MARION COUNTY VETERANS' AGRICULTURAL FAIR
March 12th to 17th Inclusive, Ocala, Fla.
- SEMINOLE COUNTY AGRICULTURAL FAIR
March 19th to 24th Inclusive, Sanford, Fla.

WILL BOOK: SHOWS — RIDES — CONCESSIONS

WANTED: PIT SHOWS, SNAKE SHOW or any novel Shows. What have YOU?
WANTED: Harry LeRoy wants Help for Monkey Speedway. Art L. Converse wants FREAKS for Side Show, also TALKERS, GRINDERS and TICKET SELLERS.
WANTED: Few more Major RIDES that do not conflict. Also kinds of RIDE HELP. SEMI DRIVERS preferred, also Mechanic Helper.
WANTED: John Burro wants MEN and WOMEN Trick Riders for MOTORDROME.
WANTED: JIMMY ZEBRISKI wants ELECTRICIAN Help.
WANTED: Legitimate Merchandise Concessions: EAT and DRINKS, NOVELTIES, PHOTOS, AMERICAN PALMISTRY, AGE and SCALES, JEWELRY and all kinds of GRIND STORES. ALL ADDRESS:
SAM E. PRELL, Winter Quarters, Kissimmee, Florida

THE BIG SPRING EVENT OF THE NATION

LAREDO, TEXAS

55TH ANNUAL WASHINGTON BIRTHDAY CELEBRATION

FEBRUARY 17 TILL MARCH 4

16 DAYS—3 SATURDAYS AND SUNDAYS

J. GEORGE LOOS GREATER UNITED SHOWS

Furnish exclusively all Shows, Rides and Concessions.
RIDES: Can place Flyoplane, Looper, Rockplanes and Scooter.
SHOWS: Opening for Grind Shows, Big Snake, Mechanical, Fun in the Dark and Motordrome.
CONCESSIONS: Photos, Ball Games, Novelties, Long and Short Range Galleries and Hanky Panky.

WRITE OR WIRE **J. GEORGE LOOS** BOX 455 LAREDO, TEX.

WANT

For week January 8, Miami, Fla., at 79th and Miami Ave.; week January 15, Hardee County Strawberry Festival, Bowling Green, Fla.; week January 22, Polk County Phosphate Fair, Mulberry, Fla.

Major Rides not conflicting. Shows of merit and strictly Legitimate Concessions of all kinds. Can place Help in all departments. Must drive semi trailer trucks. Won't tolerate booze hounds or trouble makers.

Write—Wire

BARNEY TASSELL UNIT SHOWS

115 N. E. 71st St. Phone: 7-9738 Miami, Fla.

WANT

ACTS AND FREAKS OF ALL KINDS

FOR RIVERVIEW PARK, CHICAGO, ILL.,

and

JOHNNY J. JONES EXPOSITION.

All Address **DICK BEST**, Englewood, Fla.

AGENTS DAVE PICARD AGENTS

Will open with Gold Medal Shows about March 15.

Have opening for Pin Store and Skillo Agents. Will give "Head" of these Stores to the right men. Agents and "Workmen," contact me. Address:

c/o FORT WAYNE HOTEL, CASS AT TEMPLE ST., DETROIT, MICH.

AMERICAN CO-OP SHOWS

OPENING JANUARY 4 INDOORS

Have rented large store on Broad Street, right uptown, Augusta, Ga. Have room for one more Kid Ride. Need Photo Gallery, Penny Arcade, Cigarette Shooting Gallery or any other indoor Concession. All booking now have preference on road show.
For outdoor opening, March 1, need Shows, Rides, Tilt or any Flat Ride. All contact **PAUL OLLIS**

1108 BROAD STREET, AUGUSTA, GA. Wire or call, not much time left.

SELL SEPARATE OR ALL

Spillman Two-Abreast Merry-Go-Round with Tractor and Trailer, \$3,500.00; Octopus Ride with Tractor and Trailer, \$4,000.00; No. 5 Eli Ferris Wheel with Tractor and Trailer, \$4,500.00; all at Sarasota, Fla. Choo Choo Train and Kiddie Ride with Tractor and Trailer Van; also odds and ends loaded in same, stored in Kansas; good shape; complete, \$800.00 cash. All address:

HOWARD INGRAM
ROUTE 3, BOX 275, SARASOTA, FLA.

We Will Book Following Rides

Little Beauty Merry-Go-Round, #5 Eli Wheel, Tilt-a-Whirl, Kiddie Train and Kiddie Airplanes. Also Bingo, Pop Corn and Carmel Corn, Hoop-La, Penny Pitch, Ball Games. Stored in Nebraska. Want to book with a show that has a good route and long season. You get the route and we will furnish the Rides.

FRANK WARD, 61 King Street, Brownsville, Texas

WANT

G. & B. RIDES

CONCESSIONS—Grab, Photo, String, Pitch Tilt You Win, Bowling, Cork Gallery, Hi-Striker, Glass Pitch, Bumper, Long or Short Gallery, Cat Back, Milk Bottles, Coke Bottles and Watch-L.A. SHOWS—Monkey, Big Snake, Ten-in-One, Jig, Girl and Illusion. HELP—Foremen Allan Herschell, No. 5 Eli, Chairplane and Kiddie Ride; must be able to drive trucks and semis. Playing West Virginia, Ohio, Pennsylvania. Boozers and chasers not wanted. No gyps.

GEO. BROAS, G. & B. RIDES, 627 30TH ST., PARKERSBURG, W. VA.

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A Market Place for Buyers and Sellers
RATE: 12¢ A WORD—MINIMUM \$2

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 PARODIES, SPECIAL SONGS...
ARRANGING FOR BAND, ORCHESTRA...
"EMCEE" MAGAZINE...
ENTERTAINERS — YOUR OLD MUSIC

MAKE PERFUME AT HOME—INFORMATION

free; men, women. Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo.

MAKE \$200 FIRST WEEK WITH OUR NEON

Ad Clock or return it for a full refund; exclusive territory to good name; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6, Ill. mh31

NEW PIN-UP PICTURE SETS—VERY

good, 12 photos per set, sample set, \$1; quantity prices. Jay's Service, Box 864, Dayton, O. ja6

"SPONGE" WALL CLEANER—

Erases dirt like magic; wallpaper, painted walls, ceilings; saves redecorating; lighting seller; samples sent on trial. Kristee 121, Akron, O. ja6

OUR AGENTS MAKE BIG MONEY SELLING

all-occasion Greeting Cards. Terrific box of 21 only \$1; over 75 other boxes; profits to 100% plus bonus; free samples; kit on approval. Regal Greetings, Hazel Park 13, Mich. ja6

POCKET COMBS, 12 ON CARD, 100 CARDS,

\$20; Clip Combs, 12 on card, 100 cards, \$55; also drug, tavern and variety merchandise. Carleton House Distributors, Toronto City, Tex. ja13

PROFITS—BUY DIRECT FROM JAPAN;

35 firms and what they sell list, \$1. C. Bleier, 1022 Main, Neenah, Wis. ja6

RFD SALESMEN—MAKE EASY EARNINGS

with America's leading, fastest selling poultry magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune, Box 100, Mount Morris, Ill. mh31

SALESMEN, DISTRIBUTORS—FAST SELLING

Jewelry Items; direct factory connections. Pickering Co., B-19 Bank St., Attleboro, Mass. ja20

SELL DUPONT UNIFORMS—COMPLETE

sell famous exclusive Hoover styled nylon uniforms for beauty shops, nurses, doctors, waitresses, others; best quality, splendid values; exceptional income; real future; equipment free; write fully. Hoover, Dept. K-109, New York 11, N. Y. mh24

SELL NEW AUTOMATIC FLOOR WAXER;

triggers on handle; 43 ft.; 45 ft.; 50 ft. or floor or wax; retails \$29.95; profit 125%. Write Smith, Inc., Greenfield 9, Mass. ja6

SNAPPY SUSIE IN THE SHOWER—SELLS

fast; sample \$0.50; confidential lists, Tulls Bros., 216 W. Jackson, Chicago. ja6

TAVERN SALESMEN—HEAR THIS! GIVE

me your address and I'll give you the Hottest Deal in 51! Midstates, Box C 412, Bloomington, Ind. ja6

55 HOUR EASY! SELL NAME PLATES

for houses, free sample, order blanks. Write National 214-22 Summer, Boston 18, Mass. ja6

ANIMALS, BIRDS, PETS

ATTENTION, WILD LIFE MEN—ADULT Cinnamon or White Face Ringtails, \$22.50; Red Tailed Boas, \$25 per ft.; Guanaco or Wild Goat, \$17.50 each; also Pacas, Agouti, Caybara, Giant Anteaters and all other South American Birds, Animals or Reptiles; \$1 cash, bal. c.o.d.; write for complete list. Mono Trading Co., 1800 Curtiss Dr., Hialeah, Fla. ja6

CAGE ANIMALS—CINNAMON RINGTAILS, \$17.50; Sooty Mangabey, \$30; Spotted Marmosets, \$17.50; Grey Raccoons, \$10; Siamese Raccoons, \$25. Send 1/2 cash, balance c.o.d.; write for complete list. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla. ja6

FOR SALE—TRAINED MONKEYS (3). DOG (2) Show; backward somersault, baby buggy, trapeze, high dive, wire walking, barrel rolling, rope jumping, etc.; \$300 for five animals, all props. Royals Monkeys, 301 Sylvan St., Emporia, Kan. ja6

LARGE HALTER BROKE GUANACO GELDING, \$250; Female Grizzly Bear, top specimen, two years old, \$250; Siki Buck, \$190; White Wild Animals; pair of Small Donkey Colts, \$40 each; Three Compartment Four-Wheel Cane Wagon, 600x16 Tires, \$400. Wixom Bros., Tel. 76W, Greencastle, Ind. ja6

KEEP REPTILES ALIVE! NEW PUBLICATION giving complete instructions, \$1 postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. ja6

LIVE FLORIDA, MEXICAN AND SOUTH AMERICAN Snakes and Animals for export. Phone orders to 665 Halls, Silver Springs, Fla. Wild Animals, Inc. ja13

SPECIAL SURPLUS SALE—SOUTH AMERICAN Red-Tailed Boas to 7 ft., \$2 per ft.; Tegu Lizards, \$15 each; \$1/2 cash, bal. c.o.d. Mono Trading Co., 1800 Curtiss Dr., Hialeah, Fla. ja6

TRICK DOG — COCKER; WALKS TIGHT wires, jumps thru hoop, etc., \$75. Bibens, 8246 Woodland, Kansas City, Mo. ja6

WILL BUY ANY NUMBER GOOD MALE Lions, one to two years old; send description, age, price. Write Meems Bros. & Ward, Sparkill, N. Y. ja6

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!!! Complete outfit, \$1 (profits \$20-\$50 daily). Extra Charts, \$7.50—1,000. Graphologers, POB-971, Philadelphia. ja13

FOR SALE—RUSKIN PARK RUSTIC recreational grounds; twenty-five acres wooded area on James River between Huron and Mitchell, S. D.; on two major highways en route to Black Hills; large ballroom with dance floor 125' by 50'; 45 booths and tables; completely equipped bar and cafe adjoining ballroom; beer license; three hundred pair skates; nine family sized cottages, central shower house, ball park, picnic area, tables; redecorated eight room home with bath for owner, completely modern, new oil furnace, insulated, combination windows; income from dancing, skating, cottages, and heavy pleasant hunting; operating for seventeen years; \$55,000; \$10,000 down; sacrifice; owner going into service. Ruskin Park, Forestburg, S. D. ja6

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies, buying direct from Indians; prices reasonable; free illustrated catalog. Indian Trading Post, Box 35-B, Pawnee, Okla. fe24

MUSICAL INSTRUMENTS, RECORDS, from Los Angeles; population, 38,000; \$6,000; inventory; sacrifice, \$5,000; quick action necessary. Pomona Music Center, 265 E. 2d, Pomona, Calif. ja6

NEW ELECTRIC MACHINE BAKES greasless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weight six pounds; small investment; free recipes. N. Ray Co., 3605 S. Fifteenth, Minneapolis 7, Minn. np

SAVE MONEY! WHERE TO BUY ALMOST any product, material or equipment; 50¢ each, 3 for \$1. Satisfaction guaranteed. Airmail reply service. Donald Kelly (since 1937), R-9544 Whitcomb, Detroit 27, Mich. fe3.51

SPECIAL—INCH DISPLAY ADVERTISEMENTS "Mail Order World," year, \$24. Wood's Popular Advertising Service, Atlantic City, N. J.

START YOUR OWN BUSINESS—WORK AT HOME, details, 50¢. Priest, Box 251A, Evanston, Ill.

\$140.50 PER WEEK GUARANTEED! QUICK money working small town promotions; instructions, "How to Test and Find Promotions," \$1 (deposit). Smith Associates, Paragould 11, Ark. ja6

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 42 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories! Free Lists! (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. ja13

SINCE 1869 — COSTUME BARGAINS: Chorus, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W 18th St., New York 11, N. Y. ja6-51

THEATRICAL PAPIER MACHE MADE TO ORDER. John Praetorius, Box 932, Riviera Beach, Florida, formerly of N. Y. for 45 years. mh31

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FORMULAS! — NEW, DIFFERENT; SOME imported; fifty for \$1 complete. Young Productions, 3120 N. E. 122 Ave., Portland 20, Ore. ja6

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE; Candy Corn Machines, steam powered Popcorn and Peanut Wagons, cheap. Krinsky Korn, 120 So. Halsted, Chicago, Ill. ja20

BALLROOM AND RINK LIGHTING, NEW—Crystal Showers, Spotlights, Color Wheels. Newton, 253 W. 14th, New York City.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND — 1,000 FEATURES, 2,000 Shorts, Serials, \$5 reel; 50 DeVry, Natco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn.

BARGAINS GALORE — THEATER AND Sound Projectors, 8, 16 and 35mm; Ares, Recliners, Chairs, Tables, Screens, etc. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19, N. Y. ja27

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ja27

CUSTARD MACHINES OR FROZEN MALT, two counter models "Freeze King," perfect condition, price \$400 each. George Lynn, 801 Pleasanton Rd., San Antonio 4, Tex. Phone K-5843. fe24

MINIATURE GOLF IS LIKE A TWO-BIT Bingo with no prize expense; portable 18-hole course loads in a truck; Plans, \$7; Free Plan Catalog. Brill, Box 875, Peoria, Ill. ja6

POPCORN MACHINES, PEANUT ROASTERS, candy floss, geared popping, candy, caramel corn kettles. Northside Co., 509 E. 4th, Indianola, Iowa. fe24

PORTABLE ROLLER SKATING RINK—60x106 feet, complete with skates, etc.; also trailer to move same. H. D. McPherson, Dillon, S. C.

SECOND HAND FILMS BOUGHT, SOLD and Exchanged. Write for our Lists. Film Classic Exchange, Fredonia, N. Y. ja20

THEATER CHAIRS—SCREENS, 4,000 FOLDING Chairs, Projectors, Tents, Pews. Lone Star Film Co., Box 1734, Dallas, Tex. ja6

TOM THUMB MODEL 36 STREAMLINER Miniature Train; used only few days; use discontinued because of local conditions; \$4000. Box #C-270, c/o Billboard, Cincinnati, O. ja6

TILT, KID COASTER, WHIP—TERMS OR trade for Rotowhip, Flyerskooter, Looper. F. Shafer, Washington, Ind. ja6

TRADE OR SELL—24' VAN, '46 CHEVROLET Cab-over, '47 Autocar, 1 1/2 ton Tractor or Arcade Equipment for Merry-Go-Round or Kiddie Rides. Wilson Operating Co., Inc., 18 N. Main St., Tulsa, Okla. ja6

TWO WHEEL TRAILER, GLASS WITH inter-changeable coppers, Cady's Floss Machine, Bottle Gas, Hot Plate and Copper Apple Kettle; 10x12 Tent and Frame, 6x6 Top and Frame. E. L. Hensele, 937 S. 22d St., Columbus 6, O. ja6

35MM. WESTERNS, SERIALS, COMEDIES and Shorts for sale or trade. Little Bros., Box 123, Ft. Smith, Ark. fe24

35MM. WESTERNS, SERIALS, SHORTS—Buy, sell or trade. Thompson Bros., Box 598, Fort Smith, Ark. ja13

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 10¢. Balda, the Lightning Cartoonist, Oshkosh, Wis. fe3

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢; Joker's Novelties, Magic, fast-selling Specialties! (Pitchmen's Headquarters.) Arlane Mfg. Co., 4462-B Germantown, Philadelphia. ja13

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog. Buyer's Guide, both 50¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. ja13

ESCAPE FROM ANY HANDCUFFS—Sensational secrets; twenty-year professional book, \$1. Martually, 86 Akron, Collingswood 7, New Jersey. ja6

SENSATIONAL FIVE SPIRIT MENTAL Acts, all different. Send 50¢ for two. All five \$1. Satisfaction guaranteed. Frey Services, 642 Linden, Portsmouth, Va. ja27

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound, easily concealed. Illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. ja13

512-PAGE CATALOG OF 2,500 TRICKS—Pocket, parlor, stage; World's Finest Magic; send \$1.50 for catalogs (refunded first \$6 orders). Kanter's, B-1311 Walnut, Philadelphia 7. ja6

1951 CATALOG OF MAGIC—SEND 25¢ TO Hornmann's Magic Co., 304 W. 34th St., N.Y.C. America's Oldest Magic Store. ja6

MISCELLANEOUS

FREE TUBE OF GILLETTE BRUSHLESS Shaving Cream with 100 cylinders, easily double edged razor blades, \$1; postage paid. Fast Dime Harry, 1549 Harrison Ave., Cincinnati 14, O.

POST-XMAS SPECIALS

Be prepared! Goods are getting hard to get! Prices are going up, it's now or never at these low prices!
Lg. Clever Walking Bear, Dr. \$6.90
Gorilla, Dz. 6.00
Ostrich, Dz. 6.00
Tumbling Loido, Dz. 4.00
Walking Fely Bear, Dz. 4.00
Sharpshooter, Dz. 4.00
Playful Poodle, Dz. 3.00
Beg Puppy, Dz. 3.50
Hopping Dog, Dz. 3.00
Squirrels, Dz. 4.50
Sparkling Airplanes, Dz. 3.50
Small Size Bears, Dz. 3.00
Lg. 3-Pc. Aladdin Lighter Set, Dz. 18.00
Chrome Aladdin Lighters, Dz. 6.75
Lg. Pearl Handle Pistol Lighters, Dz. 9.00
Imported Atomizers, Ass'd Colors, Dz. 3.00
Opera Glasses, Dz. 6.00
Telescopes, Dz. 3.00
Table Lighter, 3 Pc. Set, Dz. 6.50
Metal Animal Lighters, Imported, G. 18.00
Miniature Pewter & P. Tea Set, Boxed, Gr. 18.00
Miniature Porcelain Tea Set, Boxed, Gr. 12.00
3 Pc. Pen Set, Dz. 4.00
4 Pc. Lighter or Knife Set, Dz. 5.50
Lg. Ass'd Glass Animals, Imported, Gr. 12.00
Small Glass Animals, Ass'd Gr. 6.00
Imported Novelties, Ass'd Porcelains, Vases, etc., Gr. 4.75
Smoking Pipes, Dz. Ass'd \$1. 5.00
Ass'd \$2 3.00
Bankrupt Jeweler's Stock; all boxed, up to \$5 retailers; Pin, Earrings, Necklaces, Beads, etc. 10¢ P.C. Ass'd. 25.00
Perfume, 25¢ Charm Flacons of Sharpshooters, 10¢ each. Attractively bottled, labeled and capped. Ass'd orders. For resale only. Gr. 6.00
Popsy Soap, Each bar shaped & labeled "Popsy." Fresh-colored paper suitable as a giveaway, prize or counter seller. Case of 500 bars. 5.00
Stuffed Plush Animals & Dolls, Ass'd. Special Closeout! Originally sold up to \$2.98. Scotch C. I. o. w. o. s. Majorities, Pikes, etc. Dz. 7.50
Movable Eye Glamour Dolls, 11" high, each in cellophane box, Dz. 12.00
Lg. Plastic Inflatable Pinto Pony, Dz. 16.50
Slum (Giveaways), Novelties, Toys, Gifts. Good for grab bags, giveaways for all kinds of games. 3000 P.C. Lot. 25.00
Satisfaction guaranteed or money refunded. 25% Deposit. Balance C.O.D. Mdse. Distributing Co., 19 E. 16th St., Dept. B5, N. Y. City 3

NEW CUTE DOG
Walks—Shakes Bone—Good Action.
We are first to have this number.
DOZEN, \$8.00; SAMPLE, \$1.00
CASE LOTS OF 40 DOZEN, \$7.20 DOZ.
No. 3097
3090 WALKING BEAR W/FISH \$7.20
3050 BABY TORTOISE 3.67
3052 COWBOY ON HORSE 7.20
3053 AUTO 3.60
3056 MOUSE 1.85
3059 DANCING COUPLE 2.30
3062 WADING DU'K 2.30
3063 PECKING BIRD 2.03
3068 BEGGING DOG, FUR 6.00
3069 ROLLOVER CAT 4.25
3077 HARLEM SPORT 6.50
3079 STOP & WALK BEAR 7.20
3080 SMALL BEAR 3.50
3081 CIRCUS ELEPHANT 7.20
3082 JUMPING FUR DOG 5.50
3083 SHARPSHOOTER 5.00
3088 SANTA ON SLED 7.20
3089 SINGING B RD 2.07
3095 ANGORA RABBIT 4.80
3096 CAMEL W/RIDER 7.20
3097 CUTE DOG W/BONE 8.00
3098 SMALL WALKING BEAR 5.47
3099 WA KING ELEPHANT 7.20

MECHANICAL TOYS (Occupied Japan)
No. 3067
LARGE CLEVER WALKING BEAR \$7.20 Doz.
All Numbers in Stock for Immediate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D.
WISCONSIN DELUXE CO.
1902 No. Third St. Milwaukee 12, Wis. Phone: Locust 25431

Sell DUNHALL WATCHES FOR BIGGEST PROFITS

14K Gold Plated CHRONOGRAPH \$4.15
Jewel Movement
Copy of \$75 Watch
Brand New
Ass'd. Radium Dials
1-Yr. Service Guarantee
Individual Gift Box'd
Genuine Leather Strap
With Matching Gold-Plated Link Expansion Band, \$1.00 Add'l
Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.
DUNHALL IMPORTS CO.
101 CEDAR ST., N.Y. 6, N.Y.

START 1951 with JOSEPH'S Proven and Tested Money-Maker
25¢ will bring you our new 76-page new 1951 wholesale catalog. Take credit of 25¢ on your first order, so you get this catalog FREE.
JOSEPH BROS.
"WATCH & DIAMOND HOUSE"
5 S. Wabash Ave.
Dept. B-6 Chicago 3, Ill.

IDENTS \$12.00 GRG. 6 UP
CUFF BRACELETS \$21.00 GRG. \$2.00 GR
SPORT PENDANTS \$30.00 GRG. \$2.75 DOZ.
HOLY YEAR CROSS \$675 DOZ.
SAMPLE ASSORTMENT \$4.00 — STATE YOUR BUSINESS
25¢ DEPOSIT ON ALL C.O.D. ORDERS
Prized Gifts
4046 WEST LAKE STREET
PHONE FRANKLIN 2-2567
CHICAGO 6, ILLINOIS

No. 16 — LADIES' RHINESTONE AND RUBY DIAL WATCH. Precision 17-jewel movement, rolled gold plate case, black cord, gift boxed, \$125 retail, each — \$14.50
No. 7 — 15-JEWEL MILITARY WATCH. Waterproof and shockproof, radium dial, each \$10.25. In lots of 3, each — \$9.75
Order by number—25% With Order, Balance C.O.D. (F.O.B. St. Louis.)
WRITE FOR OUR NEW WHOLESALE CATALOG.
MARVEL WHOLESALE WATCH CO.
211 N. 7th St. St. Louis 1, Mo.

ADVERTISING BARGAINS — ADVERTISE

in 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. ja13

AGENTS—OUR NEW COMIC POST CARDS sell like hot cakes; \$2 per 100 prepaid; samples 25¢. Walter B. Fox, Mobile 2, Ala. ja6

AMAZING NEW TALKING VALENTINE Card; Terrific, mystifying! Says "Hello, Sweetheart!" in loud, clear voice; 1/2 second demonstration sells like wild! "Happy Birthday" and "Get Well Quick" also available. Sample, 25¢; dozen, \$1.20; gross, \$12. Allied Sales, 311 N. Desplines, Chicago 6, Ill. fe3

ARTISTS' CARTOON COMIC CARDS—Two dozen snappy samples, all different, 25¢. K. Harris, Box 550, Palm Springs, Calif. ja6

BARE FACTS EXPOSED—RISQUE MORNING paper samples \$1; wholesale prices included. Tupler Bros., 216 W. Jackson, Chicago. ja6

BARGAINS! SAVE UP TO 50%—HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for illustrated Bargain Catalog. Valuable surprise gift free with first order. Reliable Jobbers, 311-H Desplines, Chicago 6. ja6

BASEBALL BEAUTIES! GORGEOUS ART models in full color! Seen thru a peephole in realistic size baseball! Newest fast sellers! Send \$1 for sample or \$9 per dozen; special quantity rates. Come Novelties, 18 American Ave., Long Beach 2, Calif. ja6

BINGO BLOWER MANUFACTURER—SELL today "The Travellette" and receive the highest commission tomorrow. Lipka Mfg. Co., 617 E. 11th St., N. Y. 9, N. Y. ja20

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 1420-E Investment Bldg., Pittsburgh 22, Pa. ja27

BUY NYLONS DIRECT FROM MILL — Write for Jobbers' prices. Joy Hosiery Mills, Delaware 8, N. Y. mh10

COMIC CARTOON CARDS—DEALERS SEND Free List, on your letterhead. Cheshires Fun House, New Orleans 12, La. ja6

COMPLETE LINE OF PLASTICS—Scalloped Table Cloths and Scarfs to match, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuel Rosenzweig Acces. Co., 9 Herri St., Brooklyn 12, N. Y. ja6

DO YOU NEED MONEY? \$40 IS YOURS if you call only 30 boxes of our 200 Greeting Card line; and this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples. Personalized Stationery, Napkins. Write today; if costs nothing to try. Cheerful Card Co., 21 White Plains, N. Y. ja27

EXTRA CASH—EASY! SELL FRIENDS newest design, 21 for \$1, Dark Card, Novelty All-Occasion Greeting Card Assortments, Gift Wraps, Animated Books; profits to 50¢ per \$1 box; special offers; bonus service; experience unnecessary. Write today for free samples Name Imprinted Scented Stationery, Napkins, Book Matches, feature assortments on approval, free catalog, selling plans. Elmira Greeting Card Co., 2120 Elmira, N. Y. ja6

FLOREAL PLUMES—BEAUTIFUL, Assorted colors; good profitable item; quick seller. Send \$3.50 for box of 50 plumes, postpaid. Jebco Co., 2117 N. Sixth St., Harrisburg, Pa. ja6

"FOG-STOP" WINDSHIELD CLOTH — Instantly removes blurry mist, frost, sleet, snow; stops windshield fogging; samples sent on trial. Kristee 122, Akron, O. ja6

FREE POCKET KNIFE WITH 100 DOUBLE edged razor blades; guaranteed; mail \$1; wholesale and retail. Payne, 5426 5th Ave., Los Angeles, Calif. ja20

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

GADGET WORKERS—IT'S NEW! VACUUM Sealed Jar Cap Opener; excellent demonstrator; sample, 25¢; gross, \$8. S & M Sales, Box 363, Lake Geneva, Wis. ja13

GIRL PHOTOS! 132 MINIATURE POSES, all different on 4x5 glossy photo prints; \$1 postpaid with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB9

GIRL PHOTOS—GET THE BEST: THESE top quality photos will sell; send \$1 for sample assortment and wholesale prices. Arthur Sellers, Box 338, Crete, Ill. ja13

GIRL PICTURES—BEAUTIFUL POSES; 25 GIRL PICTURES—\$1. Fred W. Hin, 1314 Douglas St., Dept. AB, Omaha, Neb. ja6

ILLUSTRATED COMIC CARTOON AND Joke Booklets, Illustrated Comic Post-cards, Party Paper, Fun Novelties; big assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-Bea. ja13

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundred new products monthly. Publishers, Gardenville 12, N. Y. ja13

JEWELRY! IS OUR BUSINESS
VALUE! IS OUR MOTTO
We Have Everything For:
• Jewelers • Engravers • Demonstrators
CATALOG No. 55 BF
Contains most everything in merchant use for the jeweler.
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Contains complete selection of engraving jewelry especially for the engraver and the demonstrator
(STATE YOUR BUSINESS)
All Orders Shipped Same Day Received
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ALL PHONES Central 4-7966

Quick Photo Invention!
PDQ CHAMPION PHOTOMASTER
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/4 by 3 1/4 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. BB
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1161 N. Cleveland Ave. Chicago 10, Ill.

PHOTO KNIFE
Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.
1584BB \$3.90
Per Doz.
10 Doz. \$3.50
Per Doz.
ROHDE SPENCER CO.
223-225 W. Madison St., Chicago 6, Ill.

MIDGET BIBLE
Big Profit From a Little Item
New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer, Over 200 pages. Size of postage stamp (1 1/4 x 1 1/4 in.), yet clearly printed and every word legible. Black gold-inked cover. Wonderful PROFIT novelty. Dealer's Prices 90¢ doz., \$6.75 per 100. F. O. B. Detroit; add postage and tax for local orders. Send for WHOLESALE CATALOG of 1000 novelties. JOHNSON SMITH & CO., Detroit 7, Mich. Publishers of 100 Low Priced Paper Covered Books on Magic, Hypnotism, Hobbies, Girls, Etc., Etc.

NEW EXCITING BURLESQUE FILMS—Sound and Silent, 16mm. Panoramic. 8mm. also available. Raynor Sales Co., 343 S. Dearborn St., Chicago 4, Ill. ja6

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximately 8 ft. x 100', \$62.74; 7x100', \$72.50; 8x100', \$82.25; 9x100', \$92; 10x100', \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691. ja13

TAKE BLOOD PRESSURE—PROVEN money maker at fairs. Will sell complete outfit and teach you how. Harold Gram, 2205 Tampa St., Tampa, Fla.

MUSICAL INSTRUMENTS, ACCESSORIES

CLARINETIST—IMPROVE YOUR PLAYING and save reads; send old clarinet mouthpieces for scientifically correct lay to fraction of thousand part of inch; state if short, medium or long wanted; rubber, \$2; metal or glass, \$3; new cork, 50¢ extra; send remittance to: William Sund, 1701 Elmwood Ave., Wilmette, Ill. ja13

PERSONALS

FREE—A NEW TESTAMENT FOR YOU; write, Showmen's Testament Fellowship, P. O. Box 1, Pontiac, Mich. fe3

HAVE A CHICAGO MAIL ADDRESS—Business or personal; information free. Schultz House, 3118 N. Seminary, Chicago. ja27

WANTED—MAN TO BOARD AND ROOM at my home, Ed. Daly, 1 Hansford Pl., Roxbury 19, Boston, Mass. Tangled Army—Daly K. Reno.

WE COLLECT MONEY JUSTLY DUE YOU—33%; no collection, no charge. Central, 901 Wm. Oliver Bldg., Atlanta, Ga.

100 NOVELTY, STAMP SIZE PHOTOS from your favorite snapshot for only \$2; 50, \$1.25; 35, \$1. R. Heavener, Box 87, Colmar, Pa. ja13

No. 191-H
MEN'S IMIT. HEMATITE
Gold Flash
Sides
\$3.50 per doz.
\$39.00 per gr.



No. 191-C MEN'S
DOUBLE HEAD IMIT. CAMEO
With Gold
Flash Sides
\$3.75 per doz.
\$42.00 per gr.



Free Catalog. Minimum order, one dozen. Send 25¢ with order, balance C. O. D.
STERLING JEWELERS
44 E. LONG ST. COLUMBUS 15, OHIO

A MILLION SALES
with
CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your
Big Opportunity for
Big Money Making.
LOWEST PRICES
Good Profits to Distributors. Write for Catalogue



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DESIGNERS - MANUFACTURERS - DISTRIBUTORS
FLUORESCENT FIXTURES
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Profit Making SPECIAL
SENSATIONALLY PRICED
PRECISION MADE
ELECTRIC SHAVER
Individually wrapped with \$22.50 price tag, including simulated pigskin pouch.
SINGLEHEAD DOUBLEHEAD
GROSS LOTS \$1.75 ea. \$2.50 ea.
LOTS OF 60 1.85 ea. 2.60 ea.
LOTS OF 12 1.95 ea. 2.75 ea.
Full Line of Watches Available. Sample, \$1.00 Extra.
25% Deposit, Balance C. O. D.
NATIONAL DISTRIBUTING CO.
CALUMET BLDG. MIAMI, FLA.



Rugs, \$18.50 ea.
Buy DIRECT from Reliable Importer. Glowing Oriental reproduction extra-heavy 6x9 room size RUGS! Perfect Quality. 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 8x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. if not rated.
LO-US TRADING CO.
Dept. B-28, 1627 Locust St., St. Louis 3, Mo.

BINGO
Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
Amusement Industries, Box 2, Dayton 1, O.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties; J.P. Cameras, Booths bought and sold. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ja20-51

DIME PHOTO OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe24

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. ja13

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. fe24

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ja27

PRINTING

ATTRACTIVE 100 8 1/2x11 LETTERHEADS and 6 1/2 Envelopes, Hammermill bond five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. ja13

ATTRACTIVE PRINTING AT REASONABLE prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$5. Taylor, 5103 Forty-third Ave., Hyattsville, Md. ja6

LOW-COST FOLDERS—3x5, \$2.80 100; write free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenolden, Pa. ja13

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1000 Business Cards, \$2.75. Smallwood Printery, 2715 Vine, Cincinnati, O. ja6

WINDOW CARDS, PROGRAMS, HERALDS: Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. ja20

\$1 POSTPAID—50 8 1/2x11 HAMMERMILL Letterheads with 50 6 1/2 Envelopes. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa.

200 6 1/2 ENVELOPES AND 200 WHITEBOND Letterheads, 8 1/2x11, \$3; 1,000 Business Cards, \$4.75. Webster's Printshop, Farm-land, Ind. ja13

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CAN USE MALE AND FEMALE AERIALISTS for 1951 season; can supply rigging, good transportation and route. Send late photos to Aerial Productions, Box 283, Lovington, Ill. ja13

LADIES TO TRAVEL—MUST BE NEAT APPEARING, no age limit; to talk to customers in chain stores. Fred "Sizz" Cummings, 3123 Boardman, St. Louis 9, Mo. ja27

LEAD ALTO AND TROMBONE—STEADY, sleeper bus; two beat band; others write. Buddy Bair, Box 113, Ph. 7272, Colome, S. D. ja27

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 & DISTRIBUTORS

ATTENTION, ARTISTS REPRESENTATIVE: Ambitious Veteran, 25, seeking part time affiliation with agent or manager, any phase show business; excellent background; will exchange salary for experience. Gary Weintraub, 187 Rochester Ave., Brooklyn, N. Y.

MISCELLANEOUS

HANDWRITING ANALYZED BY MADAM Kay, expert; send \$1 and self-addressed envelope to P. O. Box 815, Battle Creek, Mich. (Personal questions answered.)

SITUATION WANTED AS PARTNER to lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

MUSICIANS

A-1 SOCIETY DRUMMER—AUTHENTIC Latin on timbales, new drums, cut and show; married; over draft age; thoroughly experienced, read well, have car, best references; available after January 1 only because job folding; prefer Florida location, will consider anything anywhere. Contact immediately. Box #C-284, c/o Billboard, Cincinnati, O.

AT LIBERTY—ALTO SAX DOUBLING tenor and clarinet; fast reader; transport from any part at sight on all; fake anything; good tone; reliable managers that know me, write or wire. Paul Donnelly, 304 N. Gainsville, Anamosa, Iowa.

AVAILABLE AFTER HOLIDAYS—EXPERIENCED, reliable pianist, solo or combo, double organ, draft exempt. Oliver Compton, "Once the Ship," Drebach, Minnesota.

AVAILABLE—VIOLINIST WITH SYMPHONY, dance, radio, television experience; double on trombone; draft exempt; union. Musician, 713 W. 14th, Austin, Tex. Phone 2532.

GIRL ALTO SAX AND CLARINET—ATTRACTIVE, experienced all types of bands. Box #C-283, c/o Billboard, Cincinnati, O.

DRUMMER—TWO BEAT JOB DESIRED in hotel or club; eight years' extensive road experience with good bands; age 27; 4F; single; have car. Don Hansen, 1611 City Nat'l Bank Bldg., Omaha, Neb.

DRUMMER—UNION, EXPERIENCED, single, sober; novelties; will join old time band; fine outfit, car. "Wally," 295 W. Seventh, St. Paul, Minn.

LEAD TRUMPET—EXPERIENCED ALTO, tenor bands; available immediately. Ronnie Hutchings, 220 N. Edison, Royal Oak, Mich. Lincoln 2-0502.

LEAD TRUMPET, PIANO AND BASS for commercial semi-name band; only above average men apply; state previous bands, draft, age, etc. Bishop, 1172 Union Commerce Bldg., Cleveland, O. ja13

100 8 1/2x11 LETTERHEADS, 100 NO. 10 Envelopes, Hammermill Bond, 5 lines copy, \$2; samples free. Ace Press, Clearwater, Fla. ja27

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chicago.

EXTRA MONEY EASY TAKING ORDERS for world-famous Stark-Brand Apple, Pear, Peach, other Fruit Trees, Grapes and Berries; gorgeous Flowering Shrubs, Roses, etc.; sensational patented, hardy, quick-growing varieties; enormous demand for yards, small plots, farms; no experience needed; rush name for free. Plate Book and Sales Kit. Stark Bros., Dept. 961, Louisiana, Mo.

MAKE MONEY WITH FAMOUS, EASY- selling Bostonian Shirts; spare time, full time, sideline; fabrics, outfit free. Bostonian, 89 Bickford, Dept. B-77, Boston 30, Mass. mh31

MEN, 30 OR OLDER—TOP EARNINGS; C. H. Libbey made over \$7,061.25 last year, even more this year; call on building owners, schools, etc. with famous maintenance product; 30% commission; write in detail. Vice President, Dept. MC, Box 789, Fort Worth 1, Tex.

SELL ELECTRIC DEODORIZERS—NEWEST hit on the market; start your own service route with monthly income assured. Airo-lator, 1529 Park, Indianapolis, Ind.

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA-5-2544. ja13

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. ja13-51

WANTED TO BUY

CANDY, SANDWICH OR GUM MACHINES manufactured by Stoner; Model N Dugreiner Gum Machines and Columbus Vendor 1¢ Nut Machines; state price and condition. P. O. Box 264, Columbus, O. fe24

WANTED TO BUY—MERRY-GO-ROUND and Kiddie Rides; will trade trucks, vans or arcade equipment for same. Wilson Operating Co., Inc., 16 N. Main St., Tulsa, Okla.

MUSICIANS—ALL INSTRUMENTS FOR replacements on territory band; no characters; steady salary. Bandleader, Box 80, Grand Island, Neb. ja6

VOCALIST TO ACCOMPANY HAMMOND organ. Must be able to sing requests. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. ja6

WANTED—THIRD ALTO AND TENOR Sax after 1st of January, Bennett Greten Orch. Contact Lark Merryman, Nuville Hotel, Rochester, Minn. Phone 2-1788.

ORGANIST—HAMMOND; EXPERIENCED and pianist desires position. Write Marjorie Ekedahl, 14 1/2 Cowing St., Jamestown, N. Y.

ORGANIST—WITH HAMMOND FOR CLUB, hotel or cocktail lounge; male; twelve years' experience; available short notice. Address Organist, Box #C-280, Billboard, Cincinnati, O. ja6

PIANO ACCOMPANIST (CAN TRANS- pose)—Available for auditions, rehearsals, lounge single dates, New York and vicinity. John Code, 54 West 68th St., N.Y.C. Trafalgar 7-7825. ja20

PIANO MAN—AVAILABLE JANUARY 3 for small commercial unit; only Southern offers considered; union; give details. Musician, Magnolia Hotel, Montgomery, Ala. ja6

PIANO MAN—SOCIETY, COMBO, CUT shows; draft exempt. Musician, Apt. 404, Solar Building, 206 Franklin St., Water-town, N. Y.

TENOR, ALTO CLARINET, VOCALS— Available Jan. 7th; draft exempt; neat, dependable; desire location; prefer location; consider anything reasonable. Box #C-279, c/o Billboard, Cincinnati, O. ja6

TENOR SAX—EXPERIENCED; READ, fake, hot or sweet; good harmonica; lead; desire location with small combo or music as side line. Bob Coats, 105 S. 21st St., Richmond, Ind.

TROMBONE AND ARRANGE—AT LIBERTY Jan. 1st; age 35, 15 years' experience all types of bands; no character, absolute reliability; past 2 years with Eddie Skeets, top Midwest polka band; am in the business to make a living. What do you offer? Wendell Lester, 322 1/2 10th St., Worthington, Minn. Phone 2-6282.

TROMBONIST—SINGLE, 24, NO DRAFT, union, reliable; semi-name experience, will travel. Roy Brandow, 130 W. Main St., Shortsville, N. Y.

TRUMPET—COMMERCIAL OR COMBO; union; sober reliable; no draft; age 26; interested in steady employment. Please write or wire. Gene Lee, 1029 1/2 N. E. St., Richmond, Ind.

WESTERN SWING FIDDLE—UNION, young, reliable, prefer well established Western bands or radio staff position; travel anywhere; 10 years' experience radio and recordings; panics; do not answer; state all in first. Wire, write. A. Perilla, 1608 Robb Ave., Woodlawn Trailer Court, Lima, O. ja20

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ja6

VAUDEVILLE ARTISTS

YOUNG MALE MENTALIST—DRAFT EX- empt; available January; want partner manager; consider anything; can also emcee. Sadhu King, 141 N. 59th St., Seattle 3, Wash.

NOBODY BEATS "GEM'S" LOW PRICES!

STILL BREAKING SALES RECORDS!
PISTOL LIGHTER \$8.00 per doz.
Sells like wild! Original "Continental" model. Black plastic handle grips, heavy chrome. Packed in individual display cartons.
SAMPLE \$1.00

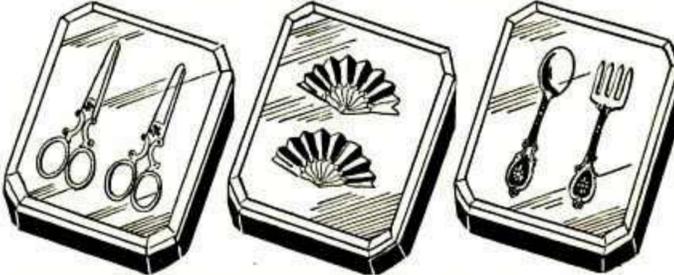


HOTTEST MECHANICAL TOYS IN AMERICA
Large Walking Bears \$6.75 Doz.
Begging Poodle Dog 5.25 Doz.
Large Walking Elephants 6.75 Doz.
Jumping Fur Dog 4.50 Doz.
Itchy Dog 1.80 Doz.
Singing Canary 2.40 Doz.
Dancing Couple 3.00 Doz.
Immediate Delivery on Every Item on This Ad!
25% Deposit With Order, Balance C. O. D.

WRITE FOR OUR BIG FREE WHOLESALE CATALOG!
Hundreds of sensational buys! A gold mine for retail stores—premium users!

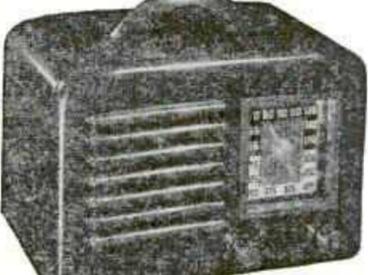
GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

LATEST JEWELRY FAD... Hand-Painted PIN SETS



Women are going "Ga-Ga" over these perfect handpainted miniatures. Twenty different styles with safety catches. Each set in sparkling plastic gift box. Sells on sight!
\$5.40 per doz. (Include 50¢ postage for sample dozen)
25% Deposit, Balance C.O.D.
IMPERIAL MDSE. CO. 893 Broadway New York 3, N. Y.

KENT RADIO
Fully guaranteed, RCA licensed 5-tube AC-DC radio in smartly designed dark plastic cabinet with contrasting ivory trim.
\$13.95 Ea.
CEDAR CHEST packed with 2 lbs. assorted Valentine Chocolates. Each \$3.00
SYLVAN COMPANY
767 Milwaukee Ave., Chicago 22, Ill.



PISTOL LIGHTERS, JEWELRY & RINGS
SEND FOR CATALOGUE
We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.
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REINFORCED FOLDING CHAIRS
Immediate Delivery
New, durable, roomy and reasonably priced. Made of tough, mixed Northern Hardwood.
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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, Mats, Canes, Ball Game Specials, Bingo Merchandise.
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CARNIVAL, PITCHMEN, NOVELTY SHOPS
WE MEET THE COMPETITION
Novelties, Premiums, Dolls, Glassware, Batons, Balloons, Parasols, Monkeys, Horse Clocks, Toys, Souvenirs, Slum and many, many other items.
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**POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET**
54x72 Packed 30 to Case
\$3.40 EACH IN CASE LOTS OF 30
\$3.55 Each in Less Than Case Lots
\$4.00 for Sample Postpaid

Case lots of 30
No. 140 TOBAS \$3.15
No. 144 Midway 3.15
No. 145 Magnet 4.05
No. 146 Mingo 4.05
Less Than Case Lots, Add 10¢
Per Blanket.
For Sample Add 50¢ Per
Blanket.

Do you have our No. 60
Catalog? If not, write.
State nature of your business
in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

**JOBBERS—DISTRIBUTORS
ORDER EASTER STUFFED TOYS NOW!!**

#50—Brand new 19" smartly dressed character bunny, with felt hat and vest, Quality plush skin, 25% Hi-grade rayon plush begging rabbit, asstd. colors \$21.00
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SEND \$17.50 and receive 16 NUMBERS POSTPAID!
(One dozen #44R and Samples of each of the other 4 numbers.)
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Send for FREE catalog and price list of our new Easter line and Jumbo Concession and Carnival numbers. Closeouts always on hand. Special Jobbers set-up. SALESMEN: Choice territories open.

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Hopping Dog
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Playful Kitten

Singing Canary
Begging Dog

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Small Walking Bear
Large Walking Bear

Two Dogs With Sausage (European Made)
Just Received Large Shipment of Good Itchy Dogs

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#B2254—Genuine 1/30 14K R.G.P. Cluster, white firm. Choice any color center—ruby, amethyst, emerald, sapphire, aquamarine, topaz, white, fire opal. Per Doz. \$15.75

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IS NOW AVAILABLE ATTENTION, CONCESSIONAIRES AND NOVELTY WORKERS

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminum-ware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

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Punch Boards, Raffle Cards, Carnival Goods, Noisemakers, Paper Hats, Decorations -- Write for our Special Winter Catalog -- Be Sure and mention your line of Business

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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

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CLEAN UP WITH PLASTIC RAYON TOWELS
Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

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STALIN and 2 Other A CASH IN on the regular American feeling about Soviet aggression! Everyone will want one of these statuettes. Gets laughs wherever shown. These unbreakable plastic statuettes can be hung on wall as plaques or stood on table, bar or mantle piece. Hot! Timely sellers!

YOUR COST \$2.00 ONLY DOZEN

Sample 50¢
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Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Anderson, John E., 7c
Bradley, Clyde, 10c
Broeffle, Harry (License Plates) 24c
Ervans, Leslie, 15c
Gibson, David J., 23c
Herther, Clarence (License Plates 18c)
Johnson, Mrs. O. D., 25c

7c Johnson, Robt. (License Plates) 24c
15c Moore, Gene
Porter, C. J., 43c
Shelford, Sr., Wm.
Zuniga, Mrs. Jo Anne (JoJo) 17c

Abbott, Russ & Sue
Adams, Billie
Adams, Mike
Adams, Mrs. O. E.
Adler, Larry
Alford, James
Aldridge, Floyd
Alexander, Van
Alkhou, Harry
Allan, Casey
Allen, Maurice
Allen, Peggy & Herbert
Allen, Tommy-Dell
Allen, Wm. Robt.
Anderson, A. J.
Angel, Doc
Anthony, Joe
Anthony, Jack Ruth
Anthony, Mico
Arnold, Alvaro
Asberry, Melnel Chester
Atlas, Ben (Chief)
Avery, Clyde
Averill, Wm. L.
Bauger, Clarence
Baser, Jack
Bazwell, Jim
Baker, Folly & Harry
Baker, Walter
Balluer, Carl
Barber, Mr. Lou
Barney, Richard L.
Barragat, Senor Manuel
Barrat, John
Barrickman, Mrs. F. N.
Barrow, Harold
Barron, Bill, Secy
Barron, Howard J.
Barron, Susan & Fred
Barron, Tom
Barron, Billie
Baxter, Joe
Baylis, Ruth & B.
Bays, Dick
Beal, Hiram
Beardsley, Barbara
Beck, Paul
Beckano, Paul
Beeth, Art
Belkows, Mrs. Alan
Benjamin, H.
Bennett, Phil
Bentley, Tom
Berry, Bert & Bonny
Berrymann, Pete
Bernman, Joe
Best, Dick
Bieber, Nita
Bishop, M. S.
Blackhall, T. A.
Blackley, John R.
Blackman, Wm.
Blough, Ernest E.
Blouse, W. H.
Blue, Ben
Bluestein, Morris
Boagery, Glenn
Boase, Geo. Wm.
Boasman, Ernest
Boswell, Connie
Bourke, Lew
Bouvil, Shirley
Bowen, Roy
Bowker, David
Boyd, Mrs. Pauline
Boyd, Chas. P.
Bradley, Clyde
Brady, Mrs. Charlotte
Brady, F. J.
Brandon, Dick
Brandenburg, Raleigh
Brandt, Jake
Brandt, Joe
Brandt, Chas.
Bratton, Bill
Brocken, Don
Brocken, Wm. B.
Broese, Bill
Briens, Albert
Briens, Carl B.
Bright, Lewis
Bright, James Dewey
Broadway, Chas. Hess
Brook, Alex
Bright, James Harvey
Broome, E. H.
Brown, F. J. & Geraldine
Brower, Jos. J.
Brown, Louise E.
Brown, Wm. Artie
Brown, Dennis G.
Brown, Edwoud W.
Brown, Geo.
Bryant, Wm. Franklin
Brunnidge, J. S.
Buck, "Angelbreath"
Buck, C. S.
Bulfinch, Emmett
Bunger, Art
Burch, Ernie
Burge, H. A. "Whitney"
Burgeon, Mrs. Ruby
Burger, Clyde Leon
Burns, Bobbie Wonder
Burns, Mrs. James A.
Burrage, T. O. (Jack)
Burton, J. C.
Bush, John T. & Anne
Byers, Jimmie
Calbert, Mrs. Elsie
Cameron, Skeets
Campbell, Maule Mae
Camp, John
Carey, Roy
Carman, Phil
Carman, Berreid
Carrigan, Sheila
Carroll, Arthur (Crip)
Carter, Cliff
Carver, Johnny
Castle, Ada
Cauther, A. S.
Cervone, Mr. Izzy
Chaffee, Mary
Chales, Thos.
Chapman, Hoppy
Chapman, Lawrence
Charity, A. L. (Al)
Cherokee Bill
Chicotella, Matthew
Chidester, Bill
Chitwood, Art
Christensen, Geo.
Churchwell, Bill
Ciesla, Mrs. June
Claire, Hans
Clark, James
Clark, Bob & Christine
Clark, Frances & E. W. Griffin
Clark, Harry
Clarke, John James
Clayton, Ray
Cloteau, Arthur

Coleman, Bill
Coley, J. J.
Collan, Rex
Collie, Virgel
Cooke, Esq., James
Cooke, J. M.
Cooper, Spacie
Cooper, Donald
Cooper, Hymie
Copen, Billy
Corbin, Jay Arthur
Cormier, Pete
Cornell, Walter Blacky
Coutins, Steve
Cowau, Wm. (Tiny)
Coward, John Thomas
Craig, Max & Gertie
Cramer, Mrs. Margaret
Crawford, Geo. Show
Cross, Skeet
Crowder, James R.
Crove, Steven
Cunningham, R. C.
Cunningham, Marie L.
Cunningham, Slim
Cusson, Abe
Cutter, Adrian F.
Cyr, Conrad
Daley, John
Darden, Bill
Darling, Dick
Darrp, Mabel
Darrp, Rosalie
Davenport, Clifton
Davis, Chas. (Bill)
Davis, Clifford J.
Davis, Joseph
Davis, W. C.
DeFazio, Mrs. Julia
DeKohl, Virginia
DeLancey, Doyle
DeMarlos, The
DePaul, Shirley Irene
DeRivisio, Frank
DeWolfe, James M.
Deisler, Roy R. & Juanita
Delaney, Jack
Delaney, Joyce
Dempsy, John
Deonand, Florence
Diamond, J. W. Jack
(Diamond Midway Shows)
Dontagney, W. C.
Doollittle, Melvin L.
Doran, James
Douglas, Ed-
Downs, Geo. (Red)
Drayer, Mrs. E.
Drayer, Howard
Duchene, Lewey
Ducharme, Henry
Dudley, Earl
Dufault, Roland
Duffey, Jr., Harry Wm.
Duke, Kelly
Dunn, Bill (Red)
Dunnip, C. F. Slim
Dunn, J. H. & Barbara
Dyer, Cliff
Eanes, Guinn
Easdale, Don
Edgar, Geo.
Edlin, Ted
Edwards, Glen R.
Eliot, Velvet
Emery, Mrs. Lois
Emory, Wm.
Emuro, Robt.
Enswiler, Albert
Enswiler, Bert
English, Mrs. Wm. J.
Evans, Chas. "Chick"
Evans, E. M. (Sailor)
Farmer, Mrs. Melvin
Farrar, Jake
Farrar, Kenneth
Feerer, Anne
Fenton, Morris
Ferguson, Charley
Ferguson, Mack D.
Fetta, Mrs. Tex
Fisher, Geo.
Fitzgerald, J. L.
Flager, Geo.
Flood, Harry
Fogarty, Sam
Fondenberger, Chas. Leo
Forbes, Chas. H.
Forkum, Bill
Forrest, Guy
Forrest, Helen
Fox, Major John L.
Frank, Edw.
Frank, Miller J.
Frederick, Joe
Freeman, Robt. Foster
French, Mr. Jesse
Fresette, Evelyn
Furr, Clarence
Gallant, R. (Randy)
Galler, Wecla
Gallion, Edson
Gallup, Jack H.
Galpin, Earl
Gambone, Felix
Garret, Truman
Gasca, Josephine & Lee
Gaston, Mrs. Evelyn B.
Gebhart, Morris
Gefford, Duke
Gephart, James
Gerard, Jerry
Gervasi, Mrs. Rosita
Gibson, Earl M.
Gibson, Albert Lee
Gibson, Don I.
Gibson, Glen & Wanda
Gibbert, Allen
Gibbert, Billie & Lorraine
Gillam, H. G.
Gillespie, Eddie
Gilles, Jr., Marvin
Gillespie, Harry
Glasgow, W. H.
Glent, Ernest M.
Gloth, Robt.
Godfrey, Ernest
Goodman, Donald
Goodman, Max
Gordon, Mrs. Evelyn
Gorton, Al
Grayson, Floyd
Greens, Chas.
Green, Pete
Greene, Donald S.
Greene, Big Henry
Griggs, Bernie
Griggs, Charlie
Guay, F. M.
Guizar, Tito
Gullette, Wm.

(Continued on page 42)

Agents-Distributors
Number of business firms in your vicinity looking for a good item as a give-away with their advertisement stamped in gold? We have it. Genuine Leather 4-Hook Swivel Key Case. Will hold 8 keys. No stock to carry—beautiful case. Be convinced. Sample 25¢ in stamps. Money back guarantee. Good side line in your spare time. Some firms order from 1,000 to 5,000 at a time. Get busy. No investment on this proposition.

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146 Park Row New York 17, N. Y.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.
Each pair in beautiful cellophane envelope. Packed 2 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

GAINOR SALES CO.
414 Transportation Bldg., Detroit 26, Mich. Phone: WOODWARD 2-8015

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; 4 1/2 x 11", 7x11". Also religious and changeable signs. Special offer, or for free catalog write KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

A HAPPY NEW YEAR 1951 Catalog Now Ready

CUTTLER & COMPANY, INC.
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300% TO 500% PROFIT !! EVERY DAY!!

14-K. GOLD PLATE BEAUTIFUL FINISH \$4.50 DZ.

No. 877—Heavy Mounting—Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.

No. 999 14-K. GOLD PLATE \$3.00 DZ.

White Center, Ruby Sides or 3 All White Brilliant Cut Stones. Deposit with all C.O.D. orders. Please state your business. Above two samples postpaid \$1.00.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

IT'S NEW!

High Multicolored Check and Plaid BERETS
made out of water repellent rayon with fluffy colorful pom poms, full lining, elastic hat band.

CASH IN on this latest craze that is sweeping the country. Ideal for golf, sea shore, motoring and sports-wear. Samples prepaid 3 \$8.50 berets for \$2.50 on receipt of money order.

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104 Front Street New York 5, N. Y.

Attractively Boxed THE BIG 4 SETS with
Ass't. Color Pistol Lighters \$12.00 Dz.
Pearl Grip Pistol Lighters 13.50 Dz.
Small Charm Lighter 11.50 Dz.
Men's & Ladies' Wallets \$11, \$12, \$15 & 18.00 Dz.

Mechanical Toys
For Inventory Week—Special Low Prices

Shooting G.I. Sharp Shooter \$3.50 Dz. (Less than 1/2 Gr., 50¢ extra)
Itchy Dogs \$1.50 Dz. (Less than 1/2 Gr., 50¢ extra)
Also 50¢ less on all Mechanical Toys. More than 25 different numbers.

25% Deposit, Balance C.O.D. We prepay with full remittance.

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DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hoods point fountain pen, automatic pencil and precision ball pen. Assorted colors. Attractively boxed.

SPECIAL PRICE \$48.00 Per Gross Sets
Sample Set, \$1.00 Smart Finish.
25% deposit with order. Send \$2.50 for Samples.

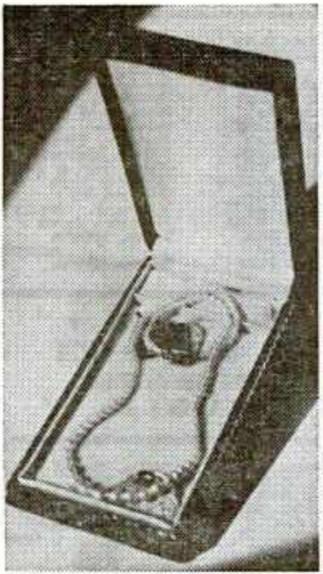
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H. EPSTEIN
27 East 22nd St. New York 10, N. Y.

Imported Novelties
Cigarette Lighters, Cases, Cameras, Assorted Microscopes and Telescopes, Binoculars; also Closeout on Leather Purse, Key and Cigarette Cases, etc. Suitable for Gifts and Premiums. Mfrs.' Prices. Immediate Delivery.

UNITA COMMODITIES CORP.
545 5th Ave. New York 17, N. Y.

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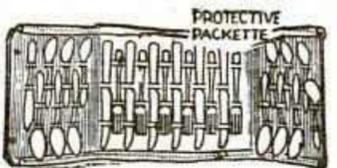


Beautiful Imit. Pearls in 3 1/2 x 6 1/2 Leatherette Gift Box (hinged, plush & satin lined) special. Doz. \$4.80



REAL ACTION, LUCKY RANGER Clock. The Bronco Bucks up and down with continuous lifelike action. Two clocks in one! Use on mantel, TV, Radio, etc., or remove base. Presto—a perfect wall clock. 12" high. One only \$4.15 Ea. Six or more \$4.75

- Panther Clocks, 10 1/2", Sessions movement, 1 yr. guarantee. Ea. \$4.75
- FIGURINES, 7" & 8" high, excellent detail, Colonial and Dutch, beautifully colored. Doz. \$2.00
- VASES, hand-painted china with 22K Gift Gold Trim, 12 to carton. Doz. \$2.00



24 pc. Malacca double-plated flatware Serv. for 6, complete with packette. Special \$2.45 ea. doz. lots



Silver-Plated Shaker set in lined Gift Box, very flashy, were \$12.00 dz., now \$4.80 dz.



7 PC. CORDIAL SET With six small mugs. (min. 6) Only \$2.75 ea.

25% deposit, bal. C.O.D., minimum order \$15.

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Valentine

- 8x11" Comic Sheets, Gr. .85
- 2 for 1c Valentines, Gr. .45
- 1c Valentines, Gr. .35
- 3 for 5c Valentines, Gr. 1.35
- 5c Mechanical Valentines, Box of 50 1.25
- 25c Make Your Own Valentines" Box. Doz. 2.00

VALENTINE GREETING CARDS

- 5c Assortment, Box of 50 \$2.50
- 5c "For Teacher," Box of 50 2.50
- 25c Deluxe Assortment, Box of 20 2.50

Valentine's Day Napkins, Pkd. 32, Doz. Pkgs. \$1.50

9" Valentine Balloons, Gr. 6.75

Prices do not include shipping charges. Include postage with order. 25% deposit required on C. O. D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

Pipes for Pitchmen

By BILL BAKER

"JUST WOULDN'T . . . pipe in until I heard from our old pals, Count Seldom Scoff and Doc Lushwell," letters Madaline E. Ragan from her Hillbilly Holler retreat at Benton, Ark. "It was a good Christmas present to learn that our old pals are still in circulation. I didn't know if they were caught in the big snow in the East or the big flood out West. The coffee pot has boiled over several times at Hillbilly Holler just waiting for our pals to come down the highway in Arkansas. I have been visiting in Chicago and Cleveland and while in Chi I was a guest on Tommy Bartlett's Welcome Traveler air show and received some nice gifts. Since the show is on a coast-to-coast hook-up, I have received letters from numerous old-time pitchmen whom I haven't heard from in years. The passing of Sid Sidenberg was quite a shock to all of us and we sure will miss his pipes. Chet Wedge is wintering at the Holler, and Chaney and Lano, Dick Kanthe, Eddie Gillespie and Professor and Mrs. Zeller and daughter are weekly visitors. The welcome mat is always out and the coffee pot on and a good warm place to cut up jackpots is available."

and working occasionally at a schoolhouse in Southwest Missouri. He says he'd like to read pipes here from Doc Joe Wahl, Hindu med man, and Doc Homer Anderson, of herb note.

"BILL BUTTONS . . . his wife, Elene, and I left Oklahoma City Thursday (27) to come in here to work my polish," Gene Andes letters from Houston. "Bill has never worked the stand, but knowing him as I do, I'll wager he's a big money winner with it. The few pitchmen who were in Oklahoma City over Christmas agreed that it could have been worse, but thank goodness it was not. I hope 1951 will be the best year any of us ever had. All of us know that a clean worker will get the long green even tho it is tough once in awhile. All businesses have ups and downs, only ours seems to have so many downs. Buttons just learned that his wife does a slick job of sign work. If it gets too rough on us, he and I will go out and get her sign jobs."

WHAT HAS BECOME . . . of Doc J. D. Lance, Doc Marvin, Jack Davie and Myrtle Hutt? Let's have some pipes from you old-timers.

JOHN EARL ROCK . . . penner of the booklet, *Twenty Years on Skid Row*, advises from Los Angeles that he read the memoirs of Doc. M. M. Wolff in a recent issue, which called to mind that fact that Big Foot Wallace died in St. Joseph, Mo., and was buried by Rock's father, a prominent mortician. "Big Foot," says Rock, "died penniless and the boys gave my father all the cash they could spare and dad stood the balance of the expense to give him a fitting funeral. Toys are still going out here and the boys are waiting in line at Murry Sales Company to buy rebuilt watches."

HENRY H. VARNER . . . with headquarters in Akron, wonders how many troupers, in the city for the winter, with their Sloan's liniment and kidney pills, would be better off with a system of taking orders or helping The Showmen's Testament Fellowship.

C. C. BROWN . . . known to pitch cohorts as Rattlebones, is wintering in Galena, Kan.,

Mdse. Topics

New York:

As we enter the new year, two problems face the merchandise wholesaler: (1) the continued rise in prices of materials and (2) the difficulty in obtaining desirable goods for distribution. Furthermore, local marketers take a dim view of the administration's "voluntary" price control program. According to one of Broadway's merchandisers, "there just ain't no such animal." Nevertheless, business is holding up surprisingly well after the Christmas season, a period normally the slowest of the year.

A new organization, *Players Enterprises*, has been formed to promote the popular appeal of 60 major league baseball stars. Thru the company, players will be available for personal appearances at conventions, stores, etc., to push the sale of the products bearing the star's endorsement. The new organization has the power to authorize the use of a player's "name value" for any suitable product. . . . McDermott Manufacturing has presented Magi dish cloths. Dirt and grease rinse out instantly from the cloths. The material is a heavyweight rayon fabric that feels like a chamois when wet. A package of three sells for 39 cents or eight for \$1. . . . Braw's Novelties is offering heraldic jewelry fashioned after authentic court and regimental insignia. Local Christmas sales verified the report that heraldic jewelry is among the hottest items of the season. . . . Nylife is a liquid plastic preparation that protects women's hosiery against runs and snags. Selling for \$1, the maker claims the product is invisible, will not wash out, and that each bottle treats eight pairs of stockings.

B. G. Blum Associates is featuring chenille loop rugs, 19 by 33 inches, to retail for 98 cents. . . . Solo Products is selling plastic cameo barrettes at 10 cents carded.

OAK-HYTEX FLYING SAUCER BALLOON

Red Hot Pitch Item Action! Noise! order from your jobber

The OAK RUBBER CO. Ravenna, Ohio

SELLING LIKE MAD!! NUDE PROJECTOR

"NUDE PROJECTOR" BIGGEST THING SINCE PIN UPS!

A sensational projector that fits in the palm of your hand and projects a huge more than 2 ft. square image on any wall. Comes complete with bulb plus

39 TERRIFIC NUDE ART STILLS

yes, we said 39 Uses ordinary flashlight batteries—nothing to plug in, can be used anywhere. Fits in pocket. Pop up those lagging sales with this terrific seller. Rush your order in today and cash in on this big money maker.

B. SUTTER Box 21 - Metro Station Brooklyn 6, N.Y., Dept. 2A

We Sell Wholesalers Only BINGO

Specials—5 ups, 6 ups, 7 ups 7 COLORS PAPER PLASTIC BINGO BALLS—MARKERS SERPENTINES—CONFETTI STAGE MONEY

A. J. Wildman & Son 139 W. 19 St. New York 11, N. Y. Samples and quotations upon request

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MILLER CREATIONS 7739 Avalon Ave. Chicago, Ill.

Big Profits Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25c.

Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

PHOTOS in MILLIONS QUALITY PHOTOS IN QUANTITY

8 x 10—5¢, Postcard—2¢, Slips, 20x30—2¢, 30x40—3¢, NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & list \$8

MOSS PHOTO SERVICE 153 W. 46, N. Y. 19

More Profits for You

YOU GET OUR PRICE

- \$1 Large Chrome Pistol Litter .40¢
- \$3 Massive Black Handle Pistol Litter .48¢
- \$3 Beautiful Engraved 100% Automatic Pistol Litter .80¢
- \$2 Silver Miniature Litter, size of postage stamp .40¢
- \$3 Mother of Pearl Miniature Litter, size of postage stamp .45¢
- \$22 Tiny Calendar Watch, 24K gold dial, 7J precision mvt., gives date and time .57
- \$49 Gen. Original Rogers Silverware with luxury oversize hollow handles, 50-pc. service for 8 .515
- \$3 Silver Table Lighter Set, w/ urn and tray .51
- \$15 Rolls Razor, deluxe premium pkge. .57
- \$8 Gold Cross & Chain Set with diamond .51
- \$1 Large Walking Bears, Performing Seals .50¢
- \$1 Silk Sachet Pillows .8 1/2 ¢
- \$1 Scatter Pins, 24K gold plate, fast selling Western subjects .8 1/2 ¢
- \$1 Famous Constance Bennett Face Powder or Old Brocade Cologne, fancy bottle .8 1/2 ¢
- \$10 Rhinestone Jewelry Sets in luxurious impressive gift chest highly pol. Bronze w/ motor in hips. Gives a realistic, provoking hula mvt., bells on sight, complete w/ fancy appropriate shade .11.97
- \$19.95 Hula Clock in realistic natural color. New, different, impressive 17" wide on red leatherette covered wood base. Equipt. w/ famous Sessions self-starting mvt. .54.97

5,000 Amazing Closeouts—See Catalog.

TED BURKE INDUSTRIES Dept. B-28 10 W. 27 St., New York. MU 4-6756

"NEED A SALES STIMULATOR?"

Try FAN BLADES—the best buy for the money. They open the door to profitable repeat business and lead to MORE sales of other items, too. You'll be grateful for the tip!

DOUBLE OR SINGLE EDGE

Write for details and sample order.

FAN BLADE CO. 32 Green St., Newark 2, N. J.

FANETTE THE POCKET PEEP SHOW

She bumps, she wiggles, she nods her head. Just turn the crank and this little nudie comes to life. Made of soft flesh-like plastic in clear plastic "fish-bowl" box. Looks equally lifelike from front or back.

\$5.40 DZ., \$54.00 GROSS Immediate Shipment. Jobbers, Write for Prices. 25% with ord.—Bal. C.O.D.

THE STANDWELL COMPANY 2709 So. Hill St., Los Angeles 7, Calif.

Sell Ultra-Blue Stock Signs

To stores: over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs!

COST 6¢—SELL 35¢

- 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
- 6 Samples Store-Hour Clock Signs, 7x11 1.00
- 6 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, 5¢. No COD's

L. Lowy, 812 B'way, N. Y. 3, N. Y., Dept. 605

JUMPING JIMMINY

Assorted colors: \$24.40 Doz. Sample, \$2.50; in plush. With real fur, cellophane boxed, \$36.00 Doz. Sample, \$3.50. Here is another good seller:

KING KONG, the Walking Gorilla \$9.00 Doz. Sample, \$1.00. Send for free wholesale Catalogue.

TWIN STATES NOVELTY CO. 1033-35 MISSION ST. SAN FRANCISCO 3, CALIFORNIA

WHILE THEY LAST!! GIANT SIZE DOLLS

- Hop-a-Long Cassidy \$4.25 Ea.
- Sun Bonnet Sal 2.25 Ea.
- Drum Majors 2.75 Ea.
- Little Miss Pretty 3.25 Ea.
- Sweethearts 2.75 Ea.
- Jockeys 2.75 Ea.

Plush Cubby Bear \$4.00 Ea.
- Miniature Pop Corn Popper 8.97 Ea.
- 7 Pc. Canister Sets 2.50 Set
- Cuckoo Clocks—German Import 5.65 Ea.
- 26 Pc. Embassy Silverware Set 4.35 Set
- Electric Pop-Up Toasters 9.95 Ea.
- Sports Sun Lamps—Infra-Red and Ultra-Violet 8.50 Ea.

Terms: 50% Dep., Bal. C.O.D., F.O.B. Chicago.

distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210

Authorized Distributors for Bally and WURLITZER Products Phonographs

\$5.25 Each ORIGINAL HORSESHOE ELECTRIC WESTERN HORSE CLOCK, #3HS

In lots of 4 or more. Sample, \$5.75. BEST BUY IN U.S.A.

Finely Detailed Horse Shoe Case. At the base of clock two horses rearing in coral.

A mounted original Western Designed Metal Horse. Dependable electric clock movement. Case 4" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high, 17" long on wood base. Individually boxed.

6 or more Sample HULA LAMP \$10.00 Ea. \$11.00 Ea.

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. 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

COOK BROS. 816 W. Maxwell St. Chicago 8, Illinois WHOLESALE ONLY

GREATEST FUR VALUE EVER OFFERED!

Brand New Luxurious Mink-Dyed Coney Cape Jacket (each sample) \$19.50

Send \$2—Balance \$17.50 C.O.D. Mink-Dyed Coney Coats. Sample \$29.50 each. Write for FREE Wholesale Catalog of Complete Line.

ROSE FUR CO., DEPT. 23 20 W. 27th Street New York 1

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.

EARLY BIRD SPECIALS

- Composition 3 Wise Monks. Gro. \$1.00
- Finger Traps. 2 gro. for 1.80
- Trembling Spiders. Gro. 4.50
- Rubber Squirt Gun. Gro. 4.50
- Metallic Dance Checks for Men, 1,000 for 5.25

25% Deposit Required With C. O. D. Orders.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

WHILE THEY LAST!! GIANT SIZE DOLLS

Plush Cubby Bear \$4.00 Ea.
- Miniature Pop Corn Popper 8.97 Ea.
- 7 Pc. Canister Sets 2.50 Set
- Cuckoo Clocks—German Import 5.65 Ea.
- 26 Pc. Embassy Silverware Set 4.35 Set
- Electric Pop-Up Toasters 9.95 Ea.
- Sports Sun Lamps—Infra-Red and Ultra-Violet 8.50 Ea.

Terms: 50% Dep., Bal. C.O.D., F.O.B. Chicago.

distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210

Authorized Distributors for Bally and WURLITZER Products Phonographs

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.

TURKEY
PUSH CARDS
 Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards—
WRITE FOR FREE CATALOG
W. H. BRADY CO., Mfrs.
 Established 1914
 CHIPPEWA FALLS, WISC.

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

WHOLESALE JOBBERS
TO SELL JAR & BOX
SALESMEN WANTED TICKET GAMES
 IN EVERY TOWN AND COMMUNITY. CLUBS, CIGAR STORES, POOL HALLS, TAVERNS, ETC., ARE BEST PROSPECTS, OR START A ROUTE OF YOUR OWN! NO EXPERIENCE NECESSARY. 40% ADVANCE COMMISSION
FREE POCKET SALES KIT
WORTHMORE TICKET GAMES
 1825 S. MICHIGAN AVE., B151 CHICAGO 16, ILL.

1951's Finest
SALESBOARDS
 Ready for IMMEDIATE DELIVERY
 • NEW PLAYER ACTION!
 • GREATER PROFITS!
 Write Today
Superior Products, Inc.
 2133 W. Fulton St. Chicago 12, Ill.

SALESBOARDS
 300—25¢ Kuter Color Thick. Prof. \$15.00-57¢
 400—5¢ Dollar Board-Tk. Prof. \$7.00-57¢
 1000—25¢ Charley Board. Prof. \$50.00-75¢
 1440—10¢ Barrel Board. Prof. \$36.00-98¢
 1900 or 2000 Blank Board. Checkered \$1.25
 1800—5¢ Lulu Board X Tk. Prof. \$18.00-1.49
 1000—25¢ J.P. Charley X Tk. Prof. \$52.00-51.24
 1200—25¢ Texas Charley-Seal. Prof. \$192.28-11.19
 1000—5¢ J.P. Assled Bds. Prof. \$27.00-11.45
 1000—5¢ J.P. Girlie. Prof. \$27.00-11.75
 2400—4 for 25¢ Girlie. Prof. \$27.00-11.89
WRITE FOR TICKET LIST & CATALOG
DELUXE SALES CO., BLUE EARTH, MINN.

SALESBOARDS—JAR TICKETS
NEW LOW PRICE
ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Net Price
300	25¢	QUARTER KOLORS, THICK	Def.	\$15.00	\$.80
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.90
1000	5¢	5¢ CHARLEY, THIN	Def.	17.00	1.10
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	1.25
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	2.25
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.90	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS
 On Sticks—Sizes 1000-1200-1260-1400

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
 Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D.
MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, IND.

SALESBOARDS
FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
 NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS
 10th year giving immediate delivery on finest boards
LEGALSHARE SALES & INDUSTRIES
 222 2nd St.
 P. O. Box 86-R Ph.: Lexington 4-3218 HUNTINGTON BEACH, CALIF.

Salesboard Sidelights

Empire Press, Chicago, is mailing out copy on its full line of boards and push cards, which major domo **Joseph Zimmerman** says is "the most complete line" in the 48. Joseph adds that with price conscious buyers on the lookout for good deals, Empire is set to fill the bill with the right quality at a right price. He says the two factors each bear a direct relation to the other—one depends upon the other and together equal a good buy if correctly balanced.

Max Sax, president of Superior Products, Chicago, hosted firm's executives at a Christmas party held in his home Friday (15). The affair was followed a week later (23) by the annual plant holiday festivities, at which employees again were treated to tables of food and drink and some pre-Christmas merrymaking. One of Superior's sales representatives, **Jim Eggert**, was in town after covering his Illinois-Indiana territory. He took off again for his Southern area trek. **Ralph Cryer**, advertising manager, added to the news parade last week with announcement of a new board, **Card Prize & Cash**, a nickel punch 1,500 holes.

Jerry Scanlan, Chicago, released the eleventh Little Chief pellet game, **Gold Front**. Its available in 5, 10, 25-cent play, and features two visible jackpots, and definite payout. **Ray Mertz & Company**, Chicago, is another firm to set up a new catalog for mailing to customers. Presentation includes company's hundreds of various style, size push cards.

Michigan City Novelty Company, South Bend, Ind., is concentrating on 10 salesboards for its winter sales splash. Numbers include nickel to quarter play, 420 to 3,078 holes. Firm continues to stress immediate delivery in any quantity.

USED COIN-OPERATED MACHINES
 Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word Minimum \$2
 Remittance in full must accompany all ads for publication in this column.
 No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY
 Vending Machines; all makes, models, lowest prices; what have you to sell? **Mac Postel**, 6416 N. Newgaard Ave., Chicago, Ill. **Ja**

CIGARETTE MACHINES—CENTRAL
 Vending of Philadelphia extends the Season's Greetings. The best line of cigarette and candy machines, completely overhauled and refinished. Buy now before further increase in prices. 3967 Parrish St. EVergreen 6-4244.

DIGGERS—ERIES, HAND OPERATED
 for carnivals without coin chutes; Mutoscopes, Electro-Holists, Buckleys, Rotary Merchandisers, Paris, National, 4243 Sansom, Philadelphia, Pa.

ERIE DIGGERS—USED; NEW OAK
 Cabinets, also parts; one 16 ft. Digger Trailer with 16 beautiful Eries; now is the time to act if you need anything. **Frank Evans**, Rt. 6, Box 713, Pine Bluff, Ark. **Ja**

FOR SALE—USED PIN GAMES; CLEAN;
 ready for location. Shanghai, Blue Skies, Grand Award, Virginia, Carnival, \$22.50; send 1/3 deposit. **Frank Guerrini**, Burnham, Pa. **Ja**

FOR SALE—1/2 JENNINGS REBUILT; \$150;
 5¢ and 10¢ Meion Bells, 1949, \$85; 5¢ and 25¢ Buckley Cross Cross, \$85; United Super Bowler, \$25 each; Chicago Coin Bowlers, \$35 each; 2 Aristocrat Pop Corn Machines like new, write; send 1/3 deposit. **Frank Guerrini**, Burnham, Pa. **Ja**

FOR SALE—LATE MODEL PHONO-
 graphs; ready for location; write for list and prices. Seacoast Distributors, Inc., 1200 North Ave., Elizabeth, N. J. **Ja**

MASTER VENDING MACHINES, PORCE-
 lain finish, excellent condition; bargain in large lots. **Harold Carlock**, Johnson City, Tenn.

FOR SALE—40 3-WIRE SEEBURG WALL
 Boxes, \$19.50; 3 H246M Seeburg Hideaways, \$200; 7 Seeburg Teardrop Speakers, \$12; 3 Bally Hot Rods, \$75; 1/3 with order. **Balance Co. Knudsen Music Co.**, 201 E. 2nd St., Salt Lake City, Utah.

POKERINO—10 TABLES; LATE DELUXE
 model; clean, perfect; one or more, \$85 each. **L. B. Wildwood**, N. J. James Travis, 700 East Main St., Millville, N. J. Telephone 2278. **Ja13**

SIX BALLY CLUB BELLS, SIX PAGES
 Reels, four Keeney Super Bells, one High Hand, all free play \$12.50 each; come and get them. **Allan Russell**, Douglas, Ga.

SLOTS—FORTY JENNINGS SDX SUN
 Chief Lite Ups, used 30 months, all denominations, reels, table or console; priced half retail or less; quantity discounts. "Bud" Robinson, Box 156, Lewiston, Idaho. **Call 4575.**

SPECIAL—H246M SEEBURG HIDEWAY,
 3 wire boxes; best offer. **Carroll Wheat**, 2155 Victoria, Wichita, Kan.

STAMP FOLDERS DIRECT FROM MANU-
 facturer; low, low prices; immediate delivery; write for prices and sample. **J. Schoenbach**, 1645 Bedford Ave., Brooklyn, N. Y. **Ja**

WANTED—USED CORADIOS; STATE
 quantity, best price, model, serial number and condition; state whether 1 or 2 hour play. Box No. C-285, c/o Billboard, Cincinnati, O.

25 (ROD'S) COLUMBIA COIN OPERATED
 Radios, used 3 months (2 hr., 25¢). Write Box 233, Cedar Falls, Ia. **Ja13**

\$50 WEEK SPARE TIME—MUST SELL 10
 Challenger Hot Nut Vendors, almost new; one or all under half price. **Walker**, 2415 Apple, Lorain, O.

5¢ CANDY VENDOR FOR SALE—16 SE-
 lected, 3-cowman, \$24.50 each; make an offer. **C. W. Lohr**, 812 S. McDuff Ave., Jacksonville 5, Fla.

Letter List

• Continued from page 40

Myers, Mr. & Mrs. C. N. Preadler, George N. Preadler, Tonyday Quinn, Lloyd	Myers, Jr., Earl	Naab, Mr. & Mrs. Fred Raiford, Allen James	Naab, Lawrence	Naylor, William B.	Neal, Mr. & Mrs. Leonard	Nelson, Gladys & Roy	Nelson, L. M.	Nelson, Morris	Neville, Ray Ashley	Newson, J. T.	Newton, John Robert	Nicholas, Mr. & Mrs. Charles	Nincono, Mr. & Mrs. Dave	Nixon, James	Noch, M.	Noel, Mrs. Robert	Norman, J. C.	Nord, M.	Norman, Jack	Norton, Jacob Francis	O'Brien, Mr. & Mrs. Harry	O'Brien, Pat	O'Connor, Tommy J.	O'Rourke, Walton	O'Shields, Paul Vernon	Ogden, Mr. & Mrs. J.	Olson, C. J.	Orton, Myron	Orton, Mr. & Mrs. Vern	Osborne, Mr. & Mrs. Preston	Osten, Mrs. Clifton	Ovrestreit, Robert L.	Paanacker, Gerald G.	Paige, Mrs. O. & Kiki	Palge, George	Palma, Richard	Pardee, E. C.	Parker, Fred C.	Patrick, Mr. & Mrs. Bill	Patrick, Rascue	Patterson, Mr. & Mrs. Roy	Patterson, Mr. & Mrs. Vernon	Paxton, Mr. & Mrs. Pat	Pearson, Al	Pelican, Joe (Motor Driver)	Pelkey, Christopher	Peller, Mr. & Mrs. Joseph	Pelon, Mr. & Mrs. Vern	Perry, Frank	Perkins, Alonzo Harris	Perri, Anne	Perry, Marion	Perry, T. W.	Peters, Ralph	Peters, Tana Louise	Petron, Herbert	Piedra, T. & John	Phelan, Peter J.	Phillips, Charles	Phillips, James	Piercy, Mrs. Frances	Piercy, Howard	Pinkleton, Earl B.	Powell, Eleanor	Powell, James S.	Price, Mr. & Mrs. Walter X.	Scarborough, Jimmy M.	Schaffer, Bernard	Schank, Frank "Jersey"	Schultz, Jr., Ralph	Schultz, Ronald K.	Schuster, J. B.	Scott, C. W.	Scott, Homer	Screbneff, Wm.	Seely, Victor Wallace	Senior, Glen	Sexton, Lillian	Shaffer, Jon & Eva	Shaffer, H. J.	Shannon, Mr. & Mrs. Buster	Sharkey, Thomas F.	Shelby, Jack	Shelby, John F.	Shelford, Bill	Shipley, Fred (Shep)	Shirker, Frank (Victor)	Shipley, Richard	Shores, Smiley	Short, Joe	Shrader, Kenneth V.	Shumaker, Hoyt	Sibley, Kenneth C.	Sickle, Bob	Sidney, Mr. & Mrs. Richard	Signor, Mr. & Mrs. Art	Simpson, Jimmie	Simpson, Mrs. Marie	Sisk, Jenn & Earl	Slaughter, Mr. & Mrs. Kenneth	Sloane, Bernard	Sloan, Muri C.	Smith, Bill	Smitty, W.	Sordelt, Mrs. Myra	Spide, Lester	Sparks, Mr. & Mrs. Tom	Spring, Frank	Stangl, Wilbur	Steele, Jon & Sandra	Stempin, Mr. & Mrs. Al	Stern, Mr. & Mrs. Al	Stern, Elton E.	Stevens, Ed J.	Stevens, Fern D.	Stewart, Wm. J.	Stoffel, Walter	Stokes, Mr. & Mrs. Morris	Strayer, Mr. & Mrs. Robert	Strother, Mr. & Mrs. C. W.	Stroud, Howard	Stroud, Mr. & Mrs. Howard	Stuiken, Mr. & Mrs. Henry C.	Stutz, Jim	Summers, Jimmy	Sutton, Mr. & Mrs. Pete	Swan, Walter	Swinsavsky, William	Talbot, Tex	Tanzel, Duat	Tate, June	Tauber, Mrs. Estelle	Taylor, Billy	Taylor, Wm. E.	Temple, Lawrence Benny	Terrell, Robert	Terrell, Robert	Thomas, Banks	Thomas, Fred	Thomas, Mr. & Mrs. Lee	Thomas, Mr. & Mrs. W. A.	Thompson, George A.	Thompson, George	Thompson, Mrs. Jacklyn	Thompson, James	Thompson, Russell	Timberlake, John E.	Todd, Frank	Tooson, Daniel	Tracy, W. R.	Travis, L. H.	Trent, Reubin	Troxel, Don Lee	Troy, James	Turner, Jack	Urling, Dr. Surge T.	Van Arsdale, Charles	Van Arsdale, Charles	Ward, Edward	Wright, Charlotte	Wyble, Mr. & Mrs. Glen	Wyrick, Robert	Wyson, Charlie	Young, Albert Grant	Young, Reubin	Young, Toby	Zaharee, James W.	Zerbe, Ed.	Zinn, Mr. & Mrs. Zeko	Lorenz, Mr. & Mrs. Slim	Lux, Mr. & Mrs. Joe	Mckey, Mike	Malos, Mike	Martins, R. M.	Montiny, Ley	Mullaly, G. G.	Mullen, Fred	O'Dell, Larry E.	Pearson, Don	Phelan, Charles	Raymond, Emma	Redway, Tommy Hats	Rodis, Mr. & Mrs. S.	Rosa, Mrs. B.	Frenzel, M. E.	Galuppo, Jack	Genote, W. D.	Gavitt, Whitey & Jack	Gray, Edward J.	Gerrasi, Connie & Ad.	Gibbons, Arthur	Gilson, Earn L.	Glenn, Carroll Buzz	Granger, Allan	Gray, Edward J.	Griffin, Lloyd	Gussick, Arnold	Haley, Jerry	Hall, Ed	Hall, Harold	Hampton, Dudley	Hampton, J. C.	Handler, Bill	Hanns, George	Hannford, Miss Gracie	Harrison, Jimmy	Harrison, J. R.	Hart, Don	Hart, Ray	Harvey, Henry & Margaret	Harvey, Johnie	Harvey, J. P.	Haywood, Mrs.	Henderson, Lester	Henley, Sailor Katzy & Irene	Hern, Henry	Heth, Mrs. Blanch	Hewitt, Joe	Hobbs, Curly	Hoffman, Mrs. Margaret	Hoffman, Margrute	Hornor, William M.	Howard, H. Jay	Howell, Otis	Howard, Oscar V.	Hughes, Mrs. Delma	Hughes, Homer	Humphrey, Charles	Hyland, Dick	Jack, Wm. E.	Johnson, Gordon	Jamison, Larry	Johnson, Lloyd G.	Johnson, Miss Pankin	Johnson, Miss Pankin	Jordan, Peggy	Thomson, Robert	Thurman, Brad W.	Tison, O. A.	Trent, Mrs. Ester	Trost, James I.	Turner, Marie	Wagner, Jack	Vreeland, Jack	Vreeland, Robert	Wadsworth, Harold	Wagner, C. W.	Walker, Earl B.	Walter, Lee	Waters, J. A.	Webster, J. H.	Webster, Mrs. Johnnie	Webb, Henry D.	Webb, Henry M.	Wendel, A. M.	Wells, Mrs. Sam B.	West, M.	West, Mac	West, W. E.	Wick, Mrs. Ruth	Williams, Edwin	Williams, Nig	Williams, Orval	Wolf, Fred M.	Wood, Julian L.	Wood, Donald M.	Yager, Harry
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MAIL ON HAND AT
NEW YORK OFFICE
 1564 Broadway
 New York 19, N. Y.

WRITE US FOR
PROFITABLE DEALS
 In regards to
SALESBOARDS
R. C. WALTERS MFG. CO.
 4201 Norfolk St. Louis 10, Mo.

MAIL ON HAND AT
CHICAGO OFFICE
 188 W. Randolph St.
 Chicago 1, Ill.

WRITE US FOR
PROFITABLE DEALS
 In regards to
SALESBOARDS
R. C. WALTERS MFG. CO.
 4201 Norfolk St. Louis 10, Mo.

Morales, Pedro
 Newman, Norman
 Newton, Harold V.
 Novak, Bonnie
 Orantos, The
 Pancoska, Jerry
 Parroff, Harry
 Powers, Loretta
 Pritchette, Lyle
 Re, John (Mickey)
 Roberts, Nada
 Ruddy, George N.
 Scatterday, R. O.
 Sherman, Brod.
 Shipley, Earl
 Siegfried, Fritz

MAIL ON HAND AT
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 390 Arcade Bldg.
 St. Louis 1, Mo.

Ackerman, Bill
 Aekley, T. W.
 Adams, John
 Alexander, Mrs. Jackie
 Allen, Lee
 Allen, Leo
 Andriab, Pete
 Arnold, Eddy
 Arnold, Mae Joe
 Ashby, Frank
 Austin, Dick
 Austin, Frank T.
 Baer, Jack
 Baer, John
 Baker, Iola
 Baker, William J. Jr.
 Baldwin, Billie J.
 Baldwin, Tom
 Bales, Pat
 Ballou, Charles
 Barbour, C. E.
 Barfield, Willie "Cool"
 Barnes, Jack
 Barnes, Virginia
 Barr, E. E.
 Barnes, Howard Y.
 Beckner, Virgie
 Bell, Billy
 Bell, Capt. & Mrs. Joe
 Bell, Vern
 Bennett, Charles E.
 Berryhill, Leo
 Blakeley, Tom
 Blomberg, William A.
 Boudreau, Mrs. Gilbert
 Boudreau, Pete
 Bradner, Robert E.
 Brannock, J. W.
 Briggs, B.
 Brod, Maury
 Brown, E. W.
 Brown, Mrs. Rose
 Brown, Roy T.
 Brunk, W. H.
 Buler, Davis Elwood
 Buley, Jerry Lawrence
 Burke, Lloyd
 Burman, Robert
 Buono, Leon
 Calkins, Fred
 Callander, Peter
 Canipe, Walter
 Carroll, David Sylvester
 Caskey, Miss Helen
 Caswell, Fred
 Cheney, Charles
 Cheaney, Bob
 Chisolm, Dave
 Clemens, Dick
 Clemens, Elmer R.
 Connor, T. O. & W. L.
 Coon, Roy
 Connors, Lynn
 Conway, Clarence James
 Copper, Scotty
 Cottogains, (Reid's Bingo)
 Coulson, Harry
 Cowan, Russ
 Crawford, George
 Cronin, S. L.
 Crowe, Bill & Leona
 Curtis, Marvin
 Darrin, Melvin Eugene
 Davis, Mrs. N. E.
 Davis, O. B.
 Deering, R. E.
 Deering, Reubin
 Delaney, John
 DeVault, Don
 Donaldson, Chas.
 Dondineau, Jerry
 Dondineau, L. J.
 Donovan, Bonnie Jean
 Dorell, James V.
 Douthit, Harrison
 Dought, Harrison
 Duffy, R. J.
 Dunn, Mrs. Anna
 Dunn, Bill
 Edwards, Albert
 Edwards, Mrs. Alyce D.
 Edwards, Duke
 Edwards, G. A.
 Edwards, G. E.
 Edwards, Glen
 Elders, Charles
 Elam, Charles
 English, Ralph
 Enquest, Clarence
 Evans, Tom & Frank
 Evans, William & Caroline
 Fanelli, Bob
 Fanello, Isadus
 Fellis, Walter
 Foley, James
 Fortner, Don
 Fortner, Geo.
 Frenck, Tama
 Frenck, Roy
 Frenzel, M. E.
 Galuppo, Jack
 Ganote, W. D.
 Gavitt, Whitey & Jack
 Gray, Edward J.
 Gerrasi, Connie & Ad.
 Gibbons, Arthur
 Gilson, Earn L.
 Glenn, Carroll Buzz
 Granger, Allan
 Gray, Edward J.
 Griffin, Lloyd
 Gussick, Arnold
 Haley, Jerry
 Hall, Ed
 Hall, Harold
 Hampton, Dudley
 Hampton, J. C.
 Handler, Bill
 Hanns, George
 Hannford, Miss Gracie
 Harrison, Jimmy
 Harrison, J. R.
 Hart, Don
 Hart, Ray
 Harvey, Henry & Margaret
 Harvey, Johnie
 Harvey, J. P.
 Haywood, Mrs.
 Henderson, Lester
 Henley, Sailor Katzy & Irene
 Hern, Henry
 Heth, Mrs. Blanch
 Hewitt, Joe
 Hobbs, Curly
 Hoffman, Mrs. Margaret
 Hoffman, Margrute
 Hornor, William M.
 Howard, H. Jay
 Howell, Otis
 Howard, Oscar V.
 Hughes, Mrs. Delma
 Hughes, Homer
 Humphrey, Charles
 Hyland, Dick
 Jack, Wm. E.
 Johnson, Gordon
 Jamison, Larry
 Johnson, Lloyd G.
 Johnson, Miss Pankin
 Johnson, Miss Pankin
 Jordan, Peggy
 Jurden, Donald Eugene
 Karen, Jack
 Karen, J. D. (Eddie)
 Kaffer, Mrs. Donna
 Kelley, C. (Rough-house)
 Kelly, Edith
 Kelly, Kittle
 Kennedy, Charles R.
 Kennedy, Charles B.
 Kerr, Jack
 Kitzel, Lee & Family
 Kolb, Snippy
 Kutzner, Steve
 Lambert, Bill
 Lambert, Fred
 Lamont, Harry
 LaRue, Frenchy & Mom
 Lawler, Fred R.
 LaVell, Frank X.
 Lehman, Chris E.
 Leisner, George Henry
 Leroy, Charles & Anna
 Lester, Bobby
 Little, Carl T. & Family
 Loesdon, Billy
 Loesdon, David
 Loder, William (Joe)
 Lutes, William S.
 McCabe, Vince
 McCall, Johnny
 McDonald, B. C.
 MacEachern, R. A.
 McFarland, Tob
 McKee, John
 McKinner, Dick
 McNally, Harry
 McNece, L. R.
 Madore, Mrs. Marjann
 Mahoney, Dan
 Malbin, Edward
 Marba, Curley. Shows
 Marba Shows
 Marchand, Noah
 Martin, Leik
 Masters, Al
 Mathews, Chester
 Matson, Bernice
 Meek, Harold
 Mehl, Tom
 Miller, Elsie
 Mitchell, Everett
 Moore, Bab
 Moore, Josephine
 Moorehead, Buddy
 Morales, Felix & Family
 Moran, Jim
 Moray, Miss Jackie
 Morgan, Miss Pat
 Mozley, C. R.
 Myers, Minnie
 Neely, Robert B.
 Nelson, Edward
 Nelson, Pete
 Niel, Leonard
 O'Brien, Mrs. L. M.
 O'Connors, Lefty
 Odell, Mrs. Jess
 O'Leary, Bob & Family
 O'Neil, Jim
 Osborn, Linwood E.
 Osborn, Walker
 Patterson, Edward
 Patterson, William
 Payne, John
 Payne, John E.
 Paxton, Pat W.
 Peterson, Guy
 Philpot, Dock & Sue
 Pierce, Wm. E. & Family
 Price, Miss Beulah
 Pruitt, Mrs. Joe
 Ray, Charlie
 Redman, Ace
 Reynolds, Joann (Jo-Ann)
 Reynolds, Duk
 Reynolds, Mrs. Peggy
 Richards, J. T.
 Richards, Whitey
 Ricby, Maurice
 Rieker, Edie P.
 Ringlin, George
 Robinson, Ralph & Lona R.
 Rohter, Lawrence
 Roland, Miss Anna Lee
 Ross, Henry
 Rosier, Roy
 Sanders, Robin
 Sayre, Clarence N.
 Schnepel, Wimpy
 Scott, Earl
 Scoville, Earl
 Serris, Edward F.
 Shega, Joe
 Silvestri, Antonio
 Sima, Joe
 Simpson, Marie
 Smith, Chas. W.
 Smith, Eddy
 Smith, Edward
 Smith, Francis M.
 Smith, Mrs. Iola
 Smith, Wm. D.
 Smith, Wm. D.
 Snyder, Chuck
 Sokolowski, Peter
 Speck, Arel
 Stanley, Pat Geo.
 Starr, George
 Starr, Blackie "Hoppy"
 Steinfeldt, Fred
 Stevens, Bob
 Stewart, F. E.
 Stewart, James
 Storey, Sherry
 Strohl, Edward
 Sturms, Edward F.
 Sutton, F. M. Jr.
 Sutton, Mrs. Vivian
 Talley, Clifford
 Taylor, Mrs. Patsy
 Taylor, Tiny Billy
 Teska, Mrs. M. J. & Family
 Thomm, Robert
 Thornton, Brad W.
 Thurman, Brad W.
 Tison, O. A.
 Trent, Mrs. Ester
 Trost, James I.
 Turner, Marie
 Wagner, Jack
 Vreeland, Jack
 Vreeland, Robert
 Wadsworth, Harold
 Wagner, C. W.
 Walker, Earl B.
 Walter, Lee
 Waters, J. A.
 Webster, J. H.
 Webster, Mrs. Johnnie
 Webb, Henry D.
 Webb, Henry M.
 Wendel, A. M.
 Wells, Mrs. Sam B.
 West, M.
 West, Mac
 West, W. E.
 Wick, Mrs. Ruth
 Williams, Edwin
 Williams, Nig
 Williams, Orval
 Wolf, Fred M.
 Wood, Julian L.
 Wood, Donald M.
 Yager, Harry

ARCADE SECRET

Diversification Key To Success in N. E.

BOSTON, Dec. 30.—Diversification is the secret of success in the amusement arcade business, says Charles Wertheimer, operator of New England's biggest arcade, located on Washington Street in the heart of downtown Boston.

"The more different types of automatic coin machines the better," says the man, who, with John Christopher of Baltimore, pioneered amusement arcades in the U. S.

Wertheimer was the first operator to bring the arcade uptown from the beach boardwalk and dress it up as a competitor of the movie palaces.

Shortly after World War II he opened, for the first time in Boston's 300-year-old history, three amusement arcades, two in the theatrical district of Washington Street and one at Scollay Square. The Scollay Square operation has been sold, and Wertheimer now operates the big 3,000 square foot lavish arcade across from the R. H. White department store and between two of the Hub's biggest movie houses, and a smaller op-

ASLI Plans 14 State Tilts as Season Wind-Up

UNION CITY, N. J., Dec. 30.—With registrations at American Shuffleboard Leagues, Inc. (ASLI) headquarters in the final tallying stage this week, Ken Poulsen, field director, announced that the organization plans to sponsor 14 State tournaments next April. He disclosed that 8,514 players are already listed on the ASLI roster, formed into 774 teams and 101 leagues.

While Illinois and Wisconsin topped the list last year as the States in which most players were signed, honors this year shifted to Michigan, where all major cities are represented, according to Poulsen. He said 24 Michigan leagues, comprising 184 teams, already have been signed.

Cities in which the State events will be held are now being chosen and will be announced by ASLI soon. No plans have yet been made for a coast-to-coast championship tournament such as capped the ASLI competitive season last year.

Poulsen said some registrations are still being processed and that total figures may rise some before the books are closed. Although registration deadline was December 20, some mail was held up due to the Christmas holidays, he explained.

New Release For Winner

CHICAGO, Dec. 30.—Universal Industries, thru Vice-President Bill Ryan, announced a new release on the one-ball game, Winner, was started this week. It was introduced at the ACMMA last June and has had several separate runs since that time.

Built around proven one-ball features, Winner also developed several new ideas for this type of equipment, designed to offer players added incentive to play several games. These include added entry features and carry-over play from game to game.

Lock Firm Plans Million \$ Plant

FITCHBURG, Mass., Dec. 30.—Independent Lock Company and Lockwood Hardware Manufacturing Company here jointly announced the completion of plans for building a million-dollar plant in Selma, Ala. Expansion of production facilities was necessitated by increased demand for the products of both firms, it was stated.

Construction of the new plant will start immediately, officials reported. The main building will contain 120,000 square feet of floor space. Initial staff will number 300.

eration further up Washington Street.

The modern amusement arcade is a far cry from the old beach and park operations, and layout to get the most return from customer traffic is a point that has been worked out to the minutest detail. Plenty of flash in neon tubing around the entrance, and music over an amplifying system from a Seeburg Select-O-Matic, and an all new modernistic chrome and steel front take care of the visual approach.

A 12-stool fountain and food bar with standee room runs across the right entrance wall. On the other side is a jewelry concession. In the middle of the floor is the change booth.

Change Booth
"The location of the change booth is important," Wertheimer pointed out. "It should be placed before the pins and other games, so that the customer walking in will have the fact that he may need change brought to his attention." There is a psychological bit of business here, he revealed. It seems that coming up towards a change booth will somehow influence a customer who came in with only a nickel for play to decide he better get some more nickels "just in case." And invariably he will always use up those nickels he got for change before he leaves.

Why this is so, Wertheimer doesn't know, he says, but he knows it works. At the beginning of the amusement arcade operation, coin changers were used, but slug trouble, even the machines were equipped with slug rejectors, made it a poor operation.

"Coin changers would be an
(Continued on page 51)

Exhibit Shows Trigger, First '51 Five-Ball

CHICAGO, Dec. 30.—The first 1951 Exhibit Supply Company product is now on display at all firm distributor headquarters. It is a five-ball game called Trigger and is a complete departure from previous five-ball units manufactured by Exhibit.

Most of the game's scoring gimmicks are massed near the top of the playfield, leaving the bottom half wide open for cross ball action. Trigger has a drop coin chute, two pairs of powered flippers and a one-ball penalty on tilt occurrences. It also has changing value bumpers and a bonus scoreboard. Backglass is set on rear portion of playfield. The game was engineered for simplified servicing.

USED GAME DEMAND UP AS OPS HYPO BUYING

Today's Steady Prices Expected To Start Up Early in 1951

CHICAGO, Dec. 30.—Although prices have not yet started to go up in the used game field, demand for late model pinballs and shuffle games has increased steadily in the past few weeks, it was learned by *The Billboard* thru a survey of representative distributors in principal cities across the country. While the demand varied somewhat according to geographical location, most coinmen agreed that the used game market is going thru a period which will result in higher prices in the months ahead. Operators already were beginning to buy with the idea of saving future money.

Uppermost in the minds of operators paying increased attention to used equipment was the possibility that fewer new games might be available by the spring

COFFEE AND--- WARMS UP OPS

CHICAGO, Dec. 30.—First Distributors here have installed a new coffee bar in their North Avenue headquarters, serving hot coffee, hot chocolate, milk and soft drinks, sandwiches, cookies and cake thru the working hours. Above list of refreshments were set after ops visiting the spot had voiced their preference on the type of food and drinks they would prefer to have on hand.

With over 750 servings chalked up in the first few weeks of the operation, Wally Finke and Joe Kline, org's owners, stated the heaviest run on the coffee and—occurred during the recent zero temperatures.

Lining the walls of the room are photos of ops who have visited the rep's headquarters. Special mural mountings have been made for the photos and more pix will be added regularly.

193 Teams Now Active Under Detroit Assn.

DETROIT, Dec. 30.—Big-scale league play in shuffleboards is working out successfully, with not one team leaving the fold after two months of operation. Sponsored by the Detroit Shuffleboard Association (DSA), leagues were organized in the early fall, and provided with the necessary services and morale support, a significant factor in the success of the experiment here.

There are now 196 teams actively participating—one of the largest active groups in the country—and at least eight teams are waiting to get started. These will be placed in operation a little after the first of the year—formal start of a new league is not sanctioned until the league itself is properly organized, and steady participation of all teams assured.

Backing given by operators has increased, since they began to see the results, according to John C. Westerdale, director of league play for the DSA. Many have had locations which never before returned a profit until they had the experience of seeing them turned into moneymakers by the stimulation given by a regular location team.

Shift to Dime
Typical was the experience of Michael Benson, DSA president, who had a location which had only a nickel coin chute on the board and which he was ready to abandon as unprofitable for shuffleboard. The league idea was sold to the location owner, and a shift to the usual dime chute
(Continued on page 51)

Justice Dept. Sets Bell Bill Procedure

WASHINGTON, Dec. 30.—The Justice Department declared here that there is no likelihood for establishment of a "grace period" under the Johnson bill restricting interstate shipment of machines. The measure, a Justice spokesman said, becomes "operative as of the day it gets the President's signature." The bill went to the White House December 20.

The Justice spokesman said the attorney general is not contemplating drawing up special procedures under the measure which, he said, specifies what is required of manufacturers and distributors of gaming machines. He added, however, that if manufacturers and distributors are puzzled by the language of the measure, they can seek clarification at the office of their local federal district attorney. If considerable confusion develops over the language, it is likely that the attorney general's office in Washington will issue a set of formal regulations.

As matters now stand, according to the Justice spokesman, the department is not planning to print special inventory forms or instructions. Manufacturers and distributors, he said, are expected to study the measure itself, which

specifies in detail the provisions for registering with the attorney general and reporting inventories, invoices and shipments.

"Normally, a bill which explains all procedures in detail, such as this bill does, won't require any special printing of further procedures," said the spokesman.

"At the present time, for this reason, it is not contemplated that there will be any grace period for manufacturers and distributors to get their inventories in order since it is presumed that inventories are kept, customarily, pretty much along the lines outlined in the measure."

The spokesman said the department expects there will be questions from persons affected by the measure. He said district attorneys will be glad to answer the questions, but he added that the answers are likely to be found in the text of the measure, which is specific.

"Live" Fighters Highlight New Gottlieb Game

CHICAGO, Dec. 30.—D. Gottlieb & Company distributors are now showing a new five-ball game called Knockout, featuring animation on the playfield, Nate Gottlieb, firm executive, announced this week.

Animation is in the form of three-dimensional boxer manikins who actually swap punches, and a referee who tolls the count visibly in case of knockdowns. Boxers are knocked down for counts of 5 or 10 and are saved by the bell while the game is in progress. Knockdowns are scored either by making a 1-5 bumper series, guiding a ball in such a way as to hit the "KO" target or go over a "KO" roll-over button or over a "KO" roll-over switch. The new Gottlieb product also has pop bumpers, spot features and a mystery replay principle. Score can run in excess of 5,000,000 points.

Virginia County Sets Game Fee

WASHINGTON, Dec. 30.—The county board in Arlington County, Virginia, last week approved a \$200 per machine annual license fee on "games where the element of chance predominates over the element of skill." It will become effective January 1 and supplements a \$1,000 license for distributors of the equipment.

The per-machine fee was included in a revised business license ordinance. According to Denman T. Rucker, commonwealth attorney, pinballs were not cited specifically in the ordinance, but are indirectly applicable.

CM TAX INCOME HITS NEW HIGH

WASHINGTON, Dec. 30.—The federal tax on coin-operated machines produced a whopping yield of \$2,824,446 in November, which was four times the size of the \$787,693 yield for the same month in 1949.

This brought the total yield since the start of the current fiscal year on July 1 to \$17,480,629, an increase of almost \$1,000,000 above the total for the corresponding period last year.

Total federal tobacco taxes yielded \$111,515,145 in November, as compared with \$111,263,931 in the same month in 1949.

The total since the start of the current fiscal year is almost \$20,000,000 above the yield for the corresponding period last year.

SEAMEN'S MECCA

It's Always Arcade Time In St. Pierre

ST. JOHN, N. B., Dec. 30.—Emmanuel Rualt Cazier and Henri Moraze own a large recreation center in St. Pierre featuring an arcade which gets heavy play not only from natives of the St. Pierre-Miquelon Islands but from transient seamen and Newfoundlanders. A French possession, St. Pierre reaches within 20 miles of the Newfoundland coast.

Fishing is one of the chief occupations of the islands, and St. Pierre is its sole large trading center. It has about 7,000 permanent residents and resembles a typical small French city. Tho some natives can speak and understand English, French is the official language.

Equipment Used
The arcade includes most of the latest amusement equipment plus large batteries of snack and service vendors. Juke boxes in the recreation center play both Eng-
(Continued on page 51)

lowed by a continued slow period which appeared to end the week before Christmas. It must be remembered that this concerned game sales only, for location play on pinball and shuffle games has not improved materially in most sections of the country since last summer.

One of the major exceptions has been in West Coast metropolitan areas where defense production has become a reality, and factory pay rolls in defense plants have been stepped up sharply. Most coinmen now believe that play will pick up noticeably all over the country after the first of the year and that heavy buying of all available late model games will continue, eventually resulting in a stiffening of the entire used game price field.

of 1951 and older equipment would then begin to take on added value. They also are buying with reasonable assurance that the heavy increases in the armed forces, already set for next year, will open many locations not only for games but also music machines and vendors. These will include newly activated military installations and at fields now being enlarged to quarter men and women about to return to the services.

One reason advanced for prices remaining the same and even dropping in some instances recently was that in the fall of this year when business usually would step up noticeably after a summer slowdown, trade in general in the new and used game sales field showed little if any improvement over summer trade. This was fol-

New Chase Exec

ST. LOUIS, Dec. 30. — W. A. Yantis, president of Chase Candy Company, announced the appointment of George Granger as assistant merchandising manager. Granger will also serve as secretary of the firm's Diamond Jubilee Club this year. Org is marking its 75th year in business.

Cig Companies Spur Vender Biz Thru Special Promotion

Ops Benefit Via Radio, Tele Plugs, Point-of-Sale Aids

CHICAGO, Dec. 30.—Cigarette manufacturers are putting more point-of-sale and vender promotion aids in the operator's hands after chalking up results of earlier efforts in this direction, a check of major cig producers by The Billboard revealed this week. And in addition to on-location plugs, some companies have jacked up their mention of venders on radio and television commercials.

While increased stress on automatic merchandising of pocket-size products has been the general trend among such suppliers, the cig maker thru his special program of automatic merchandising stands out as a leading example. That such action has paid off is amply proven by its continued application.

Sticker Promotion

Chiefly, ciggie firms are offering point-of-sale promotion in the form of various vender stickers. These include specific information on pack price, number and denomination of coins required, and whether or not packs are pennied. Others are designed to draw attention to venders and the availability of machine-sold cigarettes. And in one instance, a cig maker also provides special candy stick-

ers to step up vender sale of that product.

One of the leading tobacco firms, R. J. Reynolds Tobacco Company, spurred its vender-ad program following the 1949 National Automatic Merchandising Association (NAMA) convention. Taking its cue from the "selling signs" idea presented during the cigarette session at the Atlantic City meet, firm worked up new stickers to forcefully remind smokers to buy cigarettes. One of the decalcomanias reads: "Need Cigarettes? Serve Yourself." Decal is given appeal by the addition of a picture show-

ing a girl smoking, and the phrase, "Fresh Every Week."

Placement Pointers

Reynolds has also given some basic thought to placement of the stickers in varying vender installations. While it suggests all should be placed at eye-level, certain positions are highlighted as conducive to best results. A series of photos accompany the sticker package, and show venders in most common types of installations. Where the machine is so placed that its sides are more vis-

(Continued on page 52)



VICTOR'S TOPPER DE LUXE NOW AVAILABLE!! with the ALL-PLASTIC GLOBE

Contact your VICTOR distributors or write direct for descriptive literature and price list on complete line.

VICTOR VENDING CORPORATION 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Apple Growers Conduct Vender Test in N. Y.

ROCHESTER, N. Y., Dec. 30.—Test operation of a refrigerated apple vender has been announced by the Western New York Apple Growers Association (WNYAGA). George C. Strassenburgh, chairman of the organization's apple vending machine committee, said three venders are being placed at the University of Rochester's Cutler Union, the YMCA, and in a large industrial plant. The units, said to be the first of their type in the western New York area, are being tested for popularity, he said.

Strassenburgh, speaking of vender sale of apples, declared: "This offers an entirely new outlet for apples because it in no way competes with present sales methods, in fact it stimulates sales."

The vender under test holds 208 apples in individual wire baskets on four separate electrically operated rotary bands.

Cigs on the Menu

How Atlanta Op Plugs Plus Biz in Eateries

ATLANTA, Dec. 30. — Asking restaurant operators to list on their menus the fact that "cigarettes are available in the cigarette vending machine" is a simple stunt which has considerably increased route sales of cigarettes for Cigarette Service Company here.

Cigarette Service Company, operating almost exclusively electric machines, has outstanding restaurant, hotel dining room, and coffee shop locations thru the Georgia metropolis, most of the machines skilfully "sold" to restaurant operators on the basis they leave cashiers free to make change and answer the questions of customers, that they do away with extra book-keeping in tax handling, pricing, etc. Even many "die hard" restaurant operators, who kept cigarettes at the cashier stand as a convenience for their food service customers, have been won over to allow automatic merchandising to take care of the problem.

Pick Locations

To do away with the hesitation, glancing about, and time tied up in questions, which use of a cigarette vending machine may bring about, Cigarette Service Company has attempted to locate each of its machines in as prominent and readily visible a location as possible. However, whenever there is some hesitation on the part of the customer who has "run out of smokes" and looks for a machine, it often is still necessary for waitresses, or other personnel of the restaurant to point it out, or give him information.

To do away with this, Cigarette Service Company has wheedled most of its restaurant operators into either including a "rider" strip sign in their menus, or actu-

ally printing on the surface of the menu, the location of the cigarette machine, and the fact that cigarettes may be had in this way.

A typical restaurant, in a large Atlanta hotel on Peachtree Street, indicates "Your favorite cigarettes available in the machine opposite the checkroom!" This, printed on the menu where it catches the attention of every customer as soon as he begins to examine the food

(Continued on page 46)

Name Jensen Sales Manager For Eastern

NEW YORK, Dec. 30.—Anthony Caruso, president of Eastern Electric, Inc., has appointed Ken Jensen to head up the cigarette machine manufacturing firm's sales department, it was announced this week. He replaces Lew Jaffa, whose resignation from the sales manager's post was made public a week ago.

Jensen, a veteran newspaperman, was associated with The Billboard for the past eight years. He served both in this publication's New York and Chicago offices, specializing in recent years in the coin machine field. Jensen will make his headquarters in Eastern's offices here in the General Motors Building. George J. Young, with Eastern for the past four years in a sales capacity, will assist Jensen in the field, Caruso said.

Mobilization Query Draws 566 Answers

CHICAGO, Dec. 30.—Completed operator mobilization questionnaires had been received from 566 companies by Tuesday (28), spokesmen for the National Automatic Merchandising Association (NAMA) declared. They added that returns are expected to reach 1,000 prior to January 15, when the tabulation will be completed.

Some 30 manufacturers of vending machines mailed the operator mobilization questionnaire to their customers in order to compile information of vending's essential role in a war economy.

Locations

Principally, the questionnaire seeks to determine the percentage and types of equipment which operators have in such essential locations as armed forces installations, hospitals and industrial plants.

In the 566 responses received, NAMA reported a high percentage of returns from dairies and bottling companies, indicating that independent vending machine firms are not replying as fast as was

anticipated. Spot mailings to selected groups of operators will be made to increase the percentage of returns from this classification.

Originally a deadline of December 20 was fixed for the return of the questionnaires, but the pre-Christmas rail strike and the holiday mail rush tied up so many questionnaires that NAMA intends to extend the deadline indefinitely. The association said, however, it expects to complete tabulating on schedule.

Results to Committee

Once the questionnaires are tabulated results will be turned over to NAMA's government liaison committee which will, in turn, present these and other facts to government agencies to demonstrate vending's essential character.

Operators who have not received questionnaires may secure copies by writing NAMA at 7 S. Dearborn Street, Chicago. Operators who have received questionnaires, but have not yet returned them, are urged to do so immediately by NAMA officials.

National Ups Cig Unit List \$5 January 1

ST. LOUIS, Dec. 30.—Increases in manufacturing costs have pushed up the price of National Vendors' cigarette machine \$5, bringing the list for the unit, with stand, to \$190. National's customers were informed of the increase, effective January 1, in mid-December.

No price changes were made in lights (\$5), changer (\$10) or the match unit (\$10). With all accessories, the nine-column cigarette machine now lists at \$215.

All orders placed prior to December 12 escape the increase, and orders placed and filled before January 1 were shipped at the old price.

Advertisement for Silver King pistachio vending machine, featuring 'LARGEST PROFIT MAKER' and '5c Silver-King for Pistachios'.

Advertisement for 'MAJOR OPPORTUNITY!' in food vending business, mentioning '\$10,000 will handle' and 'BOX CH-137'.

Advertisement for 'LUCKY BOY VENDORS' at \$9.75 each, including '5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE'.

Advertisement for 'FREE 1,000 Plastic Charms #2' worth \$3.00, from 'EPY Samuel Eppy & Co., Inc.'.

Advertisement for 'TOP VALUE-LOW PRICE!!' vending machines, listing prices for 4 or more (\$12.00 each) and 100 or more (\$11.25 each).

Large advertisement for 'AMERICAN SCALE MFG. Co.' featuring 'CHARACTER READINGS YOUR FUTURE?' and a coupon for \$25 deposit.

GET * NEWER CHARMS

Lower prices from America's newest Charm manufacturer Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street, Pittsburgh 20, Pa.

TOPS IN CROPS

Vender Supplies Seen Bright Spot In Current Emergency Dithers

WASHINGTON, Dec. 30.—Amid the defense emergency's grim crackdowns, favorable news for the vending machine industry came from the United States Department of Agriculture last week in its official crop report showing record or near-record production of crops used in vending machine products.

All-time record crops were chalked up for 1950 in popcorn and sugar beets, while near-record highs were established in output of peanuts, tobacco, almonds, filberts and walnuts according to AG Department's official crop report for 1950. Harvesting of pecans fell below average. Total production of all crops, including corn, wheat and cotton was the third highest on record.

Popcorn Up 53%

Popcorn growers in 11 commercial producing States harvested 243 million pounds of popcorn this year, the report showed. This is 53 per cent above the 159 million pounds harvested in 1949 and 26 per cent above the 10-year average production of 192 million pounds. AG stated that this high output was due to "larger acreages harvested and larger yields per acre in most producing States."

"Acreage allotments on field corn, the relatively small popcorn production in 1949, together with a good demand late last year, were factors which contributed to acreage increases this year," the report continued. Growers planted 143,300 acres of popcorn this year, or 42 per cent more than 100,800 acres planted last year.

AG estimates that the 1950 production of peanuts for picking and threshing is 2,038 million pounds, compared with 1,876 million harvested in 1949. "Final outturn of the current crop is larger than was expected earlier in the season and is only 13 per cent below the rec-

ord crop of 2,338 million pounds harvested in 1948," stated AG. "Weather conditions were favorable during the harvesting season in most areas and the crop was saved in excellent condition and with a minimum loss."

Acreage Records

"A total of 2,315,000 acres was harvested for picking and threshing this year compared with 2,332,000 acres in 1949. The 1950 yield per acre of 881 pounds is the largest on record and is 20 pounds above the previous high yield of 861 pounds in 1940."

Total tobacco output this year, according to the final crop report, is estimated at 2,036 million pounds, which is about 3 per cent above last year's crop when 1,972 million pounds were grown. The increase occurred despite lower acreages this year. Acreage harvested this year was 1,594,000 compared with 1,631,000 acres last year, while the yield per acre reached 1,277 pounds this year, slightly above the previous record of 1,274 pounds in 1948.

The flue-cured tobacco crop this year 13 per cent above last year's, which is the third largest on record, exceeded only in 1946 and 1947 when 1,352 million pounds and 1,317 million pounds respectively, were harvested. Production of fire-cured tobacco was 57.7 million pounds this year, about 14 millions below last year's. The burley crop was estimated at 499 million pounds, nearly equalling the 500 million pounds in 1949. Production of dark air-cured tobacco was figured by AG Department at 30.6 million pounds, 5 million pounds below last year's.

Cigar Output

Output of cigar tobacco was estimated at 152 million pounds, a gain from the 148 million pounds harvested in 1949. Estimated output of fillers, 71.9 million pounds, was 10 million above last year's. Binders were placed at 66.5 million pounds, 7 per cent above last year, while wrappers at 14 million pounds were down 18 per cent from 1949.

The largest sugar beet crop ever produced in the U. S. was chalked up this year, reaching 13,383,000 tons, compared with 10,197,000 tons in 1949 and the 10-year average of 9,938,000 tons. On the basis of operations thru mid-November, sugar companies reported an expected production of 1,871,000 tons of beet sugar, refined basis, com-

pared with 1,462,000 tons last year and the previous record crop of 1,756,000 tons in 1940.

Sugar

Sugar cane from the 1950 continental crop to be used for sugar-making was estimated at 6,620,000 tons. Sugar production from the cane ground from the 1950 crop was expected to be 562,000 tons, raw value, compared with 520,000 tons last year.

Almond production in California this year was 36,600 tons, 15 per cent below the 1949 record crop but 57 per cent above the 10-year average of 23,310 tons. The combined walnut crops of California and Oregon were estimated at 64,000 tons, down 27 per cent from 1949 and 3 per cent below average. The filbert crop in the Pacific Northwest was estimated at 6,120 tons, 45 per cent below the 1949 record but slightly higher than average.

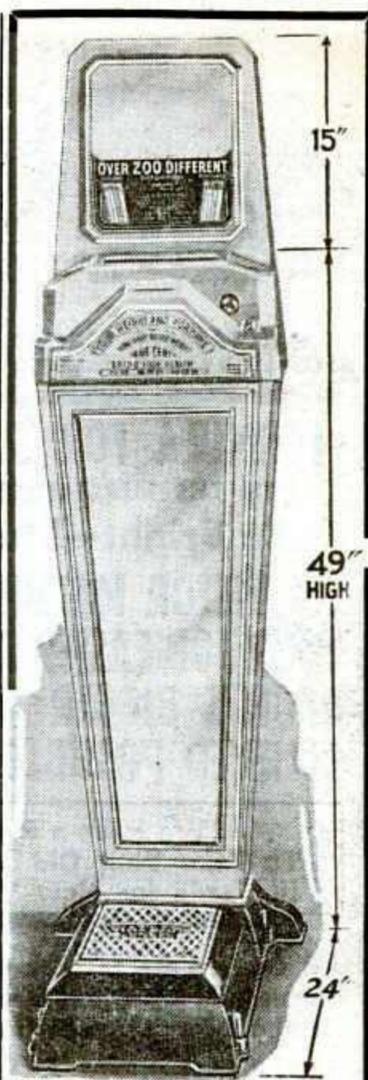
Production of pecans in the 10 pecan-producing States this year was 112,503,000 pounds, 12 per cent below 1949 production and 7 per cent below average.

Wash. To Get New Coffee Route in Jan.

WASHINGTON, Dec. 30.— A new coffee vending route probably will be launched in January by Sidney Lotenberg, head of the Westway Vending Company here. The machines will vend coffee with sugar and cream for 5 cents, and the units initially will be placed in government and army and navy installations, Lotenberg said. The first machine will be located at the David Taylor Model Basin in Maryland.

Unless production of vending equipment is seriously curtailed by defense priorities, Lotenberg hopes to expand his route still further by adding units that vend pastries, doughnuts and cakes. These would be placed on location with the coffee machines, he said.

Westway is using the Bert Mills machine, which is geared to serve 500 cups. The unit uses powdered coffee and powdered cream, with the ingredients all being mixed, in about two seconds, in a sort of mixing bowl arrangement. Lotenberg plans daily servicing, as the machines will be in heavy-traffic locations.



WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
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BASKETBALLS

COPPER\$6.00 M
GOLD 7.00 M

Assorted Sport Charms
Basketball, Boxing Glove, Skate-on-Shoe, Football, Baseball

PLASTIC (Ass'd. Colors)\$4.25 M
COPPER\$4.25 M; GOLD\$7.25 M

NEW GUNS

(Same size as illust.)
Plastic (Ass'd. Colors)\$4.25 M
Nickel Plated 6.50 M
Gold, Silver Plated 7.50 M

DON'T DELAY! ORDER NOW!

Paul A. Price Co.
226 Broadway New York 7, N. Y.

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.

NPA Tin Slash May Up Frozen Food Business

CHICAGO, Dec. 30.—Food industry spokesmen are forecasting a boost in frozen food business as a result of the NPA order cutting use of tin in non-military products by 20 per cent beginning February 1.

They pointed to World War II days when the tin shortage rather than scarcity of fruit and other tinned products forced rationing of such products. Now, with the recent strides made by the frozen food industry, a sharp increase in such products is seen as a by-pass to the forthcoming tin shortage. Venders, which can dispense the paper box containers used for the frozen foods and be adequately refrigerated to handle same, are also seen as becoming a more important factor in retail food distribution.

ANOTHER ADVANCE Profit Maker HERSHEY 5¢ 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 3/4" high; 4 1/2" wide; 6" deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE \$20.15 2 to 11\$16.15
12 and up 15.10

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

CIGARETTE MACHINES

Uneeda 9 Col., Model A, 270 Pack Cap.	\$ 82.50
Uneeda Model E, 6 Col., 168 Pack Cap.	57.50
Uneeda Model E, 5 Col., 150 Pack Cap.	47.50
Rowe Diplomat, 8 Col., 400 Pack Cap. (floor model, electric)	220.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Royal, 6 Col., 240 Pack Cap.	72.50
Rowe Imperial, 8 Col., 240 Pack Cap.	77.50
Rowe Imperial, 6 Col., 180 Pack Cap.	67.50

SALE! \$95.00

Rowe Royal 10 Col., 400 Pack Cap.

CANDY MACHINES

Candyman, like new, 72 Bar Cap., enclosed base	\$57.50
Rowe Candy Vender, 120 Bar Cap.	85.00
Vendit, 150 Bar Cap.	52.50

25c-30c CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE, INC.

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New 166 CLYMER ST
Reconditioned—LIKE NEW Evergreen 7-4568
As Is BROOKLYN 11, N. Y.

30 DAY MONEY BACK TRIAL

Northwestern Sensational MODEL 49 Prices

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample 10 or More	\$14.95	233 BALL GUM PORCELAIN, 1¢ ...	\$7.45
39 PORCELAIN, 1¢	12.95	SILVER KING, 1¢ or 5¢	6.95
	7.45	MASTER PORCELAIN, 5¢	7.45

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo Queen62¢	M & M39¢
FANCY TULIP, Large60¢	JELLY BEANS25¢
INDIAN NUTS54¢	BALL GUM, All Sizes (150 Lbs. Min.)	
CASHEW, Whole58¢	Freight Prepaid26¢
CASHEW, Butts53¢	ADAMS, All Flavors42¢
VIRGINIA PEANUTS, Whole34¢	WRIGLEY'S, All Flavors44¢
Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.			

1/3 Deposit, Balance C. O. D.

Time Payment Plan Available—Trade-Ins Accepted.

Popcorn MACHINE OPERATORS AND DISTRIBUTORS

supRpoppt Hybrid Specialty Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for prices.

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5958 BAUM BLVD. PITTSBURGH 6, PA.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

The First Really New Cup Drink Dispenser in More Than a Decade



AUTOMATIC PRODUCTS COMPANY 250-W. 57th St., N.Y. 19, N.Y., Plaza 7-3123

Supplies in Brief

Bar Sales Up:

WASHINGTON, Dec. 30.—A 2 per cent gain in wholesalers' sales of candy bars was registered in October over the same month in 1949, Commerce Department's Census Bureau reported. For the first 10 months of 1950, however, the gain was less than one-half of

1 per cent over the corresponding period in 1949.

Confectioners' package goods showed a 6 per cent gain in October over the same month in 1949 and an 8 per cent gain in the first 10 months this year over the same period last year. Bulk confectioners' goods were up 10 per cent in October this year over October, 1949, and in the first 10 months were 7 per cent over the figure for the corresponding period last year. General line confectioners' goods were 11 per cent higher in October over the same month last year, and in the first 10 months were 16 per cent higher than for the 1949 corresponding period.

Manufacturers' sales of all types of confectionery and chocolate products were estimated at \$115 millions for October, according to Census, which based its report on a selected group of firms. With 36 firms reporting, wholesalers' sales of bar goods in October amounted to 107,359,000 pounds in the first 10 months this year, valued at \$43,840,000. For the month of October this year, these firms reported 15,650,000 pounds of bar goods sold, valued at \$6,799,000.

Ind. Bottlers Up Soft Drink Prices

INDIANAPOLIS, Dec. 30.—Wholesale price of most soft drinks, except Coca-Cola, will be hiked 16 cents a case in the Indianapolis area, it was announced by industry spokesmen this week.

However, James S. Yuncker, president of the Coca-Cola Bottling Company of Indianapolis, said his firm plans to hold the line against price increases. Coca-Cola, Yuncker said, will continue wholesaling at 80 cents a 24-bottle case.

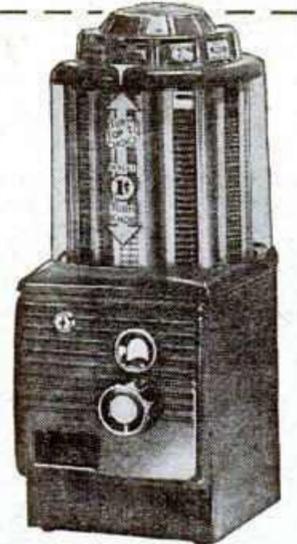
Several other soft drink brands, including 7-Up, Pepsi-Cola and Royal Crown, will increase to 95 cents. Skyrocketing production and operational costs were blamed for the hike.

Industry spokesmen pointed out the cost of bottles has increased, that sugar has doubled in price and that trucks and labor costs also are mounting.

The price rises here were in line with a boost announced by Coca-Cola in the New York and St. Louis areas recently.

The wholesale increase will be reflected in various degrees on the retail level. For instance, Pepsi-Cola, where the increase goes into effect, will be 6 cents only when served over the counter and iced; 7-Up also will be 6 cents, but the carton price will remain at 30 cents, which still amounts to only 5 cents a bottle since a carton contains six. Several chain supermarkets have decided on a carton price of 29 cents.

OPERATORS —HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor . . . big capacity . . . fast servicing . . . simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois

—LARGEST— PROFIT MAKER

5c Silver-King for Pistachios

Change NOW to 5c Model for Real PROFITS
• 5c Change-over parts available for all 1c Models
• Sample \$13.95 each 10 @ \$12.50 each
100 or more—Write for low price.
Machines can be purchased on TIME PAYMENT, paying for them in 20 weeks. Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

FRENCH BOY

POPCORN

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.
ABC POPCORN CO.
3441 W. North Ave., CHICAGO 47

JANUARY BARGAIN

100% GENUINE SILVER-PLATED CHARMS

Series #2 \$4.50 per 1,000
We recommend Silver Charms. To prove they empty machines faster, we offer this January Bargain.

EPY

Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 7, L.I., N.Y.

CONFIDENTIAL PEERLESS WEIGHING AND VENDING MACHINE CORPORATION

still has a few "ON LOCATION" scale routes for sale
Scales from \$30.00 and up—
WRITE OR WIRE DEPT. "B"
Peerless Weighing and Vending Machine Corporation
29-28 Forty-First Avenue
Long Island City 1, New York

FORMULA FOR SUCCESS FOR 1951

IN THE MERCHANDISE VENDING FIELD

Be Bright—Start 1951 Right

LET VICTOR MACHINES MAKE YOUR JOB EASIER AND YOUR PROFITS BIGGER THAN YOU BELIEVED POSSIBLE

We Have a Plan To Take Your Old Machines In Trade for New VICTORS



SPECIAL

An Open Letter to the Thousands of Operators In the Merchandise Field

Mr. Operator Merchant:

Why not change your viewpoint and consider yourself to be the same as any other businessman . . . instead of just an operator? After all, you have a pretty fair investment and your business demands every effort that any other business requires.

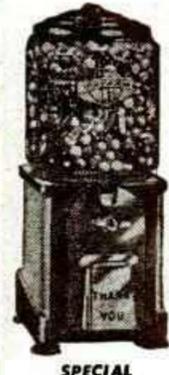
You expend time, money and thought in making it a success and the public should be made to realize that it is a real enterprise. To reach this goal we suggest you consider the equipment that has placed hundreds of operators in the class of real merchants and businessmen. Because of the reliability, economy and beauty of VICTOR many of these operators have achieved success rapidly. Why not be one of them?

Let us hear from you regarding any problems you may have. We will be happy to be of assistance.

Cordially,

Sam Kopf

Veeco Sales Co.



SPECIAL

VICTOR MACHINES ARE MAKING MORE MONEY FOR MORE SUCCESSFUL OPERATORS THAN ANY OTHER MACHINE

Order Victor Today!

VEEDCO SALES CO.

2124 Market St. Phone: LOcust 7-1448 Philadelphia 3, Pa.

SPECIAL OFFER

EXPIRES JANUARY 22nd, 1951

WITH EVERY ORDER OF 4 VICTOR TOPPERS

Any Model—Glass or Plastic—Ball Gum or General Merchandise

WE WILL GIVE THE FOLLOWING SPECIAL ON CHARMS

1000 BRONZE COINS and 1000 Large COPPER WESTERN CHARMS Only \$7.00 For The Lot	1000 BRONZE COINS and 1000 Large SILVER or GOLD PLATED WESTERN CHARMS Only \$7.50 For The Lot
---	--

1/3 Deposit With Order, Balance C.O.D.

VEEDCO SALES CO. 2124 Market Street Philadelphia 3, Pa. Phone: LOcust 7-1448

Immediate Delivery!

NEW Northwestern '49 Special

C.O.'s Costs and Servicing Time in Half

Less Than 25... \$15.35
Less Than 100... \$15.15
Over 100... \$14.95

AVAILABLE IN 1c OR 5c PLAY. PLEASE SPECIFY WHEN ORDERING.

IMMEDIATE DELIVERY!

NEW VENDORS

Shipman Triplex Stamp, 1c & 3c	\$39.50
Adams Gum, 1c	22.50
Fialto Stamp, 1c & 3c	25.50
National Stamp, roll type, 1c	69.00
Master Novelty Vendors, 1c	13.95
Master #2, 1c & 5c	17.50
Match Box Vendors	4.95
Adams 1c Model GV, 6 Coils	19.50

RECONDITIONED VENDORS

N.W. Deluxe, 1c to 5c	\$12.50
N.W. Model 49, 1c	6.95
N.W. Model 33 Ball Gum, 1c	7.50
N.W. Model 33 Nut, 1c	7.50
N.W. Standard, 1c & 5c	7.50
Silver King Ball Gum	7.50
Silver King Hot Nut, 5c	12.50
Master, 1c	12.50
Master #4, 5c	8.00
Master #2, 1c & 5c Comb.	10.00
Columbus Model 46G Ball Gum	7.50
Yu-Chu Ball Gum, 1c	6.50
Asco Hot Nut, 5c	12.50
Postage Stamp Mach.	12.50
Columbus Gum & Coils	14.50
S & M, 6 Coils, Adams	10.00
Rowe 1c Gum	10.00
Pop Corn Sez (Refin.)	40.00
Electro-Serve	17.50
Columbus Tri-Mors, 1c	29.50
Columbus Bi-Mors, 1c	19.50
Cookie & Cracker, 5c	29.50
Nabs Diners 5c Cookie	75.00
U-Need-a-Pak, 5c Candy	69.50
5 Coils, 100 Bars	39.50
U-Select-It, 74-Bar Candy	8.00
Columbus Model 44ZB, 5c	8.00
Victor Model V, Globe Type	8.50
Victor Model V, Cab. Type	8.50
Advance Ball Gum, New, 1c	7.95

WE TAKE TRADE-INS LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake

609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

COIN MACHINE EXCHANGE

510 Puts You in Profitable Business. All Chrome Plated

VENDING MACHINES

BRAND NEW—\$50 VALUE

- SUITABLE FOR
- CIGARS
- TOOTH-BRUSHES
- COMBS
- CANDY BARS
- ADJUSTABLE FOR 1001 USES

\$10 f.o.b. N.Y.C.

3500 Complete Vending Machines. Enormous assortment spare parts, Dies, Molds & Pattern Rights.

Individually boxed. Automatic 10c coin injector. Height 31", Width 6", Depth 5 1/2". Weight 21 lbs. Send check or M. O.

E. ZIEGLER & SON 185 Lafayette St., NYC., WO. 4-5933



WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

ALMONDS

California Vendzina, packed in 5 lb. vacuum sealed tins, 30 lbs. per case. 79c lb., \$3.95 Can.

Plastic Charms, small, 1,000... \$2.75
Metal Colored Charms, small, 1,000... 4.25
Plastic Charms, large, 1,000... 3.25
Copper & Nickel, large, 1,000... 5.25
Silver Wedding Rings, 1,000... 5.95
Toy Watches, 2 gross... 2.50
Stone Set Rings, 2 gross... 1.95
"Hep Cat" Buttons, 1,000... 5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for 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.

NEW Northwestern '49 Special

1c or 5c Immediate Delivery!

Single \$15.35 EA.

25 to 100 \$15.15 EA.

100 or More \$14.95 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.



From LITTLE ACORNS mighty INCOMES grow!



ACORN

The only completely die-cast aluminum precision-built 5c ALL CHARM VENDOR

- Vends all bulk mase.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof—Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

DISTRIBUTORS!

Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh—AT 1-6478

Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

AK manufacturing co., inc. 11411 Knightsbridge Ave., Culver City, Calif.



Join MARCH OF DIMES

JANUARY 15-31

PUSHING PLATTERS

Mercury Distrib SAYS Ops Top Disk Pluggers

MILWAUKEE, Dec. 30.—Considering all of his aptitudes and strong liking for modern music, plus his natural ability in sales and promotional work, it was inevitable that Johnny O'Brien, plumpish, white-thatched boss of Milwaukee's Major Distributing, Inc., would have had to wind up in some phase of the amusement industry.

Actually, Johnny O'Brien is a relative newcomer to the record distribution field, having entered it only four years ago as a Mercury Records salesman out of the Chicago office, drumming up orders in this territory. His constantly well-filled order books reflected his ability to work hard and long at

selling merchandise to dealers and operators, and in a short time he was made manager of the Wisconsin territory.

A little over a year ago he organized and set up Major Distributing, Inc., and now, instead of merely selling Mercury Records he is their distributor.

Along with the Mercury line, he also handles National; Simon and Schuster's Little Golden Records, and Fidelitone needles. A line of phonographs and the possibility of adding Mercury's television sets when Mercury gets set for him, will round out a well-balanced enterprise.

RR Experience

O'Brien came to the record business after 16 years of handling traffic and shipping problems for the Burlington Railroad in Chicago, and a four-year hitch in the army during World War II. He entered the service as a lieutenant because of his experience and know-how as a railroad transportation expert. He was discharged as a major. He did his soldiering with the 7th Army Headquarters under General Patton and made campaigns in Africa, Italy, France and Germany.

When he was thru with the army he decided he was also finished with railroading and took a fling at selling records for Mercury on the road. Music has been a hobby with him for as long as he can recall, and listening to disk jockeys spinning records until the wee hours of the morning in Chicago only whetted his desire to find a

(Continued on page 48)

Korean Vets Feted by WMG At Yule Party

WASHINGTON, Dec. 30.—Line-up of talent for the Washington Music Guild's Christmas party for hospitalized Korean veterans at Bethesda Naval Hospital Wednesday (27) included Burl Ives, Frank Sinatra, the Men of Song, Louis Jordan, Myrna Loy, Edward Arnold, Eileen Wilson, Bill Darnell, Danny Scholl, Scotty Graham, Allen Carney, Lil Darlin and the Clovers, Bill Dickson, Lorraine Louise, Bill MacArthur and Benny Brown. Arnold Fine, columnist for *The Washington Daily News*, emceed the affair. The party was promoted in newspapers and on radio programs. WINX disk jockey Milton Grant also alluded to the Christmas card he received from the Guild on one of his programs.

For the week before Christmas, disk jock Eddie Gallaher, of WTOP, played the Andrews Sisters' *Sleigh Ride* as the Washington Music Guild's "record of the week."

So. Automatic In New Hdqrs.

INDIANAPOLIS, Dec. 30.—Southern Automatic Music Company announced that on or about January 15 the Indianapolis office will move to a new building at 129 West North Street. In the rear of the building will be a parking lot for operators.

Letters will be sent to ops in Indiana, announcing the moving date, said Sam Weinberger, head of the local branch.

SCMG Names Call Counsel

LOS ANGELES, Dec. 30.—Harrison W. Call, Corning, Calif., was named as attorney for the Southern California Music Guild (SCMG) here at a business meeting. According to David Wallach, secretary, Call will guide the association "thru and into the fair trade act operation set for completion by February 15."

Call, who is also attorney for the California Music Guild (CMG), is the co-author of the original California Fair Trade Act. He assisted in the writing of the act when he was a member of the State's Legislature.

Wallach said that a general SCMG meeting is scheduled for about January 15.

At the present time the organization's director board is planning to have the group addressed by a major Chicago music machine manufacturer.

Merchandising Music

DENVER DOINGS . . . One of the most energetic promotional programs in the music machine business is that undertaken by Wolf Roberts, operator, distributor, and president of the Colorado Music Guild. Because Roberts concentrates on doing things for the underprivileged, his program is one that constantly makes the headlines in Denver and thru the State. His latest was to present a juke, with an ample record supply, to Denver's reformatory for girls. He also has given phonos and disks to orphan homes, old peoples' institutes, churches and youth clubs.

Another Denver promotion which has been doing much for the phono biz in that area is the "Record of the Week" program being conducted by Century Music Company. Each week the firm picks a tune by a name artist and places it on its phonos, asking the customers to identify it. Even tho the tune may not be a topper, play is usually heavy on that number, Century execs report, and sometimes, because of this heavy play, the tune is built up to the hit class thruout the city. Then, of course, all ops benefit.

MORE CONTROL . . . Bringing up the subject of controls, not the kind referred to by the government, but record controls, is W. L. Cook, of Palos Verdes, Calif. Cook says "it would be of considerable advantage to locations if records were cut to a uniform volume." The problem of volume control continues to pose many questions for ops, and at present it seems that ops are working out their own systems to keep their locations happy.

DEALER REQUEST . . . While many dealers give operators far from satisfactory service, according to op reports, there are also a large group of firms which bend over backwards to see that operators get quick and efficient service on their needs. One such firm is Stapf Music, Philadelphia, which is constantly on the lookout for ways and means by which it can better this service. The company would like to see the disk manufacturers send out a list of their top 25 releases of each month so that ops could get a quick look at the list, listen to those of the 25 tunes they want to review, then make their orders.

Eastern Juke Ops Dime Shy; Seek Better Commission Deal

NEW YORK, Dec. 30.—The economic squeeze on juke box operators, who now have to shell out an additional 12 per cent for records on top of skyrocketing costs at all levels of route management, pre-empted an early abandonment of nickel play in this area. Rather, operators seem more intent on further readjusting income splits in their favor as the most practicable expedient in the current situation.

While few, if any, would hesitate going to a dime should others

in their immediate area initiate the move, fear of competitive inroads by hold-outs are restraining even the more aggressive from taking the plunge. It is generally agreed that the switch to a dime must be on a blanket basis in order to succeed.

Current operator timidity with regard to dime play, tho, doesn't mean the step won't be taken later this year or the next. Many feel it has to come sooner or later, and a careful check will be made of tests now under way or soon to be run in other cities (*The Billboard*, December 30).

Meanwhile, several operators here and in Northern New Jersey report they have been able to hike grosses by plugging up nickel chutes. Viewed as a partial substitute for 10-cent play, the method has phonographs accepting only dimes and quarters for multiple play at the nickel rate.

Joe Madden, of Old Reliable Music Service here, asserted plugging the nickel chute has increased income on some of his machines by as much as 30 per cent. About 25 per cent of his juke are now on non-nickel play and he is planning to switch others. He has found the method cuts time normally lost in tune selection, with the patron spending about as much time in choosing two records as in selecting one. Also, he reported there were "no more Canadian nickels in the cash box."

In New York City and Northern New Jersey, the territories checked

this week, most phonographs are operated on deals giving the route owner the larger slice of the weekly income. Responsible traders place the number of juke no longer on a straight 50-50 split at about 75 per cent of the total, with the main hold-outs being machines that are either at the bottom or the top of the income scale.

Revenue of marginal spots, usually housing pre-World War II equipment, if not divided half and half would leave too little for the location, it is felt. And top loca-

(Continued on page 51)

BACKSTAGE

No Let-Up On 45 R.P.M.

• Continued from page 2

disk makers back to the old 78. . .

That's all the story said about the "reshift" in the record business. A few days after the paper came out, a not-too-mild pandemonium broke out in, of all places, the juke box business. Seeburg had just introduced an excellent 45 r.p.m. juke box, and its distributors, egged on by worried operators, called the factory to ask whether our story meant that 45 r.p.m. records were likely to be wiped out for the duration.

The story said nothing of the

(Continued on page 48)

Calderon Shows Rock-Ola Phono

INDIANAPOLIS, Dec. 30.—The Rock-Ola pre-showing at Calderon Distributing Company Saturday and Sunday (17-18) pulled a full house. Operators and their wives, totaling 300, came to see the new Rock-Ola Rocket phonograph. One of the features which pleased operators was the explanation, in detail, by experienced servicemen.

Among visitors were several from Canada. They were enthused over the simple construction and design of the machine.

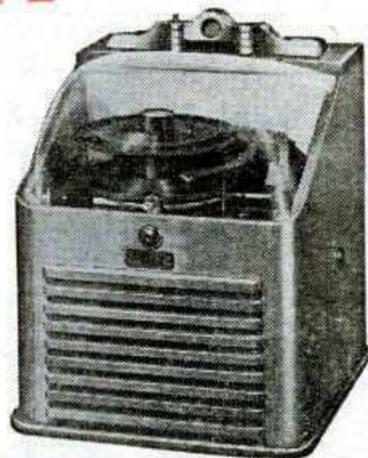
Refreshments and food were served.

The **RISTAUCRAT '45'** is the Only **SMALL MUSIC BOX** actually

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LOW COST

RISTAUCRAT '45'

. . . the Answer to the Public's Demand for

2 HIT TUNES FOR 5¢

It's still the Music Box for the spot you forgot!

Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristaucrat '45' because of the low investment, low servicing costs and the remarkable 45 RPM records. Compare the cost of any other Music Box . . . then compare the profits! You'll be convinced the RISTAUCRAT '45' is the machine you need . . . trouble-free and a pleasure to own!

A Few Distributorships Still Available



SMALL TAVERNS



RENTALS—PARTIES
PLAYS TWELVE 45 RPM RECORDS—
RESTACKS AUTOMATICALLY



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.

Dallas Ops Set Up Association

DALLAS, Dec. 30.—The former Texas Music Machine Operators' Association and the Dallas Coin Machine Men's Association, located at 5400 Goodwin Avenue here, have been combined into the Dallas Coin Machine Association (DCMA).

Headquarters are at 1907-A South Harwood.

Disk Price Hike Seen Not Serious If Quality Holds

NEWARK, N. J., Dec. 30.—Operators are not too concerned about the recent increase of 6 cents a record provided they can continue to get a quality product at that price for the duration of the war emergency, according to Dick Steinberg, head of the Music Guild of America.

In a bulletin distributed to operators this week, he stated route owners are willing to settle for the new 55-cent price if the following conditions obtain:

(1) Availability of tunes "that get the top play; (2) no black market; (3) that physical quality of the records does not get any worse than it is at present; (4) 45 r.p.m. disks are not substituted for 78s in order to conserve vinyl and shellac; (5) old records don't have to be turned in to get new ones, and (6) the "standing order" with its abuses is not revived."

DOESN'T OBSOLETE
Present Remote Control Equipment
WURLITZER

Twelve Fifty

WILL PLAY ANY SPEED RECORD

1,000 NEW 5" DYNAMIC SPEAKERS

450 Ohm Field. 500 Ohm to Voice Coll Trans. BEST OFFER FOR ALL OR PART
MILLS SALES CO., LTD.
1640 18th Street Oakland, California

Here's What You Can Expect From
EVANS' 20 RECORD 40 SELECTION CONSTELLATION



First, you can expect—and get—a quality phonograph, built for the long haul.
Second, you can be sure of location acceptance on the basis of Constellation's "years-ahead" cabinet design—still smartest and most modern!
Third, Evans Quality assures trouble-free performance with extra dividends of time and money saved on service calls!

It all adds up to your greatest expectation . . . a dependable money-making phonograph! See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.

1556 W. Carroll Ave. Chicago 7, Ill.

SEE OUR COIN MACHINE AD ON PAGE 56

Ops Top Disk Pluggers

Continued from page 47

way into the business. With little previous selling experience, but filled with a solid liking for music, especially popular, Johnny hit pay dirt from the start. His enthusiasm, he admits, carried him thru then, just as it still does.

Oddly enough, the title of his firm, Major Distributing, Inc., is the same as his former army rank, and he also lived on Major Avenue when he was a Chicagoan.

Juke Potency

Since his entry into the record field, O'Brien has never lost sight of the potency of juke box play in the total picture of record sales volumes. "As far as we are concerned around here," he says, "the value of operator business in pushing hits is never underestimated. We depend upon juke box play to help build a number from the start. In fact, many of the store dealers won't buy a number until a demand has been created for it, and juke boxes are a close second to radio play when it comes to building demand for a hit."

One important factor in building a hit number, he stresses, is to try to co-ordinate distribution to operators and disk jockeys so they occur about the same time. When both these media hit the record buying public strongly, a number can be considered well on its way to healthy store sales.

Picking Toppers

Experience has taught O'Brien the types of tunes operators go for. Naturally there are regional and neighborhood differences, but by and large, he believes the top sellers in the juke boxes are platters with a definite, strong beat and catchy rhythms when it comes to ballads. The proof of his contention may lie in the consistently large proportion of Mercury sides found in music machines all over the State.

When Frankie Laine was first coming up several years ago, O'Brien was experiencing difficulties selling him in some of the smaller up-State communities. Many of the dealers and ops there thought Laine was a race artist, and since they had a limited market for r. and b. material, they sold few of his waxings. O'Brien solved the problem by loading his car with Frankie Laine photographs and proceeded to paper the State with them. This direct action helped pave the way for the tremendous Frankie Laine sales now enjoyed all over the Badger State territory.

Uses Mailing

A mailing list that includes all active operators in the territory covers the distribution of a special release sheet every 10 days. This mailing piece informs the operators

of the top Mercury numbers available and its selections are kept slanted toward the tastes and needs of juke box patrons.

Another service operators appreciate in their dealings with Major Distributing is that they are constantly supplied with title strips for practically all recordings at no extra charge.

The telephone is constantly in use. O'Brien especially makes use of his phones when he is sure that he has a hit on his hands. The importance of spreading the news of a hot release as quickly as possible is paramount, he insists. "I try to cover as many ops as I can on the same day when I'm sure I've got a hot number. I don't want any op to feel that his competitor is getting any better service on records than he is."

Road Sales

Two salesmen, Don Jurgens and Jerry Rau, cover the State territory outside of the Milwaukee area, which Johnny takes care of himself. Their policy is to cover all accounts in key cities at least once a week.

One of the most important phases in O'Brien's method of record merchandising is the heavy use of contests for plugging his artists and their work. A week hardly passes without some disk jockey in one of the Cream City's six radio stations working on a contest based on some particular Mercury recording.

A promotional stunt that sold plenty of Patti Page's *All My Love* platters to operators and also brought a goodly number of nickels into their coin boxes not so long ago, was based on the little cardboard doll figurine put out by Mercury Records. O'Brien sold the operators on putting this likeness of Patti Page inside their juke boxes so the patrons could see it and then invest their nickels in hearing the number it was plugging.

What constitutes a day's work for Johnny O'Brien? He is known as the hardest working salesman in town and his schedule would floor many a younger man, but his enthusiasm and natural Irish buoyancy keeps him going 12 to 16 hours almost every day at the terrific pace this business seems to demand.

Office hours are from 8:30 in the morning to 6 p.m., but most mornings before opening shop he can be found checking on the disk jockeys at the radio stations and plugging his wares. Evenings often are spent working with any Mercury artists in town, or a reasonable distance away in an effort to hypo interests in their recordings.

Sponsors Contest

Not content alone with the tremendous job of building his lines to the point where they are gaining recognition as "musts" for operators and dealers alike, he took a fling at sponsoring and promoting the Milwaukee appearance of Norman Granz's "Jazz at the Philharmonic" concert. Thru his efforts this year's session proved a complete sellout and made money for all concerned.

But, in the main, record distributing is his business, and the main link in making his business successful and profitable, he insists, is the juke box operator.

B. B. Backstage

Continued from page 47

kind, and believe us, hinted at nothing of the kind, either between the lines or elsewhere. The fact is, the record companies have spent literally millions of dollars establishing the new speed disks. They are not going to permit those millions, and other phases of their investments to go down the drain. Come crisis or catastrophe they are going to keep making 45 r.p.m. records if they have to make them out of bubble gum.

The point made was that home phonograph production might be seriously stymied, and if so the existing home phonograph record market (from the record manufacturer viewpoint) would be much larger in the 78 bracket than in the 45, and consequently, the disk companies would start to reproduce 78 records, as they haven't since the drive on the new speeds started.

There is no question in our mind, or as reported in *The Billboard* several weeks ago, in the minds of record manufacturers that the 45 r.p.m. disk is here to stay and that operators will continue to be supplied with these disks at any cost.

THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO. TUNES COMMENT

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

Continued from page 23

POPULAR

GEORGIA GIBBS (Owen Bradley Sextet)
I Still Feel the Same About You 88--89--88--88

CORAL 60353—Her Nibs doubles up with herself to make a successful mood job with a new bouncer of considerable attraction. With a promotional effort skedded for this waxing, it should catch hold for big returns.

Get Out Those Old Records 85--85--85--85

After a solo first chorus, Georgia tries again with the duet system and builds an altogether appetizing disk of this nostalgic item. Bradley backs tastefully on both faces.

AMES BROTHERS (Roy Ross Ork)
Music by the Angels 88--88--88--88

CORAL 60352—Selected in THE BILLBOARD PICKS, this item has been recoupled. Original backing was "The Thing."

Loving Is Believing 80--80--80--80

New coupling is a sentimental ballad delivered in the sincere style for which the Ames are noted.

GORDON JENKINS—THE WEAVERS

Lonesome Traveler 82--85--80--82

DECCA 27376—Pulsating performance of a folk ditty set in a spiritual-type vein. The constantly building blend of group, chorus and ork reaches a sock climax.

So Long 91--94--90--90

Fast folk waltz in the verse-chorus pattern established by "Goodnight Irene" is done up by the same combination of talents which brought "Irene" into the spotlight. May not have the same fabled success, but should hit on its own for a big return.

EVELYN KNIGHT-RED FOLEY

Tater Pie 83--84--82--84

DECCA 27378—Cute as a pin country novelty is done up with spirit and humor by this fine blend of talents. Mainly for city dwelling hillbillies.

My Heart Cries for You 88--88--88--88

The success of the talent blend is even more pronounced in this feelingful reading of this hit waltz. Even with a late start, should do a sizable business in all fields.

LATIN AMERICAN

ORESTES SANTOS ORK

Te Presenti 64--64--67--60

VICTOR 23-5283—Not too much Yankee appeal is this slow vocal ballad disk, tho it's danceable.

Nuestra Locura 64--64--67--60

A mambo vocal in a relaxed tempo that won't excite the rumba addicts either.

TITO PUENTE

Sacala 73--76--73--70

VICTOR 23-5280—Bright, brassy mambo. Puento and ork chanting maintains a solid dance beat.

Tren-Expreso 76--78--75--75

Billy Strayhorn's "Take the A Train" gets a modern jazz interpretation and a good mambo beat.

LUIS ARCAREZ ORK

Mona Lisa 70--70--70--70

VICTOR 23-5322—Arcarez sings a Spanish lyric to this sizable Yankee hit while his ork supports with a neat bolero backing. Greatest values are for Arcarez's Mexican locale.

Mil Violines 71--73--70--70

This is a movie pop, "A Thousand Violins," of a year or so ago done up in four—and instrumentally. It's cleanly played but without the excitement of sound and execution which distinguished his "Bewitched."

PEREZ PRADO ORK

Caballo Negro 81--83--80--80

VICTOR 23-5301—The Mexican master of the mambo turns in another performance built on precise, hard-hitting brass and crisp rhythm. Tune is an imaginative original with some Kenton-ish overtones. Prado's Yank market should like.

Silbando Mambo 79--80--77--79

A simple, catchy and pretty strain plays the major role in this medium mambo effort again played with superb verve and precision.

CARLOS RAMIREZ

La Morena De Mi Copla 80--80--80--80

VICTOR 23-5287—The popular bary sings up a storm on this familiar paso doble. Bright orking rounds out a handsome disk.

Mala Jugada 77--77--77--77

Another fine warble by Ramirez of a pleasant bolero mambo. Neat orking, crisp beat should please terpers.

LUIS ARCAREZ

El Dinero No Es La Vida 79--80--78--78

VICTOR 23-5286—Arcarez, who heads up one of the sharpest bands on wax, chants an ingratiating vocal of a bolero which he wrote. Ork backs up precisely with crisp beat and fine backdrop music.

Muchas Gracias, Mi Amor 75--77--74--74

A ballad original in four by Arcarez is warbled by the maestro while his ork demonstrates some of its clean execution and swinging beat.

INTERNATIONAL

THE HARMONATONES

Ice Cream Polka 62--60--60--65

BELVEDERE 205—Harmonica group keeps a good beat going thru a melodic instrumental polka.

Helena Polka 62--60--60--65

Same comment holds for the reading of this standard item.

SIX FAT DUTCHMEN (H. Loeffelmacher)

Barnyard Polka 75--75--72--78

VICTOR 51-1181—Reserved polka gets a big dance beat from the oom-pah-pah tuba.

Slip Horn 70--65--70--75

Landler dance instrumental with trombone choir is cleanly played by the Dutchmen.

HOT JAZZ

BUD POWELL TRIO

I Should Care 65--70--65--60

ROYAL ROOST 521—The kingpin bop 88-ist delivers a tasty keyboarding of a pretty and recent ballad.

Nice Work If You Can Get It 67--74--68--60

Powell takes off imaginatively at a brisk tempo on the standard. Modern jazz collectors should want.

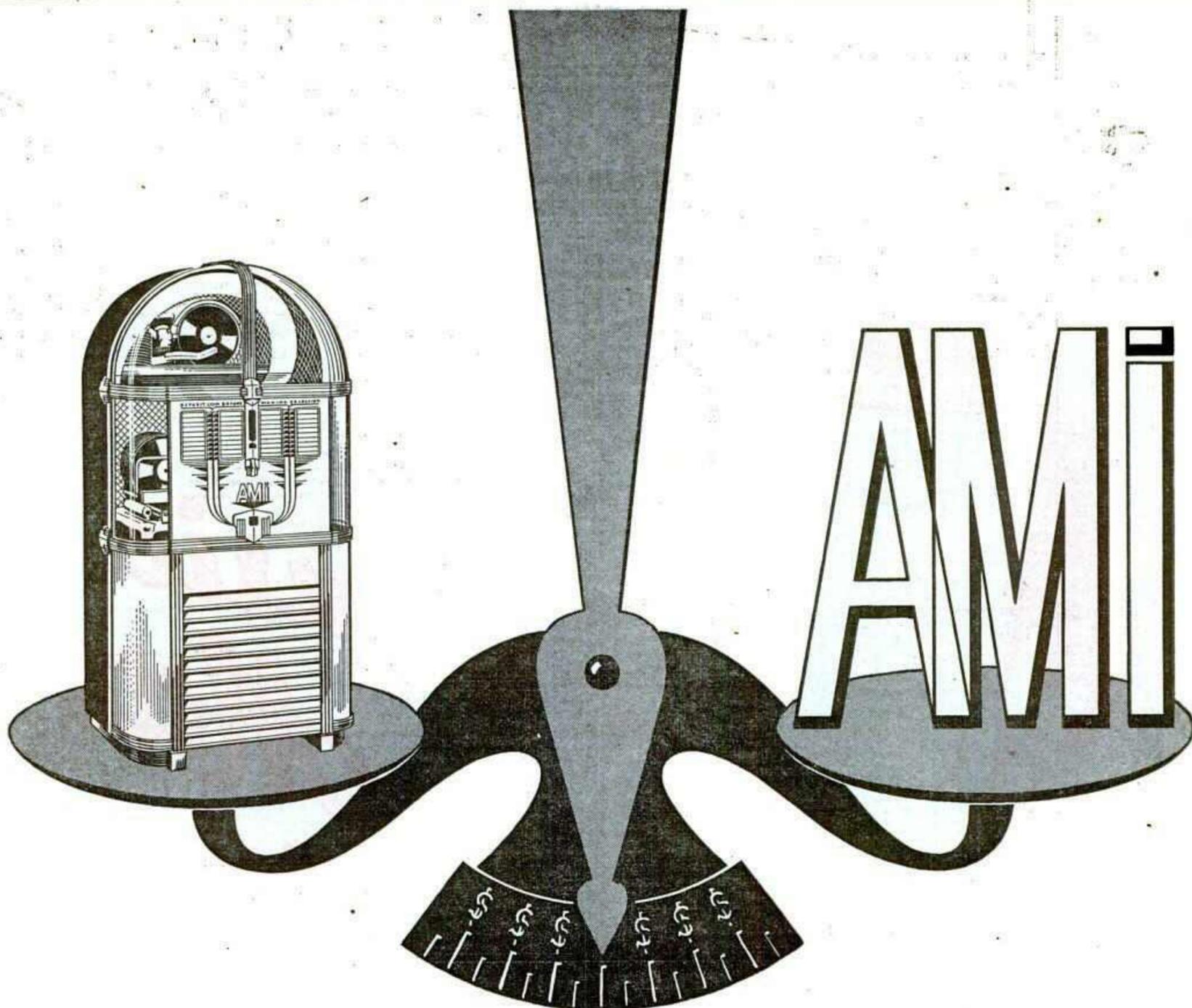
STAN GETZ QUARTET

Tootsie Roll 69--71--69--66

ROYAL ROOST 520—Getz's cool tenor goes on an original which should please his expanding group of followers.

Strike Up the Band 78--80--77--77

The modern tenorist blows up a storm on this not oft jazzed standard. Getzians will grab but also has r & b mart values.



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AMI is the balanced juke box!
 Just the right size and weight for one-man
 transportation and set-up. Just the right height to attract
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 Just the right options in color and appearance to please every location. Just
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 investment and to make your future financially secure.
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PROFITABLE OPERATION IN UNTAPPED LOCATIONS!

Gutshall Hurt In Car Crash

LOS ANGELES, Dec. 30.—Jack Gutshall, San Luis Obispo operator was seriously injured when his automobile crashed into the rear of an unlighted hay truck north of that city December 21. He is confined at St. Vincent's Hospital here. An operation will be performed on his knee during the coming week.

Riding in the automobile with Gutshall at the time of the accident were Cam Hathaway, also an operator, and Fred Rockstrah, Gutshall's servicemen. Hathaway suffered a badly lacerated hand when he was thrown against the windshield. The serviceman came out with only a sprained ankle.

In addition to a broken knee cap, Gutshall suffered the loss of four teeth, shock and abrasions. This week he was undergoing treatment to reduce inflammation to his knee injury with surgery to follow.

He will be confined to the hospital for another two weeks, at least.

Stillwell Team Tops Ind. Loop

LA PORTE, Ind., Dec. 30.—The first half of the 1950-'51 Maple City Shuffleboard League schedule ended this week with Rudy's Tavern, of Stillwell, Ind., winning first prize of \$140. In all, \$590 was divided among the 10 competing teams from La Porte, Stillwell and Rolling Prairie, Ind., and New Buffalo, Mich.

Rudy's aggregation won 81 and lost 27 games during the past 12 weeks. Its nearest competitor was the Last Round-Up, Stillwell, which won the \$90 second prize with a 74-34 record. Teams finishing third thru 10th received cash prizes ranging from \$75 to \$17.

The second half of the schedule will begin January 9 and will also be under the direction of Don Calkins, La Porte operator.

H. Berk Buys Marks Music

BAYONNE, N. J., Dec. 30.—Marks Magic Music, pioneer phonograph route headquartered here, has been sold to Howard Berk, of Melody Music Company, Union, N. J. Founded in 1925 by the late Edward Marks, the operation was among the few that could trace its origin to the day of the coin-operated piano.

Lambert Marks, the seller, is leaving the business and will make his home in California. He has been active in the Music Guild of New Jersey for many years and recently served as treasurer.

Juke Gets Air Plug

BOSTON, Dec. 30.—Trimount and Dick Tucker, local air star, teamed to give the Seeburg 100 Select-o-Matic a major plug in this area December 14. With the distributing the juke to Tucker, the machine was featured during the entire show, playing top records of the week in the Boston area.

Diversification Success Key

• Continued from page 43

okay operation if slug trouble could be beat," the operator said.

Equipment Types

The big arcade has 30 pin ball machines, six shuffleboard games, eight Skee-Ball Alleys at the back of the layout, two new Holly Crane digger machines by Como of Chicago, six panorams, shooting, baseball and hockey games and two photo machines and voice recording machine.

Five-balls are the mainstay and the most popular, altho shuffle games are gaining fast in popularity. The arcade opens at 8 a.m. and closes at 1 o'clock in the morning.

The life of a pin game here is 16 months, after which the machines are broken up for parts.

Wertheimer listed the three most important points in setting up an arcade as follows:

1. Location.
2. Layout of arcade.
3. Equipment.

Eastern Juke Ops

• Continued from page 47

tions, bringing in over \$60, would be too vulnerable to competition if proprietors didn't receive an equal share of the gross.

The commission pattern in New York has operators receiving \$9 to \$10 guarantees on early postwar machines, to as much as \$20 on late 100-record equipment. In an average Wurlitzer 1015 spot the operator takes \$10 off the top of about \$14 of weekly income, leaving the rest to the store owner. If a switch to a dime were made, the location would have to earn over \$20 before the operator could realize more take-home revenue.

Increase Is Unlikely

In the view of Albert Denver, president of the Automatic Music Operators' Association, such an increase is an unlikely prospect at this time, with a dime charge certain to trim per-record play. Another factor working against early change-over, he noted, is the possibility of a government price roll-back after wholesale conversion has been undertaken. And conversion of wall boxes would eat deep into operator capital.

In New Jersey the commission pattern in most cases has the operator getting \$5 weekly front money on early postwar equipment, with the remainder of the weekly take split evenly. On late machines the front money goes as high as \$10, in addition to minimum guarantees.

Dick Steinberg, executive director of the Music Guild of New Jersey, said operators are being urged to increase their share of juke revenue by up-grading machines on location in order to get into the higher-guarantee brackets. While the time for dime play is not considered ripe there, a plan for a public relations drive direct to locations is being mulled that might lay the ground for an eventual switch. The campaign may peg itself to the theme that the coin-operated music business is "among the last of the vanishing nickel service industries."

Meanwhile, both here and in New Jersey, operators are hopeful that part of the increase in worker pay rolls due to expanding production programs will find its way into juke coin slots. Some boost has already been noted in industrial neighborhoods.

"The location is most important," he pointed out, "and a peak traffic, 100 per cent location, even tho the nut is higher, will pay off in preference to a poor location with cheap rent."

While in most businesses, there is concern over keeping overhead down, this is not necessarily true in operating an amusement arcade. "In other words," says Wertheimer, "if the choice is between a \$16,000 location and a \$36,000 location—the \$36,000 location is the winner."

"Arcade patrons are a mixture of all types," he said, "and there is a preference for certain types of games in certain localities. It is better to have a layout of several different types of coin machines than a large number of only one particular kind. Experimentation will give the answer to which machines are the most popular."

Boston goes for five-balls, and accordingly, five-balls outnumber every other type of coin machine in the arcade. The Philadelphia Ski-Ball set-up of eight alleys is now proving very popular, Wertheimer said.

"Some places are good for panorams, other places like merchandise machines, but diversification will always pay off for the amusement arcade operator," he asserted.

Layout

Layout should stress eye appeal, the Boston operator believes. "Novelty appeal and eye appeal should go hand in hand. Five-balls should be placed side by side in one row against a wall. Photorams and panorams should have good visible locations, and not be stuck away at the back of the arcade. Music machines and athletic type coin games should be in front."

Wertheimer says his arcade, with moving picture houses on both sides, is a competitor of the films. He advises ops planning arcade operations to get among the theaters. "Unless it's a Klondike town," he says, "Theater spots are the only ones that will pay off."

Crowds

How the modern amusement arcade has been built up to compete with movie attractions is evidenced by watching the crowds in Wertheimer's spot. A heavy sprinkling of armed forces personnel is present almost every afternoon and night, as Boston is both an Army and Naval base, but civilians far outnumber the service men and women. Bringing their girls, patrons play the Seeburg Select-o-Matic, have their pictures taken, their voices recorded; play the pin games, the ski-ball and some of the other games, and wind up at the food bar for a snack.

193 Teams Active

• Continued from page 43

was made, so that it could be enrolled in the league. The result was a pick-up that is turning out a very satisfactory return every week.

"This is the only way to promote shuffleboard," Westerdale said. "The backing of the operators association is absolutely essential. It requires promotion and a type of support beyond what the average individual location is able to give."

"One thing that is essential is the development of the competitive spirit between the locations, something that will send the players and their supporters out to fight for their team."

Banquet Date

Important shift in date has been made for the first installation banquet to be held by the DSA, according to executive director Fred W. Chopan, with the date moved back from January 5 to January 17. An elaborate program is planned for that date.

Seaman's Mecca

• Continued from page 43

lish and French records. Besides the arcade, Cazier and Moraze have other buildings which house roller and ice-skating rinks which are convertible for dancing, boxing and wrestling. Other appointments include a movie, cabaret and restaurant.

Heavy Play

Fishing steamers from France, Portugal, Spain, England and United States often stop at St. Pierre for supplies. While in port the crews make the recreational center their land quarters, resulting in consistent heavy play on all types of coin-operated equipment.

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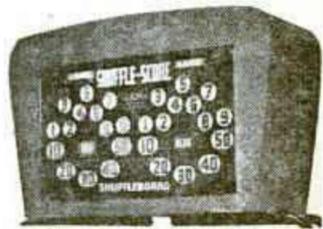
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 - Chicago Coin Bowling Alley 79.50
 - Chicago Coin Bowling Classic 129.50
 - Universal Twin Bowler 79.50
 - Universal Super Twin Bowler 129.50
 - Keeney Pin Boy 59.50
 - Rock-Ola Shuffle Lane 59.50
 - Bally Speed Bowler 149.50
 - Genco Bowling League 59.50
 - Gottlieb Bowlette 59.50
- Original Bally Fly-Up Pin Conv.—Regularly \$94.50 \$69.50
- United Fly-Up Pin Conversion for Shuffle Alley 49.50
- Chicago Coin Fly-Up Pin Conversion 54.50
- Universal Fly-Up Pin Conversion 54.50

- CONSOLES**
- Metal Button Draw Bell \$ 95.00
 - Red Button Draw Bell 119.50
 - Deluxe Draw Bell 159.50
 - Wild Lemons 195.00
 - Reserve Bell 210.00
 - Triple Bell 229.50
 - Bonus Super Bell 139.50
 - Bonus Super Bell Twin 195.00
 - Evans Races—Late Model 195.00

- Star Series With Latest Battering Assembly \$139.50
- Quarterback With Star Series Battering Assembly 99.50
- Chicago Coin Goatee 95.00
- Hot Rod, Like New 119.50

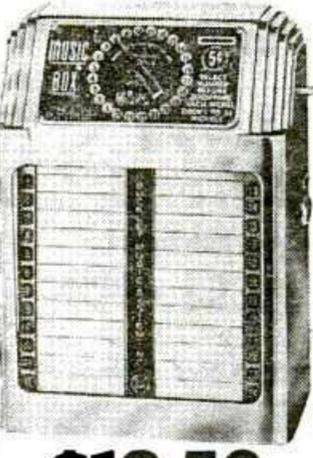
- PIN GAMES**
- | | | | |
|-------------|---------|---------------|---------|
| Band Leader | \$89.50 | Paradise | \$34.50 |
| Aquacade | 79.50 | Romona | 34.50 |
| Beach Club | 39.50 | Robin Hood | 34.50 |
| Ballerina | 39.50 | Screwball | 39.50 |
| Bermuda | 34.50 | Swanee | 39.50 |
| Banjo | 34.50 | Short Stop | 34.50 |
| Catalina | 34.50 | Show Boat | 39.50 |
| Cinderella | 39.50 | Spinball | 34.50 |
| Contact | 39.50 | St. Louis | 84.50 |
| Cleopatra | 34.50 | Summertime | 39.50 |
| Cover Girl | 34.50 | Sunny | 34.50 |
| Gizmo | 34.50 | Super Hockey | 69.50 |
| Hump Dump | 34.50 | Temptation | 34.50 |
| Jack N Jill | 39.50 | Tennessee | 34.50 |
| Just 21 | 79.50 | Tahiti | 99.50 |
| Majors '49 | 49.50 | Trade Winds | 34.50 |
| Mandalay | 49.50 | Trinidad | 34.50 |
| Mardi Gras | 34.50 | Triple Action | 34.50 |
| Maryland | 39.50 | Tucson | 89.50 |
| Monterrey | 34.50 | Tumbleweed | 89.50 |
| Moonglow | 39.50 | Virginia | 34.50 |
| Wisconsin | | | \$34.50 |

1/2 Dep. with orders under \$50
1/2 Dep. with orders over \$50

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

BETTER BUYS

BUCKLEY WALL and BAR BOXES



\$19.50

BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

TRADIO

THE GREATEST NAME IN COIN OPERATED TELEVISION

Write for details
TRAD TELEVISION CORP.
Attery Park, N. J., Attery Park 2-7447

Candy Tax Hits Canadian Firms

ST. JOHN, N. B., Dec. 30.—One of Canada's leading candy plants has been closed indefinitely and may not be reopened until mid-winter, and then at comparatively low production volume. The vital factor in the shutdown of Ganong's at St. Stephen, N. B., is the 30 per cent special levy on candy and soft drinks imposed last summer by the Canadian government which has cut heavily into the consumption of all kinds of candy thru Canada. The Ganong distribution covers Canada and includes automatic candy machines. Necessity of handling coppers, because of the tax, has cut down materially the turnover of the candy in the machines. About 250 persons have lost employment temporarily by the Ganong layoff. Production at practically all Canadian candy factories has been hit by the 30 per cent governmental levy, and layoffs of help have been necessary.

Tool for New Coin Counter

CHICAGO, Dec. 30. — McDonnell Odometer Company here, manufacturers of counting devices, this week announced it is tooling to produce a vending machine counter. A. S. McDonnell, head of the firm, said the company has not set a definite date to begin production on the device. The counter, which is designed to be sealed in the machine, counts to 10,100 and then automatically repeats.

Cig Companies Spur Vender

Continued from page 44

able to passing traffic than the front, sticker placement here serves two purposes; it identifies the machine as a cigarette vender and is a reminder to buy a pack at the same time. When a machine is in back of customers (as in lunch counter, fountain installations), a special off-vender sign is available. This has the same wording as the first sticker, but under the "serve yourself" it adds "From our machine." It is designed for placing on the back bar of restaurants, soda fountains, in windows of stores where new machines have been installed, etc. Other special purpose uses include placement on the side of a cash register facing the patron (for those used to buying cigarettes at the cashier's stand), and in windows of service stations to remind drivers that cigs are vended inside. The entire sticker-photo kit as offered by Reynolds is titled *Serve Yourself to More Sales*. This, of course, is seen as applying to the manufacturer as well as the operator, as both benefit thru increased volume. A different approach sticker-wise, is used by Philip Morris & Company. As explained by firm's Zenn Kaufman, and A.B.C. presentation aids the operator in three ways—with operating, merchandising and public relations problems. Stickers are (1) price stickers, in 30 varieties giving coin, change information; (2) merchandising sticker, urging purchase of two packs so as "not to run short"; (3) public relation aid, built around fire prevention thru smoking care.

Cigs on the Menu

Continued from page 44

offerings listed below, immediately increased sales inasmuch as the restaurant patron's mind was focused, at least momentarily, on the subject of cigarettes and he was often reminded to buy more if his current pack was low. Likewise, the sign has the effect of "steering" the customer who needs cigarettes into leaving the table, helping himself from the machine and returning, no time on the waitress's part being consumed in the operation. As a net result, the Atlanta vending corporation has found sales increased thru all of its food service areas, and the idea is an extremely simple one to put over with the usual restaurant or dining room operator—since much time is saved, and sales are increased in every case.

Calendar for Coinmen

- January 2, 16—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- January 2, 16—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- January 3—Coin Machine Operators' Association of Harris County (CMOAH), Chamber of Commerce Building, Houston.
- January 4—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.
- January 4—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron, O.
- January 4—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
- January 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
- January 9, 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
- January 10, 24—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence, R. I.
- January 11—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.
- January 11—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
- January 11—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
- January 17—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.
- January 22—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
- January 25—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
- January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
- January 25—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- January 30—Automatic Music Operators' Association, Inc. (AMO), monthly meeting, Park Sheraton Hotel, New York.
- February 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill. (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Iowa Supreme Court Upholds Cig Law

CEDAR RAPIDS, Ia., Dec. 30.—Iowa Supreme Court on December 12 handed down a decision upholding the constitutionality of the Iowa cigarette fair price law, thus reversing an opinion rendered by Judge G. K. Thompson, of Cedar Rapids, who will become a member of the State high court in January.

Legality of the Iowa act was challenged by May's Drug Stores, Inc., of Cedar Rapids, in a test suit involving the State Tax Commission, enforcement agency for the law. This law, passed by the State Legislature in 1949, provides that wholesalers sell cigarettes at cost, plus 4 1/2 per cent, and retailers sell at cost, plus 8 per cent. Judge Thompson's opinion held the State's cigarette law lacked the necessary element of intent to destroy or injure competition. On many items not covered by the Fair Trade Practices Act May's stores sell considerably cheaper than other places, so had Judge Thompson's ruling been upheld, retail prices on cigarettes would have taken a drop.

Set Up N B Vending Company in Philly

PHILADELPHIA, Dec. 30.—A new vending machine operation for beverages, candy, tobacco and food products, N B Vending Company, was incorporated here last week. Articles of incorporation were filed with the Pennsylvania Department of State by Martin H. Yusem, local attorney representing the firm.

According to the company's application for a charter, the purposes for which it is being organized are: "To manufacture, buy, sell, lease, operate, distribute, repair and generally deal in automatic coin-operated vending machines, parts and supplies therefor; and to buy and sell food, food products, beverages, candies, tobacco products, at wholesale and retail as are bought, sold and distributed in automatic coin-operated vending machines and such other articles as are sold and distributed in automatic coin-operated vending machines and to do all things necessary and essential thereof."

Armstrong Firm Moves

INDIANAPOLIS, Dec. 30.—Armstrong Automatic Company has moved to its former location at 912 East Washington Street. In reorganizing the company, John Ward, formerly with Zimbar Music Company, has been named collector, and James McCoo, formerly with Midland Music Company, where he was bookkeeper, has charge of accounting. George Wagner, who was in charge of service at Midland, is now in the same capacity at Armstrong Automatic Company.

Merit Expands Chi Facilities

CHICAGO, Dec. 30.—Merit Industries moved to new and larger quarters at 542 West 63d Street here this week. Organized as a coin machine exchange last summer, firm is headed by Col. Lou Lewis. Merit's new home occupies 5,000 square feet of floor space plus warehouse facilities in the basement and rear. It also has modern loading facilities and parking area. Lewis stated the new quarters will enable merit to enlarge its repair facilities and offer adequate showrooms. Two front windows will be used to display premium merchandise.

Trade Directory

- Associations**
- The Texas Music Machine Operators Association and the Dallas Coin Machine Men's Association combined into the Dallas Coin Machine Association (DCMA), located at 1907-A South Harwood, Dallas.

- Distributors**
- Trudeau Candies, Inc., St. Paul, appointed four representatives: Ralph Ross to cover New York State, with exception of Metropolitan New York; Alexander Loss & Sons, Natick, Mass., for the New England area; Benjamin Shapiro for District of Columbia, Maryland, Delaware, Philadelphia and Lower New Jersey, and Donald Donahue, Scranton, Pa., for Eastern Pennsylvania.

- Vend-Rite Manufacturing Company, Chicago, appointed Canadian Vend-Rite Distributing Company, 16 Charteris Street, Chatham, Ont., to cover the Canadian dominion.
- Williams Manufacturing Company, Chicago, appointed following to handle Music Mite: Alfred Sales, Buffalo; Atlas Music, Des Moines; Atlas Novelty, Pittsburgh; Badger Sales, Los Angeles; Commercial Music, Dallas, San Antonio and Oklahoma City; Consolidated Distributing Company, Kansas City, Mo.; F. A. B. Distributing, Atlanta and Columbia, S. C.; Garrison Sales, Phoenix, Ariz.; General Vending Sales, Baltimore; H. Z. Vending, Omaha, and R. F. Jones, Salt Lake City and Denver.

Franchise

Dad's Root Beer, Chicago, appointed Patrick Healy for Salt Lake City and Ogden, Utah.

Personals

- Eastern Electric, Inc., New York, announced resignation of Lewis A. Jaffa as sales manager effective January 1, to assume new post with firm.
- Lamont Corliss & Company, New York, appointed H. R. Barry as sales promotion manager and All-star Semple as product manager of Nestle chocolate bars.
- Southern California Music Guild, Los Angeles, appointed Harrison W. Call, of Corning, Calif., as attorney.
- Vendall Company, Chicago, appointed Earl T. Runcie as vice-president in charge of production.

Price Increase

National Vendors' cigarette machine raised \$5, to \$190 with stand.

Change of Address

Merit Industries, Chicago, moved to 542 West 63d, Chicago.

WANTED

Dale Guns, must be late model. Wurlitzer Phonographs, Model #1100. A.M.I. Phonographs, Model B&C. Late 5 Ball Pin Tables, free play. Packard 30 wire, late model Wall Boxes. Wurlitzer Wall Boxes, Model #3031.

State quantity and prices.

FRANK KIRKE NOVELTY
241 King St., E.
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WANTED LATE 5 BALLS CASH-TRADE

USED SHUFFLE GAMES

Shuffle Alley \$ 39.50
 United Shuffle Alley, lighted pins 49.50
 United Shuffle Alley with flying pins 99.50
 Shuffle Alley Express 129.50
 Shuffle Bowl Attachment 49.50
 Universal Twin Bowler 119.50
 Uni. Super Twin Bowler 199.50
 Genco Glider 39.50
 Nationwide Baseball (used) 99.50
 Genco Baseball 149.50
 Keeney Bowling Champ 229.50
 Chicago Coin Bowling Classic 199.50

SHUFFLEBOARDS

18-22 Ft. \$49.50 & Up
ALL MAKES

SHUFFLEBOARD SUPPLIES

Sheets \$ 4.50
 Shuffle Game Wax (case of 12) 3.00
 Climatic Adjusters, Per set of 10 10.00
 Bowling Pins, Per set 9.50
 Liquid Wax, Per can50
 Paste Wax, Per can85
 Fast Purveyor Shuffleboard Wax, Per case 4.50
 Shuffleboard Lights—fluorescent, Each 8.75
 United Twin Express Rebound \$249.50
 Exhibit Strike 124.50

ONE BALLS

Champions \$340.00
 Citation 215.00
 Victory Specials 49.50
 Mills 4 Balls 69.50

SCOREBOARDS

Wall Type \$59.50
 Wall Type (new) Write

LARGE LIST OF PREMIUMS WRITE-WIRE

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Coinmen You Know

Washington:

"Tennessee Waltz," by Patti Page, closely followed by Phil Harris' "The Thing" and the Guy Mitchell-Mitch Miller "My Heart Cries for You" are the current best juke box numbers in Washington and environs, according to Max Silverman, owner of Quality Music Company. Silverman ventured a guess that the increase in record prices at this time might seriously affect retail business, tho no influence on juke box trade was imminent.

The public will go along with the phonograph record price increases was the opinion expressed by Arthur E. Selnick, record manager for Decca's local distributor, the Kaufmann-Washington Company. Selnick said the new Gordon Jenkins-Weavers disking of "So Long," backed by "Lonesome Travelers," may be a worthy successor to the team's "Goodnight Irene"—"Tzena, T z e n a, Tzena" coupling. "So Long" is the side to watch, he said. The Weavers, who just completed a personal appearance here, are also scoring with their "Rovin' Kind" and "Wreck of the John B." Another big item for juke boxes is Decca's "Tater Pie" and "My Heart Cries for You," by Red Foley and Evelyn Knight. A sign of the brisk business being enjoyed by the firm is the recent installation of a direct wire to the Baltimore office of Kaufmann-Washington.

Silent Sales System is getting settled in its new offices and everyone connected with the firm is "tickled pink" with the new facilities, reported Ira T. Byram Jr. He also reported a big Christmas business chalked up by the novelty division of the firm. Henry W. Shields, who had been office manager of Silent Sales of Washington before the Washington route was acquired by the Hirsh - Mason Corporation, at which time he went with Hirsh, is rejoining Silent Sales.

Hirsh-Mason is looking forward to a big holiday business on juke box rentals, reported Bill Schwartz. They expect to handle 75 or 80 rentals in the month preceding New Year's. The charge is \$15 a night and \$20 during Christmas week. The firm has eight machines on casters for easy moving, used for rentals. They hold 24 records chosen especially for party use, but renters may ask for their own choices.

Sidney Lotenberg, who heads Westway Vending Company, was looking forward to a Christmas week visit from some of his relatives from New York. The Lotenbergs have just moved to a new Kensington, Md., house in an area so recently developed that the roads haven't been built yet, he said.

Also anticipating a heavy rental business on music machines is the Service Music Company, according to Kathleen Robinson of the record department. Miss Robinson reported the top number here was Patti Page's "Tennessee Waltz" with Ruth Brown's "Tear-drops From My Eyes" still holding its own. Runners up include "Bad, Bad Whiskey," by Amos Milburn, and the Orioles' "I Cross My Fingers." Among the seasonal Christmas numbers she said were doing well are the Orioles' "Oh, Holy Night," along with their old coupling of "Lonely Christmas" and "What Are You Doing New Year's Eve?" King Cole's "Little Christmas Tree" and Billy Eckstine's "Blue Christmas," which is backed by "I'm So Crazy for Love."

The Christmas party planned by the Washington Music Guild at the Naval Hospital was publicized by WINX disk jock Milt Grant, who told his audience that the Guild was "an organization we can be proud of." Artists he said who would appear at the party include Burl Ives, Georgia Gibbs and Louis Jordan. Grant also plays the 30 top tunes of the week in the Washington area, as picked by the Guild. The latest reckoning placed Patti Page's "Tennessee Waltz" on top, followed by Phil Harris' "The Thing," Ralph Flanagan's "Nevertheless," Sammy Kaye's Harbor Lights," Patti Page's "All My Love" and Evelyn Knight's "Lucky, Lucky, Lucky Me."

The Guild's "record of the week," as aired on Eddie Gallagher's WTOP shows, was Vaughn Monroe's "Frosty the Snowman." Commenting on a report that the New York City Department of Health was mulling stricter regu-

lations for food vending machines, R. J. Carroll, a spokesman for the District of Columbia Health Department, declared that, on the whole, the situation in Washington was pretty good. He pointed out that virtually all the food dispensing machines were clean, modern and vermin-proof. However, he felt that in certain respects, sanitation could be improved on. For example, altho permanent plumbing is required for any premises housing a beverage machine, there is no such regulation for candy machines. He thought it might be advisable to have facilities for routemen to wash their hands at all food vending locations. Regulations he singled out as good included: cleaning machines once a month, monthly inspection of commissaries by health officials, and the replacing of beverage machine tanks at each servicing, with the empty being returned to the commissary for thoro cleaning. Food vending machines are licensed \$2 in the District and food storage must be at least 12 inches from the ground and 18 inches from a wall. Food must also be transported in closed containers, he said.

Hartford, Conn.:

Membership in the Connecticut State Coin Association, Inc. (CSCA), has hit an all-time high of 68, according to Abe Fish, owner of General Amusement Game Company, of Hartford, and State association president. Abe presided at the December 14 semi-monthly State meeting, held at the Hotel Bond, Hartford, with some 30 members, representing city and town chapters thruout Connecticut. Newest member, Abe reported, is Lou Siegal, Danielson, Conn., coin operator. Approximately two-thirds of the coin operators in Connecticut have already joined. Guest speaker was Mac Perlman, Hartford branch manager of the Atlantic-New York Corporation, Seeburg distributors, who discussed approaching shortages of amusement machines and equipment.

Joe Naclerio, of Waterbury Amusement, Waterbury, Conn., is due back in Connecticut sometime in April from that Florida vacation trip. . . . Mac Perlman, of Atlantic-New York Corporation, also was a New York business visitor for a few days. Mac is driving a new Cadillac these days. . . . Connecticut employees of the Atlantic-New York Corporation were in New York December 21 for the concern's annual Christmas party. The event gave Hartford employees a long holiday weekend, with the office reopening Tuesday, December 26.

Lunching in a downtown Hartford restaurant recently were Ralph Colucci, Seaboard Distributors, Hartford; Bill Prutting, Post & Lester, Hartford Decca distributors; Dick McCatherine, Plymouth Electric, New Haven, MGM Records, and Allen M. Widem.

Charlie Cataldo, of Torrington Amusement Machine Company, Torrington, Conn., recently purchased some new Seeburg M-100 Select-o-Matics from Mac Perlman, Atlantic-New York Corporation.

Francis E. Stern, president of Stern & Company, Hartford area distributors of Columbia Records, has been active in advance promotion for the scheduled January 17 concert of the Israeli Philharmonic Orchestra at Bushnell Memorial Auditorium. . . . Employees and officials of Cott Beverage Corporation, New Haven, have signed a new two-year contract, which calls for a 10-cent-an-hour wage increase for all 110 employees at the soft drink plant. Company President John Cott said the old contract with Local 37, Brewery and Soft Drink Workers, C. I. O., contained a clause providing for an automatic 2½ cent per hour raise at the expiration of the old contract. The company voluntarily granted an additional 7½ cent increase.

Chicago:

Monty West, World Wide Distributors, was in Winnipeg on business last week. Meanwhile, Len Micon was busy handling all office duties as Al Stern was in the hospital for a check up. Micon says game sales have been on the increase for the past two weeks and that there is a lot of interest (Continued on page 54)



LOOKING FOR LOCATIONS?

The easiest way to find and keep TOP locations is with the finest equipment. Every machine at FIRST receives painstaking care—it's rebuilt, refinished and put in trouble-free condition by our skilled technicians. You don't have to DIG to find FIRST'S quality . . . You can see it at a glance.

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Evans CONSTELLATION, 40 Sel. RISTAUCLAT "45" R.P.M. Chgo. Coin BAND BOX

Write for prices today

ARCADE

New Exhibit SIX SHOOTER .Write Chgo. Coin BASKET BALL CHAMP\$159
 IRISH POKER (Brand New, Closeout) 115
 TELEQUIZ, 1948 Model 119

NEW FIVE BALLS

Gottlieb DOUBLE FEATURE Exhibit TRIGGER Genco FLYING SAUCERS Williams NIFTY Chgo. Coin PUNCHY Exhibit OASIS

FIRST-Class Reconditioned and Guaranteed

SHUFFLE GAMES

- Keeney DOUBLE BOWLER \$199
- Universal SUPER TWIN BOWLER ... 185
- Bally SPEED BOWLER 175
- Univ. TWIN BOWLER 115
- Chicago Coin BOWLING ALLEY. 115
- Gottlieb BOWLETTE..\$75
- Williams TWIN SHUFFLE 69
- Bally SHUFFLE BOWLER 55
- Keeney PIN BOY 49
- United SHUFFLE ALLEY 45
- Genco BOWLING LEAGUE 49

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New & Different

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- United SKEE ALLEY
- Universal HIGH SCORE BOWLER
- Bally HOOK BOWLER
- Keeney 4 PLAYER LEAGUE BOWLER
- Williams DOUBLE HEADER (Special Price)
- United DOUBLE SHUFFLE ALLEY EXPRESS (Special Price)

Reconditioned ONE BALLS

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 GOLD CUP 119

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DEUCES WILD—BLUE BELLS
 JEWEL BELLS—GOLDEN FALLS
 BLACK CHERRIES—Q. T.'s

ALL NEW MILLS SLOTS AND PARTS IN STOCK. WRITE FOR PRICES.

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KEENEY LEAGUE 8' & 9 1/2' BOWLER

Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game! Now Taking Orders! Come in and See It in Action! WE'LL ACCEPT TRADES WE WANT TO BUY! Post-War Music—Advise what you have and lowest price.

Export buyers—Write for circular on used Music Equipment.

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Located in Northern Indiana close to Chicago.

Over 100 Machines on location, consisting of One Ball Free Play Machines, Shuffleboards, Pin Balls and Arcade Equipment. 1949 Ford Panel Truck and plenty of Parts and Supplies included. Most of the equipment has been purchased in 1949 and 1950. Route will pay for itself in 18 months. Reason for selling—retiring from business on account of old age. Route has been established for over 15 years, will stand rigid investigation—must see to appreciate. Full price, \$15,500 cash. BOX D-474, c/o The Billboard, Cincinnati 22, O.

POSITION DESIRED

12 years' experience with all types of coin-operated machines, including vending. Know route management operation, maintenance servicing, distribution, manufacturing, sales management, sales correspondence, marketing, merchandising, advertising, export, public relations. 35 years old, married, available immediately. References and additional information furnished gladly. Compensation secondary to opportunity. Write or wire to RLC, 4401 Magnolia Blvd., Burbank, California.

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NEW SHUFFLE GAMES

- Ace Bowler
- Bally Hook Bowler
- Universal High Score Bowler
- United Skee Alley
- United 4-Player Rebound
- Universal DeLuxe Twin

NEW GAMES

- United Team Hockey
- Exhibit Trigger
- Exhibit Six-Shooter
- Gottlieb Double Feature
- Jennings Challenger, 5-10
- Chicago Coin Punchy
- United Red Shoes
- Williams Nifty
- Falcon Shoe Shine Machine—\$95

NEW 1 BALLS WINNER • TURF KING

RECONDITIONED 1-BALLS

- Jockey Special \$115
- Champion 345
- Citation 225
- Special Entry 89

5-10-25c Wallomatic, W4-L56. \$65
 5c Wallomatic, W1-L56. \$29.50

PHONOGRAPHS—Reconditioned—Refinished

- Seeburg 46-M \$275
- Seeburg 47-M 325
- Seeburg 48-M (blonde) 395
- Wurlitzer 1018 295
- Wurlitzer 750 145
- AMI Model "A" 425
- AMI Model "B" 550
- Packard Manhattan 150

A.M.I. Model "C" Write
 Wurlitzer 1250 Write

BRAND NEW! ORIGINAL FLY-A-WAY PIN CONVERSION for \$45

United Shuffle Alley, Chicago Coin Bowling Alley, Bally Shuffle Alley

Terms: 1/3 Deposit, Balance C. O. D. HOME OF PERSONAL SERVICE

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10 RECORD SELECTIVE 45 RPM PHONOGRAPH

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JANUARY 15-31

See the New Williams Music Mite
 The Only Selective Phonograph Playing Ten 7-Inch 45 R.P.M. Records. ON DISPLAY AT OUR SHOW ROOMS

WORLD WIDE, Your Exclusive Distributor for EXHIBIT, WILLIAMS, KEENEY, ROCK-OLA

<p>Williams DOUBLE HEADER Here's the game that's really different! Fast, exciting 2-player game with BIG PROFITS.</p>	<p>Keeneey LEAGUE BOWLER 1, 2, 3 or 4 players. Fastest rebound ever made. All spots report Terrific PROFITS. Available in 8 or 9 1/2 ft. lengths.</p>	<p>Exhibit SIX SHOOTER Here's a WESTERN game with player appeal. Fast! Money-maker for all locations. Moving targets add color.</p>
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FLY-A-WAY PIN CONVERSION
 For Chicago Coin Bowling Alley Improve your game with a Proven Conversion • Strike and Spare Indicator • Genuine Williams parts. **\$59.50**
 Write for Quantity Price

MILLS ORIGINAL BELLS
 25 GOLDEN FALLS
 20 BLACK CHERRY
 5 BONUS BELL
 5 BLUE BELL
 WRITE FOR PRICES

<p>New and Reconditioned CONSOLES Bally CLOVER BELL (New)...\$795 Keeneey THREE WAY BONUS BELL ... 350 Keeneey TWIN BONUS BELL... 275 Keeneey SINGLE BONUS BELL 195 Pace SARATOGA 50</p>	<p>New REBOUND SHUFFLE GAMES Williams DOUBLE HEADER Keeneey 4 PLAYER LEAGUE BOWLER United SKEE ALLEY Universal DELUXE BOWLER United 4 PLAYER SHUFFLE ALLEY United HIGH SCORE BOWLER Bally HOOK BOWLER United DOUBLE SHUFFLE ALLEY EXPRESS</p>
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<p>ROCK-OLA '50-'51 ROCKET PHONOGRAPH The latest HIT at World Wide. New Rock-Ola Phono plays 45 or 78 R.P.M. records. Be sure to see this new sensational phonograph at our show rooms. Years ahead of its time in tone quality, appearance and appeal.</p>	<p>WANT TO BUY FOR CASH Bally CHAMPION Bally CITATION Bally GOLD CUP Bally JOCKEY SPECIAL Universal PHOTO FINISH</p>
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<p>NEW FIVE BALL GAMES Exhibit OASIS Exhibit TRIGGER Williams NIFTY Williams RAG MOP Williams PINKY United RED SHOES</p>	<p>NEW ONE BALL GAMES Bally TURF KING (new) WRITE Bally GRANDSTAND (new) WRITE Universal WINNER (new) WRITE</p>
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<p>RECONDITIONED GAMES United Shuffle Alley, fly-away pins...\$129.50 Williams Twin Bowler 89.50 Keeneey Ten Pins 89.50 Keeneey King Pin 145.00 Bally Jockey Special, FP 149.50 Bally Gold Cup, FP 249.50 Bally Citation, FP 249.50 Bally Champion, FP 249.50 Lexington, PO 249.50 Universal Photo Finish, FP 335.00 Bally Deluxe Draw Ball 189.50 Keeneey Twin Bonus Super Bell, 34-35c 275.00 Chicago Coin Pistol Pete 159.50 Date Guns, latest triple switch model. 109.50</p>	<p>NEW EQUIPMENT SHUFFLE GAMES GENCO FLYING SAUCER BALLY TURF KING WILLIAMS NIFTY GOTTLIEB DOUBLE FEATURE CHICAGO COIN PUNCHY UNIVERSAL HIGH SCORE BOWLER</p>
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CHICAGO COIN BAND BOX\$259.50

Reconditioned Phonographs
 Mills Constellation—Wurlitzer 1015—Seeburg 146-M

Terms: 1/3 Dep., Bal. C. O. D. Write for Prices on Coin Counters, Coin Changers.

AUTOMATIC COIN MACHINES & SUPPLY CO.
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 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

WAIT FOR IT . . . WATCH FOR IT . . . IT'S COMING ! ! !

TRIMOUNT SAYS:
 "IT'S THE GREATEST 5 BALL EVER MADE BY ANY MANUFACTURER"
 EARNINGS AT TEST LOCATIONS WERE SENSATIONAL . . . THIS GAME HAS BROKEN ALL COLLECTION RECORDS.
IT'S GOTTLIEB'S NEWEST 5 BALL
 AVAILABLE EARLY IN JANUARY
 EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

Remember IN NEW ENGLAND IT'S TRIMOUNT!

TRIMOUNT
 40 WALTHAM STREET BOSTON 18, MASS
 Tel. Liberty 2-9160

Coinmen You Know

• Continued from page 53

in the firm's music products, Williams' Music Mite and Rock-Ola's Rocket '51.

Herb Perkins, Purveyor Shuffleboard Company, was in California on a business mission. Meanwhile Tom McNeill was holding down the home front. . . Col. Lou Lewis finished the year by signing a lease for new and larger quarters for his Merit Industries, local coin machine exchange.

Clayton Nemeroff, Monarch Coin, says the rush for arcade equipment is on and the firm has attracted a lot of new customers for this type of machine the past two weeks. Other products accentuated by operators dropping in during the holiday season included late model shuffle and pin-ball games and reconditioned 'Pop' Corn Sez units.

With the return of Gil Kitt from South America, where he lined up foreign representatives for the firm's many lines, Empire Coin Machine exchange moved back into high gear. Stanley Levin, road man, will leave for a swing thru Illinois and Iowa. Ralph Sheffield, Howie Freer and Jerry Bremner were busy with the unusual number of ops who dropped in for premiums last week.

At Universal Industries every one survived the plant Christmas party and were giving a good account of themselves on the production line this week. Mel Binks and Bill Ryan were busy outlining 1951 plans. Ryan says the business pick-up which started a few weeks ago is still on the up-grade and new inquiries on Winner, High Score Bowler and Shuffle Tournament are coming in all the time.

Chicago Coin staffers are making an all-out effort to keep up with the growing demand for the Band Box, music machine play stimulator. Ed Levin and Sam Lewis emphasize that the repeat orders have been encouraging. . . Harry Brown, Amusement Sales head, continues to enlarge his shop facilities and reports business on all types of equipment will cause him to add more personnel soon. . . Joe Caldron, Trans World Trading president, says the foreign market continues to improve and he is getting requests for venders as well as music and amusement game equipment.

At Auto Bell Novelty, Carl Huppert is laying plans for expansion and working out details on new products. . . Joe Schwartz, National Coin Machine Exchange head, is ready for a big '51 and looks forward to steady action on the new and used game front. . . Bally Manufacturing Company was another plant receiving a steady run of visitors last week. George Jenkins and Jack Nelson were among those entertaining the out-of-towners.

United Manufacturing headquarters maintained a skeleton crew Friday (22) as the bulk of staffers attended the firm's annual Christmas party. Billy DeSelm, general sales manager, had a chance to catch up on his paper work during the holiday, as did Ray Riehl and Herb Oettinger, comptroller, as the usual stream of out-of-towners slowed-down for the week. Firm's production line has been going strong on Skee Alley.

Visitors were no exception at the First Distributors headquarters as the holiday week-end approached, with the Coffee Bar stacked with ops right up thru Saturday (23). Wally Finke and Joe Kline reported used games going fast, and business in the premium line exceptionally heavy. Boys handed out a clever cigarette vender as a Christmas gift, and the gimmick drew plenty of attention. Mal Finke, who heads the premium division, said deliveries on items purchased in New York several months ago were just beginning to come thru.

Roy Bazelon, who is head of Monarch, reported one of his sons has just completed the musical score for a motion picture, made in New York, and is set for additional motion picture assignments. Roy's second son spent the past week in Washington. Clayton Nemeroff, Monarch exec, worked overtime to get ready for the long week-end. . . Seymour Golden, who heads the Coin Machine Service Company, and his sales head, Jerry Zachery, reported premium business at a new high as the yuletide buyers flocked to the firm's showrooms.

Literally Speaking . . .
 20 1/2 inches x 13 inches x 13 inches is the physical size of the new . . .

Williams

Music Mite

LOW COST SELECTIVE 45 RPM PHONOGRAPH

Figuratively Speaking . . .
 20 1/2 FEET x 13 FEET x 13 FEET is the physical size needed to hold the profits it earns!

Hear it—see it on display in our showrooms.

ORDER TODAY!

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 881 Main Street
 Buffalo, New York

FOR BETTER BUYS—BETTER BUY NOW
 Direct Distributors for Leading Manufacturers

<p>VENDING MACHINES—USED 10 Silver King, 1c\$7.50 250 Victor 'V' 7.50 50 Topper 7.50 10 #39 N.W. nut 7.50 15 #32 N.W. gum 7.50 15 Columbus 1c gum 7.50 25 Columbus 1c nut 7.50 10 Columbus 5c nut 7.50 15 Advance 1c gum 7.50 4 Master 5c pistachio 7.50 25 Master 1c 7.50 4 Master 1c-34 7.50 20 Northwestern #40 7.50</p>	<p>COUNTER GAMES—New Hit-a-Homer\$27.50 Three of a Kind 15.00 Punch-a-Ball 15.00 Electric Skill Gun 47.50 ABT Model F 42.50 Kickers & Katchers 22.50 Adv'ce Elec. Shocker 19.50</p>	<p>ARCADE EQUIPMENT Mut. Fishing Well...\$125.00 Mut. Drivemobile... 125.00 Mut. Silver Gloves... 175.00 Mut. Ace Bomber... 135.00 Acme Shoe Shiner... 150.00 Battering Practice... 75.00 Big Inning 210.00 Boomerang 45.00 Chi Coin Hockey 95.00 Chi Coin Pistol 125.00 Chi Coin Basketball 195.00 Chicken Sam (Conv.) 95.00 Evans Ten Strikes... 75.00 Exhibit Silver Bullet 135.00 Falcon Shoe Shiner 125.00 Goatee 125.00 Heavy Hitter 50.00 Jack Rabbit 100.00 Keeneey Air Raider... 100.00 Lo Boy 1c Scales... 50.00 Mills Modern Scales 50.00 Panorams 225.00 Pitchem & Batterm... 175.00 Photomatic, early... 275.00 Photomatic, late... 550.00 Quizzers with film... 125.00 Recordo Gram 135.00 Scientific Xray Poker 85.00 Siros Brush Up 75.00 Tommy Gun 85.00 Underses Raider... 95.00 Western Baseball... 85.00 Williams All Stars... 125.00 Exhibit Diggers 85.00 Atomic Bomber 125.00</p>
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CIGARETTE VENDORS—Used
 8 Col. Monarch\$85.00
 10 Col. Rowe Royal... 65.00
 950 National 95.00
 DuGrenier Challenger 95.00
 7 Col. Stewart-Mo-Guire 45.00
 15 Col. Uneda 500... 85.00
 DuGrenier 'W' 50.00
 10 Col. Rowe President 75.00
 National 9A (no base) 75.00
 New Keeneey Cig. VenderWRITE

COUNTER GAMES—Used
 Cubs Cig. Reels, 1c...\$12.50
 Got. 3-Way Grippers... 18.50
 Shipman's Peeks, 5c... 35.00
 Gushers Fr. Reel, 5c... 18.50
 Spit Fire, 1c 15.00
 ABT Challengers 20.00

CONSOLES
 Super Bonus Bell...\$125.00
 Sup. Bon. Bell, 5-25 250.00
 Mills Duo Bell 195.00
 Bally Draw Bell 150.00
 Bally Tri. Bell, 5-5-25 345.00
 Arrow Bell 375.00
 Belgian Bell 475.00
 Gold Nuggets, 5-25... 275.00

MUSIC
 Wurlitzer 41\$ 65.00
 Wurlitzer 61 75.00
 Wurlitzer 71 85.00
 Wurlitzer 614 65.00
 Wurlitzer 600 85.00
 Wurlitzer 800 95.00
 Wurlitzer 1015 295.00
 Wur. 1917 (Hideaway) 265.00
 Wur. (Colonial) 95.00
 Pack. 400 (Hideaway) 125.00
 Rock-Ola '39 75.00
 Rock-Ola Deluxe 85.00
 Rock-Ola '46 200.00
 Rock-Ola '47 275.00
 Seeburg 9800 110.00
 Seeburg 8200 110.00
 Aireon Deluxe 95.00
 Aireon Fiesta 125.00

SHUFFLE ALLEYS (Used)
 United Reg. Alley...\$80.00
 United Super 75.00
 United Express 125.00
 Keeneey Pin Boy 85.00
 Keeneey Lucky Strike 125.00
 Bally Bowler 65.00
 Genco Bowler 65.00
 Gottlieb Bowlette 45.00
 Chi Coin Double 100.00
 Recordo Pool Table 75.00
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GIVE TO THE DAMON RUNYON CANCER FUND

Blaze!
Away thru 1951
with EXHIBIT'S-DALE
'SIX SHOOTER'



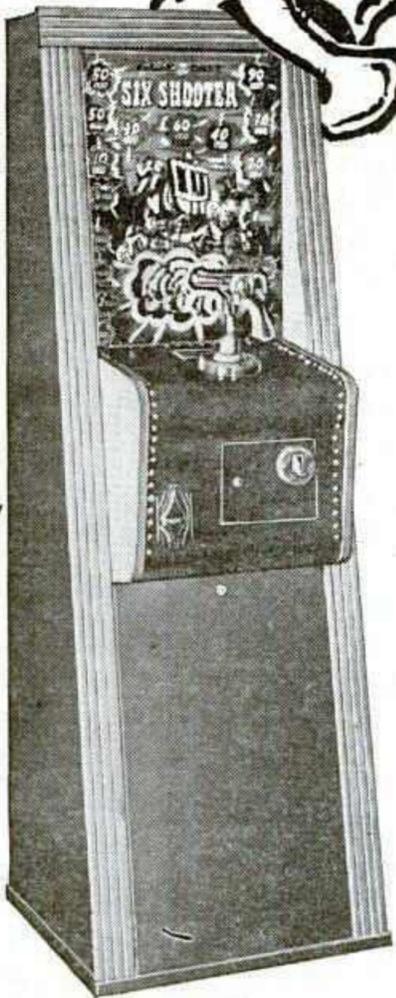
GO 'WESTERN'
PISTOL
TARGET
SHOOTIN'



The Crowds
Like It!

SEE IT!
AT ALL EXHIBIT DISTRIBUTORS

THE EXHIBIT SUPPLY CO.
4218-30 W. LAKE ST., CHICAGO 24, ILL.



Los Angeles:

Bob Donahue, Pismo Beach operator, in town and lunching with **Stan Turner**, head of the Wur-litzer parts department at Paul Laymon Company. . . . **Ed Wilkes**, of the same firm, hosted a group of 10 cub scouts at a basketball game. . . . **Jack Everett**, of Kingman, Ariz., in town on a pre-Christmas trip for gift and business shopping. . . . **Mr. and Mrs. Al Anderson**, of Shafter, were in the city for pre-Christmas shopping. . . . **Ed Lyons**, Long Beach operator, left Friday (22) for Honolulu.

Don Jackson, who recently joined the Stewart Metz firm in San Bernardino, made a trip to the city recently in his new foreign made car. The speed pick-up was demonstrated to several of his operator and jobber friends and they agree with Jackson that the new automobile really has acceleration.

Johnny Johnson, of the J. & M. Amusement Company, came up with an ingenious device to carry his records. He installed record racks on the side of his half-ton, pick-up truck. The racks, running the full length of the truck body, will carry a total of 36 boxes. He has devised another carrying box for his typewriter and coin wrapper. Johnson made the device out of half-inch wood and strengthened the corners with metal strips. Regular music machine locks are used, eliminating the necessity of additional keys. Johnson said he constructed the racks himself at a cost of about \$50.

Larry Jackson, of the William Leuenhagen Company, is holding several days in January open so he can participate in the dog field trials to be held in Chino under the sponsorship of the Arrowhead Springer Spaniel Club. Jackson reports that at the national trials in Herrin, Ill., seven local dogs participated but only one won honorable mention. The canines were not used to the snow! The nationals in 1951 will be held on the West Coast and Jackson and cohorts are hoping it will be in Southern California.

Mary Solle, of the Leuenhagen Record Bar, reports **Don Tosti's** "El Tiempo Sera Testigo" on the Philmos label is rolling up good sales. Tosti's band is playing at Hollywood Palladium. . . . **Samuel Van Cleve**, vending machine operator of Tucson, in town to pick up parts for his equipment. He stopped in to see **Al Silberman** at Badger Sales Company.

The pre-Christmas days were ended with several of the jobbing firms holding parties. At Badger Sales, the event was held Friday (22), with members of the staff receiving cash bonuses and visiting operators getting gifts. **Bill Leuenhagen** staged his party Saturday morning (23) and it got under way about nine. There was plenty of food for the operators who came in that day for their records. Label salesmen also attended. . . . **Dorothy and Jack Leonard**, he of Badger Sales Company's parts department, held open house Christmas Eve. The Leonards attended the New Year's Eve party sponsored by the Pacific Coast Showmen's Association.

William (Bud) Parr, of General Music Company, is passing out cigars on the occasion of the arrival of a son Saturday (16). . . . **Sylvan and Jerome Howard** are new operators in the vending field and have installed several Mills Coffee Bars in and around Los Angeles. . . . **Frank Dunkel**, of the premium merchandise department of Badger Sales Company, has received notice to report for his army physical examination. He served in World War II.

Cecil Ellison, of the Desert Operating Company in Lancaster, in town on a shopping tour. . . . **William R. Happel**, formerly with Badger Sales Company, in town over the week-end from his base in San Diego. . . . **Ray Eberts**, music operator, back from a trip to Europe. Overseas he visited France, Italy and Spain. Eberts said that he enjoyed every minute of the tour and is now turning his thoughts toward making a flight to South America.

Johnny Nelson in town on business. Reports that he is trying to get things wound up so that he can take off on a hunting trip. Nelson enjoyed a fishing trip to the Northwest a few weeks ago. . . . **Gene Rhodes**, who recently joined the Badger staff, busy these days unpacking new merchandise items for the newly established department.

Roy Jones Sr., who retired from the music operating business several years ago, still maintains his contact with jobbers and other operators on the row. He is think-
(Continued on page 56)

Williams NIFTY



Defrosts the Locations with
★ SPECIAL SCORE!
★ SUPER SPECIAL SCORE!

NIFTY HAS EVERYTHING! HIGH SCORE—THUMPER BUMPERS—FLIPPERS and Williams' ORIGINAL TILT RESET (Pat. Pend.)
SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

We are pleased to announce
THE OPENING OF OUR
NEW HEADQUARTERS
at 5 Parkhurst St., Newark 2, New Jersey

We now have even better facilities for buying, reconditioning and shipping coin machine equipment to all parts of the world.

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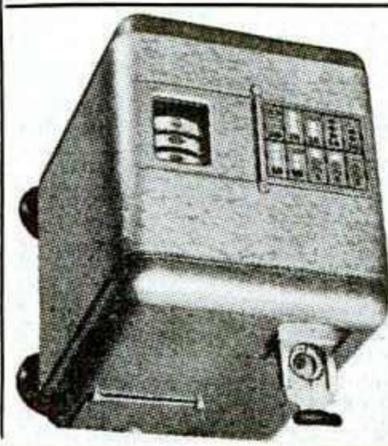
FOREIGN BUYERS . . .
You can buy from us in confidence. You get expert service; shipments are made promptly and new and used equipment arrives in excellent condition.

DOMESTIC OPERATORS
Contact us when you have machines to sell. We'll give you the best deal obtainable.

INTERNATIONAL AMUSEMENT CO.
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

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FIGHT INFANTILE PARALYSIS
Join **MARCH OF DIMES**
JANUARY 15-31



MILLS NEW VEST POCKET BELLS
Automatic 3-5 Mystery Pay Out, 5¢
Play—\$65.00.

MILLS NEW 1950 BELLS
Blue Bell—Black Beauty Bell—21 Bell—
Wild Deuce Bell, 5¢-10¢-25¢-50¢ Play
—Write for Prices.

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SICKING, INC.

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COIN-OPERATED TELEVISION
Write for Complete Information
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WANTED—ONE BALLS

Gold Cups—Citations—Champions. Any quantity.

Call **MR. HAWES—2681**

HEATH DISTRIBUTING COMPANY, Macon, Ga.

EVANS' 1951 TEN STRIKE



**Original and
Still Greatest
of Bowling
Games!**

As we predicted, **TEN STRIKE**, the only authentic Bowling Game, has demonstrated its popularity and is still outliving the many synthetic copies that have been introduced in the past decade!

**REAL
BOWLING!
ALL SKILL!**

BETTER THAN EVER—EVERY WAY:

NEW! High Dial Projector Scoring up to 150!

IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play.

PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 improved **TEN STRIKE**! Thousands of original pre-war **TEN STRIKES** are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 **TEN STRIKE** the finest game of skill for amusement only, is gilt-edge! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years! NOVELTY OR REPLAY MODELS.

ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 48

A-1 USED ALLEY GAMES

UNITED SHUFFLE ALLEY	\$49.50
UNITED SHUFFLE ALLEY with Disappearing Pin Conversion	99.50
UNITED DOUBLE SHUFFLE ALLEY	119.50
CHICAGO COIN BOWLING ALLEY.....\$99.50	

WILLIAMS TWIN SHUFFLE	49.50
WILLIAMS DELUXE BOWLER, Disappearing Pins	99.50
BALLY SHUFFLE BOWLER	\$69.50

Write for new list of all types of equipment.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maumee Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio
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MOST MAGNETIC
MOST PROFITABLE
COIN MACHINES FOR
EVERY AMUSEMENT PURPOSE

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4307-39 W. LAKE ST., CHICAGO 24, ILL.

For the best in
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SHUFFLE ALLEYS
RAY GUNS
IT'S

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CORPORATION

Murray Rosenthal
1346 Roscoe Street Chicago 13
CRaceland 2-0317

Coinmen You Know

Continued from page 55

ing of returning to the field. His two sons, Roy Jr. and Marvin, are also operators. Roy Jr. has a route in Inyokern. . . John Ellis, who started in the music machine business about 30 years ago, is retiring from the field and is selling the last remaining pieces of equipment. Ellis started in the days of the old Gabel machine. Also he is leaving the field, he believes that the music operator is in for better times and that the prosperity circle will roll around again.

It was a big Christmas in Brentwood for the Fred Gaunts. The twins, Frederick and Richard, 6½ years old, were appreciative of the many gifts that Santa Claus left. Both are Hopalong Cassidy fans and follow his experiences on television.

New York:

Dick Steinberg has informed members of the Music Guild of New Jersey (MGNJ) that the org will hold its 14th annual meeting and dinner Thursday, January 11, at the Essex House, in Newark. A full slate of officers will be elected, and the MGNJ public relations program for 1951 discussed. Meet was originally skedded for later in the month.

Ken Jensen, former ad man for The Billboard in the coin machine field, took up his new duties as sales manager for Eastern Electric, Inc., vender manufacturer, January 1. . . Charles Brinkman, vice-president of Rowe, is editor of the firm's house organ. The publication came out in its new, larger format last week.

Meyer Parkoff and Harry Rosen, Atlantic New York toppers, were in Hartford last week for confabs with chiefs of their Connecticut outlet. Rosen, just in from Florida, helped Parkoff and Murray Kaye, sales manager, host a Christmas party given by Atlantic for its employees, at the Park Sheraton's Colonial Room Thursday (21).

Herb Klein, International Mutoscope sales manager, reports a recent step-up in demand for Photomatics. The coin photo machine has been in sustained production since 1936. . . Hal Meeks, vender salesman, was at home last week nursing a stomach ailment. . . Alto the snow and icy road conditions made coin machine servicing a hazardous business this week, the Broadway Playland Arcade wasn't complaining. Establishment, managed by Nat Choderker, was crowded with kids on school vacations.

Ken Poulsen, field director for American Shuffleboard Leagues, Inc., was at the organization's Union City, N. J., headquarters last week to confer with Peter Olmstead and Howard James on prospects for the coming tournament season. . . Frank Monocco, formerly with Union Automatic Music, handed out cigars to mark the birth of a daughter last week.

With Arthur Herman, of Boro Automatic, back from a Florida vacation, his brother Albert left last week for a couple of weeks in the South. . . Sol Tabb, of Hysol Music, also has left for a Florida vacation. He hopes to buy a home there. . . Bowl-o-Matic Sales Company is the name of a new coin machine firm soon to open for business on 10th Avenue.

Philadelphia:

Just as there has been a drop in all amusement taxes, the city treasurer last week reported that there has been a drop as well in bowling alley and coin machine revenues. The treasurer's report noted a marked decline in such tax revenues for the 11 months of this year as compared to the similar period in 1949. . . Jack Beresin, head of Berlo Vending Company, attended the annual dinner dance recently of the Baltimore Variety Club. . . Nearly 40 parking meters in the Germantown shopping district have been looted in 10 days, it was reported by the city's traffic engineering office. Besides the coins stolen, damage to the machines was estimated at \$400. . . Sophie Levy, operating the Queen Vending Company, purchased at auction one of the music machines from the stock of the bankrupt Smith & Fields Distributing Company, former Wurlitzer distributors here.

STRETCH

in 1951
YOUR DOLLARS AT EMPIRE

SHUFFLE GAMES

UNITED SKEE ALLEY	NEW	BALLY HOOK BOWLER
UNITED 4 PLAYER, S.A.		UNIV. HIGH SCORE
UNITED SINGLE S.A. RE-BOUND		BOWLER
UNIV. DELUXE TWIN BOWLER		UNITED DOUBLE S.A. RE-BOUND, With Disappearing Pins, Plus True Bowling Score—Special Price!
CHICOIN FACE BOWLER		
CHICOIN PIN-LITE		

RECONDITIONED	
UNITED SHUFFLE ALLEY	\$ 69.50
With United's Disappearing Pin Conv. Installed	129.50
UNITED SUPER SHUFFLE ALLEY	99.50
With United's Disappearing Pin Conv. Installed	179.50
UNITED DOUBLE SHUFFLE ALLEY	134.50
With United's Disappearing Pin Conv. Installed	209.50
UNITED 2-PLAYER SHUFFLE ALLEY EXPRESS	209.50
UNITED SHUFFLE SLUGGER	119.50
EXHIBIT STRIKE of 2 Players	99.50
UNIVERSAL TWIN BOWLER	114.50
UNIVERSAL SUPER TWIN BOWLER, 9 Ft.	179.50
CHI COIN BOWLING ALLEY	109.50
With Disappearing Pin Conversion Installed	165.00
CHI COIN TROPHY BOWL	179.50
CHI COIN BASEBALL, or 2 Players Rebound	65.00
GENCO BOWLING LEAGUE, 8 Ft. or 9½ Ft.	65.00
With Disappearing Pin Conversion Installed	140.00
BALLY SHUFFLE BOWLER, 9½ Ft.	79.50
BALLY SPEED BOWLER	179.50
NATION-WIDE SHUFFLE POOL	49.50
GOTTIE'S BOWLETTE Like New	79.50
WMS. DOUBLE HEADER	169.50
UN. SHUFFLE ALLEY EXPRESS	145.00

NEW CLOSEOUTS!

WILLIAMS SINGLE BLOWERS, 9½"	\$135.00
WILLIAMS TWIN BOWLERS, 9½"	155.00
WILLIAMS DE LUXE BOWLERS	185.00
KEENEY ABC BOWLERS	155.00
KEENEY DOUBLE BOWLERS	275.00
KEENEY PIN BOYS, SINGLE	155.00
UNITED SHUFFLE SLUGGERS, F.S.	155.00
UNITED SINGLE SHUFFLE ALLEY REBOUNDS	275.00
BALLY SHUFFLE CHAMPS, F.S.	275.00
UNIVERSAL SHUFFLE TOURNAMENTS	WRITE

ONE BALLS

Universal Winner	NEW
Bally Turf King, F. P.	
Kentucky, P.O.	\$445.00
Photo Finish, P.O. or	
P.O.	350.00
Champions, F.P.	369.50
Lexington, P.O.	250.00
Citation, P.O.	229.50
Trophy, P.O.	149.50
Bally Hot Rod	129.50
Gold Cup, F.P.	149.50
Jockey Club, P.O. '47	119.50
Jockey Special, F.P.	119.50
Bally Entry, P.O.	99.50
Special Entry, F.P.	89.50
Victory Derby, P.O.	79.50
Victory Special, F.P.	79.50

ARCADÉ

MUTO. VOICE-O-GRAPH, Late	\$495.00
EXH. GULF STATES DIGGER	275.00
CHICOIN MGT. SKEE BALL	219.50
STAR SERIES	195.00
CHICOIN BASKETBALL CHAMP	195.00
C.C. PITCHER & BAT 'EM	189.50
TARGET MASTER PISTOL	
RAY GUN, Brand New, Closeout	149.50
TELEQUIZ, 48 MODEL	149.50
CHICOIN PISTOL	129.50
WMS. ALL STARS	109.50
CHICOIN GOALIE	99.50
TARGET MASTER EXH. SHUFFLE BOWL, Conversion for Shuffleboards	89.50
EXHIBIT DALE GUN, Late	49.50
POKER AND JOKER	49.50
GENCO GLIDER	59.50
FLASH HOCKEY	69.50
BALLY HEAVY HITTER	59.50
UN. SHUFFLE SKILL	59.50
GENCO WHIZZ, F.P.	49.50
CHICOIN RANGO	49.50
ABT CHALLENGER	24.50
UN. TEAM HOCKEY, New, WRITE NEW EXHIBIT SIX SHOOTER	WRITE

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

GAMES

7-Hi Pool Table	\$49.50
Genco Glider	34.50
Genco Bing a Roll	89.50
Sally Ball Roll	69.50
Triple Action	29.50
Trade Winds	29.50
Mardi Gras	29.50
Merry Widow	34.50
Screwball	39.50
Sunny	29.50
Humpty Dumpty	29.50
Puddin'head	49.50
1-2-3	29.50
Yanks	29.50
Virginia	29.50
Wisconsin	29.50
Bermuda	29.50
Spinball	29.50
Catalina	29.50
Thrill	29.50
Stormy	29.50

Specify second choice

BEST START FOR 1951!
All Cleaned! All Checked!

PHONOGRAPHS—ACCESSORIES

FILBEN FP-300 (30 Selection)	\$199.50
SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
ROCK-OLA PLAYMASTER	79.50
3 Complete Hostess Systems (units of 10)	

MAKE AN OFFER!

MAKE IT YOUR NO. 1 RESOLUTION FOR 1951!
CHECK WITH LONDON FIRST FOR TOP VALUES,
TOP EQUIPMENT!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. London Music Co., Inc.

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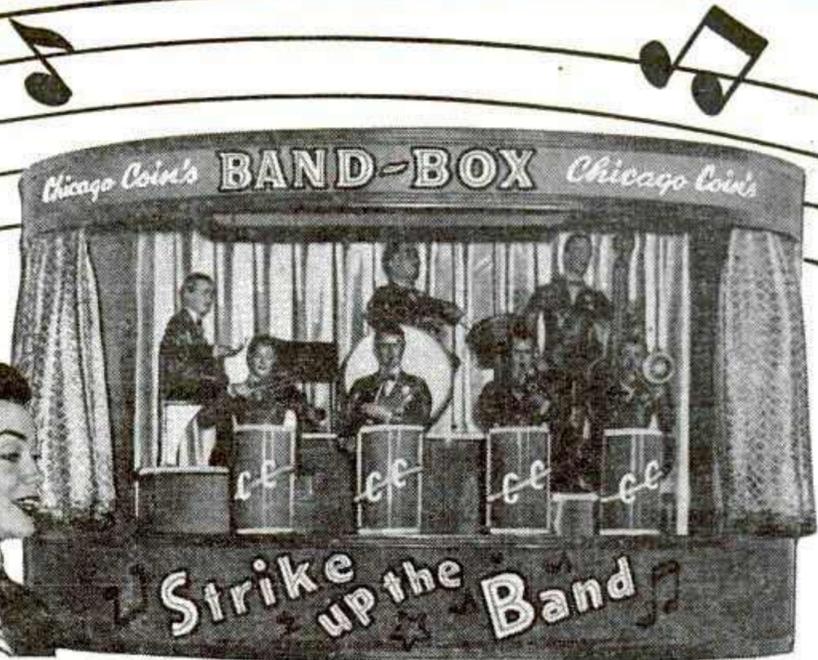
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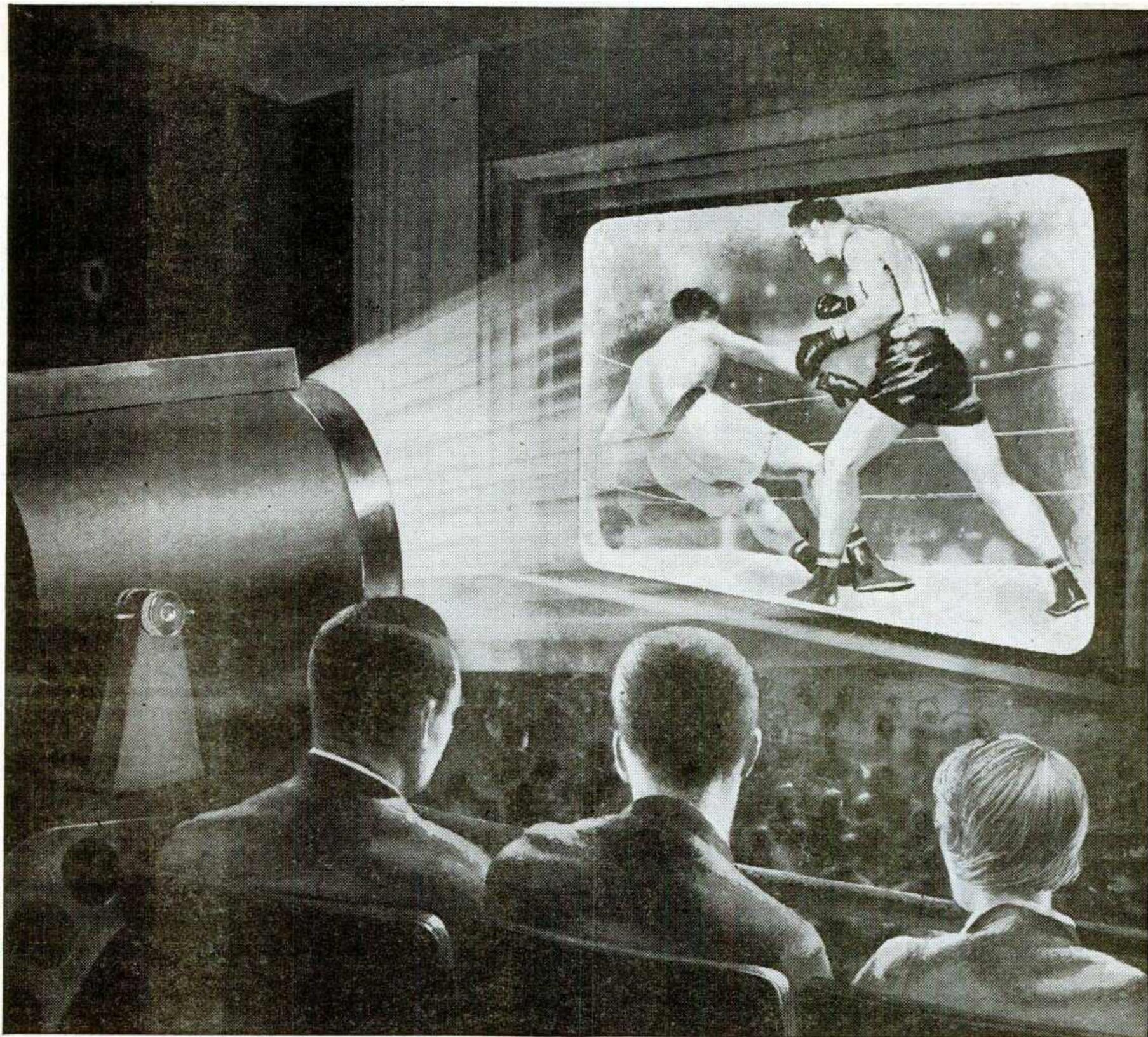
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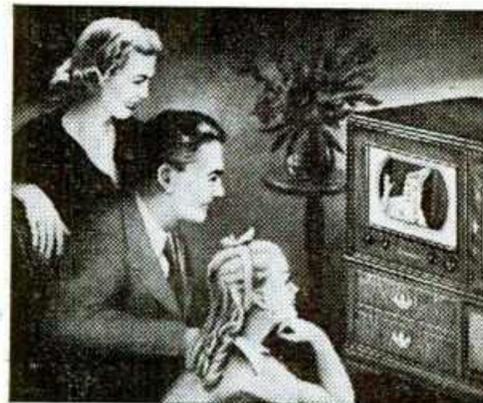
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Television-Radio Reviews

Steve Allen Show

Reviewed Monday, Tuesday (25, 26). Sustaining over CBS-TV Network. Producer, Marlo Lewis; director, John Peyser. Cast: Steve Allen, The Freshmen.

On the basis of Steve Allen's first two video shows, neither he nor CBS-TV has found a satisfactory or satisfying format. Allen is the deejay who became a terrific West Coast rage, via a facile knack for ad libbing, and now the web has tabbed him for a five-time-a-week half-hour TV stanza against the redoubtable Burr Tillstrom entourage on NBC-TV.

Allen is a low pressure guy. He himself commented on his resemblance to Dave Garroway, boy nonpareil, and it's true they look and work somewhat alike. However, the resemblance, insofar as show's concerned, ends there and that's one of the troubles, since Allen's show lacks moxie to carry a five-time-a-week load. His only permanent support is an instrumental quartet, The Freshmen, and real good; otherwise, he ad libs around, interviews professional ticket moochers in his studio audience and does a bit—or an interview—with name guest stars.

Allen is at his ad libbing best when he's prowling in the audience, but on both shows caught the spot ran double what it was worth. The star interviews (Gloria Swanson and Jose Ferrer) were meaningless, too, as was a skit with Joan Blondell on his second show. Actually, in the light of Allen's faculty for a velvet gloved rib of his studio audience guests, it might be better were he to eliminate name guests and switch to interviewing human oddities. Indications are it might fit into his pattern with far happier results.

Even this, tho, doesn't impress as being enough. Allen needs some foil to play off, perhaps a gal vocalist or some frantic type stooge. His musical spots with The Freshmen are first rate, and the quartet does come up with mucho music for so small a group.

There is virtually no production to speak of, and consequently there's an awkward air to the show. The camera work is dull at times and downright bad at others—especially in the music treatment. Allen also uses a one-way mike for his audience interviews. This not only introduces an annoying bit as he flips the mike between himself and the interviewee, but contributes to missing comments by both.

Jerry Franken.

Charlie Wild, Private Detective

Reviewed Friday (22), 9-9:30 p.m. EST. Sponsored by Wildroot Company, Inc., thru BBDGO via CBS-TV. Producers, Lawrence White and Walter Tibbals, for Regis Radio; director, Paul Nickell; writer, Peter Barry; announcer, Sandy Becker. Cast: Kevin O'Morrison, Barry Kroeger, Carlo De Angelo, Kathleen Cordell, Treva Frazer, Martin Newsman.

Charlie Wild, Private Detective got his first TV airing Friday (22). Heretofore the shamus had just been a radio voice. Now interested, home-fire, arm-chair squatters will have a chance to get a peek at their hero in the person of Kevin O'Morrison on alternate Fridays.

Judging from its unveiling, the Wild format will follow the standard pattern of its predecessors, with O'Morrison setting up the action via narration and then jumping into it with two-fisted abandon. Peter Barry's opening yarn was run-of-the-mill, packing a couple of murders, with the private eye getting the customary sock on the head before he solved them. The twist this time was that the menace ran to silk dressing gowns and Beethoven symphonies.

O'Morrison was sufficiently engaging tele-wise as the redoubtable Wild. Never has a dick made a faster recovery, after being pistol-whipped. His recuperative prowess is marvelous. Barry Kroeger gave him good support as the musical menace, and the remainder of the cast were creditable.

Paul Nickell's direction was sound, with a proper flair for building up what mystery there was. Lighting and photography were excellent. What Wild needs is more original story approach and less hokum.

The plugs for Wildroot products were standard. Bob Francis.

Fight Follow-Up

Reviewed Wednesday (20) over CBS-TV. Sustaining. Producer, Judson Bailey. Cast: Lester Bromberg, Vince Scully.

This show follows CBS-TV's Wednesday night fights session and features New York sportswriter Lester Bromberg (*World Telegram and Sun*) and CBS sportscaster Vince Scully. They discuss the preceding fight and get into boxing generally. Necessarily, the show has to be elastic, because of uncertainty as to the time the fights will end.

Bromberg unquestionably knows his mitten stuff, and speaks with ease and fluency. After an analysis of the tragic Percy Bassett-Sonny Boy West fight that preceded, the session segued into a biography of Barney Ross, certainly sure-fire stuff for fight followers. Considerable use of stills was made, but even so, the very nature of the show holds down visual aspects. Addition of a ring notable or use of film clips might ease this.

On the show caught, some editorial judgment from the production side would have indicated a bulletin on West's condition since, at sign off, the young fighter was obviously in dangerous condition.

Jerry Franken.

For Men Only

Reviewed Wednesday (27), 8-8:30 p.m. CST. Sustaining, via WGN-TV, Chicago. Producer, Sid Breeze. Cast: Morrison Wood. Guest: Virginia Gale.

For Men Only is a masculine counterpart of a cooking show. It was handsomely backed by two sets, one of a man's den, the other of his kitchen. Morrison Wood, who gave the cooking lesson, was a natural. He was perfectly at ease, enjoyed his work, and knew where he was going. The show moved the full 30 minutes without a flaw.

And what did the viewer have at the end of 30 minutes? If he had paid very close attention, he

H. V. Kaltenborn's News Commentary for Children

Reviewed Saturday (23), 9:30-9:35 a.m. EST. Sustaining via WNBC, New York. Director, Al Stetson; commentator-writer, H. V. Kaltenborn.

H. V. Kaltenborn's 5-minute news commentary for children is a commendable venture in that the veteran broadcaster handles a somewhat ticklish assignment with good taste and considerable restraint. His delivery thruout is devoid of coyness or condescension, and the latter is particularly noteworthy, since "talking down" is only too evident on many adult news airers today. It's a common enough device, used by broadcasters to obscure the fact that their own understanding of the situation is slightly hazy.

Kaltenborn's precisely paced, super-articulate speech is aptly suited to this format but, judging by last Saturday's show, it is difficult to believe that the program is sufficiently elastic to cover a six to 14 age group, for which the series was originally designed.

Who Can Explain?

In trying to explain the whys and wherefores of current happenings in Korea, Russia and the UN, Kaltenborn was about as successful as any radio newsman, which is to say—not at all. However, it's to his credit that he maintained a relatively fair balance between left and right thruout, and summed up quite lucid definitions of the terms "isolationists" and "interventionists." This particular segment seemed a bit on the heavy side, but then, there's certainly nothing light about the world's present state. June Bundy.

Alan Dale Show

Reviewed Monday (25), 6:30-6:45 p.m. EST. Sustaining via WCBS-TV. Produced by Jack Lescoulie. Directed by Jon Fogel. Cast: Alan Dale, Anne Sterling and the Milt Green Trio.

Alan Dale, erstwhile kid crooner who is a regular on the CBS *Sing It Again* telecast, made his debut as an across-the-board dinner hour songs-and-chatter personality in quite an inauspicious manner. Dale's efforts at making informal continuity chatter ad lib style were forced, trying and completely without the easy charm required. His singing, on the other hand, showed improvement in warmth and style. But songs became strictly aural stuff primarily because of totally unimaginative camera work; concentration was on head and shoulder shots almost exclusively thru the warbling periods.

Dale was supported on the show by a remarkably untalented thrush named Anne Sterling. A not unattractive blonde of no particular television distinction, she showed little if any voice as she did an ineffectual *If I Were a Bell* and, to boot, sang the wrong lyrics.

Trio Backgrounds

The Milt Green Trio, a trumpet-piano-guitar unit, filled the background music job in neat style.

Dale submitted a gimmick which could help hype the values of this show in spite of its current inadequacies. He is running off a discovery-of-the-week talent contest to be run from week to week on local school and college campuses. Winners draw a shot on the TV show.

As it stands, the show is overly modest in production, informal to the point of boredom in direction and less than tepid in talent content. Hal Webman.

knew how to make clam dip sauterne and some flossy hors d'oeuvres constructed with bacon, crackers and anchovies. It would be difficult to select a more exclusive group of men in Chicago than those who want to know how to make clam dip sauterne. It's a shame to waste such good talent on a show with such limited appeal. To make it worse, the show is on the best evening time, bucking Don McNeill, Somerset Maugham, and *Kraft Theater*, which tosses out some pretty fair recipes itself.

Guest Virginia Gale, a radio actress, was interviewed by Wood

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Pulitzer Prize Playhouse

ABC-TV, Friday 9-10 p.m.

The Pharmacist's Mate is another strong argument for filming dramatic video shows. Specially filmed as an experiment, on a limited budget, this Pulitzer Prize Playhouse Christmas script had practically everything that a good live show has—fine lighting, strong production and plenty of close-ups—and now leaves the sponsor with a property he can use indefinitely.

Adapted by Budd Schulberg from George Weller's original story in *The Chicago News*, the drama concerned an emergency appendectomy performed by a pharmacist's mate on one of the sailors in a submarine. To say the situation was suspenseful is an understatement. The fine acting and writing combined to bring the last bit of juice out of it.

The two leads, Brian Donlevy and Gene Raymond, were effective. Both Phil Dawn, as the pill hustler pressed into action, and Daryl Hickman, as his patient, socked home their parts even more strongly.

The Schlitz commercials were keyed to the holiday and quietly presented home the "beer that made Milwaukee famous" theme without using a trip hammer.

Leon Morse.

Richard Hayes Show

DuMont, Tuesday (26)

Richard Hayes, replacing Alan Dale on the 11 p.m. Tuesday stanza, does a competent warbling job in an unenviable slot opposite NBC's Jerry Lester. Good-looking lad with a pleasant voice and easy personality, Hayes warbled a varied group of numbers and flashed strongest on sentimental ballads, such as *My Foolish Heart* and *Mona Lisa*. Rosette Shaw showed possibilities in *If I Knew You Were Coming* and *La Vie en Rose*, but the chatter between the two was strikingly dull.

TV Talent and Show Tips

Vander Barquette

A show seeking production numbers in an ethereal vein has a likely candidate to stage them in Vander Barquette, currently guiding aerial ballet and web routines for Biller Bros.' Circus during its stay in New York. His present entry offers four fems suspended from an overhead device which revolves slowly and is foot-powered by a boy seated in the midst of the contraption. Gossamer-gowned gals work slowly, with an iron-jaw turn included. The routine also was used to good effect last summer when Cole Bros.' Circus played Yankee Stadium. The emphasis here is on Peter Pan qualities, with enough pulchritude to sustain interest. T. O.

Harlem Theater Hour

A favorite with many New Yorkers for many years, this engrossing, vitality packed weekly amateur show at the Apollo Theater should be a fine bet for the cameras. As with all amateur shows, the talent varies from the impossible to star potential, but the shining facets of the show are the sparkling interplay between stage and audience, and the humorous stage conventions and traditions that have grown up with and around this entertainment institution. The talent is usually all Negro, as are the emcee, comedians and band; the audience invariably has more than a sprinkling of white patrons. Televised, the show seems like a fine bet for a draw thruout the metropolitan area. J. W.

for the first five minutes, then the show moved into the kitchen for the remaining 25 minutes of cooking instruction. Miss Gale's function was to provide Wood someone to talk to and camera relief from the clams and anchovies. The show was an excellent production, but its audience potential is staggeringly small. Jack Mabley.

Ed Garson, ventriloquist playing at the Copa, turned up as guest with his Mexican dummy, Chico, and did nicely in a short bit. Unfortunately he was given little opportunity to flash his own routine. Pianist-band leader Arnold Halop showed a flair for comedy which if developed further can make him a strong TV bet.

Film plugs pushed DuMont TV sets, with Hal Tunis delivering live pitches for co-sponsoring Winston TV stores. Sam Chase.

The Weatherman

WNBQ, Monday thru Friday

Clint Youle came out of Chicago's NBC newsroom, and utilizing meteorologist experience he gained in the army, built this sleeper into one of the strongest small commercial packages in the city. In addition to the 10 to 10:10 stint, he recently added a daily 5:45 to 5:55 show, also sponsored, and does a weekly spot on the *Camel News Round-Up*.

Show reviewed was typical. Youle merely stood at a desk at a glass-covered map behind him, explained the heavy snow and 10 below cold, told where it came from, why, where it was going and what to expect the next day. Youle's appeal is in his friendliness and lack of pretense, and ability to make the whys and wherefores of the weather understandable. The show is a family affair, with his wife, Jean, handling commercials, and his brother, Bruce, announcing. When his wife was on vacation, his mother filled in for her. This may seem a little too much Youle for some viewers, but it seems to sell flour. Jack Mabley.

Bob Hope

NBC-TV, Sunday (24)

Bob Hope's second turn on NBC's *Comedy Hour* was spotty, but considerably improved over his last outing. A strong line-up of names (Continued on page 28)

Television Canteen

A video version of the *Stage Door Canteen* could be set up by a network or local station on a participating sponsor basis, with proceeds from all plug sales going to some branch of the USO or a serviceman entertainment fund. The show could recruit gratis appearances from TV's biggest names and the airer's format might be set up as a regular canteen, with servicemen guesting on the program. The station, of course, would donate the time, but subsequent publicity and good will should be ample payment. J. B.

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See Page 20
Music Section

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1 TO 4 CAN PLAY
IT'S DIFFERENT
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Two Sizes: 8 FT. and 9 FT.

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OFFICIAL BOWLING SCORING
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20-30 SCORING
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EASY TO INSTALL
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Rings Up Biggest Profits!

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HIGH SCORE BOWLER
15 PINS
1 OR 2 PLAYERS**
It's New!
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**UNITED'S
SKEE-ALLEY**
Automatic Scoring Shuffle-Type Game
UNITED'S 8 FT. DOUBLE SHUFFLE ALLEY REBOUND
Only game of its kind with professional scoring

IMMEDIATE DELIVERY.

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PACE
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RODEO THRILLERS
LOADED with COLORFUL
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INSTANT SCORE
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25% ADDED
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ONE BALL
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STYLING FOR
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MANY WINNING WAYS with TANTALIZING SCORING FEATURES for HIGH SCORE, FREE PLAYS, DROP SLOT... FREE PLAY BUTTON ... SUPER POWERED ACTION FLIPPERS and BUMPERS. BONUSES... SPECIALS... ETC... to give you the 1951 innovation in a 5 BALL GAME.

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Here's *Knock-Down, Drag-Out, Two-Fisted ACTION!*

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**UPROARIOUS, SLAM-BANG ANIMATION IN A
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**3-DIMENSION MANIKINS FIGHT TO A
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**BRILLIANT, EYE-CATCHING RING ILLU-
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**RIB-TICKLING, RIOTOUS, COLORFUL
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To Score Knockdown, Player Hits:

**BUMPERS 1 TO 5—
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"KO" ROLLOVER BUTTON—
"KO" ROLLOVERS—**

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HIGH SCORE**

MYSTERY REPLAYS ★ NUMBER SPOTTING TARGETS ★ "POP" BUMPERS ★ FLIPPERS

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FIRST Choice

1 OR 2 PLAYERS

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New!

15 PINS

PERFECT SCORE 1000

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UNIVERSAL'S TIME PROVEN MECHANISM EVEN SIMPLER THAN EVER BEFORE!

OPERATORS' REPORTS PROVE
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EARNINGS SURPASS ANY PEAKS OF THE PAST YEAR!

LET THESE BIG ATTRACTIVE
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FEATURES BOOST 1951 PROFITS!

- ★ **DAILY DOUBLE** .Returns ball after a winner, with odds remaining at same level for start of next game!!!
- ★ **EXTRA NEW SELECTIONS** . . .Boot - Saddle - No. 4's, etc., advance for better advantages and **STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!**
- ★ **LITES FEATURE RACE** . . .Gives player an additional method of "buying" Feature Race!
- ★ **ADVANCES ODDS** . . .One of the greatest incentives for additional play!
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ADDED ENTRIES A-B-C-D BUMPERS
SPELL NAME
MYSTERY TYPE ADVANCING ODDS
KICK PLATE ON FRONT DOOR

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!

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PEP UP SHUFFLE-PROFITS WITH

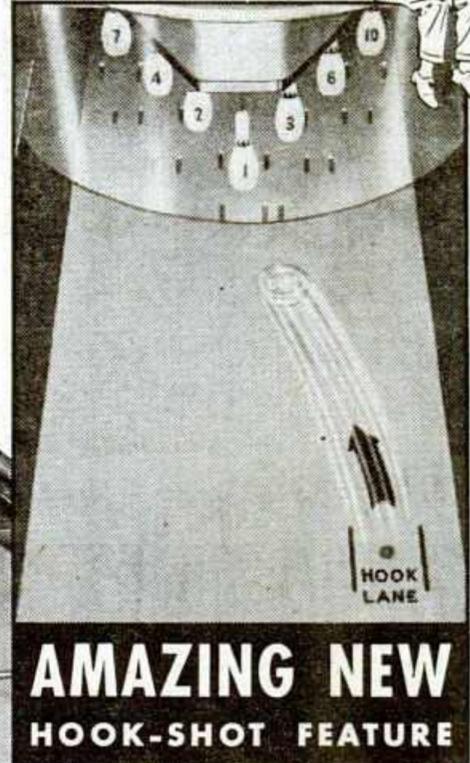
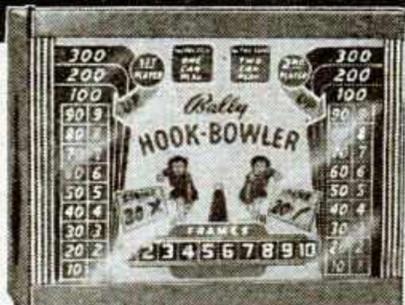
New Bally HOOK-BOWLER



ONE PLAYER
10¢



TWO PLAYERS
20¢



**AMAZING NEW
HOOK-SHOT FEATURE**

New Hook-Action
INSURES TRUE-BOWLING APPEAL

New Power-Rebound
RETURNS SLOWEST SHOTS LIKE LIGHTNING

New Faster-Scoring
AND NO-WAIT UPRIGHT FLY-AWAY PINS
SPEEDS UP PLAY... STEPS UP PROFIT...

9½ FT. LONG, 2 FT. WIDE
Mechanism Easily
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Through Back-Box
and
Slide-Up Pin Panel

SHOOT a puck through the Hook-Lane at proper speed . . . and see the puck actually swerve into the pins for a smashing high-score hook-shot! Watch the players flock to the only shuffle-bowling game that permits all styles of bowling skill, including hook-shots and straight-shots . . . the only game that brings out players' speed-control skill as well as aiming skill! Watch the lightning speed of puck-rebound, score-totalizer and pin-reset! You'll quickly see why HOOK-BOWLER is the fastest profit-producer in the shuffle-class. Order HOOK-BOWLER today!

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THE GREATEST PIN-BALL GAME OF ALL TIME!

Press a button . . . and your favorite features pop out at you in concentrated brilliance on the backglass. Selections! Odds! Double Scores! Feature! The revolutionary new Player's Choice idea permits every player to play the game his way . . . to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest earning-power in pinball history.

**NEW
PLAYER'S
CHOICE
BUTTONS**

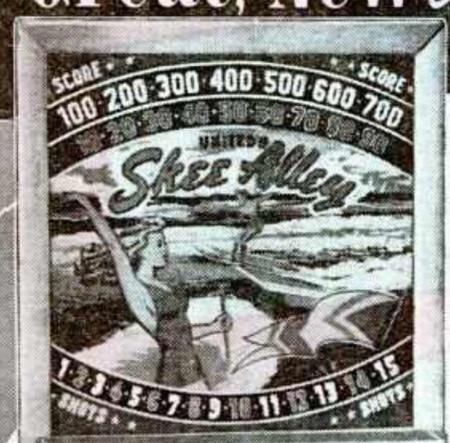


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"Skee Alley"

A Great, New Automatic Scoring Shuffle-Type Game



-  Skill Shots Galore
-  Play Compelling Suspense
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-  Fast Action - 2 Pucks
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9½ FT. BY 2 FT.
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"...422 hit tunes
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The classical panel
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"An operator in Peekskill,
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that kind of play."

EXCERPTS FROM PAGE 1 ARTICLE
OF DEC. 9, 1950 **BILLBOARD**

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1000 selections

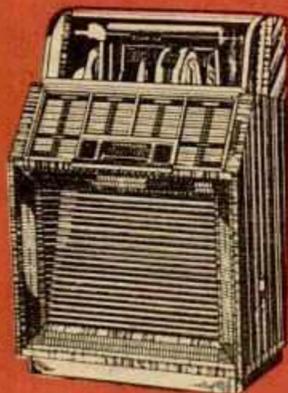


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AT 45 RPM

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