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Notre Dame & Penn May Lead Revolt Vs. Controlled TV

Senators Ferguson and Green Ask "Voice" Reorientation

By BEN ATLAS
WASHINGTON, April 28.—Calling for "complete re-orientation" of State Department's "Voice of America," Sen. Theodore F. Green (D., R. I.) and Sen. Homer Ferguson (R., Mich.), in a formal report to the Senate on a recent global mission, declared they "found ample evidence that our Voice of America, our State Department, and our American foreign policy have not been successful in meeting the Communist propaganda."

Based on a congressionally authorized, first-hand survey of conditions abroad, the report contrasts sharply with the State Department's self-laudatory evaluations of Voice results. Capitol Hill is attaching high significance to the Green-Ferguson report not only because of the high caliber of the authors and the critical view they have expressed, but also because theirs is the first official evaluation of the Voice by an outside group without formal State Department ties. Previous official appraisals had their origin in the State Department itself or in advisory briefs directly attached to the State Department.

The Green-Ferguson report suggested the feasibility of decentralizing the Voice program so as to channel U. S. propaganda "through native minds and native tongues" overseas. The report indicated a lack of reality in the current Voice approach. The Senate pair's findings were reached after talks with more than 200 officials in 16 countries in several parts of the globe during a month's tour last December in representing Congress at the Commonwealth Parliamentary Association meeting in Canberra, Australia, on "foreign relations defense."

OF STRIPPERS AND SNEEZERS

HOLLYWOOD, April 28.—When TV turned up its bluenose at Lili St. Cyr and decided against her appearance on KTLA's *Spade Cooley Show* (*The Billboard*, April 28), its talent buyers moved in the opposite direction, booking child star Margaret O'Brien to take the stripper's place. Peeler's appeal to Cooley's family audience was doubted by the show's sponsor, a Chevrolet dealer, hence the eleventh hour switch. She was to have appeared tonight (Saturday), receiving \$500 for her performance. Contract was settled, with Cooley paying off somewhat less than the contract price.

Others Seen Following If Big Ones Bolt

Theater Tele Still A Hot Alternative; Showdown Time Looms

By SAM CHASE

NEW YORK, April 28.—Several top universities are expected to bolt the National Collegiate Athletic Association plan for controlled TV coverage of football and are likely to announce shortly the signing of contracts with sponsors and networks for their full 1951 home schedules, top authorities reported this week. This action is expected as soon as the legal departments of the schools involved complete reports to top officials of the colleges on the legality of NCAA's plan. The two colleges apt to take the lead in the revolt are the University of Pennsylvania, which openly has asked for bids, and Notre Dame University, which spoke out strongly for TV at the Dallas NCAA meet which banned wide open TV.

This action, if and when it comes, will take place over the pleas and protests of NCAA officials that some controls are needed if full college athletic programs are to continue. Their feeling is that they have honestly told network officials that the choice is survival thru what web officials deem an unreasonable attitude, or wholesale death of minor sports because of TV inroads on the grid gates upon which these sports depend. (Continued on page 5)

Post-'46 Films On TV in 3 Mos.

HOLLYWOOD, April 28.—Film producer Bob Lippert, who a few months ago became the first movie maker to reach an agreement with James C. Petrillo allowing TV release for his post-1946 theatrical films, this week declared he intends to release his pix within 90 days even if the various film unions try to block him. Lippert charged the various movie industry unions with taking a "me too" attitude after learning of his precedent-setting agreement with Petrillo, and warned that if unions go overboard there won't be anything left to make TV release worthwhile for the producer.

TV for MacArthur Hearings . . . If

WASHINGTON, April 28.—Television is due for a show that may baffle audience records of the recent Kefauver crime committee hearings if General MacArthur's May 3 appearance before the Joint Senate Armed Forces and Foreign Relations Committee is approved to the public.

Chairman Richard Bann Russell (D., Ga.), chairman of the Senate Armed Forces Committee, said he will permit televising of the hearing unless it is decided that the hearing will be staged in executive session. He indicated that there is strong possibility for executive hearings. He also indicated to TV network representatives that some members of the committee prefer to bar televising the sessions. He promised, however, to advocate televising the sessions unless the doors are closed to the public.

TV webs are staying in readiness. If the green light is given, the telecasts will be on a pooled basis, identical with the arrangement for televising the recent MacArthur welcome celebrations.

With Voice operations under mounting criticism, several proposals have been made on Capitol Hill for a sweeping examination. An impartial analysis of Voice programming recently (*The Billboard*, March 3) showed programs overburdened with diplomatic gobbletygook, naive moralizing, unintelligent defensiveness, unreality, and a general tone of bureaucratic piety.

Senators Green and Ferguson in summarizing their report declared: "Fear Paralysis. 'Almost everywhere we found unrest with violence flaring up from time to time over a variety of issues. We found countries so paralyzed by fear of another world war that they are willing to surrender almost everything in the Communist for peace, ignoring the fact that peace cannot be achieved by surrender.'"

"We found narrow self-interest, which amounted to isolationism in its pure form. Nations appeared willing to deal with Communism only in terms of their own interests. The larger view of a free world co-operative defense against" (Continued on page 3)

Spot Rate Cut Due? Esso Thinks So

Heavy Spot User Applauds CBS Slash; Assumes Similar Spots Cuts Coming

NEW YORK, April 28.—Although Columbia Broadcasting System has taken the position that its recently announced rate cut would not affect national spot or local rates, one major spot advertiser has already taken steps to effect a reduction in that rate. It was learned this week. The account is Esso, which, with its Esso reporter newscasts, is one of the largest and most consistent spot buyers in radio.

Esso, via its agency, Marsechale & Pratt, wrote stations carrying the Esso programs, April 17, the letter opening up by making a direct reference to the CBS rate drop. The letter, significantly, (Continued on page 8)

Public To Pick Picture Tunes

NEW YORK, April 28.—The songs in the forthcoming Frank Sinatra musical film, *Mexi Danny Wilson*, will be selected by platter fans via a national deejay contest. This is believed to be the first time a musical score will be picked by canvassing John Q. Public. The flick, which is reportedly a fictional treatment of the Sinatra (Continued on page 14)

AFL, CIO In Tele Tussle

HOLLYWOOD, April 28.—American Federation of Labor radio-TV unions here this week banded together to block what they called a bid by Congress of Industrial Organizations to invade video, and from there, possibly seek to break AFL's hold on other showbiz fields. Roy Tindall, since 1938 with AFL's International Brotherhood of Electrical Workers and its Local 45's big rep here, resigned this week after the local was taken over by IBEW's international rep George Mulkey. Tindall was charged by some with attempting to divert Local 45's membership of 800 into switching to National Association of Broadcast Engineers and Technicians, group (Continued on page 8)

Sophie Makes Her First Single Disk

CHICAGO, April 28.—Sophie Tucker, who was inked by Mercury Records to do an experimental LP of her entire nifty routine, has fared so well with the initial effort that the local waxer is trying to start her as a regular artist. After the Tucker LP was out three months, the firm broke the album down into three individual 10-inch 78 r.p.m. disks, which went over very well. The altery chanteuse has cut *Sobbing Cordias*, a Jewish folk song as her first effort. One side is sung in English while she gives a dramatic reading of the lyrics in Yiddish on the flip.

PLAY BALL Cute Clause In Crosby's Disk Pact

HOLLYWOOD, April 28.—Evidence of how all enveloping and binding recording contracts have become can be found in the Bob Crosby-Capitol paper signed here this week. After the usual nonsense concerning royalties, number of sides per year and years covered by the contract, can be found a vital clause calling for Capitol's exclusive services on Crosby's baseball team. Crosby, who last year sponsored a Columbia Broadcasting System team, now will be able to lend his name solely to the Capitol band. Only time can tell whether this will start a trend in future recording contracts.

MacA STARTS RIOT

"Old Soldiers" Come To Life in Drones

NEW YORK, April 28.—General MacArthur may not know it, but he has provoked what seems to be the most artistic hype the music business has seen in months. With pubes and diskers on the alert for inspirations, either topical or lunatic, there was slightly less than pandemonium among them as they sought to capitalize on MacArthur's reference to *Old Soldiers Never Die* in his address to Congress last week.

Within a week after the speech every major and a number of smaller diskeries had rushed their own renditions of *Old Soldiers* to market and at least a dozen publishers prepared their own editions of the public domain item. At least seven different versions were recorded, each licensed by a different publisher. The line-up at press time was as follows: Vaughn Monroe on RCA Victor. (Continued on page 12)

Billboard Backstage

By JOE CSIDA

This is about good guides, with a great big bow in the direction of Young & Rubicam, Inc., one of our better advertising agencies. Not too long ago they ran an ad in *Fortune* and a number of other papers. "You've Got To Have a Good Guide," said the headline. "To Take You Through." And the copy read:

"When an advertiser first moves into television he is entering a strange and great new world. It is a world in which the possibilities for reward are equalled only by the number of pitfalls. It is a world in which a thorough knowledge of radio advertising is not enough. For television is not a 'new kind of radio'—it is a separate, distinct and utterly different medium of communication . . . to which a big audience is not so hard to get . . . for one show. But a LOYAL audience is one of the hardest things to keep—unless the advertiser who is using television knows and meets all his responsibilities to that audience . . . in which there are several ways to buy a program—and choosing the wrong way can be expensively fatal.

"In which an understanding of ONE form of entertainment is not enough. For television is EVERY form of entertainment—circuses and concerts, vaudeville, theaters and movies, lectures and newsreels and forums—all funneled down to a small picture in a family living room."

(The italics in that last paragraph are mine, for possibly obvious reasons, which I'll talk about in a minute. But the ad goes on . . .)

"To avoid the pitfalls and reap the rewards calls for a good guide . . . an advertising agency that has gone into television thoroughly . . . it is worth remembering, too, that in television as in all advertising, the most experienced guide costs no more in terms of agency service than the least experienced."

If the Y&R gents don't mind, we'd like to apply that sound and excellent story to *The Billboard*. Television certainly is EVERY form of entertainment. And in no tradepaper in the world are more forms of entertainment covered more thoroughly than in this paper. Flip thru fast, from front to back, and look at the line-up: Radio, and television itself; some picture stuff; the most comprehensive coverage of music and records you'll ever find anywhere; night clubs and vaudeville; and the legitimate theater; and burlesque and roadshows and the almost extinct repertory companies; and roller rinks and arenas; and all of outdoors, circuses and fairs, carnivals and amusement parks, and rodeos; and, yes, merchandise used by concessionaires and pitchmen, and as premiums by many a broadcaster and theater operator; and coin machines, which have made many a buck in a theater

lobby and the arcade on a park or carnival midway.

This is entertainment. Not just Bob Hope getting \$40,000 for a TV show, but Bluckie Davis and his Funhouse on the Johnny T. Tinsley Shows' midway, Georgia; not just Berle topping the video ratings, but Horace Brazier working sheet in the Smoky Mountains in North Carolina; not just Louis B. Mayer and his rumored leave-taking from Metro-Goldwyn-Mayer, but Redd Evans plugging a new hit called *Too Young*.

Covering the Trade With Wide-Angle Lens . . .

This is show business, big and small, in pint-panelled offices and curlicued office wagons. And *The Billboard* is your guide to this show business, and to television which is every form of show business.

It makes me a little sad every time I talk to a radio-TV gent, and learn he reads only the Radio-TV Department in the paper. A half hour flipping thru the rest of the book any given week would stimulate any half-live video man to the point of getting a thousand talent and/or show ideas; any reasonably alert promotion man in any part of show business a hundred gimmicks and angles.

And the cost of this guide with 54 years of experience? I don't want to get commercial. Write the Circulation Department.

Washington Once-Over

By BEN ATLAS

WASHINGTON, April 28.—Congressional shoulders are straggling coldly at President Truman's demand this week for quick enactment of tax hikes, including a wide array of amusement excise rises. House Ways and Means Committee, which has been deliberating for weeks on the administration's tax programs, figuratively hung out a "quiet please" sign after Mr. Truman's latest message reached Capitol Hill. Committee's timetable calls for reporting a revenue bill some time next month, but a lot of administration proposals are being discarded along the way. Increases in several amusement excises can be expected, but nowhere as steep as requested by the President.

No Grover Whalen He, Just Jones of FCC . . .

Without trying, Commissioner Robert F. Jones of the Federal Communications Commission stole the show at House Interstate and Foreign Commerce Committee's hearing this week on the McFarland Bill to reorganize FCC. Supporting a controversial provision in the bill to make commissioners less reliant on their staff experts in reaching decision, Jones quipped: "I could make the commission a lazy man's job and I

could even get it down to the point where I could need only one more thing for complete comfort and get an iron lung to inhale cigarettes if I wanted it that way." The commissioner, formerly a member of Congress, went on mirthfully, "But I didn't go to the commission to be some sort of a Grover Whalen for the working staff so that I could make speeches to the group."

NPA To Lighten Load, But Not Very Much . . .

Look for a series of temporary breathers for amusement industry in upcoming actions by National Production Authority. One of these will be an order increasing civilian allotment for rubber. Relief actions will be mild and temporary, like one this week tentatively exempting musical instruments, radio-TV sets, phono sets and a number of other amusement items from NPA's 90 per cent restriction on use of iron and steel.

Solon Invades Press; Just Return Trip . . .

Federal Communications Commission is getting off easy in House Appropriations Committee, which has been wielding an economy ax on most agency budgets. Commission's budget was nicked only

\$250,000 by the committee, which raised FCC for fragility in its estimates. A few hours after radio-newspaperman Blair Moody took the oath as U. S. Senator from Michigan this week, he was in his old haunts in the press gallery. He had to return to pick up his hat . . . Supreme Court could issue its suspenseful color-TV decision any Monday from now on. Legal circles are buzzing with expectations it will happen soon. Justice Department is expected to rule shortly on legality of National Collegiate Athletic Association's plan for restricted telecasts of football games. Spokesman for anti-trust division said, "We're studying the whole question of imposing limits on sports telecasts."

Morris Into Defense; Jobs Go Bagging . . .

Edmund T. Morris Jr., of Baltimore, who headed Westinghouse Electric Corporation's electronics and X-ray division, has been named head of the Defense Production Administration's electronics production board. Uncle Sam's pockets are jingling with so much spending money these days that U. S. employment office is running classified ads for applicants for government jobs in radio-TV writing, producing and directing.

PAY-OFF FOR THE LAY-OFF

NEW YORK, April 28.—Abe Burrows, a William Morris property, has agreed to write a book to be published by Doubleday. Title is still undecided, but . . . Here's my dedication," said Burrows: "To the William Morris office, without whose help I would've never had the time to write this."

Evans May Shoot Film In Florida

MIAMI, April 28.—Maurice Evans' indie film production of *King Richard II* will probably be made in Florida, the Shakespearean actor said just before he opened his New York production of *Taming of the Shrew* this week. With his associate, Filippo Del Giudice, Evans spent two days here inspecting Cineplex Studios, which holds a 20-year lease on Amelia Earhart airplane hangars and facilities.

Filming of *King Richard* would be the first of a series of major motion pictures for the team of Evans and Del Giudice. If present plans materialize, Evans said they'll start shooting in September with a \$1,500,000 budget. They also said that neither Evans nor Del Giudice would draw any salary until the picture had been distributed to theaters and had paid production costs.

The pair became interested in Florida film production when they learned the area's weather permits 301 shooting days a year, compared to Hollywood's 166. Union wage scales are also lower here than in Hollywood.

"It is almost impossible to produce an art film in Hollywood," Del Giudice said, "because of distribution commitments you have to make before you begin work."

Barry, 60, Trade News Veteran, Dies

NEW YORK, April 28.—Edward J. Barry, well-known showbiz newspaperman for more than 40 years, died Thursday (26) at St. Clare's Hospital here at the age of 60. He was seized by a heart attack earlier in the day.

A member of the editorial staff of *Variety* for over 25 years, he had been a reviewer of burly in the old days. His signature "Edba" was a well-known trademark in the business.

Funeral services will be held Monday at 1 p.m. His widow, Margaret, survives.

Whodunit To Sub For TV Hit Parade

NEW YORK, April 28.—Al Levy this week sold a TV whodunit to the American Tobacco Company as summer replacement for *Your Hit Parade* on the National Broadcasting Company. Titled *Mann-Hunt*, the show goes into the 10:30 p.m. Saturday slot July 14. All the talent contracts have not yet been signed. Dan Petrie has been set as director.

London Dispatch

By LEIGH VANCE

LONDON, April 28.—The Association of Cine-Technicians have black-listed six producers who owe studio men over \$112,000 for pictures that were never finished. Said George Elvin, general secretary of the ACT at the annual meeting: "Recent claims against cut and run producers totaled more than \$140,000. We've been able to get about \$28,000 back so far." In the future the association will ask the government-sponsored film bank to demand workers' salaries for full run of picture before shooting starts.

BBC Gives in To Popular Demand . . .

One of the BBC's many iron-clad rules is a total ban on all contract artists getting airtime from the commercial rival, the Luxembourg. Now, owing to popular demand, they have had to break that ban. Listeners will hear top radio team Richard Murdoch and Kenneth Horne this summer, altho they will be doubling a program over Luxembourg at the same time. The Murdoch-Horne brand of bouncy schoolboy humor kept their *Much Binding* in the *March* radio series a top favorite for six years, folded when they got a too-big-to-refuse offer from across the water. Artists hope this may relax the harsh rule for others.

Gilbert Harding Fired For Unskeddad Air Asides . . .

Bluff, out-spoken radio commentator Gilbert Harding, whose word-juggling sent him right into the top (\$55,000 a year) BBC bracket, is now regretting he didn't watch his tongue a little more carefully. Quiz master of the long-running *Twenty Questions* ever since Stewart MacPherson went to the States, Harding has perfected a gruff get-the-bell-

(Continued on page 47)

Paris Peek

By ART ROSETT

PARIS, April 28.—Skating Vanities has closed here to open in Zurich for a two-week engagement. From there they go to Geneva, Milan, England, and back home to start the new show in August. A few comments on their engagement here are noteworthy. First, the show opened without any advance publicity. Co-promoters Harold Steinman and Pierre Louis-Guerin, fearing the effects of the public transportation strike, hesitated to put out any billboards or newspaper display advertising.

Doe and George Poll, advance people for the show, did an excellent job of spreading two-for-one tickets all over Paris, which were bait for the first five days of the engagement in lieu of other forms of publicity. Result was that for the first five days the 14,000-seat Palace of Sports was packed. After that the show played to half and quarter houses. Balcony seats consistently enjoyed a healthy sale. Rest of the house was usually empty.

Promoters are gradually beginning to realize that spectators catering to the French people are a bad risk as long as the French economy is as poorly balanced as it is. With white collar workers here making in the neighborhood of \$75 a month, and the cost of living comparable to that of New York, it is readily apparent why the French have no money for entertainment. Unless conditions improve, it is doubtful if Skating Vanities returns next year.

Gloria Nord, star of the show, deserves a special mention. In the nine years she has been with the company, it is her proud boast that she has never missed a performance. While she was here she was taken ill with grippe. Dosed with penicillin, she worked each performance. Several times she was so weak that she took bad falls, but she still worked and smiled. Billy Scott, assistant chorus captain of the show, tells how she came over "bilge class" on the Ile De France . . . Jimmy Alex (Bill) out for a few days here while he recuperated from an ap-

(Continued on page 47)

Picture Business

By LEE ZHITO

HOLLYWOOD, April 28.—When Roy Brewer testifies before the House Un-American Activities Committee May 17-18, he will present an interesting analysis of Red activity in Hollywood, explaining how the Comies sought to get at the industry's heart thru infiltrating its union ranks. Brewer, militantly anti-Red, is a position to know more about that subject than possibly any other film industry figure. As head of the American Federation of Labor's film council and international representative of Theatrical Stage Employees, he has the pulse of film-don'ts labor. As head of the vigorous iam-fighting Motion Picture Alliance, Brewer has carefully studied the industry's Red danger and was among the first to sound the warning during the 1946-'47 period of labor crisis here.

Will Map Red's Plan To Capture Pk City . . .

Brewer has volunteered to testify and the House committee indicated it will have willing ears. Hollywood's labor leader will map what he believes to have been a carefully laid double-pronged

drive to capture Hollywood. One movement was launched in the creative guilds, seeking to lure their membership with the bait of liberalism. The other drive was launched among the craft unions by spreading seeds of ill will toward their employers in an effort to provoke paralyzing strikes. Once this havoc had been spread, Brewer will contend, the Comies would have eagerly moved in to claim their prize—America's motion picture industry.

Hollywood was the foremost prize to be captured by Reds in this country, according to Brewer. This industry not only shapes the thinking of people in this country, but most of the people of the civilized world. Furthermore, Hollywood, in many cases, is the sole window through which the rest of the world can see life and this country. With so potent a tool in the hands of the Comies the rest of the job would have been much easier.

Also he will trace the drive on Hollywood directly to the Kremlin.

Coming, Going, Casting And Statistics, Too . . .

Louis B. Mayer, now vacation-

ing in Florida, will head for New York for a final session with Loew's Proxy Nicholas Schenck. If meeting fails to ease the long smouldering situation between the two execs, Mayer will quit as MGM studio head. Buck Harris, Screen Actors' Guild's very able public relations rep, heads for a week's sessions with press contacts in New York and Washington. MGM this week marked its 28th year in the biz, during which period it released 1,534 feature films and ditto number of shorts for which it has won a total of 1,114 awards and citations. . . . Edmund Grainger wings New York-ward to map distribution-exploitation plans for *Flying Leathernecks* he produced for RKO release. Stanley Kramer will start *High Noon* June 15. It's his last for United Artists release, after which future product funnels thru Columbia. . . . Clare Booth Luce and Director Rene Clair huddling at RKO on pre-production for the Wald-Krasna *Pilate's Wife*, film based on the Luce work. . . . Charles Laughton will star in Universal-International's *The Door*, based on the Robert Louis Stevenson story.

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Rome Round-Up

By SYD STOGEL

ROME, April 28.—Big film news of the week is the premiere of Curzio Malaparte's highly-publicized *Cristo Proibito* (*Forbidden Christ*), which opened simultaneously at Rome's Capital and Corso theaters. Malaparte, whose last best-seller, *La Pelle* (*The Skin*), is on the church's black-list, scripted and directed the pic, which got lukewarm press comments. *Messaggero* critic said the film was "inert, improbable and strangled by the literature." The cast got nice plugs and special mention was made of Gabor Pogany's "beautiful photo effects."

A Sicilian paper had this to say about the Bergman-Rossellini *Stronboli* flick: "It is an outstanding documentary on fishing for tuna." . . . Titina DeFilippo, who pulled rave reviews for her work in Brother Eduardo's comedy, *Fear Not* with One currently at the Eliseo, has also scored a hit with *Borne's* art critics, who liked her paper mosaic paintings now on exhibition at the Obelisco Galleries. . . . Myriam de San Servolo, of Spanish pix, is back in Italy with her dad and son. She's the sister of Mussolini's gal, Clara Petacci, who was shot with the Duce in '45.

La Mangano in Drama; Fiordaliso on Wax . . .

Alida Valli, here for a vacation from Hollywood, has started work on a Lux film, *Perdizione* (*Perdition*), with Gianni Franciolini directing. . . . Silvana Mangano, the sexy lure in *Butter Rice*, returns to pix after a six-month absence to star in *Amor* with Gaby Morlay. This time Silvana will have a chance to show her dramatic talents, for she's playing the part of a nun in the film. . . . Doing the night spots in Rome, Alida Valli and Evelyne Starlet Lucia Bose (pronounced Bosa) took in the show at the Jicky Club the other dawn with Charles (*Miracles Don't Repeat*) Rutherford. . . . Wanda Osiris, Italy's perennial musical comedy star, was feled with a backstage shindig by the cast when her musical, *The Devil*, closed after seven weeks at the Sistina.

Red Shirts, the film on Garibaldi, Italy's George Washington, nearing completion. Pic stars Anna Magnani and is megged by Goffredo Alessandrini, Magnani's husband, from whom she's been separated for a number of years.

Mariisa Fiordaliso has finished waxing the Italian version of *So This Is Love* and a *Dream Your Heart Makes*, from Walt Disney's *Cinderella*. . . . Official figures disclose that the Italian censor board sat thru 440 pix last year, of which 284 were American, 100 Italian, 24 French, 18 British, eight Mexican, two Russian, one Argentine, one German. (Continued on page 48)

Dmytryk Hypes Anti-Red Quiz Thru Switch

Committee Elated; Sees Ice Broken, Inquiry Broadened

WASHINGTON, April 28.—In recess until at least the second week in May, the House Un-American Activities Committee is hoping to broaden its probe of Communism in show business. Committee members are plainly elated by the condenses of testimony elicited from film industry witnesses in four days of hearings this week, particularly testimony of screen director Edward Dmytryk, who broke openly from the ranks of the "Hollywood ten" in giving a detailed account of Communist attempts to control the film industry. On the strength of Dmytryk's testimony, the committee is hoping that the ice has been broken for others of the "Hollywood ten" to follow Dmytryk's soul-baring example.

Dmytryk, who was jailed for refusing to answer questions about Communism in 1947, made a reverse play when he took the stand this week and told of joining the party in 1944. He said he quit the party the following year, the break taking place over his refusal to bow to Communist pressure to alter a film. Dmytryk voiced belief that the Communists have failed in their attempt to control Hollywood. He said that when he refused to discuss Communism in testifying to the committee in 1947, he thought the issue was purely a question of upholding constitutional rights of free speech and belief. The Korean war, the conviction of Alger Hiss, Judy Coplin and the (Continued on page 48)

BLUE SKIES

Alfresco In Optimistic Look Ahead

NEW YORK, April 28.—Outdoor show business is in for a great year if early reports from members of the alfresco category be used as a barometer. With few exceptions, preem dates in the industrialized East have been reported as considerably better than comparable stanzas in 1949 and 1950. In a number of instances gross and attendance increases have zoomed to the bonanza marks set in 1947 and 1948.

Operators generally are much too cautious to use the experience of only a few weeks to build up a wholly optimistic outlook. The fact remains, however, that the change and small bills that it takes to keep the outdoor industry solvent are in plentiful supply. Even more important are the numerous examples of free spending, indicating that John Q. Public and his family are both in a position and willing to unlash their purse strings for show lot entertainment.

Altho the weather generally has been anything but favorable, nearly all carnivals and amusement parks are reporting excellent openings. Chilly temperatures have frequently curtailed attendance, but the per capita spending has been up. A continuation of this kind of spending can mean a push road ahead for everyone concerned.

It should be noted that optimistic reports to date have largely emanated from communities north of the Mason-Dixon line. The South, where many of the carnivals annually launch their tours, this year conformed to the pattern by being spotty. Early spring weather was mostly bad and too tough to combat. The South has never been money territory in the spring and (Continued on page 49)

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Highlight Reviews

RADIO

Margaret Truman Hits Jackpot In First Radio Acting Effort

By JUNE BUNNY

In her debut as a dramatic actress on the Screen Director's Playhouse production of *Jackpot*, Margaret Truman was vastly more impressive than as a singer. NBC wisely assigned her a light comedy role which highlighted her ability to read lines in a natural conversational tone, and wasn't too demanding in the heavy emoting department. By professional standards the President's daughter was certainly more than adequate, and, for a first thesping effort, the performance was quite remarkable. Her timing was good and, aside from an occasional note of overly shrill vivacity, her delivery was

excellent, particularly on the sharp quips. However, NBC's master-stroke, production-wise, was the casting of flicker star James Stewart as Miss Truman's vis-a-vis. Stewart carried the hour-long comedy from start to finish, and his sympathetic ultra-relaxed acting technique made Miss Truman look much better than the more studied style of any movie and radio thespians. Stewart also starred in the movie version of *Jackpot*, which was adapted from a *New Yorker* magazine yarn. Following the flicker closely, the slick air script lampooned radio

giveaways, with Stewart and Miss Truman playing a happily married small town couple, who won a \$24,000 jackpot. What looks like a bonanza quickly turned out to be a booby trap when the tax department showed up and Stewart lost his job. Everything turned out all right tho, and in a rather too pat gimmick finish, Stewart turned down a chance to snag a jackpot in another quiz show.

Altho Miss Truman and Stewart were interviewed after the play, no reference was made to her Washington connections, and that was as it should be.

NBC Thursday (26)

VAUDEVILLE

Dagmar's Chest Gives Big Lift To Sinatra's Return to Para

By BILL SMITH

The big draw on the bill is Frank Sinatra. The Sinatra didn't walk away with the show. All the acts did big jobs, tho the nod went to Dagmar's chesty strutting and verbal handling of the girl-chases-boy bits. As a matter of fact, Sinatra could have been better if he'd let the blonde do more. Sinatra is too good a showman not to see this for himself. For example when Sinatra started his last number, right after Dagmar walked off, the audience began moving out. Had the gal stayed on for the pit descent, it is quite likely the audience would have stayed put.

The show started with Eileen Barion belting out *Baby Me*, fol-

lowed by a comedy number *I Met Him at One o'Clock* then into *I Want To Hang My Hat on a Tree That Grows in Brooklyn* and wound up with her famed *Baked a Cake*. The voice was better than ever. But her pose and ease showed the most improvement. The audience loved her.

Tim Herbert and Don Saxon who just closed across the street at the Palace, were better here than ever. Their new bits showed to better advantage, and the lads worked with a zest and freedom that won them big yocks and solid hands all the way.

Frank Sinatra is still the golden boy to judge from some of the

audience response. The old time hysteria and caterwauling is no longer there: after all Sinatra's been around for some time. And also his voice, marred by a cold, isn't what it used to be. But over the years, he's picked up stage savvy that makes him a genuine personality with a lot of know-how, one who works beautifully before a jammed house. Backed by Bushkin's band plus five strings, Sinatra gave out with standards, pons and requests. Some of them may have been milked, but they were handled so skillfully, they were a revelation. In his act with Dagmar, Sinatra poked fun at his (Continued on page 47)

LEGIT

"Ghost's" Chances for B'way Life Ethereal Despite Good Thesping

By HOB FRANCIS

For fun-making purposes John Ceell Holm is intrigued with the notion of the inheritance by a pious editor of a revolutionary ghost along with the tenancy of her Gramercy Park apartment. It seems that the spectre has been derelict in patriotic duty and is therefore earth-bound, until such time as General Washington okay his celestial admission. Meanwhile, he goes with the apartment and in a pleasantly ethereal fashion falls in love with the girl.

Complications consist of a stuffed-shirt stock broker to whom the young lady is betrothed and the appearance of an ingenious reporter, with whom, of course, she falls in love. The crux

of the matter is the recovery of a buried powder horn containing the military message which the ghost didn't deliver, which will give him a clean bill of health with the heavenly admission board. So the reporter finds it, friend ghost does a fade-out and the lass goes into the expected clinch with her new hound.

Thin Yarn
Gramercy Ghost is a pretty thin yarn and its characters are drawn from the well-known stockpile. However, it has its quota of amusing moments stemming from the familiar device of an actor being invisible to all but one person on the stage, and while better ghost stories for the stage have been written and will be again, Ghost

is a pleasant enough springboard for its actors.

Sarah Churchill, daughter of the more-than-somewhat celebrated Winnie, makes a Stern debut stamping her an extremely competent player. It will be pleasant to see what she can do in something less frothy. The same goes for her co-star, Robert Sterling, previously devoted exclusively to film chores. As ghosts go Richard Waring is just fine, but it is hard to understand why an actor of his stature got only featured billing in a role that is certainly the key to the play. Robert Smith does well as the stock-written money man who naturally loses out in the love sweepstakes, and there are (Continued on page 47)

TELEVISION

WPIX's Brundige Kicks Off Neat Kefauver-Styled Pubserv Stanza

By HAI WERMAN

WPIX has come up with a timely public service show which is both commendable and quite fascinating if the program seen is to be accepted as the pattern. It is quite obviously designed to provide the same type of inside-the-inside info which made the Kefauver hearings so great a TV magnet. Of course, as a preconcerted program idea, it is hardly possible for it to be mostly bad and too tough to combat. The South has never been money territory in the spring and (Continued on page 49)

the dual capacity of moderator and part-time member of the interrogating panel. He's an appropriately colorless moderator and an obviously informed interrogator. His panel was rounded out by a pair of astute local newsmen, Walter Arms, of *The New York Herald Tribune*, and Edward Reed, of *The Brooklyn Eagle*, the latter noted for a prize-winning series of corruption exposes which led to the breaking of the Harry Gross bookmaking circle and the subsequent city police and government ramifications.

On the griddle for the evening was Miles MacDonald, district attorney for Kings County (Brooklyn). MacDonald, with the cue from Reed, followed thru to smash

the Gross bookmaking business and uncover the police "protection" pay-offs. MacDonald, directed by the panel's interrogation, went thru the Gross case loosely to follow thru on the night's show (title idea, *Breaking Brooklyn's Bookmakers*). He pointed out detail-for-detail how he was able to corral Gross with the aid of his chief investigator, Billy Daybut, he demonstrated how and with what tools bookmakers operate. En route, MacDonald, in reply to pointed questioning, made such frank statements as:

The Lowdown
"You can't stop books because horse racing is designed for gambling." . . . "It's malarkey that" (Continued on page 47)

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Affils' Group Fights On; 100 Sign, More in Favor

NEW YORK, April 28.—Early indications are that a move to establish the Affiliates' Committee, organized at last week's convention of the National Association of Radio and Television Broadcasters, into a permanent body, will succeed. AC, an independent group representing affiliates of the four major networks, was organized to protect radio rates from further downward revision.

The Affiliates' Committee, of which Paul W. Morency (WTIC, Hartford, Conn.) is chairman, yesterday (Friday) made a report to affiliates of all networks on discussions held with management of the four major networks. In the light of the report was the committee's firm support of "an or-

ganization representing the viewpoint of the affiliates which can affirmatively and aggressively pursue the policies which will insure to their general betterment."

Since the report was made late in the week, it is obviously too soon to state without equivocation what the final reaction will be. There were, however, two important points. One is that AC already has the firm support of around 100 stations, from all webs. The second is the initial reaction of other affiliates who, when queried, stated generally that they felt an urgent need for such a permanent organization. It is estimated that AC needs around 300 stations to insure continuance.

AC's report outlined the general factors leading to its creation, set forth subsequent developments and concluded by making several recommendations. The background, of course, stems from the Columbia Broadcasting System announcement two weeks ago of a general rate reduction. Following the NARTB convention, the Affiliates' Committee moved to New York, engaged the law firm of White & Case as counsel and followed this up by setting up individual meetings with the webs and their respective affiliates on the committee.

The report, in effect, acknowledges the inevitability of AM reductions by all networks. CBS, the report states, said it was im-

possible to reverse its previously announced policy, or "even to defer its effective date." There is no doubt, it continued, that it is the intention of the networks to adjust station compensation downward to meet a competitive situation and that those adjustments will be rapidly forthcoming. (For details on other web rate reductions see separate story.)

Sleeper Clause Uncovered

Hidden away in the report, in a most inconspicuous fashion, was one major point. This was the committee's comment that "a study should be made of contractual relations between networks and affiliates to determine . . . if those relations no longer realistically conform to present-day conditions."

What this says (as anticipated in last week's *Billboard*) is that the affiliates will not take the rate chops without fighting and that every legal recourse available will be taken. The legal aspects cannot be over-emphasized, for any unilateral action by affiliates of all webs could raise serious anti-trust possibilities. On the other hand, the affiliates can hamper web operations by moving to gain more station time, as well as accepting competitive network shows.

The report, in some respects, was not encouraging to sound broadcasters. It noted that there is nothing in sight (other than affiliate action) that "will prevent a further depreciation of radio values." It also voiced the hope that there are many aspects of radio research which have not been explored and which could yield positive and valuable results, at the same time integrating exist-

ing data.

Concluding, the AC "rejected" the idea of disbanding and proposed a permanent organization. Stations were asked to advise the committee by May 15 as to their attitude and to contribute, if in favor, in the amount equal to one quarter hour of the station's highest rate.

Writers Claim TV Piracy of 'Sister Eileen'

NEW YORK, April 28.—Suit was filed in Federal court this week charging that *Two Girls Named Smith*, the Saturday TV show with Peggy Ann Garner, was a piracy of the book and play, *My Sister, Eileen*. Filing the suit were Rull, McKenny Brantem, Jerome Chodoroff and Joseph A. Florids. They named as defendants Bernard Schubert, Inc., Richard Lewis Enterprises and Richard Lewis, the American Broadcasting Company, William Weintraub ad agency, and B. T. Babbitt, Inc.

Complaint alleges that Schubert and Lewis entered negotiations in the latter part of 1949 for the purpose of acquiring Eileen, and on July 25, 1950, made a deal by which they were granted permission to use the book under specified conditions. Agreement allegedly provided that if Schubert and Lewis did not use the script before November 25, 1950, all rights would be terminated.

Two Girls Named Smith premiered January 20, 1950.

W. Chalmers Heads Grey TV Operation

NEW YORK, April 28.—William A. Chalmers this week became vice-president in charge of radio and television for the Grey Advertising Agency. A major expansion in the agency's TV operation is anticipated under Chalmers' direction.

Chalmers recently resigned a comparable post at Kenyon & Eckhardt.

"Open House" Shuttles Mon., Wed. and Lester

NEW YORK, April 28.—Wholesale changes in Anchor Hocking's *Broadway Open House* series on the National Broadcasting Company video network were effected this week by the account and NBC, which packages the show. The glass outfit dropped two of the light nights it had been bankrolling, while NBC was practically set on replacing Jerry Lester with Jack E. Leonard.

The *Open House* series, set thru the William Weintraub agency, has been in turmoil for some months. The Monday and Wednesday night sessions have failed to click ever since Morley Amsterdam bowed out some months ago. The three Lester nights, Tuesday Thursday and Friday, have been doing fairly well, but there has been bitter internal strife, involving primarily Lester and Dagmar (Jennie Lewis).

Miss Lewis, Ray Malone, the show's ace hooper-choreographer, warbler Dave Street and ork leader Milton Delugg will continue on the three-night operations. Main cause of rriotion involved ownership of the Dagmar

name. Thru her work on the series, the comedienne has developed into a hot property, with considerable merchandising income held up pending settlement of the situation.

Anchor Hocking may divert some of its expenditures into daytime network video, in a drive to sell its household glassware. The *Open House* plugs beer in the firm's no deposit bottles and is co-operatively sponsored by brewers in the different cities.

Anchor now sponsors Ruth Lyons on WLW-TV, Cincinnati, and may expand her to a network series. Miss Lyons is the No. 1 fem attraction in Cincinnati video.

Open House was the pioneer major network show in TV to air after 11 p. m. It was actually originated by the Weintraub agency, altho packaged by NBC. The network will probably spot Ben Blue, one of its contract comers, in the Monday and Wednesday spots and work on peddling him to other accounts. Lester, under a five-year contract to NBC, will be spotted elsewhere.

EDITORIAL

Wanted---A Hero

The first phase of what it is feared may easily be a continuing debacle for the radio industry seems to be over. The Affiliates' Committee has fought the good fight and lost. The Columbia Broadcasting System rate cut stands, and as predicted in these pages (*The Billboard*, April 21) before the ad made its effort, the other webs are preparing rate cuts of their own. Rigor mortis had hardly set in on the corpse of the old web rates, when key advertisers and agencies were sharpening up the stiletto for a slash at national spot rates (see *Marschalk-Pratt-Esso* story this issue).

In a somewhat pathetic, little-boy-whistling-in-the-graveyard effort, a number of stations are announcing and/or preparing to announce rate increases. We wish such broadcasters well, and would have nothing but the utmost admiration for any who are able to make such increases stick in the current period. We fear, however, the chances of many of them aren't too good.

Several Potentials

But what the industry really needs now is a hero, and fast. Several potential heroes are trying to arise from the shambles. Certainly the Affiliates' Committee fits such a characterization, but it will die in its infancy unless its request for broadcaster support (see story this issue) is wholeheartedly met. Certainly the committee's failure to get the CBS cuts rescinded, or in forestall similar cuts on the part of the other networks, should not be held against it. It was a good try, but made too late.

Broadcasters would indeed be shortsighted if they did not do everything in their power to build the AC into a strong and active hero.

The Broadcast Advertising Bureau, of course, is another potential hero. But here, too, is a puny, powerless character who needs the nourishment of all-out broadcaster support.

How About Webs?

More intriguing than the prospect of either the AC or BAB rising to beat back the rate-slashing herds, is that of one or another of the networks themselves coming up with a practical, workable plan to once more stabilize the industry on a profitable basis, to stop the cuts from going deeper, into national spot and local cards.

Leadership, like democracy, is a word which gets tossed about quite freely. Now is the time for CBS, or the National Broadcasting Company, or the American Broadcasting Company, or Mutual—we don't care which—to step up with an announcement beyond the rate cut announcements made and impending. Now is the time for an announcement from a leader of a solid plan, which can be put into effect rapidly, to stem further cuts in radio rates, to build rates in markets where they warrant building. Now is the time for a hero.

NBC Finalizes Plan To Slash AM Rates

NEW YORK, April 28.—Following the valiant but futile efforts of the Affiliates' Committee to battle down the Columbia Broadcasting System rate cut and to dissuade other networks from following the CBS lead (see separate story, this issue), the National Broadcasting Company was taking steps this week to finalize its own rate slash. After meeting only with NBC affiliates (legal eagles forbade meeting with the overall AC), web President Joe McConnell and his execs concluded that immediate steps must be taken on a competitive basis.

This was generally interpreted by observers to mean that the NBC cut would at least match and probably top the CBS 10-15 per-

cent slice NBC, however, told its affiliates it considered the problem a double-barreled one, that the immediate cut was only one phase of it. The second, and more important phase, is to develop long-range planning and practices which will stem what threatens to be a rate-cutting deluge and get the industry back on a sound, stable basis. No immediate, workable proposals have yet been made in this direction.

The American Broadcasting Company, of course, continued to take the position that it would meet any competitive rate cut moves, and the Mutual Broadcasting System is also expected to announce a cut, following NBC's and probably ABC's announcements.

NBC Cutback Hits 20 Jobs in AM Departments

NEW YORK, April 28.—National Broadcasting Company this week made the first of the retrenchments scheduled for its AM operation. Some 20 staffers in three departments are out. Further cuts in other AM network departments are due in the next week or so.

At the same time the network has effected a policy whereby as many of the AM casualties as possible will be absorbed by the ever-expanding tele operation. Orders

to this effect were given to the NBC personnel department this week.

Cuts made so far involved about six people in AM promotion, 12 in sales research and planning, and two in the news department.

Bond Washes Its Hands of Murder

NEW YORK, April 28.—Bond Clothes has canceled its mystery series, *Hands of Murder*, on the DuMont TV network, cancellation coming unexpectedly last week. The account is continuing to bankroll wrestling on the same network and will probably return to DuMont with still another program next season.

Altho there were conflicting reports as to the reasons for Bond's bow-out, major factor is said to have been DuMont's refusal to get the show into Pittsburgh live. Station involved is WDTV, owned by DuMont, which airs *Selbitz Beer's Pulitzer Prize Playhouse* via American Broadcasting Company at the same time. Bond is on the air. Because of the importance of Pittsburgh in the Bond merchandising operation, the cancellation ensued.

Grey agency handles the account.

PARDON, SAG, IT WAS SDG

NEW YORK, April 28.—Last week's *Billboard* inadvertently reported that the Screen Actors' Guild had been rejected by the National Labor Relations Board in a move to obtain TV director jurisdiction. SAG wasn't a party to the proceedings—it was the Screen Directors' Guild—and we're blushing for real.

Actually, SAG recently gained a major NLRB award when it was given jurisdiction over California film producers for video pictures.

Radio Actors Can't Live On Earnings; 65% Make Under 2G

NEW YORK, April 28.—Sixty-five per cent of the professional radio actors in New York City make \$2,000 a year or less (mostly less), according to a survey just completed by the American Federation of Radio Artists. This means that of the 3,806 AFRA members in New York, of whom 2,400 are in good standing, the overwhelming majority fails to make a satisfactory living out of their chosen professions.

AFRA's study also revealed: Only 12 per cent of those re-

sponding to the survey (approximately 75 per cent of the membership returned their questionnaires) said they earn between \$2,000 and \$5,000; 9 per cent between \$5,000 and \$10,000; 8 per cent \$10,000 to \$20,000; 4 per cent from \$20,000 to \$50,000 and just 1 per cent over \$50,000.

The AFRA study covers actors, announcers and singers. The survey shows that announcers seem to average better incomes than either of the other two categories. In the over-50G category, for ex-

ample, there were 11 actors, four singers and 15 announcers. In the \$20,000 to \$50,000 bracket there were 55 announcers, compared to 42 actors and only 6 singers. In the lowest income group, \$2,000 or less, there were 1,128 actors, 478 singers and 133 announcers.

All told, there were 2,708 returned questionnaires, with 1,581 coming from actors, 643 from singers, 489 from announcers and 15 from sound men.

Martin Kane Quits Mutual, Joins NBC

NEW YORK, April 28.—The Kuder Agency will yank U. S. Tobacco's Martin Kane show out of the Mutual network's Sunday line-up this summer and move the series to National Broadcasting Company. Switch, which puts both the AM and TV Kane versions on the same web, will be made at termination of Mutual's contract with the tobacco outfit in June.

Changeover was supposedly prompted by the sponsor's desire to reach new audiences. However, it's understood NBC granted a rate concession similar to that of a contiguous radio deal. Kane series has been aired over Mutual for more than three years. William Garza, who originated the private eye character on both AM and TV, is due to leave the cast shortly. A personality clash is blamed for his departure.

KFI-TV Biz Cut 50% by Strike

HOLLYWOOD, April 28.—KFI-TV, in its fourth week of the Television Authority strike, estimated a business loss of 50 per cent since the start of its labor trouble. Station Owner Eric C. Anthony will study the TVA contract over the week-end, but no successful conclusion of the dispute is seen by either side for the forthcoming week. TVA is continuing to picket the station, with union pressuring its advertisers to pull their businesses.

TVA's get-tough-policy is blamed for Anthony's decision to take his time in weighing the union contract. Immediately following TVA's presentation of its side of the case on the struck station, Anthony was on the verge of joining the union fold. However, feeling at the station now is that outfit has lost all the business it's going to, and the outlet now has little to gain by speedy conclusion of the disagreement.

In the meantime TVA intends to increase pressure until KFI-TV signs its pact. Station originally refused to negotiate with TVA, calling first for a National Labor Board election. However, after TVA paraded station performers before the KFI-TV cameras to prove the union has the necessary majority representation, outlet voluntarily waived its demand for NLRB balloting and decided to negotiate. TVA has signed the six other Los Angeles stations.

CBS SETS PACTS FOR TV WRITERS

Contracts for Minimum 10 Scripts Per Year and Basic Salary Guarantees

NEW YORK, April 28.—Columbia Broadcasting System this week inaugurated a policy of signing video writers to contracts calling for a minimum of 10 scripts a year. Tony Minor, producer of Studio One, who operates an independent producing unit at the web, will sign three or four writers himself thru CBS-TV for his own stable.

New policy is akin to the recently announced CBS policy of signing actors to long-term deals. Web has already signed actresses Maria Riva and Mary Sinclair to agreements calling for a minimum number of assignments per year. Contract with writers will not commit them to CBS-TV exclusively, but would give the net first call on their services for additional scripts if more work is needed. With drama perhaps one of the most important aspects of

152 HAPPY-GO-LUCKY FAMILIES

CHICAGO, April 28.—The favorite TV commercial of 152 families who replied to a John Meek Industries survey here is the Lucky Strike song and dance. The cigarette ad got 45.5 per cent of the votes. Second choice was Dixie's tobacco on the Martin Kane show with a vote of 5.9 per cent. Courtesy Motors ads on local shows were third, and Texaco fourth in favor.

WHEN IS A SONG TITL NOT A TITL?

YANKTON, S. D., April 28.—The Tune-o-graphers, an across-the-board musical show aired over WYAX here, pulls nearly 500,000 letters a year, via a "stump us" gimmick. (Listeners send in song titles, and if the talent can't play the tune request, dialers win a premium.)

Some of the entries are remarkably inventive as regards original spelling and free translation of titles. Local music lovers have submitted such bloopers as *Some Times I Feel Like Mother's Child*, *Betsy Mae Mueho*; *Fial Fatal*; *Hoopy-Do*; *The Peanut Bender*; *My Hot To Molly Went Chille on Me*; *The Big Bass Vile*; *Come See Come Ha*; *Senta Mental Me*; *The Camels Are Coming*; *Louis Cord*; *Don't What Come National*; *Valley High*; *There's Snow Tomorrow*; *A Ghost of the Chants*; *In Joy Your Self*; *Somebody Stole My Rose Colored Glasses*; *Lock, Sock and Barrel*; *It Isn't Fare*; *By By Back Bird*; *Third Man Scene*; *When You Come I Will Bake a Cake for You*; *Misereere From Troudore*; *Sweetheart of Shigmachi*; *Hold the Ford*; *I Sent My Pajamas*.

Penn, Notre Dame May Lead Bolt From NCAA's Curb on Grid TV

• Continued from page 1

pend. In effect, some NCAA executives, the network boys have issued their edict: "Let them die!"

Web officials, of course, offer plenty of arguments to support their position. They continue to express doubts as to the legality of the NCAA plan, and still in the revised version as potential restraint of trade. They also complain that NCAA not only has made itself the bargaining agent for the schools, but has cut itself in for 60 per cent of the TV take, with the remaining 40 per cent to be divided among the competing schools. The NCAA's 60 per cent is slated to be used to survey TVA's effect upon attendance and to promote college sports.

Awaits News
NCAA now is waiting for the networks and prospective sponsors each to come up with their own ideas of a workable slate of games. This would involve covering only

a single home and away game of any one school, would leave one Saturday blank, and on two others would restrict video within a 75-mile radius of the game.

The schedule deemed most fitting by NCAA and which offers the best financial emolument would be the one which would gain official sanction. "The web gaining the nod could sell the sked, but would have to give it free to any other network requesting it."

It is expected that as soon as one or two major schools take the lead in setting their own TV deals despite NCAA, the dam will break and many others will follow suit. Virtually every important institution in the East except Yale already has some sort of contractual obligation to a web or agency, most being holdover options from last season.

These include Army, Navy, Penn, Columbia, Princeton, Penn State, Boston College, Holy Cross, Syracuse, Cornell and Harvard. Much the same situation exists in other sections within range of TV.

FROM EATING TO SPIELING

PHILADELPHIA, April 28.—John Corcoran, veteran newspaperman and foreign news correspondent who dropped out of radio in 1946 after handling commentary chores since 1935, goes back on the air next week. In recent years operating a suburban restaurant, Corcoran comes back to WFIL, with which station he was originally identified, for a nightly quarter-hour news commentary at 7:15 under sponsorship of John J. Folin & Company, local meat packers. Placed thru Lewis & Gilman Agency, Corcoran, who also handled special events mike chores for American Broadcasting Company network, also revives his original radio tag for the show—Corcoran Speaking.

Columnists Sub For Barry Gray

NEW YORK, April 28.—Barry Gray taking off on a 21-day vacation in Europe, will have three top newspaper columnists subbing for him on his WJMA, New York, after-midnight show. Starting June 3, Earl Wilson, Hy Gardner and Danton Walker will move into Gray's seat at Chandler's Restaurant, originating point for the show.

Plan calls for the trio to help each other. Tho no dough deal has been set as yet, it's understood they will split Gray's usual take among them.

Theater-TV on FCC Agenda For Real Looksee in Sept.

WASHINGTON, April 28.—An all-out bid by the theater industry to get into the TV act will be made when the Federal Communications

Commission's long-awaited hearing on theater TV allocations gets under way here September 17. In setting the hearing date, FCC this week indicated that at least two weeks will be involved in oral argument on the issue.

Fifty organizations from the film and theater industries are on file to appear. These include the major trade associations, such as Motion Picture Association of America and Theater Owners of America, as well as corporations such as 20th Century-Fox, Fablan Enterprises, Paramount Television Productions, and United-Detroit Theaters.

Deadline for filing briefs by organizations planning to testify is August 13. Issues scheduled for the hearing include proposed rule-making to determine whether existing and proposed transmission requirements for theater TV can be satisfied by existing and proposed common carrier wire facilities. Also to be argued will be the question of orders of frequencies and spectrum space required. FCC wants "full information" on existing or proposed methods for relaying to theaters, technical and non-technical data from experimental operations pertaining to public needs or desire for the service, and info on plans or proposals

"looking toward the establishment of theater television on a commercial or non-commercial basis."

FCC this week gave 20th Century-Fox Film Corporation an extension of special temporary authorization to operate an experimental TV broadcast station in connection with theater TV development, up to October 27. The firm's experimental station is KE2XKA.

Nash To Take Over Part of TV 'Teen Club'

NEW YORK, April 28.—Beginning in June, Nash-Kelvinator is expected to take over sponsorship of the last half hour of the Paul Whiteman TV Teen Club on the American Broadcasting Company. At the same time it is a virtual certainty that Kelvinator will cancel Star of the Family, featuring Martin Downey, on the Columbia Broadcasting System video web after its current cycle runs out in June. This would be the second show to be dropped by Nash on CBS-TV, the first being the Nash Airlyte Theater.

Plan is for the motor division of Nash and the Kelvinator division to alternate sponsorship of the Whiteman Teen Club stanzas, which originates from Philadelphia. American Dairy currently bankrolls the first half hour of the Saturday evening 8-9 program. Star of the Family is on CBS-TV Friday 10-10:30 p.m. Geyer, Newell & Ganger is the agency. The deal for the Whiteman show was made directly with the network.

Schlitz Gulps TV Film Pack

NEW YORK, April 28.—Schlitz Beer this week bought itself a package of 13 films to replace Pulitzer Prize Playhouse during the summer months on the American Broadcasting Company's TV network.

Schlitz and its agency, Young & Rubicam, has not made a final decision as to whether to continue with Pulitzer Prize Playhouse next fall. If it does not appear that sufficient material is available for the property, Young & Rubicam will start looking for a new dramatic series.

Lippert Warns Pic Orgs On Hefty Demand on TV

• Continued from page 1

cede to the principle than to seek any hefty percentage at this time. Furthermore, industry's craft unions indicated that if there's any TV melon splitting, they'll want their slice as well.

Lippert told The Billboard he agreed to the basic principle of paying the various unions additional money if pix produced for theatrical use are sold to the TV market, but said he wouldn't permit unions to delay the films' release with what he described as unreasonable demands. He also expressed hope that unions' negotiations be co-ordinated so that a producer would be able to settle

the problem via joint meetings, rather than have to huddle individually with each union rep.

Lippert's deal with Petrillo is expected to set the pattern for other agreements that would permit the TV release of theatrical films. According to terms of the contract which was concluded when Lippert was in New York several months ago, producer will restore all films to be released for tele use and pay musicians 5 per cent of their TV gross earnings after he has redeemed resoring cost. Lippert estimated cost of scoring and dubbing would run \$2,700 per pic.

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This One



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Makes perfect da copyright

Hollywood Junior Circus

TELEVISION—Reviewed Sunday (22), 3:30-6 p.m. EST, over NBC-TV. Sponsored by Hollywood Candy Company thru Ruthrauff & Ryan. Produced and directed by Norman Haney and Leroy Natoli. Cast: Paul Barnes, Carl Marx, Max Bornstein.

A back-yard setting and the use of outdoor show business lingo makes Hollywood Junior Circus somewhat different in styling from its contemporaries among the several big top offerings on the television lanes. Therefore, however, the format is pretty much the same, with the ringmaster and an assortment of acts to fill out the half-hour stanza—a sure-fire formula for holding the interest of moppets, and of many parents, too.

Paul Barnes as Billy Bookers, ringmaster, works sans coat and topper among acts milling around in a circus back lot. The background movement, together with a couple of dozen small fry lounging on props, carries out the behind-the-scenes illusion effectively. Barnes has the necessary appearance and full delivery to fill the role nicely.

Texas Tommy opened the show by putting his pony, Baby Doll, thru a free-rein trick routine indicating highly competent training. An incongruous note was struck when the Western attired Tommy spoke with what sounded more like a Scandinavian than a Panhandle accent.

Guy Gibbey, ex-Olympic star, followed in a strong man routine. Stunts included lifting with his teeth tables piled three high and acting as a pivot in a tug-of-war in which guest moppets formed sides.

Nora Toomey & Company, aerialists, were in the closing spot. Miss Toomey works in street dress and high heels and does some nifty trapeze routines. The stage of Chicago's Studebaker Theater, from which the show emanates, apparently was not big enough for many aerial turns since this act was frequently lost in the wings.

Clown Carl Marx, frequently in the picture, injects a goodly amount of Joey humor without overloading his part.

Commercials in the Hollywood Candy Company feature Max Bornstein as Zero the Midget, a Lilliputian who makes his entry in a Crosey ear. Bornstein isn't utilized too effectively since he principally tosses Hollywood products to the audience while the home viewers are urged to go out and buy some. Jim McHugh.

The Jean Carroll Show

TELEVISION—Reviewed Thursday (26) 10:30-11 p.m. Sustaining via the Columbia Broadcasting System. Producer, Marlo Lewis. Director, John Wray. Scripters, Coleman Jacoby and Harry Rosen. Star, Jean Carroll. Talent, Art Carney, Bill Callahan and Dave Daniels.

The Columbia Broadcasting System should do better by its talent. The one-shot Jean Carroll Show had a throw together quality both in concept and execution which certainly won't lead to a demand for the comedienne's services. As important, was the fact that she wasn't given a chance to show herself to the best advantage.

Miss Carroll's opening monologue ran seven minutes or more, a bad beginning for the stanza and a chore which was more than could be asked from any performer. She was followed by Bill Callahan whose flashy tapping led the audience. She then doubled with him on some celloping immediately afterward, without rest, she clowned thru a bit about a husband who snorts replies while hiding behind his newspaper—the closest the show came to being entertaining. From nowhere, the televiewers were then projected into a ship scene. Dave Daniels, a bass tone singer. "I This Isn't Love, hampered by excessive close-ups and formula slugging. The second and last skit was listless and dull. Art Carney played opposite Miss Carroll in both skits and, as usual, socked home.

Miss Carroll should get her scripters to revamp their formula. Although they created a few funny gags, their stuff generally delivers a punch line which is the reverse of what is expected. After hearing some of her material, the surprise punch line is lost. It would seem that Miss Carroll needs a format with a gimmick with which she is more an emcee than a comedienne. Her current comic theme stresses her difficulty getting a man. By now the audience has built up a resistance for such fems. She needs a fresh hook. Leon Morse.

It's Fun To Know

TELEVISION—Reviewed Friday (27), 4:30 to 5 p.m., EST. Sustaining via the Columbia Broadcasting System. Produced by CBS in association with Frederick Kugel. Director, Jack Gage. Program assistant, John Faria. Cast: Charles Columbus, Stephanie Yosey, Dotty Grey, Bruce DeJohn, children of the Fred Astaire Dance Studios.

Whether the educational television lobby will at all be reconciled by It's Fun To Know is quite doubtful. Show on first viewing simply seemed short on honest-to-goodness education and on fun, too.

Series proposes to deal with a different subject each day of the week. Monday it will be history and current events, Tuesday it's handicrafts, Wednesday, science, Thursday, drawing and art and Friday, dancing. In other words, a TV counterpart, to some degree, of CBS's famous and lamented School of the Air on AM.

On show caught instruction was given on the patty cake poika and the Charleston. Former routine was demonstrated by 10 serious looking juveniles, with Stephanie Yosey giving the instructions and calling the turns. Charleston was taught by two pleasant instructors from the Fred Astaire studios.

This business took up about half the time.

Middle part of the show was used for a mediocre choreography of the first part of the Cinderella story. The corps consisted of the best one playing Cindy herself. A nice looking little boy with hair well brushed, introduced the act via narration. Decor and camera work were all on the local school level. The entire action took place between doors, and as often happens in the televising of dance routines, the camera switches seemed to come at rather inopportune moments.

The educational value of this part of the show was not clear. Presumably this sort of activity will instill young viewers with a sense of rhythm and form. Perhaps insofar as the performers are their peers, they will find it more entertaining than professional shows. At any rate, more of Cinderella was promised for the next week.

Preceding the Cinderella number, a determined tot came out to show the first steps she's learned as a tap dancer. Following Cinderella, the plump young fairy Godmother came back and at the wave of her wand, got one young chap to go into some fast but nonchalant hoofing. This, according to emcee Charles Columbus, showed how easy it is to learn to tap dance. Gene Plotnik.

Sawyer Views Hollywood

TELEVISION—Reviewed Saturday (21), 11:30-12 a.m. Sustaining via the American Broadcasting Company network. Producer, Carlton Winkler. Director, Dick Darby. Music, Gaylord Carter Trio plus harpist Cheryl Scott and accordionist Bernard Allen. Emcee, Hal Sawyer. Guests: Dotty O'Brien, Charles Stanley Adams and Manuel Robles.

Sawyer Views Hollywood, an attempt to revamp the old Screen Snapshots film format for video purposes, comes off as only partially successful, but in its early hour Saturday morning slot may present enough entertainment to keep televiewers happy.

Filmed, the program concentrates on the lesser luminaries in the cinema capital and on some of the lesser known Broadway stars. The viewed were Chinkook, a good looking shepard dog which has been following in Rin-Tin-Tin's tracks; Dotty O'Brien, a new songbird; Stanley Adams, scriptwriter turned comedian who should have stayed nearer his typewriter, and vocalist Manuel Robles.

Guests Fail
Miss O'Brien failed to impress in her two novelty tunes, primarily because her style is not individual enough. Adams' skit about an absent minded professor wasn't funny. Robles' rendition of Santiago Rosas was fair vocalizing, especially when he did the English lyric to the song. While Sawyer is not an ideal emcee, his manner was warmer than the usual glib mike charmer. The program would seem to need sharper and more competent production work pin-pointing stronger guest acts and more of the flavor of the town. Leon Morse.

Chapel of Dreams

TELEVISION—Reviewed Wednesday (25), 9-10:10 a.m. EST. Sustaining via WRCR-TV, Cincinnati, Monday thru Friday. Cast: Rev. Morris H. Coers, Ada Williams, organist; Bob Ketchum, vocalist. Ed Herp, program director.

Some TV web, in its search for network public service programming required by the Federal Communications Commission, might consider this stanza, dedicated to shut-ins. That it has strong appeal is evidenced by 1,500 to 3,000 letters the program draws weekly. Altho the only appeal made is for letters of cheer to the "shut-in of the week," many of the communications contain money for use in charitable work. Recently a mention of blind three-year-old tripplers brought enough unsolicited contributions to send the boys to the Boston Nursery for Blind Babies for aid until they can go to a school for the blind.

Rev. Morris H. Coers, pastor of Immanuel Baptist Church, Covington, Ky., conducts the non-sectarian program, which is opened with a short poem of religious significance. This is followed by a photo introduction of the shut-in, an appeal for letters, a hymn sung by Bob Ketchum, who is accompanied by Ada Williams on the organ, and a daily gift of a bouquet of flowers to some local shut-in.

In a sermonette with organ background music, Reverend Coers uses an inspirational approach, with some down-to-earth, visual object and its practical application to life as the basis of his message. On this program the object was a bottle containing water from the Sea of Galilee, obtained by Mr. Coers on a visit there some years ago. Reverend Coers told the story of Christ walking on Galilee's stormy waves, and explained that his shallowness is the reason for frequent storms. Shallowness of human character, he pointed out, often is the cause of human suffering, and told his audience that much anguish could be alleviated if people lived in accordance with spiritual teachings.

Reverend Coers has a convincing, gentle delivery with the flavor of the comforter. He draws upon a broad field of experience in presenting the program. He has traveled in 22 countries, been a reformatory chaplain, member of the Indiana Legislature, staff member of Rotary International, and served with the Red Cross during World War II. Al Schneider.

Public Wedding

TELEVISION—Reviewed Wednesday (25), 9-9:30 p.m. CST. Sponsored by City Furniture Company thru W. E. Dorer Agency via WMTV-TV, Chicago. Producer, Marie Frank. Director, Dick Leilandall. Announcer, John Weigel. Singer, Richard Paige. Organist, Adele Scott.

If there must be public weddings on television, this seems to be about as painless a method as could be devised. The City Furniture Company built a chapel adjacent to its main store on the South Side, and attempts to televise a wedding each week.

The first show was well done, but it ran long and barely got the "I do" in before the show switched off abruptly. In addition to the chapel, a store was provided a room for reception. Show opened with the announcer interviewing relatives of the bride and groom in the reception room, with guests milling around. Next shot was to a small dressing room for interview with the bride and maid of honor. The last 10 minutes covered the wedding ceremony. The chapel was simply and effectively decorated and provided background for excellent shots, particularly from behind the minister, looking into faces of the bride and groom.

There were two commercials between interviews. One was routine panning of furniture, and the other was shots of gifts to the couple. Other than brief reference to gifts, the interviews and announcements kept completely free of commercials. The effectiveness of such a show depends to a large extent on the physical attractiveness and presence of the couple to be married. If sponsors can get a decent standard of couples, they have the format for an effective show. Jack Mabry.

Child Talent Search

TELEVISION—Reviewed Sunday (22), 12:30-1 p.m. EST. Sponsored by MacLavy Dance Studios thru Associated Advertising Service via WPIX, New York. Cast: Herb Sheldon, emcee, plus innumerable tots.

Talent Search on TV is the highlight of a contest wherein children were initially screened via eliminations in neighborhood movie theaters in New York and New Jersey. Some 130 finalists, ranging in age from three to 16, compete for awards including a movie contract, a trip to Hollywood, to Miami, some dance scholarships, plus a flock of lesser items. The contest is being conducted thru 35 MacLavy Dance Studios and schools having a total enrollment of over 28,000. Monte MacLavy, president, in advance publicity, stated: "We expect to discover many young people and teen-agers who will be the rising stars of the entertainment world during the next few days. We are proud of the part we expect to play in the discovery of these new faces and talents."

On the show caught, we believe the sponsor did realize his dream. The contest did reveal, however, a number of performers who proved amazing hambones at remarkably tender ages. How the child of three becomes a practiced ham, generally sans talent, in such a brief period, is somewhat frightening and worth further study.

The appeal of this program would seem to be chiefly to the families and friends of the youngsters. The tots sing, do various forms of dancing, acro, etc. The commercials stress the value of developing poise in the youngsters. In addition to developing what perhaps is fading talent, they may have stressed in the commercial talk is a free talent analysis for children, plus the fact that the courses are under the guidance of a child psychologist.

Maybe they'll turn up a bevy of toddling Tallulahs after all. Paul Ackerman.

Value Varieties

TELEVISION—Reviewed Tuesday (26), 11 a.m.-12 over WLWT, Cincinnati, Monday thru Friday. Sponsor, John Shillito department store. Agency, Dinerman & Company, Inc. Producer, Honore Nichols. Cast: Garnet Grayson and Barry Lake on commercials. Entertaining talent (rotating): Pat Baldwin, Neil Burris, Russ Brown, vocalists; Bruce Brownfield Trio, instrumentalists-vocalists.

With generous portions of entertainment sandwiched between each sales pitch or varied merchandise, it's not difficult to understand why this program has become popular with housewives and one of the top local merchandising shows. Nine items—kiddies' dresses, kitchen ranges, ruffled curtains, garden furniture, bras, TV sets, shoes, fur storage service, and a combo unit for scrubbing hair—got the huckster treatment on this show from Garnet Grayson and Barry Lake, who are substituting for Jane Lynn, currently incapacitated, in a style closely following the pattern of informality used by Miss Lynn.

That seems to be the secret of the show's success. High-pressure sales pitches are out. Instead, the principals key their spiels to the hausfrau as if they were seated in the viewer's living room discussing the furniture. Not to be overlooked were the bargain prices emphasized in commercials in connection with Shillito's 121st anniversary sale.

On the entertainment side is WLWT's top talent, which the station rotates daily to provide variety. On this show, Pat Baldwin, a capable chirp; Neil Burris, a top hillbilly singer; Russ Brown, a good ballad singer, and the Bruce Brownfield Trio of instrumentalists-vocalists, offered entertaining musical interludes. To keep the stanza moving at a fast pace, the show depends to a large extent on the basis of its reported strong appeal for housewives. It is said that women even reschedule bridge games so as to avoid conflict with the show. Al Schneider.

Miller High Life Show

TELEVISION—Reviewed Sunday (22), 5:30-6 p.m. CST. Sponsored by the Miller Brewing Company, via WTMJ-TV, Milwaukee. Producer-director, Al Beaumont. Floor director, Leo Dudek. Music director, Tommy Sheridan. Emcee-announcer, Tom Mercein.

The Miller High Life Show is one of the oldest of the homespun WTMJ-TV shows. The stanza reviewed was the final shot prior to signing off until this coming fall and was wrapped around the gimmick of giving the best received bits performed by the cast during the past three months.

Music-wise, this show offers one of the finest brands of listening to be heard anywhere, featuring the Romany Singers, the Tommy Sheridan Trio and some solos on the stories by Sherman's 25-girl chorus, sparked by Gloria Rodriguez, is a local semi-pro group extremely well coached in vocal work, but rather short on television selling know-how. The day is gone in video when a large singing group can help command interest without employing some movement and action to sell their numbers. While they sing well and are telegenic, the pan shots back and forth among the stationary ferns tend to become monotonous. Directress Gloria Rodriguez, apparently somewhat camera-shy, adds little in the line of showmanship by keeping her back continuously toward the cameras. Their best offering was a well-lensed version of The Brils of St. Mary's, done with a superimposed view of Tommy Sheridan accompanying them on the bells.

The Sheridan combo offered up a terrific brand of music, leading off with the Dance of the Spanish Onion, followed by Jet, from Harry Ravel's perfume suite, and a trawling version of Cumana, Sheridan's solo of Warsaw Concerto was the highlight of the show.

Emcee-announcer Tom Mercein sat chained to his seat for about 25 minutes of the show, reading the intro remarks. He finally came thru with a sample of the work in the Garroway vein the lad is capable of delivering, in the final number, a production deal based on Get Out Those Old Records. Interest was kindled in having an old-fashioned couple, with Mercein portraying the mustachioed swain, spinning oldie waxes, while flashbacks of the trio and the Romany Singers actually gave out with the tunes in the background. The Sheridan lads displayed a potential for comedy when they mimicked a quavery Guy Lombardo side, and the Romany gals proved able to warble just as well when split into smaller groups making like a production.

If the contract is renewed by the sponsor for another series next season, here's hoping that a free hand is given to the person responsible for the show suddenly coming to life during the last five minutes of this farewell performance.

Commercials were conspicuous by their absence, with the subs backdrop apparently feeling he didn't want to interrupt the final proceedings. Ben Oltman.

Brundige's Crime Report

TELEVISION—Reviewed Monday (23), 8:30-9 p.m. EST. Sustaining via WPIX, New York. Directed by Albert G. Hartigan. Moderator, Harry Brundige. Panel: Walter Arms, Edward Reed. Guests: Kings County District Attorney Miles MacDonald, Billy Daylitt.

Continued from page 3

horse racing is aimed for bettering the breed of horses."

"It's almost impossible to get a bookie higher-up. You can't convict a man on the evidence of an accomplice."

"If my (MacDonald's) book-making investigation gets only Gross, it would be a waste of money." "Gross's net profits ran approximately 12 to 13 percent of an annual \$20,000,000 take."

"Police corruption is confined mainly to plainclothesmen." "A cure for corruption lies in improvement of the integrity of law enforcers. Corruption can be cured, but not gambling." "Legislation could be a solution. For instance, mandatory jail sentences for bookmaking violations, instead of fines, would help. Fines come under the heading of bookmaker overhead."

All told, this was quite a provocative informal discussion which succeeded, in a minor way, to sustain the Kefauver-created public interest in crime and corruption. It's a worthy effort, despite the fact that there were no noticeable fidgety fingers.

Short Scannings

Brief but important video news

Of Personal Note on

The Philly Scene . . .
 Martin Matuson, Philadelphia, has been named art director of WXEL-TV, Cleveland. . . Fred Bennett, veteran air announcer, has joined the staff of WPTZ. . . Dr. Joe Zimmerman, director of Temple University's Television Workshop, has been named production supervisor of WFIL-TV. . . Jean Sargent, who did a woman's interview show as "Kit Crane" on WIP, is doing script chores for the "Miss Susan" soap opera originating from WPTZ. . . Hollingshead Corporation thru Campbell-Mithun, Inc. for its Whiz products, is sponsoring a Friday night feature film series on WFIL-TV, billed as the "Whiz TV Theater."

Malamoras, Mex., TV Outlet Plans Afoot . . .

Representatives of two television firms have announced that they expect to have a television outlet established and operating in Matamoros, Mexico, within three or four months. G. B. Miller, representative of the DuMont Television Corporation, and Antonio Carreon, of Compania Mexicana Television, stated that the outlet will have a power of 2,000 watts and will have a radius of 47 miles. A booster station is to be built at Ejido Jucio Blanco, which is about 27 miles west of Matamoros.

Dunville, Crosley Topper, Leaves Cincy Hospital . . .

Robert E. Dunville, top man of Crosley Broadcasting Company, Cincinnati, just out of the hospital after a 10-day stay for observation. Doctors have advised a long rest for an overworked ticker.

Star Line-Up Set

For "Medicine on the March" . . .
 A star-studded line-up has been set for the initial telecast of "Medicine on the March," film panel package owned by St. John's Hospital, Santa Monica, Calif. Guesting are Claudia Calbert, Irene Dunne, Joan Fontaine and Maureen O'Sullivan. Chairman of the star participation committee is John Farrow. United Television Programs will distribute the weekly series. Proceeds of the program will be turned over to St. John's Hospital. A total of 30 subjects have been projected thus far, with sponsor interest already indicated from drug firms.

Foster TV Production Head for Crosby Film . . .

Harve Foster last week was appointed manager of all TV film production of Bing Crosby Enterprises. Foster directed Walt Disney's "Song of the South" and Hal Roach's "Fabulous Joe" and has also been associated with Samuel Goldwyn and Paramount Pictures. He will report to Basil Grillo, Crosby production head.

CBS Plans Kine

On "Egg and I" . . .
 The Columbia Broadcasting System last week was planning to cut a TV kine shortly, based on the Betty MacDonald book "The Egg and I." The sample for a projected comedy series may be made in Hollywood, possibly with Claudette Colbert playing the lead. A radio series based on the same property has been in the hands of the National Broadcasting Company for some time.

Chester the Pup

To Take No Vacation . . .
 In an unusual move, Mason Candy Company last week decided to keep its TV show, "Chester the Pup," airing thru the summer without a break. This is contrary to the usual procedure of candy companies, which pull in their advertising horns during hot weather. Show airs at 12:15 p.m. Sundays via American Broadcasting Company. Turner Leach is the agency.

Taylor and O'Brien

On Skiatron Board . . .
 General Telford Taylor and Rear Admiral Timothy J. O'Brien, U.S.N. (retired), have been elected to the board of directors of Skiatron Electronics & Television Corporation, New York. Taylor was formerly general counsel to the Federal Communications Commission and chief of counsel at the Nurnberg war crimes trials. O'Brien is vicepres of Yearbook Publication, Inc.

By Way of Personal Mention . . .
 Sam Fuller, top NBC-TV producer, hospitalized. . . Ed Murray has signed Branch Ricker, general manager of the Pittsburgh Pirates, to do a World Series commentary on the newscaster's show for the second year in a row. . . Ted Steel celebrates his first anniversary on WPXI, New York, with an on-the-air celebration Tuesday (1).

By Way of Personal Mention . . .

Sheldon Stark signed to have his brother, Wilbur Stark, represent him for summer TV scripting. Diana Sinaur and Ken Spaulding, dancers on the Paul Winchel show now repped by Earl Peed Associates. . . TV actor George Pembroke signed by Fritz Lang for the Dietrich starrer "Chuck-a-Luck." . . Norman Davis has joined Foley-Gordon as office manager. . . Judy Lynn, songstress, vacationing in Miami. . . Len Salvo Jr. has joined NBC-TV as co-ordinator of Chicago TV programs. . . Edward A. Davies has been named district sales manager of the Middle Atlantic area for the Princeton Film Center, Inc. . . Doc Sotter has been appointed producer-director of WHIQ-TV, Dayton. . . The Kreisler "Band Stand" has helped several performers to get a wedge into films; Freddie Robbins has been signed by Columbia Films for a series of musical shorts, Val Dufour and Toby Dasso are to be screen tested by 20th Century-Fox and Paramount Pictures, respectively.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Pulitzer Prize Playhouse

Fridays, 9-10 p.m., ABC
 Altho the Pulitzer Prize Playhouse is said to be having difficulty finding material, the happy fact is that on the show viewed, it came up with a fascinating story of more than ordinary interest and one which in the ordinary course of events would probably not be shown on TV. As usual, the program continued to maintain its consistent high standard of production.

Rebellion In Jackson County is primarily a character study, with political overtones, of an Oregon fruit growing tycoon who loses his fortune in the crash of 1929. When he is unable to pay his bills, his already existent persecution complex builds until, with the aid of a female, he organizes a semi-fascist "Good Government Congress" to do away with democracy. Altho initially successful, his world comes tumbling down when he is caught stuffing the ballot boxes and he subsequently shoots a policeman.

Cast Excellent
 James Dunn, an unusual selection for the role of the fruit grower, gave an outstanding performance delineating the man's neurosis and hysteria with penetrating accuracy. Muriel Kirkland, as his wife, was another acting beauty. Her gentle quality and warmth permeated her role and built sympathy where it was needed. In lesser roles, Edward Andrews, Everett Sloane and Valerie Bettis performed more than adequately.

Lawrence Hazard's adaptation gave the property a dramatic coherence which made for substantial interest. Except for a fast-paced initial scene, Frank Telford's direction was polished, professional and purposeful.

The Schiltz commercials should be a source of delight to the sponsor and audience alike. They give the product a tone which beer ads never had and still create the desire for the product. The middle plug, especially—a guy going after some suds to get away from a wife

Edgar Bergen-Charlie McCarthy Show

CBS-TV, Friday 27

Altho the third Edgar Bergen video show had a leisurely pace, the show packed an amazing amount of entertainment into a half-hour format. Script planted Bergen and side-kick Charlie McCarthy in a Western ghost town. The two bedded down in a haunted hotel and the bulk of the program was their dream of the spot as it was back in the Gay '90s.

The gimmick was admirably produced, with authentic-looking, old-fashioned props and costumes lending a legitimately quaint atmosphere. Talent received smooth introductions as guests or employees of the hotel. Met Opera thru Dorothy Kirsten, making her TV debut, appeared as Jenny Lind. The blonde beauty was both telegenically and charming, scoring vocally with her warbling of a Ray Noble ballad.

Camera work on the filmed show was good, particularly in the imaginative super-imposed "ghost" scenes. Bergen's dummy family is a natural for television. Not a self-conscious actor in the trunk load. His non-too-perfect lip work on this telecast was more than compensated by his unqualified gift for top comedy characterization. He also looked handsome in a new hair piece.

McCarthy, of course, dominated the proceedings, but he ran a close race with Mortimer Snerd, who pulled top yocks, via an encounter with a shy ghost that did a double take, instead of Snerd, when they met. Bergen also brought on Elsie Klinker, a spinster-type dummy, for her TV debut. The gal didn't register much better on video, tho, than she did in radio.

Coca-Cola's integrated commercials, featuring a turn-of-the-century Coke stand, are good plugs that "refreshed." June Bundy.

on an expensive shopping tour—made sense and sustained interest. Leon Morse.

TV Talent and Show Tips

Will Mastin Trio

Sammy Davis Jr., multi-talented stand-out in the Will Mastin Trio, makes this group ideally suited for the TV medium. Davis, a one-man show, has been wowing 'em at Ciro's, Hollywood, thru a couple of holdover engagements. In addition to being one of the fastest tap dancers in the biz, he rings the bell with his terrific sense of comedy. His take-offs are as realistic as they are funny. His best embrace top-bracket singers like Bing Crosby, Laine, Sinatra and Eckstine.

Ray Alton

Leggy redhead's tap and semi-ballad hoofing is colorful and varied enough to warrant her a TV spot. In her teens, gal is easy to look at and shows possibility for a show where a terp routine is needed. Terper could work in well as part of a dance duo. Being new, she is a definite bet for a producer with an eye on the budget. Caught at Charley Foy's

Supper Club (24), San Fernando Valley, Calif.

J. I. B.

Marcia Van Dyke

Newcomer Marcia Van Dyke, who made a most auspicious Sten debut last week as the ever-patient Kate of *A Tree Grows in Brooklyn*, stacks up as a natural for musical TV. She has looks along with more than considerable acting ability, and, while her voice is small, it has splendid quality. She would fit right into a fem lead for an streamlined musical, or do well by solo singing chores. It would be well worth the while of TV talent scouts to drop in at the Alvin theater for a first-hand look and listen. B. F.

Charles Homer Bill

Bill is a Chicago free-lance radio announcer who has drawn on his boyhood farm background at Sheffield, Ill., to create a rural character which is authentic, funny and inoffensive. Most of his appearances have been on a

Air Checks

Brief but important radio news

CBS Switches Affiliate

In Atlantic City . . .
 The Columbia Broadcasting System last week switched its Atlantic City affiliation from WBAB to WFPG. The former station recently had its license revoked by the Federal Communications Commission because its control had passed from Albert Feyl to the Globe Publishing Company "without prior commission consent." It is now off the air.

Bobby Sherwood Drops

Radio D.J. Show . . .
 Band leader Bobby Sherwood will drop his daily disk jockey stint over WNEW, New York, in three weeks to concentrate on television. The spot hasn't been filled yet. The indie's program director, Dick Pack, says the station is in the market for new talent auditions.

Matt Boosted To Asstl Manager at WDAS . . .

M. Leonard Matt, who has been conducting a nightly news commentary on WDAS, since early days of the station, and more recently added the chores of program director, has been tapped as assistant manager of the station by Owner Max Leon. Matt's step-up follows the appointment of Robert A. Klein from assistant to general manager. Klein's plan calls for increased educational and public service features plus cultural programs. The station scored a scoop in bagging maestro Eugene Ormandy, of the Philadelphia Orchestra, as a classical disk jockey for a Sunday afternoon record show. Another newcomer via the WDAS staff is Mort Brandes, joining the sales staff after being associated with the advertising departments of the Philadelphia Daily News and the Philadelphia magazine.

Hazel Markel Signs

For 10 News Program . . .

Hazel Markel resigned as program director of WTOP, CBS affiliate in Washington, to sign with Mutual Broadcasting System in a coast-to-coast commentary. In addition to her MBS broadcasts, Mrs. Markel will also air a daily 15-minute women's program over MBS outlet, WWDC, Washington, starting May 21.

Mutual to Name

New Directors . . .

Thomas F. O'Neil, vicepres-director of the Don Lee-Yankee networks, will be elected chairman of the board of the Mutual Broad-

local sidewalk interview TV show, and they have been excellent comedy.

Bill merely puts on a hunting cap with the flaps down. He has a slight rural drawl. These are the only obvious business he uses. The main effect is from his feeling for rural idiom and his selection of incidents on the farm—usually concerning the mishaps of his woman in her various farm duties. Bill's character is a natural, and would do well in brief spots in almost any type of show. J. M.

Happy Kellems

One of the top pantomimists in the joey ranks, Kellems, now with the Cole Bros. Circus in Chicago, is ripe for guest shots with variety-type videocasts. The sad-faced tramp clown had a taste of the medium as a featured player with the Olsen and Johnson troupe during the run for Bulek, then returned to the sawdust trail, doubling as a minstrel show producer and performer off-season. Has a hatful of gms especially adaptable to the visual medium and, as a solo performer with the circus, has worked his routines into a finely polished presentation.

Day, Dawn and Dusk

A particularly colorful vocal trio, Day, Dawn and Dusk have developed a batch of routines, parades and special material songs which include some fine vocal bits. Plenty of night club and theater experience shows in the group's polish. In addition, each of the lads demonstrates vocal ability a shade above average. Since one of the trio also plays piano, they could probably stand (Continued on page 48)

casting System this week (1) at the directors' meet in New York. He succeeds WOR Prexy Ted Streibert, who remains as a director. Other scheduled board appointments include E. M. Antrina, vice-chairman; James E. Wallen, secretary-treasurer; George Gulpe, controller; and Elisha Goldfarb, assistant secretary. All Mutual network officials and all board members will be re-elected to their respective posts.

Free & Peters Hold

TV Sales Clinic . . .

Free & Peters, Inc., New York, holds its first national television sales clinic this week (1-4) at the Waldorf Astoria in Manhattan. The clinic, a course in TV selling for all Free & Peters TV sales personnel, was sparked by fact that the agency's video department has tripled in size during the past year. Speakers include C. Hooper, Dr. Sidney Roslow, The Pulse; Allen Jay, Videoclix; Raymond Guy, radio and allocations engineer of the National Broadcasting Company. In addition to Free & Peters' New York staff, agency execs attending the clinic will be Joseph W. Evans, Fort Worth; Lou King, San Francisco; John A. Serrao, Hollywood; and William J. Tynan, William B. Wlemers Jr. and George F. Stanton, Chicago.

Production Notes and

Personal Intelligence . . .

Tallulah Bankhead, baseball's most rabid fan, by-lined a two page article tagged "Why I Pick the Giants for 1951" in the May issue of *Look* East Magazine. (Ed. note: At press time the Giants had lost nine straight games.) . . . Mutual brass will fete their prexy, Frank White, at a luncheon Monday (1), in honor of his second anniversary with the web. . . WOR, New York, radio publicity man A. Saxon, reports to be out immediately as a lieutenant senior grade. . . Henriette K. Harrison appointed national radio-TV director for the joint-centennial celebration of the YMCA of U. S.-Canada. . . WMGM, New York, sports commentator, Bert Lee Jr., will marry Dorothy Joyce Cohn of Long Beach, La., June 23. He is the son of Bertram Lubbar, director of WMGM. . . Ex-United Press staffer Philip F. Gould has joined WOR, New York, as a news writer.

Frank M. Leonard, ex-Benton & Bowles public relations staffer, appointed director of public relations for Federal Advertising Agency, Inc., New York. . . Foreign language station WOV, New York, has adopted an eight-year-old Italian boy thru Foster Parents' Plan for War Children. . . Lowell Watts, who organized the KILZ, Denver, farm department in 1945, has been recalled to active duty with the Army Air Force. Carl W. Heraman, Denver county agent, succeeds Watts at the station as news reporter. . . Mutual advertising promotion vicepres Robert A. Schmid will be guest speaker at a meeting of Triad League, advertising and marketing club of New York University, Monday night (30).

William J. Reilly has joined WCKY, Cincinnati, as publicity director, replacing Harold Haines, who reports to the Army. At the same station, DeLoss Jordan succeeds writer Jack Schroeder, another New Army inductee. . . WTAC, Worcester, Mass., staffers Gladys Tomajan, special program assistant, and news analyst Clyde Hess marry next month.

Mystery Writers of America have cited two Mutual network mystery dramas and their producers-directors for "outstanding achievement." Shows are "Murder by Experts" and "Mysterious Traveler," both produced and directed by Robert A. Anshur and David Kogan. . . Joseph H. Miller, political editor of the Philadelphia Inquirer, will pilot a weekly 15-minute report on the Pennsylvania State Legislature over the newspaper's local station, WFIL. . . Joseph L. Timney, vicepres of WCAU, Philadelphia, promoted from captain to commander in the U. S. Naval Reserve. . . Disk jockey Ed Hurst's frau, Sarajevo Cherashore, has quit her publicity post at WPEN, Philadelphia. . . Stork's the reason.

NBC BOASTS 5 TOPPERS

Videodex Rates "Big Top" 1st Wkly. Daytimer; "Doody" Multi-Weekly

NEW YORK, April 28.—The top rated show among weekly daytime TV programs is Sealtest's Big Top, airing at noon Saturdays on the Columbia Broadcasting System, according to Videodex ratings of weekly and multi-weekly daytime tele shows for the first week of March, 1951.

Of the top five weekly daytime shows, one (the leader) is aired on CBS, two on NBC and two on the American Broadcasting Company. In the multi-weekly group, NBC boasts the four top-rated programs. This survey is one of a series covering a breakdown of sponsored network shows by program category, including comedies, kid and Western shows, mystery stanzas and dramas, and is published exclusively in The Billboard.

The list below shows ratings, network, time, sponsor, agency, homes reached and estimated talent-production costs.

WEEKLY PROGRAMS

Table with columns: Rank, Program, Net, Time, Sponsor, Agency, Videodex Rating, Homes Reached, No. of Cities, Est. Prod. Cost. Lists programs like Big Top, Zoo Parade, Meet the Press, etc.

MULTI-WEEKLY PROGRAMS

Table with columns: Program, Net, Time, Sponsor, Agency, Videodex Rating, Homes Reached, No. of Cities, Est. Prod. Cost. Lists programs like Howdy Doody, Kate Smith, Bert Parks, etc.

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

- AB—Adrian Bauer; B&B—Berkes & Bonier; BBDO—Barton, Barton, Durstine & Osborn; B&J—Borell & Jacobs; CLM—C. L. Miller; DCS—Deberts, Cifredo & Sherfield; OIS—O'Connor-Hagerstrand-Sampel; DJ—Diane Jones; E—Wm. Eby; FSB—Feltner-Smith-Ross; GR—Grant; G&T—Gold & Timony; HH&D—Hewitt, Hurst & McDonald; H&P—Hess & Prosser; L—Long; LB—Leo Burnett; L&V—Lavaler; M—Hume; M&C—McCann Erickson; M&F—Meredith & French; NWA—W. W. Ayer; P—Peck; RC—Robert Orr; R&R—Reynolds & Ryan; RS—Robert Spector; SAM—Sherman & Margulies; SIG&K—St. George & Keyes; TB—Ted Bates; W—William Weintraub; W&B—W. E. Bushnell; Y&R—Young & Rubicam; SOS—SOS; Gen. Mills; Premier Food; Intl. Latex; FSR; BBDO; P; FCB.

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

Ferguson, Green Seek "Voice" Reorientation

Continued from page 1

aggression was remote. That is why we have received so little real support for our action in Korea. "We found simple, unselfish and almost childlike ignorance of the Communist danger, with nerve centers deadened to the meaning of Communism thru over-exposure to the doctrines of Socialism and the all-powerful state.

"Everywhere in the Far East and in the Near East we saw evidences of shrewd, insidious Communist propaganda. It was handled by natives who were won over and educated in Moscow to Communism. It exploited every complaint, every hope, every fear, and every condition in each country in order to induce the people to hate America and the West, and to embrace Communism.

"We found ample evidence that our Voice of America, our State Department, and American foreign policy have not been successful in meeting the Communist propaganda."

"Our failures in the area of psychological warfare," stated the report, "are to be contrasted with undeniable Communist successes."

Basic Idea

"We can learn much from the basic Communist technique, which transmits its propaganda thru native minds and native tongues," continued the report. "A basic recommendation is complete reorientation of the United States information service, and particularly the Voice of America. Without decreasing the effective scope of the information program, it is suggested that no less than the funds now expended for the program be directed to a decentralized program, which will function primarily thru or in conjunction with the diplomatic missions within the various countries involved. This is designed to achieve maximum efficiency of effort and maximum results by pin-pointing objectives.

"As firmly and as candidly as possible, members of the delegation attempted at every formal and informal conference to state the attitude of the American people toward world issues—as we understand that attitude. We felt that our (Senator Green's and Ferguson's) plain speaking was appreciated at all times. We believe that our international position has suffered from a lack of candor and plain speaking on the part of some emissaries and policy makers. Differences inevitably occur among peoples. But, in the present atmosphere of tension and uncertainty thruout the world, these differences are best resolved on a basis of candor and plain speaking."

Just Poison

Rep. Cliff Cleverger (R., O.), commenting on the report, went even further to declare that the Voice lacks "a real directing head" and that U. S. representatives in the capitals abroad are finding "much of this stuff" put out by the Voice "is literally poison in the country which it reaches." Cleverger asserted, "We will find, as we found in Iran, that we could not maintain over 30 minutes of propaganda in 24 hours without more pressure from her neighbors than she could withstand." Cleverger said the Voice's "pattern of material" has been furnishing "a more perfect background for Russian attack on us than you could possibly conceive."

On this score, Senator Green describing conditions in Belgium, stressed in the report the necessity of having "an adequate answer to Soviet propagandists who talk constantly about the dangers of Western imperialism, about consequences of German rearmament, and about that awful country, the United States, with its low culture, race discrimination, and gangsterdom."

Green continued as follows: "In high authoritative quarters, particular concern was expressed lest our information program might be giving aid and comfort to the enemy by showing too much of the bad or scary side of American life."

The senator then quoted "one high United States official in Brussels" as declaring:

Calls for Positive

"We seem to feel that we must give the whole picture, all the good and all the bad. Very sensational news material comes abroad which oftentimes paints the United States in a very bad light, whereas Soviet policy is to play up, and not to play down, the Soviet way of life. Can we afford to be so objective

at this critical moment? Can't we at least emphasize more of the positive side, since all the world is not so open-minded in its appraisal of news as, say, the average American at home?"

Senator Green then stated: "Members of the delegation felt this point was extremely well taken and in line with current United States information needs abroad."

Losing Cold War

"Following conferences with heads of states and leaders of government in 18 countries and dependencies, members of the delegation are strongly of the opinion that we have been losing the cold war battles up to now, and that we should speedily do something about it. Indeed, it is imperative that we do so."

Senator Green was chairman of the delegation which dwindled to two, altho originally composed of four members of the Senate. Green is regarded as one of the most scholarly members of the lawmaking branch. An instructor in Roman law at Brown University after getting his law degree from Harvard in 1890, he has been active in the field of education as well as government and politics. Twice elected governor of Rhode Island, he rolled up the highest vote ever cast for any candidate in the State for any office. He has been in the Senate since 1936. Senator Ferguson, who signed the report with Green, has won a reputation as a shrewd observer as well as a lawyer. He is a former judge of the Circuit Court for Wayne County, Michigan.

Tom Wright in New TV Post

NEW YORK, April 28.—The Dundas & Frank, Inc., Advertising Agency, this week moved to set up a radio and television department for the first time and named Tom Wright vice-president and head of that department. Wright moves into the post May 1 from his current spot as business manager of the television department at Batten, Barton, Durstine & Osborn.

Wright also supervised the film section of BBDO's video department, which turned out about 500 TV commercials. He has been with BBDO for over five years.

Smilin' Ed Moves To CBS-TV Aug. 11

NEW YORK, April 28.—The Brown Shoe Company will move Smilin' Ed McConnell over from the National Broadcasting Company to the Columbia Broadcasting System's video web beginning next season. Show will go into the 11:30-12 a. m. Saturday morning slot on CBS-TV beginning August 11. It is now alternating on NBC-TV with Say It With Acetrig, also sponsored by the Brown Shoe Company in the 6:30-7 time Saturday evenings.

The shoe manufacturer will continue sponsorship of Say It With Acetrig next season on NBC-TV by its Naturalizer division. Because its Buster Brown division pays the bills for Smilin' Ed and needs an early morning time, the client shifted to CBS-TV. Say It With Acetrig will air weekly next season and is being peddled to sponsors interested in an alternate week stanza. Leo Burnett is the agency.

Spot Cut Due?

Continued from page 1

halled the CBS move as "a step in the right direction, especially in those cities where TV is gaining more strength." The agency expressed the opinion the AM decreases as TV increases.

"We assume," it continued, "that similar reductions will be made in spot rates and naturally, because of the Esso reporter, we are vitally interested in finding out how our client will be affected." The letter was signed by media director Herb Gesregan.

Web affiliates—as well as indie stations—have been gravely concerned, ever since CBS announced its new policy, that advertiser pressure would be marshaled to bring about comparable rate reductions all along the line. Their fears now seem to be justified.

AFL Radio, Tele Unions Join To Block CIO Entry Into Video

Continued from page 1

expecting a CIO charter shortly. In the meantime, Roy Brewer, top local rep of the International Alliance of Theatrical Stage Employees and head of the AFL film council, called for concerted effort by the AFL unions to block alleged CIO invasion into the field. CIO's NABET is collective bargaining agent for National Broadcasting

Company, American Broadcasting Company and stations KFI, KFI-TV, KECA and KECA-TV. IATSE has in its fold only Paramount's KTLA. IBEW has signed remaining TV and AM stations.

Tindall told The Billboard he resigned on his own accord because of differences with IBEW's international. He said he wanted IBEW to take over all facets of the radio-TV recording field, rather than allow other unions to creep in, but the international favored a less aggressive policy. He denied charges that he was trying to sell IBEW membership to switch to NABET, but indicated NABET had offered him a position which he intends to accept.

ABSENT MINDED WEATHER MAN

DETROIT, April 28.—Taking a cue from Mark Twain, WJBK-TV is doing something about the weather, by putting on a new program Monday (30) to explain it. The target for the anticipated brickbats is Prof. Everett R. Phelps, of Wayne University, an informally academic old-line physics prof who was a pioneer in scientific shows in the early days of video on WWJ-TV.

The format is to use visual demonstrations from the physics and astronomy labs, plus other ingenious constructions, to bear out the prediction for the next 24 hours. The show, The Weatherman, has been sold to Purity Baking Company for five nights a week.



BERNSTEIN RIGGING RELEASE-DATE GUARD

NEW YORK, April 28.—Shapiro-Bernstein topper Louis Bernstein told *The Billboard* he is now devising mechanics for insuring release-date protection of his songs. "I can't tell you the details now, but we are working out a safeguarding procedure so that we have no repetitions of this Mister and Mississippi situation," he said.

Bernstein hinted that the protection would be effected at both the record company and radio station levels. He pointed out that he had wired the half dozen stations who had spun the Decca recording (see other story) asking for an explanation, and had the American Society of Composers, Authors and Publishers send follow-up wires warning them of the consequences of violations.

When asked if his future plans for effecting restriction dates went beyond letters of warning, he indicated that they did, and would carry real teeth.

"If we can't control our own business, we might as well get out of it. We respect the record companies, and we want them to respect us. Only a couple of months ago we lost a promising song because of the irresponsible behavior of a record company. We're going to control our songs—the trade will know soon." (The "lost" tune referred to by the pubber was *My Love Serenade*, one recording of which was withheld and another never made because of a jump.)

Late Friday, the pubbery lifted the restriction date on *Mister and Mississippi* in view of the fact that the Decca jump precipitated dead-heat releases by the other companies.

Find Disk Promotion Booms Sheet Sales

Dealers Cash in Ordering in Advance
On Strength of Billboard Selections

NEW YORK, April 28.—The correlation existing between the sale of records and the sale of sheet music—the fact that a hit disk is likely to spark lively action on sheets—has reached the awareness of hundreds of sheet music dealers. This was graphically revealed this week when it was learned that Music Dealers' Service, a leading jobber, will henceforth supply about 500 dealers with "new issues" of sheet music.

The sheets will be tunes for which there is as yet no public demand, but which are scheduled for heavy exploitation drives by diskeries. In other words, the exploitation schedule on such new tunes would indicate that dealers could stock up, with the expectation that public demand would be forthcoming.

MDS had noticed that a number of its clients had formed the habit of asking for five and 10 copies of tunes for which no public demand had been created. Such dealers, MDS learned, were chiefly basing their requests upon a perusal of diskery advertisements carried in *The Billboard*. Dealers figured that with diskeries spending money for exploitation, consumer demand for sheet music would be forthcoming.

MDS then formally queried its clients as to whether they wanted new issues, and 500 answered in the affirmative. MDS will judge which tunes to send out, basing its decisions on ads, record posi-

ILITIES etc. This week, for instance, MDS is shipping copies of *Old Soldiers Never Die*—mainly on the strength of the Vaughn Monroe diskery. Also going out are *When You and I Were Young* (Maggie Blaes), picked by *The Billboard* April 7 and April 14 on disks out by Bing Crosby and by Margaret Whiting-Jimmy Wakely, and *Unless*, tune which also landed in the Picks list this week via several disks.

There are two traditional schools of thought among publishers with regard to the advisability of shipping new issues to dealers. In the pre-radio days it was customary to ship such young tunes to dealers, the philosophy being that it was good for the tune to be displayed on the counter. When publishers' methods of exploitation changed with the growth of radio, however, many pubs figured it was useless to ship before a consumer demand was created via radio. Since the resurgence of the disk business, however, it gradually became apparent that a hot disk often is accompanied by heavy sheet sales. Examples which immediately come to mind are *Tennessee Waltz*; *Good Night, Irene*; *Moekin' Bird Hill*, etc.

The shipping of new issues is not a discovery of MDS. Other jobbers have been doing it. But what is significant is the revelation of the dealer philosophy, as indicated by MDS's query which resulted in the building of a list of 500.

ASCAP PLAYS OVERTURE FOR WASHINGTON BRASS

WASHINGTON, April 28.—American Society of Composers, Authors and Publishers will get the spotlight of D. C. officialdom and press Thursday (3) at a luncheon which had to be postponed because of the emphasis further the happy "new look" adopted by the musical society a few years back as the mainstay of its public relations policy.

Congressmen, cabinet officials, Department of Justice bigwigs, and members of the Washington press will be in the audience when ASCAP introduces its prexy, Otto A. Harbach, at a National Press Club luncheon deferred to next week from an original date of April 19 which had to be scratched when General MacArthur flew into town and stole the spotlight.

For the pleasure of the audience, ASCAP will stage a "newsman's musical matinee." Emphasis will be on entertainment and music instead of oratory. Sharing the platform honors with Harbach will be: Frank Loesser, composer and author of *Guys and Dolls* and *Where's Charley*; Mrs. Loesser; Arthur Schwartz, composer of *A Tree Grows in Brooklyn*, and lyricist Dorothy Fields. Aiding in presentation of the musical program will be stage-TV stars Earl Wright-

son and Maureen Cannon and accompanist Harry Dworkin.

Last time ASCAP staged a National Press Club luncheon was a few years ago soon after the Social (Continued on page 20)

Disk Tradesters Carefully Eye Effect of Low-Priced LP Labels

NEW YORK, April 28.—A bevy of operators have recently entered the low-priced classical LP field, creating a heightened competitive situation and a flock of speculations as to possible effects on standard price classical LP diskeries.

Latest label to enter the field is the Music Appreciation Series, distributed by World Wide Records Corporation and sold in New York via Macy's. Last week El Oberstein's new venture, Royale Records, was already being offered to chain and department stores. Several weeks prior to that, Herman Lubinsky, Savoy and Regent topper, announced Savoy's entrance into the low-priced field. All these, added to the Remington line, the first of the full-scale,

Columbia Moves To By-Pass Release Dates Tune Pubbers'

Other Companies Follow Suit on
"Mister" Disking as Decca Jumps Gun

NEW YORK, April 28.—Columbia Records will no longer honor publisher release dates on pop plug tunes. Save for legit show and pic tunes, the diskery will henceforth time releases to suit its convenience, without reference to publishers' dates.

Jim Conkling, Columbia prexy, this week told *The Billboard* that he wanted to go on record to that effect following a jump by Decca with a Mills Brothers diskery of *Mister and Mississippi*, the upcoming Shapiro-Bernstein plug. The pubbery had set May 15 as the date for disks to hit the stores,

May 8 to deejays and trade reviewers. Four weeks ago, the Columbia sales and artists and representatives staffers recommended that a Gene Autry platter of *Mister* go on immediate release. Conkling demurred, pointing out that Shapiro-Bernstein had expressed special concern about the release date on the tune, and had undertaken the same safeguards used for *If*—a series of letters and telegrams to radio stations and diskeries, and an American Society of Composers, Authors and Publishers air restriction. At the time, the Columbia prexy said that he regarded the tune as a fair test case on the release date issue, and would string along with the pubbery.

Subsequently, and well in advance of the stipulated dates, Capitol began to ship its Tennessee Ernie diskery. Upon diskery and

pubbery demand, Capitol allegedly pulled back the disks. This week reports seeped thru from the hinterlands that the Decca disk was in the hands of deejays.

Conkling pointed out that the companies left at the post in these breaks from the barrier stand to suffer hefty financial losses on the simple basis that the first record-

(Continued on page 20)

RCA To Plug Records on 7 NBC Shows

NEW YORK, April 28.—As a major part of its drive to hype traditionally flaccid summer record sales, RCA Victor this week bought into seven radio shows on the National Broadcasting Company, and is prepping a hefty supplementary promotion drive. The shows, covering six nights of the week, include five participations in NBC's tandem plan: *\$64 Question* (Sundays), *Boston Pops* (Mondays), *Screen Directors Playhouse* (Thursdays), *Man Called X* (Fridays) and *Magnificent Montague* (Saturdays).

The other two shows, to be bankrolled outright by RCA, are the Rex Harrison show and a special new disk jockey airer. The Harrison opera, tagged *The Affairs of Rex Saunders*, is slotted at 9:30 p.m. Wednesdays. The deejay show will air Saturdays at 8 p.m., and will offer Victor one continuous hour since this show will be back with *Magnificent Montague*.

The deal on the disk jockey seg is that it will rotate a group of platter spinners plucked from various local outlets on the basis of a popularity contest. This will urge listeners to go to their local wax retailers to cast a ballot for their favorite jock. Combination of the local-appeal angle, the popularity ballot hook, and the drive to get the customers into the record stores is expected to pay off at the cash register for Victor.

Crosby Inks Pact With Cap

HOLLYWOOD, April 28.—Bob Crosby this week switched from the Coral label to Capitol with whom he signed a long-term recording pact. Capitol will spotlight his new talent acquisition as a triple-threat man, featuring him as a major vocalist, his full band for dance sides plus cashing in on the Bobcat rep for Dixieland waxings. A number of old Crosby sidemen, including Eddie Miller and Nappy Lamare, will return to the band.

Closer tie-in will be effected between Crosby's disk releases and tunes he plugs on his Columbia Broadcasting System coast-to-coast Club 15 show. Capitol will time its initial Crosby sides to be released prior to his Eastern theater tour beginning June 20. Disk sales impetus also is expected from Crosby's sizable part in *Two Tickets to Broadway*, RKO film soon to be released.

Victor-Noble Nearing Terms

NEW YORK, April 28.—RCA Victor has virtually completed a term diskery deal with Ray Noble. The veteran orkster has been with Columbia Records for almost a decade, tho he began his American recording career with the Victor company when he came to this country in the mid-'30's. Noble has been headquartered in Hollywood for a number of years to meet radio commitments. He is handled by Music Corporation of America.

Seek Scale for Duos-Sextettes

NEW YORK, April 28.—American Federation of Radio Artists, negotiating with major diskeries for a pact covering scales and conditions for AFRA members making records, has asked that an additional clause be inserted into the expected contract covering scales for small groups of singers. Specifically, this would include duos, trios, etc., up to six performers.

This wrinkle developed at the meeting held Thursday (26). Another meeting is scheduled next week. At the session held two weeks ago, AFRA and the diskeries arrived at a tentative understanding on scales for groups of 16 or less; groups of 17 to 24, and 25 and over (*The Billboard*, April 21). This was subject to okay of the AFRA memberships on their reps. It is understood that the projected agreement as reported is okay in all essential details, but members ask in addition that small groups be similarly protected.

Mercury, Childcraft Ready Kidisk Series

CHICAGO, April 28.—After six months' negotiations, Mercury Records is preparing to release the first in its new kidisk series in conjunction with Childcraft, moppet book subsidiary of Field Enterprises. The new Childcraft series will aim to both entertain and educate the kid listener, with Childcraft throwing its educational guidance staff and resources behind the program.

During the past six months Dr. Ernest G. Osborne, professor of education at Columbia University, chief of Childcraft's editorial board, and his staff, made up of various experts in the field of child education, have been preparing material for the first release of 12 10-inch disks. By virtue of this planning, John Dienhart Jr., flack chief for Childcraft, has secured the *Parents' Magazine* seal of approval for the entire series. This seal has been given previously to

only one other disk series, the Children's Record Guild. In addition, Osborne and his staff are evaluating the new artists and material, submitted to Childcraft by Dienhart and Art Talmadge, executive v.-p. with Mercury in charge of a and r.

The Mercury-Childcraft disks will be merchandised in an illustrated four-colored sleeve, art work for which is all taken from material which has appeared in the kid book series. For the first time, a kidisk sleeve will be laminated, a process which previously Mercury has used only on its expensive longhair series. The lamination will protect the colored art on the sleeve and enhances the colors beneath. Each sleeve will carry on one side the *Parents' Magazine* seal and a picture of a set of Childcraft books, while the other side will carry art work con-

(Continued on page 20)

low-priced LP firms, give the business a new look which may or may not prove permanent.

Obie's 10-inch LP's sell at \$1.25 and \$1.99. Remington has been selling well at \$2.19 for 12-inch disks. Lubinsky's line is priced at \$2 and \$3 for the 10 and 12-inch disks, respectively. The Music Appreciation line, advertised by Macy's this week, sells for \$2.49. And to give the situation an additional fillip, Macy's this week advertised the General Douglas MacArthur speech on one 12-inch LP at \$2.19 and the copy quoted the Victor and Columbia \$3.15 price. (See separate story).

Macy's taktng on of the Music Appreciation Series caused a mild flurry. The disks give no billing to artists, but it is known that top

vocalists and instrumentalists, including Metropolitan Opera stars and such symphonies as the Boston and Philadelphia orchestras, cut the disks. Records were made by RCA Victor and were used by *The New York Post* as a giveaway in a subscription promotion in 1939. The 78's have been processed on to 33's. World Wide, handling distribution, is making deals with department stores, one store in each market, and has already set deals in Buffalo, Washington, San Francisco, Atlanta, Toledo, Chicago, Philadelphia, Baltimore; Kansas City, Mo., and several other cities. First series contains arias from 12 popular operas. The next, to be released soon, will comprise 13 symphonies.

(Continued on page 20)

Complete Coverage on DECCA

OLD SOLDIERS NEVER DIE



BING CROSBY

Exactly as sung by Bing on his radio broadcast of Wednesday, April 25th!

27606 (78 rpm) and 9-27606 (45 rpm)

RED FOLEY

One of America's top artists gives this song his own warm interpretation.

46319 (78 rpm) and 9-46319 (45 rpm)

RENÉ HALL

First Decca Record! A great new Sepia Combination!

48213 (78 rpm) and 9-48213 (45 rpm)



AVAILABLE NOW!

America's Fastest Selling Records



America's Fastest Selling Records

A DECCA ORIGINAL CAST ALBUM
Featuring Members of the New York Production
RODGERS and HAMMERSTEIN
present
Gertrude LAWRENCE

In A New Musical Play
The King and I

with
YUL BRYNNER
Music by
RICHARD RODGERS
Book and Lyrics by
OSCAR HAMMERSTEIN II

with
**DOROTHY SARNOFF · DORETTA MORROW
LARRY DOUGLAS**

Directed by **JOHN VAN DRUTEN**

ORCHESTRATIONS BY ROBERT RUSSELL BENNETT
MUSICAL DIRECTOR, FREDERICK DVONCH

Selections Include:

- 40207 Overture *The King and I Orchestra*
- 40208 I Whistle a Happy Tune *Gertrude Lawrence and Yul Brynner*
- 40208 I Have Dreamed *Doretta Morrow and Larry Douglas*
- 40208 My Lord and Master *Doretta Morrow*
- 40210 Hello Young Lovers *Doretta Morrow and Yul Brynner*
- 40211 March of the Stamese Children *Gertrude Lawrence and Yul Brynner*
- 40211 We Kiss in a Shadow *Gertrude Lawrence and Yul Brynner*
- 40212 A Puzzlement *Gertrude Lawrence with Chorus*
- 40212 Getting to Know You *Gertrude Lawrence with Chorus*

Decca Album DA-874 • Six 10-inch 78 RPM Records • Price \$4.75
Decca Album 9-240 • Six 45 RPM Unbreakable Records • Price \$4.05
DL 9008 • 12-inch Long Play Microgroove Unbreakable Record • Price \$5.85



NEW RELEASES—SINGLES

- (Theme From) Swedish Rhapsody (Your Home Is In My Arms) **CAMARATA CONDUCTS**
- Pizzicato Rumba **THE KINGSWAY SYMPHONY ORCHESTRA**
- Both Selections Recorded in England Decca 40213 and *9-40213
- Till The Sands Of The Desert Grow Cold **ALFRED DRAKE**
- The World Is Mine **Decca 40208 and *9-40208**
- Johnson Rag **JERRY GRAY AND HIS ORCHESTRA**
- Farewell Blues **Decca 27570 and *9-27570**
- I'm Yours To Command **SONNY BURKE AND HIS ORCHESTRA**
- Sweetie'n' Stuff **Decca 27571 and *9-27571**
- Paradise **KITTY WHITE**
- You're Tired Of Me **Decca 27571 and *9-27571**
- The Prisoner's Song **BILL MOHRE**
- Kentucky Waltz **Decca 46314 and *9-46314**
- Crossroads **JOHNNY HELMS**
- I Told My Heart (A Lie About You) **Decca 46318 and *9-46318**
- Royal Telephone **SISTER ROSETTA THARPE AND MARIE KNIGHT**
- I Want Jesus To Walk Around My Bedside **WITH SAM PRICE TRIO**
- Decca 46209 and *9-46209**
- For The Rest Of My Life **THE BELL HOPS**
- It Would Take A Million Years **Decca 46208 and *9-46208**
- Jack On St. Clair Polka **EDDIE HABAT AND HIS ORCHESTRA**
- Old Country Wedding **Decca 45134 and *9-45134**
- Dwanki Dwankia Polka **WALTER DOMBROWSKI**
- (Ring The Bell Polka) **AND HIS POLKA ORCHESTRA**
- White Donkey Polka **Decca 45134 and *9-45134**
- Santa **TRIO HERMANOS RIGUAL**
- Irrevocabilmente **Decca 21342**

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

THE MELODIES OF FRITZ KREISLER
CARMEN CAVALLARO
Piano Solos

Selections include: The Old Refrain—Stars In My Eyes—Coprice Viennois—Schön Rosmarin (Fair Rosemary)—Liebesleid (Love's Sorrow)—Liebesfraud (Love's Joy)—Tambourin Chinois—Rondino (Based on a Theme by Beethoven)

Decca Album A-801 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-221 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 3270 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

ROMANCE

The Music of Victor Herbert
PETER YORKE and His CONCERT ORCHESTRA
(Recorded in England)

Selections include: Ah! Sweet Mystery Of Life—Gypsy Love Song—Sweethearts—When You're Away—A Kiss In The Dark—All For You—I'm Falling In Love With Someone—'Neath The Southern Moon

Decca Album A-827 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-295 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 3311 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

JIMMIE RODGERS SONGS

Sung by **ERNEST TUBB**
Vocal with Instrumental Accompaniment

Selections include: Mother, Queen Of My Heart—I'm Lonely And Blue—Why Did You Give Me Your Love?—I'm Free (From the Chain Gang Now)—Why Should I Be Lonely?—Haba's Meditation—Any Old Time—A Drunkard's Child

Decca Album A-850 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-320 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 3336 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

NEW RELEASES—CHILDREN'S SETS

ANDY DEVINE and the CASS COUNTY BOYS

Story by Alan Lomax with Songs, Sound Effects and Instrumental Accompaniment
Directed by **PERRY BOTKIN**

ROUND UP TIME IN TEXAS—Parts 1 and 2
Children's Set K-24 • 10-inch 78 RPM Decalitec Record • Price \$1.00
Children's Set L-133 • One 45 RPM Unbreakable Record • Price 95c

DANNY KAYE

THE LITTLE WHITE DUCK
With Ken Darby Singers and
I TAUT I TAW A PUDDY-TAT
(I Thought I Saw A Pussy Cat)
With Vic Schoen and His Orchestra

Children's Set K-28 • 10-inch 78 RPM Decalitec Record • Price \$1.00
Children's Set L-131 • One 45 RPM Unbreakable Record • Price 95c
*Unbreakable Under Normal Use

SINGLE RECORD HITS FROM "THE KING AND I"



BING CROSBY

Sings the Hit Songs from Rodgers and Hammerstein's "THE KING AND I"

HELLO YOUNG LOVERS and SOMETHING WONDERFUL
Both with Victor Young and His Orchestra
DECCA 27588 (78 RPM) and 8-27588 (45 RPM)

I WHISTLE A HAPPY TUNE and GETTING TO KNOW YOU
Both with Victor Young and His Orchestra
DECCA 27589 (78 RPM) and 8-27589 (45 RPM)

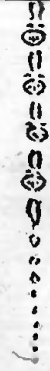


FRED WARING

and His Pennsylvanians
Bring You the Hit Songs From Rodgers & Hammerstein's "THE KING AND I"

WE KISS IN A SHADOW and I WHISTLE A HAPPY TUNE
DECCA 27600 (78 RPM) and 8-27600 (45 RPM)

HELLO YOUNG LOVERS and SOMETHING WONDERFUL
DECCA 27581 (78 RPM) and 8-27581 (45 RPM)



A NEW JENKINS HIT!

GORDON JENKINS
and His Orchestra and Chorus

SUPER SPECIAL!

UNLESS and ROSE, ROSE, I LOVE YOU
DECCA 27594 (78 RPM) and 9-27594 (45 RPM)

Diskers Tell Pubbers Score On What's What, & Why Also

Majors' A & R Men Unanimously Point To Requirements for Real Team Work

By JERRY WEXLER and HAL WEBMAN

NEW YORK, April 28.—As an inevitable by-product of the changing music business, the record companies have undergone a definite metamorphosis in their estimation and evaluation of the music publishers. Because the dominant role in shaping song destinies has passed from the publisher to the diskier, the latter has

found it natural and necessary to clarify his attitudes toward the former—the attitudes of the buyer toward the seller.

These attitudes are remarkably alike from one major diskier to another. A *Billboard* survey shows that the a. and r. men are in almost complete agreement about the role of the publisher today. At Victor, Columbia, Decca, MGM, Capitol and Mercury, the responses pointed to these major conclusions:

- (1) The song is the important thing, but the reliable publisher will always get the edge.
- (2) The companies usually shy away from ballads brought in by small publishers and "floaters." A ballad gets a much warmer reception when submitted by a heavyweight firm.
- (3) Conversely, a gimmick tune, novelty or "soundie," which doesn't need strong professional help, may be accepted from any publisher, small or large.
- (4) Too many publishers have ceased to function as publishers

and are now in the status of song brokers.

(5) The diskery can only get a song started—next week a new batch of releases must be gotten out. It's up to the publisher to pick up the ball for the sustained promotional follow thru.

(6) Since the adoption of the recent "open-door" policy by the waxers, they have been subjected to a deluge of tunes by what they have come to call "panic" publishers—operators who turn up with a slew of tunes every week.

(7) Each a. and r. man expects a

(Continued on page 20)

Local 47 Sets Resolution on Furd Brochure

HOLLYWOOD, April 28.—Local 47, American Federation of Musicians, Prexy John te Groen, came back from the 14th annual Northwest conference of the AFM in Salem, Ore., with reports of little activity for toolsters. Convention, merely committee reports from the surrounding territories, got underway Monday (23) and lasted thru Wednesday (25).

Te Groen blamed the Oregon liquor law which prohibits the sale of liquor, except beer, in bars and niteries. It is legal, however, for a person to purchase liquor at a store and bring the bottle to the club. Waiters will then serve you from your own bottle, still charging you for the drink but at a lower than normal rate. Te Groen said the laws were ruining the State's economic situation and are killing employment of musicians.

In preparation for the annual AFM confab in New York this June, Local 47 members are preparing a resolution for the issuance of a brochure on AFM's performance trust fund. Pamphlet would assist members who are in doubt as to its applicability. It would also serve to inform both owners and non-members of its usefulness. Other resolutions for the Eastern conclave are forthcoming, but not yet drawn up.

NLRB Claims Symphony Orks

WASHINGTON, April 28.—Symphony orchestras come within the jurisdiction of the National Labor Relations Board, a board trial examiner ruled yesterday (27) in a case involving the Philadelphia Orchestra Association, which operates the Philadelphia Symphony Orchestra directed by Eugene Ormandy.

The board trial examiner, William R. Winger, made the ruling in finding that the Philadelphia local of American Federation of Musicians violated the Taft-Hartley Act by attempting to cause the discharge of a member of the Chicago local of AFM, who signed a contract to play with the orchestra before obtaining a transfer of his membership to the Philadelphia local.

The musician involved, Clarence (Continued on page 20)

3 New Labels Debut in Chi

CHICAGO, April 28.—Three new disk labels made their bow here this week. One firm, headed by John Carlo, cocktail skedder with McConkey Artists' Corporation, will release both pop and country labels, with the pop division called Major, while rustic will go as Folk Music. Carlo, who will remain with McConkey, has divorced himself from Citation, the Detroit label where he served as a. and r. man.

Rustic artists who cut for Folk Music include: Phyllis Brown, WLS, Chicago, chirp; Jimmy Owens; Joe Isbell and His Western Serenaders, formerly with London; Randy Barnett, and Dixie Davis and the Meadowlarks. Major, (Continued on page 20)

"OSCAR" ALBUM SET BY DECCA

HOLLYWOOD, April 28.—An album devoted to Motion Picture Academy winning tunes will be recorded next week by Decca, featuring Dick Haymes backed by Sonny Burke's ork. This will be the first time a diskery has packaged the Oscared tunes.

JINGLES TINGLE \$\$\$

La Sweetland Licks Curse of Anonymity

NEW YORK, April 28.—Choral singers have "enjoyed" a special anonymity in the music business. Sully Sweetland is one of the breed who has found the obscurity comparatively profitable.

Of late she has managed to achieve a bit more recognition than the average group singer. Recently she garnered several solo wax stints and wound up with singer billings on diskings for Victor, Decca and MGM. Her trade friends also have managed to get a number of people to know that she did the soprano obligato on Hugo Winterhalter's recording of *Across the Wide Missouri*. Winterhalter, too, has assured the singer that he will use her for billed solo stints.

But these few items are the gems from a long and rigid daily group singing schedule from which stems the thrush's bread-and-butter. In

the first 15 weeks of this year the singer has worked on 41 record sessions, and has sung on over 100 sides produced in these diskings. She works regularly on the *Sing It Again* air, quite often on the Perry Como TV show, and occasionally on the Paul Whiteman seg. She has done transcription work for the Masland Rug Com. (Continued on page 20)

MGM Albums As Heat Hype

NEW YORK, April 28.—Album merchandise will provide the high point of MGM Records' bid to buck the traditional summer disk business slump. The diskery, following on the heels of Columbia and RCA Victor (*The Billboard*, April 28), has developed a specific merchandising tack to stir disk buying traffic in the normal lull months.

Basic peg for the drive will be a trio of new soundtrack recording albums made from forthcoming MGM flickers. Figured as the most prominent of the three is the album taken from the new movie version of *Showboat* which stars Kathryn Grayson and Howard Keel. The others include An (Continued on page 20)

Labor Board Fines Burdge

HOLLYWOOD, April 28.—Gordon Burdge was fined \$50 Friday (27) for failure to comply with a State Labor Commission subpoena issued following an American Federation of Musicians' charge that he failed to pay local toolsters (Continued on page 20)

EDITORIAL

Ethics Are Smart, Too

The line of demarcation between sharp, competitive selling and unethical practice is sometimes a very thin one. That Macy's, New York, boldly overstepped this line, however, cannot be doubted. The time was this week, when the department store ran ads in New York dailies plugging the LP waxing of General MacArthur's address (see separate story).

A masterpiece of clever copy, the ad prominently listed identical attributes of the three disks—Victor's, Columbia's and Macy's—with the prices. Macy's own label is almost \$1 cheaper. Macy's general advertising policy makes much of the theme, "It's smart to be thrifty." The MacArthur LP ad, however, goes beyond this innocent slogan. It not only infers that it is smart to be thrifty, but also indicates that both Victor and Columbia are taking the customer for a sleigh ride.

The ill will and aggravation caused by the ad is obvious. Also obvious is the damaging effect such an ad would naturally have upon the business of dealers carrying the Victor and Columbia lines. Quite apparent, too, is the effect such copy would have on the more alert consumer, who conceivably could begin to question the price structure of the entire record business.

The *Billboard* does not care to go into the question of whether or not the Victor and Columbia MacArthur LP's are overpriced. If they are, normal competitive factors will take care of that matter. The *Billboard*, tho, is interested in seeing to it that the record industry does not get an undeserved black eye.

It does not require a long memory to recall the day when you could scarcely give a record away. Remember? The industry is much healthier today. Nobody begrudges the rise of low-priced labels and other factors tending to stabilize prices at a level the consumer can comfortably afford. But we do begrudge the implied name-calling and indirect slur. The tactic will sell more records for Macy's—but the damage to public confidence will outweigh this meager gain.

Diskers Scramble To Wax 'Old Soldiers'

Every Major and Many Small Companies Hit Market Within Week of Speech

Continued from page 1

licensed thru Spitzer Music. Red Foley on Decca, did his version at press time not yet assigned for publication.

Bing Crosby on Decca will be accredited to "public domain." Herb Jeffries on Coral, licensed thru Remick Music.

Leroy Holmes on MGM, licensed thru Carl Fischer. Rex Allen on Mercury, licensed thru Remick Music.

Jimmy Wakely on Capitol, licensed thru Beechwood Music. Gene Autry on Columbia, licensed thru Western Music.

The Tin Pan Alley and wax row stir over *Old Soldiers* drew *Life* and the news weeklies on the trail of a story of the MacArthur-inspired music business phenomenon.

In the effort to get to the market first with etchings of the song, the diskeries displayed an all-out effort.

Speediest effort was that made by Autry. MacArthur made his reference to the song Thursday (19) and Autry made his disk Friday (20). It was shipped Monday (23). Coral was second fastest with its Jeffries recording; it was made Saturday (21) and shipped Tuesday (24).

The slicing of Monroe's reading is a story in itself. At the point when Charlie Green, Victor's pop recording chief, decided to do the song on Monday (23), publisher

Henry Spitzer walked in with a new sketched edition of *Soldiers* by Tom Glazer. Green and musical director Hugo Winterhalter conferred with the writer on the direction the finished version should take. Glazer completed the tune at the RCA offices. Green took the completed version home and on the train with neighbor and repertoire associate Norman Leyden worked out half of the arrangement. On the train into work Tuesday (24) the arrangement was completed. That evening it was recorded. Wednesday (25), via acetate dubs, it was being played and by Friday (27) it was in many shops.

Decca's Crosby record is an off-the-air etching. Bing did the song in dedication to MacArthur, on Wednesday's (25) Crosby airtel. When Decca found that the competition had rushed to the market with the song, the diskery decided to take a short cut and obtain permission from all parties involved to make a commercial recording of the radio rendition. Sponsor network and the American Federation of Musicians granted the diskery the required clearance and the firm agreed to pay full-session recording scales to the participating musicians and singers. The Crosby record was being mastered over the weekend and will probably be in retail shops Monday (30) or Tuesday (1).

MAJORS MIFFED AT MACY'S

Store Issues Pressing of Maca Speech at Cut Price

NEW YORK, April 28.—Major diskery execs were highly miffed by Macy's ads appearing here on the department store's own version of General MacArthur's address to Congress. As reported in *The Billboard* last week, Macy's got out its own LP version of the speech in direct competition with those of RCA Victor, Columbia and Capitol and at a lower price. Major labels are charging \$3.15 for the 12-inch, long-play disk, while Macy's has tagged its disk at \$2.19.

The store's large ads appearing in six papers Thursday (26) read in part, "Why pay more for your recording of General MacArthur's speech?" Macy's went on to describe its disk and the Victor and Columbia versions as "12" long-play record, 33 and 1/3 r.p.m., high fidelity, non-breakable vinyl plastic." Equal play was given to all three disks and all three prices.

The store's own version of the speech was obtained via Station WOR, affiliated with the department store chain and was on sale in Macy's Monday morning, before the majors' shipments arrived. According to the store's record

department manager, John Strauss, 2,000 of Macy's MacArthur disks were sold in the first day. Sales since Monday are reported to have tapered off sharply on all labels.

Cleffers Mull Pay-Off Again

NEW YORK, April 28.—The classification committee of the American Society of Composers, Authors and Publishers has scheduled its next meeting on the writer pay-off revision for Friday (4). Wolfie Gilbert, unofficial spokesman for the Coast cleffers, has been invited to sit in.

The committee is getting closer to a suggested revision to present to the Justice Department for approval, with the principal change a suggested 30 per cent allocation for subjective availability. It is expected that, before a new plan is submitted to Washington, representatives of the various writer groups in the Society will be sounded out for approval.

TWO GREAT VERSIONS! 'MISTER And MISSISSIPPI'



PATTI PAGE

JACK RAEI AND HIS ORCHESTRA

"MISTER AND MISSISSIPPI"

coupled with

"These Things I Offer You"

Mercury 5645·5645X45



REX ALLEN


LEW DOUGLAS AND HIS ORCHESTRA

"MISTER AND MISSISSIPPI"

coupled with

"Lonely Little Robin"

Mercury 5647·5647X45



FIRST FOR AMERICA'S YOUNGEST HIT MAKER

VIC DAMONE

WITH ORCHESTRA CONDUCTED BY GEORGE SIRAVO

"SOMEDAY"

WITHIN MY GARDEN

coupled with

"YOU GOTTA SHOW ME"

Mercury 5638·5638X45

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



VOX POPULI TO CUE VOICE

Sinatra Flick Tunes To Be Pick of the Peepul

Continued from page 1

career, is being produced by Universal-International and goes before the cameras June 11. The contest is being conducted by Jim McCarthy, Sinatra's disk jockey. Letters explaining the contest will be mailed to jockeys next week.

Victor Pacts 'Band of Amer.'

NEW YORK, April 28.—RCA Victor this week completed a term recording deal with the "Band of America," a unit created for the weekly National Broadcasting Company airer of the same name with Cities Service as sponsor. This marks the second Cities Service show talent inked to Victor wax, the first being the Cities Service Quartet.

The "Band of America" is conducted by Paul LaValle. It will record for the diskery's pop department. The pact is for two years.

Ed Kirkeby Pens Fats Waller Biog

NEW YORK, April 28.—Ed Kirkeby, former manager and close associate of the late "Fats" Waller, is co-authoring a biography of the clobber- pianist entitled One Never Knows—Do One? Kirkeby is currently engaged in promoting the annual "Fats" Waller memorial week, a yearly campaign to obtain deejay plays of the Waller tunes. HMV recently released Waller's piano etchings of his London Suite, cut in 1939, and Victor may follow suit here. Only seven of the eight masters of the suite had been available until Kirkeby turned up a record of the missing one, the Bond Street movement, which he recently discovered in the offices of Peter Maurice, London pubbers.

Weeks Makes Four Sides for Artist

HOLLYWOOD, April 28.—Veteran Anson Weeks will cut his first sides since his auto accident a number of years ago for Artist Records, Cormac subsid. Weeks has recouped many of his former sidemen and expects to launch a comeback in the band biz. Initial sblings are Tuck Me In, Lazy Bones, The Lone Naraajo and Do You Miss Me? Latter pair are new offerings while the former are Weeks' favorites.

Wax date is Cormac's first since it acquired Artist in a stock merger. Cormac, via the deal, received backlog of Victor Young, Werner Janssen and Harry Sukman masters which they will revive on Columbia Records.

Columbia Records Tucker in Pop Pair

NEW YORK, April 28.—Columbia Records posted a new entry in the pop-diskings-by-long-hair-artists derby last week with a pair by Metopora tenor Richard Tucker. Tucker cut Faithful to Yours, the Sigmund Romberg-Charles Tobias ballad, and Tell Me, adapted from the Italian ditty, La Strada, with English lyric by Alan Dale, who also cut the number for Columbia. Tucker joins the parade touched off by Mary Lanza and subsequently followed by Jan Peerce, Helen Traubel, Nelson Eddy and other legit warblers invading the pop arena.

DODGER ROOTERS GET THEME SONG

NEW YORK, April 28.—Newest of the many territorial disks being marketed is one specifically recorded for the Flabush faithful—the Brooklyn Dodger fans. Disk is Follow the Dodgers, official theme song of the baseball club, waxed by Gladys Gooding, organist at Ebbe's Field and Madison Square Garden. Name of the label, naturally, is Sports. Owner of the label is Miss Gooding. Distribution thus far covers metropolitan New York thru Douglas-Bruce Distributing Company. Vocal on the disk is by the Bank of Manhattan chorus.

The spinners will ask listeners to submit postcards listing the Sinatra recording they would most like to hear him sing in the populs on estimate of the number of votes the winning song will garner nationally. First prize for the closest guess is a \$500 savings bond; second, an all-expense trip to New York, with 12 watches and 30 Sinatra disk albums to the runners-up. First eight tunes will go into the picture.

The deejays get a crack at their own prizes when they will receive a list of 30 tunes waxed by the Voice, and are asked to indicate in order of finish the 10 tunes receiving the most listener votes. Jockey prizes will be the \$500 bond, the New York trip and the 12 watches.

Specialty Inks Rep In Expansion Move

HOLLYWOOD, April 28.—As the initial step in a move to expand its national field set-up, Specialty Records this week inked Cy House as field rep in charge of sales and sales promotion on the East Coast. Newly created post also includes disk jockey, press and dealer co-ordination. House is responsible for 18 Specialty distributors of the indie's 38 in the country.

Label's volume has increased so that Prexy Art Rupe has found it necessary to add field reps across the country. Diskery expects to create a similar position soon on the West Coast, a job which in the past has been handled by Rupe. Specialty has a plant in Philadelphia, Inc. has never been officially repped in that section.

House comes to the r. and b. indie from Modern Records, where he served as Eastern sales rep and office manager in New York, supervising Eastern Seaboard operations.

Columbia Workers Endorse Union Shop

BRIDGEPORT, Conn., April 28.—Employees of Columbia Records, Inc. here, casting ballots in a National Labor Relations Board election recently, authorized negotiations for a union shop provision in their next contract.

The labor board scheduled the election on a petition by Columbia Local 237, United Electrical Workers' Union, which bargains for the plant's workers.

Returns announced by Ernest Ferrari, recording secretary of the local, showed that out of 678 eligible voters 557 favored negotiating for a union shop; 35 opposed it. Two ballots were void.

The present union contract at Columbia expires May 31. Negotiations toward a new agreement are expected to begin within two weeks.

TV-Phono Merchandising

WASHINGTON, April 28.—Radio-Television Manufacturers' Association this week made a second appeal to the Federal Reserve Board to modify or relax Regulation W to stimulate retail sales of television sets. President Glen McDaniel and General Manager James D. Secrest conferred with members of the Federal Reserve Board staff, which administers Regulation W, and submitted additional data to support their contention that the board's credit regulation has unduly retarded TV set sales.

Some dealers have been forced into bankruptcy in recent weeks, it was pointed out, and others are in financial difficulties due to large inventories and the inability of many would-be buyers to meet the credit requirements imposed by Regulation W. The RTMA officials asked that Regulation W be relaxed or modified by reducing the down payment requirement from 25 to 15 per cent or that trade-ins on TV receivers be applied against the down payment or is allowed in automobile sales. They pointed out that the down payment requirement on household furniture is 15 per cent. Data assembled by RTMA and submitted to the FRB staff indicated that installment purchasing of TV sets declined more sharply than cash

REPRIEVE ON REG. NO. 7

NEW YORK, April 28.—The Office of Price Stabilization this week gave retailers a second extension for submitting the pricing charts required under the agency's Regulation No. 7. Retailers are now required to file the charts with local ops offices by May 30 instead of April 30. List of items and maximum mark-ups permitted under Regulation 7 appeared in The Billboard last week.

Airers Offer Private Disks

NEW YORK, April 28.—The Longines-Wittnauer Watch Company is selling "private" waxings of standard and light classical music recorded by the Mihal' Pinaro Symphony and the Chorale vocal group. Disk package is being offered to listeners over the firm's two CBS network radio shows. Last Christmas the watch company had the two groups waxed and pressed the records to be used as gifts to jewelry retailers.

Under the title of Gems of Music, the Longines-Wittnauer album is being sold for \$1.50 and includes five, 4-inch, 78 r.p.m. vinyl disks. Microgroove process has each disk playing three minutes. There are no plans at the moment to issue the package thru regular disk distributing and retailing channels.

CAPAC & Inns In Wonderful Peace

TORONTO, April 28.—All is honey and butter between the Canadian Performing Rights Society and the Montreal hotel operators now. "Excellent co-operation" is now being received, particularly from the Mount Royal Hotel, and Bill Lowe, general manager, says "it is expected that the other hotels will soon fall into line."

Inattentive of the pleasant relationship is the appointment of James Guinness, manager of the Knowlton Hotel, Knowlton, Que., as CAPAC's Montreal manager. He was at one time manager of the Prince of Wales Hotel in Montreal.

Venice Fete Finally Gets Stravinsky Opera

ROME, April 28.—After dickering for three years, an accord has been reached whereby Igor Stravinsky's new opera, Rake's Progress, will be presented at the 14th International Music Festival at Venice next September.

Negotiations to enter the Russian-born American composer's work in the Venice Festival started in 1948, following success of Stravinsky's Orpheus at Venice's 13th Festival of Contemporary Music.

buying since the present terms of Regulation W were made effective last October.

Hartford TV Dealers

Lead Retail Move . . .

Fifteen Hartford, Conn., TV dealers have voted to stay open until 9 p.m., on Thursday nights in the hope that it will lead to general Thursday night openings for all stores in the downtown area. Currently, Hartford furniture dealers stay open Thursday nights, reporting success with the two-year-old practice.

RCA Victor Returns

1,320 Employees to Work . . .

RCA Victor notified its 1,320 Camden, N. J., workers Wednesday night (25) to return to work the following morning—ending a lay off of 5,800 employees which started on Monday of this week. In the five other RCA plants over 4,000 employees also were back on the job at the same time. The stoppage occurred when the April supply of steel, allotted by the National Production Administration, ran out. The NPA late Wednesday notified RCA that the company's appeal for an additional allotment had been granted.

On the Stand

Ada Leonard

Records, none. Recent key playdates. Dept. Commercial television. Ada Leonard, 77. Records: Monday, KFRV, Los Angeles. Personal manager, George McCall. Booked by Multia-Dopa Agency, 5111 Wilshire, Los Angeles. Key dates: Maxine Blumentritt, Arms; Jo Ella Wright, piano; Millie Springer, bass, and vocal; Zazie Walters, alto sax; Peppy Gilbert, saxophone.

Trumpets: Armeta Sparrano, Dorothy Lilly, Helen Kay, Trombones: Fern Jacob, Carolyn Berwick, Rodas; Eusty Pannak, Margery Stafford, Eric Campbell, Peppy Gilbert, Zazie Walters. Rhythm: Maxine Blumentritt, Millie Springer, bass; Jo Ella Wright, piano; Peppy Gilbert, vibes. Arranger: Don Hood. Condit: Charles Hill. Vocals: Ada Leonard and Millie Springer. Leader: Ada Leonard.

Woody Herman

(Reviewed at Marine Dining Room, Edgewater Beach Hotel, Chicago, April 18).

Records, MGM. Recent key playdates, Vogue Terrace, McKeesport, Pa.; Meadowbrook, Cedar Grove, N. J. Personal manager, Abe Tarphlin. Booked by General Artists' Corporation. Feature billing, Woody Herman and ork, Dolly Houston, vocalist.

Roy Caton, Doug Melrose, Don Pagequist, Charles Coudel, trumpet; Jerry Donahue, Herb Green, Herb Randel, Ironbones; Jack D. Long, Kenny Pham, Sam Staff, Phil Uro, saxes; Sonny Iose, drums; Dave McKenna, piano; Red Wooten, bass; Woody Herman, alto sax, clarinet and vocals.

Woody Herman, one of the last holdouts to schmaltz, is finally succumbing to the commercial pitch. The ex-Milwaukeean hasn't completely deserted jazz ranks, but even when his young crew is blowing progressive music it's soft-pedal. While he's still keeping his scorches, such as Keen and Peachy, in the book, he's got enough pretty new stuff by Neal Hefti, Ralph Burns and Tiny Kahn to allow him to play a well-rounded evening in this conservative hostility without pulling them out unless it's college night. Trio of penners have worked up good musical arrangements on standards, such as Tea for Two and Sweet Sue, which will please the music fan and the listener. The scorings utilize a lot of the Four Brothers' sound, created by George Guflre, Coast arranger. It's a distinctive pitch that the band needs to identify itself.

No Long Searchers

No longer does the Herman Herd blow for 10 minutes on a score. Each number gets about four minutes, with an occasional minute or two longer for a jumper. Shorter tunes make for much improved pacing. An experiment which should be continued is Herman's By George, a full ork arrangement of a recent George Shearing MGM disk. Utilizing 12 to 14 pieces. (Continued on page 29)

Proof that television is a solid attraction builder is witnessed in the dance debut of Ada Leonard's ork. All-girl revue bowed on TV last January and since then has created a following that has snowballed. Gal's opening at the Tri-Non, initiating a Saturday-only policy, drew close to a thousand admissions, compared with the normal draw of 300-500.

Band offers a variety of terp tempt. If there is a musical inclination it is gently to the sweet side, with a typical set featuring four ballads and a mixture of Latin-flavored ditties, Dixieland and jump. Arrangements center around muted horn effects.

Book contains 250 tunes. Novelty, mostly with international themes, are scattered thruout the set. A groove composed of alto sax, vibes, piano bass and drums plays a prominent role as a band within a band, with Miss Leonard supplying charm and an occasional vocal. Only weak spot is warbler Millie Springer, who, while easy on the eyes, lacks projection. TV and band dates should build this ork as a solid ork. Joe Bleeden.

Record Affiliates Quits LP Classics

NEW YORK, April 28.—Record Affiliates, national LP distributing subsidiary of the Children's Record Guild, has given up on the distribution of classical LP labels. Reason given for move is lack of sufficient catalog to warrant the operation of a national distributing organization. Two similar firms, Phoenix and Musart, are still actively engaged in selling LP disks for indie classical labels.

Record Affiliates had been servicing regional distributors with Polymusic, Ems, Raehmanninoff Society, Gar and Reb labels, but even of the distributing company pointed out that total catalog of all five labels was only 18 LP albums. At one time Record Affiliates had set up 21 local distributors to handle the LPs.

Four of the labels, Polymusic, Ems, Gar and Reb, are setting up their own co-operative national distributor to replace the Record Affiliates, while Raehmanninoff Society is setting individual deals in major marketing centers.

One-Nighters Set For Musso Band

HOLLYWOOD, April 28.—Vido Musso, ex-Kenton saxman, is being readied for a series of Coast one-nighters. His first since he formed his new band, one named Ozprez at Balboa's (Calif.) Rendezvous Ballroom Saturday (21) and is currently there on a five-day-a-week sked. Chirp Mary Ann McCall this week joined the band and will tour with them.

Trek gets under way May 23 in Oakland, and is scheduled for Portland, Ore., May 25; Oregon State College, Corvallis, May 26; Seattle, May 27, and Seaside, Ore., May 29. Associated Booking Corporation, booking the junket, will seek other dates, extending thru Canada.

Harpo Cuts Wax For RCA Victor

HOLLYWOOD, April 28.—Harpo Marx has temporarily left the comedy field to cut his first harp diskings on RCA Victor. This marks the comic's initial work with an ork. Diskery is compiling the sides and will release an undetermined number in album form sometime this fall. Album title is not set. By Sinatra conducted and arranged the session under the supervision of Henri Rene, Victor Coast a. and r. chief.

Platters are a conglomeration of standards and classics; e.g., Stardust and works by Bach. Victor has options on future Marx harp sessions.

Veldfeers Signed To Col Contract

NEW YORK, April 28.—Joseph Marals and Miranda, husband-wife balladeers specializing in South African veldt tunes, were signed to a one-year contract this week by Columbia Records to wax for the kiddik department.

Warblers, who formerly recorded for Decca, have original folk material of all lands as well as the veldt. Their first session for Columbia, under the direction of kiddik a. and r. head Hecky Krassno, will be held next month. A number of single platters using their original tunes is scheduled.

Sparling Heads Col Kiddisk Dept.

NEW YORK, April 28.—Jim Sparling, chain store merchandising manager for Columbia Records, has been asked to assume the additional duty of merchandising manager for the kiddisk department. Bob Kirsten, merchandising manager for Columbia masterworks, had doubled as kiddisk merchandising manager; he will continue in the masterworks job only.

Sales staff and k. a. and r. topper Hecky Krassno have been prepping an intensified promotion campaign on the tot talow in a series of sales promotion meetings.

BOWL LINES UP 30TH SCHEDULE

HOLLYWOOD, April 28.—Hollywood Bowl's 30th season gets under way July 10 with the first five performances of Die Fledermaus, Franz Waxman conducting. Verdi's Aida and The Student Prince, by Sigmund Romberg, will also be featured this summer. Soloists signed are Lily Pons, Ezio Pinza, Sigmund Romberg, Andrea Kostelanetz, Alfred Wallenstein, Johnny Green, David Rose, Frank DeVol, Jimmy McHugh and Victor De Sabata.

Other conductors and artists will be announced as the season progresses by impresario Carl Wecker.



Tennessee Ernie

America's Fastest Rising Singing Star



"SHOT GUN BOOGIE"

19 consecutive weeks on the Billboard Popularity Charts

4 Million Tennessee Ernie records Sold in 18 Months!

Watch Television for Tennessee Ernie

APPEARING
THUNDERBIRD HOTEL
Las Vegas, Nevada
May 10-23



BOOKINGS
GENERAL ARTISTS CORPORATION

Affiliated Central Songs Inc.
Personal Management CLIFFIE STONE

Right to the Top of the Best Seller List (See of Old Smoky!" **VAUGHN MONROE** *is* **MONROE** *hit No. 3! An Inspired, Dramatic*



OLD SOLDIERS

This Record flown air express to RCA Victor Apr. 27) to disc jockeys... distributors accepting your RCA Victor distributor now for first ship RCA Victor plants on 24 hour schedule to insure

RCA VICTOR RECORD

page 27)! No. 1—"Sound Off!" No. 2—"On Top
Hot! Hot! Hot! Hot! Hot! and here's
Version of the Song Your Public Demanded!



NEVER DIE...

*distributors ... shipped first class mail (Friday,
dealer orders by phone... dealers, coin ops. Phone
ment delivery... initial orders unprecedented...
quick fill on all orders.*

No. 20-4146 (47-4146)

Carosel Records Issues First Disk

Another diskery entered the field last week when Carosel Records issued its first record. Disk features Al Jelane, former Adam Records artist, singing two standards accompanied by the Clark McClellan ork. Label is headed by William Mercadante, and Jim McLaughlin has been named a. and r. chief.

Ad Exec-Poel Waxes High Record Choral

Two choral poems written by A. M. Sullivan, advertising exec at Dun & Bradstreet, were issued last week in recorded form, with the author handling the reading. The 12-inch, 78 r.p.m. vinyl disk is already on sale in the Double-day Book Shop record departments. Distribution of the disk and book-form versions of the poetry is being handled by McMillen Books, Inc.

Alan Courtney Gets FBI Chief's Knout

Midnight commentator Alan Courtney (WGBS-CBS) who for the past two years has been bombarding South Florida airways with attacks upon Communism, this week announced a second letter of commendation from FBI Chief J. Edgar Hoover. "You are doing a very necessary job," the FBI boss wrote, "particularly in these critical times. I know of no other broadcast which is of greater public service than the one which you give each evening."

Capitol Inks Wanderers; Cuts "Rose," "Letter"

Capitol Records last week signed Lou Ella and Don Robertson to a recording pact and immediately rushed the duo and the husband-wife team to market, covering "Rose, Rose I Love You," backed by Robbins Music's "The Letter." La Robertson, formerly one of the Dining Sisters, performs with her hubby via multiple dubbed voice tracks, with resulting vocal group sound billed as the Wanderers. Capitol intends to utilize this recording device for the Robertsons' future waxings as well.

AMPAS Election Spotlights Music Men

Academy of Motion Picture Arts and Sciences members this week elect by mail 12 new governors. Of 59 nominees, six come under the music classification. They are George Auning, Johnny Gleason, Fred Goetz, Fred Goetz, Mockridge, Ned Washington and Roy Webb. Deadline for voting is May 10.

Sumac "Flahooley" Songs by Vivanco

PHILADELPHIA, April 28.—Sammy Fain is officially the composer of the new musical, Flahooley. But three of the numbers in the show's generous-sized score are not of his manufacture. These are Lament, Song of the Enchanted Rope and Arabian Happy Song, startlingly sung by Peruvian chanteuse Yma Sumac. The songs were written by her husband, Moises Vivanco, who also created the melodies included in Miss Sumac's record album, Voice of the Xrabey. With the show set, Vivanco is preparing the tunes for another Sumac record album.

When Flahooley first opened in New Haven, Conn., Miss Sumac was assigned one of Fain's 11 songs, a comedy item tagged Scheherazade Interlude. When the show hit here, it was sung by a group of Arabs and executives in the east. The reason for the switch was that Miss Sumac found it impossible to cope with the tongue-twisting English lyric.

Give TO CONQUER Cancer AMERICAN CANCER SOCIETY

Music as Written

New York:

Columbia exec veepee Goddard Leiberson leaves on the Queen Mary Wednesday (2) for a European visit. His itinerary calls for stops in Paris, London, Rome, Berlin and Vienna, returning here June 20. Committees representing Music Publishers Contact Employees and Music Publishers Protective Association will meet Tuesday (1) to discuss two alternative pension plans for contact men. Good Time Jazz diskery is releasing eight un-issued Bunk Johnson sides. Masters were cut in chases from San Francisco jazz impresario David Rosenbaum.

Flack Virginia Wicks has added Capitol trustee Mary Mayo and Count Society to her accounts. Jerome K. McCauley, CBS musical director, will marry Eileen Marie West in Philadelphia Saturday (5). He's the son of Edward J. McCauley, head of the school music department for Robbins-Feist-Miller.

Noted contralto Marian Anderson flew to Havana last week to begin a two-month tour of Central and South America. Singer was scheduled to play the Cuban Capitol Thursday (26). Sked calls for 20 concerts in seven countries, the first concluding June 19 in Mexico City. Pianist Irving Fields on a two-week stint at the Club Esquire, Montreal. Ernie Ruddell Jr., 17-year-old son of the Senny Kaye drummer, has taken over the drums with Mill Herz's band.

Emily Longacre, thrush being managed by Elliot Weisler, will go to Europe with Les Brown's ork to join the Bob Hope unit there. Shoshana Damari, Israeli thrush featured at the Habibi Cafe here, was term-pacted by RCA Victor to wax for the international department.

Burl Ives has been named head of the folk music department of the Music Research Foundation, non-profit organization for the development of music as a form of medical and psychiatric medicine. London Records' a. & r. toppers, Remy Farkas and Topsy Nelson returned here Friday (27) from a trek to Cincinnati to wax the Cincinnati Symphony Orchestra. Vera Criss, Toledo singer, has replaced Danny Fitzgerald as vocalist with the Elliot Lawrence band. Meanwhile, the band has picked up eight additional college bookings during May and June. Rest of the sked has the Lawrence crew working one nighters and ballroom dates in the East and Midwest.

E. M. I. British diskery has set the Charles Michelson transcription firm here as American distributor for the E. M. I. recorded sound effects library. Michelson is setting sub-distrib. Three Beaus and a Peep vocal group now waxing with Art Lund for MGM. Mike Midori due here Saturday (28) from a two-month business trip to Hollywood. Jane Russell will sing Hoagy Carmichael's standard, "I Get Along Without You Very Well," in her next RKO flick. Hoagy will accompany her.

Jim Bray, veepee and sales manager of Vega Records due here next week on a business trip. Dean Sals Company, photo manufacturing firm headed by George Fass, has joined the Phonograph Manufacturers' Association.

Chicago:

Eddie Hubbard, vet WIND d. j. is being publicized by his son, Duke, 19-year-old warbler. Son is following in the footsteps of his mom, the former Jackie Smith, the original d. j. promotion chief for Mercury. Hubbard will be profiled in a future issue of Look. He is also one of a dozen leading d. j.'s who will appear in the flicker, "Disk Jockeys," produced by Maurice Duke for Monogram. Budd Birnbaum has been promoted to chief of the MGM distributery, replacing Judy Neilson. Birnbaum recently married Marilyn Blake, whom he met while he was a Loop record salesman for MGM and Miss Blake worked for Hudson-Ross, the Loop chain. Wesley and Fred Rose and Murray Nash are covering different sectors of the U. S. for the next 10 days, plugging "Waltz of the Wind." Ruby's disk of the tune by Ruby Wright on King. Mike Berg, the free-lance spinner, is marrying Jenni Toll, non-

pro, July 4. Bobby Beers, the ex-Weik and Barron vocalist, has junked plans to go out with his own band and is back home in Cushing, Ia. Bud Fraser, Midwest regional chief for Capitol Records, married Kathy Owen, ex-chirp with Bunny Strong, last week. Strong has not set a replacement for Miss Owen. Gil Newsome, KWK, St. Louis, d. j. is involved in a new oil well boom that was started by orkster Orrin Tucker. Newsome has hired his brother, Ed, as his assistant. Rondo Records is releasing three records by Chuck Cabot, the West Coast maestro. Vi and Jerry Wagner, the cocktail combo, and Johnny Walker, KNOX, St. Louis.

Hollywood

Dance director Leroy Prinz completed the "Mambo" sequence for the "Painting the Tower" with Sunshine. RCA Victor is cutting an album from MGM's "Mr. Imperium," starring Elio Pina, Fran Warren and the Guadalejira Trio. Album will be issued on all speeds. Fleming Allen has been signed as a. and r. topper for Aladdin's folk releases on its subsid. Intro. Allen Greene, Mercury's a. and r. singer being built for pop release, inked with Jo Brooks-Jules Fox publicity and Chevie-Harris p.m. agency. Amos Milburn has purchased a touring bus for \$22,500. Eddie Mesner, Aladdin exec, left for New York to cut label's initial sides with Billie Holiday and Lynn Harris. Quinlan, Modern Records has parted Records Gordon, Mumbles, Gorp Cariz and Richard Lewis.

Mel Torme goes into Jerry Jones' Rendezvous, Salt Lake City, May 5 for a one-nighter. Crooner is skedded for a week at San Francisco's Downtown Theater May 7 and on the 28th bows at Steel Pier, Atlantic City. Trianon Ballroom tallied 952 admissions Saturday (21), grossing about \$1,100 for Ada Leonard's first of two band stints. Associated Booking Corporation is lining up a West Coast tour for Frankie Carle. Erroll Garner's second Columbia album hit the stands last week, tagged "Erroll Garner Gems." Pete Rugolo inked for the scoring of "The Strip," his initial pic venture. Young electricians into Paramount Tuesday (1) for work on "Something to Live For." Young has completed the score for Republic's "The Bullfighter and the Lady." Harry Goller, ex-Mercury Coast a. and r. topper, arranging for Bing Crosby's radio show. Bill Jacoby exited Skinny Ennis set to go as a single. Carlos Molina, ork being offered for a TV series. Doris Day's "Lullaby of Broadway" album breaking all sales records for pic albums, Warners claims. Phil Carreon, here after touring Arizona, New Mexico, Colorado and Nebraska, setting up a similar junket and adding Oklahoma and Texas. Reg Marshall is booking Goodie, Todd Purse and J. D. Boemer, of WXYZ-TV; singers Jan Grayton and Johnny Ray, and pianists Bobby Stevenson and Lou Woodski.

Barb Bosano and his orchestra are playing for dancing on Friday and Saturday nights at Villa Rose, Windsor Locks, Conn. Sam Pasco, Hartford band leader, says that "Hartford's going in for more and more ballads. It's just part of the passing trend."

Edward Sowelawski, who formerly had Prudentia Records, is bringing out a new record line using the Cinderella label. Jack Brown, promotion head of Fortune Records, has returned from a trip to New York and New England. Howard Kennedy, former guitar player who toured for four years in Europe with Lud Gluskin, hosted a group of local talent, including Gloria Goodie, Todd Purse and J. D. Boemer, of WXYZ-TV; singers Jan Grayton and Johnny Ray, and pianists Bobby Stevenson and Lou Woodski.

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Toronto

Backed by Mart Kenney's orchestra Wally Koster is currently at the Brant Inn. Georgie Auld and quintet, including Tiny Kahn, Lou (Count) Levy and Frank Rossellino in at the Holiday Tavern for a week. This is a return visit to his home town for Auld. Ronald Bracoff Trio now completing a year's stay at the Grange Cocktail Lounge, Hamilton. Dick Todd is featured at the Concord; Len Casey Trio supplies the music. The Tunesmen are at the Pyramid Room, Prince George Hotel. Louis Prima comes in for a one-night stand at the Palace Pier. Tiny Davis and her all-girl orchestra in for the week at the Colonial Tavern. At the Elliott Hotel are the Swing Strings, composed of Johnny Arless, Johnny Wayne, Roy Holmes and George Fulham. Parker and Margo have the featured spot at the Famous Door, booked for minimum of two weeks. Freddie Smale in solo spot with his piano at the Brass Ball. Travelling Fergies, former Toronto gal, now dancing in "Guys and Dolls," profiled in current issue of Canadian women's

Philadelphia

Steve Gibson is back in town with his Red Caps for their first date at Sciolli's Cafe. Penny Prentiss, 88-er at the Saxony Restaurant, is waxing an album of show tunes for the Coronet label. Dave Appell Trio will cut sides for the Rainbow label. Jack Seithler, local songwriter, was elected to membership in the American Society of Composers, Authors and Publishers. Marge Schaeffer as gal voice with the Overtones, singing with Charley Ventura at his roadhouse, spot nearby. Clarence Fuhrman plays for the Sunday night dancing at the Starlight Ballroom, Camden, N. J. Joe D'Ambro, tenor sax maestro, plays for Friday night dancing at Rose-Mar Ballroom. Leonard Rosen has formed the Aqua Record Company, new local label, to specialize in string band sides. Bon Bon, one-time vocalist with the late Jan Savitt and doing solo waxings plus disk jockeying in recent years, has taken a job as assistant district manager in the Eastern division for Schlitz breweries. Disk jockey Bob Horn is no longer doing the personal management chores for bandsman Buddy Williams. A private association of band leaders was ruled illegal by the local musicians' union, calling for the newly-formed group to disband. Ed Evans and Jimmy Tinsdale hit the one-night trail with their bands, with dates taking them deep into the South Carolina sectors. Bill Maher and Victor Hugo, both one-timers with Paul Whiteman, take over New Jersey bandstands, with the former locating at the Holiday Inn at Morrisville and the latter at Club Shagune outside of Camden.

The Thing and His Three Things are playing at the new Five o'Clock Club. Julia's dance band is playing at the Alha Room, Gastonbury, Conn. Bob Landerman, who plays with Halprin-Landerman orchestras, will be married in June to Irma Lebowitz of Hartford.

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magazine, Chateleine. Peter Carew piano-vocalizing in Padlock Tavern. Successor at One-Two is Jack Gordon. Trio with Frances Foster doing the vocals. Piano-vocalist Manny DeSilva is being held over for another week at the club. Town Criers and Norma Davies have returned to the Town Tavern after a spell at London, Ont. Brass Rail Group made up of Johnny Powers, Bobby Fenson and Kenny Gill given nice reception by local columnists. In featured spot at Barclay Hotel is Marc Sebastian with his piano-vocalizing.

Don Reid Pacted By N. Y. Pubbery

NEW YORK, April 28.—Warbler-cleffed Don Reid this week was pacted to a one-year exclusive songwriter contract by pubber Ed Kassner. Reid, of the Smith Brothers vocal quartet, is also negotiating a Mercury recording contract for the group. Kassner signed Reid largely on the strength of his tune There's No Return, which the pubber has set as his first plus tune since setting up shop in America last month (The Billboard, March 24). Return, via a London waxing by the Smith Brothers, is reportedly stirring action in the New England area. The group is under the management of disk flack Artie Mogull.

Lehman "Farewell" Waxed at \$12 Per

NEW YORK, April 28.—Former Metopere star Lotta Lehman's farewell public concert given a few weeks ago at Town Hall will be issued in an album of two 12-inch disks by Pembroke Records, new LP label. Diskery is headed by Richard Pleasant and Isadora Bennett, well-known concert artists' public relations director and Wesley Smith, head of Musart distributery and the Gallery and Griffon labels. Disk package of the recital will be available early in June and will retail at \$11.90 including text, biography of Miss Lehman and photos taken of the singer during various points in her long career.

Newcastle, Australia, Wants Own Symphony

SYDNEY, April 28.—Newcastle, Australia, is dickering with the idea of its own Symphony Orchestra. Trades Union officials are discussing the matter in finance with the director of the State Symphony Orchestra, Eugene Goosen, and the city council. Members of the musicians' union have suggested that funds for the orchestra could be raised by means of a voluntary levy on all unionists affiliated with the Newcastle Trades Hall Council.

If the unions show willingness to contribute, the big concert producer companies and the Broker Hill Company, whose steel works are located in Newcastle, would be certain to lend substantial financial aid to the scheme.

"Fledermaus" Signed For Nine-Week Tour

NEW YORK, April 28.—The S. Hurok-National Concert and Artists Corporation tour of Johann Strauss's Fledermaus opens a nine-week tour in Hartford, Conn., October 15. Ira Petina has been set for the role of Rosalinda, with Adelaide Bishop, coloratura of the New York City Opera Company, cast as Adele. During the first week, the Michael Kuttner-Thomas Martin production will play White Plains, N. Y.; Providence; Newark, N. J.; Philadelphia and Washington. After two performances at Constitution Hall in the latter city, the company of 65 treks south for dates at New Orleans, Dallas, Houston, San Antonio; Kansas City, Mo., and Milwaukee. Tour winds up in Boston December 16.

DOUGH UP FOR VERDI PIC PLAY

ROME, April 28.—In commemoration of the 50th anniversary of the composer's death, the Giuseppe Verdi Committee of the city is sponsoring an international contest for a screen play based on any of the Verdi operas. Prizes totaling 1,000,000 lire (\$1,600 at current rate of exchange) are offered. The winning writer may be Italian or foreign, but must be a resident of Italy.

SAMMY



JUST RELEASED!

"COME BACK TO ANGOULÈME" and

"PLEASE DON'T TALK ABOUT ME WHEN I'M GONE"

78 rpm 39376

33 $\frac{1}{3}$ rpm 3-39376

45 rpm 4-39376

"MY PRAYER" and

"DOWN THE TRAIL OF ACHING HEARTS"

78 rpm 39360

33 $\frac{1}{3}$ rpm 3-39360

45 rpm 4-39360

"PRETTY LITTLE BELLS" and

"I LOVE YOU BECAUSE"

78 rpm 39270

33 $\frac{1}{3}$ rpm 3-39270

45 rpm 4-39270

"I'M YOURS TO COMMAND" and

"SHENANDOAH WALTZ"

78 rpm 39325

33 $\frac{1}{3}$ rpm 3-39325

45 rpm 4-39325

AND A CLASSIC COLLECTION OF FAVORITES!

"SAMMY KAYE'S SUNDAY SERENADE"

33 $\frac{1}{3}$ rpm CL 6155

45 rpm Set B-219

78 rpm Set C-219

Columbia Records

First, Finest, Foremost in Recorded Music

Diskers Tell Pubbers Score

Continued from page 12

warranty or earnest from the publisher whose tune he takes—in the form of honoring of exclusivity and release date, tangible promotional aids (purchase of vinyls, trade ads, road trips, etc.), delivery, if possible, of TV and live radio plugs. —Here's how the various a. and r. execs view the situation:

Charley Green, RCA Victor: "We tend to veer toward the firms that can really help a tune. And they can help; otherwise we deal exclusively with writers. The trouble is, you can't rely on the promise of publishers to really stay on a song for a long plug. Even the two or three firms which are supposed to still carry thru on a plug operation won't stay on the same as promised unless they get a full-board record."

"No Outlets"

Mitch Miller, Columbia: "With all the promotional facilities at a record company's disposal today, it is not only promotes the record but it winds up promoting the song — long in the publisher's work — for a definite budget commitment on the part of the publisher. For many of them quit the minute they get a record and hop to the next tune. As far as plugging is concerned, there's only one publisher left today who really carries thru on a plug plan. (Miller asked that the publisher be kept anonymous.) I don't like to take ballads from fellows who have their office in their hat—I'll accept a striking novelty number from any source."

Dave Kapp, Decca: "I put songs in two categories—songs with record potential, and what you would call 'legitimate' songs—that is, songs requiring professional activity. We give deeper consideration to publisher potential for songs in the latter category. It must be admitted that the small publisher hasn't the follow-thru for the 'legitimate' song. However, we see everybody and listen to all the material brought in. Since the record business is grooved for a steady flow of releases, we must depend on the publisher to exploit after we carry out the initial phase."

Plugs Needed

Joe Carlson, Mercury: "In our operation we're dependent on the publisher for the plugs needed as a song-screener to bring in what should be the cream of the current crop. I think there's great value in a strong professional operation, such as TV plugging today. When a record is released, those early TV plugs serve as a great foundation for its continued healthy existence. Those plugs also have value as trade sales aids—displaying the tune to our distributors, salesmen and dealers. I try to see as many publishers as I can, small and large. Anyone can walk

in with that great bit of material we're looking for. And I'm a firm believer in concrete aid from the publisher—promotion, vinyls, trade paper ads, etc."

Harry Meyerson, MGM: "Primarily I must pay the most attention to those publishers with the greatest access to top-flight, proven songwriters—not only the picture and show writers, but the good pop writers as well. As a rule, the big publisher gets first crack at the tunes of the top writers, therefore I must devote most of my limited time to the heavyweight firms. Smaller publishers tend to bring in songs on a hysteria basis—a song a day until they land a record. Not enough of them have learned the art of spotting an artist or tailoring a song for a specific artist or type of performance. This could relieve them of the burden of a promotion which they're not economically able to produce. But I don't want to be a hero—I need help: Investment in promotion, follow thru on the initial impetus furnished by the record company. I don't want a guy who just walks in and says, 'Here's a song I found.' I can find the same song."

Walter Rivers, Capitol: "The song is primary. But a strong second factor is how much help the publisher can contribute to the record. At least half of the responsibility for the success of the recording lies with the publisher. Certain publishers are unfailingly honest—small independents as well as the big established firms on the plug basis. An example of the judicious indie is Howie Richmond. In addition to a fine promotional follow-thru, he services the record man with tune and conception tailored for a specific artist. We try to avoid publishers who try to make the a. and r. man their song picker—fellows who walk in with a dozen songs and tell us that the one we'll record is their plug song. Of course, we expect sincere co-operation on exclusives. It doesn't take long for us to discover the publisher who promises us an exclusive and walks down the street to hand a copy of the same 'exclusive' to another record company. As for the average indie publisher, his tunes must be able to stand up on their own."

Mercury, Childcraft Ready

Continued from page 9

cerning material on the disk. Each sleeve of the series will carry a central figure, such as Mother Goose of the first series, and supplementary art work will describe what the particular disk contains. Each sleeve will also carry a large number and will be a different color, so that the moppets can distinguish the disk more easily without parents' help.

The Mother Goose series will include six disks, with an additional six currently being prepared. Price has not been definitely decided, but it is expected they will be competitive with other disks now on the market.

Childcraft will promote the series by making the records a premium item. If a Childcraft book buyer pays for his set of books within a 60-day period he will be given a free disk. If a book

JUKE BOX TOPS AFRS MUSICALS

HOLLYWOOD, April 28 — Juke Box, USA, an Armed Forces Radio Service short wave pop platter, show this week was acclaimed the top AFRS musical show. Program, heard daily in all foreign countries, has been aired seven months with ex-model-actress Rebel Rondall spinning the GI's request disks. Show receives an average of 132 letters a week.

First 15 minutes is devoted to requests; latter portion varies. Mondays, Miss Randall plays recent disk releases; Tuesdays, Baritone Barraeks; latest in male waxings; Wednesdays, Canary Cage, for vocalists; Thursdays, Record Hall of Fame; and Fridays, Tops on the Tatum. Folie, a feature based on The Billboard's juke box charts. Fem deLay had her own disk show on WDSU (ABC), New Orleans prior to joining AFRS. Current seg is produced by AFRS's Rudi Burns.

Labor Board

Continued from page 12

for sessions while he was ABC Eagle proxy. Amount allegedly owed Local "A" was in excess of \$2,000.

Following the trial Burdge indicated he would settle his monetary difficulties with the union, thereby enabling him to secure an AFM license for Majestic Records, which he reps on the coast. Burdge will probably pay AFM an initial \$500 and the remainder in monthly payments.

Granting of Burdge's dinking license will get under way large-scale recording and promotional plans that have long been buried beneath Burdge's union troubles. Burdge told The Billboard that Majestic is contemplating erecting a plant here and will undoubtedly take the union and be on the verge of settling. Burdge last year signed Bimbo Dinao, Continental niter singer, to a p. m. contract. Dinao arrives in this country in August, at which time Burdge will launch an ad campaign in conjunction with niter and disk performances.

NLRB Claims

Continued from page 12

O. Karella, a tuba player, thru his attorney filed charges both against the orchestra association and the Philadelphia musicians' union. Trial Examiner Ringer dismissed charges against both the orchestra and the union that Karella's contract had not been renewed because of the union's activities. The trial examiner held that failure of the association to renew Karella's one-year probationary contract resulted from orchestra Director Ormandy's judgment that Karella, while "a very capable technician," had "failed to fit into the playing of the whole orchestra." Karella played with the group in the 1948-'49 season.

In ruling that the orchestra comes within NLRB's jurisdiction, the trial examiner reported that the orchestra, comprising 107 men, traveled to several States in giving 59 concerts during the 1948-'49 season, with a cash yield of \$22,000 from radio and television. It also received \$20,000 from Pennsylvania, \$20,000 from network concerts, and \$160,000 from sale of records during the season, compared with \$328,000 from concerts within Pennsylvania.

Disk Traders Carefully Eye

Continued from page 9

including works of Brahms, Beethoven and other classic staples. It is still too early to ascertain the full effect of the low-priced classical LP's now coming onto the market. Remington, oldest large scale operator in the field, has been selling well, but thus far has been unable to make the best selling charts. Too, very high-priced classical LP items continue to sell very strongly and consistently break into the best selling charts.

In last week's Best Selling Classical titles in The Billboard, for instance, London's Tales of Hoffman, retailing at \$17.85 for the album, is listed in second place; in third spot is Columbia's Fledermaus. In the same vein one leading New York dealer reported that his best selling classical LP last week was the Urania album of Rosenkavalier, listing at \$25.25.

Two Theories

Two theories are current: That the low-prices lines may force a reduction in price generally, and, secondly, that the low-price lines will create their own market, leaving the standard price diskeries virtually intact.

Meanwhile, the classical LP field in general is becoming more competitive not only in point of material which was once considered in the exclusive class is now becoming more common recorded on many labels. Too, the traffic in foreign masters and tapes has resulted in a tremendous broadening of catalogs from the repertory standpoint.

One very basic difference between the operation of the low-priced LP lines and the rest of the classical field lies in the distribu-

tion set-ups. The low-priced operators are concentrating on department and chain-store selling, while the rest of the firms prefer to sell thru the smaller disk shops. Major diskeries, of course, are also department and chain-store conscious. Trade observers therefore see the possibility of the department and chain-store field winding up as the eventual battleground between the two schools of thought on pricing LP disks. Whether the battle ever takes place—and, if it does, how violent it will be—depends on the inroads made by the low-priced labels on the sales of the major diskeries.

Welk Stacks Up On Stands for California Run

HOLLYWOOD, April 28.—Lawrence Welk will cram plenty of activity into his four-week California stay while he plays Ocean Park's Aragon Ballroom. Already skedded are three Coral recording dates, three Standard Transcriptions sessions, eight American Broadcasting Company Treasury Department shows and a flying benefit engagement to Fort Ord. He also will do a weekly 30-minute TV show via KTLA originating from the dancery.

Welk opens tonight at the ocean-side dancery where he played a record seven months during 1949. He receives a \$3,000 weekly guarantee plus a 50-50 split over \$4,000. Since bowing on the Coast at the Aragon, Welk has played two engagements at the Hollywood Palladium. Since his open sked didn't dovetail with Palladium's unbooked period, Welk returned to the Aragon.

MGM Albums

Continued from page 12

Americans in Paris, which features Gene Kelly; and Rich, Young and Pretty which co-stars Jane Powell. The latter feature also stars Vic Damone, who records for Mercury and who will make an album of songs from the flick for the latter company.

The other albums slated for ride on the summer promotion include additions to the diskery's dance and vocalist series. The dance group will be expanded to include new albums by Ziggy Elman and Russ Case. The vocalist line will be enriched by a new Eckstine collection, a Sam Young set, as well as albums of songs by Kathryn Grayson, Horne and Mel Tormé.

Special attention during summer promotion drive will be handed to MGM's tie-in production technique with Loew Theaters.

3 New Labels

Continued from page 12

which hasn't received its license from the American Federation of Musicians yet, will cut Harry Cool, formerly with Mercury; Bill Scott, Dan Bellows' bass; Harry Smith, the Keynoters, the Music Makers and Robin Reed.

Distribution is currently being set up by Joel Cooper, Tell Music, Chicago, which also has a Madison, Wis., distrib point, for Tell Records. First artists cut by the label were the Beaver Valley Sweethearts, WLS, who were on the Coral recording of Hootin' Bird Hill by the Pinetoppers. Previously Tell Records had put out a number of Swiss disks, made from acetates here by Rolf Yogelin and Herb Borbe, of Tell Music.

ASCAP Overture

Continued from page 9

ely engaged Arthur Newmyer & Associates to counsel on public relations. On the last occasion, National Press Clubbers and several guests from Capitol Hill and the Justice Department were regaled by songs and stories by Rodgers and Hammerstein in person along with other ASCAP pros. That luncheon happened around the time when the anti-trust division was still revising the Leibell decision on consent decree. ASCAP has kept its tenuous forward here in other events, such as the entertainment provided for last year's confab of international copyright experts.

Jingles Tingle

Continued from page 12

pany with Earl Wrightson. At one time she was a voice dub-in for movies for such stars as Joan Leslie, Joan Fontaine and Brenda Marshall. She also has innumerable singing commercials.

\$1,000 for Spot

The singing jingle is the most lucrative work for the choral singer, according to Miss Sweetland. The singer gets paid on a per-usage basis at rates running from \$8.80 to \$24 per spot announcement. The canary earned approximately \$1,000 for her work in doing the Television Christmas jingle spot. She also has made the singing commercials for Ipana, Rinsol, Utica Beer, Tru-Val Shirts, Domino Sugar, etc.

On records, she has worked in groups and choruses which recorded with such artists as Winterhalter, Percy Faith, Tony Martin, Les Brown, Johnny Desmond, Nat Cole, Billy Eckstine, Perry Como, Richard Tucker, Frankie Laine, Dinah Shore, Dorothy Kier, Gordon Jenkins, etc. Her featured billing was on records of Vilia with Bob Dewey's work on Victor, an MGM platter of Our Lady of Fatima, and a Decca dinking by Ted Maxin of Beautiful Brown Eyes.

The extent of versatility demanded of the singer on her several calls varies from her singing commercials and making records for the Columbia-Silver Burdette series, to doing impressions of Lily Pons and Jeanette MacDonald for her Sing It Again stints.

Mrs. Sweetland (she's married to Lee Sweetland, also a singer) currently is preparing an attempt to put together a night club act and, if successful, will make an effort to step out to do a single. Her act is being readied by pianist-arranger Lee Simms.

Columbia Moves To By-Pass

Continued from page 9

ing of an important tune in the stores and the juke boxes has an edge that can't be made up. "We can't afford the luxury of losing money on these records for the sake of politeness," he said. "This is not a matter of ethics, but simple self-defense."

The Columbia topper said that they felt no animus against the publisher, who, he believed, had made a sincere effort within the limits of his ability to protect the release date. However, the best efforts of a publisher are not enough, Conking feels. Letters of warning apparently have no deterring effect; legal action might, but hasn't been attempted. Conceivably a publisher might undertake an action against a radio station, but whether he could or would sue

a major record company is questionable.

Meanwhile, Mercury rushed Patti Page into the studios here for a recording of Mister Tuesday night (24), and says that records are scheduled to hit the stores by Saturday (28). Victor had its Dennis Day platter scheduled for release May 11, but had moved the date up to May 4 before the ruckus broke. The Victor date will coincide with the publisher's release date. The Capitol disk has been moved up for immediate release.

An ironic by-product of the hassle is the fact that Shapiro-Bernstein now enjoys the benefit of having most of the diskings of the tune out on the market in pretty nearly a dead heat—which was and is the whole purpose in back of publisher release dates in the first place.

"I WON'T CRY ANYMORE"

Col.—Tony Bennett
Cov.—George Old
Dec.—Eileen Wilson
Jan.—Dick Brown
Mar.—Dinah Washington
MGM.—Billy Williams
RCA.—Liamu Scott

United Music

1819 BROADWAY, NEW YORK 19, N. Y.

"FAST FREIGHT"

"BEAUTIFUL BROWN EYES"

"CHRISTOPHER COLUMBUS"

AMERICAN MUSIC, INC
1876 Broadway, N. Y. • 9199 Sunset Blvd., Hollywood
CO 3 7819 CR 1 2884

A Great Mother Song
"I REMEMBER MAMA" by Charley Tobias and Henry Tobias
A great record by
THE ANDREWS SISTERS
Special Decca Release #27557
published by
TOBEY MUSIC CORP.
1850 Broadway New York, N. Y.

Her Nibs

Miss Georgia Gibbs



FIRST EXCLUSIVE MERCURY RELEASE

"TOM'S TUNE"

COUPLED WITH

"I WISH, I WISH"

MERCURY 5644 · 5644X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received April 25, 26 and 27

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

Weeks Last This to date/Weeks/Week	POSITION	Title	Artist	Label
5 1	1	HOW HIGH THE MOON	L. Paul-M. Ford	Capitol
11 3	2	MOCKIN' BIRD HILL	L. Paul-M. Ford	Capitol
17 2	3	IF	P. Como	Vocalion
5 7	4	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Decca
9 4	5	MOCKIN' BIRD HILL	P. Page	Mercy
20 4	6	BE MY LOVE	M. Lara	Vocalion
13 6	7	WOULD I LOVE YOU	P. Page	Mercy
8 3	8	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing and Gary Crosby	Decca
3 9	9	SOUND OFF	V. Monroe	Vocalion
10 8	10	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM
16 11	11	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Capitol
10 12	12	I APOLOGIZE	B. Eckstine	MGM
10 13	13	BEAUTIFUL BROWN EYES	R. Clooney	Capitol
6 14	14	WOULD I LOVE YOU	D. Day H. James	Capitol
1 25	15	ON TOP OF OLD SMOKY	V. Monroe	Vocalion
4 23	16	MOCKIN' BIRD HILL	R. Morgan	Capitol
10 16	17	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercy
2 20	17	MOONLIGHT BAY	Bing and Gary Crosby	Decca
1 -	17	YOU'RE THE ONE	F. Sinatra	Capitol
2 24	20	SEPTEMBER SONG	S. Kenton	Capitol
3 -	21	IT IS NO SECRET	J. Stafford	Capitol
1 -	21	JEZEBEL	F. Laine	Capitol
16 19	23	IF	J. Stafford	Capitol
5 28	24	WOULD I LOVE YOU	T. Martin	Vocalion
4 -	24	ACROSS THE WIDE MISSOURI	P. Weston	Capitol
4 21	26	NEVER BEEN KISSED	F. Martin	Vocalion
3 15	27	TOO YOUNG	Nat "King" Cole	Capitol
5 12	28	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Decca
1 -	29	ONCE UPON A NICKEL	E. Herman-R. Bolger	Decca
5 28	30	MOCKIN' BIRD HILL	Pineloppers	Capitol
6 -	30	BRING BACK THE THRILL	E. Fisher-H. Winterhalter	Vocalion

England's Top Twenty

Weeks Last This to date/Weeks/Week	POSITION	Title	Artist	Label
4 2	1	MOCKIN' BIRD HILL	Smiters	Southern
14 1	2	TENNESSEE WALTZ	Cleghorn	Acuff-Rose
8 4	3	THE BOWING KING	Leeds	Holtz
12 2	4	MY HEART CRIES FOR YOU	Borris	Massey
4 6	5	ROSE, ROSE, I LOVE YOU	Chappell, Ltd.	Chappell
7 7	6	BE MY LOVE	French Day	Robbins
19 5	7	PETITE WALTZ	Duchess	Duchess
13 8	8	SEPTEMBER SONG	Chappell, Ltd.	Crawford
15 9	9	IF	Lewis	Shapiro-Bernstein
20 10	10	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Darlington
2 13	11	SPARROW IN THE TREE TOP	Cleghorn	Saint-Jay
23 11	12	IT'S ALWAYS LOVE YOU	Chappell, Ltd.	Famous
3 14	13	MARY ROSE	Mason	Famous
20 15	14	I LEAVE MY HEART IN AN ENGLISH GARDEN	Sm Music Ltd.	Famous
6 16	15	PENNY A KISS, PENNY A KISS	Leeds	Shapiro-Bernstein
13 17	16	CAN I CARRY YOU UP THE RIVER	Leeds	Leeds
14 17	17	NEVERTHELESS	Chappell, Ltd.	Chappell
2 19	18	DADDY DADDY DADDY DAY	REFRAIN	Leeds
1 -	19	SHOTGUN BOOGIE	Canary	Century
1 -	19	SO IN LOVE	Chappell, Ltd.	Harms

*Publisher not available at The Billboard (page 1).

VOX JOX

Ad Lib Cuttings

Lee Stewart, WHAT, Philadelphia, entertained at the Home of the Merciful Savior for Crippled Children last week. Ed Maxina, WBWB, Burlington, N. C., is campaigning for the late Al Johnson to receive an Academy Award of special merit in a special show at the Hollywood Bowl. Ed is sending all the cards and letters he gets from listeners to Walter Winchell, and he'd like all the d. j.'s across the country to get behind the drive, look and solicit letters from listeners. Teddy Joseph, WHLD, Niagara Falls, N. Y., who sings as well as spins on his show, says his theme, "With a Song in My Heart," is "as well known in this area as the national anthem. Folks in this locale say 'hello' to me on the street by singing my theme." When five junior prom candidates at Indiana University turned out to be sorority girls, the independent students nominated their own choice—a live pig. Marge Williams, WTTTS, Bloomington, Ind., says he had all six candidates on his program recently, and "the pig stole the show." Ted Wark, freelance d. j. in Washington, suffered a slight brain concussion when his car recently collided with another car.

Trend Talk

"It's a sad commentary on something or other when 'Aba Daba' can be rated so high," groans Bill Hyden, KOCY, Oklahoma City. Bob Milton, WGLD, Mason City, Ia., gets "quite a bon" out of the fact that Stan Kenton's disking of "September Song" is labeled an instrumental, tho the band "ensembles for three quarters of the side." Paul C. Johnson, KGEZ, Kalispell, Mont., has "a bunch of di-harders" who keep asking for Frankie Laine's "Swampy Girl." Jim Russell, WDKD, Kings-tree, S. C., is in hopes that "these modern diskings of folk tunes like 'On Top of Old Smoky,' etc., will convert people here from strict hill-billy to popular music. Certainly it's becoming popular in this section." With the advent of LP's and 45's, and the reissue of "Immortal Performances" and "5 by 6," pens Beaming Billy Swanwick, WALL, Goshen, N. Y., "250 watters have libraries equivalent to those of large indies and network bigwigs a few years ago. Never before have d. j.'s had such a terrific library of music to draw from."

Preems

Bob Gynn, KVET, Austin, Tex., has added "Night Flight" to the station's nightly schedule. Jerry Strong, WINX, Washington, aired his Easter program for a local pet show, complete with baby bunnies, chicks and ice cream and cake for all children in attendance. Mori Nusbaum, WIAM, Rochester, N. Y., appointed radio and TV co-ordinator for 1951 police ball. Marjorie has replaced Buddy Deane at WHHM, Memphis. Deane has moved to WITH, Baltimore. Gal will be given "mystery" build-up. Theme song, of course, will be from that oldie of the same name. Johnny Williams, WSET, Thomaston, Ga., is starting a new "blues and boogie" show, tagged "Johnny's Jive," and will "welcome all labels sending him wax for the new airer. He'd also like to hear "any good ideas or gimmicks" for the show suggested by d. j.'s with similar type programs. Al Vickars, Turbo, C. is now using The Billboard's "Honor Roll of Hits" as weekly feature on his "Penny Platter Party." Bob Crane, WBIS, Bristol, Conn., writes that his "Billboard's Top Twenty" show has been extended to 30 minutes nightly. Mully Mullinar, WESC, Greenville, (Continued on page 41)

Best Selling Sheet Music

Based on reports received April 25, 26 and 27

Tunes listed are the national best selling 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 from a film; (M) indicates tune is from a legit musical; (R) indicates tune is available on records.

Weeks Last This to date/Weeks/Week	POSITION	Title	Artist	Label
11 1	1	MOCKIN' BIRD HILL (R)	Southern
18 3	2	IT IS NO SECRET (R)	Duchess
5 7	3	ON TOP OF OLD SMOKY (R)	Folkways
15 2	3	IF (R)	Shapiro-Bernstein
8 5	5	SPARROW IN THE TREE TOP (R)	Saintly-Jay
23 4	5	TENNESSEE WALTZ (R)	Acuff-Rose
12 8	7	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
7 10	8	BEAUTIFUL BROWN EYES (R)	American
10 11	9	WOULD I LOVE YOU (R)	Walt Disney
9 5	10	ABA DABA HONEYMOON (R) (F)	Feist
19 9	11	BE MY LOVE (R) (F)	Miller
6 13	12	I APOLOGIZE (R)	Crawford
2 15	13	TOO YOUNG (R)	Jefferson
1 -	14	HOW HIGH THE MOON (R)	Chappell
19 12	15	MY HEART CRIES FOR YOU (R)	Massey

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 C. Peerman's Audience Coverage Index. The Index is compiled upon radio logs made available to Peerman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of tied) tunes alphabetically. This music checked is representative (aver 60 per cent) only.

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

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(Beginning Friday, April 20, 8 A.M., and ending Friday, April 27, 8 P.M.)

Aba Daba Honeymoon (F) (R)	Feist-ASCAP
Always You (R)	SL-Nickolas-ASCAP
Be My Love (F) (R)	Miller-ASCAP
Beautiful Brown Eyes (R)	American-BMI
Dear, Dear, Dear (R)	Godby-BMI
Devotion Moon (R) (F)	Fred Fisher-ASCAP
Goodbye, Goodbye (R)	Shapiro-Bernstein-ASCAP
How High the Moon (R)	Chappell-ASCAP
I Apologize (R)	Crawford
I Love the Way You Say Goodnight (R)	Harms-ASCAP
I Whistle a Happy Tune (R) (R)	Williamson-ASCAP
If (R)	Shapiro-Bernstein-ASCAP
I'll Never Know Why (R)	Bergman-Vocco-ASCAP
I'm Late (F) (R)	Walt Disney-ASCAP
It's a Lovely Day Today (R) (R)	Berlin-ASCAP
Loveless Night of the Year (R)	Robbins-ASCAP
Makin' the Man Love Me (R) (R)	Willy-ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick-ASCAP
Mockin' Bird Hill (R)	Southern-ASCAP
My Heart Cries for You (R)	Massey-ASCAP
Oh, Don't You (R)	Harms-ASCAP
On Top of Old Smoky (R)	Folkways-ASCAP
Penny a Kiss, Penny a Kiss (R)	Shapiro-Bernstein-ASCAP
Rockin' Road (R)	Harms-ASCAP
Sparrow in the Tree Top (R)	Saintly-Jay-ASCAP
Too Late Now (R)	Feist-ASCAP
When You and I Were Young, Maggie Blues (R)	Willy-ASCAP
Where the Red Brown Grow (R)	Famous-ASCAP
Would I Love You (R)	Walt Disney-ASCAP
You and Your Beautiful Eyes (F) (R)	Paramount-ASCAP
You Can't Tell a Lie to Your Heart (R)	Samson-ASCAP
You're Just in Love (R) (R)	Berlin-ASCAP

Songs With Most TV Performances (RH Tele-Log)

The Record Mirror (RH) Tele-Log is based on the monitoring of all programs (except on the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Total counts are derived in the following manner: Every time a song is performed on a satellite show, automatically, it receives a credit of 5 points; when performed locally on a station it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done socially on a commercial show it gets 20 points.

1. If—Shapiro	170
2. Would I Love You—Disney	125
3. Mockin' Bird Hill—Southern	70
4. When You and I Were Young, Maggie Blues—BMI	70
5. You're Just in Love—Berlin	65
6. I Apologize—Crawford	60
7. You and Your Beautiful Eyes—Paramount	55
8. Aba Daba Honeymoon—Feist	55
9. Be My Love—Miller	50
10. It's a Lovely Day Today—Berlin	50
11. Never Been Kissed—Paton	50
12. Sparrow in the Tree Top—Folkways	50
13. How Could You Believe the Way I Said I Love You?—Feist	50
14. I'll Never Know Why—B. V. G.	50
15. I Still Feel the Same About You—Odetta	40
17. May the Good Lord Bless and Keep You—Pickwick	40
18. My Heart Cries for You—Massey	40
19. Sentimental Music—Tomm & Connery	40
20. A Penny a Kiss—Shapiro	40
21. Loveless Night of the Year—Robbins	40
22. We Kiss in a Shadow—Williamson	40
23. Without Song—Miller	40
24. You're the One—Bernstein	40
25. Get Out Those Old Records—Lambert	40
26. Hot Canary—Leeds	40
27. I Let My Hat in Mail—Feist	40
28. I'm Lonesome—Leeds	40
29. I'm Never Been in Love Before—Berlin	40
30. My Last Melody—Leeds	40

RCA VICTOR RECORDS

captures the youth...

the fever...

the magic of...

MARIO LANZA

*as he sings selections from
MGM's motion picture triumph*

'The Great CARUSO'

Produced by JOE PASTERNAK

Rigolette (QUESTA O QUELLA) Verdi

Rigolette (LA DONNA E MOBILE) Verdi

Rigolette (PARMI VEDER LE LAGRIME) Verdi

Tosca (RECONDITA ARMONIA) Puccini

Tosca (E LUCEVAN LE STELLE) Puccini

L'Elisir D'Amore (UNA FURTIVA LAGRIMA) Donizetti

La Gioconda (CIELO E MAR!) Ponchielli

I Pagliacci (VESTI LA GIUBBA) Leoncavallo

AVAILABLE IN ALL SPEEDS

45 rpm (WDM-1506) 78 rpm (DM-1506) 33 $\frac{1}{3}$ rpm (LM-1127)

CURRENT LANZA BEST SELLERS ON SINGLE RECORDS

"BE MY LOVE" backed with "I'll Never Love You" (#10-1561; 49-1353) Approaching the million mark

"LOVELIEST NIGHT OF THE YEAR" backed with "La Donna E Mobile" (#10/49-3300) On Best Seller lists

"MY SONG, MY LOVE" backed with "I Love Thee (Grieg)" (#10/49-3208) Starting to climb

"BECAUSE" backed with "For You Alone" (#10/49-3207) Lanza's thundering version



RCA VICTOR RED SEAL RECORDS



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received April 25, 26 and 27

Table with columns: Position, Weeks, Title, Artist, Record Label. Top entries include 'HOW HIGH THE MOON' by Paul M. Ford, 'ON TOP OF OLD SMOKY' by Weavers, and 'MCKIN' BIRD HILL' by Paul M. Ford.

Best Selling Classical Titles

Based on reports received April 25, 26 and 27

Table with columns: Weeks, Title, Artist, Record Label. Top entries include 'The Great Caruso' by M. Lanza, RCA Victor, and 'The Little Shepherd' by G. Callillon.

Advance Classical Releases

Table with columns: Artist, Title, Record Label. Includes entries like 'The Little Shepherd' by G. Callillon and 'The Wanderer Fantasy' by F. Liszt.

DEALER DOINGS

News and Chatter

Latest disk shop to open in New York City is the Bel Canto Record Shop on West 70th Street, operated by vet Lou L. American specialist Louis Sorrentino and Carl Moore DeFaria.

Merchandising Tips

"We have started a new promotion by furnishing free records to the two local drive-in theaters in exchange for spot announcements and a large sign at the snack bars."

Best Selling Children's Records

Based on reports received April 25, 26 and 27

Table with columns: Weeks, Title, Artist, Record Label. Top entries include 'TWEETY PIE' by The Ink Spots and 'TAUT I TAW A PUDDY TAT' by Meri Blanc.

Best Selling Pop Albums

Because all labels are not listed on all reports it is difficult to conduct a one all-in survey that is statistically accurate.

Table with columns: Weeks, Title, Artist, Record Label. Top entries include 'VOICE OF THE KHAN' by Yma Sumac and 'LULLABY OF BROADWAY' by Doris Day.

Table with columns: Weeks, Title, Artist, Record Label. Top entries include 'VOICE OF THE KHAN' by Yma Sumac and 'LULLABY OF BROADWAY' by Doris Day.

Classical Reviews

CHOPIN: PICTAL—Wilhelm Backhaus 74. The brilliant German pianist shows his affinity for Chopin with his masterful performance of the prelude.

SCHUBERT: FANTASIE IN C MAJOR, OP. 17—W. Heide 57. Write disappointed with his small-scale, timid playing of the grandly proportioned Fantasia.

SCHUBERT: FANTASIE IN C MAJOR, OP. 17—W. Heide 72. On Schubert's composition for piano, the Wanderer Fantasy is probably the most potent from both the virtuosic and emotional points of view.

74. The brilliant range of dynamic contrast in the work and the pianist creates a serene atmosphere of all the gradations. His touch is light and sure, and his phrasing is so beautiful that the temptation in the first movement to play the first six measures too fast is a temptation he resists.

76. The brilliant German pianist shows his affinity for Chopin with his masterful performance of the prelude. His technique is crystalline, his sense of rhythm is brilliant, and he plays Chopin as few contemporary pianists can.

72. On Schubert's composition for piano, the Wanderer Fantasy is probably the most potent from both the virtuosic and emotional points of view. Curran rises to its challenge with a searching, sympathetic performance.



Superb Casting! PERRY COMO and the two top songs from "King and I" on one record!

HELLO, YOUNG LOVERS

We Kiss in a Shadow

PERRY COMO on Victor 20-4112 (47-4112)*



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

Release 01-15

Ships Coast to Coast, Week of May 4

POPULAR

- RALPH FLANAGAN and His Orchestra**
Very Good Advice
Twilight Rhapsody
20-4133—(47-4133)*
- LISA KIRK**
Love Is the Reason
Sad and Lonely
20-4134—(47-4134)*
- BUDDY MORROW and His Orchestra**
Rose, Rose, I Love You
After I See I'm Sorry
20-4135—(47-4135)*

VAUGHN MONROE and His Orchestra
Old Soldiers Never Die
Love and Devotion
20-4136—(47-4136)*
NOTE: This record is listed in next week's release but is shipping NOW coast to coast.

SACRED

- GEORGE BEVERLY SHEA with Hugo Winterhalter's Ork**
Be Still, My Soul
If You Know the Lord
20-4132—(47-4132)*

COUNTRY

- SPADE COOLEY and His String Orchestra**
Tuesday Two-Step
Three Fiddle Rag
21-0167—(48-0467)*

WESTERN

- HANK PENNY and His California Cowhands**
What She's Got Is Mine
Hold the Phone
21-0166—(47-0466)*

RHYTHM

- BLOW-TOP LYNN and His House Rockers**
They Ain't Gonna Tell It Right
Up on the Hill
22-0124—(50-0124)*
- JOHN GREER and His Rhythm Rockers**
When You Love
Clam bake Boogie
22-0125—(50-0125)*

NATIONAL SPECIAL

- General of the Army **DOUGLAS MacARTHUR'S REPORT TO CONGRESS**
P-317 (WP-317)* (LPN-5)**
*45 r.p.m. 10" disc
**25 1/2 r.p.m. 10" disc

Going Strong...

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

- Sound Off/Oh, Marry Me** 20-4113—(47-4113)*
Vaughn Monroe
- On Top of Old Smoky/Shall We Dance** 20-4114—(47-4114)*
Vaughn Monroe
- I Have No Heart/Unless** 20-4120—(47-1120)*
Eddie Fisher and Hugo Winterhalter Ork
- The Loveliest Night of the Year** 10-3300—(49-3300)*
Mario Lanza
- Never Been Kissed** 20-4099—(47-4099)*
Freddie Martin
- Be My Love** 10-1361—(49-1361)*
Mario Lanza
- Down the Trail of Achin Hearts** 21-0441—(48-0441)*
Hank Snow and Anita Carter
- If/Zing Zing—Zoom Zoom** 20-3997—(47-3997)*
Perry Como (Sigmund Romberg) (Mitchell Ayres)
- Kentucky Waltz** 21-0444—(48-0444)*
Eddy Arnold
- Rhumba Boogie** 21-0431—(48-0431)*
Hank Snow
- Would I Love You** 20-4056—(47-4056)*
Tony Martin
- Gotta Find Somebody To Love/Maggie Blues** 20-4119—(47-4119)*
Minda Carson
- The Syncopated Clock/March of the Cards** 20-4090—(47-4090)*
The Three Suns
- Bring Back the Thrill/If It Hadn't Been for You** 20-4016—(47-4016)*
Eddie Fisher with Hugo Winterhalter Ork
- There's Been a Change in Me** 21-0112—(48-0112)*
Eddy Arnold

Coming Up...

Indicates records which are expected to enjoy better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The grade is advised to watch these records carefully in order to maintain stock consistent with demand.

- Hello, Young Lovers** 20-4112—(47-4112)*
Perry Como
The Rhythm Pick, Billboard, April 28th issue. The Disk Jockey Pick, Billboard, April 21st issue.
- Rose, Rose, I Love You** 20-4130—(47-4130)*
Ruddy Morrow
The Billboard Pick, April 21st issue. Billboard.
- We Kiss in a Shadow** 20-4112—(47-4112)*
Perry Como
The Disk Jockey Pick and The Rhythm Pick, Billboard, April 28th issue.
- Good-By, G.I. Al** 20-4108—(47-4108)*
Eddie Fisher
Disk Jockey Pick, April 14th issue. Billboard.

TIPS ROSE, ROSE, I LOVE YOU

Ruddy Morrow 20-4130—(47-4130)*

THIS WEEK'S MAILBAG

OBSERVATION: Tune Pan Alley airplace of the fishys, bug-eyed over Vaughn Monroe's phenomenal record clicks—3 records, 2 hits. Vaughn's SOUND OFF reaped the latest selling record in the USA.

ON TOP OF OLD SMOKEY RCA Victor's second biggest pop seller and Vaughn's OLD SOLDIERS NEVER DIE (tapped by Winchell's "sara click") is creating a new classic on round-he-lock stands. A wide swathe of the hit to help US disk lockers who wrote in to say Vaughn had recaptured on these brass disks the qualities of such fabulous Monroe hits as BALLERINA, YIDDERS IN THE SKY, SOMEDAY.

TIMING: 1. Mario Lanza's MGM smash, THE GREAT CARUSO, breaks "Anytown USA".

2. RCA Victor's record dealers advise on the availability of Lanza's album film strips.

3. Dealers mop up stray green wicks spilling over bulging cash registers.

WATCH PHIL HARRIS AND ALICE FAYE'S RCA VICTOR DISK—THE LETTER! SOMETHING TO WRITE HOME ABOUT.

WHO HAS THE HIT VERSIONS? He several times of ROSE ROSE, LOVE YOU have got the trade rickas sides as to who has the best version. Right now the honor seems to be mine a Buddy Morrow who may find his RCA Victor disk a "REALLY his lucky number?"

It's Buddy's seventh RCA Victor record and his march version of the song has caught the rickabilities of the country's disk lockers.

Now being recorded: RCA Victor's record of Walt Disney's ALICE IN WONDERLAND with the voices from the original Disney film. (Wow, is the trade waiting for this album?) Extravalanza.

Mario Lanza's record of MY SONG, 47 LOVE.

NOW BEING RECORDED: RCA Victor's record of Walt Disney's ALICE IN WONDERLAND with the voices from the original Disney film. (Wow, is the trade waiting for this album?)

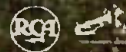
EXTRAVALANZA: Mario Lanza's record of MY SONG, 47 LOVE.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



His crowning glory...

NAT
"King"
COLE's



great recording of...

"TOO YOUNG"

backed with

"THAT'S MY GIRL"

Capitol 1449



The Original
is always
the Best!



"The Strange Little Girl"

by...

"COWBOY COPAS"

KING #951



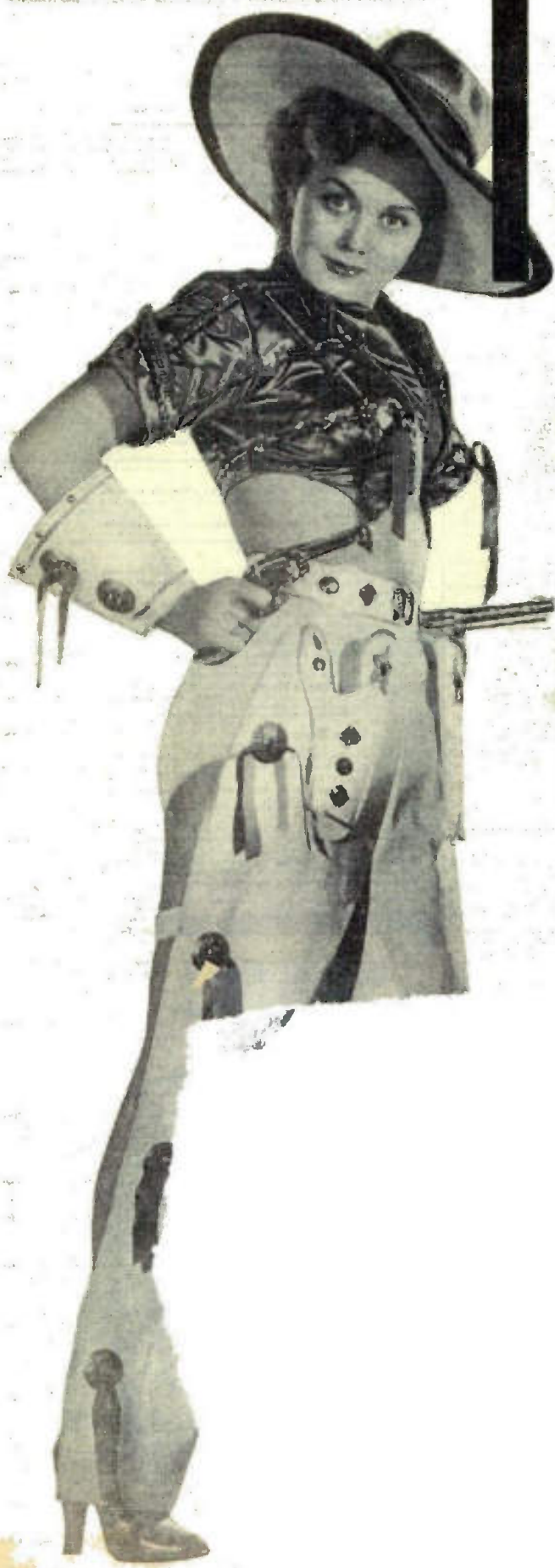
THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received April 25, 26 and 27

Records listed are those receiving the greatest play in the nation's juke boxes. LHM is based on The Billboard's weekly survey among 3,550 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 in List	Title	Artist
5	6	1. HOW HIGH THE MOON	L. Paul-M. Ford
			Capitol 781451; (45)F-1451-ASCAP
5	4	2. ON TOP OF OLD SMOKY	T. Gikyon-Weavers
			Decca 78127515; (45)F-27515-BMI
11	2	3. MOCKIN' BIRD HILL	L. Paul-M. Ford
			Capitol 781373; (45)F-1373-ASCAP
16	1	4. IF	P. Cano
			Vocalion 78120-3997; (45)F-3997-ASCAP
11	3	5. MOCKIN' BIRD HILL	P. Page
			Mercury 7815595; (45)S-5595-ASCAP
12	6	6. WOULD J LOVE YOU	P. Page
			Mercury 7815571; (45)S-5571-ASCAP
10	5	7. ABA DABA HONEYMOON	D. Reynolds C. Carpenter
			MGM 78130282; (45)K-30282-ASCAP
8	8	8. SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters
			Decca 78127477; (45)F-27477-ASCAP
9	9	9. SPARROW IN THE TREE TOP	G. Mitchell-M. Miller
			Columbia 78139190; (45)M-39190-ASCAP
7	13	10. I APOLOGIZE	B. Eckstine
			MGM 7810903; (45)K-10903-ASCAP
18	10	11. BE MY LOVE	M. Lanza
			Vocalion 78110-1561; (45)F-1561-ASCAP
8	15	12. BEAUTIFUL BROWN EYES	R. Clooney
			Columbia 78139212; (45)M-39212-ASCAP
10	11	13. MOCKIN' BIRD HILL	Pinetoppers
			Coral 7814061; (45)F-4061-ASCAP
8	14	14. BEAUTIFUL BROWN EYES	J. Wakeley-I. Baxter Chorus
			Capitol 7813393; (45)F-1393-BMI
3	16	15. TOO YOUNG	Nat "King" Cole
			Capitol 781464; (45)F-1464-ASCAP
			Other releases: V 20-4305; Tom Arden, Col 1927; Richard M. Kelly, Mer 3554; Johnny Desmond, MGM 10910; Denny Vaughan, Coral 40348
2	20	16. WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby
			Decca 78127577; (45)F-27577-ASCAP
			Other releases: R. Hayes-K. Kallen, Mer 3632; Mandy Paterson, V 20-4119; Reynolds & Carpenter, MGM 30355; M. Woodrup-J. Warty, Cap 15001
24	17	17. TENNESSEE WALTZ	P. Page
			Mercury 7815554; (45)S-5545-BMI
			Other releases: (Columbia) Coal and P. Wright, King 919; E. Hamilton, Ore, Coral 60313; P. Wee King, V 20-3974; W. Lewis and W. X. Rips, Real 3285; Forney Sisters, V 20-3974; J. Stafford-P. Weston, Ore, Col 39065; Anita O'Day, London 867; Guy Lombardo, Dec 27336; S. Kaye, Col 39119; Les Paul, Cap 1314; T. Tucker, Ore, MGM 10364; J. Schoonby, Parlo, Chance 3103; Bill Gordon, Browning, Mer 6310; S. Jones, V 20-4012; Seymour Wechsler-Sam Stead, Banner B 2586; J. Stafford, Col 391291
1	17	17. DOWN THE TRAIL OF ACHIN' HEARTS	P. Page
			Mercury 7815574; (45)S-5574-ASCAP
			Other releases: (Phil) Bria, MGM 10960; S. Kaye, Col 39360
3	19	19. NEVER BEEN KISSED	F. Martin
			Vocalion 78120-4099; (45)F-4099-ASCAP
			Other releases: J. Lewis-D. Stabile, Ore, Cap 1482
3	19	19. METRO POLKA	F. Laine
			Mercury 7815581; (45)S-5814-BMI
			Other releases: (Arama & Oscar, Dec 4624; Blue Morgan, Dec 27528; Marlin Society, London 995; Pinetoppers, Coral 4404; Whoppy John Wilford, Dec 4513; L. Weir, Ore, Coral 40457)
6	23	21. ABA DABA HONEYMOON	R. Hayes-K. Kallen
			Mercury 7815506; (45)S-5065-ASCAP
1	22	22. MOONLIGHT BAY	Bing & Gary Crosby
			Decca 78127577; (45)F-27577-ASCAP
			Other releases: (L. Weir, Coral 40444)
1	23	23. HOT CANARY	F. Zabach
			Decca 78127506; (45)F-27506-ASCAP
			Other releases: (Phon) Fall, Col 39329; Ella Fitzgerald, Dec 27510; P. Weston-Paul Weir, Cap 1495; J. Gardner-P. Nara, Cap 14301
5	23	24. IF	Ink Spots
			Decca 78127391; (45)F-27391-ASCAP
6	17	25. ABA DABA HONEYMOON	F. Martin
			Vocalion 78120-4065; (45)F-4065-ASCAP
1	26	26. SOUND OFF	V. Monroe
			Vocalion 78120-4113; (45)F-4113-ASCAP
4	27	27. MOCKIN' BIRD HILL	R. Morgan
			Decca 78127444; (45)F-27444-ASCAP
2	23	28. ABA DABA HONEYMOON	C. Daley-H. Carmichael
			Decca 78127474; (45)F-27474-ASCAP
6	28	28. IF	D. Martin
			Capitol 7813342; (45)F-1342-ASCAP
1	28	28. ON TOP OF OLD SMOKY	V. Monroe
			Vocalion 78120-4114; (45)F-4114-ASCAP
6	28	28. BE MY LOVE	R. Anthony
			Capitol 7813352; (45)F-1352-ASCAP



I like the
wide
open
spaces



THE BILLBOARD Music Popularity Charts

Most Played Juke Box Folk (Country & Western) Records

Based on reports received April 25, 26 and 27

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

Table with columns: POSITION, Weeks to date, Last, This, Record Title, Artist, Label, Catalog No.

Coming Up

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

Table with columns: Record Title, Artist, Label, Catalog No.

Best Selling Retail Folk (Country & Western) Records

Based on reports received April 25, 26 and 27

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

Table with columns: POSITION, Weeks to date, Last, This, Record Title, Artist, Label, Catalog No.

Coming Up

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

Table with columns: Record Title, Artist, Label, Catalog No.

Advance Folk (Country & Western) Record Releases

Table with columns: Record Title, Artist, Label, Catalog No.

Country & Western (Folk) Record Reviews

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

Table with columns: LABEL AND NO., ARTIST, COMMENT, TUNES, and review text.

(Continued on page 33)

NEF-O-LAC RECORD COMPOUND advertisement with product image and contact information for Binney & Smith Co.

Subscribe Now! ONE YEAR \$10 52 BIG ISSUES advertisement for The Billboard magazine.

Vertical sidebar for King Records Inc. featuring 'Federal Records' and 'Deluxe' labels, 'Best Sellers', and 'Popular' records.

THE BILLBOARD

Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received April 25, 26 and 27

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 available in Country and Western tunes.

Table with columns: POSITION, Weeks | Last | This, and record titles with artist names and record numbers.

Coming Up

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

Table with columns: POSITION, record titles, and artist names.

FOLK TALENT AND TUNES

By JOHNNY SIPP

Disk Jockey Doings

Tommy Sutton, of WING, Dayton, O., is doing a remote show over WIZE, Springfield, O. Jim Hall reports that Clyde Moody has been his guest on the barn dance held Saturdays and aired over WFNS, Burlington, N. C.

Frank Porter, WXGL Richmond, Va., writes that Toby Stroud (Decca), along with Jackie Phelps, is leaving WRVA, Richmond, to join WWVA, Wheeling, W. Va.

Chuck McClure, WRFC, Athens, Ga., reports that Bill Simpson is doing h.b. shows on the station.

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CHICAGO Dept. 25-A 445 N. Lake Shore Dr. WNIH 4-3215

HOLLYWOOD Dept. 26-A 1616 N. Sycamore Ave. Hillside 5171



singing that sells!

Carl Smith singing

"There's nothing as sweet as my baby"

and

"Let's live a little"

78 rpm 20796 · 33 1/3 rpm 3-20796 · 45 rpm 4-20796

Play Up These Other Late Releases by this Popular Folk Artist "I Betcha My Heart I Love You" and "I Overlooked An Orchid"

"This Side of Heaven" and "I Won't Be At Home"

Columbia Records

First, Finest, Foremost in Recorded Music

Imperial Hit Parade

RECORD NO. 5113 **Big Jay McNeely**
"ALL THE WINE IS GONE"
"DONT CRY, BABY"

RECORD NO. 5113 **Little Son Jackson**
"ROCKIN' AND ROLLIN'"
"PEACE BRINGING PEOPLE"

RECORD NO. 5114 **Fats Domino**
"TIRED OF CRYING"
"WHAT'S THE MATTER, BABY?"

NEW RELEASES NEW RELEASES

RECORD NO. 5122 **Monte Easter**
"WITHOUT YOUR LOVE"
"THERE IS ALWAYS ANOTHER DAY"

RECORD NO. 5123 **Fats Domino**
"SOMETIMES I WONDER"
"DON'T LIE TO ME"

RECORD NO. 5124 **Smiley Lewis**
"BEES BOOGIE"
"MY BABY WAS RIGHT"

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Time To Make Money!
"IT'S LATER THAN YOU THINK"
 ROY MILTON #403

"WHAT A FOOL I WAS"
 PERCY MAYFIELD #400

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The Original Hit Record!

"I DREAM"
 MEL WALKER, LITTLE ESTHER, J. ORTIS ORCH.

and

"HANGOVER BLUES"
 INSTRUMENTAL—J. OTIS ORCH.

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GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS

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THE BILLBOARD

Music Popularity Charts

RHYTHM AND BLUES NOTES

By HAL WERMAN

Billy Eckstine, upon recovering from a minor operation, made a three-day technical screen test for MGM last week and then flew to Philadelphia to make Friday's (27) opening at the Latin Casino nitery there. . . . Buddy Johnson's ork and singers Arthur Prysock and Ella Johnson kick off an extended one-nighter tour thru the South Tuesday (1) at the Club Plantation in Phenix City, Ala. Johnson will head thru Florida, Texas and Louisiana. . . . Sarah Vaughan is the latest addition to the growing list of disk talents slated to make appearances in the Monogram flicker, "Disk Jockey."

The New York branch of the National Association for the Advancement of Colored People will pay tribute to Josephine Baker May 20 for her activities in race relations since her return to the United States. Plans for the Josephine Baker Day were hatched by branch proxy Lindsay H. White, chairman. Mrs. Beatrice Buchanan and co-chairman John Hammond. Among the events of the day will be a luncheon at the Hotel Theresa, a motor parade thru Harlem, a cocktail party and a show at the Golden Gate Ballroom.

Savoy Records' recording man, Lee Magid, took off for an extended recording and talent searching tour of the South last week. . . . The Deep River Boys left last week for their third annual British tour and will remain abroad at least until fall. . . . Slim Gaillard renewed his writer's contract with Mills Music for an additional three years.

Birdland nitery in New York last week bought Duke Ellington and his ork for a week's engagement, beginning May 3, to follow Count Basie's group into the spot. Basie was forced to cut his date in half to meet his commitments to open at the Strand Theater May 4. . . . Skedded to follow Ellington into Birdland is a three-cornered package headlined by Ella Fitzgerald and featuring Lester Young and His Quintet and the

(Continued on page 36)

Best Selling Retail Rhythm & Blues Records

Based on reports received April 25, 26 and 27

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 these customers purchase rhythm and blues records

12	1	1.	BLACK NIGHT	C. Brown	Atlantic 3076-BMI
11	3	2.	LOST LOVE	P. Mayfield	Specialty (78)390; (45)390-45-BMI
3	—	2.	TENNESSEE WALTZ BLUES	S. McGhee	House Warming 926; Atlantic 926
8	β	4.	DONT TAKE YOUR LOVE FROM ME	J. Morris	Atlantic 923
25	7	5.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
1	—	6.	TOO YOUNG	Nal (King) Cole	Cap (78)1449; (45)7-1449
2	—	7.	I APOLOGIZE	B. Eckstine	MGM (78)10903; (45)K-10903-ASCAP
3	—	8.	I WILL WAIT	Four Buddies	Savoy 769-BMI
18	2	9.	ROCKIN' BLUES	J. Otis M. Walker	Savoy 766-BMI
2	—	9.	TEND TO YOUR BUSINESS	J. Wayne	Siren In 500

Most Played Juke Box Rhythm & Blues Records

Based on reports received April 25, 26 and 27

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

13	1	1.	BLACK NIGHT	C. Brown	Atlantic 3076-BMI
19	2	2.	ROCKIN' BLUES	J. Otis M. Walker	Savoy 766-BMI
1	—	3.	I WILL WAIT	Four Buddies	Savoy 769-BMI
12	4	4.	LOST LOVE	P. Mayfield	Specialty (78)390; (45)390-45-BMI
3	—	5.	TENNESSEE WALTZ BLUES	S. McGhee	Atlantic 926
6	6	6.	DONT TAKE YOUR LOVE FROM ME	Joe Morris-Late	Atlantic 923-BMI
4	8	6.	CHICA BOO	L. Glenn	Saint-Louis 254-BMI
1	—	8.	I APOLOGIZE	B. Eckstine	MGM (78)10903; (45)K-10903-ASCAP
2	—	8.	TEARS, TEARS, TEARS	A. Millburn	Atlantic 3080
2	—	8.	BABY, LET ME HOLD YOUR HAND	R. Charles	Swingtime 250

Rhythm & Blues Record Releases

Bad Luck and Trouble—Jimmy McGriffin (Ball Race Blues) Atlantic 3089
 Bring Back My Love—Elmer Warner (I Must) Savoy 778
 Cinnamon Boogie—B. Valentine Trio (Tears, Tears) Dec 48207
 Dearest Mother—Paul Monday (Happy Birthdays) Preack 1569
 Dream World—H. Lacey (Don't Tell) Col 94293
 Falter, Baby Blues—Lennie Johnson (Good Night) King 4450
 Fish Grease Boogie—J. Black & His Boogie Woogie Boys (Sleepy Time) Coral 65051
 Good Duddy—Warner King-Dea Baker (Night Fall) Col 39520
 Good Woman Blues—Lowell Putson (Double Trouble) Atlantic 3088
 Happy Birthday to You—Paul Monday (Dearest Mother) Preack 1569
 Honey Bee—Jimmy Wilson (Please Believe) Atlantic 3087
 I Must Be Out of My Mind—Elmer Warner (Bring Back) Savoy 774
 Investigation Blues—J. Thomas Ork (There Ain't) Dec 48210
 Jungle Mambo—Gacha Ork (Tequila) Savoy 783
 My Revere—B. Johnson Ork (Am I) Dec 27567
 Numbers Blues—The Ray Wilson (It's Later) Specialty SP-403
 Please Believe Me—Jimmy Wilson (Money Bee) Atlantic 3087
 Railroad Blues—Jimmy McGriffin (Bad Luck) Atlantic 3089
 Sleepy Time Creep—J. Black & His Boogie Woogie Boys (Fish Grease) Coral 65051
 Tears, Tears, Tears—B. Valentine Trio (Cinnamon Boogie) Dec 48207
 Tequila—Gacha Ork (Jungle Mambo) Savoy 783

Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	STYLING	INSTRUMENTAL	VOCAL	RECORDING
CAROLINA SLIM Pleading Blues ACORN 318—Slim charts a slow blues with guitar accompaniment in typical Southern style. Nice mood side.	70--70--70--70				
Come Back, Baby Warbler gets a haunting quality on another slow blues in the old style.	70--70--70--70				
MEMPHIS SLIM (House Rockers) My Baby Left Me PREMIUM PR-973—Slim orks an affecting blues, with guitar obbligato featured in combo backing.	73--73--72--74				
Trouble, Trouble Up-tempo with riff backing in medloose.	63--61--63--65				

(Continued on page 86)

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- GREATEST NOVELTY BLUES RECORD EVER MADE!
- STACKED DECK #1**
SAVOY #781 with BILLY WRIGHT
- KEEP YOUR EYE ON THIS SMASH!
- SEE MAMBO #2**
BABY and BOOGIE
SAVOY #777 J. OTIS ORCH. and MEL WALKER
- A NEW HIT BY A NEW ARTIST!
- DOGGIN' BLUES #3**
SAVOY #780 J. OTIS ORCH. with LINDA HOPKINS
- SOON #1 ON ALL POLLS!
- ROCKIN' BLUES #4**
SAVOY #766 J. OTIS ORCH. with MEL WALKER

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"TWO DROPS OF WATER"

published by


SPIN MUSIC COMPANY

6381 Hollywood Blvd., Hollywood 28, Calif.


backed by

"I Was Sorta Wonderin'"

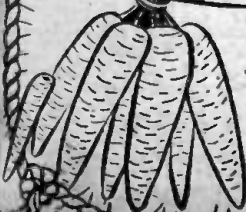
Decca -46303



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Mutual Broadcasting System
starring
LES Carrot Top ANDERSON
Sponsored by THYVALS and ORVITA



Carrot Top ANDERSON
Television Show
Sponsored by THYVALS and ORVITA
ABC-TV



Management
PERRY COTTON
6112 Selma Ave.
Hollywood 28, Calif.





CHECK THESE

M-G-M

MONEY-MAKERS!

BILLY ECKSTINE I APOLOGIZE BRING BACK THE THRILL **MGM 10903***

BILLY ECKSTINE I'M YOURS TO COMMAND WHAT WILL I TELL MY HEART **MGM 10944***

DEBBIE REYNOLDS · CARLETON CARPENTER DIDJA EVER? · WHEN YOU AND I WERE YOUNG MAGGIE BLUES **MGM 30359***

JANE POWELL David Rose and his Orch SOMETHING WONDERFUL I WHISTLE A HAPPY TUNE **MGM 30351***

BLUE BARRON SQUEEZIN' POLKA YOU'LL ALWAYS BE THE SWEETHEART OF MY DREAMS **MGM 10952***

JOHNNY DESMOND ANDIAMO BECAUSE OF YOU **MGM 10947***

FRED ASTAIRE and JANE POWELL THE LIAR SONG TOO LATE NOW **MGM 30316***

BILL FARRELL MY PRAYER WONDERFUL WASN'T IT **MGM 10948***

TOMMY TUCKER I STOLE YOU FROM SOMEBODY ELSE SHE MADE A MONKEY OUT OF ME **MGM 10935***

MACKLIN MARROW TERESA BIRD OF PARADISE **MGM 30360***

BILLY WILLIAMS QUARTET PRETTY EYED BABY YOU MADE ME LOVE YOU **MGM 10967***



HANK WILLIAMS

HOWLIN' AT THE MOON · I CAN'T HELP IT

78 RPM—MGM 10961 · 45 RPM—MGM K10961

DAVID ROSE THE SYNCOPATED CLOCK THE MASK WALTZ **MGM 30353***

DAVID ROSE HOW HIGH THE MOON BEWITCHED **MGM K 30303†**

ART LUND FROM WIZZELTON TO WUZZELTON A YOUNG MAN'S FANCY **MGM 10940****

TEX BENEKE PALLADIUM PATROL MY LOVE AN' MY MULE **MGM 10936***

ZIGGY ELMAN HOW HIGH THE MOON THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL **MGM 10332**

TOMMY EDWARDS BEGGAR IN LOVE I'LL NEVER KNOW WHY **MGM 10973***

IVORY JOE HUNTER IS MY POP IN THERE? TIME HAS PASSED **MGM 10963***

ARTHUR (GUITAR BOOGIE) SMITH CHEW TOBACCO RAG BIG MOUNTAIN SHUFFLE **MGM 10945***

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

*Also Available 45 RPM
†Available 45 RPM only

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.

OLD SOLDIERS NEVER DIE..... Vaughn Monroe..... Victor 20-414
Bing Crosby..... Decca 2748

These are the standard pop versions out of the raft of diskery efforts to cash in on the MacArthur enthusiasm. Monroe's is big and bravura, Bing's nostalgic and quiet. Strong country renditions are turned in by Gene Autry (Columbia 39405) and Red Foley (Decca 46319). Action will hinge on the curability of the national interest in the MacArthur topic.

MISSER AND MISSISSIPPI..... Patti Page..... Mercury 5645

The high-riding thrush has a trenchant rendition of a new folk type song with a telling use of double-time choruses spotted thru the side. Also worthy attention is Tennessee Ernie's vamping chanting of "Water" on Capitol 1521.

• 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. STRANGE LITTLE GIRL..... Eddy Howard..... Mercury 5630
2. UNLESS..... Eddie Fisher-Hugo Winterhalter..... Victor 20-4129
3. WHEN YOU AND I WERE YOUNG, MAGGIE BLUES..... Windy Carson..... Victor 20-4119
4. CIDER NIGHT..... Mitch Miller Ork..... Columbia 39360
5. DIANE..... Tommy Dorsey Ork..... Decca 27538
6. HELLO, YOUNG LOVERS..... Perry Como..... Victor 20-4112
7. SYNCOPATED CLOCK..... Tony Fontaine..... Mercury 5407
8. THREE-CORNERED TUNE..... Dinah Shore..... Victor 20-4110
9. I HAVE NO HEART..... Eudie Fisher..... Victor 20-4128

• 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. DOWN THE TRAIL OF ACHIN' HEARTS..... Patti Page..... Mercury 5579
2. WE KISSED IN A SHADOW..... Perry Como..... Victor 20-4119
3. ROSE, ROSE, I LOVE YOU..... Frankie Lane..... Columbia 39367
4. HELLO, YOUNG LOVERS..... Perry Como..... Victor 20-4112
5. MIXED EMOTIONS..... Rosemary Clooney..... Columbia 39303
6. RED SALES IN THE SUNSET..... Nat (King) Cole..... Capitol 1545
7. QUIZAS, QUIZAS, QUIZAS..... Bing Crosby..... Decca 27538
8. NEVER BEEN KISSED..... Freddie Martin Ork..... Victor 20-4099
9. WHEN YOU AND I WERE YOUNG, MAGGIE BLUES..... M. Whiting-J. Wakely..... Capitol 1508
10. FAST FREIGHT..... Richard Hayes..... Mercury 5630

• 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. JEZEBEL..... Frankie Lane..... Columbia 39367
2. LOVELIEST NIGHT OF THE YEAR..... Marie Lane..... Victor 10-3306
3. PRETTY EYED BABY..... Al Trace Ork..... Mercury 5645
4. UNLESS..... Eddie Fisher-Hugo Winterhalter..... Victor 20-4129
5. WHEN YOU AND I WERE YOUNG, MAGGIE BLUES..... M. Whiting-J. Wakely..... Capitol 1508
6. WHAT WILL I TELL MY HEART?..... Eddy Howard..... Mercury 5630

• 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. WHEN YOU AND I WERE YOUNG, MAGGIE BLUES..... M. Whiting-J. Wakely..... Capitol 1508
2. YOU'RE GETTING A GOOD GIRL..... Sue Thompson..... Mercury 6325
3. DID YOU WRITE A LETTER TO YOUR SWEETHEART?..... Jimmy Wakely..... Capitol 1417
4. DON'T STAY TOO LONG..... Ernest Tubbs..... Decca 46296
5. SICK, SOBER AND SORRY..... Johnny Bond..... Decca 27444
6. NOAH WAS THE MAN..... The Butcherers..... Decca 27444
7. WHAT HAVE YOU GOT THAT MAKES ME LOVE YOU SO?..... Sue Thompson..... Mercury 7325

RHYTHM & BLUES NOTES

• Continued from page 34

Slim Gaillard Trio... Columbia Records has signed and recorded Red Saunders' band, which headquarters primarily in the Chicago area. Diskery's r. and b. recording-sales promotion man, Dan Kessler, is gearing for an all-out effort on Al Russell's first dishing for the label, a r. and b. reading of the country song hit, "I Want To Be With You Always."

Billie Holiday slated for a two-week engagement at the Hi-Note nery, Chicago, beginning June 11... Louis Jordan is reported to be thinking seriously of expanding his Tympany Five into a big band unit as the result of the theater work he has done with a 15-piece, a line of girls and some acts. Jordan is due into the Paramount Theater in New York with the big band and his show... Lionel Hampton's first wax dig for MGM, producer "Cool Train," "I Can't Believe That You're in Love With Me" and a pair of other instrumentals Hamp's slated for another wax session May 9.

Specialty Records last week began servicing its disk jockey list of almost 500 with a platter tip sheet, based on actual sales figures. Label's prexy, Art Ruppel, is sending out tune sheets every 10 days. D. J. tips include spinners winners of the week, diskery tunes that are coming up, gospel and spiritual favorites, playing time of the disks also accompanies the sheets.

Together again—

The singing stars of "A Penny a Kiss"
in a new duet hit! . . .

DINAH SHORE

and

TONY MARTIN



I WISH, I WISH

and

THE KISSING SONG

20-4126 (78 rpm)
47-4126 (45 rpm)

RCA VICTOR Records



THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value to the industry; (3) for retailers; and (4) for operators.

The Categories

Following are the maximum points that may be earned by a record in each of the four categories considered: Song catalog, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; reputation (record sales)—promotion firms, trade and other "buyers" adds, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a 5-point rating scale. Includes records by Baron Elliot Octet, Alan Dale, George Auld, Carleton Carpenter-Debbie Reynolds, Dick Haymes, Denny Kaye, Ray Bolger, Rex Allen, Doris Drew, Sammy Kaye, and Ray Anthony.

The Honor Roll of Popular Songwriters

By Jack Burton

No. 91—SPENCER WILLIAMS

Like the blues he wrote and popularized in this country and abroad, Spencer Williams bears the "made-in-New Orleans" stamp, and three of his songs—Bassin Street, Farewell to Stoverville and Mahogany Hall Stomp—might serve as the musical background for the early chapters of his life story.

For Spencer Williams was born on Basin Street October 14, 1899. As a boy his playground was Stoverville, where heads and the Ten Commandments were broken with equal abandon.

In the daytime hours, when Stoverville was sleeping off its nights of revelry, Spencer taught himself to play the overworked but temporarily deserted pianos of Mahogany Hall and started to compose two-beat tunes.

After completing his academic education at the Arthur Williams School and St. Charles University, Spencer at the age of 18 became a roving missionary for the New Orleans blues, the first stop on his global travels being Chicago.

For his first 10 years as a composer-pianist, Spencer Williams had a sideline, working as a Pullman porter, enhancing his meager

song royalties with two-bit tips and "seeing America first" for free. Then in 1921 he crashed New York, wrote the score for his first Broadway revue, Put and Take, and four years later discovered a future singing star in the chorus of The Chocolate Dandies—Josephine Baker.

Paris Phase
Paris acclaimed them both in 1925, when Josephine Baker opened in the Revue Negre at the Champs Elysees Theater with a repertoire of blue songs by the Blue Boy of New Orleans, Spencer Williams. For the next 10 years he wrote all her numbers for the Folies Bergere, where he Baker was enthroned as a perennial favorite and challenged the ageless danseuse for the title "the darling of Paris."

While residing in the French capital, Spencer was the pianist at "Brick Top's" Grand Duc Cafe, a boite de nuit as popular with the Prince of Wales, Tallulah Bankhead and the Cole Porters as are the Arc de Triomphe and the Eiffel Tower with visiting tourists.

For the next 15 years Spencer made England his home, residing at Sunbury-on-Thames, Middlesex, and acquiring just a trace of an English accent. But he never has been able to shake off the wanderlust with which he became infatuated as a boy of 18.

Spencer Williams now is back in the United States, and with disc jockeys spinning platters of his songs, it's revival day for the blues he wrote and introduced over a quarter-century ago.

SPENCER WILLIAMS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Poplar Songs

- 1915—I AIN'T GOT NOBODY
1925—I'm Glad I'm Not a Rubber Ball
1917—SHIM ME SHA-WABBLE
1918—TISH TINGO BLUES
1918—RINGING BLUES
1918—I FOUND A NEW BABY

- Red Mitchell: Victor (78) 25326 and (45) 47-2874, Tommy Dorsey
AIMY GONNA LIVE NOBODY NONE OF MY JELLY ROLL
1921—CARELESS LOVE
1923—BLACK CAT LOU
1923—LOOSE FEET

SONGWRITERS COMING UP!

Mabel Wayne
In Subsequent Issues The Billboard Will Present

FRANK LOFFSER
IOAN WHITNEY AND ALEX KRAMER
SAMMY FAIN
CLIFF FRIEND
SAMMY FAIN
JOE BURKE

- 1925—FAREWELL TO STORVILLE
1928—BOODLE-AN
1928—BASIN STREET BLUES
1929—TWELFTH STREET RAG
1928—FM SENDING A LETTER TO SANTA CLAUS
1942—SOFT SHOE SHUFFLE
1946—DELTA DREAMS
Stage Scores and Songs
1921—PUT AND TAKE
1924—CHOCOLATE DANDIES
1930—BLACKBIRDS OF 1930

Drop Suit Against Wivel Restaurant

NEW YORK, April 28.—A suit against the Wivel Restaurant here for alleged unlawful public performance of several songs was settled and discontinued this week.

THE BILLBOARD Music Popularity Charts

Advance Record Releases

POPULAR

What Can I Say After I Say I'm Sorry—Buddy Morrow (Rose Rose) V 20-4135
 Am I to Blame—Meredith Howard (Just Kiss) Mer 8233
 Angelina—Johnny Desmond (Because) MGM 10947
 Angelina—Pat Terry (Should You) London 981
 Arizona Karas Second Theme—A Karas (Zither) London 627
 A Little Railroad Crossing—Snooky Lanson (Have You) London 954
 Barcelona—Baron Elliott Octet (Jitterbug) Dec 22564
 Baby, I Ain't Got No More—Sons of the Pioneers (Giddy's Little) V 20-4131
 Beautiful Madness—Russ Case (No One) MGM 10953
 Because of You—Les Baxter (Unless) Cap 1493
 Because of You—Bob Crosby (New) Coral 60440
 Because of You—Johnny Desmond (Andiamo) MGM 10947
 Because of Rain—Nat Cole (Song of) Cap 1501
 Because of You—Ray Barber (The Girls) Mer 5625
 Because of You—Tommy Edwards (I'll Never) MGM 10973
 Beggar in Love, A—Guy Mitchell (Unless) Cot 39331
 Blame It on Yourself—Lily Ann Carol (If I) Robin Hood 107
 Blue Sails March—Ted Heath (Sidewalks) London 719
 Boonah Boonah Doodle—Lawrence Welk (Moonlight) Coral 60444
 Because the Berry—Terry Shand (I Fell) King 15105
 Beautiful Career in My Home Town, The—Frankie Carter (Eleanore) V 20-4137
 Bye Bye Blues—Joe Fingers Carr (Tom's) Cap 1484
 Cara Cara Cara Bella Bella Baby—Buddy Greco (If You) London 987
 Carnival—Jimmy Farrell (There) Mer 5577
 Chair No. 33—Jimmy Tucker (Why Am I) Sweet-Heart 8 1000
 Chances of Love—Rose Marie (My Mama) Mer 5631
 Come Back My Darling—Kay Starr (Then) Cap 1492
 Come Back to Angouleme—Phil Spitalny (How Good) V 20-4121
 Come Out and Kiss Me—Dave Street-Palette Sisters (This Is) Broadway 1004
 Confidential, The—Art Van Damme Quintet (I'll Be) Cap 1494
 Coo's Tour—Ray Anthony (Mr. Anthony) Cap 1502
 Dec—Edmundo Ros (Shoo The) London 943
 Daddy's Little Cowboy—Sons of the Pioneers (Baby, I) V 20-4131
 Dancing on the Ceiling—Buddy De Franco (Out) MGM 10948
 Dear John—Frank DeVol (Lonely Acres) Cap 1503
 Della Ever—Reynolds and Carpenter (When) MGM 30359
 Do You Know What It Means to Miss New Orleans—Preacher Rolle (When) MGM 10950
 Don't Fence Me In—Lee Monti (Oh, You) Sharp 5 30
 Does the Trail of Achin' Hearts—Phil Brito (How Thoughtful) MGM 10968
 Does the Trail of Achin' Hearts—Sammy Kaye (My Prayer) Col 39360
 Dream—Frankie Carter (The Busiest) V 20-4117
 Dreamin' Blues—Jerry Gray (Johnson Rag) Dec 22570
 Foot Song, The—Ray Berger (I'm Glad) Dec 22566
 Frosty Morning—Cab Calloway (Que Dasa) Regal 3121
 G. MacArthur's Speech (Parts 1 & 2) Cap 148274
 Girls We Never Did Wed, The—Ray Barber (Because of) Mer 5625
 Gold Can Buy Anything But Love—Art Lund—Marion Manon (My Resistance) MGM 10957
 Good Night—Bill Bickel (Strange Little) MGM 10972
 Hello Find Somebody to Love—Mindy Carson (When) V 20-4119
 How Ending—Russ Case (On the) MGM 10954
 How You Lately?—Snooky Lanson (At) London 954
 Hello Young Lovers—Jane Powell (We Kiss) MGM 10958
 How Young Lovers—Fred Waring (Something Wonderful) Dec 22581
 Hello Young Lovers—Margaret Whiting (Something Wonderful) Cap 1491
 How Comes My Ball and Chain—Jack Teter Trio (Happy) London 997
 How Comes the Springtime and There Goes My Heart—Fran Warren (When) V 20-4135
 How's Only Wonderful—Frances Wayne (I'll Never) London 999
 Hummel Serenade—Lyn Murray (That's) Coral 10442
 How Canary, The—Ella Fitzgerald (Two) Dec 22578
 How Canary, The—Paul Weston—Paul Nero (La) Royal Cap 1495
 How of Parting, The—Gene Williams (Pretty) King 15107
 How Am I to Know?—Ava Gardner (The Loveliest) MGM 30352
 How Can I Leave You?—Phil Spitalny (Come Back) V 20-4121
 How Long is Forever?—Bobby Wayne (I Am) London 1077
 How Thoughtful of You—Phil Brito (Down the) MGM 10968
 How Thoughtful of You—Eddy Howard (Dne) Mer 5631
 How Free—Bobby Wayne (How Long) London 1077
 How I Wanna Go Home—Dottie O'Brien (Yak) Cap 1485
 I Get the Blues When It Rains—Vince Mondy (My Little) Mondy VM 106
 I Have No Heart—Eddie Fisher (Unless) V 20-4120
 I Have No Heart—Ray Barber (Love Me) Mer 5624
 I Never Knew—Billy Daniels (I'll Never) Mer 5617
 I'm Glad I'm a Happy Tune—Jane Powell—David Rose (Something) MGM 30351
 I Whistle a Happy Tune—Frank Sinatra (Love Me) Col 39346
 I Whistle a Happy Tune—Three Sus (What Will) V 20-4122
 I Wish, I Wish—Dinah Shore—Tony Martie (The) King's) V 20-4126
 I Won't Cry Anymore—Georgia Auld (The Maid) Coral 60446
 I Can't Have You All to Myself—Lilly Ann Carol (Blame It) Robin Hood 107

If You Haven't Got a Sweetheart—Dennis Day (Sweet) V 20-4116
 If You Could See Me Now—Buddy Greco (Caro) Coral London
 I'll Be Around—George Shearing (Quintessence) MGM 10956
 I'll Be There With Bells On—Art Van Damme Quintet (The Continental) Cap 1494
 I'll Buy You a Star—Alan Dale (I'm Late) Col 39302
 I'll Never Know Why—Billy Daniels (I Never) Mer 5614
 I'll Never Know Why—Tommy Edwards (A Beggar) Mer 5619
 I'll Never Know Why—Frances Wayne (He's Only) London 999
 I'm Glad I'm Not a Rubber Ball—Ray Berger (The Foot) Dec 22561
 I'm Late—Frank Sinatra (I) Buy) Col 39302
 I'm Late—Danny Kaye (The Walrus) Dec 22564
 I've Got a Right to Know—Martha Tilton (Long) Coral 60441
 Jerbel—Alexander Brine (Pennsylvania) Mer 5620
 Jerbel—Frankie Lane (Rose, Rose) Col 39367
 Jitterbug Waltz, The—Baron Elliott Octet (Barcarole) Dec 22568
 Johnson Rag—Jerry Gray (Farwell Blues) Dec 22570
 Just Kiss Me Once—Meredith Howard (Am I) Mer 8233
 Kentucky Waltz—Rosemary Clooney (Mixed Emotions) Col 39333
 Kiss Me—Tommy Martin—Dinah Shore (I Wish) V 20-4126
 La Rapa—Paul Weston (The Hot) Cap 1495
 Letter, The—Phil Harris—Alice Faye (Possibilities) V 20-4124
 Love—Frank DeVol (Dear John) Cap 1503
 Long Ago Last Night—Martha Tilton (I've Got) Coral 60441
 Love Me—Ray Barber (I Have) Mer 5624
 Love Me—Welen O'Connell (Tell Me) Cap 1512
 Love Me—Frank Sinatra (I) Buy) Col 39346
 Loveliest Night in the Year—Ann Blyth (How) MGM 30352
 Lower Come Back to Me—Ziggy Elman (Moon Nocturne) MGM 10955
 Making Holiday—Jack McLean (Vital) Artist APS 1001
 Merry Merry Waltz, The—Anne Shelton (Take) London 996
 Man Walk with the Horn, The—George Auld (I Won't) Dec 22569
 Mark Waltz, The—David Rose (The Syncopated) MGM 30353
 Memphis Blues—Clyde McCoy (When) Mer 5621
 Miracle, The—Allen Greene (Jerbel) Mer 5622
 My Anthony Blues—Ray Anthony (Cook's Tour) Cap 1502
 Mixed Emotions—Rosemary Clooney (Kentucky Waltz) Col 39333
 Moon Nocturne—Ziggy Elman (Lower Come) MGM 10955
 Moonlight Bay—Lawrence Welk (Boogie) Coral 60444
 (I Fell in Love the Night I Wore) My First Long Pants—Terry Shand (Boogie) King 15105
 My Little Girl—Vince Mondy (I Get) Mondy VM 106
 My Mama Says No, No—Rose Marie (Chen) Mer 5631
 My D—H—O Heaven—Ray Ross (Tom's Tune) Coral 60453
 My Prayer—Bill Farrell (Wonderful) MGM 10948
 My Prayer—Dick Haymes (Too Late) Dec 22565
 My Prayer—Sammy Kaye (Down the) Col 39360
 My Sentimental Heart—Doris Drew (Somebody) Mer 5626
 My Resistance is Low—Art Lund—Marion Morgan (Gold Can) MGM 10957
 Nine Twenty Special—Bob Crosby (Because) Coral 60440
 No One But You—Russ Case (Beautiful) MGM 10953
 Now That You've Left Me—Dick James (Unless) London 1027
 Oh, You'll Hiss Dollar Doll—Lee Monti (Don't Fence) Sharp 5 30
 One Kind Word—Eddy Howard (How Thoughtful) Mer 5623
 On the Riviera—Russ Case (Happy Ending) MGM 10954
 Out of Nowhere—Buddy De Franco (Dancing On) MGM 10946
 Pennsylvania Dutch—Alexander Bros. (Jerbel) Mer 5620
 Possibilities—Phil Harris (The Letter) V 20-4124
 Pretty Eyes Baby—Billy Williams Quartet (You Made) MGM 10967
 Pretty Eyes Baby—Gene Williams (Hour of) King 15107
 Que Passa Chica—Cab Calloway (Frosty Morning) Regal 3321
 Quintessence—George Shearing (I'll Be) MGM 10956
 Roamin' in the Gloamin'—Pete Daily (Walker) Mer 5617
 Rose, Rose, I Love You—Frankie Lane (Jerbel) Col 39367
 Rose, Rose I Love You—Buddy Morrow (After I) V 20-4135
 Sentimental Fool—Res Allen (Ten Mer) Mer 5619
 Serenade—Fred Waring (The Syncopated) Dec 22563
 Serenata—Mary Mayo (The Springtime) Cap 1504
 Shoo the Little Fly Away—Edmundo Ros (Coca) London 943
 Should You Forsake Me—Pat Terry (Angela) London 981
 Sidewalks of Cuba—Ted Heath (Blue Skies) London 719
 Sierra Nevada—Stuart Foster—Betty Harris (Take My Love) Atlantic 936
 Song of Delilah—Nat Cole (Because of) Cap 1501
 Somebody—Dinning Sisters (Very Good) Cap 1511
 Somebody Else is Taking My Place—Doris Drew (My Sentimental) Mer 5626
 Somebody—Dinning Sisters (Very Good) Cap 1511
 Something Wonderful—Alfred Newman (We Kiss) Mer 5617
 Something Wonderful—Jane Powell—David Rose (I Whistle) MGM 30351
 Something Wonderful—Margaret Whiting (Hello Young) Cap 1491
 Something Wonderful—Fred Waring (Hello Young) Dec 22581
 Somewhere There Must Be Happiness—Ames Bros. (Too Many) Coral 60452
 Springtime Comets, The—Mary Mayo (Serenata) Cap 1504

Squeezein' Puffs—Blue Barma (You'll Always) MGM 10952
 Strange Little Girl, The—Eddy Howard (What Will) Mer 5630
 Strange Little Girl—Bill Bickel (Good Night) MGM 10972
 Sweet, Sweet Pauline—Dennis Day (If You) V 20-4116
 Syncopated Clock, The—David Rose (The Mask) MGM 30353
 Syncopated Clock, The—Fred Waring (Serenata) Dec 22563
 Take Off the Coat—Anne Shelton (The Lovers) London 936
 Take My Love—Marion Morgan (Sierra Atlantic) 936
 Tell Me—Helen O'Connell (Love Me) Cap 1512
 Ten More Miles to Go—Res Allen (Sentimental) Mer 5619
 That's When I Think About You—Lyn Murray (Moonbeat Serenade) Coral 60442
 That's When You've Never Been Blue—Kay Starr (Come Back) Cap 1492
 There Goes My Heart—Jimmy Farrell (Carnival) Mer 5577
 There's a Little White House—Jack Teter Trio (Here Comes) London 997
 "I'll Meet Again—Margaret Whiting-J. Wakely (When You) Cap 1500
 This is No Laughing Matter—Dave Street-Palette Sisters (Come Out) Broadway 1004
 Till the Sands of the Desert Grow Cold—Allred Drake (The World) Dec 40206
 Tom's Tune—Roy Ross (My O—Hi—O) Coral 60453
 Tom's Tune—Joe "Finger" Carr (Bye Bye) Cap 1484
 Too Late Now—Dick Haymes (My Prayer) Dec 22565
 Too Many Wives—Ames Bros. (Somewhere There) Coral 60452
 Two Little Men in a Flying Saucer—Ella Fitzgerald (The Hot) Dec 22578
 Unless—Les Baxter (Because of) Cap 1493
 Unless—Eddie Fisher (I Have) V 20-4120
 Unless—Guy Mitchell (A Beggar) Col 39331
 Unless—Dick James (Now That) London 1027
 Very Good Advice—Dinning Sisters (Somebody) Cap 1511
 Walker the Dog—Pete Daily (Roamin' in) Cap 1486
 Waltz and the Carpenter, The—Danny Kaye (I'm Late) Dec 22564
 We Kiss in a Shadow—Alfred Newman (Some- thing Wonderful) Artist APS 1001
 We Kiss in a Shadow—Jane Powell (Hello Young) MGM 30358
 What Will I Tell My Heart—Eddy Howard (The Strange) Mer 5630
 What Will I Tell My Heart—Jack McLean (Lower's Holiday) Artist APS 1001
 What Will I Tell My Heart?—Three Sums (I Whistle) V 20-4122

When the Saints Go Marching In—Preacher Rolle (Do You) MGM 10950
 When You and I Were Young Maggie Blues—Mindy Carson (Gotta Find) V 20-4119
 When You and I Were Young Maggie Blues—Reynolds & Carpenter (Digga Ever) MGM 30359
 When You and I Were Young Maggie Blues—M. Whiting-J. Wakely (Till We) Cap 1500
 When You're Smiling—Clyde McCoy (Memphis Blues) Mer 5621
 Why Am I Loving You?—Hanny Jenks (Char No. 33) Sweetheart B-1000
 World is Mine, The—Alfred Drake (Till the) Dec 40206
 Wonderful Walkin' It—Bill Farrell (My Prayer) MGM 10948
 Yak Yak Song—Dottie O'Brien (I Don't) Cap 1485
 You'll Always Be the Sweetheart of My Dreams—Blue Barron (Squeezein' Puffs) MGM 10952
 You Made Me Love You—Billy Williams Quartet (Pretty Eyes) MGM 10967

POPULAR ALBUMS

Errol Garner Great Album (1-10") Col(33)CL-6173—Indiana, I'm in the Mood for Love; The Way You Look Tonight; Penthouse Serenade; Play, Piano, Play; Laura; Body and Soul; I Cover the Waterfront
 Harmony Time Vol. II Album—The Chordettes (1-10") Col(33)CL-6170—Runnin' Wild; Love Me and the World is Mine; Moonlight on the Ganges; The World is Waiting for the Sunrise; Love's Did Sweet Song; Let the Rest of the World Go By; Lonesome—That's All; Alice Blue Gown
 Songs from the "King and I" Album—Al Good- man—Henri Rene—Dinah Shore—Robert Merrill—Patrice Murnel—Tony Martin (5-7") V(45)WK-30
 —Shall We Dance? I Whistle a Happy Tune; I Have Dreamed; My Lord and Master; Some- thing Wonderful; Hello Young Lovers; We Kiss in a Shadow; Getting to Know You; A Puzzle- ment; Overture

INTERNATIONAL

Coquette—Six Fat Outchmen (Die) Schickel- (rite) V(45)31-1194
 Hocky Pocky Pocka—Harmony Bells Ork (Kiss Me) Dana 2087
 Kiss Me Pocka—Harmony Bells Ork (Hocky Pocky) Dana 2087

CHILDREN'S

Adventures of the Lone Ranger; He Becomes the Lone Ranger—George Trendle Dec(78)K-29
 Adventures of the Lone Ranger; He Finds Silver—George Trendle Dec(78)K-30
 Guess What I Am—Sparkie-Ray Carter (Guess What) Col MV-106

(Continued on page 40)

THE CULCAYS
 Jimmy, Mildred and Helen
 Great Recording of
 "STORMY WEATHER"
 and
 "FRIENDLY LITTLE VILLAGE"
 PITS
TEMPO
 RECORD CO. OF AMERICA
 8540 Sunset Blvd., Hollywood 46, California

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

NATIONAL RECORDS

LONDON RECORDS
 LONDON RECORDS
 LONDON RECORDS
 LONDON RECORDS

"I'LL BE BACK IN A YEAR, LITTLE DARLIN'"
 (Columbia 20800)
 Bell Music Company
 631 Knowles, Royal Oak, Mich.

"The Strange Little Girl"
 WORDS AND MUSIC BY
JERRY ROSS AND RICHARD ADLER
Frank Music Corp.
 SOLE SELLING AGENT
KEYS MUSIC, INC.
 144 West 54 St. New York 19, N. Y.
 New York **NAT TANNER** Circle 7-3563
 Hollywood **HARRY NORWOOD** Hillaide 4101

Larry RAINe Sings
TAKE TIME (TO PRAY)
 London Record No. 998



THE BILLBOARD Music Popularity Charts

Album and LP Reviews

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

78 ERROLL GARNER GEMS (1-10") Columbia (33) CL-6173

Indiana; I'm in the Mood for Love; The Way You Look Tonight; Precious Serrano; Play, Piano, Play; Laura; Body and Soul; I Cover the Waterfront.

Wrapped up in one sparkling new collection recording are eight of distinctive keyboardist Erroll Garner's foremost recorded achievements. He did these interpretations previously for a miscellany of indie labels. If anything, Garner has improved upon the originals almost all the way thru this set, if only for the superb recording quality he has afforded here. This set should add many new friends to the many already aware of the refreshingly different keyboard creations of Garner. Mitch Miller, apparently "passed" by Garner while supervising his recording date, wrote the laudatory liner notes.

80 STRAUSS WALTZES—Al Goodman and his orchestra (4-7") V (45) WK-29

Emperor Waltz; Voices of Spring; Vienna Blood; Tales from the Vienna Woods; Blue Danube; You and You; Artists' Life Waltz; Southern Roses.

Goodman submits the umpteenth collection of these eight, probably most popular, of the waltzes of Johann Strauss. His are straightforward, emphasis on the melody and tempo, interpretations which are designed as much for dancing as for listening. A medium-sized orchestra is made to sound richer and much fuller in a resonant recording job. The popularity of Goodman on the record market should insure his set of Strauss some extra edge over other of his pop-oriented competitors.

84 HARMONY TIME—THE CHORDETTES. VOL. II (1-10") Columbia (33) CL-6170

Burnin' Wild; Love Me and the World Is Mine;

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 50-59 POOR

POPULAR

78 Moonlight on the Ganges; The World Is Waiting for the Sunrise; Love's Did Sweet Song; Let the Rest of the World Go By; Lonesome—That's All; Alice Blue Gown.

The sweet-sounding ten barbershop quartet presents a splendid a capella program of the most appropriate tunes for harmonizing. It will be remembered that their first album, a year or more ago, was a best seller for many weeks. Happily, Columbia has withheld their second set till now, and there figures to be considerable consumer appetite for this second release.

JUKES Not suitable.

JOCKS Most useful, especially for quiet after-midnight sets.

Classical Reviews

62 ORGANO RECITAL BY JEANNE DEMES-SIEUX BACH: Toccata & Fugue in D Minor, Prelude & Fugue in D Major; Franck: Pastorale Fantaisie in A Major (1-12") London (33) LLP 318

Recorded at St. Mark's in London, this organ program is recorded with exceptional definition and clarity. Miss Demesieux performs with verve and high spirits, acquitting herself handsomely, particularly on that showcase of all organ pieces, the majestic Toccata and Fugue in D Minor of Bach. Her interpretations of the more lyrical Franck works are equally pleasing.

65 SONGS OF DEBUSSY—Suzanne Danco; Guido Agosti (1-10") London (33) LPS 336

Trois Chansons de Bilitis; Le Promenoir de Deus Amants; Ariettes Oublies.

Miss Danco sings with penetration and sym-

Advance Record Releases

Continued from page 39

Guess Who I Am—Sparkie-Ray Carter (Guess What) Col M JV-106

I Knew You Were Comin' I'd've Baked a Cake Ray Heatherton (Weevely Wheat) Col Playtime 396 PV

I'm a Little Trap (Paris) & 2 Ray Heatherton Col Playtime 368 PV

Little Red Caboose—Sparkie-Ray Carter (Run Run) Col M JV-105

Parade of the Wooden Soldiers (Paris 1 & 2) Ray Heatherton Col Playtime 367 PV

Run Rabbit Run—Sparkie-Ray Carter (Little Red) Col M JV-105

Shay-Carl Collier-Dix-Peter Steele-Henry Walsh-Carl Collier (2-10")—Col 78(M) JV-104

RELIGIOUS

Jesus Gave Me Water—Soul Stirrers (Peace in) Specialty SP-802

Jesus Is the First Line of Defense—Pilgrim Travelers (Peace of) Specialty SP-800

Peace in the Valley—Soul Stirrers (Jesus Gave) Specialty SP-802

LATIN AMERICAN

Affrriqueño — Alberto Inaaga (La Tolibamba) V 23-5390

Bistec Con Papas—Ray Diaz Calvert (Dundas De) V 23-5399

Dundas De Mi—Ray Diaz Calvert (Bistec Con) V 23-5399

La Tolibamba — Alberto Inaaga (Afrriqueño) V 23-5390

pathy these dozen songs of Debussy. Each is a musical setting to a poem, six by Paul Verlaine, three by Tristan Lhermitre, and three by Pierre Lasgus. The songs are full of languorous love, nymphs, satyrs, and all the accoutrements of fin de siècle French poetry. The delicacies of nuance and refinement of sentiment require a sensitive, attuned performance, and the soprano offers just that. Agosti's piano accompaniment is top-notch. Appeal will be to musical and literary sophisticates.

70 PIANO MUSIC OF LISZT—Wilhelm Kempff (1-12") London (33) LLP 315

Two legends: St. Francis of Assisi preaching to the birds; St. Francis of Paola walking on the waters; Annes de Preigneau; Gondoliers; Il Penitente; Casanotte di Salarno; Rosa; Au Lac de Wallenstein; Eclogue; Au Bord d'une Source

Wilhelm Kempff performs breathtakingly in this fine Liszt program. The two legends are inspired musical portraits of episodes in the lives of two saints, and Kempff brings them to life with playing that is at once virtuosic and glow with emotion. Filipeau offers six of the delightful tone poems written by Liszt as souvenirs of his travels. Again, Kempff plunges into the heart of his material with sublimity of feeling and performance. Collectors of piano music should make this grand recording a must.

66 RACHMANINOFF: THE 24 PRELUDES—Moura Lympany (2-12") London (33) LLP 328-329

The 24 preludes are the set of 10 written between 1901 and 1903 and catalogued as Opus 23; the set of 13 published in 1910 as Opus 32; and, of course, the famous Prelude in C Sharp Minor, written in 1897. As with the Chopin preludes, the set of 24 runs the gamut of the 12 major and minor keys. Miss Lympany plays them with grace and fluidity, if without deep passion. The recording is good, affording a mellow and resonant piano tone. Since this is the only version of the complete preludes available on or off LP, the set has value as a unique catalog item. Schools and students will furnish the bulk of the buyers.

89 DFFENBACH: TALES OF HOFFMANN (Complete Opera)—Soloists, Sadler's Wells Chorus, Royal Philharmonic Ork, Sir Thomas Beecham, Cond. (3-12") London (33) LPLA 4

The sound-track recording from the lavishly produced picture version of "Hoffmann," which opened recently in New York, is a prime sampling of recorded light opera. Here, in its entirety, on three 12-inch LP disks, is the complete magical story of Hoffmann, with a complement of excellent soloists, the Royal Philharmonic and Beecham, and the Sadler's Wells Chorus, combined in a bewitching performance. Robert Rounseville, well known to opera goers here for his Hoffmann, does a handsome job with the arduous, long leading role. Monica Sinclair is thoroughly engaging as Nicklaus. But the rare treat is the superb performance of the orchestra under the Beecham baton, which enhances the opera with a great instrumental background. The presence of Beecham and the Royal Philharmonic, the full-length recording, the smart staging, are a happy by-product of a de luxe film, without which a recording project of such magnitude might not have been essayed for "Hoffmann." The recording is excellent. Set includes a story outline illustrated with scenes from the flick. The set is expensive, but should do very well on the impetus of the movie hitbox as well as on its own considerable merit.

63 FRANCO: SONATA FOR VIOLIN AND PIANO—Lola Bobesco, Jacques Grtry (1-10") London (33) LPS 326

A pair of little known musicians have produced here a beautifully interpreted and thoroughly musicianly recording of this popular sonata. The work is melodically sumptuous and its structurally direct yet graceful and completely effective. Bobesco, the violinist, and pianist Grtry perform the work with an apparent admiration and sympathy. The inspired playing is beautifully recorded, close up and resonant, in the firm system. Competitively it must face on LP the name power of Francescatti and Robert Casadesu, whose performance of the work is a good deal better than adequate.

Record Reviews

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

LABEL AND NO. ARTIST COMMENT TUNES

Continued from page 38

POPULAR

82--85--81--80 FRANK SINATRA Love Me COLUMBIA 39346—A pretty Victor Young-Ned Washington ballad is told with a straightforward, unaffected reading by Sinatra, whose mastery at phrasing is evidenced here.

82--85--81--80 I Whistle a Happy Tune This buoyant "King and I" Disney-ish ditty is done up lightly by Frank with aid from a charming Stordahl ork.

75--75--75--75 THREE SUNS (Smith Bros.) I Whistle a Happy Tune VICTOR 20-4322—The Suns give their distinctive bounce treatment to this gay Rodgers-Hammerstein opus from "King and I." The Smith Brothers scallie pleasantly.

80--80--80--80 What Will I Tell My Heart? The Smiths' Ames-like harmonizing contributes largely to a neat spin of this promising revival.

73--77--73--68 PHIL SPITALNY ORK Come Back to Angouleme VICTOR 20-4321—Spitalny's all-gal ork and choir as well as an un-billed solo thrust contribute to round out a tasty slicing of a pretty ballad.

75--80--75--70 How Can I Leave You? A neat new ballad with a "Till We Meet Again" flavor serves as the material for a pleasant production slice, which makes full use of the Spitalny organization.

67--72--65--65 FRANK DEVOL ORK Lonely Acres CAPITOL 1503—DeVol's ork and chorus, spotting a basso, blend for a skilful slice of a rather uncommercial Willard Robison Western opus.

70--73--70--68 Dear John Lindy Dougherty handles the solo chores in this pop dance rendition of a country piece, currently in fllow via a Hank Williams' record.

78--80--77--77 JANE POWELL (David Rose Ork) We Kiss in a Shadow MGM 3035B—This handsome ballad from "King and I" is done classically in the thin concertstyle soprano of the movie thrush with a tasty Rose ork backing.

78--80--77--77 Hello, Young Lovers A second wonderful "King and I" ballad is done knowingly by Miss Powell, again assisted splendidly by Rose's ork.

84--86--82--84 JERRY GRAY ORK Johnson Rag DECCA 27570—The undying standard should remain well in the forefront via this wonderful disk. Features a carry home tenor all the way while the band bulks to the big swinging climax. Fine for dancers, spinners and jukes.

76--80--75--73 Farwell Blues The two legends in this slow modern, mood instrumental of the oldie, the coupling is probably the first which comes closest to reflecting what this band can really do.

76--77--75--76 KAY STARR (Dave Barbour Ork) Come Back, My Darling CAPITOL 1492—A typical Starr chanting of a light rhythm ditty with a bouncy ork backing.

79--82--78--78 Then You've Never Been Blue Kay Starr plays the oldie with husky-welced emotion.

85--85--85--85 MARGARET WHITING (Lou Busch Ork) Something Wonderful DECCA 1491—The "King and I" ballad is proffered in a tasteful, musicianly manner by la Whiting with a stringful backing. If the tune catches on this should be a big version.

87--88--87--86 Hello, Young Lovers The "King and I" low ballad is sung with much feeling by the smooth-voiced Miss Whiting in a top-fiff waning.

82--82--82--82 LES BAXTER ORK (Dick Beavers) Unfess CAPITOL 1493—The Baxter ork and chorus has a neat hook of was in this full-blown reading of the active new ballad. Dick Beavers' chanting shows a pair of promising pups.

80--81--80--79 Because of You Another new ballad is handed a warm reading by the ork and chorus.

66--66--64--70 EDDY HOWARD ORK One Kind Word MERCURY 5623—Ork pounds some Olaf as Howard chants a pop-spiritual with handicapped effects. Undistinguished item.

75--75--73--77 How Thoughtful of You Howard and the trio get off a typical slow heart throbber on a pretty new outlay.

62--64--62--60 ELLA FITZGERALD (Sy Oliver Ork) Two Little Men in a Flying Saucer DECCA 27578—The great thrush is handed a thankless assignment in this hunk of novelty about visitors from Mars or something.

85--85--85--85 The Hot Canary A sweet pop-prep in style in a live, sparkling interpretation of "Canary" with lyrics, abetted by a sharp ork backing.

68--70--68--65 ALFRED DRAKE Till the Sands of Time Grow Cold DECCA 40206—Drake, known mainly for his musical comedy efforts, shows off a pair of big, if not perfected, tonils in rendering this standard.

73--77--73--69 The World Is Mine Drake lacks this schmaltzy evergreen and belts it out in the mode of the day with the aid of a big and tasty ork background.

77--78--78--75 FRED WARING ORK (Glee Club-Joanne Wheatley) Hello, Young Lovers DECCA 27581—Waring has produced a polished production etching of the fine "King and I" ballad. Joanne Wheatley is an excellent soloist and does the verse of song, not available on other pop recordings of the piece.

76--77--77--73 Something Wonderful Another "King and I" ballad hiphopit is offered in another of Waring's tasty treatments.

80--80--80--80 GEORGE SHEARING QUINTET I'll Be Around MGM 10956—Typically tasty medium beat ballad instrumental is worked up by the Shearing five on a lovely Alec Wilder oldie.

80--80--80--80 Quintessence A Shearing original possesses the same characteristics as the topside, both with regard to melodic values—it's catchy—and to the performance and tempo. His fans will love it.

74--78--72--72 ZIGGY ELMAN ORK Moon Society MGM 10955—This colorful oldie provides Elman with the opportunity to flash his rich-toned horn in a meaty solo effort. Good for the terps.

74--78--72--72 Lover, Come Back to Me The evergreen draws an instrumental beat go, primarily designed for dancing. Ziggy reels off a tony jazz chorus.

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Thanks Billboard For "Tipping" "TAKE MY LOVE"

85-85-85-85

80-80-80-80

MARION MORGAN (Joel Herron Ork) Take My Love ATLANTIC 936—Through delivers a top rendition of this Brahms ballad with a beautiful arrangement. Sleeper potential here.

Sherry Howard (Clara Foster-Betty Harris) Again, the solo and chorus vocal work, the subject a better than usual pop Western.

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THE BILLBOARD Music Popularity Charts

VOX JOX

Continued from page 24

Table with columns: LABEL AND NO., ARTIST, COMMENT, TUNES, POPULAR, and four vertical bar charts. Includes entries for EDMUNDO ROS ORK, TED HEATH ORK, HELEN O'CONNELL, MARY MAYO, NAT (KING) COLE, BUDDY GRECO, DINNING SISTERS, PAT TERRY, DICK JAMES, FRANCES WAYNE, BOBBY WAYNE, ALLEN GREENE, ALEXANDER BROTHERS, BILLY DANIELS, LAWRENCE WELK ORK, and AMES BROTHERS.

Table with columns: ARTIST, LABEL AND NO., TUNES, COMMENT, POPULAR, and four vertical bar charts. Includes entries for BOB CROSBY ORK, LYN MURRAY ORK, MARTHA TILTON, FRED WARING, ROY ROSS ORK, CLIFF AYERS, MINDY CARSON, ALFRED NEWMAN ORK, JACK TETER TRIO, JEANIE LEITT, RAY BARBER, ROSEMARY CLOONEY, GENE WILLIAMS, ART VAN DAMME QUINETTE, JIMMY TUCKER ORK, and BUD BRES.

S. C. is readying a big story for May 1 about the station's 'Ebony Swing Club,' which is 'aimed at the Negro audience.' Send us the dope when you're ready, Wally. . . Bill Brown, ex-WCNH, Quincy, Fla. has joined WZLP, Covington, Ky., replacing Ray Scott, who has entered the air corps. . . Joe Kearns has returned to WINZ, Hollywood, Fla., after a two year absence. As one of the station's original staffers, Joe was pleased to take over all of his previous shows including 'Hollywood on the Air' and '940 Club Tune.' Latter show features oldies and current pops.

Gab Bag
'Believe it or not' chortles Dan T. Roberia, WCMJ, Ashland, Ky. 'I just received my first shipment in a year from Columbia. . . Pat McGuinn, Fla. writes 'thanks for publishing my gripe. Mercury now is servicing us. Eddy Howard's publicity man is really on the ball and co-operative, too!' . . . When Duke Ellington guested with Dean Landfeur over WMT, Cedar Rapids, Ia., the d. j. asked 'What was your greatest record from the standpoint of sales?' Duke replied, 'I never consider money. I've always preferred to remain in the realm of art.' Art Schneider, KRSC, Seattle, 'would like to contact the person in San Francisco, who is running a 'What's New' program, which duplicates my own program in Seattle, all the way, including the theme song.' . . . Allan Cook, Kalamazoo, Mich., praises The Billboard's d. j. services, but adds, 'I'd like to have purchased 'Blue Book of Tin Pan Alley' and 'Melodies of Ling On' but why the 'dear' price? Reference works of that type should be made available in cheaper paper-bound editions. Hopper there will be a series on performers. I need biographical data on all connected with the music business.'

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(Continued on page 82)

Indies Throwing In Sponge in Race For Video Talent

Major Offices' Control Forcing Many Into Personal Management

NEW YORK, April 28.—The growing control of the big TV shows and the talent working on them by the major talent offices has squeezed indie agents to such an extent that a number of them are giving up their talent union franchises and going into personal management.

When a TV show comes up the major office controlling the show uses its own acts. If it doesn't have them it makes attempts to get them from other sources. But in most cases it tries to make a deal with the performer to sign with the office, or no job.

Indies faced with such pressure found themselves with acts who sought releases or with acts who were laying off because they were signed to the "wrong office." Many an act doing a job for another office found itself on the spot when offered additional jobs provided "you sign with us."

At least three agents finding themselves hemmed in by such tactics and with no power to speak of among the networks or advertising agencies, have decided to sign their acts to personal management contracts and then turn them over to the big offices for booking. To do it legally they have notified the different talent unions from whom they have franchises that they are giving them up.

Plan, the not new, puts agents, now turned personal managers, in a better financial position. Under talent union franchises their commission in most cases is limited to

10 per cent. As personal managers they can charge anything they can get. The usual bite is 15 per cent plus another 10 to the booker. This means the acts pay 25 per cent. Many acts, however, prefer to pay the higher tariff, so long as they keep working.

Also under talent union franchises acts can sign for three years with a series of options. As personal managers the term can be as long as they can get.

Proser, Copa Win Verdicts From AGVA

Salvador Contract Void; Martin Ordered To Play

NEW YORK, April 25.—Monte Proser and the Copa both got favorable verdicts from the American Guild of Variety Artists on cases brought before the union some weeks ago.

Proser originally hired Henri Salvador to open for him on or about February 15 at his La Vie En Rose for \$2,200. Later he also hired Marianne to work on the same bill for \$1,500. The club not being ready for the original date, Salvador and Marianne were set back on a mutual agreement.

Subsequently, a Walter Winchell item appeared quoting Salvador as saying he wouldn't work on the same bill with Marianne for political reasons. Salvador denied making such statements and Winchell ran a correction.

In the meantime the club opened but Proser said he wouldn't play Salvador because of the "bad publicity" case went to AGVA, which demanded a \$4,000 bond pending a decision. After weeks of hearings the New York board ruled that Proser was to get his dough back and the contract with Salvador was void. Salvador will appeal.

The second case involved Tony Martin and the Copa. Latter had claimed it let Martin out of three weeks to permit him to fulfill other commitments, the time to be played at a future date. When called upon to play the date, delays set in and finally Martin refused to play it on a three-shows-a-night basis. The Copa charged that, under the pay-or-play AGVA rule, it was entitled to either the playing time or the salary if it would've had to pay, some \$30,000. The board's decision was that Martin was to play the three weeks.

There was no clarification of the verdict. One AGVA topper said that under such a ruling Martin had to play but there was no penalty attached if he refused.

Palace Anni Brings 10 Acts for Month

NEW YORK, April 28.—The Palace Theater will run a full month of 10-act bills, starting May 2, to celebrate the second anniversary of its return to flesh.

First bill will have Archie Robbins, Wiere Brothers, Leni Lynn and seven other acts.

Vancouver Club Shuts

VANCOUVER, B. C., April 28.—The Palomar Supper Club, one of Vancouver's top night spots, has folded. Sandy Desantis, owner of the club, said "income tax laws." He explained that the \$53,000 back income tax returns imposed on the club for 1947-48-49 had left the company bankrupt. He was recently fined \$200 for failing to remit \$270 of his employees' income tax deductions.

Three Stem Cafes Fold; One in Trouble

AGVA Hits Dario On Mistinguette; Others Pay Off

NEW YORK, April 28.—Three Stem cafes called it quits last week, with at least one on in for legal headaches and talent union action for failure to live up to contracts.

The American Guild of Variety Artists, called in on the Mistinguette versus Dario's La Martinique situation, paid the former off for her second week of a two-weeker on a pay-or-play contract, notified the license bureau that Dario was in default on salaries (legal ground for cancellation of a cabaret license, according to AGVA) and gave permission to Mistinguette to file a civil action against the club for failure to pay for work performed.

Lew Lebish, Mistinguette's manager, claimed he had been given the run-around on Mistinguette's check—first, he said, there were insufficient funds, and then payment was stopped. Dario was unable to be reached but Jimmy Vernon, club manager, attributed the situation to bad business.

Monday (23) the club was unable to be reached but Jimmy Vernon, club manager, attributed the situation to bad business. The other two clubs to close "for the summer" were Monte Proser's Theater-Cafe, and Tom Ball's China Doll. In both of these, all performers were paid off.

Two Berle PA's May Net Comic A Gaudy 75G

NEW YORK, April 28.—Milton Berle will do a week at the Chicago Theater around Labor Day, the first time he's been in the house since 1947. The salary was not disclosed, it is understood he'll get a 50-50 split from the first buck. With house expecting to do close to \$90,000, Berle could walk out with about \$45,000.

Just ahead of the Chicago date, Berle will also do two weeks at the Roxy, tentative date being August 15. Salary here will be \$32,500.

Berle will supply the show and will also have the choice of pictures in both houses.

AGVA Promised Strip Hearings

HOLLYWOOD, April 28.—For the second time in less than two months, county officials promised American Guild of Variety Artists that no strippers would have its license revoked without first having the benefit of AGVA arbitration. Assurance came at an informal conclave Thursday (26) attended by AGVA Coast chief Eddie Rio, Sheriff Eugene Bizcaizul, Under-Sheriff Rex Thompson, Chief Nuremberg and Lt. Jack Eddington.

In an exchange of views, Rio argued in behalf of performers and offered to supervise and control artists to insure no offense to public morals. Sheriff agreed that AGVA should prepare regulations covering performances which would serve as a guide in determining proper as compared to lewd or repulsive acts. Bizcaizul promised Rio and AGVA attorney Morton B. Harper that his office would confer with AGVA regarding offending night spots before any action is taken.

Rio promised severe discipline and clubs that are hangouts for

EDITORIAL

Add AGVA Dillies

The New York branch executive committee of the American Guild of Variety Artists, sitting in arbitration on the Tony Martin vs. the Copa and the Monte Proser vs. Henri Salvador situations (see story this issue) finally came up with verdicts it would take a Solomon to justify.

The Copa, with a pay-or-play contract with Martin, which it claimed was applicable to both sides, demanded Martin either play the time or pay the Copa about \$30,000. The arbitrators thought, and groaned and finally came up with "fit to play the date." That was all. If Martin doesn't see fit to obey, there is nothing in the order to make him. So much for that one.

The Proser-Salvador matter was another dilly. Proser hired Salvador on a pay-or-play pact to start February 15 for \$2,200. Under AGVA's rule, a week either way is permitted before the contract becomes operative, unless there's a mutual agreement. Later Proser announced he was canceling the Salvador contract because of a Winchell item.

The board ruled that Proser was right and Salvador was wrong.

From here on in any op who doesn't want to honor his signature can get a friendly columnist to run a couple of lines and everything is okay. At least that is what AGVA ruled.

From here on in a performer who doesn't see fit to abide by his contract can also do so with impunity. That's what AGVA has ruled.

AGVA has set up precedents in both cases. No wonder it can't get the respect of even its own members.

Midwest AGVA Takes Action Vs. Scab Biz

CHICAGO, April 28.—Jack Irving, Midwest chief of the American Guild of Variety Artists, and members of Entertainment Managers' Association, Midwest chapter of Artists' Representatives' Association, national percenters' Association, this week set about to police the act booking industry to rid it of unfranchised agents and non-union acts. Irving and EMA-ARA agreed that both the actors' union and all agent members will no longer work with unfranchised agents and non-union acts. While agents locally have not booked non-union acts, it was shown that in the territory there have been cases of AGVA and non-AGVA acts working together without Irving's knowledge.

Initial target of the AGVA-EMA-ARA drive will be fly-by-night club-date bookers, who ex-gerate out of their homes sans franchise. Irving told EMA-ARA to report immediately when they learn of club dates booked by these skeddars and he would immediately call them to a hearing. It was reported some local ork leaders, who do not have AGVA franchises, are booking acts by sending out pacts which contain a clause that the ork doesn't work unless the bandleader books the acts. Irving said that if this can be proved, it will probably be up to AGVA and the American Federation of Musicians to get the problem at the national level.

Irving urged bookers to immediately start sending in their weekly reports on all club-dates. Where a booker has a new account about which he is uncertain as to payment, Irving urged the fact be so noted on the report so AGVA can demand a bond.

Irving explained the need for the org's \$1 insurance payment per member on an act per club date by citing the accident this week in Kansas where four girl singers and a male coach, who was an AGVA member, were killed on their way to a club date. The vocal coach heirs receive the \$5,000 death benefit while the gal's survivors receive nothing. One of the girls is presumed to have joined AGVA under a different name last year, but this has not been authenticated. Irving said that if the names of AFM members and agents are included by the acts paying \$1 per club date for insurance, plan will cover them also.

The EMA-ARA has decided to hold its annual playday at St. Andrews (Ill.) Country Club July 12, Jack Lau of the Tweet Hogan office, is chairman.

bookies and faggots will not be defended by AGVA. Strip City, called on the carpet several months ago on a lewd charge, went before the courts this week but hearing was postponed until Wednesday (2). Board of supervisors also delayed hearing on Dolly's Bowery, on a similar rap.

HAM ON WRY

Wrecks Pub Over \$3.25 Sandwich Tab

PHILADELPHIA, April 28.—Former night club owner David Brofman was held in \$300 bail for a further hearing before Magistrate Elias Myers this week on charges of breaking a bar and glasses at Holiday Manor, center-city nitery, on Monday night in a row over a bill for \$80.55. Brofman, the former owner of Smith's Show Bar, staged his bar-breaking wind-up after a three-and-a-half hour party climaxed by the tab that made him see red when he noticed that the first item on it was a ham sandwich for \$3.25. Brofman was hosting a group of chorus girls who used to work at his spot.

"I blew my top when I looked at the bill," said Brofman. "I don't mind paying a legitimate price for a ham sandwich, but \$3.25 is something else."

He was going over the tab, item for item, with Paul Hildebrandt, owner of the Holiday Manor, who was trying to make it out against the order stubs, when Brofman blew his top in earnest. Magistrate Myers said he hoped the two nitery ops would make an amicable settlement.

Stem Combos Dip to 331G

NEW YORK, April 28.—Stem vaude-pic combo takes were down to \$331,000 last week as against \$368,000 the previous week. The trade has no explanation except glum head-shakes.

Radio City Music Hall (6,200 seats; April average \$138,000) saw \$137,000 for the second week for bill of Nino the Dog, Jacques Cordon and Father's Little Drummer. Opener got \$137,000.

Roxy (6,000 seats; April average \$70,000) did \$50,000 for the final week with Annamary Dickey, Jimmy Nelson and I Can Get It for You Wholesale. Opener was \$95,000 and second week was \$65,000.

Capitol (4,627 seats; April average \$70,000) did \$30,000 for the second and last week with Gypsy Rose Lee and Meet the Invisibles. Mon after a kickoff of \$38,000. Paramount (3,654 seats; April average \$61,000) wound up with 47G for the second of a two-weeker with Mel Torme, Larry Storch and Mating Season. Box week was \$55,000.

Strand (2,700 seats; April average \$45,000) did \$45,000 for the deucer with Gordon MacCrae, Buddy Lester, Tony Pastor and Only the Valiant. Tee-see was \$60,000.

Palace (1,700 seats; April average \$15,000) did \$15,000 for vaude bill and Raton Pass. Previous week was \$13,000. New show headed by Maxie Rosenbloom and flicker Double Crossbones.

Broadway Openings

GRAMERCY GHOST

Open Thursday, April 26
Morosco Theater
A comedy by John Cecil Holm. Staged by Reginald Denham...

THE TAMING OF THE SHREW

Open Wednesday, April 25
City Center
A comedy by William Shakespeare. Staged by Margaret Webster...

BROADWAY SHOWLOG

Table with columns for show titles, times, and box office status. Includes 'A Matter of State', 'Bells, Bells and Candles', 'Bitter Blood', etc.

MUSICALS

Table listing musicals such as 'A Tree Grows in Brooklyn', 'Call Me Madam', 'Gentlemen Prefer Blondes', etc.

CLOSED

Table listing closed shows like 'The Green Pastures', 'The Long Day', 'Springtime for Henry', etc.

COMING UP

Table listing upcoming shows like 'The Little Blue Light', 'LANTA Playhouse'.

HORSEY SET SNIFFS AT DEVON "MUSIC CIRCUS"

PHILADELPHIA, April 28.—If and when he gets the go-ahead from township fathers in suburban Devon, Theron Bamberger will turn over to Leighton Brill the chore of producing the musicals at his projected "musical circus" at his Devon Horse Show Grounds.

However, at this date Devon residents are still opposing Bamberger's summer tent theater on the grounds that it would violate a zoning ordinance. Bamberger had leased the grounds, a 12-acre tract serving as a stage for ultra-social horse shows and fetes of swank proportions.

Row started shortly after the tent theater project started January 31 when the residents held that the grounds, located in the heart of the city's Blue Book sector, could only be used for charitable events. Residents living within 200 yards of the showgrounds complained that, while they could put up with the noise and confusion from the horse shows when the cause was charity, it was quite another thing to go thru it for a commercial enterprise.

Bamberger must continue to hold the good will of the city's Main Line sector because of his Bucks County Playhouse operation at near-by New Hope, Pa. It is reported that he is negotiating with operators of suburban Drexelbrook Park for his musical circus in the event the Devon deal falls thru.

Bamberger's New Hope season gets under way on June 8 with hit comedies and dramas of recent seasons, topped by visiting stars, plus one or two new plays, making up what is always an impressive summer legit roster for the Playhouse.

For his third summer season Terrell's musical circus will increase its circus effect with the addition of cotton candy machines and a ceramics booth. Season will open with 'The Desert Song' and include 'Annie, Get Your Gun', 'Fixin' to Rainbow', 'Show Boat' and 'Carmen Jones'.

Equity Library Theater

FAIR AND WARMER

Open Thursday, April 26
Lenox Hill Playhouse
A farce by Avery Hopwood. Staged by Fred Meyer...

Table listing cast members for 'Fair and Warmer' including Helen Bonstelle, Phil Evans, Noel Gordon, etc.

Altho inconsistent in playing, The Equity Library Theater revival of Avery Hopwood's 1916 farce, 'Fair and Warmer', is overall successful. It is not an easy chore to play farce, and with the added complication of period style, some of the cast seem at a loss.

Fair is concerned with a mousey man and woman who have trouble with wandering spouses. They join forces to teach them a lesson by arranging for the spouses to find them in a compromising position. Never having tasted alcohol before, they get stinking drunk on fantastic cocktails and innocently fall into the situation they had more soberly tried to arrange.

Kathleen Claypool carries the weight of this revival. Her caricature of the cooer is more or less of the farcical over-the-top, both script-wise and in playing.

Directorially, Fred Meyer does an excellent job, tho this reporter would take issue with him on the value of his script. Out-dated tho it might be, it is still not so bad as to require so much burlesque. His pacing and many of his business bits are very laugh provoking, however. Production-wise this revival is perhaps the best ELT has done all season.

Since ELT gives the actor a chance to try his wares, Fair serves a sound purpose in giving a cast an opportunity to play this type and style of script. Still another aim of ELT is to provide inexpensive public entertainment, and Fair fulfills that purpose with good values. As for giving the actor a chance to be seen by professional agents and managers, Fair showcases some fine talent. In sum, it's a happy ELT revival.

Dennis McDonald

All City Board Renew Legit Revival Plans

ATLANTIC CITY, April 28.—The campaign to bring the legitimate theater back to the resort was planned by the board of trustees of the Boardwalk Association. The merchants' group believe that it is possible again to make Atlantic City the place of first nights and tryout productions.

Efforts to revive the legitimate theater here have been off and on for over a year now. Both the Chamber of Commerce and Hotel Men's Association have fostered the idea. At one stage Mayor Joseph Altamirano suggested that the city build a legitimate theater to help subsidize such productions.

Brattle Plans Rep Reversion

CAMBRIDGE, Mass., April 28.—The Brattle Theater here will revert to its former repertory policy following the return of the regular company from their appearance in 'The Little Blue Light' at the American National Theater and Academy Playhouse in New York.

Comedienne Nancy Walker has been signed to appear in the 17th-Century comedy, 'The Roaring Girl', as the spring season bow-in. It will be staged in the Jacobean style of 'The Country Wife', one of the biggest successes of the company last year.

'It's About Time' played to capacity audiences after a mixed critical reception. Unfavorable notices on 'The Kidders' resulted in what is reported to have been the worst second-night business in Brattle history.

Obliviously to this end, Miss Webster takes occasional liberties with the original text. An epilog has been added showing Christopher Sly coming in out of his drunken stupor in the tavern yard with the delusion that his night's experiences have been a dream. Also, during the action of the play which is put on for his benefit, he is permitted business and inter-luptions on his own account.

It is easy to see why Miss Webster wanted to borrow Larry Gates' run of 'Bells, Bells and Candles' for the two-week run of 'Shrew'. Gates played Christopher Sly on the troupe's national tour and in the tops as the beery linker.

Ben Edwards' set is simple and imaginatively-based, a reporter presumes, along lines utilized to make touring easy and economical. The costumes, however, are something else again. Bizarre and interesting in period hardly describes them.

To sum up, 'Shrew' is more than considerable fun, and should prove a good starter for the City Center spring season. Personally, a reporter will take it more gladly in its musical form currently at the Shubert, but if a pew-buyer wants his Shakespeare straight, the Webster label is pasted on a good package.

Sides and Asides

Projected Productions

In the interest of its plan to produce more plays by non-members, the Playwrights' Company last week voted Roger L. Stevens to full membership. Stevens, a really operator who made his bow as a producer with the ill-fated 1949 production of 'Twelfth Night' and has since been involved in sponsorship of 'Peter Pan' and ANTA's 'Peer Gynt', will be production executive of two plays the Playwrights have already headed for next season.

Maxwell Anderson's 'Barfoot in Athens' and Robert Sherwood's 'Girls With Dogs'. Both Anderson and Sherwood are members. Sidney Kingsley, whose 'Darkness at Noon' the company is now presenting, is not a member. 'Remains To Be Seen' is the title finally chosen for the new comedy of Howard Lindsay and Russell Crouse, which up to now had been referred to as 'Opus 9'. Jackie Cooper has the leading role.

Its musical form currently at the Shubert, but if a pew-buyer wants his Shakespeare straight, the Webster label is pasted on a good package.

preferred not to try to buck the summer slack in view of their high operating nut. But they hope to organize a touring company next fall. Maxie Rosenbloom will have the role of Big Julie in the road company of 'Guys and Dolls'. The Theater Guild will open its next subscription season October 4 with Margaret Webster's production of 'Saint Joan'. Uta Hagen in the leading role. Rehearsals will start in mid-August and break-ins will take place at the Westport County Playhouse, September 13-15, and at Washington for two weeks beginning September 17. Jose Ferrer has obtained an extension on his option to Robert McEwan's 'Mulligan's Snug', which he has been holding since January. Extension runs to June 1, by which time Ferrer hopes to be able to begin casting in anticipation of a fall opening.

Dramatic & Musical Routes

Borschlagade (Lucius El) Philadelphia, Courtn' Tone (Parrot) Philadelphia, Phaedra (Shubert) Philadelphia, Quardamak, The (Court Square) Springfield, Mass. I. B. (Shubert) New Haven, Conn., 5-8, Miss Mc Kals (Shubert) Lafayette Detroit, Miss. I. B. (Shubert) New Haven, Conn., 5-8, Mr. Roberts (Geary) San Francisco, Mr. Roberts (National) Greensboro, N. C., 1-1, (Shubert) Knoxville, Va., 2 (Center) Norfolk 3-5, Merry Widow (Curran) San Francisco, Most of the Wedding (Royal Alexandra) Toronto, Oklahoma (Gayty) Washington, South Pacific (Shubert) Chicago, Whore's Charade (Pulchraonic Auditorium) Los Angeles

Shore Again Tops N. Y. RSROA in 'Dimes' Drive

NEW YORK, April 28.—Results of the metropolitan New York City Roller Skating Rink Operators' Association fund-raising drive for the 1951 March of Dimes campaign were revealed this week by Chairman Vic Brown, New Dreamland Arena, Newark, N. J. Brown disclosed that the 11 rinks participating had raised \$2,660.18 for the anti-polio cause and that the top three contributors, Shore, New Dreamland and Hillside roller dromes, would receive wall plaques

as prizes. It is the second consecutive year that Shore has finished first by a wide margin. Here are the monies turned in: Shore Roller-drome, Neptune, N. J., \$716; New Dreamland, Newark, \$500; Hillside Roller Rink, Richmond Hill, N. Y., \$300; Gay Blades Roller-drome, N. Y., \$213.23; Wal-Cliffe Roller-drome, Elmont, L. I., \$190.63; Avalon Recreation Center, N. Y., \$180; Empire Roller-drome, Brooklyn, \$178.50; States Island Rolladium, New Dorp, \$150; Bay Ridge Roller Rink, Brooklyn, \$109; Park Circle Rink, Brooklyn, \$92.82, and Fordham Palace, the Bronx, \$30.

Rinks raised funds by various devices. Among the more popular were shows and hustling of containers provided by the National Foundation for Infantile Paralysis.

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Clevel'd Skate Firm Sets Plan For Pro Oscars

Calls Instructors Forgotten People Of Skating Sport

CLEVELAND, April 28.—In the belief that the roller skating professional is the sport's forgotten man (or woman), the Cleveland Skate Company will this year institute special awards for instructors whose charges win titles in United States championships. The plan is to award a "Grand Oscar" to the instructor who has the greatest number of national winners, and a smaller trophy to the professional teacher of each national champion. Originals of the trophies are now on display at the office of the firm here.

Company officials feel that the winner of the "Grand Oscar" should be recognized by his association as "The Pro of the Year."

Skateland Lights Birthday Candle

INGLWOOD, Calif., April 28.—A special skating program was part of a celebration held March 31 at Westchester Skateland here, marking the first anniversary of the rink. On the bill were Gene and Johnnie Bennet, performing their *Me and My Shadow* number, and the costumed Hilary Money and Charlene Towers in *The Hot Canary*.

More than 50,000 youngsters have skated at Westchester Skateland since it was opened on March 31, 1950, by E. B. Fason and his brother, Dr. Joseph Fason. Contributing considerably to that total, according to the Fasons, were skating parties for school, Boy Scout and church youth groups, along with the announced goal of the Fasons of making the rink a place in which the youth of Southwest Los Angeles could spend an evening in healthful recreation and refined surroundings. Many of the original groups booked have returned often during the past year for skating parties, the Fasons report.

The outdoor rink was built to include a permanent covered patio and fireplace. Recently an addition was built to house a Hammond organ.

Skateland, a member of the Roller Skating Rink Operators' Association, is now preparing its skaters for RSROA regional competitions to be held May 13-15 in Marysville, Calif.

Formal Party Held At San Antone Spot

SAN ANTONIO, April 28.—A formal skating party was held Monday (23) at N. St. Mary's Roller Rink here, marking the first anniversary of the Starlighters, a rink club now numbering 100 members.

A local king and queen of roller skating, determined by votes, was presented at the start of festivities. Identity of the couple was withheld until the ceremonies, according to Joe Spillman, manager of the rink. Attendance at the coronation was by invitation only.

Park Circle Sets Summer Schedule

NEW YORK, April 28.—Vincent Padula, operator of Park Circle Roller-drome, Brooklyn, announced this week that the rink would remain open all summer, for the first time in a decade.

Park Circle has been the scene all season of Sunday evening skate-dance tilts, open to all RSROA amateurs and providing medals and trophies each week. Contests drew between 10 and 30 teams and up to 200 extra admissions each night.

RSROA Bay State Meet In Precision Click-Off

MEDFORD, Mass., April 28.—"One of the smoothest running championship meets ever held," was the official verdict on the Massachusetts championships of the Roller Skating Rink Operators' Association held April 17-18 at Fred H. Freeman's Bal-A-Roue Rollerway here. Bal-A-Roue was decorated for the occasion and special lighting effects added to the lustre of the competitions.

Skaters finishing one-two-three are eligible for RSROA Northeastern regional championships, to be held June 1-3 in Eastern Parkway Roller Rink, Brooklyn. From the regional meet, winners in the first three places are eligible for the national competitions slated for Cleveland's Rollercade, July 9-14.

Race results: Juvenile boys (A), Bradley Taber and Arnold Chesnut, Lincoln Park; Donald Duncan, Rialto Figure and Dance Club, Juvenile boys (B), Robert Carrie, Rialto, Juvenile boys (C), Ronald Baker, Lincoln Park, Junior boys, Herman Moyers, Rialto; Andrew Manghan and Richard Harris, Lincoln Park, Intermediate men, Roger Beard, Lincoln Park, Senior men, Robert Coulombe, Gerald Dugal and Norman Bergeron, Lincoln Park, Senior ladies, Helen Solter, Revere Dance and Figure Club, Men's relay, Lincoln Park.

Dancing, senior, Frank Moors and Beverly O'Donnell, Maple Arena Skating Club; Charles and Mary Kenney, Fred Freeman Figure Club, Intermediate, Frank McGrath and Beverly Ford, Fred Freeman Club; Thomas Baker and Joan Taber, Albert Desrochers and Angela Marchese, Lincoln Park, Novice, Murdoch Fraser and Eleanor Gove, Fred Freeman Club; John Kenney and Theresa Alves, Lincoln Park; Charles Freer and Ann Farrell, Fred Freeman Club, Junior, Bradley Taber and Beverly Silveira, Lincoln Park; Cornelius McGreal and Janice Kerr, Fred Freeman Club; Richard and Miriam Golub, Revere, Juvenile, Roger Wedge and Lorna Urban, Maple Arena; Joseph Jacobs and Marion Lorizio, Revere; Anthony Pessolano and Judith Abbott, Rialto.

Figures, senior men, Ronald Ludington, Chez Vous Figure and Dance Club, Intermediate men, James Holland, Whalom Roller Dance and Figure Club, Novice men, Michael Perretti, Revere, Junior boys, Wayne Moulton, Whalom, Senior ladies, Joan Chandler, Fred Freeman Club, Intermediate ladies, Eleanor Gove, Fred Freeman Club, Novice ladies, Harriet Olson, Chez Vous, Junior girls, Ruth Clunan, Whalom.

Free style, senior men, Ronald Ludington, Chez Vous; Frank Moors, Maple Arena, Intermediate men, James Holland and Robert LaVenture, Whalom, James O'Sullivan, Revere; Novice men, Harry Haffke, Riverside; Michael Perretti, Revere; Herman DesChamps, Fred Freeman Club, Junior boys, John Viola, Revere; Wayne Moulton, Whalom, Juvenile boys, Edward Powers, Lincoln Park; Ronald Schneider, Roll-Land Figure and Dance Club; Robert Carson, Maple Arena, Senior ladies, Joan Chandler, Fred Freeman Club, Intermediate ladies, Eleanor Gove, Fred Freeman Club.

Wedgewood Room

comes from. Besides, he did enough to break 'em all up. His "dramatic" sample was a gem of hamminess. His Boris Karloff bit, in which he broke a tableful of dishes (latter collected for the occasion), was startling as well as hilarious. Even his walkoff, making like a bushy with a tray of dishes, which he dropped before he got to the kitchen, was part and parcel of the same mad act. An act like De Wolfe's, using terms like goddam, or poking fun at the hotel's broken down tables and damaged tablecloths, may seem strange here. But strange or not the audience loved it.

Eileen and Carver, a new young dance team, did a creditable job. Both worked smoothly in the accepted fashion, finishing each of three numbers with remarkable spins. For a little guy, Carver has a lot of muscle.

Emil Coleman's band was as slick as ever. Mischea Borr's relief stints were good. But Smith-

nor Gove, Fred Freeman Club. Novice ladies, Muriel Grant, Roll-Land; Sandra Lavalent and Harriet Olson, Chez Vous, Junior girls, Ruth Clunan, Whalom; Beverly Riley, Austin Figure and Dance Club; Patricia Fogarty, Roll-Land, Juvenile girls, John Nevulis, Fred Freeman Club, Sylvia Haffe, Riverside; Ann Bradshaw, Whalom.

Paris, novice, James Holland and Joan Teed, Whalom; Michael Perretti and Claire Walsh, Revere, Junior, Ronald Schneider and Nancy Cass, Roll-Land; Juvenile, Robert Caron and Lorna Urban, Maple Arena.

Prince of Wales

straightened and sang four numbers, and beak-nosed British stooge Jerry Desmond, who filled for the late, great Sid Field, Hope did crazy sketches, gagged his own weepy version of *Invitation to a Dance*, and finished three times on a lunatic "lift" which had the house beating the floor for more.

Each time he came back until "I was within 15 minutes of the end of my material." Second show commitments would have had to haul him off the stage sooner or later. But with every seat in the house booked for the whole two-week run only a famine of gags will allow second-show audiences to let him go.

With that hour and 20-minutes feast it may be small-minded to sneer at the rest of the bill. But booker Parnell had obviously balanced the Bob Hope budget by raking round for the cheapest he could find.

Most promising of a poor lot was Billy McComb, a magician with woefully bad material but a certain magic of his own. Properly handled and with better material, he could be something.

Pos-Log Bale's one-legged tap routine won him a buzz and but worried the audience more than it pleased it. For the rest, the Arthur Klein Family clown ed cleverly on bicycles, Alan Clive went thru some not very visual vocal impressions, and the Seven Volantes threw each other about to fill up a few minutes of time.

Rather than throw a bunch like that together Parnell would have done better to have paid Hope the total salary check and made him the whole show, he was anyway.

Larry Potter's

at a weak impression. He does an okay job, however, on *Come Back to Sorrento* in Italian. Comic temp team of Moose and Morrell is good. The gals' looks fit her buffoonery and, while some of the stuff as seen before, new gimmicks made routines amusing.

Helen Bolce with a fast patter piano (t shouts and laughs her way thru blue material. A hefty gal, she builds all the way, exuding big hands. Best are *No One Cope the Bird*, *Jump* and *Sophie Tucker's You've Got To Be Loved To Be Healthy*. Lew Fidler's ork (#4) did yeoman work on the show and tempted the tootsies with rhythmic dance toolings.

Georgian Room

Standard Kay fare was saved for the last, with a rousing rendering of *Won't You Please Come Home, Bill Bailey?* and, of course, *I Wonder Who's Kissing Her Now*. A ber-bop touch was added to *Put Your Shoes On, Lucy*, with the personal ad-libs flying thick and fast. Call-backs included *Oceana Roll* and *Frivolous Sal*. Seattle can use the inexhaustible Beatrice Kay as often as she wished to come here.

Roadshow Rep

ARTHUR E. BITTERS, veteran rep show agent, for many years with the Christy Oberst show in Minnesota and Wisconsin, passed through Cincinnati last Friday (27) with his 80-girl revue sponsored by Hormel, Inc., meat packing firm with headquarters in Austin, Minn. Bitters, who has been with the Hormel firm the last four years, resumed the road trek with the all-ferme entertaining unit early in January and since has played to the West Coast and return. He has the show set until December, playing army camps and auspice dates, and for the next several weeks is covering the Southland. The girl specialty acts are backed by a 28-piece all-gal band. On Saturdays the girls do their regular weekly radio show from wherever they may be playing. **Toby and Ora Slout Players Tent Show** opens its 1951 season at Shelbyville, Ill., with a four-day engagement starting May 2. From there the route takes the org thru Illinois into Missouri. Then it will cross Illinois and return to Indiana before playing Ohio and Michigan. Company is standing pat on its top, new last season. No new trucks or equipment other than stage scenery and props have been added. Like last year, show will move on four trucks and two trailers. Newspaper has been added. Cast includes William Groves, Maxine and Leo Lacey, Vivian Delmar, R. C. McDowall and Toby and Ora Slout. The Tracey Family joined as a special vaude unit. Klink Lemmon has the orchestra and France Lemmon on the concessions. Charles Land is stage manager, and Dick Tanas is in advance. Carlos, the Magician, also is one of the vaude features. **Kenneth Seely**, former member of the Slout show, and now deputy sheriff in Shelbyville, arranged the date there under Police Department Uniform Fund auspices. William Slout is not with the company this season, but continues at Jackson, Mich., as director of the Jackson Theater Guild.

BY-GOSH'S TENT SHOW, which opened its season four weeks ago in Alabama, is playing week stands in Northern Georgia mill towns. Byron Gosh, owner, reports that business has been good despite cool weather. Recent visitors on the org were Al Kendricks and Walter Scoggins, both of whom are doing magic in Southern schools. **Robert L. Sherman**, author of "History of the Chicago Stage," has compiled another volume, which is titled, "Actors and Authors." It's a chronological record and brief biography of theatrical celebrities from 1750 thru 1950. Sherman, who celebrated his 84th birthday April 17, spent 50 years as an actor, author and producer. He also operated touring attractions from coast-to-coast and resident stock companies at various times. **Don Michaels**, who died April 1 at his home in Los Angeles, was well known in stock and rep circles as a comedian. He also authored a number of plays which found wide use among rep shows. **Paul R. Foght**, general manager of Ideal Pictures Corpora-

Paris Peek

• Continued from page 2
pendectomy. . . . Anna MacLellan had to be removed to the American Hospital with a congested chest while the show went on to Zurich. She expects to rejoin the show there.
Chez Gilles Paris Act Gets Rave
One of the best acts it has been our pleasure to catch in a long time, is the Company Premier-Hussenot, currently appearing at Chez Gilles. The six people do a complete 20-minute newsreel in pantomime, using recorded sound effects and working before a flickering spotlight giving the effect of a real flicker. An act like this should be sensational in the States.

tion, 16mm. film distributor, has announced the following personnel changes for his org: **E. Dean**, manager of the Atlanta office for the past five years, has been named manager of the company's main office in Chicago. **Robert Young** succeeds Dean. **Robert D. Faber**, on a leave of absence for the past year, returns as manager of the New York office, with **Scott W. Hillam** operating the Los Angeles branch.

T. B. COLLINS writes from T. Andrews, Ore., that he had a good winter with his feature. He played over 100 sponsor dates in Washington and Oregon and several movie houses on percentage. "I'm changing over to a platform," Collins pens, "and have a new trailer and plenty of space for some wax figures which I plan to use. I met Doc Cleveland Lynn in Baker, Ore. He has a good solo trick and reported a good season. Lynn worked all the way west from Ottawa, Ont., and was an en route back when I met him." . . . **Gil Wetmore**, who has been in West Texas most of the winter, will move into stores and halls with his museum show which includes an American wax show. He worked some spots in New Mexico during the winter which panned out well, he says. He plans to touch the State again before fall. "Many folks talk about the road being dead," Wetmore says, "but they are the type that couldn't or wouldn't take to the road. No matter how much radio or television folks get they still want to meet and shake hands with the performer." . . . **Carol Players** are working their way back east following a profitable coast-to-coast tour. They report that the Far West States are loaded with money for cash. He adds that they saw few units playing small towns.

HOWE'S SHOW is playing Oregon spots to reported good business. . . . **M. S. Decker** is presenting **E. F. Hannan's** "Ah, There, Professor," in Eastern Washington for the past three months to good business. **Taylor and Homer** are making dates with a four-person Negro minstrel unit around St. Louis, Miss. They worked south from St. Louis and will play everything that comes along on the way back. **T. H. (Tuck) Naylor** is in advance. **Ray Terry** advises from Council, Idaho, that he's about ready to plunge with his platform show. He has been playing halls and schools in the past winter and spring and the cold weather he encountered cut down his returns considerably. He did, however, present his "Passion Play" at several Southern Idaho locations to good business. **Terry** says that he met **Claude Hermans**, who has had his sole show out since last October. "Hermans' show is a nifty one," relates Terry, "and he has played over 100 dates for sponsors. He travels with an extra car of sets and baggage and has all the marks of prosperity." Hermans at one time was advance agent for **John Lawrence**.

FLORIAN PLAYERS, who made a coast-to-coast tour recently, are in Florida. They will tackle New England and the East this summer. They've already made arrangements thru a Boston agent to appear at several summer camps. Unit is down to three people. . . . **P. F. (Pete) Morrison** has been playing to good results in Mississippi and Alabama with his four-cast Negro minstrel unit. . . . **Chester Cobb** is back in Boston with feature religious pix after a long cruise that carried into West Virginia and about 30 dates in Pennsylvania. Cobb reports his season was the best he has had in 10 years with seasonal religious pix. . . . **Paul O'Neill**, of St. John's, Newfoundland, who has been a member of several Grand Rapids rep troupes and stock units in the United States, has joined an English rep troupe which will tour the English provinces this summer. He visited his home in St. John's before leaving for England. . . . The late **William (Jake) Whitebone**, of St. John, N. B., was a stock and rep actor and stock at Halifax, N. S., and toured the maritime provinces. He also managed the Opera House at St. John during its use by the **Carroll Players**, dramatic stock group. . . . **Oswald Rogers**, who died recently at New Glasgow, N. S., was a stock and rep actor out of New York until he switched to civil engineering.

London Dispatch

By LEIGH VANCE

• Continued from page 2
out-a-here style all of his own. During this week's show the mike picked one or two "singles" which were sent to a listener consumption, landed Harding in a pickle with variety boss Michael Standing and earned him a stand-off for the rest of the series. Says the BBC, who shelved the show's recordings, "A new quiz master will be announced shortly."

Vesta Victoria Dies;
Top Vaude Star . . .

Vesta Victoria, who died here this week aged 77, used to gross around \$1,400 a week in her 1900 vaudeville heyday. Famed for her songs, **Our Lady's**, **Such a Nice Young Man**, **Daddy Wouldn't Buy Me a Bow-Wow**, **Now I Have to Call Him Father** and **There I Was, Waiting at the Church**, Vesta died penniless. So did the men who wrote the songs. In the 1900's songs were often written in the Four-Ac Bar of the Excelsior opposite that vaudeville mecca, the Empire Leicester Square, and sold outright to music hall stars for two or three dollars a time. Say **Frances Day** and **Hunters**, who published all of Vesta's top tunes: "If we bought them on a royalty basis pirates sold penny copies right outside our door." It took a one-man war by **Joe Abbott** to get Parliament to pass a bill defending composers' rights. He fought the case on **Joe D'Arar**, who is alleged to have sold **Sir Harry Lauder** a top hit for \$1.50 and spent the rest of his life in the vaudeville charity home at Brinsworth.

English Variety Acts
Head for America . . .

Before long, they say, the only vaudeville stars left in England will be Americans. Few and far between, most top-British acts are snapped up by the States as soon as the first flutter of talent takes them into the big time. Consider the story of **Ben Wrigley**, who ploughed round the halls here for \$65 a week until an American offer put him in the \$1,120 class. Now he comes back over here to the American-owned (MGM) Empire Theater.

British Music Union
Bars Armstrong, Gillespie . . .

The \$5,600,000 Festival Concert Hall has been hired for two nights by jazz fiends who have asked **Louis Armstrong** and **Dizzy Gillespie** to play there. But, say the musicians' union, "we shall ban the entry of these artists. We have nothing personal against them. But British players are banned in the States and we're just returning the compliment."

Radio Critics Protest
Free Air Plugs . . .

Radio critics, edged by certain BBC reactions, are slamming them for permitting free-plugs to cloud the strictly non-commercial air here. Example: During **In Town Tonight**, a weekly hullo to famous visitors, **Judy Garland** said brightly, "Don't forget to come and see me at the Palladium," and best-selling novelist and playwright **J. B. Priestley** got a two-minute preview of his next book. Officially, payment for appearance on **In Town** is in the two-dollar class. **Judy** wound up with a bunch of flowers, and a plug for the Palladium picked up by 10,000,000 sets. Say the critics, "Either have all-out commercials or ban them completely. Why allow **Moss Empires** a boost and not (for example) **MacLean's Toothpaste**?" Truth is, most hard-to-get stars would look down their noses at a two-minute appearance without a plug. "So where am I?" says Producer **Peter Dunstan**.

Mud Slows Opening
Of 'Pleasure Gardens' . . .

Mud which clogged work and made the "workers disgruntled" has delayed the opening date of the Festival of British Pleasure Gardens. Scheduled to start Mar. 3, the date has been backed to the 15th or "even later." Showmen, settling into their sites and battling with official red tape are angry at the change. Says scenic railway boss **John Collins**, who has engaged 100 men: "The delay will mean a loss of \$15,000 a week to me. Who will pay wages while we wait?"

Drivin' 'Round the Drive-Ins

SPRING thaws and the continued presence of ground-water are causing serious trouble to Michigan drive-ins. In many cases, the sites selected were filled-in land, and, while the drainage problem has appeared solved, trouble has occurred when unusual weather conditions, such as those affecting gravel roadbeds, occur. Worst hit was the **Marysville Drive-In**, opened recently by **Alex Slendak**. Spot pulled about 100 cars out in three days of operation then closed until the weather improves. Others in Michigan are sticking to week-end operation and hoping for a break in weather, or, like the new **Coorse Drive-In**, moving back scheduled opening dates. . . . The new 500-car capacity **Starlite Drive-In Theater**, Stamford, Conn., opened its season recently. Each car is furnished an individual speaker with volume control, serviced by 25,000 feet of underground wiring in the 10-acre lot. **William G. Sobel**, owner, said that the screen measures 2,500 square feet. . . . **E. M. Loevy's Drive-In Theater**, Milford, Conn., managed by **Carl Halpin**, has resumed operations for 1951. **Willard B. Rogers**, president of the **Will Rogers Drive-In Theater Corporation**, was named a judge for the 1951 **Miss Hartford** beauty competitions at **Avery Memorial Auditorium**, Hartford.

JACKSBORO DRIVE-IN, Fort J. Worth, has been reopened by **Fzell & Associates**, owners of open-airers thruout the State. They purchased the spot last November for \$42,000 and spent \$50,000 on refurbishing, including a new screen, new front, three new ramps, new refreshment bar, rest rooms and a marquee. Capacity was increased from 420 to 750 cars. **Elmer Crumb** is manager. The **Long Theater Circuit** has opened the **Roundup Drive-In** at **Angleton, Tex.** Spot has a 400-car capacity and is managed by **Bob Dexter**, who also pilots the **Angleton Theater** for the circuit.

TWO BILLS, introduced in Indiana's House of Representatives 1951 sessions, and which would have seriously handicapped the operation of drive-in theaters in the State, died in committee hearings after vigorous opposition from **State Rep. Ralph C. Hines**, **Portland**. The first bill, which provided a penalty for possession

of alcoholic beverages by a patron of a drive-in theater, died in committee in the Senate. The other bill, which proposed that a deputy sheriff be assigned for each 50 cars in a drive-in, was nixed in the House of Representatives. Authors of the bills described drive-in theaters as "passion pits," while Representative **Hines** defended their operation as "family recreation centers which materially assist in combating juvenile delinquency." **Hines** and his brother, **T. Harold Hines**, and sister, **Mrs. L. T. Ashcraft**, are the owners of the **Hines**, **Princess** and **Beacon drive-ins** in **Portland**.

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The Final Curtain

Rome Round-Up

Continued from page 3

BARNET—Edward J., 50, on the official staff of "Clarey" for over 25 years, April 22 at St. Clara's Hospital, New York, following a heart attack. (Details in General News Report.)

BERRY—Jules, 58, stage and movie actor, April 23 in Paris in a top leading man in French comedies for several years. As a film player he was seen in "Crossroads," "Daybreak" and "The Devil's Advocate."

CAMPBELL—Arlene, 43, owner of Florida Trailer Headquarters, Sarasota, and well known to circus and carnival folk in U.S. City, Fla., recently. Burial in Sarasota. His wife, Sally; a son, LeRoy, and two step-daughters, Mary Jane Miller, of the Ringling show and June DeVoung, survive.

CARPENTER—John Sidney, 78, composer of songs, piano and orchestra works and ballets, April 26 at his home in Chicago. He began composing about 1900 and his compositions taught in 1912. An American strain in all his works was a distinguishing mark, and he was a composer who transposed the jazz idiom for concert recital. One of his most popular works was the "Concerto for Piano and Orchestra" which received its premiere in 1916 by the Chicago Symphony Orchestra under Percy Grainger. Perhaps his most popular work was "Adventures in Perambulation," composed in 1914. His ballets included "The Birthday of the Infanta," "Krazy Kat" and "Sisyphus." Last named piece being introduced at the Metropolitan Opera House in New York in 1926. The work found a place in the repertoire of all important American orchestras as a concert offering. Other compositions included two symphonies, "The Drift" and "The Andalus Enigmas," plus chamber orchestra pieces, a violin concerto, choral works, a string quartet, and a piano quintet. Survivors include his widow and a daughter.

DANN—Harry, 78, violinist for many years in Cincinnati theater orchestra and at one time head of his own orchestra. Survived by his wife, Edith, and a son, Andrew Engler, plus chamber orchestra pieces, a violin concerto, choral works, a string quartet, and a piano quintet. Survivors include his widow and a daughter.

In Cherished Memory of
HARRY DECKER
May 4, 1915
Devoted Husband of ANN
Loving Father of MARYANN

DEAN—Frank, 68, former actor, director and orchestra leader, and more recently Midwest director of Actors Equity, April 26 in Chicago after a five-week illness. Survived by his widow, Marjorie, actress, who will be the acting post held by her husband until Equity counsel in New York appoints a successor. Cremation at Sedgwick, Chicago, April 27.

EMFIELD—Earl, 58, manager of the Baldwin Plaza Show, April 21 in a heart attack in General Hospital, Los Angeles. Survived by his widow, Dorothy. Burial in Pacific View cemetery's Rest Evergreen Cemetery, Los Angeles, April 23.

FELDER—Joseph, 84, Polish composer, April 25 at his home in New York. He was the son of Gregorz Felder, composer and conductor of the Warsaw Philharmonic until World War II. Born in Warsaw, he studied music in Berlin, and in 1926 his second string quartet won first prize in a contest organized by the Association of Young Polish Musicians in Paris. His fourth string quartet in D-flat major, the young Elisabeth Sprague Colledge prize offered by the Library of Congress. Felder came to America in 1940 and composed a good deal of chamber music. His "Nocturne for Orchestra" was offered at a Philharmonic-Symphony concert in Carnegie Hall, New York, in 1948.

FLEPP—Harold (Gabe), 58, of Palace Royal, Circus in Sacramento April 22 of a heart attack. He had been a circus musician for many years and in 1930 was a partner with the Ringling Barnum show. With Polack he was chauffeur for Francis Brunson and in the concession department. His wife was

killed in a fall while with the Yankee Robinson Circus in 1923. Burial in Sacramento with military rites.

KRAMATAD—Olive, top Metropolitan Opera singer who gave her farewell concert appearance in 1920 in New York, April 21 at Irvington, N. Y. Born in Stockholm, she was brought to Minnesota at an early age and after studying voice in New York went to Germany in 1922 to be tutored by Lilli Lehmann. Three years later she made her debut in Cologne. For the next three years she sang in the Munich Royal Opera, where she became famous as Carmen. Later she filled engagements at Bayreuth, Vienna, London, Paris and in Holland. From 1930 on she sang the principal Wagnerian roles at the Met, including Isolde, Kundry and Brunnhilde. She also sang Italian and French operas. The role of Richard Strauss' Salome was created by her in this country in 1907, but the sensational work was withdrawn after gaffs performed at the South Jersey State Fair appearance in 1914 as Eva in "Lohengrin" and in 1917 she rejected the idea of recording and performing Wagner roles in English, which was the order of the day because of World War I prejudice against German opera singers during the 1930s. Survived by a sister and a brother.

KUBER—Gerard A., 57, composer of songs, piano and orchestra works and ballets, April 26 at his home in Chicago. He began composing about 1900 and his compositions taught in 1912. An American strain in all his works was a distinguishing mark, and he was a composer who transposed the jazz idiom for concert recital. One of his most popular works was the "Concerto for Piano and Orchestra" which received its premiere in 1916 by the Chicago Symphony Orchestra under Percy Grainger. Perhaps his most popular work was "Adventures in Perambulation," composed in 1914. His ballets included "The Birthday of the Infanta," "Krazy Kat" and "Sisyphus." Last named piece being introduced at the Metropolitan Opera House in New York in 1926. The work found a place in the repertoire of all important American orchestras as a concert offering. Other compositions included two symphonies, "The Drift" and "The Andalus Enigmas," plus chamber orchestra pieces, a violin concerto, choral works, a string quartet, and a piano quintet. Survivors include his widow and a daughter.

LEWIS—Bobby (William H. Felt), 85, who with his wife, Ethel, appeared in vaudeville for many years in the show known as Mullen and Hunter, April 7 in Elms Hospital, Tucson, Ariz. In later years he sang single musical hits with the Leavess a Top, William J. Phoenix, Ariz. and three brothers, L. Col. R. O. stationed in Germany, and Robert, in America. New York. Burial in St. Francis Cemetery, Phoenix, April 10.

HOLTON—Mrs. Frank, 49, former concert soprano and widow of the founder of the Holton Band Instruments Company, April 22 at her home in Hickory, Va.

KERN—Alexander A., 87, Soviet composer best known for his modernization of Jewish folk music, April 22 in Moscow. He wrote many symphonic chamber pieces and an opera, "Zagnuk," produced in 1936. Much of his music was composed for Jewish Ukrainian theaters.

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cluding "The Royal Wedding." The three-year run of the tea-jerkier was based largely on the ability of his actress to sing, who later changed her name to Mary Pickford. Among other hits he produced were "Madame Sherry," "Within the Law," "Costing Gertrude," "The Girl from Aetona," "Potash and Perlmutter," "The Shanghai Connection" and "The Trial of Mary Dugan." Other productions included "Friendly Enemies," "The Yellow Ticket," "Ladies Night," "The Demi-World," "East of Suez," "The Whole Town's Talking," "The Green Hat," "A Farewell to Arms" and "Night of January 18th." Following the depression he produced "The Ragged Edge," "Arise O Woman," "Censored" and "Miss O'Leary." In his play in 1932, was "Try and Get It." At the peak of his career he had 20 plays running at the same time. Some were on Broadway, but the majority were road companies. He took credit for giving the stars to John Barrymore, Mary Pickford, Douglas Fairbanks, Charles Chaplin and other stars. He also owned the Eltinge Theater in New York and the Woods, Apollo and Adelphi Theaters in Chicago before the 1929 crash. A sister survives.

Births

FRISBY—A son, Martin, to Mr. and Mrs. Albin Frisby, Detroit recently. Father practices the Home Theater, Detroit City.

M-SAYON—A son, Michael Edward, to Mr. and Mrs. M. M. Michael in Philadelphia. April 20. Father is featured on a number of TV shows on WCAP-TV, that city.

MUNRO—A son, John Michael, to Mr. and Mrs. Red Munro April 9 at Greensboro, N. C. Father is assistant program director of Station WOOD, that city.

REIFF—A daughter to Mr. and Mrs. Hank Reiff, April 22, in Nazareth Hospital, Philadelphia. Father is a night club comic.

RIND—A daughter to Mr. and Mrs. Jules Rind in Philadelphia, April 8. Father is program director at WREX, that city.

RUBINSTEIN—A daughter to Mr. and Mrs. Jim Rubinstein in Philadelphia April 16. Father is special events director of WFL and WFL-TV that city.

WHITAKER—A son, Bruce Davidson, to Mr. and Mrs. William Whitaker in Delaware County Hospital, Philadelphia, April 3. Father is an announcer on WPTZ that city.

Divorces

RAYWARD—Louis Hayward, pic actor, from Peggy Morrow Hayward April 23 in Los Angeles.

LESTER—Arnell Lester from Jerry Lester, actress and TV comic, April 26 in Santa Monica, Calif.

STANDISH—Mrs. Gloria C. Standish from Louis Standish, former executive secretary of the Connecticut Symphony Orchestra, in Bridgeport, Conn., April 21.

WESTMORE—Margaret Douglas Westmore from Eric Westmore, Hollywood make-up artist, April 23 in Los Angeles.

Latin Quarter

Continued from page 43

absence abroad, never did a better job. His music and cigar gobbling drew mingled reactions, but there was solid unity for his strip routine. The boy's innocent dead-pan, pantomime and baggy pants act was wonderful to see. His takes alone are a must for any aspiring comic.

Familiar Acts
The rest of the show was made up of the familiar. Marion Colby's smoky chanting of "I'm in Doubt About the Gentleman" (a Jack Burnett number) was literate and amusing. Gloria Leroy's rubber-legged antics were interesting, though her singing was not. Gail Bennett's blackout bits were adequate. Her half-man half-woman act needs a lot more work to get desired results.

Muzzone and Abbott's standard Apache act is always solid. Its breaking up of chairs and tables has always made it a sure-fire item. Alex D'Arcy looked okay, but his chanting in the productions was not.

The Stonys, Francois and Gilselle, the still a top dance team, have added little new since their pre-war years. Their act is smooth and nice to look at. But the Stonys hardly bring in a fast-moving show like this.

Art Warner's cutting of a show long with involved cues was right out of the top drawer. Buddy Harlowe's combo did the relief sessions.

Bill Smith.

one Swiss and one Chinese. In 1949 the censors viewed 609 flickers.

"Darkness" Gets Light focused by Moscow

Voice of America presentation of Sidney's Kingsley's adaptation of Darkness at Noon over short play medium was this month (14) was well-plugged beforehand in the local press. In fact, the day before the broadcast, Communist Party organ Unity had this to say about Kingsley: "One of the 'champions' of the so-called American theater of the left, Sidney Kingsley, whose modest piece, Detective Story, was recently presented in Rome, has adapted for the stage the story by Koestler, Darkness at Noon, one of the most lurid attempts at anti-Soviet propaganda. Thus, in the same way that Odets ended up in Hollywood as a scenario writer of tearful film stories, Kingsley has joined the ranks of the politicians, which include Elmer Rice, MacArthur (Ed. note: Charlie, not Douglas), and Irwin Shaw. Meanwhile, the true writers of the left, such as Dalton Trumbo, Howard Lawson and Albert Maltz, are in prison, sooner or later the time comes when people show their true faces."

Speaking of Albert Maltz, local Comic press reveals that his 1935 play, The Black Pit, has been presented in Bucharest. Naturally, it got a good reception. . . . Arthur Miller's Death of a Salesman will appear in book form next month. It's on the Einaudi Publisher's list.

Vitaliano Brancati's Raffaele skedded for this past season by the Pirandello Theater here in Rome, being held up by censors. Comedy is said to be a biting satire on Fascist customs. . . . Marcella Rossellini, Roberto's ex, is said to be ready to back a pic about a newspaper reporter.

Pier Angel Modernities Name, Hair, Behavior

Leaving for Sicily to start work in MGM's The Light Touch, are stars Pier Angel and Stewart Granger, and Robert L. Surtees.

Dmytryk Hypes Red Quiz

Continued from page 3

atomic spies, he asserted, have since made it clear that the Communist Party "is conspiratorial, subversive, and even in certain cases, reasonable."

Reward Suggested

Dmytryk's confession brought generally favorable comment from committee members, one of whom suggested that he be rewarded with restoration of a job and prestige in Hollywood. Dmytryk, who served four and a half months in jail, said he has not worked in Hollywood since 1947 although he made two pictures in England before serving his jail term. On the stand this week, he freely gave the names of 27 other persons whom, he said, he knew as Communists, some of them not previously identified as Communists.

Dmytryk said the Communist Party had three motives in Hollywood: to obtain funds, which it did successfully thru a taxing system for high-paid members; to gain prestige; and, more important, "the infiltration of Hollywood guilds and unions to control the content of pictures."

Dmytryk said he was "shocked" at "thought control" attempts exerted by the C. P., especially in connection with production of the film Cornered, after he and Adrian Scott decided to extract some "party line" speeches from the script, by John Wexley, for a plot involving the case of a Nazi gauleiter.

The witness, a former \$2,500-a-week director, was preceded on the stand by Abraham Lincoln Polonsky, 40-year-old film writer, who refused to discuss Communism on the grounds of constitutional protection against self-incrimination. Polonsky also refused to say if he had told the truth when, as a World War II member of the Office of Strategic Services, he denied membership in any group which sought to overthrow the government.

Earlier in the week, character actor Marc Lawrence testified to the committee that he had joined the C. P., but got out when he described his membership as "a great mistake—an unholly mistake—a hideous error." He said that even when he was in the party

Metro photo director, Richard Brooks is directing the film. Pier Angel, incidentally, caused a few raised eyebrows among the locals. In addition to the new name, she's now a blond. However, Maria Enrica is still keeping a maternal eye on her to make sure none of the wolves lead her bimbino astray. . . . When it's finished, the Lilli Palmer-Rex Harrison villa will be the most luxurious at Portofino, the Italian Riviera resort below Genoa, where they are expected this summer. . . . Oscar winner Isa Miranda in Cannes for the film festival, after which she goes to Paris with hubby Alfredo Guarini and then back to Rome by the end of this month. Later on she's skedded for a Tennessee Williams show in Italy. . . . Also leaving Rome, Jean Pierre Aumont, who was followed a few days later by the missus, Maria Montez. . . . Passing thru, from Istanbul to Zurich, German stage star Zarah Leander.

Stewart Due for MGM Pirandello Memorial

Lingual note: The Germans, a play by Polish writer Kruczkowski, is being presented at the Pirandello Theater in Italian! . . . Rome bobby soxers (only, here they wear nylons), who gave Tyrone Power a rough time when he made Prince of Foxes a couple of years back, are holding their collective breaths waiting for July to roll around. That's when Jimmy Stewart and Cary Grant are expected to arrive to co-star in MGM's When in Rome. . . . Sid Gordon, of Broadway musicals, earned nice notices for his role in Persian Nights (Closed Shafters). Sid plays the part of a cop.

Nicolo Theodoli starts production in May of a comedy satire, OK-Nero, starring Walter Chiari and Silvana Pampanini, and featuring Jackie Frost and Gino Cervi. Shooting will be in Rome. . . . At the La Cabala before they left town: Maria Montez, Pier Angel and Stewart Granger, with Alida Valli. . . . April 12 was the 15th anniversary of the death of Luigi Pirandello.

Talent Tips

Continued from page 7

up well enough in a 15-minute show of their own. For variety-type shows, the trio's handling of straight spirituals, pops and comedy routines like the hoked-up quartet from Rigoletto, would offer both ear and eye appeal.

Actor John Garfield, on the stand the previous day, declared he never knowingly permitted his name to be used by Communist Party fronts and he assisted the C. P. as subversive "tyranny" which, he said, should be outlawed to prevent it from "capturing" liberal organizations. Garfield said he had contributed money to a few liberal organizations now listed as subversive but he said he did so only when they were in effect "arms of the Democratic Party." He insisted he had never attended meetings of these organizations.

Actor Morris Carnovsky and writers' agent George Winner refused to testify on any alleged Communist links, pleading possible self-incrimination. The pair assailed the committee's procedure.

S-F "Shrew"

Teaming of Gloria Swanson and Jose Ferrer for one-shot video dramatization of Shakespeare's Taming of the Shrew would be a showmanly production move. The Shrew has been done before on video, but the Swanson-Ferrer combination should prove a strong audience draw. They're both clicking big as a legit team in Twentieth Century, and the movie fame, of course, is tops at the moment. The fiery Katharina should be a natural for the voluble comedy talents of Swanson, and Petruccio's swaggering style suits Ferrer's flashing thespian technique.

Cole Biz Weak As Chi Stages MacArthur Day

CHICAGO, April 28. — Cole Bros. Circus took a pasting from opposition by General MacArthur's visit here this week, but show execs were optimistic and were holding high hopes for the second and final week of the run at Chicago Stadium. Engagement ends May 6.

Bill Horstman said business was "fair to middling," about as had been expected. Friday's business was strong, he said, and the best of the week, but not equal to last year's.

Week-end business (21-22) gave little encouragement and Monday (23) was a day off. Tuesday (24) was a bright spot with a better matinee and a night house of about 7,000. Wednesday dipped and Thursday the General was in town. Staffers said Thursday's crowds were bigger than expected in view of the competition.

They reasoned, too, that if the opposition were considered and the org's lack of name attraction were counted, profits midway in the stand were about the same as last year's.

Terrell Jacobs' continued this week with the cat act. A plan for Carl Wallenda to walk a wire high above a downtown street was called off at the last minute, but the press department set a deal Saturday (28) in which the Catholic Troupe would do a ladder stunt to reach the famed Marshall Field clock in the Loop and reset it for daylight savings time.

Jimmy Durante Sought by CNE As Headliner

TORONTO, April 28. — Jimmy Durante now is figured to head the Canadian National Exhibition grandstand show. Negotiations are being carried on by telephone by Elwood Hughes, who is on a three-month holiday in Florida.

Durante has indicated he would be willing to come, tho the contract has not been signed. Only the final terms are yet to be settled. Earlier talks with Bob Hope are understood to have fallen thru.

This will be the second time Durante has played a Canadian exhibition. He played the Pacific National Exhibition, Vancouver, to good houses three years ago.

3 Celes Set For Int'l Pyro

JERSEY CITY, N. J., April 28. —Fred C. Murray, general manager of the International Fireworks Company, this week announced the making of three dates for his firm. They are the Pensacola (Fla.) Festival of the Five Flags, the Leesburg (Fla.) Watermelon Festival and the Confederate Veteran's Reunion which will be held in Norfolk.

Murray, who made presentations to each committee, made the trip by air. He reported that his firm has booked a number of other celebrations and said that the civic events appeared to be on the increase.

BARY FRAMING 3-CAR ZOO ORG

BUFFALO, April 28. —Howard Y. Bary, veteran circus staffer and former owner, is framing the British Africa Zoo, a three-car walk-thru show, and is expected to take it to Canada after exhibiting here. The show will move in passenger service on cars Bary purchased from the Sante Fe Railroad. Animals with the org are those used in the movie, King Solomon's Mines, and are under direction of Cheerful Gardner.

FIREWORKS TO MAC'S WELCOME IN WINDY CITY

CHICAGO, April 28. —One of the biggest fireworks shows in Chicago's history topped the city's welcome to General MacArthur Thursday (26), with Theatre-Duffield Fireworks Company, Inc. of this city, staging the pyrotechnic presentation in Soldier Field before more than 60,000 persons. Millions of TV viewers also saw the program, which was carried by all four local video outlets.

See Settlement In Legal Battle Over Jones Duo

LOS ANGELES, April 28. —Litigants in the suits to exhibit the Slamese twins—Yvonne and Yvette Jones—are negotiating and a settlement in the matter is expected at the next meeting, scheduled May 4. Lorow Bros. and Cliff Younger both claim contracts for the exhibition of the two-year-old twins. They are now being shown on the Clyde Beatty Circus.

Mrs. Willie Jones, mother of the babies who are joined head-to-head, filed a deposition Wednesday (25), with an appearance scheduled in Judge Ben Harrison's Federal Court Thursday (26). Judge Harrison continued the case.

While it was reliably reported the litigants were negotiating for a settlement, the terms were not revealed. However, it was learned the deal calls for Younger to tour with Lorow Bros. on the Royal American Shows. Younger had originally planned to tour with the Beatty show only in the second. On the basis of this the twins would have been with the organization until about June 1.

Sacramento Inks Lizza Pyro, MCA Night Grandstand Show

LOS ANGELES, April 28. —Contracts for the fireworks display at California State Fair, Sacramento, was awarded to Patrick Lizza, of Golden State Fireworks Manufacturing Company, Redondo Beach, for the 24th time. The night grandstand show contract was awarded to the Music Corporation of America for the second consecutive year. Deals involve an expenditure of \$88,500.

The fair will spend \$13,500 for nightly fireworks displays in front of the grandstand. Lizza has supplied the exhibition since 1921 with the exception of two years when another firm had the contract and during four years of the war. Lizza's firm, now engaged in government contracts, continues to produce pyro presentations.

MCA Contract 55G
MCA's contract for entertainment includes \$55,000 for the show, \$11,000 for stagehands and production personnel and \$7,000 for scenery. Acts will be supplied by MCA's Beverly Hills office. Don Mufford handled the deal for the booking this year as well as in 1950.

At the session of the board of directors at which the bids were approved, the group delayed action until its May session to consider a request by the Pari-Mutuel Employees' Association for a 10 per

Yermo, Calif., Slates Event

YERMO, Calif., April 28. —Calico Days, annual Mojave Desert event, will open here May 18 for a three-day run. It was announced here by the Chamber of Commerce and the American Legion, co-sponsors.

Events will include a rodeo, horse show, dances and conducted tours of historical desert spots. People in old-fashioned costumes will vie for prizes and opening day will be featured by crowning of the calico queen and a parade.

INITIAL REPORTS POINT TO BONANZA YEAR AHEAD

Increased Per Capita Spending Encourages Carnival, Park Ops

• Continued from page 3

while all ops realize this, they never give up hope of proving it otherwise.

Amusement parks are sharing equally good business. There are reports of increases ranging up to 30 per cent or more. The stationary playgrounds and the carnivals too, are for the most part experiencing somewhat better weather than they encountered a year ago when as many as 10 week-ends were lost to rain in the early season.

The weather, always treacherous at this time of the year, will hold the key to earnings for the next

couple of months. Most parks will not begin daily operations until next month. Meanwhile they must rely solely on week-end play with no chance to make up a loss to rain or a curtailment of business resulting from unseasonable cold.

Surprisingly, many of the favorable reports are centered in

the metropolitan New York and New England areas where television is solidly established. Some ops believe that people feel pretty much the same now as they did before the advent of video—that is that they want to get out in the open when the weather warms up and the smell of spring is in the air.

Accelerated defense production has resulted in help shortages, and many managers report that they are short of personnel. As usual, the carnivals are expected to be hit the hardest, both because of the transient nature of the employment offered and because of their inability to meet the high wages that industry will use as a lure.

New York Bans Sunday Auto Races

ALBANY, N. Y., April 28. —Attorney General Nathaniel L. Goldstein has ruled that auto races not specifically authorized by the State Legislature are illegal on Sunday.

Goldstein's ruling was given in an informal opinion, during which he pointed out that auto events are not exempted from the Sunday prohibition by the Legislature. He said that a proposal to permit Sunday auto meets was defeated in committee at the past session of the Legislature. He added that the governing body of a village, town or city can permit only those public sports accepted by the state body.

Stock races have been held for the past two Sundays at Dexter Park, New York. Park owner Max Rosner said that events would be shifted to Saturday night starting today.

IMCA Drivers, Crews Insured

DAVENPORT, Ia., April 28. —Drivers, car owners, pit crews and officials at all '51 auto race meets under the banner of the International Motor Contest Association will be covered by a blanket insurance policy recently put into effect, Frank Harris, IMCA secretary, announced.

The insurance, to be available at 140 meets staged by Frank Winkley's Auto Racing, Inc., and by National Speedways, Inc. (Al Sweeney and Gaylord White), has been improved since it first went into effect at this year's Florida State Fair, Harris said.

Underwritten by Lloyds of London and handled thru Lauerman Bros., Chicago, the policy pays a \$2,000 death benefit, \$1,500 maximum medical and hospital benefits and \$25 per week for 52 weeks in cases of disability. Cost to IMCA drivers is \$1.10 per event. Owners, pit crew members and officials will pay \$1.25 per program.

Ill. Towns OK Wrestlers At Six Fairs

CHICAGO, April 28. —Wrestling as a grandstand attraction at six Illinois fairs received an okay from voters in recent referendum elections and cleared the way for final signing of contracts, Tommy Sacco, who heads the Chicago booking agency handling the grapplers, announced.

Illinois fairs that will present the grunt and groin artist this year include Harlan, Jerseyville, Pontone, Palmyra, Kankakee and Harrisburg.

The referendum vote was necessitated by the refusal of the State Athletic Commission to grant promoters a blanket contract, Indiana and Michigan had previously okayed the venture.

The wrestling show will be produced by Karl Fojello, Chicago, with Gene Mandeloff handling the press.

cent wage increase to work the bettering windows during the event. Directors also postponed for a month a decision on whether to allow auto racing on the race track this year. E. P. (Ned) Green, secretary-manager, voted against the move at the March meeting on the basis that the races were not profitable to the fair and might injure the track.

Short of Budget
Green reported that a revenue of \$8,408.72 was earned during March, bringing the income for the fiscal year to \$936,211 or \$13,699 short of the budget estimate.

The fair board also authorized Green to draft a memorial resolution for presentation to the widow of the late E. H. Hughes of the University of California College of Agriculture. Hughes was prominent in the promotion of livestock exhibits at the State fair.

Tom Packs Announces Talent For Summer Org; Bows June 1

ST. LOUIS, April 28. — Tom Packs this week announced the line-up of acts and staff members for his summer dates. The org is scheduled to open June 1, at Gadsden, Ala., a new town for the show. Sponsor there will be a civic club, and the date will be a test by the Packs show of this type of auspice.

Packs will have charge of the circus and will be assisted by Bill Nelson. Jack A. Leontini will handle advance duties.

The performing personnel will include: Rose Behee, Kreis Sisters, Arden Voice, Jena Regeig and Edith Klionova, cloud swing and iron jaw; Edeeds and Kays, trampoline; Charlerios, comedy act; Vesses, high aerial; Semmitt's chimpanzees; Williams' dogs and ponies; John Tiebor's scuba; Cycling Sidneys; Fedders, jugglers; Martelis, roly-poly; Jinks and Clara Hoxglan, high school and jumping horses;

Simru's ballet (12); Gutti's gorilla parody; Flying Zachinis and Harold Voice troupe, flying reel; Great Wallenda, high wire; Will Hill's elephants; Dorita Koon, high school horse; Marjorie Cordell, Roman rings and one-arm swings; Bob Cluse Company, aerial motorcycle; Four Angels, balancing; Karrells, Roman ladders; Franklin and Astrid, hand-to-hand vaulting; George Hanneford family, bareback, and Rietta, sway pole.

A Packs-produced fireworks display will be the finale at some dates.

Clown alley, not yet completed, will include Charles "d Lewis, Van Wells, Hal Griffin, Billy O'Dell and Jackie LeClair. Bob White will return as announcer. Jack Cervone will be bandmaster and Mary Edwards will be vocalist. Carl Wallenda will be layout superintendent.

\$14 Mil Aud Planned for Detroit Cele

DETROIT, April 28. —Construction of a \$14,000,000 exhibit and convention building here as part of Detroit's 250th birthday celebration this year will hinge on permission from the National Production Authority and the availability of labor and materials, officials of the event announced this week.

Main portion of the building will be a 17,500-seat auditorium. Auxiliary space for exhibits and conventions is included in the plans. Financing plans are to raise half the cost thru private subscription, with the other half to come from city appropriations set up in the budget at a rate of \$1,500,000 annually.

Site is available thru previous condemnation action, and plans are to at least get started before the year is out.

E. J. Murphy, 63, Passes in Seattle

SEATTLE, April 28. —Eugene J. Murphy, 63, outdoor showbiz promoter and stage actor and producer, died at General Hospital here Wednesday (25) of coronary thrombosis.

Murphy was a pioneer in promoting indoor charity circuses and just prior to World War II managed the Del Rio midget troupe. For about the last 10 years he promoted baby contests. Together with his partner, Harry Duncan, he came to this city in February to start work on the first of tree baby events on the West Coast.

He entered show business playing juvenile parts in stock companies and went on to tour as a leading man in Shakespearean productions with stock groups in the Midwest. Murphy produced musicals, starring his wife, Lorraine, in the maritime provinces of Canada. He also staged home shows for the Federal Housing Administration. He belonged to the Circus Fans Association of America and other showbiz organizations.

In addition to his wife, he is survived by a daughter, Mrs. Tom Abruzzi, of New Hyde Park, N. Y., and a brother, Roland, of Venice, Calif. Interment is set for Monday (30) at St. Ann's Cemetery, Shrewsbury, Mass., community where Murphy made his home.

BUGS BAR ORGS FROM NE LOTS

HARTFORD, Conn., April 28. —Presence of potato bugs in New England is complicating the task of agents looking for show grounds in this area. Department of Agriculture regulations vetoed use of lots in several towns. The bugs caused similar difficulties for shows last season.

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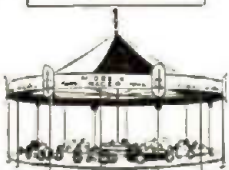
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CLOSE-UPS: MICKEY DOOLAN

Kiddieland Op Is Rated Whirlwind Money-Raiser

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

By SAM ABBOTT

AS A RECENT meeting of the Pacific Coast Showmen's Association in Los Angeles was drawing to a close, its president, Michael J. Doolan, asked Harry LeMaek, a veteran member, if he had anything to say.

LeMaek, always ready with a word, admitted that he had. "I have been a member of this club for years," he said, "and I've seen a lot of presidents. I'd like to urge everyone to get behind this man and support him. This man is a whirlwind."

Doolan, noted around Chicago, near which he has a successful kiddie park, for his ability to raise funds for charities, has proved himself a whirlwind during the five years that he has been associated with PCSA. When he moved his family to Altadena, Calif., he quickly joined the club and pitched in to do what he could to aid it.

SLA Career When Doolan became affiliated with PCSA, it was after a 30-year membership with the Showmen's



MICKEY DOOLAN

League of America, and in that time he had held every office except that of secretary and president. His first contact with the PCSA was on committees. Two years ago he started a project that

(Continued on page 55)

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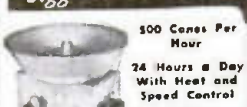
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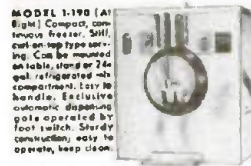
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Following their Sunday (22) opening at the St. Louis Police Circus some members of the show played benefit shows at the Veterans' Hospital and St. Michael School for Crippled Children, under the direction of Detective Sgt. London. Acts appearing were the Sidneys, Orantos, Marvils, Jewelys and Betty Alvarado, plus Carl Marx, Billy Burke, Charley Frank, Gene Lewis, Bill Aleotti and Hop Green, clown.

Jo Jo Lewis, clown cop, with the St. Louis Police Circus, will play fairs for C. L. Baum and Klein's Attractions.

Tex O'Rourke, who recently closed as a stunt man on location with Gary Cooper at Silver Springs, Fla., is in Sarasota, making plans for his scheduled fair and rodeo dates with his horse, Pal. He's also operating concessions... Cherry Ann Kelly, four-year-old daughter of Eva May Lewis, aerialist, is in Riley Hospital, Indianapolis, recovering from a recent operation for a head tumor... Following a successful series of club dates in Waterloo, Ia., Pedro and Durand report that they made a 1,000-mile overnight jump to Washington in time to open a two-week engagement there.

Leonard Traube Associates recently completed publicity stories on a number of acts booked through the George A. Hamid & Son agency. Included were Baudy's Greyhounds, Smokey the Horse, Glee Henry Company, Gonzales Sisters, Dr. Cooper's Liberty Horses, Ferdinand the Bull, Kirk Adam Company, Clark's Bears, the Lamarrettes, Three Tuckers, Hollywood Sky Rockets, Flying Ounians, Pedro and Durand, Aerial Winters, Bob Parry, Triska Troupe, Appealing Apollons, Lynn and Linda Lee, Millie and Penny, the Villanovas, Scotty Burbank, Brick Brothers and Gloria, Bobby Whalling and Yvette, Emmett Oldfield and Eddie Ware and the Flying Otis.

Poodles Hanneford, currently working in Hollywood, is the subject of an Associated Press feature story. Poodles is quoted as saying that riding acts of the type with which he has been associated all of his life are no longer being developed. The advent of television will hinder rather than help their development, he says.

altho the video medium seems to have increased the demand for acrobatic turns.

Sons of the Pioneers, folk music singing group, will be featured at the 76th annual Solano District Fair, Dixon, Calif., May 3-8. They will lead the parade and appear in the grandstand show at afternoon and night. Patrick T. McCarthy is the fair's secretary-manager.

New show opening at the Lido cabaret in Paris on June 1 will feature Three Charivels, comedy tumblers, Fiore Brothers, Mexican jugglers, and Frakkson, European prestidigitator. Great Cepor Family will play New Orleans May 29, not City Park Stadium in Crossart, Ark., as previously reported.

The Discoffs, Flo and Winona, recently completed parts in the Robert Lippert production, "This Is Show Business," in Hollywood. Winona, writing under her real name, Winona Shelton, has penned a tune, "My Little Cowboy Baby," that is being published. Another tune, "Hangman's Guns," which she wrote in collaboration with Hy Heath and Johnny Lang, has been released on Intro Records. The platter was recorded by Andy Parker and the Plainsmen.

George Keller's wild animal act has been signed by the Jimmy O'Neill Theatrical Agency, St. Louis, to head the grandstand show at the Carruthersville (Mo.) American Legion fair. Dot Dale and Her Rhythm Kings will supply the music.

Wayne (Duke) Marfield, who doubled for Cornel Wilde in Paramount's "Greatest Show on Earth," is now with the Parroff Trio. Marfield, a former race driver, has been a stunt man for Paramount and Warner Bros. in recent years... Aida, the "Star in the Moon" high act, has been signed to appear for Frank Wirth at the Imperial Council Shrine convention in Madison Square Garden.

Earl Armstrong, manager of Roscoe Armstrong's Bucking Ford act, is a private with Company C, 432d Engineer Construction Battalion, Camp Pickett, Va... Beatrice Danie and her chimps, booked to open April 30 at the Birmingham stand of Barker Circus, recently took delivery on a new Chevrolet truck.

Out in the Open

Bill Vail started his 15th year at the helm of Alycon Speedway, Pittman, N. J., Saturday (21) Program, featured stock car races with the feature won by Rocco DiNatale.

Mary K. Sarlow, sister of Ross Sarlow, secretary of the Ionia (Mich.) Free Fair, recently composed a new song, "Would You Care," which is being used by Izzy Cervone as the musical accompaniment to the cloud swing in Cole Bros.' Circus. Miss Sarlow completed the song while in the hospital following an automobile accident several weeks ago. She has abandoned a cast but is still wearing surgical braces.

Night club owner Frank Palumbo, of Philadelphia, reveals that while on a Florida jaunt he played a familiar real-life role for the movie company which was filming the Ringling-Barnum circus at winter quarters in Sarasota. Palumbo was cast as a man taking a host of kids to the circus, standard operating procedure for him at home... Film shots of the Irish Horan's Lucky Hell Drivers, thrill show, were featured on the Sunday night (29) ABC television seg "Showtime USA."

Jack Reilly, director of special events at the New York World's Fair and the Chicago Railroad Fair, has been appointed administrative assistant to Maj. Lenox R. Lohr, Illinois civil defense director.

Mr. and Mrs. Leo Overland were recent house guests of Mr. and Mrs. Earl Newberry at the latter's Jacksonville, Fla. home. Newberry, who with Overland is co-manager of the Midwest unit of the Chitwood thrill show, recently returned to Jacksonville

after a quickie trip to Detroit and Chicago

Guy Weadick, originator of Calgary (Alta.) Stampede, and Mrs. Weadick, returned to Calgary recently after a seven-month, 14,000-mile tour of the United States

Maggie Murphy Weingarten, old-time circus performer, was host at a birthday party in her San Francisco home in honor of Madam Carmen recently. Guests included Clarence Davis, Verma Hopwich, Pinney Lingo, Ross Collins, Charlie Halley and Myrtle Hunt.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 21.

The complete list of Fair dates was published in the issue dated April 1. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 2, O. See each issue of The Billboard for corrections and additions.

- ARIZONA**
Duncan-Greene Co. Fair, Oct. 13-14
Stanley W. Coon
Kingman-Mohave Co. Fair, Sept. 1-3
Harry R. Phillips
- ARKANSAS**
Paragould-Orrin Co. Fair, Sept. 12-15
J. T. Brown
Wynne-Cross Co. Fair, Aug. 29-Sept. 1
W. H. Proctor
- CONNECTICUT**
Hartford-Hartford Fair, Oct. 8-7
Merle H. Pliska
- IDAHO**
Donner-Marshall Valley Fair, Aug. 10-Sept. 1
Arilla McKay
Pala-Two Falls Co. Fair & Rodeo, Aug. 28-Sept. 1, Thomas Parks
(Continued on page 75)

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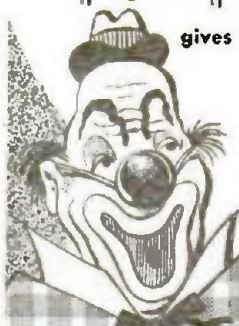
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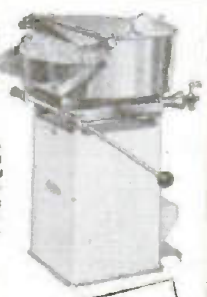
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150-Mile Stock Feature Set At Langhorne

LANGHORNE, Pa., April 28.—Langhorne Speedway will officially open the 1951 season Sunday afternoon, May 20, with a 150-mile grand national circuit late model stock car championship race sanctioned by the National Association of Stock Car Auto Racers. A May 11 opening is assured for weekly sportsmen stock car races to be run on the new Yellow Jacket course now under construction at Langhorne.

Irving Fried and Al Gerber, operators of the Yellow Jacket Speedway, Philadelphia, for the past 16 years, have taken a long-term lease on Langhorne. All activities formerly centered at Yellow Jacket are being switched to Langhorne, which will have both a mile and a quarter-mile track.

Entries are now being accepted for the 150-mile opener, for which a guaranteed purse of \$5,000 has been posted. The weekly events will be run at night under lights with purses aggregating \$1,500.

Pat Purcell, veteran auto race and outdoor show promoter and publicist, will be in charge of publicity for the features on the mile speedway, while Sherry O'Brien, publicity chief at Yellow Jacket Speedway for 16 years, will publicize the events set for the quarter-mile track.

W. Nunley, 61, Funspot Op, Dies in N. Y.

NEW YORK, April 28.—William Nunley, 61, local park and ride operator, died Tuesday (24) at Queens Memorial Hospital here. He suffered a stroke Thursday (19).

He was working in partnership with Norman Russell on the construction of a large kiddie park at Levittown, mushrooming New York suburb, when he was stricken. His Seaside Park, adjacent to Rockaways Playland, offered two kiddie boat rides, a fire engine, pony cart, Ferris Wheel, Miniature Railway and Merry-Go-Round. He also operated Carousels at Broad Channel, near the Seaside spot, and at Yonkers and Baldwin, N. Y., both suburban areas.

He was associated until several years ago with D. Murphy in the operation of the Carousel at Rockaways, which was opened to the public in 1915. In 1922 he opened his kiddie park on the Boardwalk there and later introduced amateur hours on the property in back of his ride. In 1939 the Carousel was moved into Playland, and in 1941 it was put at its present location.

In addition to his amusement operations, Nunley had extensive Long Island real estate holdings and at one time ran 10 parking lots in Jamaica. His widow, Miriam, survives.

Traube Preps 3 Campaigns

NEW YORK, April 28.—Biographical and descriptive stories on acts and units booked by the George A. Hamid & Son talent agency have just been completed by Leonard Traube Associates. The New York public relations firm is currently completing a press and photo book for Ward Beam's World's Champion Auto Daredevil and working on the photo phase of the Skating Vanities of 1952.

The Beam assignment calls for about 15 major stories. 12 photo stories, plus feature and biographical material, and a pictorial herald. The Vanities press-radio-television manual will include at least 65 new pictures of principals, teams, groups and ensemble-production numbers. The book will be reduced to hand-size size with special binding and will be both mimeograph and letter-press processed in a mixture of paper stocks. Traube said the novel make-up will bring out the best reproduction of story, photo and ad material.

Carnival Routes

Send to
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(Routes are for current week when no dates are given. In some instances weekly matting dates are listed.)

- All-Pairs (Pair): Dayton, Tex.
- Alamo Expo: Mineral Wells, Tex.
- American Bazaar: Runnemede, N. J.
- American Beauty: Pullon, Mo.
- American Eagle: Savannah, Tenn.
- A.N.P.: Christiansburg, Va.; Marion 7-12.
- Baker's United: Wabash, Ind.
- B. & C. Expo: Corning, N. Y.
- Beams: Lee (Chase & Virginia St.): Cincinnati, O.
- Bechtel: Lee (Chase & Virginia St.): Cincinnati, O.
- Bechtel: Lee (Chase & Virginia St.): Cincinnati, O.
- Blue Diamond: Danville, Pa.
- Blue Grass: Henderson, Ky.
- Blue Ribbons: Lakewood Center, Tacoma, Wash.
- Boyle: F. C.: Independence, Kan.
- Boone Valley: Boone, Ia.
- Boydland: Ft. Stockton, Tex.
- Buck, O. C.: Schenectady, N. Y.
- Bucks: Harry: Kentwood, La.
- Capital City: Carterville, Ga.; Dalton 7-12.
- Capital City Amusements: Edinburg, Ind.
- Capital City Am.: Edinburg, Ind.
- Cavalcade of Amusement: Columbus, Ga.
- Cavalcade of Fun (Loves Park): Rockford, Ill.; Oradell, Wis., 10-13.
- Central State: Dodge City, Kan., 1-6.
- Collin & Wilson: Petersburg, Va.
- Chano, Jimmie: Richmond, Ind.
- Cherokee Am. Co.: Neodesha, Kan., 1-9.
- Coleman Bros.: Middletown, Conn.
- Columbia: Kittery, Me.
- Continental: Kingston, N. Y.
- County Fair: O'Neill, Neb., 7-12.
- Crafts Expo: Los Banos, Calif., 1-6.
- Crisis 20 Bldg. Van Nuys, Calif., 8-13.
- Crafts Fiesta: Lone Pine, Calif., 2-4; Ridgecrest 8-13.
- Dan-Louis: Hardinsburg, Ky.; Irvington 7-12.
- Davis Am. Co.: Eugene, Ore.
- Delta Am.: Mize, Miss.
- De La: Ft. Stockton, Tex.
- Down River Am. Co.: Howell, Mich.
- Drew, James H.: Madison, W. Va.
- Edwards: Joplin, Mo.
- Feria, Carl Dr. Ridgeport, Pa.
- Fleming, Mad. Cody: Brunswick, Ga.
- French, John: East St. Louis, Ill.
- Franklin: Don: Wm. Rogers Coliseum: Ft. Worth, Tex.
- Garrett, Gary: Fayette, Idaho.
- Gravo Am.: Lone Island City, N. Y.
- Oxyland: Calgary, Alta., Can., 3-12.
- G. & B. Rides: Spencer, W. Va.
- Queen City: Paducah, Ky.; Nashville, Tenn., 7-12.
- Gentch, J. A.: Louisville, Miss.; Winona 7-12.
- Great Am. Co.: Franklin, N. C.
- Glendale Expo: Morganfield, Ky.
- Gold Bond: Pukin, Ill.
- Golden Nugget: Henderson, Nev., 2-4.
- Gooding American Expo: Liverpool, O.
- Gooding Am. Co. No. 1: Whittier, O.
- Jager: St. Louis, O.
- Gooding Am. Co. No. 2: Centum, Pa.
- Gooding Orator: Clarksville, W. Va.
- Gooding Park Attr.: Xenia, O.
- Grand American: Fortuna, Minn.
- Great South: Centerdale, B. I.
- Greater Dixieland Expo: Zwolle, La.
- Greer: Greentree: Hammond, La.; Alexandria 7-12.
- Hagenstock's Rides: Murfreesboro, Ark.
- Hannum, Morris: Columbia, Pa.
- Happy Attr.: Galton, O.; Wadsworth 7-12.

(Continued on page 65)

Circus Routes

Send to
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- Beatty, Clyde: Santa Ana, Calif., 1; Riverside 2; Los Angeles 3; Fontana 4; Burbank 5; Hollywood 6; Van Nuys 7; Ventura 8; Santa Barbara 9; Oxnard 10; Clovis 11; Merced 12; Bakersfield 13; Biller Bros., Elkins, W. Va., 30; Buckenham May 1; Grafton 2; Connelleville, Pa., 3; Greenburg 4; Burgals 5.
- Campana Bros.: Magic Lake, Tex., 4.
- Capell Bros.: Mexico, Mo., 30; Vandavia May 1; Bowling Green 3; Palmyra 3; Monroe City, Mo., 30.
- Cole Bros.: (Midland) Chicago, Ill., 30-May 4.
- Cole & Walters: Madison, Kan., 30; Oange City May 1; Alta Vista 3.
- Hagen Bros.: Terre Haute, Ind., 1; Bloomington 2.
- Hagan-Wallace: Dothan, Ala., 1; Oank 2; Brundidge 3; Clayton 4; Rutledge 5; Burdett 6.
- Hunt Bros.: Coatsville, Pa., 3.
- Kelly-Miller: Cushing, Okla., 3; Bartlesville 4.
- King & Morris: Washington, Ind., 2; King Bros.: Logan, W. Va., 1; Whitesville 2; Beckley 3; Welch 4; Gary 5; Bluefield 6.
- Mis Bros.: Cincinnati, O., 30; Dayton May 1; Troy 2; Greenville 3; Sidney 4; Marion 5; Mansfield 6; Dalton 7; Lima 8; Van Wert 9; Orlona 11; Piquette 12.
- Polack Bros. (Eastern): (City Coliseum) Austin, Tex., 2-5; (Midland) San Antonio 2-5; (Coke Stadium) Longview 11-12.
- Polack Bros. (Western): (Auditorium) Stockton, Calif., 30-May 8; Auditorium Oakland 10-12.
- Ringing Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 8; (Boston Garden) Boston, Mass., 8-13.
- Rogers Bros.: Cordele, Ga., 1; Douglas 2; Thomasville 3; Quincy, Fla., 4; Panama City 4-7.
- Robinson, Don: Rockmart, Ga., 30; Patmood May 1; Jasper 2; Dawsonville 3; Dalton 4; Toccoa 5; Clarksville 6; Clayton 7; Helen 8; Young Harris 10; Rayaville, N. C., 11; Franklin 12; Wallace & Clark: Dunsmuir, Utah, 4.

Misc. Routes

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See Capadon of 1951 (Pan-Pacific Auditorium) Los Angeles, Calif., May 3-June 3.

Montreal Cops Switch From Circus to Cele

MONTREAL, April 28.—The Montreal police will abandon the promotion of a circus this year in favor of a field day celebration July 28. The gendarmes sponsored the Hamid-Morton Circus in 1948 and 1949 and last year the Ringling-Barnum circus. The latter was an outright sale with the cops' earnings contingent on their peddling enough tickets to top their investment. This year's festival will be made up largely of competitive sports features plus at least six professional acts booked thru the George A. Hamid & Son Agency, New York. Joe Hughes field rep, and Herman Blumfield, represented the Hamid org. Police heads indicated that the switch might be temporary and that they would again sponsor a circus next year.

10% Fun Tax Set By Pa. Township

HARRISBURG, Pa., April 28.—A 10 per cent amusement tax has been proposed by suburban Lower Paxton Township School Board to yield an estimated \$7,500 a year in new revenue. The levy is slated for adoption by the board on May 7. Principal taxable until under the new impost will be the Harrisburg Drive-In theater which is located in the township.

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STAYS BELOW 5G LIMIT

Rockaway Shows Way To Rebuild Under NPA

By JIM McHUGH

NEW YORK, April 28.—Although building restrictions already cover the amusement industry and may become more stringent, opportunities for refurbishing show and ride units to the extent of creating the illusion of an entirely new presentation exists and will continue for some time, in the view of Edward J. Hayden, art director and designer for Rockaway's Playland Park here.

Hayden points to a half-dozen make-over projects as examples of what was accomplished with budgets well below the current \$5,000 limit set by the government.

The policy of making over the front of a major unit each season, which was inaugurated several years ago at Playland by Owner A. Joseph Geist, will be continued this year. Slated for major surgery is the 20-year-old goat ride, perhaps the only unit of its kind in the country and which long has been catering to the offspring of its first customers. The ride, which

features live goats pulling carts, will get a Western motif. The front will resemble a corral and the track will pass down the main street of an authentic replica of a Western frontier town. It sounds like a major project, and in many respects it is. But since the Western town will be a heavily braced false front, the total cost is estimated at about \$1,500.

Hayden and Geist are not interested in simply achieving minimum construction costs. Refurbishing should result in a jump in (Continued on page 54)

Bay City Op Expects Hike In Attendance

BAY CITY, Mich., April 28.—Greater attendance this season will lead to bigger business for Wenona Beach, in the opinion of O. D. Colbert, manager. He said he anticipated spending would be down, but that better working conditions and fewer vacations for locals would help the spot.

Ride and game prices will remain unchanged at the spot, but food and drinks will sell for more, he reported. Colbert said the spot would pay the 20 per cent federal admission tax under protest, pending outcome of the case now in court which may hold the tax uncollectible on ride tickets.

Wenona added a Tunnel of Love this season as its major project. A Kiddie Boat Ride also was purchased, and the Skee Ball building was enlarged. The picnic grounds were expanded, Colbert reported. Whether the spot will use free acts has not been determined.

H. N. Smart is president. Secretary-treasurer is O. M. Pierce, and E. J. Bammei is advertising chief. Wenona opens May 18 for week-ends and May 28 for full time. Colbert said he expected maintaining a full staff of competent labor would be the greatest difficulty this season.

A. C. Boardwalk Officers Installed

ATLANTIC CITY, April 28.—The Boardwalk Association will install its new officers at the annual installation dinner and dance tomorrow night (29) at the Traymore Hotel.

Henry J. Glaser will be returned as president for another year. Other officers include Harry Simons, first vice-president; Ella Paeker, second vice-president; Emilio Tripikian, secretary; and Sidney Hartfield, treasurer.

N. Y. Mirror, Rocks' Spot Trade Media

NEW YORK, April 28.—An advertising trade deal has been set between The New York Daily Mirror and Rockaways Playland. It was announced here this week by Dick Geist, park exec. Pact calls for the display of a 8 by 12-foot sign in the park plugging the newspaper which, in return, will contribute advertising space in its columns to the funspot.

Free newspaper ad space may represent as much as \$2,600 during the season, Geist said. Principals have participated in similar deals for the past two seasons, according to Geist.

Park's trade-off with WNBC and WNET to date has resulted in about \$3,000 worth of air and video time being donated to selling the park, Geist revealed. The reciprocal publicity pact involving the National Broadcasting Company units will last through the season.

Ligonier Adds Zoo

LIGONIER, Pa., April 28.—Idlewild, under Manager C. C. MacDonald, has laid out more than \$4,000 in improvements on its Kiddieland and installation of a kiddie zoo. Most of the investment was for moving the kiddie devices to a new location, MacDonald reported. The spot will start daily operations May 20.

Carroll's Riverside Tags 30% Biz Hike

AGAWAM, Mass., April 28.—With four week-ends of operation already on the books, Riverside Park is ready to swing into daily operation Monday (30). Owner Eddie Carroll is highly pleased with results to date despite the cold weather which bangs on in

New England. Business is running 30 per cent ahead of the corresponding period last year, he said.

An estimated 7,500 turned out for the second special event on the park calendar Sunday (22) when the Riverside "Race of Champions" marathon was staged. Coming a few days after the historic Boston Marathon, and with some of the leaders of that race appearing here, the stunt pulled strongly.

Monday (23) papers played up the sports feature with The Springfield Daily News giving it a four-column picture spread. Lou White, New York, took the event. Distance was 12 miles or 19 laps thru the midway and parking areas on a policed course AAU sanctioned the race. Saturday night auto races continue to build, even against baseball competition.

Free midway acts have been booked for the season. Aida, "Girl to the Moon," open today. All attractions are being booked thru Al Martin, Boston talent merchant.

Reappoint Execs At Ocean Beach

NEW LONDON, Conn., April 28.—H. Fremont Alderson and Edward J. Bonville have been reappointed to seven-year terms on the Ocean Beach Park Board, supervisory body of the city-owned funspot.

Alderson is completing his second year as chairman of the board. Other board members are Laurence A. Cappel, Richard L. Shelton, Edward E. Baldini, Attorney Morris Lubchansky and Dr. C. John Sattil.

Mild Weather Aids Palisades To Score Top Preem Biz

Free Spending Makes Opener Best In Recent Years, Rosenthals Say

By TOM O'CONNELL

NEW YORK, April 28.—Palisades (N. J.) Park, across the Hudson River from this city, broke away fast Saturday (21), drawing an estimated 70,000 persons and successfully clearing the bad weather hurdle which has hit the spot's bow many times in the past.

Sunday (22) was hit by rain at 6 p.m. after the day was well on the way toward being another money-maker, reported Irving Rosenthal, co-owner with brother Jaek of the park. Even with the handicap, Irving was beaming that free spending made it the best opening in years.

An added attraction was former film player Buster Crabbe, now a WOR-TV horse opera performer. Cards had been sent out inviting customers to come to Palisades and get his autograph, and it was reported that patrons lined up for several hours to get Crabbe's signature. Crabbe was set to repeat today and tomorrow (29). A Brazil Day also was staged at the park by West New York, N. J., with a motorcade and parade winding up at Palisades.

Seek More Tie-Ups

In view of the success of these events, promotion chief Bert Nevins said he might shop around for further tie-ups with show business cowpokes and would seek further to exploit the local celebration angle. Palisades already has a tie-up with WOR-TV kid cowboy Bobby Benson.

Week-End Play Launched by 2 Philly Spots

PHILADELPHIA, April 28.—The city's two amusement parks—Woodside and Willow Grove—are back in swing again. Elmer E. Foehl, general manager of Willow Grove, reopened the park last week-end (21-22) with the first program including the opening Saturday night of the enlarged and remodeled Casino Ballroom featuring Clarence Fuhrman's orchestra, and on Sunday, a vaudeville revue in the alfresco Music Pavilion with Frankie Schluth back again to emcee the three performances.

The opening marked Willow Grove's 56th season. A full-time crew of maintenance men have been busy all winter remodeling and renovating the park's numerous attractions and repairing storm damage. In addition to the Saturday night dancing and Sunday vaudeville show, there are 50 amusements and concessions along the winding midway covering the 125-acre site.

Also operating are the six picnic groves covering 20 acres, with all facilities including outdoor kitchens with ample fields for baseball and other outdoor sports and (Continued on page 54)

Sacco Preps Kiddie Spot With 5 Rides

FOX LAKE, Ill., April 28.—Fox Lake Kiddieland, a new kid amusement spot will be opened here May 25 by Tommy Sacco, Chicago talent booker, with five kid rides set for the premiere.

The park is located near the center of town on a 200 by 150-foot lot and is adjacent to a drive-in restaurant. Rides, owned by Sacco, will include a hobby horse, miniature train, elephant ride, airplane and a combination tractor-jockey ride. Kiddie autos and live ponies will be booked in, Sacco announced. Eat, drink and souvenir concessions also will be set up.

Park was admirably revamped and flashed, but the one new big ride, the Rotor, failed to operate because of a broken clutch. Irving expected it to be ready by today. Exterior of the device is emblazoned with teaser queries as to the nature of the Rotor. A contest will be conducted until June to rename the ride, with the winner garnering a \$500 government bond.

Ferry service linking New York and a point adjacent to the park did not materialize in time for the opening. Since the abandoning of municipally operated boats last year, the Rosenthals have been hatching a scheme to run their own vessels. The lack was charged to the difficulty in securing boats, with the hope expressed that the hole would be plugged by sum-

mer. However, two bus lines and heavy auto trade helped offset the wayward ferry.

It was explained that the customary triplets contest staged opening day had been eliminated this year because of anticipated competition for newsreel coverage by the arrival in Gotham of Gen. Douglas MacArthur. The event was scheduled for today. Palisades again has a hook-up with the New York Heart Fund thru the Chateau in Miniature exhibit on display in the park. The exhibit offers replicas of castle interiors and was featured on Steel Pier, Atlantic City, last season. Visitors to the walk-thru attraction are asked to furnish heart fund contributions when leaving.

Palisades' pool is slated to open May 26, and name bands will play week-ends until Decoration Day. Free attractions at the bow were the Paroffs, high act booked by the George A. Hamid & Son office, Noro Morales and his orchestra and the house crew of Johnny Rio. Bobby Paulson emceed the show. If two bands are not enough to hold a crowd, plans call for the Rio rock to spot a piano on the dance floor, spelling the two outfits.

The Rosenthals and Nevins again acted as hosts in the park, remodeled Circus Restaurant. New feature of the eatery are picture windows which afford views of the free act stage, midway and Gotham skyline.

Lagoon Renews Tie-In, Adds Rides, Games

SALT LAKE CITY, April 28.—Nearly \$30,000 has gone into improvements and additions at Lagoon this season, Robert E. Freed, manager, reported. Included are a new Dodgem, a new route for the Miniature Train, remodeling of the Funhouse, new slides for the pool and new Balloon Racer and Roman Target games.

Freed said a tie-in with the Clover Club Potato Chip Company would be continued this season. The deal started successfully late last year and provides for distribution of strip tickets good for admission to the Nickel Day held each Thursday at the spot.

Officers of the organization, in addition to Freed, include Ranch S. Kimball, general manager; Peter Freed, assistant manager; and Dean K. Swaner, assistant park manager. The season opens May 5 for week-ends and May 30 for full time.

Ellsworth Leases Brandywine Spot

WEST CHESTER, Pa., April 28.—Arley B. Ellsworth, known as the radio audiences in these parts by the more familiar name of Cousin Lee, leased Brandywine Park near here for a five-year period.

Arley leads his Western troupe on WDEL, Wilmington, Del., and the park will provide a summer stand for himself and his unit.

OCEAN PARK OP SEES BIG YEAR

Promotion Centers on New Kiddieland; Velares Adding Ride; Walters Signed

OCEAN PARK, Calif., April 28.—Roy C. Troeger, manager of the Ocean Park Amusement Pier, believes 1951 will be a good year. Slightly discouraged at the outset of the Korean situation, when spending dropped off, Troeger said the good business done during Easter week may be taken as a barometer for the coming season. The Pier is planning a formal opening early in June which will probably be teed off with charity benefit.

The Pier has engaged Harvey Walters, veteran beach publicity man, to handle advertising and exploitation this year. Walters is working on a contractual basis with the Pier company. At the present time he is lining up special events and tie-ins to bring patrons to the area.

Elmer and Curtis Velares are installing a LaFite in the Dark ride on the Pier and it is nearing completion. Rudy Illions, operator, will

again have the Skooter and Merry-Go-Round, both of which have been refinished. Edmund S. Marline will have Diving Bell, Stratoliner, Rocket and Tilt-A-Whirl.

Promote Kid Area

Heavy promotion will be centered around the new kiddie area, constructed near the outer end of the Pier at a cost of nearly \$50,000. Owned by Henry Cooper, the area includes Little Dipper, horse cart, airplane, boat, Midge-O Racer and Ferris Wheel. A picnic area will be ready within the next few days. Cooper has finished the kiddie zone with a castle arch with two large entrances on each side of the ticket box. The towers are about 40 feet high and the arch 75 feet wide. To give added effect, the rest rooms are in the setting used in the Old Woman Who Lived in a Shoe.

The Pier company's Roller Coaster, H. Boy, has been refinished and a new front installed.

FASCINATION
50 Unit Game in Excellent Condition.
Will rent or on percentage.
Available immediately.
Contact:
HERMAN RAPPS
185 Montague St., Brooklyn 2, N. Y.

POPULAR RESORT FOR SALE
Yankee Lake, 14 miles north of Youngstown, Ohio, on Route 1. Property consists of 34 acre private lake surrounded by over 100 acres of land, both wooded and sandy beach, restaurant seating 400 with complete new kitchen, 210 room and bar dance hall seating 1000 or more with bar, 23-room inn, complete machinery, etc. Information will be given only by person. For appointment contact PAUL DURCO, Counsel, Brookfield, Ohio, Phone Sharon, Pa. 3434.

LOCATION FOR RENT
For Kiddie and Green-Up Rides, Swimming Pool and Food Concessions now on location. Busy vacation spot. Write:
W. LINDECKE
Catskill Swimming Pool, Catskill, N. Y.

FOR RENT
Refreshment Stand Building, fully equipped. You have complete new open. Catering to tremendous amount of people. Amusement Park located on boardwalk, in heart of all the best looking hotels. Top opportunity.
GRUBERG AMUSEMENT PARK
Long Beach, L. I., N. Y.

YOU TOO CAN GET IN THE BIG MONEY WITH A 12 OR 14 UNIT GREYHOUND RACE (Ready For 1951 Delivery)
12 UNIT GAME COMPLETE \$3,540.00
Greyhound Amusement Device Co., Inc.
1124 1st Avenue, Brooklyn 24, N. Y. Espanado 3-5310

WILL LEASE
To responsible persons—due to ill health—the entire amusement set-up contained in the advertised advertisement below. Park and water facilities 90% ready to operate for coming season. Will issue term lease to individual or group able and qualified to assume same.
RESORT Lake and Amusement Park, Pocomoke Heights, 20 miles from Scranton, Pa. 375 acre lake, privately owned, surrounded by 125 individually owned, water privilege parking cottages. Adjacent and adjoining land acreage for any type development. Amusement park 1333 operating year! contains 10 rides, games and refreshment stand, picnic facilities, rowboats, lockers, launches, showers, etc. Price \$140,000. My client holds 30-day option. HENRY M. BIGLAN, Esquire, Room 301, Connell Building, Scranton, Penna.
BERT DERBY, Pres.
LAKE ARIEL PARK & BEACH, INC. LAKE ARIEL, PENNA.

MINIATURE STEAM TRAIN
Train goeses next to Coaster in three big parks 25 from here in operation.
GROSS \$2,500 TO \$15,000 A SEASON
Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population.
Approved A.S.E. Solid Steam Trains are unexcelled for appeal and repeat rides. Starts from 15 to 20 kids and adults every 15 min. See our customers which trains they like BEST!
OTTAWAY AMUSEMENT CO.
Mfrs. Miniature Steam Trains
27 W DOUGLAS WICHITA 1, KANSAS

PINTO BROS.
For the finest in Kiddie Rides
KIDDIE FIRE-ENGINE RIDE
KIDDIE PONY CART RIDE
KIDDIE MERRY-GO-ROUND
2940 West 8th Street, Coney Island 24, N. Y.

High Quality
KIDDIE RIDES
ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

WANT THREE MAJOR RIDES
Good permanent location. Operation 5 months yearly.
Must have good equipment. Reply
BAYONNE KIDDIE LAND
852 Broadway, Bayonne, N. J.

GIVE TO DAMON RUNYON CANCER FUND

Hopalong's Spot Sets New Date for Opening

VENICE, Calif., April 28.—Formal opening of William (Hopalong Cassidy) Boyd's Hoppy Land Park here has been moved from May 18 to May 25. Delay in getting some building materials along with bad weather set the construction program back a week.

Clifford Enger, manager, said construction work was moving along on schedule. However, two days of rain this week prevented workmen from pushing the job. While contractors have promised to have everything in readiness by May 18, the official opening was set seven days later to make certain that all work had been completed.

New rides have been contracted, with John Beck, carnival and park operator, bringing in a C-Cruise, and Don Mitchell a new Octopus. Ray Farber has signed to supply five kiddie rides, bringing the complement in this department to nine. George Hayes will have four rides, having opened them for the 1950 season. The arcade deal went to Tigerman and LaMeskin, of Chicago, with Hy Brown and Earl Scoville the operators.

Picnic Area

Work is moving along on the construction of the picnic area with a line of border trees planted along with the shade trees in the area. The entire area has been planted with grass and the lawns will be ready for the opening.

A number of flower beds are being planted throughout the grounds. Work of grading the fresh-water lake has been completed and trucks, with the weather permitting, will soon start hauling in the beach sand. Some of the work at the south end of the lake has been finished.

The decision to set the opening for May 25 was reached early this week between Enger and Robert Stabler, Boyd's personal manager. Stabler is presently in New York, where plans are being aired to install a miniature golf course.

Rose Zoo Adds Ride, Animals; Picnics Up 50%

PRAIRIE DU CHIEN, Wis., April 28.—Rose Park Zoo will open Saturday (5) with a new Merry-Go-Round and extensive additions to the property, including an elephant and lion house for the zoo, more parking area, new refreshment stand and additional landscaping.

Owner John Petters said expenditures totaled more than \$14,000. Picnic bookings have increased 50 per cent, he said, following a 20 per cent increase in the promotion budget and use of a new guide book for the zoo. Radio commercials make up most of the spot's promotion program.

Important additions to the zoo and proximity of Camp McCoy, army base at Sparta, are expected to contribute to a general business increase, Petters said. He has purchased an elephant, a camel, tigers and several other animals.

Free acts, name bands, stage productions and amateur contests will be staged, he said. Shirley M. Petters is assistant director and Charles Petters is ride manager.

Cincy Coney Sets Tie-Up With WLW-T

CINCINNATI, April 28.—A promotional tie-up between Coney Island here and Crosley Broadcasting Corporation, operator of WLW-T, Cincinnati, under which WLW-T performers will make personal appearances at the park periodically during the summer, was announced this week by John T. Murphy, Crosley director of TV operations.

Special features, such as the rechristening of the pony track at the park as the Neal Burrus (WLW-T hillbilly singer) track, in honor of visiting TV performers, are planned. The promotion kicks off May 19 with the appearance of Mel Martin on the mall, where a permanent stage is being constructed for the show and others to follow.

Already set to appear, in addition to Burrus, are Ernie Lee and Judy Perkins at later dates. Name band leaders and other celebrities visiting Coney will be seen on various WLW-T beamings from the park.

Week-End Play

Continued from page 52

Three ample parking areas. One of the new major projects, said Foehl, was to provide plenty of shelter space for patrons who might otherwise be drenched by sudden showers. To accomplish this, the Laugh-in-the-Dark amusement has been moved to a new and larger building while the former location has been re-modeled into an extensive arcade area with shelter space to accommodate several hundred people.

Willow Grove will operate afternoons and evenings on Saturdays and Sundays until May 26, and daily thereafter. Also reopened at the same time, with week-ends and evenings operation until the start of a daily schedule May 26, is Woodside Park. All the regular features are back, including Jack Steek's Kiddies' Hour in Sylvan Hill Sunday afternoons and firework displays Friday nights. Kiddieland is open Friday nights and week-ends only until daily operations begin. Norman S. Alexander is managing director.

Rockaway Shows the Way

Continued from page 53

gross receipts for the revised unit. If this falls then the project would likely be considered a failure, regardless of the minimum achieved in construction costs. A new setting for the goat ride is expected to increase that unit's gross by \$5,000 to \$7,000. All things being equal, the chances are that the increase is pegged fairly accurately, since experience garnered with the make-over of other units provides the gauge.

At 57 Hayden has some 40 years of designing experience behind him. He started in his father's shop and thru the years has been responsible for designs and plans used by a number of circuses, carnivals and parks. Principally, he has been occupied in the field of commercial design and the creator of many of the packaging designs used by the Sunshine Biscuit Company.

A pet theory, proven to Hayden, is that 75 per cent of any building budget in the amusement business should be spent on the front. He reasons that the public must be sold. To expose what is on the inside gives the show away and dilutes interest. Still, the inside presentation should back up the outside appeal at least to the extent that repeat patronage will result, or the unit will come close to being a failure, he says.

Front Appeal Stressed

The principal job of design is to stop patrons and then to sell them. The importance of design is borne out by the increased earnings which it can be expected to bring. Redesigned single units at Playland have registered business increases of as much as 200 per cent.

Lack of knowledge in design frequently results in haphazard planning and in the spending of more money than should be necessary. Even worse, the increase in earnings, if any, frequently are not enough to justify the expenditure of time and money. A good designer can function adequately in any field, Hayden maintains, since the principles involved are the same, regardless of whether the project is a show front, a floor in a department store or the wrapping of a food product.

It is Hayden's opinion that little can be done to most rides, except for a few of the flat type. The structure and operation of many rides leaves the designer pretty much out in the cold. However,

Belmont Bows With Larger Ride Line-Up

MONTREAL, April 28.—Belmont Park will open May 5 for a week-end preview and the following week (12) will start full-week operation, Manager Rex D. Billings announced.

New this season is a Hurricane and Kiddie Racer. The complete paint job, an annual procedure, has been finished.

Billings said the program of personal solicitation, direct mail, radio and press promotion has put picnic bookings slightly ahead of last season.

How Canadian participation in international affairs will affect business is still unclear, Billings said. However, the park will adjust hours and policies to meet the situation. He noted that during World War II the spot reduced rates to servicemen.

Marcel Dame is business manager of the park. Picnic and promotion manager is Maurice A. Lamarr and grounds superintendent is Joseph Belmont.

A. C. Luxury Tax Receipts Off 11G

ATLANTIC CITY, April 28.—Atlantic City's municipal business barometer, the municipal luxury tax, indicated this week that things weren't too good here this past February. Allen Wiesenthal, luxury tax administrator, announced that collections were about \$11,000 below those for February of 1950.

Total tax receipts from hotel rooms, amusements and liquor and cigarette stamps amounted to \$63,600, which was below the \$74,000 collected for the corresponding month in 1950. However, it was quite an increase over the low \$48,077 collected in January of this year.

Hayden has seen the gross of a Roller Coaster increase 10 per cent with the addition of a new and appealing entrance.

The cost of animated units, which never fail to justify their use, accounted for much of the cost in the construction of several units. The building materials are relatively cheap since paint and light are responsible for much of the appeal, Hayden says. The best material for most purposes is one-quarter inch tempered masonry. Much of his work using this material has withstood the elements for a number of years.

The use of colors is all important and ill advised and amateur combinations will ruin an otherwise good design, Hayden says.

Philadelphia Zoo Dedicates New Building

PHILADELPHIA, April 28.—Nearly 30,000 toured Philadelphia Zoo's new million-dollar lion house last week-end to set a new high in early spring attendance.

The building was dedicated Friday (13), when Mayor Bernard Samuel, for the city presented the building to Dr. Williams B. Caldwell, who accepted for the Zoological Society.

Known as the Carnivora House, the new structure was described as the latest thing in zoo construction. It houses 27 cat animals, which have access to outdoor areas separated from the public zones by masonry walls and floors are of tile. A ventilating system removes odors.

Professional zoo men came from many parts of the nation to be on hand for the opening.

Morgantown Picnic Sked Boosted 20%

MORGANTOWN, Pa., April 28.—Riverside has added a bathhouse and playground equipment in preparation for the new season which gets under way May 30.

S. C. Reynolds, owner, reported his budget for picnic promotion has been increased 10 per cent this season, with the program being carried via newspapers and radio. As a result of the increase, bookings have increased 20 per cent he stated.

Top payrolls for miners in this area promise to route more business to the pool-and-picnic area which surrounds the 145 by 145-foot pool has proved beneficial, he declared.

Pine Island Opens

MANCHESTER, N. H., April 28.—Pine Island opened its season with a fireworks display, skating show by New England champions, 50-piece Warren Indian band and Burton's Hugo's orchestra.

BUCKAROO TOWN
Amusement Park in Encino, California, for Sale or Lease
Kiddie Rides for sale with ground lease and room for many more rides without crowding. Only 10 term park with luxury established clientele. Includes 600 foot-long ample parking facilities—well publicized. Contact direct.
BUCKAROO TOWN, ENCINO, CALIF.

FOR SALE CHEAP
34 Car Caterpillar in operating condition. All wood new. Excellent hand made. attached 1000 sq. ft. living quarters. Park 30 miles from N. Y. C.
H.E.L.P.—Can use Operator for No. 16 Ferris Wheel. No moving, year-round work.
GRIFFEN AMUSEMENT PARK
Jacksonville Beach, Florida

WANT RIDE HELP
Must be sober and reliable. Some experience. No tyrodom. Good pay. Year-round. No moving. Write for photo.
GRUBERG AMUSEMENT PARK
Long Beach, L. I., New York

MINIATURE TRAIN FOR SALE
Iron horse type engine, gas powered, 16 in. gauge, four cars seats 32 adults, 1200 ft. 9 in. rail, 1000 ft. 1 1/2 in. gauge standard gauge. Call player. Write for photo and photos.
A. D. SHARPE
55 North Main Street
Pasadena, California

Scandinavian Spots Ready For Openings

COPENHAGEN, April 28.—Parks in the Scandinavian countries are preparing for openings to take place within two weeks.

In Copenhagen the first to go into operation will be Dyrehavsbakken, Denmark's largest funspot, which opens today. Tivoli, in the heart of the city, follows on May 2.

At Odense the big Zoo-Tivoli opens today with several rides added to its line-up. In Aalborg, the Tivoli, operated by the Lind brothers, gets under way a bit later.

Grona Lund's Tivoli, Stockholm, reopened yesterday. This spot provides opera as well as all the usual park attractions. Just Bjorning, mayor of New York's Metropolitan Opera, is among singers signed for this summer. Nøstefallet, the other large park of the Swedish capitol, has been in partial operation for several week-ends.

New Coaster

Attractive Liseberg, Gothenberg, opens today for operation until September 10. New rides, including a Roller Coaster, and several buildings have been constructed.

Norway has some parks in its larger cities. Among them are the Barthel brothers' Tivoli, Oslo; Hoyem's Tivoli, Trondheim, and the Tivoli in Bergen. They will open as soon as warm weather arrives. Finland has one of the usual park, Linnanmaki, Helsinki, which opened last year and did so well that several attractions have been added. This spot opens May 1 and operates thru September 30. Circus performances are a feature. Finland has a large ambulant unit, called Finland's Tivoli, which resembles an American carnival and plays the larger cities.

Even Iceland has its park, the Tivoli at Reyjavik, which has good circus-vaude shows using imported talent as well as rides.

Lakeside Op Sees Biz Hike Despite Canadian Unrest

PORT DALHOUSIE, Ont., April 28.—Altho Canadians seem to be reluctant to part with cash while their part in United Nations actions remains unsettled, business for Lakeside Park will show an increase, it is predicted by S. H. Brookson, manager.

Prices will remain the same for all tickets and items except hamburgers, he stated, and those will be increased a nickel. Free acts will be booked on some occasions and fireworks displays will be used on holidays, Brookson reported.

THE WORLD'S Safest
"Fluid Drive—
No Chains, No Belts,
No Clutch—the
Smoothest Ride of All!"
THE MINIATURE TRAIN
Write for Free 1951 Catalog
MINIATURE TRAIN CO.
RECREATION INDIANS

FOR SALE
#12 Miniature Train, 450 ft. track,
Brand New
7 Car Tilt-A-Whirl Ride-O
Will sell cheap due to ill health
CARL PULINE, Inc.
2712 W. 12th St. Erie, Pa.
CONTACT
CARL PULINE
2712 West 12th St. Erie, Pa.
Or Telephone 3-7893, Erie, Pa.

MINIATURE GOLF COURSES
By America's leading designers and builders. Scientific engineering allows unrivaled player capacity through interesting layouts of miniature bottle-neck. Individually tailored courses for your particular location. Send for literature now.
HOLMES COOK COMPANY
202 State St. New London, Conn.

Kiddieland Op Is Rated Whirlwind Money-Raiser

Continued from page 50

earned \$2,800 the first year and \$2,000 the second.

This year Doolan started out to raise \$10,000 and pay off the club's mortgage. To some the goal of \$10,000 seemed impossible, but Doolan expected this and feels that most of the doubts have been dispelled by the progress already reported. Doolan says the \$10,000 will pay the mortgage and leave some funds for other club activities.

Strengthening of the financial structure is Doolan's prime objective. Once there is a surplus other ventures can be undertaken, he says. There is no doubt that Doolan will reach his goal, for his record reveals him as a master at raising money. About the time of World War I, he devised a method of getting money for Catholic churches in Chicago that mushroomed into a sizable project.

Church Bazaars

The churches had been holding bazaars and making a little money. Doolan noted that the events were patronized only by parish members. He approached the priest in each instance with the proposition that rides be obtained and set up. The cleric admitted that it sounded good, but said they didn't know how to go about it.

"If you wish, I'll get them," Doolan answered. "You supply the people, we'll supply the entertainment."

With a go-ahead from one church, Doolan enlisted the aid of friends, including Eddie Hock and Army Beard. They got a Merry-Go-Round and a Ferris Wheel. Stands were constructed, merchandise was supplied on consignment and banners were used to flash the area. When the event was held, the entire neighborhood attended and put money in the till. The outcome of that small beginning was that nearly every Catholic church in Chicago today holds a carnival.

Money-Raising Ideas

About 11 years ago Doolan offered another money-raising idea to churches. This time it was bingo. After the first game, held in February, there were five within two weeks. By December the number had increased to 10. He estimates that some 200 games are being held in Chicago with charitable organizations as well as churches benefiting.

Doolan continues to keep in touch with the bingo operation and has a crew of 35, including two managers, on his pay roll. The staff conducts the games for 10 or 12 groups.

The largest game of his career was held in the Grand Ballroom of the Hotel Sherman during World War II. He had set up the event in co-operation with the British Red Cross, with the organization to share 50 per cent of the take. All tickets were to be sold in advance. Thru a technicality the contracts with BRC did not come thru in time for the proper preparation. As the Sherman's room had been reserved for a certain date, Doolan approached the Showmen's League with the proposition that it sponsor the game. There was some opposition, but the game was held as planned.

Turnaway Crowds

There were 2,300 persons in the ballroom and between 1,600 and

Coaster Added At Chilhowee

KNOXVILLE, Tenn., April 28.—Municipally owned Chilhowee Park will open May 12 with a new kiddie Roller Coaster. Manager Mack Franse announced this week. Rest rooms are being added at the picnic area which was opened last season.

The spot is 18 miles from the atomic bomb plant at Oak Ridge, Tenn., and Franse said he believed nervily there would boost business somewhat.

Ride prices will be unchanged at 9 and 15 cents. The spot is in the department of Ira B. McCullister, city welfare director. G. B. Bailey is concessions manager.

Golf Course Built

LAKE MILTON, O., April 28.—Harry H. Jacobs, president and general manager of Craig Beach here, will debut a miniature golf course when he opens the spot May 26. Jacobs said the outlook in his area is for increased attendance and upped spending as a result of more employment.

1,800 outside. As they had not bought tickets in advance, it was necessary to turn them away. The club received about \$3,500.

Despite his enthusiasm for club and church work, Doolan found time to establish a kiddie park in suburban Oaklawn, 13 miles from Chicago's Loop. Purchasing the 20-acre site some years ago, the value of the plot since has increased many times. The community has grown from a population of 3,600 to more than 10,000 and a \$350,000,000 shopping center is scheduled for construction opposite the amusement area.

The complement of 16 rides in the park was built from scratch. For in 1941 Doolan sold the 38 rides he had accumulated for church events. In 1945 when he decided to open the Kiddieland, he found rides difficult to obtain, but managed to purchase a Parker Merry-Go-Round, a steam train and a home-made automobile ride with which he opened the park. The second year, with rides more plentiful, he bought five or six and has since increased the number to its present standing.

Park Crowds

The park is open weekdays from 6 p.m. to 11. On Sundays it opens at 1 p.m. and has played to as many as 15,000 people in a day.

Doolan ran away from his Chicago home at the age of 13. He followed the usual youthful pattern of selling papers and song books at the old Olympic Theater. About 1900 he went to Denver to work a year in the Brown Palace Hotel. Then he moved back and forth across the country, picking up jobs, including work in the Ringling Bros. circus cookhouse.

Charity Promotions

Prior to 1918, when he got into the promotion of charitable functions with the late Jack Convey, Doolan high pitched with carnivals. About 1941 he decided to call it quits and sold his rides. But after a couple of years he felt that he was too young to retire, so re-entered the field with the Kiddieland.

Doolan spends the winter in Altadena, where practically open house is maintained for visiting showmen. His wife, Anne, who is on the PCSA Ladies' Auxiliary board of governors, is a capable hostess. With them are their daughters, Kathleen and Margaret.

Doolan is now in Chicago to direct his park. While he is there the work on his PCSA projects will continue with enthusiasm. The whirlwind has gained momentum.

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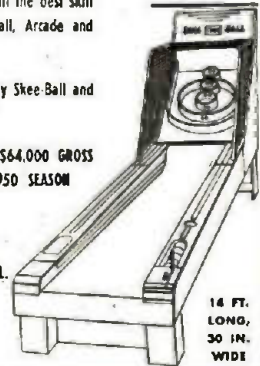
Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

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KELLY-MILLER PROGRAM SPARKED BY NEW SPEC

Camel Act Unveiled; Oklahoma Bow Draws Estimated Turnout of 4,000

ANTLERS, Okla., April 28.—Al G. Kelly & Miller's Bros.' Circus this season has hyped its program, particularly the spec. Among the new acts is a six-camel Liberty turn.

The org opened here Sunday (23) to an overflow crowd estimated at 4,000 persons. This matinee-only stand was followed at Durant, Okla., Monday (23) by a near-capacity matinee and a straw house with hundreds on the track at night.

Performance is in five rings, all of which are kept busy in all but two of the displays. The program, more expensive than in previous seasons, lists such newcomers to the show as the Riding Connors (7), the Kay Colleano Troupe (7) and the Maurillo Troupe.

Major Props Added

The spec, longer than the hippodrome track, utilizes such props as a llama cart, sedan chairs for camels, elephant howdahs and a small bear cage with a four-pony hitch. Entrance is made via several doors simultaneously. At the opening, shortage of personnel forced some handlers to circle the track more than once, taking a different animal each time.

A nine-elephant act is the finale. The five young bulls are playing the St. Louis Police Circus and, along with 12 K-M Liberty horses, will rejoin after May 6. In addition, a new elephant turn, using a large bull hitched to

a cart, is scheduled to be added soon.

Cage and lead stock includes about the same animals as last season. As previously the animals are in the Side Show and the horses and bulls are in separate top. In Antlers, the horse-elephant top, was not erected because of the soft lot.

Kelly-Miller's usual bally line-up which includes a six-horse Percheron hitch on a decorated wagon and the procession of bulls which tours the business district each day. Tie-in with Chevrolet on the bull march is continued. Farmall Tractor deal also is repeated, and this year the show has a larger model as the sample tractor, which came in handy on the lot here.

Rehearsal Friday (20) at the Hugo, Okla., quarters was cut

short by a heavy rain and hail storm with high winds. Big top was taken down and all trucks were lined on the road to insure the show's moving early Sunday. Thus the debut here was virtually unhearsd. It was clocked at one hour and 45 minutes, but is expected to be synchronized at one hour, 35 minutes.

Rolling stock includes a new trailer which unfolds to provide a bandstand and to reveal the built-in calliope and speaker system. En route, the trailer carries props. Also new is a trailer to carry the several spec carts and the pony cage. For the latter, the trailer is equipped with runs for side loading.

On the midway are two dining trucks, several concession stands and the several pit shows carried

(Continued on page 58)

ANTES' ABACUS

300 Radio, TV Segs Plug R-B N. Y. Stand

NEW YORK, April 28.—With the Ringling-Barnum circus entering its last week at Madison Square Garden here, Bill Antes, director of radio and television for R-B, had rolled a 10-strike which saw the show acquire time on more than 300 radio and TV programs originating in this city.

Antes opined that the score for the local stand was about a third better than that racked up in 1950. Pleading aspect of his efforts was the fact that 80 per cent of the time was garnered on network shows, with the National Broadcasting Company, Columbia Broadcasting System and the American Broadcasting Company providing the outlets. Video took 89 per cent of the total time acquired.

Saturation point in the campaign was reached during the second week of the run, which began April 11, when the show was being pitched via TV or radio every 70 minutes, starting at noon each day.

Arthur Godfrey Plug

Stickout of the drive was the Wednesday (25) network offering over CBS-TV of Arthur Godfrey and His Friends. Godfrey,

near the top in popularity ratings, plugged the show for an hour, in addition to gambling with one of R-B's elephants and, dressed in red underwear, taking part in a trapeze act with Big Show catcher Bill Snyder. Not unimportant was the fact that Godfrey mentioned Antes as the man who set the deal for the circus, leading the radio-TV pilot to further contacts and possible plugs. On the same program, in which some 20 R-B people took part, Charley Chaludi were thru a bike-riding routine with a TV gal.

A partial listing of television presentations, all network, colored by Antes, includes: Break the Bank, Sing It Again, Celebrity Time, Stop the Music, Broadway Open House, Ken Murray show.

(Continued on page 58)

OVERSEAS ROUND-UP

European Tent Orgs Find Biz Okay, Weather Cool

PARIS, April 28.—North Europe's outdoor circus season is getting under way, with major tented orgs finding business in general good.

The Pinder show, here April 1-8, played to sellouts on three of the nine nights. Grosses were up slightly. Show has 400 people, 10 bulls, 12 cages, and a four-pole top seating 4,500.

In Brussels, Circus Semay is at the Belgian Spring Fair and includes the Bloumers, Charley Wood, Five Olanders as well as

Beatty Seeks Calif. Quarters

LOS ANGELES, April 28.—The Clyde Beatty Circus will winter in Southern California at the close of the 1951 season. Beatty said that no location as yet had been set, but that it would be around this city.

The show opened March 17 in Shreveport, La., and fought rain and wind storms getting to California for its first long stand. The same sort of weather was endured in Nacogdoches, Tex., and also after opening in Shreveport in 1948.

The circus formerly had winter quarters in El Monte in this area. However, the spot, which was a former dairy with ample barn space, has been converted into a drive-in theater. The fairgrounds at Ventura, Calif., 60 miles up the Coast, have been under consideration for the show for the past several seasons but negotiations were never completed. The fairgrounds are adjacent to the Southern Pacific tracks.

ST. LOUIS COPS AHEAD OF 1950

ST. LOUIS, April 28.—First five days of the Police Circus brought 36,781 paid admissions into the coffers, Police Capt. James Daugherty, chairman, reported. He said the attendance was well ahead of last year. Show this year is at Arthur M. Wirtz's arena after a two-year absence. Producers are Voorhees-Fleekles, Chicago. Sellouts were secured in advance for six week-end shows (28-30). The run continues thru May 6.

Sellouts Build As R-B Enters Final Week

NEW YORK, April 28.—Heading into its last week at Madison Square Garden here, the Ringling-Barnum circus picked up steam for a strong finish, with sellouts recorded for last night (27) and the same indicated for the week-end.

Matinees have been solid for the circus, with capacity business registered thru the week in the afternoon. Business doubtless has been aided thru the good showing made by R-B's press crew. Even the arrival of Gen. Douglas MacArthur and entourage killed many spots that might have been garnered in local newspaper, Arthur MacArthur, general's son, was a show visitor Monday (23), and the resultant spread on a national level offset the loss.

Bill To Exempt Shows

AUSTIN, Tex., April 28.—A bill to exempt any circus, show or exhibition which is put on for charitable or benevolent purposes from payment of the State occupation tax has been approved by a committee of the Legislature. The measure now goes to the House. The bill was designed to exempt the Gainesville Community Circus from the tax.

King, Biller Clash in Va. Opposition

Two Trucks Damaged At Clifton Forge; Both Orgs Do Biz

CLIFTON FORGE, Va., April 28.—Opposition between King Bros. and Biller Bros. circuses flared here Wednesday (25) when motors of two King Bros. trucks were damaged and a King Bros. lithographer, Louis Ingelheim, was assaulted.

Two drivers, Henry O'Todd and Tom W. McGee, reportedly were arrested and charged with assault and battery. William Cowan, Biller Bros. adjuster, and Dave Fineman, King adjuster, settled differences between the two shows, it was reported, and Floyd King said his show would make no charges.

However, he reported the county prosecutor here would press the charges and that Ingelheim was being held as a material witness. Another King biller was intercepted at Harrisonburg, Va., and returned here as a witness. O'Todd and McGee were released under bond.

Officers Watch The altercation took place in front of the courthouse here, it was alleged, and was witnessed by county officers. The billing war began several days ago, with Biller coming in ahead of King at about six spots, according to the report. Meanwhile, back on the shows, King Bros. was scoring heavily in Kentucky coal fields and Biller Bros. was getting three-quarter houses in Virginia.

Biller Biz Okay

Despite cool weather at Wytheville, Va. (18), Biller drew 75 per cent capacity at each show. Matinee capacity about an hour after a 70-mile jump over mountain roads from Martinsville. At Radford, Va. (20), Biller had a half-house for the matinee and a three-quarter house at night.

King Bros. tabbed a turnaway night house and a three-quarter matinee at Kingsport, Tenn. (19), after strong business at Johnson City, Elizabethton and Morristown.

At Harlan, Ky. (20), King had a full night house and three-quarter matinee. Cumberland, Ky. (21), dropped to half and three-quarters, but Hazard, Ky., Monday (23), was a good matinee and full evening house.

R-B Folk To Act In TV Whodunit

NEW YORK, April 28.—Ringling-Barnum's Joey's, Felix Adler, Jimmy Armstrong and Lou Jacobs plus circus vet Doc Henderson will appear on the Columbia Broadcasting System's TV program, Danger, May 1, when the telecast originates from backstage at Madison Square Garden while the big show goes on out front.

Deal was arranged between Bill Antes, R-B's radio and video director, and Charles W. Russell, producer of Danger. Original tale was scripted by Juliet Brickman, of the Big One's story department, and adapted for TV by Walter Bernstein.

Beatty Org Draws Biz All Week in L. A. Area

LOS ANGELES, April 28.—In its third week in this area, Clyde Beatty Circus garnered a turnaway crowd in Santa Monica Monday night (23) and capacity matinee in Pasadena Tuesday (24). Rain reduced the attendance in Anaheim Wednesday and half houses at both matinee and night.

Hitting West Los Angeles Saturday and Sunday (21-22), the show had strong matinee and night the first day and a capacity afternoon house the second. Cool weather held down the attendance at the closing night show.

The big top filled early in Santa Monica, where it was noticed sup-

ports in one of the reserves were sinking in the soft ground. However, before the section filled the supports were strengthened.

Pasadena greeted the afternoon performance with strong winds but they evidently had no effect upon the matinee attendance. The tent was filled with moppets. The night performance was rated good.

A general rain thruout the area Wednesday dampened the circus-going populace and prevented many from attending. Show headed south with a three-day week-end run in San Diego.

Polack Western Sees New High At Sacramento

SACRAMENTO, April 28.—Business for Polack Bros.' Western Unit here has been marked by capacity week-end crowds and consistently good crowds on other days. Managing Director Louis Stern said he expects the run, which ends Sunday (29) to top not only the 1950 score but also the stand's record 1949 gross.

The run opened with a matinee for the first time, making 22 performances in 11 days. Price remained at \$1, \$1.80 and \$2. Publicity was given added impetus by a newspaper-radio contest to name a camel donated to the zoo by the Shrine and by visit to the zoo of one of the Packs elephants for a reunion with one of the bulls that came from the Orient in the same 1948 shipment.

Show's next stand is Stockton, where it opens Monday (30) for a full week. Jimmy Risson, who promoted Sacramento, goes next to Bakersfield, Calif.

Biz Holds Well For King Bros.

CINCINNATI, April 28.—Since opening its season at its winter-quarters city, Macon, Ga., April 7, King Bros. Circus has had a winning tour. With the exception of several stands, business has been highly satisfactory, especially so at Johnson City, Tenn. reported Floyd King and Lucio Cristiani, co-owners of the show, this week.

Org has been playing mostly under auspices. On Thursday (26) at Portsmouth, O., show was sponsored by the Junior Chamber of Commerce, and at the matinee the tent was packed, with kiddies straggled around the ring banks. Big top has a seating capacity of approximately 5,000. Tent is practically new, having been purchased the latter part of the 1950 tour. The circus moves on 35 trucks.

At Irton, O. (25), show registered three-quarter houses at each performance. Visitors at Portsmouth included E. Walter Evans, Bill Saehs and Charley Wirth of The Billboard.

Full Matinee for Mills

GALLIPOLIS, O., April 28.—Mills Bros.' Circus played to a full house of kids for the matinee here Saturday (21) and a half house at night. Weather was fair and warm.

WOFA Springfield Meet Attracts 300

SPRINGFIELD, O., April 28.—Over 300 representatives of county agricultural societies comprising the Western Ohio Fair Association attended the group's annual spring seminar, on problems peculiar to their operations in the Women's Building on Clark County Fairgrounds here Wednesday (25). President Leonard Ayleshire and Secretary Byron Sandles, of the local fair, conducted delegates on a tour of Clark County's 127-acre plant to launch the day's activities.

Afternoon sessions got under way following a welcoming address by Ayleshire, with Sandles, who directed the study, explaining the till-up method of construction of the new women's, mercantile and youth buildings on the grounds. He also outlined his fair's program for expansion and revealed how, thru the levying of 1 mill tax on the local citizenry over a five-year period, the annual was enabled to erect and cover the construction costs of the three new buildings. Sandles also pointed out that the levying of the tax had a tremendous fair interest-provoking effect on the town's populace.

Urges Co-Operation
Sandles urged the continued co-operation of all fair men in the State as an insurance for the ultimate success of each annual's operational program.

Robert C. Acton, Springfield's

city solicitor, speaking on *How Your Junior Chamber of Commerce Can Help Your Fair*, traced the history of the Jaycee co-operation from 1947 when it had only a minor association with the annual until the present where it is concerned with the operation of the gates and various other activities before, during and after fair time.

Other speakers included Marlay Lethly, whose subject was *Planning Your Fair Building Program*; Carl J. Berg, *How Your Fair Can Obtain the Support of Your Chamber of Commerce*, and Sen. C. I. Powell, chairman of the Senate Agricultural Commission, *Merits of a Three-Heat Racing Plan as Compared to a Two-Heat Program*. Mrs. Mary Stumpf, and Clair Hill and Charles J. Betch, president and vice-president respectively of the Ohio Fair Managers' Association, concluded the meeting with an open forum on *How to Make Your Fair Pay Dividends*.

Banquet Attracts 400

Former Gov. Myers Y. Cooper, president of the Hamilton County (Continued on page 75)

House Okays Salem, Ore., Extended Run

SALEM, Ore., April 28.—Addition of two days to Oregon State Fair's 1951 run has been approved by the House of Representatives. Scheduled to run September 3-9, event probably will open September 1, getting in two week-ends.

The House approved the request of the newly created five-man State Fair Board by passing a bill to permit horse racing thruout the fair. Racing, under the present set-up is limited to six days.

Sponsors of the measure asked that the fair open on Saturday prior to the traditional Labor Day debut. Races would be held opening day and on weekdays, a total of seven. Schedule is subject to the ruling of the State Rating Commission.

The measure has been referred to the Senate for approval.

Davenport, Ia., Renames Officers

DAVENPORT, Ia., April 28.—Chester D. Salter was re-elected president of Mississippi Valley Fair here along with James Holst, Dr. W. C. Vollstedt, Cable Von Maur and Less Jones, vice-presidents; Carl Rylander, secretary, and Ben Comenitz, treasurer.

Re-elected directors are Lee Clark, Roy Curtis, Herman Fahrenkrug, Frank Gordon, Theodore Moellenbeck, W. P. Peterson, Robert Plambeck, J. M. Wells and Roy Wiese.

On-site gate adult admission prices will be reduced from 60 to 50 cents between 7 a.m. and 6 p.m. and from 30 to 25 cents after 6 p.m. this year. Reserved grandstand seats were reduced 50 cents, while general admission will remain \$1 for adults and 50 cents for children.

Rock Rapids, Ia., Sets Attractions

ROCK RAPIDS, Ia., April 28.—Great Lyon County Fair here has set its 1951 attraction program to include stock car races, a thrill show, rodeo and harness racing. Bob Sutton, secretary, announced. Stock car races, 200 laps, will be staged by Frank Winkley; thrill show by Aut Swenson and the rodeo by the Staples org.

Cardston, Alta., Starts Plant Fund

CARDSTON, Alta., April 28.—Cardston Agricultural Society is building a fund to complete its fairground renovation program when materials are again available. A harness race meet will be held in May to help raise money. Committees have been named for the Cardston rodeo, July 17-18, and the agricultural fair, August 22.

Sked History Exhib To Hike Colorado Gate

PUEBLO, Colo., April 28.—A new stunt expected to swell gate receipts at Colorado State Fair here, August 19-25, will be an exhibit illustrating the history of the State.

Fair President Raymond H. Talbot said that efforts are being made to gather exhibits from every community in Colorado. Old stage-coaches, meal mills, miner's tools and historical guns are part of the materials flowing in. The fair will open with a spectacle, *Colorful Colorado*, featuring a cast of 1,000 and a chorus of 500, to celebrate the 75th anniversary of statehood.

Another gimmick expected to attract traffic will be a 91-year-old Miss Colorado. This will be Mrs. Mary Butler Brown, Denver, who was queen of the statehood celebration in 1876. The fair also will present a croquet work contest, with entrants limited to men.

Knoxville Asks NPA Approval Of 100G Bldg.

KNOXVILLE, Tenn., April 28.—Tennessee Valley Fair here is seeking approval of the National Production Authority for construction of a \$100,000 women's building. Pat W. Kerr, manager, announced.

Plans call for a concrete and steel structure, 200 by 80 feet, to be spotted near the Lakeside Avenue gate, to the rear of the open-air theater. Design is to follow that of the fair's main building and will contain offices and several stages. Besides women's exhibits, 4-H and other club exhibits will be housed.

The present frame women's building will be torn down upon completion of the new hall. If early approval is obtained from the NPA, the building would be up for this year's fair, fair execs said. Fair association recently signed a 20-year lease for Chilowee Park, thus paving the way for construction.

Spot Ack-Ack Guns on Mich. State Grounds

DETROIT, April 28.—Michigan State Fairgrounds here will become a link in Detroit's defense against enemy aircraft with the installation of anti-aircraft guns in the center of the race track in the next 60 days.

Installations, which will include gun crews of around 130 men, on the grounds, will take over the unused horse barns at the race track. The clubhouse, used as headquarters for grandstand shows and for special events, also will be taken over.

Add Winton Hunt To Salem Board

SALEM, Ore., April 28.—Winton Hunt has been named to the Marion County Fair board by the County Court. He succeeds Eddie Ahrens, who had served as a director since June, 1943. Hunt has been actively associated with the fair and joins A. A. Geer and Warren Gray, both of whom have served on the board since the fair's inception 15 years ago.

Ken-Tex Names Mathias Biz Mgr.

TEMPLE, Tex., April 28.—Vic Mathias has been appointed business manager of Ken-Tex Fair here, replacing Bill Hayes, resigned. Ed Yarbrough, fair board proxy, announced that Mathias will serve full time and have charge of general promotion of the fair.

ADRIAN, Mich., April 28.—Lenawee County Fair here has completed a 4-H Club building, and will use it at this year's fair, September 17-22. H. E. Hungerford, secretary, announced.

N. C. Execs Knock Shows Double Dating

GREENSBORO, N. C., April 28.—Carnivals which have made a practice of signing midway pacts with two or more fairs for the same week, and later peddling to other units all but the considered choice event were taken to task in the latest bulletin of the North Carolina Association of Agricultural Fairs.

The bulletin, a report of a recent meeting by the board of directors, was authored by Norman Y. Chambliss, chairman of the legislative committee. The double-dating of fairs by carnivals and the means to eliminate this unwanted practice will be explored at the 1952 meeting of the association, the bulletin stated.

A bill to eliminate stock car racing died in committee. It was reported. A general bill passed by the Legislature permits individual counties to control the appearances of fortune tellers. Consensus is that annuals experienced no difficulty as the result of the appearances of American palmistry units on their grounds.

L. Y. Ballentine, commissioner of agriculture, told representatives of the association that two years of grace had passed since the signing of a law in 1949 which calls for all annuals to meet certain standards. As a result more rigid enforcement can be expected from now on, he said.

Allentown, Pa., Increases Gate, Stand Prices

ALLENTOWN, Pa., April 28.—The Great Allentown Fair will operate this year with higher admission prices at both its outside gate and grandstand, Reba D. Schall, secretary, announced.

Front gate prices will be upped from 50 cents to 60 cents. Grandstand will be rescaled at \$1, \$1.25, \$1.75, \$2.25 and \$2.50. Last year the stand tickets sold at \$1, \$1.25, \$1.75 and \$2.25. Dates for the '51 event are September 17-22. Annual's front gate will be free to uniformed military personnel.



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TAKES CONTINUE FINE FOR STRATES

Good Weather Is Key to Top Earnings, Owner Believes

SOUTH PLAINFIELD, N. J., April 28.—Winding up the third week of the current season here today, James E. Strates reported that the business outlook was excellent and apparently dependent

solely upon the weather. Business experiences to date indicate that money is plentiful and that patrons are willing to spend freely. The Strates show, which opened three weeks ago in Washington, reported a gross for that date in excess of the takes registered in 1949 and 1950. Because of the civil service status of the town, it is not regarded as a good criterion of the future. However, last week in Wilmington, Del., the gross was only \$400 under last year's take, despite the fact that the show had a location further from the center of population.

Grosses and attendance have been highly satisfactory when good weather has prevailed and the personnel generally has been pleased. Show is currently routed thru highly industrialized area where business is good and is expected (Continued on page 64)

Meeker Opens; Don Gilmore Top New Draw

Disk-Video Star Uses Glassed-In Trailer at Yakima

YAKIMA, Wash., April 28.—Meeker Shows opened their 1951 season here with the addition of Don Gilmore, recording and television star, joining and entertaining from a specially constructed glassed-in trailer spotted near the front entrance. Ceremonies, attended by nearly 4,000 people, opened the run Saturday (21) when Mayor Gilbert Burns cut the ribbons across the entrance. Show closes tomorrow (29).

The opening festivities were attended by civic officials and showmen. Among those participating were, in addition to the mayor, Sheriff Burt Guns; officers Rockwell and Campbell of the local police; Sgt. Bockoffner, State police; Deputy Sheriff Francis G. (Rusty) Huey; Jack Eyerly, Eyerly Aircraft Company, and Harry (Continued on page 64)

Canadian Crescent Springs to Ideal Weather, Good Biz

ALBERNI, B. C., April 28.—Canadian Crescent Shows moved here by train ferry following a winning eight-day bow at Moody Park, New Westminster, which closed Friday (20). Good grosses were credited to mild weather and the draw of the Darling Madisons, sway pole, first free act to be carried.

Vancouver, closed to all carnivals, was by-passed and the shows moved to this island instead. Org will play Nanaimo next and is set to open May 14 for a two-week stand in Victoria.

Weather Aids Vivona Org To Better Biz

PERTH AMBOY, N. J., April 28.—In the fourth week of its season, the Vivona Bros.' Shows are battling a pretty good average. Cold and rain marred the two opening dates in the South. With an improvement in the weather, business picked up last week at Lelleville, Pa. Attendance and grosses here are good, with a bang-up week contingent only on the continuation of good weather thru tonight's closing.

Org will spend the next few weeks in New Jersey playing spots that Morris and John Vivona have held for a number of years. Dates include two in different sections of Jersey City.

Biz Picks Up After Rain Hits WOM Preem

WASHINGTON, April 28.—Attendance business picked up here last night for the World of Hirth shows after a wet opening Thursday night (26). The shows are making their first appearance here on the Bennings Road grounds.

Frank Bergen, general manager, reported that even with rain on Thursday a fair gate was registered. Even more important was the fact that patrons were uninhibited in their spending. Although showing here approximately two weeks after the James E. Strates Shows tenanted the same grounds, the date is expected to be lucrative if good weather prevails, Bergen said.

Promotion-wise, the shows got a nice send-off here Wednesday night (25) when its newly decorated battery of searchlights were used downtown in connection with the opening of a war picture in a local theater. Light units all carried the shows title and show dates.

Robertson-Caler Macon Biz Is Okay; Shift Lot

MACON, Ga., April 28.—Robertson and Caler Amusements, after two weeks on a downtown location, will jump across town this week-end to a new lot in a thickly-populated residential section. First week was a winner and at half-way point of second week co-owners Paul Robertson and Gaylor Caler said grosses were picking up over same days of last week.

Joe Miller, who has a 32-foot grocery concession, is leaving to begin his regular season with a Gooding unit in Ohio.

HENNIES BOWS WITH 26 RIDES, 9 SHOWS

McCaffery, Olsen Announce Staffers; To Move on 30 R. R. Cars, 25 Semis

HOT SPRINGS, April 28.—The '51 edition of Hennies Bros.' Shows bowed here in Jaycee Park Friday night (27) with 26 rides, including kid rides, and nine shows. Co-owners J. C. McCaffery and Paul Olsen expected a big first week-end, due to the annual State high school band concert which normally draws over 5,000 teen-agers to Hot Springs.

Ideal weather prevailed as final preparations were made. Some of the wagons were moved from quarters to the lot early in the week. All Diesels arrived Monday from St. Louis after being overhauled at the Fabick Company plant. Show will travel on 30 cars and 25 semi-trailers, cut in the train being due to present railroad rates.

Shows scored a big publicity break Monday (23) when one of the chimpanzees escaped from B. O. (Buttons) Grantham's Monkey Show and was recaptured only after a four-hour hunt by shows' personnel and the local police. Local newspapers and radio stations did nip-ups over the hunt, with the latter broadcasting regular warnings to the townspeople to stay away from the beast.

Lash Larue, actor who will be featured in the Western show, left for Birmingham after spending five days in quarters, but will re-

turn for the Little Rock opening May 7. Mr. and Mrs. Sam Glick, man arrived from New York for the opener. Sam Porter, director of the Iowa State Fair Board, was a Monday visitor.

Shows' personnel includes: J. C. McCaffery and Paul Olsen, co-owners; E. W. (Slim) Wells, assistant. (Continued on page 64)

Cal Enfield Dies as Show Is Set To Bow

LOS ANGELES, April 28.—Cal Enfield of the Enfield Fiesta Shows, died on the day he had set for the opening of his 1951 season. Scheduled to start the season Saturday (21) in Barstow, he succumbed early that morning in General Hospital here following a heart attack.

Enfield had originally set his shows to open April 12 in LaVerne. The date was canceled because of a coming sponsored celebration. He rerouted his shows, planning to move into Nevada and Oregon following his California debut.

Plans for the tour were laid when he attended the Pacific Coast Showmen's Association meeting Monday (16). When he began loading he suffered an attack and visited his doctor. Later in the week he was rushed to the hospital where he died.

Funeral services were conducted Wednesday (25) with burial in the Pacific Coast Showmen's plot, Showmen's Rest, here. His widow, Dorothy, survives.

Brundidge, Ala., Inks L. J. Heth

BRUNDIDGE, Ala., April 28.—L. J. Heth Shows have been contracted to provide the midway at Pike County Fair here the week of October 29.

Pact was recently signed by American Legion Post 145, the annual's sponsor.

Continental Garner's Best Bow in Years

POUGHKEEPSIE, N. Y., April 28.—With very little help from the weather, Roland Champagne's Continental Shows scored its best opening in several years at the fair week-end ending here last Saturday (21). Champagne and personnel of the New England based organization which hurried in here to beat possible opposition were audibly happy about the outcome and optimistic about the future.

Altho overcast weather prevailed thruout much of the run and the gate attendance was undoubtedly curtailed as a result, the crowds were of sufficient size

at times to tax the capacity of all six rides. While the attendance thruout the week was not impressive, the manner in which patrons spent their money was. The per capita spending, while not strictly audited, was considerably higher than that experienced during the past several seasons.

The Saturday moppet matinee was like a fair date with ride units getting capacity play from early afternoon right thru to the start of the night session. Weather Saturday was balmy and the best business of the week was registered that night.

Bingo Ruled Out

The one sour note here was the nixing of bingo by W. Vincent Grady, Dutchess County district attorney. The ban has been invoked in a number of counties within the State. The sponsoring Veterans of Foreign Wars, after a number of appeals had failed, circulated 10,000 printed letters to Grady which required only the (Continued on page 64)

Coleman Bow Scores 30% Gate, Take Hike

MIDDLETOWN, Conn., April 28.—Increases averaging 30 per cent or better in all departments were registered here Thursday (26) by Coleman Bros' Shows in its preem date. Owner Dick Coleman said that higher per capita spending, which surpassed the averages struck in 1949 and 1950, were supplemented by bigger attendance.

The money was fairly evenly spread with all units getting their share, Coleman said. Business also was good yesterday and the week-end play is expected to approximate the 1947-1948 averages if good weather continues to prevail. The engagement, which extends thru next Saturday (5), also includes matinee and night operations tomorrow. Sunday business might well add up to the best daily take of the run.

Show is appearing on a lot owned by Coleman. Site is considered the best location in town and, as the result of his ownership, Coleman is able to protect the date so that his shows annually get the first stand. Coleman has additional influence in that this is his home and the show is wintered here.

This year's showing is a week later than normal. Decision to stall the bow date had to do solely with the weather. Behavior of the elements to date indicates that the decision was a wise one.

Coleman said that if business continued the pattern established

here that the season would be very good. Make-up of the various show departments is exactly the same as was presented last year and it is likely that they will remain that way, Coleman said.

Jimmie Hurd is operating a Side Show unit until such time as a replacement arrives. Hurd also is operating week-ends at Savin Rock, Connecticut shore spot. He will shortly start daily operations there.

Additional units are scheduled to be added in the next few weeks, Coleman said. Refurbishing of all equipment was completed in quarters. Only finishing touches remained when the units were set up here.

SUNSET STRENGTHENS

Garman Names McManus Biz Mgr., Adds Tilt, Electronics Exhibit

EXCELSIOR SPRINGS, Mo., April 28.—Ken Garman's Sunset Amusement Company, which winds up its opening winter quarters stand here today, has been strengthened this year by the addition of two veteran showmen to its staff, considerable new show equipment and several new back-end units.

Tom McManus, former owner of the Florida Amusement Company, joined as business manager, and A. J. Duffy as advertising and promotion man. Duffy will handle Saturday kid matinees with bicycle giveaways.

New equipment includes a Tilt-a-Whirl, two new General Motors semis and trailers and neon lighting at the front gate and on the rides. All 15 rides are newly painted and the org has bought a number of colored canvas tops as added flash. The back end has six units in operation and an army surplus searchlight is being used. Latest show is an electronic exhibit, and a new Side Show and Motordrome will join for the fair

season, according to Garman.

The org's '51 tour will cover approximately 5,200 miles in 24 weeks, closing at Holden, Mo., September 28. The new still dates will be the Hutchinson, Minn., Water Carnival, June 21-24, and the Montevideo, Minn., Flesta Days, July 2-4.

Vince McCabe has added five new concessions to the line-up and a number of new concession tops are on order. Staff, in addition to owner Garman and others named, include Florence Garman, auditor and office manager; Vince McCabe, concessions manager; Robert Cougill, shop foreman; George Martin, chief electrician; Lonnie O'Connor, searchlight, and Donald Connor, front gate.

Other personnel includes:

Rides

Ferris Wheels, Dan Dunning, foreman; Ben Lange and Ernie Brewer, Merry-Go-Round. Tex Evans, foreman; Jim Barkman, Octopus, Bob Cougill, foreman; Jack Lane, C-Cruse, E. H. Harding, foreman; Howard Gorman, Dodgem, Joe Wyk-pias, foreman; Herbert Batton, Pony cart,

John Longan; Pony Ride, Cort Kelly; Fire Truck, H. Kirk; train, Joe Elatou, and Airplanes, L. O'Connor.

Shows

Panhouse, Harry West; "Sunset Politics," Saly Brunet; Athletic Show, Ed. King; House Kelly; Snake Show and animals, O'Del Middleton; Mechanical Show, E. V. Tuttle, and Electronics Exhibit, Walter Banks.

Concessions

Ruth McCabe, corn game; Roger Pingar, cocktail; Bill Johnson, grab joint; Ben Bikhas, juice; Margaret Hoffman, novelties; Carl Moore, photos; W. O. King, long range shooting gallery; Pat Bates, one; W. Christman, country store; C. L. Buser, shoe; Art. Charon, Bud Clark, Scottie La Brake, Ted DeWitt and A. W. (Red) Anthony, one each; Rudy Jacoby, jewelry; Jess Waddel, short range shooting gallery; Mrs. E. V. Tuttle, one; Harry West, popcorn, and Willie Johnson, "Temple of Knowledge."

Also John Erwin and Mike Demko, cat rack; Mrs. Ruth Tucker, The Sharp, Max Baer, Jimmy Rakin and Joe Miller, bingo; Mr. and Mrs. R. Dewitt, spot joint; Shoes Stevie; Sam West; Dutch Simmons, Ropery; Kenny Elzel, glass pitch; Tex Barnes, candy floss; A. H. Rice, derby; Tony Pinsky, Bill Irving, New York, red and white; Steve Monticello, pin game; Harry Keiban, Sammy Tucker and Arthur Sullivan, razzle-dazzle; Helen Fields, best-the-dealer, Benny Fields, slum skillo, and Dave Chisholm, slum skillo.

Va. Greater Bows in Cold

SUFFOLK, Va., April 28.—Continuing cold weather marred the preem date of the Virginia Greater Shows here last week. Owner Rocco Masucci reported business fair, however, despite the lack of peak patronage.

The Saturday (21) matinee was well attended by youngsters with a fair sprinkling of adults. Spending was okay.

William C. Murray, general agent, rejoined here and reported the route sold for the remainder of the season.

Clifton Dyer, 36, Drowns in Freak Auto Accident

LEIPERVILLE, Pa., April 28.—Clifton Dyer, 36, Little Dipper river foreman on Viviona Bros. Shows for the past three years, was drowned Thursday (19) when a panel-body truck he was driving plunged into the Delaware River from the Chester, Pa.—Bridgeport, Conn., ferry slip. Shows were playing here.

Police believed that Dyer was not familiar with the layout of the ferry slip and mistook the approaches as leading to the bridge. The truck left the lane in the Chester slip used as an exit by vehicles entering the city from the New Jersey side of the river. There are no gates at the end of the slip.

Body was recovered and placed at the funeral home of John L. Clancy, Chester.

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RIDES—No Rides needed. Have 14 of our own, including dual Wheels.
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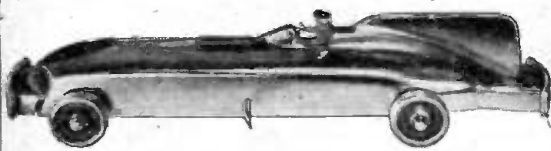
PERSONNEL:
Tommy Allen and Nick Thomas (formerly of Johnny J. Jones Shows), answer.

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Owner and Manager

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JAMES E. STRATES SHOWS

Want Talker for Irvin C. Miller's Brown Skin Models. Want Ride Help and Canvasmen. Michael Frenchak, Andy Kramik, Danny Boyd, Frank & Marion Jones, Clyde (Whitey) Noll, the Lewis Family and James O'Hara. If you are not set for the season contact

EDDIE KECK

James E. Strates Shows, Philadelphia, Pa., this week; Johnstown, Pa., May 7 thru 12.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now playing downtown Lewisburg, Tenn.; Mt. Pleasant, Tenn., following. Want: Cookhouse or Sit Down Grab, Flies, Short Range, Clissard, French Fries, Novelties, Bumper, String Game, Burlesco, Ris Cat, Cake Bottle, Hoop-La and Derby Race. Shows: Want Girl Show Operator with one or two girls to manage complete office owned show. Will book Girl Show with own equipment. Have Top and Banner Line for Ten-in-One. Need an interested party to frame and manage inside. Howard, contact. Will like to have you come over. Bull Martin, contact. Red Hutter, contact. Help: Wheel Foreman wanted. Useful Riders on all rides. All replies

JOHN PORTEMONT
LEWISBURG, TENN.

BINGO HELP WANTED

CALLERS AND COUNTERMEN
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FLOYD O. KILE SHOWS

Playing 34-week season; 10 Fairs, 2 Celebrations; Louisiana, Arkansas, Mississippi. **LAST CALL** **LAST CALL**
Have excellent opening for a small, clean Cookhouse that can and will feed show people; Half in tickets. Join at once. Also Ball Games, Bumper, Blower, Coke, String, Stock Wheels, Darts, Bowling Alley, Hoop-La, Pitch-U-Win, Groceries, etc. Sound Car wanted. Taylor J. Summers, where are you? Help: Kit Foreman, Merry-Go-Round Foreman, (Rides and Trucks in A-1 condition) Must stay sober and know your job. Good treatment, book coming on. Free guide as gift. G. Top and drunks. We have plenty of spots; first in and doing o.k. Reliable show people, you are always welcome. All replies: FLOYD O. KILE, Mgr., Strawberry Festival, Albany, La., this week; Denham Springs, La., May 7-12.

TWIN CITY SHOWS

Batesville, Ark., April 30-May 5; Mt. Home, Ark., May 7 to 12.
Ride Help—Octopus Foreman and Second Men for all rides; good pay and good treatment. Shows—Athletic Show Manager and Girl Show Manager. Concessions—Pan Game, Candy Flies, Snow, Mug and Stocks of all kinds. Agents—Man or Man and Wife for Cab, Ball Game, Short Range, P.C. Dealers. No phone calls, please. Wire on come on.
SAM WELLS, BATESVILLE, ARK.

L. J. Heth Org Gets Okay Biz In Alabama Bow

NORTH BIRMINGHAM, Ala., April 28.—L. J. Heth Shows tossed off winter wraps here Friday (20) and caught good weather that brought out sizable crowds. All segments shared in the takes, according to L. J. Heth, owner-manager.

Due to the size of the lot, only 8 major rides, 3 kid rides, 4 shows and 15 concessions were set up. All rides and show fronts have been equipped with fluorescent lighting. Org will play two more locations here before opening its road season at Huntsville, Ala., May 14.

New faces on the back end include Curley Sayre and his Motor-drome, Harry Clark and his minstrels, Jim Howard's Illusions and Side Show and Ray Jordan's Fun-house and Glass House.

New to the staff is C. C. Leasure, signed as advertising agent and promotion man ahead of the show. Remainder of the staff is unchanged. In addition to owner Heth is Joe J. Fontana, assistant manager and general agent; Floyd R. Heth, concession manager; George Kelley, lot superintendent; Paul L. Reynolds, superintendent of transportation; William Bozman, electrician, and Sam Saladino, mail and The Billboard sales agent.

Owner Heth recently added a Rock-o-Plane to the ride line-up at Fair Park here.

Greater Rainbow Sets Up in Park Near Fort Sill

LAWTON, Okla., April 28.—Frank Ward, owner of the Greater Rainbow Shows, has spotted his line-up in Doe Doe Park here and plans to remain for the season.

He looks forward to the excellent business, inasmuch as the city's population has doubled and thousands of soldiers are in training at near-by Fort Sill. The park is located eight blocks from the center of town on a main highway leading to the military installation.

The park has one of the largest swimming pools in the State, plus a ballroom, rotating rink and picnic area. The funspot will open May 5.

Tampa Gardeners Name Ellen Edward Circle President

TAMPA, April 28.—Ellen Edwards was elected president of the Clover Garden Circle of the Greater Tampa Showmen's Association here. Esther Young was named first vice-president; Hazel Maddox, second vice-president; Elsie Johnson, third vice-president; Geraldine Gaughn, recording secretary; Mary Pasterczyk, corresponding secretary, and Polly Pelak, treasurer.

Several members were awarded prizes at the spring flower show held by the Tampa Federation of Garden Circles. Betty Rodgers won a blue ribbon with her camellias. Red ribbons were awarded to Ellen Edwards, Polly Pelak and Elsie Edwards. Den Berni and Polly Pelak also won honorable mentions, and Clover Fogle was awarded the Green Seal Award and the Gold Seal of Merit for her work on a bird exhibit. Dena Berni and Ellen Edwards were selected to attend the State convention May 1-3 at Daytona Beach.

Schafer Org To Play Longview, Tex., Twice

LONGVIEW, Tex., April 28.—Schafer's Fun-for-Fun Shows, which completed a week's run under Junior Chamber of Commerce sponsorship here Saturday (21), will return in the fall to provide the midway at Gregg County Fair, also a Jaycee function. This will mark the third year the org will play both spring and fall events.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 28.—Recent visits made to Gaiety Shows, at Chili, N. Y., and the new Seneca Playland Park, Geneva, N. Y., which is being operated by the Gaiety org.

The Federal Trade Commission has issued a new set of rules applicable to the manufacture and sale of canvas products. Details of material controls plan which goes into effect July 1 is on file as are National Production Authority regulations on metals.

Hannum Tabs Big Bow Date At Harrisburg

HARRISBURG, Pa., April 28.—Morris Hannum Shows scored a solid opener here last Saturday (21). Owner Hannum said attendance and spending were on a par with the best earned here in the past.

Attendance at the opening matinee was good and the night crowd was even bigger, despite the fact that it was cold. Business thru the week has kept pace. Today's final sessions are expected to be big. Matinee gate is likely to be hefty since a bicycle giveaway is scheduled.

Org sneaked in under the wire to get the lot at 20th Street and Greenwood. The Greyhound Bus Company, which recently purchased the land, has scheduled the construction of a terminal beginning next week.

All equipment looked good, with only minor touches required for the local opening. Staff remains the same as last year with the exception of Harry E. Wilson, who joined as an assistant to Hannum. Free attraction is Suicide Simon.

Shows included Wild Life, Unicorn and Side Show, two-headed twin Ferris Wheels, Merry-Go-Round, Octopus, Chairplane and four kiddie units.

Staff from WHBG made a 15-minute tape recording on the lot. It was broadcast Sunday (22). A second recording was made Wednesday (25) and broadcast Thursday (26).

Blue Grass Opener Yields Good Business

OWENSBORO, Ky., April 28.—C. C. (Specks) Groscurth's Blue Grass Shows was skedded to wind up its first stand of the year here today. Org, which opened to cool weather but good business Thursday (19), is set up on the old West 9th Street ranch house lot.

Due to space limitations, only eight major and four kid rides were set up with two more to be added. Three new Downey light towers also will be added, according to Groscurth. Season will run into November and some new territory will be invaded.

Run of illness has beset org's personnel of late. Mrs. Esther Groscurth was hospitalized for five weeks following an operation; owner Groscurth was laid up for 10 days with the flu; Doc Angel, mailman and The Billboard agent was sick most of the winter, and Mr. and Mrs. M. G. Stokes were sidelined by severe colds.

Staff

Staff here, in addition to Groscurth, includes W. E. (Billy) Snyder, general agent; Cash White, special agent; M. G. Stokes, secretary; Howard Atkinson, general mechanic; James Walters, electrician, and William Krieger, transportation superintendent.

Other personnel includes R. Wagner, who manages the Jack Rowe concessions; Mr. and Mrs. William Miller, Mr. and Mrs. Robert White; Mr. and Mrs. Harry Stabuck, Mr. and Mrs. Eddie Goldman, Mr. and Mrs. V. E. Jamison, Mr. and Mrs. Mory Brod, Mr. and Mrs. Sam Craden, Mr. and Mrs. Van Jeter, Mr. and Mrs. Bud Davis, John Davis, Mr. and Mrs. Russell Groscurth, Mr. and Mrs. Fred Bancroft have the Side Show, Howard Easto is manager of the Rainbow Revue, C. J. Meyers has the Funhouse.

Alamo Debuts To Big Biz In San Antonio

SAN ANTONIO, April 28.—San Ja Cinto Fiesta, on the streets here April 16-21, gave Jack Ruback's Alamo Exposition Shows the best business they have registered in the five years that Ruback has held the midway contract. As in the past four years, Alamo launched its 1951 season in conjunction with the date.

Also on the midway were Bill Hamer's nine rides, Star Light Shows, playing the Hay Market Plaza, had 6 rides; John Morton, 2; Franky Culbert, Baby Coaster; Bob Hammond, 6 rides, and Alamo 14.

Milo Anthony garnered top money with the Circus Side Show. Others on hand were Doc Ward, big dog and small pony; Bill and Bertha Williams, Monkey Show; Chuck Moss, bingo.

Ben Hyman and Bill Carr laid out the lot. Visitors included J. C. McCaffery, Harry Hennies, J. George Loos, Mrs. Fred Beckmann, Margaret Pugh and Grace Center. Albert Wright, who wintered in California, joined as legal adjuster. Mrs. Roy Cameron, Ruback's niece, handled the office wagon. Alamo left here for Waco, Tex., for a week's stand.

Bad Weather Hurts La Cross Early Stands

HUDSON, N. Y., April 28.—La Cross Amusement Enterprises moved here this week after two weeks of bad weather in their opening stands at Middletown and Kingston, N. Y. Org bowed at the former spot April 6 and was forced to put several loads of cinders and shavings on a wet lot. The Kingston date yielded better grosses, but cold weather hurt, said Owner Paul R. La Cross.

Org canceled three New York dates because of tight restrictions on bingo and other games. The Great Curran is the nightly free act, and Mrs. Curran has the custard and penny pitch. Fireworks are used once a week with the free act.

Org expects delivery of a new Little Dipper from the Allan Herschell Company around May 1 which will bring the number of rides to eight. Back end had four shows here.

Staff, in addition to La Cross, includes W. E. Edwards, general agent; Mose La Cross, office; Bill Frost, electrician and general superintendent; Richard Morlock, show foreman, and Fred Pumo, mailman and The Billboard sales agent, who also has age and scales.

Recent visitors included Margie Robinson, of the O. C. Buck Shows; her mother, Mrs. Robinson, and her son, George; Louise Pontice, Royal American Shows; Mr. and Mrs. Pete Grant, B. Ward Beam's auto thrill show; Gillette brothers, owners of the shows bearing their name, and H. J. Wilde Jr., of the Mid-Hudson Shows.

Other personnel includes:

Rides, Shows
Merry-Go-Round, Leon Vasseur, foreman; Francis Richards; Ferris Wheel, Bert Hunter, foreman; Whitey Wheeler, Chairplane, Henry Jones, foreman; Little Dipper, Dan Collins, foreman; Roll-a-Whirl, John Trask, foreman; Kiddie Ride, Fred LeBlanc, foreman; Merry-Go-Round, Fred LeBlanc, foreman; Brown hat Girl Show with Billy Keating; Whizzer, manager and talker; Sally King, dancer; Task Lot, L. W. White, Freddie, Harry and Bing Patterson, agents. Mr. and Mrs. Joe Hamlin have the Monkey Show and concessions. Fred Boardman has a second Girl Show.

Concessions
Leo Litchfield, six, with Carle Bourassa, Pauline Vick, Mickey Miller, Philip Thompson, agents; Bridgeston Johnson, one; George L. White, one; Miled Miller, pitch; Roy Hennings, popcorn; Ella Frost, cookhouse; Joe and Mildred Pritchard, photos and candy flies.

BLUE GRASS SHOWS

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Phone 35321

WANTED

Ferris Wheel Operator and Helpers
Chairplane Operator Prefer ones who can drive. Will consider photo and Pitch Game that's willing to co-operate with labor shortage. All jumps free miles. Open till 11:30, at Indian River Road, Norfolk, Va.

W. T. YOUNT

Route 5, Box 87 Norfolk, Va.

From the Lots

Johnny's United

FORT PAYNE, Ala., April 28.—Shows made a 100-mile trek in here from Athens, Ala., quarters and everything was in readiness for opening Monday (1). A new Miniature Train was added to the office-owned rides. Capt. Shin Songer has been signed to present his high dive.

Personnel includes John Portemont Sr. and Jr., co-owners; Jimmy Bush, general agent; Kathryn Bush, secretary; Marilyn Portemont, assistant secretary; Mary Portemont, The Billboard sales agent, and Harley Devine, electrician.

Concessionaires include Lewis Hall, popcorn; A. S. Brewer, Frank Hamill, Arthur Carroll, E. D. Paul, Bobby Devine, W. T. Broxton. Ride line-up includes Ferris Wheel, Sam Holcomb and Robert Shelton; Merry-Go-Round, Slim Carmac; Octopus, Buck Buekalew; kiddie ride, Bill Portemont and Chuck Musgrove; Rollo-Whirl, Frank Poole. Three rides were left in quarters but will be on the shows before they head for Indiana.

Peck Amusement

STARKVILLE, Miss., April 28.—In here the week ending April 21, show enjoyed good weather and okay biz until closing day. Then rain hit at 2:30 p. m., by which time a good kids' matinee crowd was on the lot, and the remainder of the day and night was lost.

Louis Borden, who suffered a touch of pneumonia, was treated with penicillin. Earl and Lee Nadeau made a trip to Columbus, Miss., to visit relatives. Sherman Fisher, show painter, was on the receiving end of many compliments for his excellent decorative work on the Comet. Mrs. Cornthwaite has come up with a sign of good weather ahead; at long last, she has discarded her raincoat.—**FAY CURTIS.**

Johnny T. Tinsley

ROCKMART, Ga., April 28.—Despite cold and rain, business here was an improvement over the first two weeks in Rome. Ga. Move was uneventful and all rides and shows were up and ready Sunday afternoon. Stand was sponsored by the local American Legion post.

The new Monkey Show took top money, with the Fat Show and Battle Field also coming in for a share. Ferris Wheels and Fly-Plane vied in the ride line-up. Dave Fineman reports making the nut with the bingo and Joe Sparks had a fair week with his concessions. Mr. and Mrs. Bob Eberly joined with their concessions.

Al-Jean (Toni) Bishop had her son with her for a week-end. Visitors included George Osburn, who manages a local theater; Joe Exler and Tammy Fox.—**WILLIAM (RED) HICKS.**

Wallace & Murray

LINCOLNTON, N. C., April 28.—Elzbie Brown, business manager, has been laid up with a cold. A Wild Life Show was added here. Harry Berger left to join the John H. Marks Shows. Harry E. Wilson, who has been assisting Owner Al Wallace, left to join the Morris Hannum Shows. Wallace is dickering for searchlights.

Morris Hannum

HARRISBURG, Pa., April 28.—Owner Morris Hannum and Mrs. Hannum report that Lehman Moore will again be lot man. Mrs. Moore will handle the mall and The Billboard. Homer Dickson will again handle the electrical department. Mr. Brydon is handling advance publicity and billposting. Maxwell Kane is business manager.

INTERSTATE SHOWS

Complete large, flashy lineup for balance of season. Also Manky Panks of all kinds. Address:

H. B. ROSEN, Mgr.

Crownville, Tenn., this week; Abingdon, Ill., to follow.

WANTED!

Best Canvasman and four Helpers who can pull up a 150-ft. top and take care of equipment. Want Girl Show Talker. Answer immediately.

RITA CORTES

c/o Circle of Amusements, Columbus, Ga.

Mid-Way of Mirth

HILLSBORO, Ill., April 28.—Org moved here following a fair business at Carlinville and Madison, Ill. Opening at Murphysboro was hurt by cold weather.

Bettie Barrett spent a few days visiting her father, George Barrett, who operates the Wild Life. Visitors at Madison included Johnny Francis, Lelah Graber, F. R. Shoutitz, Mr. and Mrs. Juliani and family. Carl Pope presented his wife with a new house trailer for their wedding anniversary.

Staff includes Esther L. Speroni, owner-manager; James Rogers, general superintendent; Rosie Davis, secretary-treasurer; Frank Lavall, lot man and The Billboard sales agent, and Curley Lively, concession manager.

Rides, shows: Spitfire, Tex Morton; Ferris Wheel, William Russell; Tilt-a-Whirl, Francis Love and Eno Chanions; Merry-Go-Round, James Thompson; Roll-o-Whirl, Billie Goodrich; kiddie train and Monkey Show owned and operated by Sonny Harris. Goose ride and kiddie autos, F. R. Cooney, and Athletic Show, Phil Travis.

Concessions: Francis Hines, cockhorse, Eva Rogers, milk bottles; Dorris Jamison, balloon darts; Larry Jamison and Alabama Woodson, six cats; Doc McMillan, hit or miss; George Stevenson, mitt catch; Roy Spears, heart pitch; Marie Keen, popcorn and candy apples; Ann Kackle, photos; Charlie Kackle, short range shooting gallery and novelties; Mr. and Mrs. Carl Pop, bingo and peany pitch; Chief Gray Eagle, jewelry; Dudley Hampton, agent, Moss diggers; Pat O'Day, pan game; Mrs. Pat O'Day, hoop-la; Mr. and Mrs. Roy Loman, candy floss, fashpond and spindle; Marie Muirhead, over-and-under; Bill Barrett, basket ball.

Mighty Hoosier State

COLUMBUS, Ind., April 28.—Org opened here Tuesday night (17) and had good biz all week until Saturday night which was lost to rain. Show also lost Monday night due to cold weather. Org also has had this week, booked under police auspices.

Bill Stacey, bingo, presented his wife with a new Alma house trailer. Mr. and Mrs. Norman Rady, popcorn and candy floss, report big biz. Members of Frankfort and fair board visited and contracted show for middle of August. W. H. Lambert, assistant manager, made a trip to South Bend, Ind., and visited Capital City and Baker United shows. Org has two new light plants. Billy Joe Lambert is The Billboard sales agent.—**ROSIE ST. CLAIR.**

James H. Drew

ASHLAND, Ky., April 28.—Business has been good here when the weather was good. Shows came in from Marietta, W. Va., where they played for nine days. Org moves back into West Virginia for a seven-week jaunt before taking up its fair and celebration dates. Recent visitors included Buck and Bob Alsop, Harry C. Boyles, Mr. and Mrs. Beck Hester and Mary Ann Hester, John Swisher, Ted, Walter and Ralph Cole; Dave, Bill and Ida Mae Latlap; Frank Blizzard, James Donahue, Russell Hunt, Elsie Quiek, Mrs. John Swisher, Mr. and Mrs. Harry Bailey.—**EULA DREW.**

American Eagle

POTTS CAMP, Miss., April 28.—Biz has been on the upswing in Northern Mississippi. Org goes into Tennessee for several weeks, then into Kentucky and Illinois. Mr. and Mrs. Shannon Rose joined with two stands. Show has 35 pieces of rolling stock. The writer is doing fair with Glenn Hockett's concessions. Management sent four rides to play the Bemis, Tenn., Coitna Mill celebration. Biz was good. Wendell Pierce reports fair business with his Kiddie Street Car.—**WILLIAM X. RENO.**

J. A. Gentsch

BROOKHAVEN, Miss., April 28.—Org moved here from Columbus, Miss., where it showed under DAV auspices. Weather was cool but shows did good biz. Speedy Laverne has opened his revue, and Mr. and Mrs. Russell Cooper have their new Octopus operating.

Frank H. Owens, general representative and his wife made a business trip to Tennessee and Kentucky.

Crafts Exposition

AVENAL, Calif., April 28.—Show moved in here April 28 after playing Taft and Oxnard.

After the National Orange Show at San Bernardino, the show spent three weeks in the North Hollywood, Calif., quarters, painting and overhauling equipment. Roy Shepherd was in charge of maintenance; Roger R. Warren, manager; Harold Mook, secretary, and Vincent (Pollock) Kuropatwa in charge of painting. Business earlier in the season has been quite favorable but has fallen off at this spot.

Show has 4 major rides, 4 kiddie rides, 4 shows, and 22 concessions. J. B. Cisco left April 26 for quarters to bring an Octopus.

Personnel includes O. N. Crafts, owner; Roger R. Warren, manager; Harold Mook, secretary; Lee Brandon and Charles Salyer, general agents; Wilbur Keyser, billposter; Jimmy Hammond, ride superintendent; Harry Gilbert, electrician; Pat Guent, lot man; Adrian Davis, mechanic.

Front rack, Mack Doman; ticket seller, Jerry Harvey; side wall, Pop Stoner; Ferris Wheel, Ronnie Hancock, foreman; J. B. Cisco, second man; Peggy Mathews, ticket seller; Merry-Go-Round, Joe Duran, foreman; Al Demetrif, second man; Mrs. Louise Demetrif, ticket seller; Tilt-a-Whirl; Luther Norman, foreman; Bill Eller, second man; Mrs. Jeanette Davis, ticket seller; Auto Scooter, H. C. Harvey, foreman; Harley Davidson, second man; Roy Lewis, ticket seller.

Kiddie rides: Rocket Ship, Bulgy the Whale and auto racers; A. D. Jensen, foreman; Ray Pollock, second man; Irene Eller, ticket seller; ponies, Bobby and Virgil Mathews.

Girl Show: Jeff Griffen, manager; O. R. Hayes, talker; Harold Hunting, ticket taker; Butch Hunting, ticket taker; Ella Mae Hunting, featured dancer; June Tripp, personality dancer; Ginger Ray, strip dancer; Motordrome, Clyde Rawlings, manager and rider; Arthur Pavao, ticket seller and talker; B. Z. Flether, ticket taker; Funhouse, Pauline and Virgil Mathews; Little People, C. L. Youencer, owner; Mr. and Mrs. Cliff Younger, manager; little people are Mrs. Hazel Morris and Jackie Morris; Arcade, George Bryant, manager; Billie Bryant, cashier; Bill Nordyke, helper.

Concessions: Roger R. Warren, manager; grab, Roger Warren, owner; Jeff Griffen, cook, candy floss, apples, popcorn, snow cone, peanuts, cigarettes, Roger Warren, owner; Vincent Kuropatwa, manager, Donna Rawlings, clerk; p. c. concessions, Roger Warren, owner, Jimmy Lantz, manager; ham and bacon, Marguerite Ragland, Bill McMahon, C. H. Bohne; pan game, Evelyn and Jimmy Lantz, Ted Grace, T. A. Pridmore; cat rack, Patsy Duran and Edward Willis; B. B. store, Eldon Short and Tony Willis; derby, Ray Lee, manager, George Eastman, assistant; pitch-till-you-win, Harry and Helen Dillbeck; Bagatelle, Harry Dillbeck and Wally Wangen; short range, Castelloni; novelties, Manuel Recente; custard, Paul N. Barci and Pat Rawlings; diggers, J. A. Blash and E. L. Smith.

Al Cecchini concessions: RAT wheel, Ed Butler, Mitzie Mickas, Charles Scott; ducks, O. R. Franklin; balloons, Melbie Burns; bird store, Freddie Boln, Eddie Pso, milk bottles, Roland Partridge, Gillis D. McAlister; glass pitch, Sammy Richardson, Marcia Foster; bingo, Anna Belle and Walter O. Patchett; gold fish, Peggy Butler.

The writer is purchasing agent, painter, mail man and The Billboard sales agent.—**VINCENT KUROPATWA.**

Virginia Greater

SALISBURY, Md., April 28.—Three trucks broke down on the run here from Suffolk, Va. As a result the show set up minus three rides. Alvin Horne and J. B. Goodrich joined to supervise motorized equipment. Fletcher Gibson rejoined to handle the Merry-Go-Round, Frankie Carleo is managing the cockhouse, assisted by Johnnie (Red) Underwood. Jimmy Tomak is operating the Rolloplane. Buck Tighman is acting as special agent. Mrs. Tighman is assisting Mrs. Helen Ashley and her girl revue are doing all right, as is Chester Piotrowski's bingo. Mrs. Dotie Bruce is handling tickets on the front gate.

SANATOGA FIRE CO.

Presents at Sanatoga Speedway

EASTERN PA.'S LARGEST SPRING FAIR

SOUTH OF POTTSTOWN, PA.—ROUTE 422—12 DAYS—12 NIGHTS
MAY 23RD TO JUNE 3RD, INCLUSIVE

MAMMOTH THRILL SHOWS

FREE ATTRACTIONS — FIREWORKS

Stock Car Racing—Educational Exhibits

Reading Amusement Enterprises on Midway

WANTED: Legitimate Concessions—Side Shows—Walk Thru Shows—Flat Rides not conflicting. Bingo Help wanted for Jackie's Bingo.

JOE REDDING

BOX 53, YERKES, PA.

MIGHTY HAMMONTREE MIDWAY

WANT WANT WANT

For JOHNSON CITY, TENN. week of MAY 7th thru 12th, and for PAINTSVILLE, KENTUCKY, 4th of JULY CELEBRATION.

CONCESSIONS: Want legitimate Concessions of all kinds. Want Photos, Novelties, Jewelry, Long and Short Range Galleries, Hoop-La, Hit-Striker, Bumper, Bowling Alley, String Game, Fan Game, Ball Games, Cakes, Pies. Also some Court Shows open.

SHOWS: Will book Circus, Mechanical City and Penny Arcade on small percentage. Must have own equipment.

HELP: Want A-1 Foreman for #12 Eli Wheel. Salary \$60.00 a week guaranteed every week plus bonus. Do not misrepresent. Best Edwards contact Fred Almay for Superintendent Job. Low Duchene wants Girls for Girl Show. All wires and replies to

WILLIAM O. HAMMONTREE or SAM HOUSNER

General Manager or Concession Manager

Erwin, Tenn. this week; Johnson City, Tenn. next week.

GEM CITY SHOWS

WANT WANT

CONCESSIONS—Legitimate Concessions of all kinds.

RIDE HELP—Capable Ride Help on all rides, must drive semis.

SHOWS—Wild Life, Unborn and Drome.

All replies to:

THOMAS D. RICKEY, Mgr.

Paducah, Ky. this week; Nashville, Tenn. next.

A.M.P. SHOWS

WANT CONCESSIONS: Strips Game, Fish Pond, Air and Weight, Long and Short Range Galleries, Cakes, Bowling Alley and Concessions of all kinds. WANT SHOWS: Ten-In-One, Monkey Show, Motordrome or any Grid Show. WANT RIDE HELP: Foreman for Merry-Go-Round, Chairplane and Tilt-a-Whirl. General Help in all departments. Can use Concession Agents for Slum Concessions. Address all wires and mail to

"JUGGY" PODSOBINSKI

CHRISTIANSBURG, VA., THIS WEEK

P.S.: Committees in Fredericksburg, West Virginia and Ohio! Have a few open weeks. Carry 8 Bikes, 3 Shows and 20 Concessions

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Swinger, Pitch Till You Win, Hoop-La, Seals, String Game, Darts, Cigarette Shooting Gallery, Novelties, Penny Arcade. Want Girl Show, Side Show, Want Pony Ride, Sontire, Tilt. Agents for Manky Panks and General Ride, Truck and Tractor Drivers. All replies to GEORGE CLYDE SMITH SHOWS, Conemaugh, Pa., this week; Altoona, Pa., next week

PAGE BROS.' SHOWS WANT

FOR PORTLAND, TENN., STRAWBERRY CELEBRATION

Any Show with own equipment that does not conflict. Ride Men on all Rides—must drive. Want Slum Concessions of all kind

W. E. (ISNOTCUM) PAGE, Owner E. M. (ISNOT-BARRELL) BROOME, Mgr.

D. M. PEACH, Supt. of Operations

Mumboldt, Tenn., now; Waverly, Tenn., next; then Portland, Tenn.

P.S.: E. H. Broome wants Agents for Fun Stage and Grid Show. Will book Grid Shows, must have their Concessions. Howard Tracy no longer here.

WANT

Ferris Wheel of any Ride not conflicting. Custard, Candy Apples, Fines, Jewelry, Balloon Dart, String Game, Long Range, Basket Ball, Hit-Striker, Cakes, Bumper, Fun House of any Grid Show. No grid, no straps. Mrs. E. D. Pease wants P. C. and Manky Pank Agents. Mr. and Mrs. Ray Regan, Daisy Neighbors, Big and Jumble Lewis and all others, come on

BLACK DIAMOND SHOWS, SANDY RAMANASKI, MANAGER

Danville, Pa., April 28 to May 3

CONCESSIONS—WANT TO BOOK ON SHOW—CONCESSIONS

I HAVE TO WELL-STOCKED AND FLASHED CONCESSIONS WITH COMPETENT AGENTS WHO OBEY ORDERS. WILL HANDLE LEGAL ADJUSTING.

Phone or Wire

DAVE PICARD

LEWALLEN HOTEL HARLAN, KY

Opening May 1

RAINES AMUSEMENT COMPANY

Want Stock Concessions of all kinds. Agents, Ride Help. For Sale or Trade—1/2 Car Whip, will trade for Light Plant, Office or Living Trailer, Mix-Up or other small Rides.

A. E. RAINES

(No Collect Calls)

MEHA, ARKANSAAS

STOCK TICKETS	A lady is a woman who makes it easy for a man to be a gentleman.	SPECIAL PRINTED
One Roll \$ 1.50		Cash With Great Price!
Five Rolls 4.50		2,000 \$ 6.00
Ten Rolls 8.50		5,000 12.00
25 Rolls 20.00		10,000 24.00
50 Rolls 40.00		25,000 60.00
		50,000 120.00
ROLLS 2,000 EACH		100,000 240.00
Double Coupon		200,000 480.00
Double Price		400,000 960.00
Use C. O. D. Orders		800,000 1,920.00
Size: Single Th. 1x3		1,600,000 3,840.00
		THE TOLEDO TICKET COMPANY
		115 1/2 W. Erie
		Toledo (TRUCK CITY), S. Ohio

GEORGIA AMUSEMENT CO.
 Will book one Merry-Go-Round, one small Cook House, one Bingo. Also use a few Handy Parks at \$21.00 each.
 Franklin, M. C. this week; Murphy, N. C. next week; Wanesville, N. C. next. P.S.: Want Champagne Foreman and Second Man for Jersey.

DR. O. C. DIXON WANTS
 Fire Eater, Sword Swallower, Juggler, all Side Show Acts write or wire at once! state lowest.
 Care Thomas Lovings Shows, Bluefield, W. Va.

WANTED
 2 or 3 street **MERRY-GO-ROUND** Newark
D. J. ROHR
 1619 W. Ohio St., Chicago, Ill.
 Phone: Steyer 8-1692

WANTED
Used Arcade Equipment
CARNIVAL SERVICE & SUPPLY CO.
 690 Milwaukee Ave. Chicago, Ill.
 Phone: Haymarket 1-1615

Groves Greater Shows
AMERICA'S CLEANEST MIDWAY
 Hammond, La. April 30th-May 6th; Alexandria, La. May 7th-13th.
 Want sober and reliable Tilt-a-Whirl and Merry-Go-Round Foreman, must drive semi; also use sober and reliable Second Man who drives.
 Want Operator for office owned Snake Show, completely framed. Mary Webb wants useful Side Show People. Can place to good advantage—Fun House, Mechanical City or any Show of merit with own equipment. Can place a few Handy Parks, especially want High Striker, Jewels, Crab Bag or what have you. All replies.
ED GROVES, Groves Greater Shows

For Top Carnival Owners & Show Promoters Only
 If you have a Strong Route of Big Fairs and want a First! 1) have a Fastened Midway Attraction with NAME STAR. Won't conflict with reverse. **SHOULD OUTGROSS ANY BACKGROUNDS IN OPERATION TODAY.** I have already invested \$10,000 Operating out \$3,500 weekly. Need all equipment and large stage. Have own truck and two cars. Want season's contract at fifty-fifty show guaranteeing net against future percentages, in case of rain, etc. **THIS IS NOT A BLUFF—STAR WILL DRAW! ARE YOU CURIOUS? WRITE:**
DON GIBSON
 Care Post Small Office, 535 5th Avenue, N. Y. C.—or Phone CANAL 6-7871

LAWRENCE Greater Shows
AMERICA'S MOST PROGRESSIVE CARNIVAL
 Playing the Cream of the East
CONCESSIONS: Can place Age, Scales and Buckets. Can always place legitimate Concessions.
SHOWS: On account of disappointment can place Madame and Riders on Drama, with or without cycle. Want capable to handle MONKEY SHOW and FUN HOUSE. Can place any worthwhile Grand Show.
 Address: HARRISONBURG, VA.

WANT
 Girls for Girl Show and Posing Show. Top salary. Also Stepper to feature. Everly Lorain, wife.
 Want Talker, also Ticket Seller. Must drive truck. Salary \$40 and walks. Everybody wins.
F. W. MILLER
 World of Pleasures Shows, Battle Creek, Mich., May 1-12.

BIG FOUR AMUSEMENT WANTED WANTED WANTED
 Concessions that work for stock. 2 Shows, Wild Life, Mechanical Show, Fun House. Ride Help for all rides, must drive semi. See Davis and Fike, come in.
 Nokomis, Ill., April 30 to May 5. Then per route.

CLIFF OSTEN CAN PLACE GIRLS FOR POSING AND REVUE
 Good Singing M.O. Chorus Girls and Parade Girls for Revue. Also outstanding Specialty Acts of Show Stopping Acts. Want Posing Girls. Dress player with own Hammond Organ or Piano. Music and Set. Want Talkers, Grippers and Ticket sellers. Send photos. Will send tickets, if necessary.
 Address care LAWRENCE GREATER SHOWS, HARRISONBURG, VA.

LAST CALL. DRAGO AMUSEMENTS. LAST CALL
 Open May 12 near Kokomo 3 Saturdays. All people holding contracts come in no later than 10th.
 Sell K on High Striker, small privileges. Will book Fish Pond, Cane Rack, Froggie, Cante, Tilt or any legitimate Concession. This Show will exceed best record in Indiana. (going to keep it there). Cigars, drinks and gambling, stay away. Will book any Show on small percentage. John Brunkly wants to hear from Minnesota.
PAUL DRAGO 1711 E. MARKLAND, KOKOMO, IND.

WOLF GREATER SHOWS
 Opening May 21st to 12th at Maple View, Minn. (accompanying Austin).
 Have openings for Ball Game, Howling Alley, Add Up Darts, Stripes, Water-Ski, Jumping, Glass, Jumper, Cork Gallery, Slum Kindee, Country Drive, Kalle Park. Want Shows of all kind with their own equipment. Need Operator for Wollo Wheel, work on percentages. Ride Help on all rides. Want Manager for Cook House, built on trailer, 50-50 percentage. Litchfield, Minn., May 14th to 19th; Mankato, Minn., May 19th to 24th; Bemsen, Minn., May 24th to June 2nd; then as per route.

Continental Garner Big Bow
 • Continued from page 60

signature of county residents. In an effort to circumvent the ruling free bingo was offered contingent upon the payment of a gate admission. Legality of this move was held questionable and the operation of the D'Brso-owned unit was discontinued. Champagne termed the bingo revenues as vital to an operation of Continental's size. Since he routes almost entirely in New York State, there is some question as to the future outlook. However, it is unlikely that any altering of the route will take place as long as the gross for the other units continues as good as it did here.

Earnings Needed
 Many New York communities, including this town, have long had bingo or game nights sponsored by civic and veterans organizations. Champagne opined that larger shows with more earning power would be in a better position to weather the loss of bingo revenues, but since the grosses are perhaps relative, it is unlikely that any show manager can continue operating without taking their loss into consideration and revamping his operating formula.

Champagne is hopeful that the season will prove highly lucrative, but he is not inclined to be overly optimistic merely as the result of the initial success scored here. The next few dates are likely to tell the story. Last year he made money, but his earnings were not comparable to former good years. It is apparent that there is considerably more money around. The free spenders here indicated that. The scarcity of help is another indication that defense plants are again draining off manpower. Champagne opened here at least one-third short of a full crew. He had to wheel one of the trucks in as result. Extra help appeared in good supply here. As long as plenty of manpower is available for set-ups and tear-downs at least, the biggest problem connected with moving is taken care of.

Unit is traveling on 15 trucks, including tractor-trailer units and straight trucks. Larry Saunders has a couple of girl shows and Carol Miller the Side Show. Fred Perik is agenting.

Cool Weather Hits Nessler In Flora Bow

FLORA, Ill., April 28.—Nessler Greater Shows teed off its '51 season here Monday (23) to cool weather, but business was termed satisfactory by Owner B. V. Nessler.

Shows are here under auspices of the Youth Council. Nessler units include Tiny and Mrs. Nessler with their Drome; Mr. and Mrs. Frenchie Boulton with gal shows, and Jerry Hamter and her illusion unit. Two more shows are due to join soon, according to Nessler.

B. C. McDonald, veteran circus and carnival office secretary, arrived Tuesday (24) from Pecos, Tex. to take over the red wagon. Staff includes Velma Nessler, secretary-treasurer; H. J. Collins, general representative; Pat Garrett, second agent and lot superintendent; James Nessler, transportation superintendent; Alva Maredo, chief mechanic and electrician; Jack Cooper, press and radio, and Virginia Kelly, kid's programs.

INSURANCE
IDA E. COHEN
 175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

JACK & LU LU
 One of the Show World's most patronized Cookhouses, now playing out seventh Red one of the Stars of Stage. Fast stepping Waiters, one table Waitress and also Girl Cashier who can keep books. Remember, our Girl Shows open July 4. All those contracted keep in touch. Set place several more good Dancers; those writing now will be given preference. We will again for the third season feature the Tremont Folies, Stars of Stage Radio and Television. Salary every week including tips and meals.
JACK GALLUPPO
 Care Traft's Broadway Shows, Charlottesville, Va.
 P.S.: Care, George, Joe Tremont, Kirby, Bob, Mary, keep in touch.

Nessler Greater Shows
 NOT THE LARGEST BUT ONE OF THE BEST
 WANT TO JOIN NOW
 Cookhouse or Sit Down Crab that caters. Can use Bingo Counter Help and Caller; Ride Help on all rides; helper Drivers. Book Handy Parks not conflicting. Use Agents for office owned Concessions.
B. V. NESSLER
 GILLESPIE, ILL.

RIDE FOREMAN WANTED
 for a permanent park. No "ups or downs". Must know Rollophone, Wheel, Octopus and Chairlans. Can also use sober, reliable Clubmen for the above rides. Use Wives in Concessions. Year round employment. Have special quarters. Park located near Army Camp. Write in care of Western Union, Dark Alabama, or write Dale Jackson, Park Manager, Alabama Amusement Park.

MARTIN UNITED SHOWS
 Address—2725 Gilroy St., Los Angeles, California.
 Want Ride Help for Red and Second Men, Octopus, Chairlans, Mizus. Good pay. Ticket Sellers. Concessions, no flats. Slack Jacks, Foreman.
 Route: New York & McDonald, Los Angeles, May 1 to 12; Sierra Madre, Calif., May 8 to 12; Corona, Calif., 16 to 21.

GIRLS & MUSICIANS WANTED FOR HAWAIIAN SHOWS
JAMES STRATES SHOWS
THEODORE MECAARDEN
 Penthouse 16-B 77 Park Ave. New York 17—Murray Hill 6-2529

Fleur Drive Kiddieland
 DES MOINES IOWA
 Want Foreman for Scooter and Caterpillar. No set ups or ride counts. Contact
JACK LAZARUS
 3201 Forest Ave. Phone 52195
 Wife or call.

4 BIG HOMECOMINGS
 Bolivar, D., June 8-9 Strasburg, June 16-17
 New York, June 24-25
 Want 2 Educational Shows, Photos, Cook Gallery, Jewels, Waffles, French Press, Newspaper, Salt Water, Taffy and game of skill. All within 10 miles of Canton, Indiana. State City. Salaries a polite negotiable.
GEO. MARLOW
 913 Payne Ct., N. E. Canton 9, Ohio

WANTED
 Dinner Cook and Waitress. Perry Wilson contact
RED BRUNK
 at once, good proposition. Care Victory Show, Levelland, Tex., May 1 to 6.

WANTED
 A good Carnival for Waukegan Annual. Reason to be held July 12-13-14. A very good show.
JOHNNIE ALLEN
 WAUBEGAN, ILL.

Available All Around Billposter
 Reliable. Experience.
A. B. BEETH
 517 N. Dearborn St. Chicago, Ill.

LOWER PROVIDENCE ANNUAL FAIR
 May 21 to June 1
 WANTS Concessions, Shows.
JACK FITZCHARLES
 Yorkes, Pa.

Meeker Opens; Gilmore Clicks
 • Continued from page 60

Robinson; Perry Woodall, president, and Mrs. Woodall, Central Washington Fair; J. Hugh King, manager, Central Washington Fair; Mrs. King and JoAnn King; Robert Follis, manager, Evergreen State Fair; Vernon Neal, concession chairman, Washington State Apple Blossom Festival; J. B. Harris, Thrill Show operator; Gene Rosecrantz, novelty importer, and Harry Chipman, circus press agent.

Station KIT did a remote broadcast on the event, and the Chamber of Commerce presented the shows with a floral horseshoe. Arrangements were made by Charles and Esther Mason of the Meeker public relations and press departments.

Show's initial stand hit good weather during the day but the nights were cool, cutting down on the ride money. Top device money went to the Octopus, with the Monkey Drome leading the shows.

Strates Biz Big
 • Continued from page 60

to increase as the weather warms up. Location here which is convenient to New Brunswick, Metuchen and South Plainfield, has worked out well despite adverse weather. Show pulled on the lot after a heavy rain Sunday (22) and the midway remained in bad shape for several days despite the best efforts of the lot crew.

It was reported that Theodor Mecaarden and Walter Gettlinger have signed to produce a Hawaiian Show beginning May 14. Production will be a combination motion picture and stage revue patterned along the lines of the Girl Show produced by the pair for the World of Mirth Shows last year. That show featured Zorita on the stage and on the screen in her film 'I Married a Savage'. Unit is reported to have earned a net gross of \$82,111.

Show Connections
 Gettlinger is the owner of the Howard Theater in downtown Baltimore and Mecaarden has operated attractions on the road for a number of years, including units of the Lazy K Ranch Donkey Baseball.

The Strates show will return to Philadelphia next week for its first showing in that city in two years. The lot at Colman Street and Roosevelt Boulevard is very small and it is likely that a number of show units will have to be left on the train.

Grosses to date have been pretty well distributed among all show units. It is said. Additional units scheduled to be added within the next few weeks.

L. D. Powers Succumbs
 FT. McCOY, Fla., April 28.—L. D. Powers, 64, veteran concessionaire, died April 13 at his home here after an illness of three months. In the amusement business 33 years, Powers started as a ride foreman with the Dodson & Cherry Shows, and in subsequent years trouped with the Johnny J. Jones Exposition and the Frank West, John Marks and Bob Kruse shows. For 20 years, with his son, L. D., he operated a long-range gallery with the James E. Strates Shows.

Earl Myers, as administrator, is handling the estate of the late Charles (Shorty) Handwerk. Myers is in charge of two ball games for the estate until the stands can be sold.

Office
 Ralph Meeker, owner-manager, C. F. (Whaley) Berlier, lot superintendent; Jo Meeker, secretary-treasurer; Robert R. Whelan, accountant; George French, general agent; Charles R. (Curly) Mason, public relations director; Walter Mason, press; Hugh Warren, mechanic and electrician; Bob Long, assistant; Paul Vilkko, front gate and light towers; Carol Beverage, Mary Frantz, Mary Green and Ann Warren, Madelon Berlier, ticket sellers.

Rides
 Merry-Go-Round, H. Benjamin, Bob Covello, John L. Toyen, Preisal, Morris Grissom, C. A. Martin, Kiddiland, Scotty Pissard, Donald Sawyer, Bucky Price, Fly-o-Plane, Scottie Mack, Tommy Long, Blackie Wyatt, Pony ride, Jimmy Dudley, L. C. Leach, Leach, Leach, Mitchell, Rollophone, Don Powers, Pete Gaddall, Octopus, Lucky Savage, Jesse Francis, C. C. Crutcher, Ray Show, Donald B. Streeter, C. M. Fall.

Shows
 Athletic Show, Bill (Cue Ball) Roth, Roughhouse Johnson, Monkey Drome, Motor Drome and Iron Lung, Jerry and Bob Perry, Orville Green, Chuck Trotter, Cice Trotter and Claudia Long, Posing Show, Alice Palm, Funhouse, Joe Burns.

Concessions
 Shooting gallery and short range, Art and Catherine Flowers, Photo and slum bundle, Bob and Bea Hurribut, Corn Game, P. O'Brien, Bug Beard, Novelties, Mr. and Mrs. George Moore, Bottle game, L. (Red) Ollimore, Keweenaw Moore, Race track, Max Miller, Harry Spelman, Railway, Gladys Miller, Gladys Miller, Mr. and Mrs. Robert Jones, Balloon game, Antie race, duck pond, Charlie and Mabel Peck, Mrs. Ruttner, Candy Pines, Earl Myers, Bad games (2), Michael McVary, Loretha Roberts, Lola McVary, Miscellaneous concessions, I. T. Anderson with Eddie Anderson, Bert Smith, A. J. Whelan, Dave Kohn, Swede Reuther, Sam Shaler, Vic Davis, Harry Berka, Robert Tattie, Marie Barco, Stella Butler, Robert Barley and Frank Wills, Cookhouse, Robert Painter.

Weather, Rodeo Hurt Wagner

DOTHAN, Ala., April 28.—Al Wagner's Cavalcade of Amusements trained here this week from a Mobile stand that was anything but good. In addition to bad weather during most of the stay, stiff competition was provided there by a rodeo.

Hennies Debuts
 • Continued from page 60

manager; Alfred Kuss, secretary-treasurer, Theron Ridgeway, assistant secretary; Chester Chappell, concessionaire; George Powell, stockman; Keith Chapman, business manager; Jack Morgan, trainmaster; Mrs. Ruttner, Candy Pines; Mr. and Mrs. Bill Hansen, chief electrician; M. Curtis Diesel engineer; Eddie Yager, cookhouse; Will B. Beyster, press and radio; W. E. Jacks, advertising and contracting agent; Jack Carter, scenic artist; Hugo Mallman, musician and The Hillman of sales agent; and Adolph Watson, train porter.

Ride Foremen
 Ray-Dez, Felix Charnetzki, Rocket, Jimmie Haynes, Merry-Go-Round, Harry Wagner, Octopus, Red Crab, Tilt-a-Whirl, Bill Pink, Ferris Wheelie, Bill Dunn; Skooter, J. L. Barber; Roller Coaster C. W. Davis, Fly-o-Plane and Dark Ride, Charles Owell; Rollophone, Justice Tucker, Kiddieland, Mrs. Del Crouch; pony ride, L. E. Stensole, and Fly-o-Plane and Preisal, Charlie Goss.

Shows
 Glass House, Charles Goss; Posing Show, Joy Purvis; Showboat, Irvin Miller; Monkey Drome, B. O. (Bullion) Grantman; Keweenaw, George Powell; Funhouse, Del Crouch; Ride Show, Charles Hodge; Water Show, Bob Purvis; Great Western Show, Leah Larut, and Funhouse, Harold Scott.

STATE FAIR SHOWS WANT NOW
All Rides Help—Wheel, Tilt, Swing, Will book all kind Rides. Also Mag Outfit, Cook House or Club, Corn Caddy, Photo, all legitimate Concessions. All shows even except Girl Show. There's five per cent in office. Wire
C. A. DOBBE, Colby, Kans., this week; Liberal, Kans., next.
P.O. Corabread Rd., Rome on.

MINIATURE TRAIN FOR SALE
100 ft. track, 14 in. wide. Children or adults. Wisconsin air-cooled motor. Perfect for park or carnival. First-class condition. \$500.00.
A. T. GORDEN
2814 No. 5th St., Milwaukee 10, Wis. (Phone: UPrain 5-2228)

RIDES WANTED
New Palestine Lions' Club Annual Carnival July 13-14-15
C. MILES WICKHAM
Chairman
New Palestine, Ind. Phone 70

FOR SALE
Late model 1949 Chevrolet Auto Ride, 1700 drive, seat set, first class condition, price \$2750.00. Also available, 1949 Chev. 1 1/2 Ton Truck with extras, low mileage.
ALBERT NELSON
7909 S. E. Raymond St., Portland 4, Ore.

WANTED BILLPOSTER LITHOGRAPHER
With or Without Transportation
20TH CENTURY SHOWS
Leavenworth, Kan., this week

EDDIE SCHULTZ WANTS
Bingo Carnival Men, Pan Game Agents. Good pay, good treatment. Those who know me, contact Frank In, Virginia, this week; Waverly, Virginia, following.

AMERICAN READER WANTED
Join immediately. Full season's work including FAIR.
PRINCESS ZULIEKA
SIBRAND BROS. CIRCUS-CARNIVAL
Las Vegas, Nev. Mexico, this week; then Santa Fe, New Mexico; route to follow.

HAGENSICK'S RIDES WANT WANT WANT
Rides—Pony, Midget, Merry-Go-Round Shows—Mechanical, Animal, Concessions—Class, Candy, Fish Pond, Bill Posters, Whiskey Bottles, Scales and Air, Handicapped, Tractor, water you 2 Cans, Muffins, etc. Arr. 10:30 May 5; then 20 per route.

FOR SALE
Frozen Chested Electric Freeze mounted on Chev. truck; 25 gal. air. Priced for quick sale. Send for photograph.
H. A. DUFFIELD
16 DeW Ave. Netcong, N. J.

CAVALCADE OF FUN SHOWS
Opening Lower Park (Rockford, Ill.) May 5-6
LAST CALL LAST CALL
Major Rides not conflicting. CONCESSIONS—NO GIRL NO GIFT. DON (THE) BRYANT, WIRE OR COME ON

SCALE MAN WANTED
For River View Park, Chicago
Must be capable of weighing weights and sober for 16 weeks work. Danny Miller and George Cunningham, contact see Joe Berlin, contact John Corbin, Carlin Hotel, Chicago. Contact
RALPH GLICK
222 East Avenue Chicago, Ill.

WANTED GOOD CARNIVAL
For Homecoming Convention. Last week in July or first week in August. Sponsored by Lions Club. For further particulars write
JOHN C. PARLON, Chairman
New Richmond, Ind.

YOUNG FAT GIRL WANTED
To join at once as part of diapaupet model. Send photos. Top salary.
T. W. (Slim) Kelley
c/o MARK SHOWS
Gettysburg, Md., this week; Philadelphia, Pa., next week.

FOR SALE
Herschell-Spillman 2 abreast Merry-Go-Round, running now, \$2500.00. Peppercorn Cotton Candy and Snow Ball Trailer in good shape, \$1200.00. Phone 5472, come look them over.
L. W. BURUP
ADEL, GA.

CONCESSIONS WANTED
July 2-3-4
ROACHDALE, IND., LIONS CLUBS
19TH ANNUAL CELEBRATION.

Winter Quarters
Wm. T. Collins
MINNEAPOLIS, April 28.—Rides and fronts bought from the Imperial Shows have been repaired and painted. Gus Pappas is overhauling and painting office concessions. Org will move on 32 units. Art Signor is supervising work. Show will set up on the lot here for two weeks before taking to the road.
Mrs. Mickey Collins is buying supplies and getting the office ready. Mrs. Bessie Pappas again will be assistant to Mrs. Collins. Mr. and Mrs. Chet Junkin are readying their dark ride and popcorn concession. Recent visitors were Stan Muckle, Mr. and Mrs. Bill Dobson, Mr. and Mrs. William Wolf, Harvey Williams, Charles Carroll and M. Kephart. — **ART SIGNOR**

Tip-Top
SYRACUSE, April 28.—Irish Pat O'Malley is getting the cook-house in shape. Dick Neugent Jr., assistant manager, is supervising repairing and painting of rides. Don Hoyte has rolling stock in good shape. Stretch Carr is adding more concessions. Org will have R. V. Neugent Sr. announced purchase of a GMC Diesel power plant. Daughler Anne is buying for bingo. Avery Wheelock again will have his rides and concessions. Org will feature Sally Montana and Tex Don and their cowboy radio show. — **DICK NEUGENT SR.**

Stipe's
ST. PAUL, April 28.—Steve Gilhaume has returned from Texas and is building a ball game. He will have three joints with the show. Ed Kuhlman will be back.
Org will have two new kiddie rides. Seven rides will be with the show opening here May 18.

Eagleson Ape Show Sets May 1 Opener
ALLENDALE, S. C., April 28.—Eagleson's Ape Show, with wins for quarters here, will hit the road May 1 with its inaugural stand scheduled for a New England spot. Following a tour of that area, the show is slated to head for the West Coast. G. S. Eagleson, owner-operator, said.
He added that his motive equipment is new. Show is mounted on a semi-trailer, which houses all animal cages and provides for the working of the trained animals behind bars.
Eagleson says that he will feature four trained chimps, which he and his wife work thruout the season. New this year is a pair of mandrills.

CSRA Sets Three Fair Dates; Total Now 74
DAYTON, O., April 28.—Three more fair auto race dates have been added to the list announced previously by Central States Racing Association with the granting of sanctions this week to Motor Speedways of Chicago.
The latest dates are Ionia (Mich.) Free Fair, for big car championship meets on August 10-11; Mt. Carmel (Ill.) Fair, July 28, and Crown Point (Ind.) August 25. The latest additions swell the 1951 CSRA list to 74.

Royal Midwest Shows
West Popcorn, Carmel Corn, Candy Stock Concessions, Minicams, Candy Swinger and Burekts. Want Agents for Count Store. Address:
ROXIE HARRIS
General Delivery Wadsworth, Ohio

WANTED
For Lentini's Circus Side Show on Knife Throwing, Tattooed and Tattooer. Ticket Sellers, Magician who can entertain and lecture show. If married, can use wife on Electric Chair and Ball. Want 100 lbs. Alligator Man or Woman. Annex on straight salary or P.C. Give full details in first letter, show lowest salary and telephone address on form of P. A. LENTINI, c/o Peppercorn Shows, Charlottesville, Va., or per route.

DIAMOND TOOTH POLISHES AND HIS CAROLINA BOLLIES CO.
Will be in Liberty 15th, 1951, to join a small Carnival that has new equipment and will pay salaries from office. Show has new concessions and wares, robe, plus an all-star colored cast.
— **BILLIE ARNETTE**
1819 Grove St., Columbia, S. C., or Call 3-7395

GIVE TO THE RUNYON CANCER FUND

Detroit Gets Lott Show for Free; Tab To Go to Sponsor
DETROIT, April 28.—Lucky Lott's Thrill Show will give one performance at the Michigan State Fair without drawing a cent from the fair. Tab will be picked up by Mack Kelvinton as part of the latter's participation in Detroit's 250th anniversary celebration which is being held in with the fair's program.
Fair board accepted the proposition at a meeting Thursday (19). James D. Friel, fair manager, emphasized that the terms so far as the Lott show is concerned applies only to the event here and stems entirely from the Mack-Kelvinton celebration-fair tie-in. Lott unit will be in for the final night. Fair's dates are August 31-September 9.

Carnival Routes
Continued from page 52
Harrison Greater: Newbern, N. C.; Heart of Texas; Odessa, Tex.
Heller's Arnie: Little Ferry, N. J.; Garfield; 6-12
Henniss: Hot Springs, Ark.; Little Rock 7-12
Hicks, L. J.: North Birmingham, Ala.
Hill's Greaser: Russell, N. M.; Tucuman 7-12
Hottle, Buff: Baton Rouge, La.; Pontchartrou 7-12
Imperial: Beardstown, Ill.
Imperial Expo: Vallejo, Calif.
Inland: Marshallfield, Mo.
Islerite: Greatville, Tenn.
J. & B.: Clarksville, Va.
Johnny's United: Lewisburg, Tenn.; Mount Pleasant 7-12
Joytime: Franklin, Va.; Waverly 7-12
Karras Greaser: St. Joseph, Mo., 3-12
K.D.: Floyd Co. Albany, La.; Deuham Springs 7-12
Lafayette North: Walpole, N. H.
Lagasse Am. Co. No. 1: Haverhill, Mass.
Lane, Sammy: Versailles, Mo.; Warsaw 7-12
Lawrence Greaser: Harrisonburg, Va.
Lee United: Michigan Center, Mich.; New Boston 7-12
Lewis, Ted: East Brunswick, N. J., 3-12
Lone Star: Washington, Ga.
Magic Empire: Piquette, Tenn.
Manning: Ross: Jersey City, N. J.; Rayonne 7-12
Marion Greaser: Chesterfield, S. C.
Matta, John W.: Baltimore, Md.; Philadelphia, Pa., 7-12
Merlin United: New York & McDonald (S. J.); Los Angeles, Calif., 1-6; Sierra Madre 8-12
Merriam's Midway: Orinville, Ia.; Webster City 7-12
Merriland: Jackson, Mich.; Albion 7-12
Midway Expo: Council Grove, Kan.
Midway of North: Louisiana, Mo.
Midwest: Oronville, Utah; Spanish Fork 7-12
Mighty Hammer: Erwin, Tenn.; Johnson City 7-12
Marilyn Hooper State: Franklin, Ind.
Mighty Page: Winston Salem, N. C.
Mighty, Curly: Astoria, Miss.
Moore: Paris, Va.; Ohio
Moore's Modern: McAlester, Okla.; Holdenville 7-12
Motor State: (8 Mile & Van Dyke) Detroit, Mich.; Rochester 7-12
Mound City, No. 2: Flat River, Mo.
Nessler Greaser: Gillespie, Ill.
New England Am. Co.: Neward, Mass.
North American: Stamford, Conn., 1-14
Oklahoma Expo: Wickes, Ark.
Page Bros., No. 3: Cave City, Ky.
Palmetto Expo: Buford, Ga.
Parker: Chicago, Ill.
Paul's Am.: Atkin, Ark.
Peck Am. Co.: Fulton, Miss.
Peas Premier: Perth Amboy, N. J.
Pioneer: Waverly, N. Y.
Playland: Detroit, Mich.
Playtime: Clinton, Mass.
Powers Greaser: Middleport, O.; Columbus 7-12
Prest's Broadway: Charlottesville, Va.
Recher's & Salt: Warren, Pa.
Rockwell: McPherson, Kan., 7-12
Royal American: Memphis, Tenn., 8-12
Royal Midway: New Hope, Pa.; Erie, Pa.
Royal Court: Portsmouth, O.
Royal Duke: Rastord, N. C.
Royal United: Sioux Falls, S. D., 9-12
San Valley: Lockport, Ark.
Schaefer's Just for Fun: Deerpark, Tex.
Shepard Bros.: Las Vegas, N. M.; Santa Fe 7-12
Smith, George Clyde: Conemaugh, Pa.; Ionia 7-12
Snapp Greaser: Carthage, Mo.; Rhodod Southern Valley; Camden, Ark.; Rhodod Hope 7-12
Sorek, J. A.: Trenton, Ga.
Spreder, M. A.: Wichita, Kan.
Standard: Douglas, Wyo.
Star Am. Co.: Judsonia, Ark., 30 May 12.
State Fair: Colby, Kan.; Liberty 7-12
Stephens, C. A.: Appalachia, Va.
Strates, James E.: Philadelphia, Pa.; Johnson 7-12
Sunset Am. Co.: Chillicothe, Mo.; Hannibal 7-12
Talbain Bros.: Clinton, Ill.
Thomas Joyland: Bluefield, W. Va.
Timney: Johnny; Bremen, O.
Travel Expo: Ft. Smith, Ark.
Tri-State: Ballou, Ohio; Stillwell 7-12
Turner Bros.: Springfield, Ill.; Decatur 7-12
20th Century: Leavenworth, Kan.
Twin City: Belvidere, Ark.; Mountain Home 7-12
United Expo: Olszewate, Tex.
United States: Morganton, N. C.
Victory: Levelland, Tex.
Virginia Greaser: Rocking, N. J.; Potts 7-12
Virginia State: Damascus, Va.; Chilhowie 7-12
Viroma Bros.: Columbia Park North Bergen, N. J.; Jersey City 9-12
Vog's Southern: Pearland, Tex.
Wade, O. L.: Lima, O.
Wade, W. O., No. 1: Vernal: Righthey A. St. Jima, Detroit, Mich.
Wallace Bros.: Memphis, Tenn., 5-12
Wallace & Murray: Aberdeen, N. C.; Albemarle 7-12
West Coast: Union, Calif.; Pittsburg 9-12
West Coast Expo: Lodi, Calif., 3-6
Wilcox, Dick: Sanford, Me., 8-12
Wilson Famous: Havana, Ill., 4-12
Wild Am.; Bassett, Va.; Run Vista 7-12
World of Mirks: Washington, D. C.
World of Pleasure: Battle Creek, Mich., 4-12

Crafts' Fiesta Unit Set To Bow May 3 At Lone Pine, Calif.
NORTH HOLLYWOOD, Calif., April 28.—Fiesta Shows, third unit of the Orville N. Crafts Shows, will debut their 1951 season May 3 at the 10th Annual Stampede in Lone Pine. The show will be managed by Howard T. Coffelt.
The organization will have four major and three kiddie rides, arcade, Vamites show and about 15 concessions. A new arch, with the words "Fun Zone" in neon, will be featured along with 10 light towers.
In the major ride department, Fiesta will have a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and a Lusse Bros' Skooter with 16 new cars. A new Skyfighter, Bulley and airplane ride make up the kid division. Plans are to add a miniature train for some of the dates, as well as a pony ride.
Equipment will be increased or decreased to fit the date, Crafts said. When necessary, Fiesta will join with the Crafts 20 Big Shows, which is Unit 1, and Crafts' Exposition, Unit 2, to play the top spots such as the National Orange Show, California State Fair and Los Angeles County Fair.
Frank Warren manages Unit 1 and Roger Warren the second unit. W. Lee Brandon is general agent.

FOR SALE
★
FERRIS WHEEL
Eli #12
Very Good Shape
Stationary Rides
Can Be Seen in
OTTAWA, ILLINOIS
MR. MAYOU
823 Canal St. Phone: Ottawa 823

LEONARD ROGERS WANTS
Four Chorus Girls, Four-Piece Combo, or Drummer, Sax, Trumpet, Electric Guitar, Hush or good Tap Dancer, Harp, Tyler, contact Geo Dennis. Tickets anywhere, salary weekly. All replies to
LEONARD ROGERS
George Clyde Smith Shows
Conemaugh, Pa., this week; Altoona, Pa., next week.

Eddie Crown Young's
Royal Shows
"AMERICA'S FINEST CARNIVAL"
CAN PLACE

CONCESSIONS	Scenes, Age, Novelties and all Handy Ponks.
CONCESSION HELP	Counter Men for Jones Bingo and general Help for office Concessions.
RIDE HELP	Fareman for 12 Car Auto Scooter. Loads on 2 semi trucks. Must be sober and keep motors in shape also drive truck. Can also place Help on other Rides who drive semi trucks and are not drunks.
TALKER	For Colored Bevue.
SHOWS	Will book for season—Monkey Show, Midges, Crime or any worth while well framed Grand Shows.
RIDES	Fly-Plane, Caterpillar, Rock-a-Plane, Looper or any Major Ride not conflicting.

All replies to
E. L. YOUNG, MGR.
PORTSMOUTH, OHIO, THIS WEEK

BARNEY TASSELL UNIT SHOWS
Want for Victoria, Va., April 30-May 5. Big railroad and plant pay day.
(NOTE: Interest dates shown in ad in April 25 issue. Above dates are correct.)
Want Kiddie Rides of any kind and major Rides not conflicting. Can place Rotary Diggers, Pitch-Till-U-Win, Clothes Pin Pitch, Balloon Darts, Age and Scales, Hoopla, Cork Gallery, String Game, Long Range, Jewelry, Ball Games and Penny Arcade. Only one of a kind on the midway. Can place Ride Help and Men to up and down P.C. outfits; must drive semi trailer. Want High Free Acts. State all giving positive lowest for all season's work.
Write, wire, Victoria, Va.

HILL'S Greater SHOWS
Will book legitimate Concessions of all kinds—Lead Gallery, Frozen Custard placed exclusive. Will book Pony Ride, Dyer High Ball, Streaming Car, Londa Lopez wants Side Show People; salary no object if you can produce. Call or wire if I know you. This show has 15 bona fide Fairs and Celebrations; more pending. "Go west for the winner."
H. F. HILL, Owner **C. O. HILL, Mgr.**
Roswell, New Mexico, April 30-May 5; Tucuman, May 7-14.

VIRGINIA STATE SHOWS
Want Rides—Merry-Go-Round, Octopus, Ferris Wheel or any other Ride not conflicting. Shows—Monkey, Grand Show. Concessions—Can place Glass Pitch, Balloon Dart, Flors or any legitimate Concessions. Can use Swinger and Six Car Agents. No drunks. Arkansas Asis wants Skillo Agent, Outside Man and two Razzle Agents; only two on show. Pat Patton wants Female Imclonewite.
DAMASCUS, VA. THIS WEEK; CHILHOWIE NEXT.

LONE STAR SHOWS
WASHINGTON, D. C., APRIL 30-MAY 15
All Regular Pans open. Can place Blower, Bowling Alley, Hot Cate and Nall. Hilde Wilson. Hopper Show on all Rides; semi drivers given preference. Alvin Green, Nall Wilson. Concessions, Grand Show, Mechanical Shows, Tumble-Down with new equipment. Want Girls for Girl Show—\$200.00 a week still dates, \$500.00 of fair.
Address All Mail and Wires to
A. R. MacSPADDEN

Show Folks of America, Inc.

145 Turk Street, San Francisco
 SAN FRANCISCO, April 28.—Regular meeting was called to order April 18 by President Fred Weidmann. The absence of Vice-Presidents Kindel, Massteth and Helwig, Treasurer Bill Coles and Corresponding Secretary Albert Roche was noted. Arthur Unger was on the rostrum as second vice-president.

The following were elected members: Nathan Robert Robinson and Olivette Malthouse. Sick and relief: Jean Boehn, chairman, reported Fred Ramsey improved. Anna Law was reported better. Fred Ferguson and P. Charles Camp are still in the hospital. A recess was called for the pot of gold. The holder of the winning ticket, Jack Brooks, received \$19. The balance was given to the refreshment fund.

The president presented the following new members, guests and members who have been away for some time: Nathan Robinson, Marsha Lawrence, Joe Borell, Charles and Dora Fogin, Albert and Manette Anderson, Lola Cox, Kathleen Otree, Louise Castro, Jack Dalton and Ralph Deering.

The president announced that commencing in May, Show Folks would meet the second and fourth Mondays. The regular weekly meetings will resume September 10. Clubrooms will be opened daily from 1 p.m. to 10 p.m.

The following were elected members: Nathan Robert Robinson and Olivette Malthouse. Sick and relief: Jean Boehn, chairman, reported Fred Ramsey improved. Anna Law was reported better. Fred Ferguson and P. Charles Camp are still in the hospital. A recess was called for the pot of gold. The holder of the winning ticket, Jack Brooks, received \$19. The balance was given to the refreshment fund.

IMPERIAL SHOWS
 WANT dependable Ride Help, Agents for Coke, Penny Pitch, Photos and others. Can use Counter Man for Derby. Beardtown, Ill., this week; Urbana, Illinois, next week.

DAN-LOUIS SHOWS

Want small Cook House that can set up Sundays to feed our ride help. Dude Brewer, please contact.

Can place Shows with own outfit, such as Mechanical City, Snake Show and Fun House Want Novelties, Ball Games, Palming and Hanky Panks of all kinds. Hanky Park privilege, \$20. Want percentages. Concessions with Hanky Panks to book. Will place few Grand Shows that furnish our Hanky Park with each store. Concessions will work on the show every week. Good territory for Concessions with long season. Concessions address.

Dan C. Stratman or Bobby Siskels
 Hardsburg, Ky., this week; Irvington, Ky., next week.

AMERICAN BAZAAR

Runnemed, N. J., April 30 to May 5

Help on all rides. Top salaries paid. Want Man and Wife for Photo Gallery on trailer. Hanky Park Agents, come on. Hanky Park Paradise. Want Male Secretary who knows and can handle taxes. Will book Sales and Age Jewelry, Long or Short Range Gallery, Water Games, Ball Games, Mucky Buck and Stock Wheels. Contact

George Harms or Ben Paul
 as come on to Runnemed, N. J.

ZENITH SHOWS

137 LOCKWOOD ST., PROVIDENCE, R. I.

Philip Ray, Mgr. Telephone: Dextor 1-1744. Frank Gentile, Telephone: Jackson 1-0403.

New in operation. Our first week very gratifying.

Can use Flash Bingo for season. Will place Fish Pond, Pick Till You Win or any Hanky Park. Post-war rates. Can use Girl Show Operator. Will place any Show. All New England territory. Need Second on Ferris Wheel and Merry-Go-Round Operator. Anyone working for Patty in past on Grand Show, get in touch with us immediately. Jimmy Hoffman will place you with good proposition. Come on. Let's Price, holding P.C. Tickets open for you.

COLEMAN BROS.' SHOWS

WANT
 MONKEY SHOW, MECHANICAL SHOW, MOTORHOME OPERATOR WITH DROME OR MACHINES ONLY AS WE HAVE DROME.

DICK COLEMAN
 P. O. Box 888, Middletown, Conn.; Norwich, Conn., follows.

SAMMY LANE SHOWS

SWEETHEART OF THE OAKS

Want Short Range Gallery, Buzzers, Fun Pond or Drome Pond, String Game, Ballroom Dance, Pitch Till You Win, Ball Games, High Striker, Snakes and Ass, Rumper, Bowling Alley or what you like. Will place any Show.

We play the Strawberry Harvest, South West City, Mo.

Our show is strictly Hanky Park. Reasonable privilege. Good treatment. Join a clean outfit.

VERSAILLES, Mo., April 20 to May 19th Warsaw, Mo., May 7 to 12th.

ROSE CITY RIDES

Missouri's Cleanest Midway

Want to book Mug Outfit, Lead Gallery, String Game, High Striker, Hanky Panks of all kinds. We only book one of a kind. No gyppies.

Fornite, Mo., Hill St. of May; Fordland, Mo., Hill 12 of May; Gladon, Mo., Hill 19 of May.

GREAT LAKES SHOWS

Opening Plainwell, Mich., May 12 to 15. Leave Season.

Ride Help: On all rides, Foremen and Second Men who drive agents, especially want Smith & Smith Chariotmen. Managers Merry-Go-Round. Top wages, drawing account \$100. Salary, books, Hook Relations and ride not contributing.

Concessions: Ball Games, String Game, Hi Striker, Novelties, Rumper, Hoop-La, Cook Gallery, Sell X on Bingo and Bookings.

Shows: Attractions, Side Show, Animal, Monkey, Snake, Girl Show or what have you. Very good proposition. Want Charlie Gillette, owner. All replies BOX 109, Kalamazoo, Mich.

WICHITA FALLS, TEX., HARVEST FESTIVAL

HELD ON INDIANA AVE. DOWNTOWN, MAY 14-19

Want Stock Concessions of all types. Pitch Man, Photo. Sell X any straight sale.

All Address:

JOHN L. ROBINSON
 PAULS VALLEY, OKLA., THIS WEEK.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, April 28.—Regular meeting was presided over by President Estelle Regan, April 12 and 19. The meeting the 19th was the last official meeting, but socials will continue all summer, also special meetings. Miss Regan hopes to attend all gatherings in the clubrooms. Reported on the sick list were Daisy Davis, Lotus Francis and Madeline Ragan. Madeline was a recent visitor to the club. While in St. Louis she was in a street car accident. A letter from her states she is feeling better.

Mary Thompson surprised the ladies with a baked ham, and Florence Cobb, Estelle Regan, Faye Davis and others brought the trimmings, so a large buffet lunch was served by Clara Campbell and Nora Dgynia. The ladies played cards and bingo and some watched television. Prizes were won by Jeanette Hart and Joan Lipsky, donated by Estelle Regan. Ladies attending were Clara Campbell, Nora Dgynia, Gertrude Lang, Norma Lang, Catherine Schulte, Jean Wolff, Mary Thompson, Faye Davis, Babe Weinstein, Florence Cobb, Joan Lipsky, Lotus Francis, Jeanette Hart, Estelle Regan, Verna Schantz, Teresa Sidenberg.

It was announced that Babe Weinstein, chairman of the sale committee, is making plans for a rummage sale to be given by the club in the near future.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 28.—President Lou Keller was in the chair for the final meeting of the year Thursday (26), one of the best attended in months. Also on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary, and Past President Ernie Young.

Welfare committee reported Charles Bohdan was improving but is still confined. Joe Warburg is in American Hospital. George C. Olsen was at the meeting following his recovery. William H. Blencoe is still at home and it was reported that Ray Marsh Bryndon had been hospitalized at Springfield, O., for a short time. Milt Cohen is scheduled to enter Hines Hospital here soon. No list reports on Clifford Darling, W. C. Dencke or W. O. Perrot.

M. J. Doolan was named chairman of the decorating committee for the new Washington Street quarters if they are okayed by trustees. Assisting him will be George W. Johnson, Nick Francis, George C. Olsen, Milt Cohen, Ernie Baker, E. Young, Algot Appel and Eddie Murphy.

League members were skedded to attend Cole Bros.' Circus Tuesday (1) as guests of the show. Louis Berger returned to Chicago from a business trip. Andy Kasin will join Gem City Shows with concessions early in May. Al Kaufman will rejoin Wally Bros'. Shows of Canada later in the season. Walter Driver back from a business trip and feeling better. Letters received from Harry Logan, Richard S. Levy and Mrs. Chick Bohdan. Ed and Mae Sopenar left on an Eastern trip.

Back after long absences were Irving Broker, Nick Francis, Milt Cohen, Ernie Lawrence, Ben E. Young, Algot Appel and Eddie Murphy. Callers included Arthur Brown, William Bloom, Jack Kaplan, Henry Schible, Sam Beyers, Henry Polk, James Campbell, Oliver Bernes, Ozy Breger, Mel Harris, Edward Livingston, William Meyers, George V. Johnson, Chick Schloss, Jack Hawthorne, Givner Nye, Jack Krutt, Charles Levine, Elmer Byrnes, Joe Shapiro and David Golden.

Meeting closed with a lunch prepared by the house committee and entertainment thru courtesy of Isaac Chappie. Opening meeting of the fall season will be October 4.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, April 28.—Regular meeting was well attended, with Harry Zimdars presiding. Assisting were Charles Weaver, Judge Richard Ryan, Secretary Clint Shuford and Treasurer Clayton Holt. Clubrooms close May 4. Saturday night's Hit the Road party drew 200. Those present included Mr. and Mrs. Harry Zimdars, Mr. and Mrs. Clint Shuford, Chester Maves, Clayton and Caroline Holt, Joy Purvis, Howard Cramer, Mr. and Mrs. Frank Donoflo, Mr. and Mrs. Paul Olson, Mr. and Mrs. E. L. Beard, George and Elsie Powell, Pete Berryman, Red Rogers, Mrs. Daisy Hennies and Roy and Yola Goldstone.

Mr. and Mrs. W. A. Cuptell, Mr. and Mrs. Felix Charneski, Lash LaRue, Virgil Pierson, Mr. and Mrs. Joe Straus, Mr. and Mrs. Sammy Glickman, Mr. and Mrs. H. L. Scott, Bill Hanson, Louis and Madeline Weiss, Mr. and Mrs. Charles Weaver, Judge Richard M. Ryan, William Durant, Charles Hodges, Sgt. and Mrs. Joseph F. Baker, Capt. and Mrs. William N. Bell, Mr. and Mrs. Raymond Bagwell, Mr. and Mrs. H. M. Gordon, Rosemary O'Dorn, Tony Karsten, Dorothy Davis and Bill Jacks.

Coravans, Inc

P. O. Box 1902, Chicago

CHICAGO, April 28.—The farewell social Tuesday (24), with Jeanette Wall, Pearl McGlynn, Lucille Hirsch and Wanda Derpa as hostesses, drew a big crowd. Old-timers present included Lorraine Dupas, Clara Polish Peterson, Eva Clark, Mary Martin and Catherine Potenza. Mariana Pope donated a large cake, and Billie Bilikien, who just arrived from Houston, donated a miniature cup and saucer and shells filled with flowers. Awards went to Grace Lynn, Wanda Derpa, Margaret Chandler, Emma Atzel and June Mileczny.

Beulah Reeder, visiting from Youngstown, O., was the guest of Isabel Brantman. Veronika Potenza's guests were Frieda Levy and Anna Rizza. Lillian Thorpe was the guest of Elizabeth Jacks.

A short business meeting followed the social. Corresponding Secretary Jeanette Wall read letters from Maude Atwood, Val Coogan, Helen Wong Jean and Claire Sopenar. Thank you notes came from LARRY BEAVER for floral piece sent his mother, Ross, and Corrine Wegner for the silver spoon received by her son, James. Wilma Bedell sent birthday congratulations and also a gift box of greeting cards. Estelle Regan, Trixie Clark and Mary and Madeline Ragan sent greetings. Mae Deibel reported that Ann Roth is ill. Helen Hoffmeyer will read to club's welfare during Ann Sleyster's absence. A donation was sent to American Hospital. Club Mother Katie Owens is vacationing with her sister, Mrs. E. H. Brice, in Milwaukee.

Ladies' Auxiliary

Social was held night of April 19th. Ladies welcomed Mrs. Delgarita Hoffman past president and Harriet McBeath after an absence, also Frances Berger, who had been ill. Mae Taylor donated a plant, won by Elsie Miller, secretary. Other raffles were awarded to guests. Sick list includes Billie Wasserman, Marie Brown, Viola Parker and Lillis Childs. Grace Brown, who is in San Francisco, is recuperating.

Letters were received from Grace Goss, Nan Rankine and Lee Gluskin, who is in Minnesota visiting her mother, and Clara Etia Barker. Acknowledgment received from Morrie Mossman for flowers sent to our departed sister, Bessie Mossman, who passed away in Chicago. Frances Keller, chairman of ways and means committee, is back in Chicago and planning coming activities for the year. Nan Rankine has returned from Florida and Ann Sleyster and her family are leaving for a tour thru Florida.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 28.—Sam Benjamin left for Detroit where he will spend the season at Walled Lake Park. George and Hattie Howk moved to Fairyland Park for the summer.

George Gordon, first vice-president, is confined to room 320 of the Research Hospital here. Touey Martone recently moved to the Kansas side of the Kaw River and is at Independence and White avenues. Buck Ray joined there with a string of concessions, and George Kimbrell has his Funhouse on the Martone org.

Clubrooms will remain open during the summer for visiting members and friends.

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 28.—Congratulations are offered Tom Coffey on his recent marriage to Margaret Anderson. William (Bibi) Malang is out of the hospital and recuperating at Washington.

Sam (Peanuts) Weisser is showing some improvement at Franklin D. Roosevelt Veterans' Hospital, Montpelier, N. Y., and writes that he is grateful for all mail sent. William Miller left New York for a 10-day vacation and will view the Kentucky Derby while gone. Sam Levy just returned from a Miami hotel. Sam Pratt is much improved at Lutheran Memorial Hospital, Newark, N. J.

Among recent visitors were Saul Muchnick, Joseph Amico, Frank Rosenberg, Jack Hornfield, Louis Peregoff, Mack Brooks, Charles Eugene Morris Victor, Ward Graves, Murray Spitzer, William Lish, Charles Lawrence, John McCormick, Harry Field, Max Miller, Larry Benn, David Solomon, Saul Seligson, Morris Black, Frank Meyer, Jack Allen, Sid Roemer and Doc Morris.

Star Amusement Co.

Can place nice Blinks at once because of disappointment at last month. One who can join immediately. Can place flashings for all Concessions. Will be in Judonia during strawberry picking. It is the best and plenty berries. Shows of most headed into New York and summer route of good mode. Wire or call now.

B. E. MILLER, Mgr.
 Judonia, Ark. April 20-May 12.

BELLANTON'S RIDES

Can use slide help on Odessa, Chariot, Kiddle Rides, Highest wages, best of treatment. Bussers and chasers not tolerated. FOR SALE as a unit—Tom Concessions, Top and Grand, \$2414, royal blue canvas, also the 1421 Re-freshment Top and Frames, Evans Big Six. Also other money games. One Sure-Light light plant, 12 sq. mounted on Green Trailer. Address: 41 Woodbine Ave., Newark 8, N. J.

WANTED

Man with all sorts of Small Rides to make up a Kiddieland. Bussers and chasers not tolerated. Location plenty of ground, excellent location. Write country's finest drive-in trailer.

JOE J. NICKOLICK
 P. O. BOX 1033 EVANVILLE, IND.

FOR SALE

FROZEN CUSTARD MACHINE AND HOLDING CABINET. EZ Freeze make. Capacity 20 rolls. Works all season months. Cost \$2200, will take \$1300.

GEORGE SLY
 General Delivery Oney, Ill.

Concessions Wanted

AT BEAUTIFUL DOG DOB PARK Lewton, Ohio.

Civilian population 40,000, with 60,000 soldiers at Ft. Lorain. All season of one week. \$18.00 per week. No exclusives.

GREAT RAINBOW SHOWS
 General Delivery Lewton, Ohio.

WANTED

GAMES AND CONCESSIONS

Firmen's Golden Jubilee, July 2-4-4-7

W. R. BURR
 Fresno, N. Y.

AT LIBERTY

Due to disappointment. Legal Ad juster. Can bring three or four Concessions.

GLEN OSBORN
 2521 N. E. 14th St. Apt. #238
 Washington, D. C.

DELTA AMUSEMENT

Now booking Slum Concessions. Want Agents for office Concessions. Ball Game, Percentage Dealer, Darts and Cork Gallery. Also Man for Dark Room.

Miss. Miss. this week.

V. F. W.

Will sponsor Carnival or Circus or both during May or June.

DR. W. H. LYONS
 Commander
 Burksville, Ky.

WANT

First and Second Man for No. 5 Ferris Wheel, Entire summer's work around Baltimore. Salary and bonus.

LES SPONSLER, 1002 N. Rolling Road, Baltimore, 28, Md.

JOHNNIE NASH

Contact or come at once to St. Joseph. Mo. Good proposition.

"BABE" FRANCIS
 Soldiers' Home St. Joseph, Mo.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, April 28.—April 23 meeting drew well. Summer meetings will be held each Monday at 2 p.m.

Emma Weeks was hostess at the social and donated the evening's awards, which were won by Frances Palmer and Corrine Greer. Club presented Reverend Phares with a pair of brass vases in appreciation of his assistance during the annual memorial services.

Chuck Moss reports that the Texas State Fair Amusement Park concessions did good business during the flower show. Jack Rurbak's office was headquarters for out-of-town showfolk during the event.

Mr. and Mrs. Chuck Moss, Margaret Pugh and Grace Tindler returned here after attending the opening of Harry Hennies' new Kiddieland in Houston. Lola Fen-ton and Helen Teeter are on the sick list. Lois Crangle attended the meeting as a guest of Mabel Weisman.

STAR AMUSEMENT CO.

Can place nice Blinks at once because of disappointment at last month. One who can join immediately. Can place flashings for all Concessions. Will be in Judonia during strawberry picking. It is the best and plenty berries. Shows of most headed into New York and summer route of good mode. Wire or call now.

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First and Second Man for No. 5 Ferris Wheel, Entire summer's work around Baltimore. Salary and bonus.

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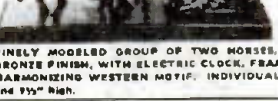
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\$5.75

Others offer the horse and clock at same price we offer this SUPERIOR AND FINELY MOODED GROUP OF TWO HORSES, IN TWO-TONE CLEAR BRONZE AND BRONZE FINISH, WITH ELECTRIC CLOCK, FRAMED IN BRONZE FINISH WITH HARMONIZING WESTERN MOTIF, INDIVIDUALLY BOXED, 17" wide, 11" deep and 9 1/2" high.

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\$2.50 sample
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At no time has this Palamino Plastic Horse been shown. A perfect replica in color and modeling. Removable fancy saddle. Over set size, 11 1/2" wide by 10 1/2" long.

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JEWEL protected up to the minute chrome case with 2 1/2" x 1 1/2" dial, unbreakable crystal. Genuine leather strap. Gift boxes.

SENSATIONAL \$3.95 1 doz. or more Sample \$4.95 Famous Brand Remounts

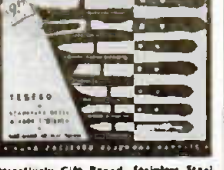
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184 \$2 doz 172 \$4 doz Special Prices-Quantities. Big FREE catalog full of money makers—Write today. 25% deposit on C.O.D.'s.

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SPECIALY PRICED \$57.60 per set. Same—\$1.46 25% with order. Balance C.O.D.

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TRICKS AND JOKES AT WHOLESALE ATTENTION! PITCHMEN AND NOVELTY STORES. Buy 100 for 15. Different samples of FAST SELLING Tricks, Jokes, Puzzles and Wholesale Catalogs. You'll receive \$4.00 retail value. Chicago, Ill. Dept. 10. **D. ROBBINS & CO.** 1216 W. 32nd St., New York 18, N.Y.

Pipes for Pitchmen

By BILL BAKER

H. P. COFFEY of trade paper note, finally broke out the ink stick and penned the following from Des Moines: "I'm now circulation manager for Beverage Journal, out of Milwaukee, and I invite any of the boys and gals, both papermen and pitchmen who come into the Beer City to come around and see me for a Jack-pot session. Just recently was in Danville, Ill., and while there called on Raymond Walton, of wild animal note. He has one of the most outstanding exhibits on the road today. His top is 60 by 100 feet and his cages are filled with monkeys, baboons and other imported animals and rare birds. He also has one unit of 10 penguins, which is exhibited in a separate truck. Walton, who joins 20th Century Shows soon for the season, is the originator of wild life exhibits and his game farm in Danville has become one of the most modern in the Midwest. He travels on three trucks, all new this year, also a new trailer. On paper he has Jack

Crawford and Willie Davis, two old-timers and fine boys. Let's have some pipes from J. J. Wolpa, Cy Rappart, Dan Lewis, Goo-Goo Davis, Willie Davis, Sam Glas, C. A. Darling, Sam Steedman, Sam Bedrock, Red Wolpa, Farmer Alfred, James Saline, Race Horse Kelly, Bill and Jody Dow, Bud and Madline Wilkey, Rube and Virginia Kove, Bill Detrich, Bill Bernstein, Joe Sileo, Sam Zalk, Harry Stoffer, Roy Graham, John Foss, Ralph and Margaret Lown, Red Abelson, James E. Crowe, Red and Carl Powell, the Stanley sisters and Dave Blythe. These are all papermen and gals who are with it, so let's come in with some pipes, as I know that you are all in action. I called on Rube Lieberman here. He's still going strong with his booking agency."

300% TO 500% PROFIT !! EVERY DAY !!

No. 377 A Real Money Maker \$4.50 doz.



No. 377—Heavy mounting, hand set, sparkling. It's a beauty. Gold finish.

No. 301 AN EYE CATCHER Imitation Brilliant White Stone \$2.90 doz.



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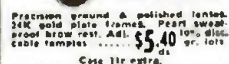
... opens the door to more sales, repeat business and larger profits for you. No other razor blade offers so much for the money!



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Impossible To Match AVIATOR SUNGLASSES



Precision ground & polished lenses. 100% gold plate frames. Pearl sweat-proof brow rest. Ad. \$5.40 10% disc. (sole samples) \$4.50. gr. lots. Case 10 extra.

ENDCROW! Hearts of Pearls. Necktie Barring Set. Shipped in France. Starting at the expensive original with its 3 huge clear shaded pearls and full carat diamonds, enhanced by 48 50 point cutlers. Set in lustrous platinum like metal. 18 ass. designs. Each in gorgeous 42x24" black and red plastic presentation chest shaped like curved open book suitable for more jewels. In lots of 6 doz. \$15 doz.

Sample Cat. \$3.40 doz. \$10.00 Free Cat. \$3.50 doz. \$10.00

TED BURKE INDUSTRIES Dept. B-43 11 W. 37 St. N. Y. C. MU 6-6756

MECHANICAL BEST SELLERS



WINKING DONKEY—a large plush covered, sturdy constructed winking Donkey—when wound up, walks forward, winking its head, and twirls its tail as the reel winds and unwinds. The toy is especially designed for a very fine mechanical, and performs in a most realistic manner. \$7.85 single doz. \$7.60 doz. in 6 or more doz. lots

JOLLY BRONCO—a large metal constructed, sturdy constructed winking Bronco with wide tapered legs. Complete with bow—when wound up, necks forward, rising and lowering its wings, the back hooves and clover as the head moves from side to side. \$6.85 single doz. \$6.75 doz. in 6 or more doz. lots

1/2 Dozen with Order—Balance C.O.D. P.O.B. New York City. Barry, N. Carolina. 134 Centre Street New York 13, N.Y.

COHEN BROS.

LOUIE, THE PITCHMAN

continues to garner folding money with his vegetable slicers and market gadgets at the Farmers' Market, Riverhead, L. I., N. Y.

JIM STUTZ

says that it's fact, not fiction, that sport and amusement patrons do not spend as much money as yesterday for gadgets, novelties and toys at sport and circus gatherings. The trimmings and extras are not passe, it's just a general tightening up, he adds.

JOE CARNEY

comes thru with the following: "Stopped off in Newark, N. J., recently to find the city opened to pitchmen with veterans' permits via a recent court decision. The veterans' permits are good all over the State."

10 YEARS AGO

in Pithdom: Doc G. H. Patterson and Doc W. V. Rowe were mapping plans for the operating of a platform show. . . . Jack Roberts completed a week's engagement in Milan, Tenn., to successful business. . . . Eddie Reed was working slicks in Chicago to okay results. . . . Stanley Naldrett was in Birmingham and going great guns with gadgets. . . . Dave Fien was hopscotching around the country with novelties to only fair business. . . . Prof. Jack E. Sharkey was working New England States. Mr. and Mrs. Hubert Hull returned to Grove City, O., to work the races following a month's vacation in Hot Springs. . . . Jack Ryan was working Neisner's five (Continued on page 75)

Jobbers & Premium Users

Terrific Values and Plans in Real Fur, Plush and Plastic. Startled Toys for Carnival and Collection Trade.



1100s 1746—Real Fur Cat (black), rabbit, skin, white, mottled and pink. SPECIAL—\$18.50 per doz.

1100s 1747—Real Fur Plush Cat, 2100 2100 1100s 1748—Real Fur Plush Cat, 2100 2100 1100s 1749—Real Fur Plush Cat, 2100 2100

Each of the 2 above novelties—\$7.50 each. In great lots—\$6.50

SEND \$2.50 and Receive 36 Samples (1 dozen of each of the 3 above novelties)

You must mention Billboard for these prices! SPECIAL! 75" high, Quality Revere Plush Bear, 372 doz.—\$24 each. 25% disc. req., bal. C.O.D. if not req. Send for P.B.E. catalog.

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More flash means more Cash! Offer to the lion—can be used for blocks.

No. 15 C. Gold, plate \$8.15
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No. 7 P.B. Gold, Flowers and Band plate to 2 colors, Gm. \$9.60
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CARNIVAL SUPPLIES

DANCING FUR MONKEYS \$1.50 doz. \$4.50 doz. \$4.50 gross
1000s 1746—Real Fur Cat (black), rabbit, skin, white, mottled and pink. SPECIAL—\$18.50 per doz.
CELLULOID FEATHER DOLLS \$1.00 doz. \$3.00 gross
7" size—\$1.65 doz. \$4.95 gross
9" size—\$2.25 doz. \$6.75 gross
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RED, WHITE & BLUE GULL PATON
\$1.35 doz. \$4.05 gross
\$1.50 doz. \$4.50 gross
\$1.85 doz. \$5.55 gross
CUTLERY CANS \$1.00 doz. \$3.00 gross
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OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR \$5 EACH! 15 Samples Ultra-Blue Signs \$11.50 15 Samples Ultra-Blue Signs \$11.50 15 Samples Ultra-Blue Signs \$11.50 15 Samples Ultra-Blue Signs \$11.50

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Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button, Rotate Tray, and the glasses by pressing chrome pump down once... a liquor every time!

25% deposit, balance C. O. D. If not for resale, add Federal Excise Tax.



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\$7.85 SAMPLE
In Doz. Lots \$8.50 Ea.

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A Real Surprise Package \$6.40 Doz.—F. O. B. Pasadena
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Sample \$1
Jobbers: write for prices.
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An outdoor flash attention getter. Many uses. For all businesses, especially Carnivals, Circuses, Drive-In Service Stations, Real Estate Offices, Used Car Lots and many, many more! REVOLUTIONARY ACTION! Twirling Metal Needle in key-chains. Even the slightest wind creates superbly spectacular action! Nothing to give trouble and easily installed.

Every merchant will want this spinner with SOLE in his store.

A good hustler can average \$100 a day. Customers will want to use them in quantities. Thousands of dollars worth already in Southern Calif.

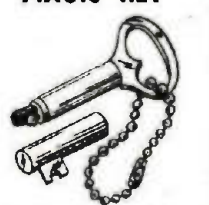
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10 ft. \$1.50 20 ft. \$2.75 100 ft. \$12.00

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CHARMS. Plastic. Big assortment, 10 gross \$4.50. GROSS \$7.50
FUR NOVELTIES. Big fish and value. GROSS \$2.00
BUN GLASSES. Army air force style in case. Gross \$7.50. DOZEN \$4.50
SILK PARASOLS. Fiberglass. 3 sizes. DOZEN \$1.50. \$2.00. \$2.50.
PISTOL LIGHTERS. 3 best values. Gross \$4.00. \$5.00. \$6.00.
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WALLETS. Best value anywhere, a dozen. DOZEN \$7.50. \$10.00. \$12.00.
TELESCOPIC VIEWERS. Ladies' clear rubber-look with magnifying lens, with brass beaded key chains ready for sale. Gross \$10.00. \$15.00. \$20.00.
MAZOR SLADDERS. First quality. 50 gross \$10.00. \$15.00. \$20.00.
MURKLES. English. 20 assorted to a package. GROSS PACKAGES \$4.75. Deposit or full payment with all.

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MA114 — 7 1/2 inch Gross \$10.00
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TERRE HAUTE, INDIANA

TWEET HEARTY BRACELET
140 CO. GA-1165 ME.
\$13.50 PER GROSS

SPONGE PENDANTS 1-2 1/2" x 1 1/2" 1/2" 1/2"
SAMPLE ASSORTMENT \$4.00
10% DEPOSIT ON ALL ORDERS

Trisco Pete 408 B LANE ST
PHOENIX 2, ARIZONA
154 BROADWAY, NEW YORK 10, N. Y.

BIG 4 SPECIALS

- (Quantity Limited)
- CASH IN ON NEW HOT ITEM. Tele-Flashlight "Big Easy" Action 3-way remote. Action #2 Ball & Mechanical Pencil \$4.25 Doz; \$48.00 gross.
 - Big 4 Combination 3 Pr. Pen Set with the Thirsty Gun Lighter in the World. Pearl Handle. All in one attractive box. \$11.00 doz. Same set with Walnut. \$11. \$12 and \$13 doz.
 - SUN GLASSES (A-C) Corp. Type 20-20 Rock Glass Ground and Polished Lenses manufactured to government specifications. In simulated leather, case—gold stamping on beautiful plastic case. Special \$7.75 doz., worth more. Each with manufacturer's guarantee certificate.
 - Improved Visible Flash Lighter. Large Flash Supply. 12 to attractively display \$4.00 doz.
- Doll Pencil. \$3.50 \$4.50 doz.
Flashlight Noodle Pencil. \$4.50 doz.
OO-LA-LA Queen of the Peep Show. In magic ball-hor dance is enchanting. Turn the crank and it's a sale. And hot \$1.00 number. It's amusing—fascinating. They sell from 7 to 70 \$4.00 doz; \$45.00 gross.

New L.O.O. L.O.O. Similar to above, operates the same without transparent box \$8.50 doz; \$17.00 gross.

FAN DANCER—OO LA SKEBA QUEEN. When struck with section tap in ear of the dancer, she bumps, rattles and shakes \$2.50 doz; \$27.00 gross.
Minimum Order \$10.00
We Pledge with Full Remittance or 15% Deposit, Balance C.O.D.

UNITED ENTERPRISES

175 5th Ave. New York 10, N. Y.

CASH IN HOT SOUVENIR LOCKETS

Mother of a Girl, hand painted with mother's city, room, army's name in a locket.

Locket may be had with hand painted rose stone. Also diamond, fancy stones and rock face top. Manufacturer of a variety of lockets for all buyers at the jobber price.

\$10.20 doz.
9.50 doz. & doz. lot
9.00 doz. gross lots
Listed at \$12.00 per doz. We defy any dealer to beat these prices. Hawaii, Alaska, Venezuela and Virgin Island jobbers only.

HEAVY MEXICAN RING \$5.00 doz. gross lots
DENT. EXPANSION BRACELET \$9.50 doz. \$1.50 doz. gross lots

Sample of each, \$1 wholesale only. 1/3 deposit, balance C.O.D. kindly fill out form for Special Delivery if desired.
SEND FOR OUR CIRCULARS, NO CHARGE

ARZEC DISTRIBUTING COMPANY
152 Nassau St., Dept. D, New York City

COMIC EYE

Introducing Eye Balls in colors, metal. Hot—New—Kids and Adults. Pichman, Novelty Stand, Jobbers, Sell 25¢ per \$12.00 gr. for doz. Sample sent. 10¢

COMIC EYE NOVELTY MFRS.
1006 Calif. St., N. B., Minneapolis 12, Minn.

SALE OF IMP. CIGARETTE LIGHTERS AND CASES, MINIATURE CAMERAS

UNITA
545 5th Ave. New York, N. Y.

HOSEIERY DIRECT FROM MILL
All gauges in Nylons—prices from \$1.50 dozen up. Ladies' and Children's Anklets, Men's and Boys' Hosiery, all sizes, colors and grades. Money-back guarantee.

MANUFACTURER'S HOSEIERY SALES AGENTS
104 Woodrow Ave. Chattanooga 5, Tenn.

TIMELY PREMIUM—GIFT—GIVEAWAY EVERSHARP PEN-PENCIL and IDENTIFICATION BRACELET



A TEMPLE EXCLUSIVE
Only \$3.25 Ea.
In Dozen Lots
Sample \$3.50 Pp.

Cash in on the current popularity of identification bracelets with this timely combination. Bracelet has a high lustre, is beautifully designed and is available in silver for both men and women. Pen and Pencil typical EverSharp quality perfection. Set is gift-actively packaged and carries a \$10.00 retail price tag. Security men or lady's set when ordering.

MILLIONS OF PEARLS ARE SOLD EACH YEAR Here is a Great Buy FAMOUS 3-STRAND LA MOUR PEARLS

High quality necklace. Graduate pearls—brilliant rhinestone class La Mour Pearls (simulated) are noted for rich color, lustre and long wearing qualities. Guaranteed indestructible. Beautifully boxed. Carries a \$10.00 retail price tag and worth it. An Outstanding Value. A Temple Exclusive.

Only 90c Ea. DOZ. LOTS
Sample \$1.15 Prepaid.
Without Box, But Attractively Wrapped.

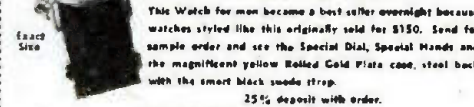
Only 70¢ Each IN DOZ. LOTS
Sample 95¢ Prepaid.

Federal Tax Additional If Not For Resale. 25% Deposit, Balance C.O.D.
DROP IN TO SEE US WHEN IN PHILADELPHIA. WE ARE NOW IN NEW AND LARGER QUARTERS.

TEMPLE COMPANY 708 SANBORN STREET PHILADELPHIA 6, PA. MARKET-7-4519

ORIGINALLY MADE TO SELL FOR \$150 RICH NEW SMART COPY 17 JEWEL WATCH

WITH BLACK SUEDE STRAP
\$13.00
(Beautiful box \$1.00 extra)



This Watch for men became a best seller overnight because watches styled like this originally sold for \$150. Send for sample order and see the Special Dial, Special Hands and the magnificent yellow Beaded Gold Plate case, steel back with the smart black suede strap.

25% deposit with order.
TRICO WATCH TIME
75 West 47th St., N. Y. C. Hudson 6-3154

WE have the largest assortment of men's and ladies' Gold Plated and Gold Filled Rings, and can give you prompt delivery all this year. Engagement Rings, \$3.00 doz.; Wedding Rings, \$1.75 doz. Send for our Ring Catalog.

HARRY MAHREN RING CO.
303 5th Ave. N. Y. 16, N. Y.

USED WATCHES

18 High Grade Swiss Ladies' and Gent's Wrist Watches. Residing slight repairs. \$10. We have thousands of Watches, Move Ments and Cases. Send for price list.
B. LOWE Dept. 33, Holland Bldg. St. Louis 1, Mo.

MEN'S AND BOYS' SHORTS

Any size, including 44, delivered anywhere in the U.S. at \$5.00 a dozen! Free with order or C.O.D. Satisfaction guaranteed or money refunded. No order for less than one dozen of a size.
TENNESSEE VALLEY MFG. CO.
Chattanooga 5, Tenn.

BALL POINT PENS \$9.50 PER GROSS

WITH DISPLAY CARDS Full Pen Visible Ink Supply 1/2 GROSS \$13.25 PER GROSS
With Brass Tip Metal Caps & Clips With Display Cards \$1 PER GROSS
25% Cash with order, Balance C.O.D.
ARTHUR LEE CO., Dept. 185
16 Court St., Brooklyn 2, N. Y.

1000 PIECES OF SLUM ONLY \$6.75 PER GROSS

Order Shipped Same Day Receive Dart Belts...
10% Deposit With Order, Bal. C.O.D. Send for Price Catalog No. 53

OPTICAN BROTHERS 300 W. NINTH ST. CHICAGO 6, ILL.

4500 WATCHES IN JOB LOT

Luminous Dial—American Made

NO CRYSTAL FOR DESK USE
CRYSTAL AVAILABLE @ 35¢ EXTRA—FOR POCKET USE.

Formerly used in Nash Auto on Dashboard. Cost Nash Mfr. \$2.90 ea. in large quantities. Sample mailed postage paid—\$2.90 ea. Packed in cartons of 20—\$1.90 ea. including small imitation leather cardboard box in three assorted colors for desk or table use.

For large lots write for prices
Terms: Post office Money Order or Cashier's Check in full with order. No C.O.D. except to very high rated concerns.

Emeco Mfg. & Sales, Inc.
Tivoli Theatre Bldg. Mishawaka, Ind.

KID DUDE RANCH OPENS NEW VISTAS FOR CM OP

Makes Move Into Amusement Field Possible; Sets New \$ Potentials

CHICAGO, April 28.—Offering a completely new type of amusement, featuring coin-operated equipment and tying in with the successful commercial promotion of Western guns, hats, clothes and accessories, the Exhibit Supply Company here has prepared a Kiddie Western Dude Ranch suitable for operation as an individual unit, or for placement in such amusement locations as arcades, kiddielands, theaters, fairs, midways, parks, country clubs, etc.

The Dude Ranch package in-

cludes 1 Big Bronco, a coin-operated horse, which can be ridden by an adult or child; 2 Pony Express units, horses designed specifically for small fry; 4 Six-Shooter gun games with a Western motif; 6 post card venders, all featuring such Western personalities as Roy Rogers, Gene Autry, Gabby Hayes and other TV favorites, and a canvas drop resembling the entrance to a ranch. Complete package including 17 units and the drop, is priced at about \$5,000, with ops supplementing this with a stock of Western paraphernalia for the moppets.

Exhibit's Ford Sebastian, executive vice-president, revealed that the coin machine operators who have already bought one or more of the items making up the complete package, can purchase the balance of the pieces, as well as the drops. For the non-coin machine operators, the complete unit, in either the recommended 17-machine package, or in larger or smaller amounts, can be obtained thru Exhibit distrib or by contacting the factory in Chicago.

Two important factors are involved in the Kiddie Western Dude Ranch. First, this marks a completely new undertaking in the amusement field—one directed exclusively at children—and, while closely aligned to the Kiddieland idea, can be started for much less money, and is pliable enough to be placed in almost any type of indoor or outdoor location.

Secondly, it opens up a completely new vista for coin machine operators, tying them in, for the first time, with the successful commercialization of Western gins for the kiddies, and allowing them to step out of the purely coin machine operation into the general amusement field.

Tests of the Dude Ranch, for example, have already been conducted in such widely diversified spots as department stores (where the unit served as a playroom for children while the parents shopped) to drive-in theaters, super-markets, theater lobbies and operated separately in a store.

In these tests, grosses have fol-

(Continued on page 89)

Deliver First Bally Baseball Shuffle Games

CHICAGO, April 28.—Bally Manufacturing Company, thru George Jenkins, vice-president and director of sales, announced first deliveries on a shuffle game called Bally Baseball.

Designed with a new approach to shuffle play, Bally Baseball features two sets of targets on a slanting playfield at the end of a regulation polished shuffle board. One set consists of four cups arranged in a diamond formation on a turn table which revolves when rollovers are actuated. The rollovers are the second set of targets. Player first tries to put men on bases by shooting pucks into cups. He then attempts to advance men on bases by shooting pucks across rollovers. If a rollover is hit before men are base runners, the inning ends without a run, as runs are scored only when men advance from third base to home plate after puck is automatically kicked out of cup. For this reason player must aim to miss rollovers while shooting to put men on base.

Jenkins stressed Bally Baseball is the first shuffle game where a different type of puck action is used regardless of the sporting theme.

New game is on dime play and can be played by one or two persons at a dime per person.

ASLI Holds Final 3 State Shuffle Meets

UNION CITY, N. J., April 28.—With the final three States, Indiana, Idaho and Utah, deciding their team champions in tourneys this week-end (28-29), plans are going along according to schedule for the U. S. Team Championship Tourney in Madison, Wis., May 25-28. Don Freeburg, who recently took over as American Shuffleboard Leagues, Inc., promotion director (The Billboard, April 14), announced this week.

Freeburg pointed out U. S. tourney applications are coming in at a rather faster pace than last year when the champion meet was held in Peoria, Ill. But he added this was anticipated because in the U. S. meet all registered ASLI teams were eligible whereas in 1950 only State champs, plus runners-up could compete.

The Madison event is to be held in Turner's Hall, an arena built

Warn L. A. Ops On Game Wiring

LOS ANGELES, April 28.—Six citations were issued to distributors and operators of coin machine equipment by the Los Angeles Department of Building and Safety ordering machines out of use. The orders, issued by P. W. Cloud, electrical appliance inspector, claimed machines failed to comply

(Continued on page 89)

Marvel Intros E-Z Bowl Unit

CHICAGO, April 28.—A new conversion unit, called E-Z Bowl, is now in production. Ted Rubenstein, president of Marvel, announced this week, and the firm is scheduling initial shipments of the unit for next week.

E-Z Bowl uses plastic light-up bowling pins, and features a rebound action. Using shuffleboard weights, players can score points exactly as in regulation bowling, including strikes and spares. Scores are shown on an animated back glass. Conversion also has a stop and go feature which advises the player when to throw the next weight.

Rubenstein reported initial units are being used on shuffleboards, with some operators cutting 22-foot boards in half, and, with the use of two conversions, having two games available for locations,

COIN MACHINES

DENVER STOPS GET SKEE BALL

DENVER, April 28.—Skee Ball games are again a familiar sight in locations here since the Colorado Legislature recently legalized amusement machines in public locations which sell alcoholic beverages. Many installations have been made by Andy Anderson, an operator for 25 years, who concentrates on Skee Ball equipment tho he has a few vending stops. Anderson already has placed his first 20 units and has his staff refurbishing many more of the 14 foot boards which have been in mothballs for a number of years. He points out the earning performance on Skee Ball games has proved to be his best selling aid, offsetting the handicap of space for the equipment has been overcome.

Ziska Recalled To Active Naval Duty

DENVER, April 28.—Dick Ziska, manager of P. & M. Distributing Company, has been called to active service with the navy.

Ziska was a naval fighter pilot during World War II. He has been ordered to Glenview Naval Air Station, Chicago, for a refresher course before being returned to fleet duty.

PRODUCTION PIC IMPROVES

NPA Amendment Sets More Steel for Coin Machines

WASHINGTON, April 28.—The coin machine industry gets a favorable break from two National Production Authority's (NPA) major actions this week.

Coin machine industry items were included among some three score in an amendment this week exempting them from the NPA's 80 per cent restriction on use of iron and steel. Itemized for the exemption, which will stay operative until further notice by NPA, were: Coin-operated scales and automatic merchandising machines, and coin or slug-operated gaming, amusement or musical devices or machines.

Also, NPA disclosed allocation of rubber for civilian use will be increased 10 per cent in May. This increase will lift production for civilian use to the full level of the

Industry's 1949-'50 adjusted base period. During the first quarter of this year, output has been held to a 90 per cent level.

NPA made the rubber increase disclosure to the rubber industry advisory committee, adding that the new rubber order, which will be issued shortly, will single out items like auto tires, which will stay under the 90 per cent limitation.

The agency is studying recommendations offered by the Electric Wiring Devices Industry advisory committee this week for formation of task committees to study material requirements and to investigate possibilities of conserving

materials by standardization and simplification. NPA told the committee that because of defense demands, steel, copper, aluminum and phenol resin molding powders for plastic coverings will stay in short supply.

NCMDA Skeds Spring Meet: Chi, May 14

CHICAGO, April 28.—On the call of Secretary Irv Blumenfeld, the spring meeting of the National Coin Machine Distributors' Association will be held in the Bismarck Hotel here Monday, May 14.

A session for the general membership will begin at 10 a.m. The NCMDA board of directors will convene following luncheon. Among the points listed on the agenda is a discussion to approve a long-range promotional program developed at the winter meeting in Miami but not voted on as yet.

Other officers of the association besides Blumenfeld, General Vending Sales, Baltimore, are Lou Welch, president, Advance Automatic Sales, San Francisco; Dave Bond, vice-president, Trimont, Boston, and St. Lazar, treasurer, B. D. Lazar & Company, Pittsburgh.

Omaha Distrib Expands Hdqrs.

OMAHA, April 28.—H. Z. Vending & Sales Company has completed an expansion program which doubled its space, Hymie Zorinsky, president, announced this week. Firm also has elected Edward Zorinsky, son of the presi-

(Continued on page 89)

Arcade Units Spark Higher Used Market

Music Demand Up
But Fewer Jukes
Listed for Sale

CHICAGO, April 28.—Arcade equipment, shuffle games and giant pin units continued in steady demand and almost all types of used music machines showed higher quotations in the current listing of The Billboard's Index of Advertisized Used Machine Prices (appearing elsewhere in this issue). Meanwhile, most other types of amusement games and vending equipment were listed at virtually the same price as in the past two weeks.

With the arcade season about to swing into high gear as amusement parks and resort locations prepare to reopen, operators of these types of stops have been concentrating on clean, late model used units as well as whatever new equipment is available. Naturally, since there

(Continued on page 81)

Deliver New Coin Counter

WOODLAND, Calif., April 28.—Henderize, Inc., has started deliveries on its coin counting and wrapping machine called Rap-a-Coin. It can handle pennies, nickels and dimes.

Of all metal construction, coins are dropped into the unit's tube and the Rap-a-Coin does the counting automatically and stacks them in bank-supplied wrappers. It lists for \$7.50.

Henderize headquarters are at 323 First Street, Woodland.

Calendar for Coinmen

May 3—Phonograph Merchants' Association (FMA), monthly meeting, Hotel Hollenden, Cleveland.

May 3—Washington Music Guild, Inc. (WNG), monthly meeting, Hotel 2400 Washington.

May 4-5—NAMA Region II meeting, Ten Eyck Hotel, Albany, N. Y.

May 6—Nebraska Automatic Phonograph Operators' Association (NAPOA), organization meeting, Hotel Paxton, Omaha.

May 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

May 7—Wisconsin Phonograph Operators' Association (WPOA), meeting, Madison Wis.

May 8—Automatic Phonograph Owners' Association (APOA), monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

May 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

May 8-22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

May 9, 23—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

May 10, 24—Connecticut State Coin Association, Inc. (CSCA), semi-monthly meeting, Hotel Bond, Hartford.

May 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

May 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

May 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Bailow Restaurant, Baltimore.

May 15—National Automatic Merchandising Association (NAMA), board of directors' spring meeting, Emerson Hotel, Baltimore.

May 15—Music Operators' Association of Indiana, Inc. (MOA), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

May 16—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

May 24—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

May 25-28—United States Team Shuffleboard Championship, Turner Hall, Madison, Wis.

May 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

May 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

May 29—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

May 31—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Detroit-Leland Hotel, Detroit.

June 3-7—National Coinfectioners' Association (NCA), annual convention, exhibit, Stevens Hotel, Chicago.

June 6-9—National Candy Wholesalers' Association, Inc. (NCWA), annual convention, exhibit, Palmer House, Chicago.

June 6—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

July 8-10—South Dakota Phonograph Association (SDPA), quarterly meeting, Sioux Falls, S. D.

PARK METER \$\$ CHECK

Pitt Engineer Cites Maintenance Factors

PITTSBURGH, April 28.—Savings in maintenance costs are important in determining what parking meters to buy, asserts Don McNeil, Pittsburgh traffic engineer. But record of maintenance costs on which these savings are based are very hard to get, he adds.

McNeil reports the city has kept a complete record of the parking meter costs it now has in oper-

ation, and in studying bids from eight companies for 759 new meters (\$63,000 has been appropriated for parking meters by city council), it would also like to know the maintenance costs for one or two competitive devices.

"When we asked public officials in other cities what their actual maintenance costs have been on types of parking meters that are new to us, however, we discovered they have been interested only in the purchase price of the meters," McNeil said.

"In order to determine how valuable our parking meters have been, we have checked into their (1) costs, (2) costs of parts, (3) savings in efficiency of inspections, (4) cash savings in purchasing with a discount."

Cost Factors
Installation costs of parking meters vary, depending on whether there's a vault underneath the

(Continued on page 59)

Calif. Op Reps Seek New Tax Computations

LOS ANGELES, April 28.—A committee from the Western Vending Machine Operators' Association will meet with representatives of the California Board of Equalization here in the State Building Tuesday (1) morning in an effort to iron out a method of computing sales tax. The committee, including M. I. Slater, president; Phil Sredon, Lou Feldman, J. B. Goodman, Preston Coomb, and John Pruner, met following the regular monthly meeting Tuesday night (24).

The session was arranged following correspondence with the Sacramento office. The operators seek to reach a figure whereby multiplying cost of taxable merchandise will give the gross money upon which the levy is to be paid.

New Details

New details for machines were discussed with the probability of a new design being sought. Operators are desirous of having their identifying sales tax and phone numbers prominent on the labels.

The matter of a per-machine tax in Burbank was discussed with the city attorney advising the operators that it would continue to levy in this manner and not on gross receipts as had been requested.

The association will hold its next meeting May 29 and a full report in the meeting with the Equalization board representatives will be made.

Canadian Cig Ops Set Coin Chute Change

VANCOUVER, B. C., April 28.—Vending machine ops across Canada are faced with the problem of changing coin chutes on cigarette machines to conform with the different cost of the smokes in each province. In Quebec the price will be 45 cents for 20 cigarettes. Quebec has a 10 per cent provincial sales tax. In Prince Edward Island and New Brunswick the price will be 44 cents.

In British Columbia, brands manufactured by Imperial Tobacco Company (Canadian subsidiary of American Tobacco Company) will be 41 cents and those of the Tuckett Company 40 cents. Both formerly sold at 37 cents in B. C. The increases have been prompted by Finance Minister Abbott's 3-cent increase in excise tax on each pack.

2d NAMA Defense Bulletin Released

CHICAGO, April 28.—National Automatic Merchandising Association's second Defense Facts Bulletin, released Monday (23), covers two topics: *How the Controlled Materials Plan Will Affect Vending and Where We Stand With Respect to National Production Authority Orders.*

The bulletin is issued to association members only.

Harrison Adds Exec

NEW YORK, April 28.—Leonard Suckerman has joined the Harrison Company as assistant plant manager, according to an announcement by George Harrison, president.

NEWS "VENDERS" IN CITY BUSESSE

SAN BERNARDINO, Calif., April 28.—Installation of coin-box newspaper racks in its buses has been made by the San Bernardino Valley Transit Company.

The racks are positioned next to the driver in each bus. Incoming passengers may take a paper, drop a coin in the slotted coin box in front of the rack, then read their papers while en route to their destination.

See Gov. Veto For Pa. Drink Tax Extension

HARRISBURG, Pa., April 28.—Pennsylvania Gov. J. B. Fine would veto any legislative attempt to re-enact the State's soft drink tax, according to reports this week.

The present tax law, enacted in 1947 and renewed in 1949, expires May 31 unless the Legislature moves to extend it. The extension was not included in Fine's recommendations to the General Assembly on fiscal affairs.

Opponents of a proposed 1/2 of 1 per cent State income tax have been campaigning for re-enactment of the soft drink levy, along with other tax boosts, so that an income tax would not be necessary.

One renewal bill is already in the Legislature. It would earmark the funds for flood control work.

In his decision to veto an extension of the soft drink levy, the governor is reported standing by campaign promises that the tax be allowed to expire at the end of the present fiscal period.

Popcorn Kept Fresher by 'Zipper' Bags

DENVER, April 28.—P. & M. Vending Company here solved the "popper to vender" transportation problem by using oil-paper-lined bags accommodating three bushels of popped corn. Firm experimented with numerous methods of keeping popcorn fresh and at maximum salability, according to Al Ziska, manager. Metal containers, because of their weight and high cost, proved unsatisfactory, as did various other types of bags and cartons.

The oil-paper bags assure fresh vender popcorn because they can be tightly sealed by a sliding fastener at the top.

The bags are distributed in a panel truck with dividers and braces to prevent the weight of one bag from "pulverizing" the corn in the bag below.

Announce NAMA Region 2 Prgm.

ALBANY, N. Y., April 28.—Two-day program for the National Automatic Merchandising Association Region II meeting at the Ten Eyck Hotel here Friday and Saturday (4-5) was announced this week by regional chairman Ray Lunn.

Following registration Friday, 9 to 10 a. m., a two-hour session of round-table discussions are scheduled for each branch of the industry. Capping the luncheon, 12:30 to 2 p. m., will be a discussion of NAMA's group insurance plan. Special events for the women will take up the 2:15 to 4:30 period, while from 5:30 until 8:30 p. m., manufacturers and suppliers will be hosts of an afternoon cocktail hour. A prominent speaker will address the dinner gathering, which commences at 8:30 p. m.

Defense Session

Second day of the meeting (5) will highlight a defense session, 10 a. m. until noon. Subjects to be aired are *The Outlook for Machines and Parts, What the Operator Faces, What Management Expects From Automatic Merchandising, Automatic Merchandising in Naval Establishments and NAMA: Even More Indispensable Today.*

Luncheon, 12:15 to 2 p. m., will include a talk on *Defense Public Relations*. From 2:15 until 4 p. m., a general discussion of current operating problems will take place.

New Henry Heide V. P.

NEW YORK, April 28.—Henry Heide, Inc., announced the election of Andrew Heide as vice-president. Heide has been a director and secretary since 1939, became active in the firm in 1933.

Chi Plant Ops Mark Time; Find Second Shifts Slow to Materialize

Go Ahead on Plans To Accommodate Faster Turn-Over; See Three Possible Answers

CHICAGO, April 28.—Altho the highly industrial Chicago area has not as yet produced second and third shifts in its factories as a result of the national defense program, vender operators specializing in such installations report tentative plans to accommodate increased employee-customer potential in the months ahead. This in spite of the fact that many industries previously operating on a 12-hour day have cut back to a straight 40-hour work week.

Operators here see the next few months as the interim period, when civilian production will be reduced resulting in shorter hours and a resultant drop in per machine volume, before a parallel of World War II "round-the-clock" industrial activity begins. By summer's end many predict that gov-

ernment contracts and sub-contracts will have been let with the result that worker shifts will be increased, both on the per-shift and number of shifts basis.

Op Pattern

While candy, cigarette and beverage operations will tackle the hyped customer potential as their particular machine and merchandise dictates require, a general operational pattern will apply to all types of vender installations. According to operators contacted, this will revolve around a three-point consideration:

1. Stepping up frequency of servicing.
 2. Using larger capacity equipment.
 3. Using more equipment per plant.
- For most operators, especially

"CHAIN" REACTION

Op's Scale-Stamp Vender, Changer Combos Lure Locs

CHICAGO, April 28.—Installation of combination scale-stamp, scale-coin changer units in three new locations during recent weeks is due directly to the dual-service offering, according to Robert Alexander, head of Alexander Postage Stamp Service. Making the route additions even more valuable is the fact that in two instances, it may result in chain-wide installation of such equipment, he points out.

Following earlier success with the two-in-one idea (The Billboard, April 7), Alexander said the new Hamilton scale offerings are now being used to spearhead the firm's expansion program. One of the new stops, the New York Central station here, requested the scale be installed with a service-type coin changer. Later, as are venter units, are fitted into the upper part of the scale column.

List '51 NATD Office Holders

NEW YORK, April 28.—Joseph Kolodny, managing director of the National Association of Tobacco Distributors (NATD), last week released the names of officers and directors elected during the closing sessions of the organization's 19th annual meet in Chicago. They are:

Claude Harrison, Monroe, La., chairman of the board; E. P. Cunningham, Cincinnati, president; Arthur F. Schultz, Erie, Pa., treasurer; Henry Gunst, Richmond, chairman, ways and means committee; Joseph Kolodny, Jersey City, secretary; Stanley Stacy, Milwaukee, chairman, committee on relations with manufacturers; Richard C. Flinn, Worcester, Mass., chairman, committee on relations with candy manufacturers; Bernard J. Schaffner, Chicago, chairman, committee on legislation and taxation, and the following vice-presidents: LeRoy F. Ball, Flint, Mich.; Hamilton C. Oavis, Baltimore; Marcus Glaser, San Francisco; Ira Katz, New York; H. J. Lagonegro, Elmira, N. Y.

NATD Board

Comprising the NATD board are the officers and C. W. Berry, Tyler, Tex.; Joseph Bouldin, Clarksville, Tenn.; Frank P. Corso, Bilozi, Miss.; Edward Costello, Providence; James E. Dearstyne, Albany; Jerome Drell, Chicago; Frank E. Gilman, Seattle; William R. Hagman, Pittsburg, Kan.; Milton Just, St. Louis; Emil Kellner, Rockford, Ill.; T. M. Kildow, Tiffin, O.; Fred Meyers, Denver; Bruce McConnell, Indianapolis; Harry L. Mirsky, San Francisco; W. B. Poinsett, Dubuque, Ia.; Charles A. Rubey, Chicago; Thomas C. White, Long Beach, Calif.; Sam N. Grossman, Chicago; Edward W. Harris, Indianapolis; Clarence D. Hunter, Boston, and Jonathan Vipond, Scranton, Pa.

take no extra space outside the scale itself.

Alexander's second installation, in Sears, Roebuck's new North Side Allstate Insurance Building, housing 2,000 employees, is also a scale-coin changer combination. As a result of negotiations with Johnson Tobacco Company, which holds the concession-vender operating rights in Sears stores, additional scale combination installations may be effected in the mail order chain, he said.

Third location, in two Ford Hopkins drugstores, is also seen as paving the way for other installations in the drug chain. With both scale-coin changer and stamp vender

(Continued on page 79)

OVERSEAS PIC

German Trade Fair Features New Venders

FRANKFURT, Germany, April 28.—Vending machine exhibits occupied an important position in the 1951 International Spring Trade Fair here March 11-16, in which approximately 3,500 displays by firms from 23 European, Asiatic and South American countries participated.

With all European manufacturers of automatic merchandising equipment, the growing shortage of raw materials and the increase in price proved to be the universal topic of conversation. New model introductions scheduled months earlier were at a minimum, but those introduced featured liberal use of glass. Featured as an aid to sales promotion, glass panels were installed on all types of venders with shelves, as well as the combination automat and shop-window models.

Among the vendor displays was ABA-System-Automaten's 14-column two-price variety merchandise. A bottle drink machine, featuring eight inclined delivery shelves, and a cup drink unit with four separate sirup containers in the base and CO₂ cylinder positioned in the lower front panel, were among the larger vender units shown.

Add Brands for Cigaromat Ops

NEW YORK, April 28.—Cigaromat Corporation of America this week announced the availability of Dutch Master and Harvester cigars in 25-count vend packs. The signing of Consolidated Cigar Corporation, producer of the two brands, brings to 14 the number of cigar manufacturers currently packing staples in vend cartons.

Martin Berger, Cigaromat president, said placement of new selective venders is most active in industrial locations with large male working populations. Industrial feeding concerns are prominent among new converts to cigar vending as are candy operators with heavy factory installations, he stated.

Ready Deliveries Of Indevco Unit

NEW YORK, April 28.—Indevco's dual coffee-coke vender is now in production and will be available for delivery in three weeks, according to Alexandre Zvegtintar, executive.

The unit was introduced at a trade show last November. The firm is continuing production of the Koffee King single-drink, hot-coffee model.

NCA Moves Offices

CHICAGO, April 28.—National Confectioners' Association announced that after May 1, its headquarters will be located at 221 North LaSalle Street.

(Continued on page 59)

VENDING MACHINE ENGINEER

Wanted: Engineer with experience in designing coin-operated vending machines capable of taking charge of product and carrying it through to production. Excellent opportunity. Permanent position with strong 40-year-old company located within 50 miles of Chicago. State qualifications.

BOX D-28

c/o The Billboard Cincinnati 22, O

Yale & Towne Biz Up
STAMFORD, Conn., April 28.—Yale & Towne Manufacturing Company shipments of locks, builders' hardware and materials handling equipment totaled \$22,000,000 for the first quarter of this year, according to Gilbert Chapman, president. The figure represents a 58 per cent increase over the \$13,900,000 for the same period in 1950.

NO BARRIER 150-Machine Route Built By Blind Op

DES MOINES, April 28.—Following his motto, "the world doesn't owe anybody a living, it only owes one the opportunity to make it," blind Billy Rhoades became a successful operator of vending machines. He and his wife, Bea, who is also sightless, work together to keep their 150-machine operation going. Billy employs a driver to take him on his route while Mrs. Rhoades does most of the unpacking of merchandise and handles accounts.

The Rhoades, with their daughter, Bonnie, also appear as the Rhoades Family, a vocal trio, on a local radio station. Billy started his vending route in 1942 with 14 machines. The number has been steadily increased until now he operates 50 candy bar and 100 penny bulk units both locally and in a few Nevada installations.

Rhoades recalls how he started servicing his machines, using a market basket to carry "refills" to each location. Later he used a small cart to carry the candy and nuts as the load became larger. When his route continued to grow he finally purchased a car and arranged for the driver.

He claims he has no trouble stocking the right candy bars in the right columns. Says Billy: "I know individual bars by the feel of their wrappers."

NAMA Releases 70-Firm Exhibit List for Show

CHICAGO, April 28.—Seven months ahead of the 1951 National Automatic Merchandising Association convention and exhibit, Dave J. Davidson, exhibit sales committee chairman, announced that 70 leading manufacturers and suppliers of the vending industry have signed contracts for over one-half of the available show space. This year's meeting, set for November 12-15 at Cleveland Auditorium, Cleveland, is expected to host at least 5,000 operators, he said.

A tie-in report by Bernard N. Osmond, NAMA convention and exhibit manager, also indicated interest in the 11th association show. He stressed that space sales this year have been ahead of the previous four years.

Coffee Package
A "first" for the 1951 event will be a complete package of coffee products on display for operators of this equipment. Combining to make up the presentation will be exhibits by Bert Mills Corporation, Lombard, Ill., showing its coffee machine; Maxwell House Division of General Foods with coffee concentrate; Dean Milk Company, coffee cream product, and three-cup manufacturers; Lily Tulip Cup Corporation, New York; Dixie Cup Company, Easton, Pa., and Maryland Cup Company, Baltimore. Names of other companies, assigned booths to date, were announced by Davidson:

Exhibit List
Automotive Exhibitors: Chevrolet Motor Division, General Motors Corp., Detroit.
Bakery Products Exhibitors: Austin Packing Co., Inc., Baltimore; Federal Sweets & Biscuit Co., Inc., Clifton, N. J.; Gordon Foods, Inc., Atlanta.

Beverage Exhibitors (including coffee products): Canada Dry Ginger Ale, Inc., New York; Coca-Cola Co., Atlanta; Charles E. Hires Co., Long Island City, N. Y.; Nehl Corp., Columbus, Ga.; Orange-Crush Co., Chicago, and Dr. Pepper Co., Dallas.

Candy and Chewing Gum Exhibitors: Walter Baker Chocolate & Cocos, Dorchester, Mass.; Paul F. Bech Co., Bloomington, Ill.; Cadbury-Fry (America), Inc., New York; Chase Candy Co., St. Louis; Chunky Chocolate Corp., New York; Curtiss Candy Chicago; Delco Chocolate Co., New York; Henry Heide, Inc., New York; Hershey Chocolate Corp., Hershey, Pa.; Hollywood Candy Co., Centerville, Ill.

Walter H. Johnson Candy Co., Chicago; Leaf Gum Co., Chicago; Mars, Inc., Chicago; Mason, Au & Magenhelm Confectionery Mfg. Co., Mineola, Long Island; Nestle's Chocolate Co., Inc., New York; New England Confectionery Co., Cambridge, Mass.; Quaker City Chocolate & Confectionery Co., Inc., Philadelphia; James O. Welch Co., Cambridge, Mass.; Whour-Suehard Chocolate Co., Inc., Litzitz, Pa.

Match Manufacturer Exhibitors: Diamond Match Co., New York. Publications: The Billboard Publishing Co., Chicago.

Tobacco Firms
Tobacco Product Exhibitors: Brown & Williamson Tobacco Corp., Louisville; P. Lorillard Co., New York; Philip Morris & Co., Ltd., Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Vending Machines and Vending (Continued on page 79)

30 DAY MONEY BACK TRIAL

Northwestern

Order this sensational, new Northwestern vendor today. Operate it for 30 days. If you don't agree that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose and nothing to win. For we know we'll earn another satisfied customer.

Has everything the operator wants in a gum vendor... attractive design... big capacity... fast service... front loading... simple construction... dependability. Total average capacity... 500 pieces. Location proved.

Revolving drum contains 10 columns, interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit charms, etc.

Complete line of Parts, Supplies, Stands, Globes, Stickers, Charms, etc.

Time Payment Plan Available—Trade-ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
430 WEST 42nd STREET, NEW YORK 18, N. Y. - CHeckerling 4-0142
4105 14th AVENUE, BROOKLYN, N. Y. - GEdney 8-3600

10 COLUMN SELECTIVE TAB GUM VENDOR PRICES

Less than 25, \$75.95
Less than 100, \$120.45
100 or more, \$24.95
1/3 Deposit, Balance C.O.D.

MERCHANDISE

ADAMS, All Flavors, 100 Count 42¢
WRICLEY, All Flavors, 100 46¢
FRUIT CHARMS, Assorted, 100 Count 40¢
SUCHARD, 200 Count 51.20
25 Boxes of Any Assortment, MINIMUM ORDER



GIVE TO DAMON RUNYON CANCER FUND

Its Ability To Sell Gum Will Amaze You

... Its Low Price Will Please You!

It's Beautiful! It's Different! It's New!

TRY IT ON YOUR ROUTE

Northwestern

1¢ SELECTIVE TAB GUM VENDER

- ★ Big Capacity (Over 500 Pieces) 10 Column
- ★ Wide Selection, Tab Gum, Candy Coated Gum, 1c Chocolate Bars, Fruit Charms.
- ★ Fast, Easy, Front Load Servicing
- ★ Positive, Simple, Fool-Proof Delivery
- ★ Tested and Proved on Location.

Wire, Write or Phone for Details

IMMEDIATE DELIVERY

THE NORTHWESTERN CORPORATION, 505 E. Armstrong St., Morris, Illinois

- NOW IN STOCK AT THE FOLLOWING DISTRIBUTORS:
- | | | |
|---|--|--|
| Badger Novelty Company
2546 North 30th Street
Milwaukee, Wis. | King and Company
2700 West Lake Street
Chicago 12, Illinois | Patterson Food Products Co.
1343 10th Avenue
Huntington, West Virginia |
| Badger Sales Company, Inc.
2251 W. Pico Blvd.
Los Angeles, Calif. | M. E. Maddox
9204 Kensington Plwy,
Chevy Chase, Maryland | Peanut Products Company
801 Second Avenue
Des Moines, Iowa |
| E. T. Barron & Company
816 West 36th Street
Minneapolis, Minn. | Northwestern Sales & Service
438 West 42nd Street
New York, New York | Peanut Products Company
910 Harney Street
Omaha, Nebraska |
| Fisher Brown
2218 South Harwood
Dallas, Tex. | Northwestern Sales & Service
4105 16th Avenue
Brooklyn, New York | Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pa. |
| Ideal Novelty Company
2823 Locust Street
St. Louis, Mo. | Northwestern Sales & Service
1198 Tremont Street
Boston, Massachusetts | J. Rosenthal & Company
3218 South Olive Street
St. Louis, Missouri |
| Indiana Nut Company
140 West Vermont Street
Indianapolis, Indiana | Parkway Machine Corp.
715 Ensor Avenue
Baltimore, Maryland | Viking Specialty Company
530 Golden Gate Avenue
San Francisco, Calif. |

ADVANCE 21 FF VENDOR

A Flexible Profit Maker in our opinion, one of the best machines ever made. The product of 50 years of specialized vending machine manufacturing experience. Typical Advance sturdy construction with famous Advance coin detector. Vends any merchandise that can be packed in a flat carton not exceeding 3" in length by 1" in diameter.

1c-5c or 10c MODELS
25¢ model at additional cost
Church handles and other accessories available.

WRITE FOR PRICES

J. SCHOENBACH
Distributor of Advance Vending Machines
1447 Bedford Ave., Breezy 25, N. Y.

CHARM USERS! 3 BRAND NEW PICTURE FRAME SERIES

in BEAUTIFUL COLORS

- 1. Television, radio, globe and screen work. AVAILABLE IN THREE SERIES.
- 2. BIG LEAGUE BALL PLAYERS \$12.00 (Per M)
- 3. WESTERN STARS. Please specify when ordering.

STILL AVAILABLE
Picture Comic Mix containing 100 favorite comic characters \$2.75 M
Picture Stated WESTERN SERIES \$2.25 M

10% Discount on Orders of 50 M

CHARACTER CHARMS

1800 FIFTH AVE., PITTSBURGH, PA.

NEW Northwestern '49 Special

1c or 2c immediate delivery limit

\$17.35 EA.
25 to 100 \$17.15 EA.
100 or More \$16.95 EA.

Write for Cherm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping. 1/3 Dep. 25¢ C.O.D.

NORTHWESTERN SALES & SERVICE
3174 TREMONT ST., BOSTON, MASS.

NON TILT

RUBBER SUCTION-GRIP CUPS For Vending Machines

1 1/2" diam. \$1.35 machine screw
100 \$135.00 (C.O.D. \$127.50 25¢ dep. on C.O.D. orders) prompt delivery.

GORDON MFG. CO.
Dept. 106, 110 E. 33rd St. New York City 19

FRENCH BOY POP CORN Dispenser

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information... it means BIG PROFITS!

\$51.50

P. O. B. Chicago
Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
3440 W. NORTH AVE.
CHICAGO 47, ILLINOIS

SPECIAL RATES for Distribution and Salesmen

Dealer Inquiries Invited

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample \$12.75

PISTACHIOS
35 lb. carton
Small 17 1/2 lb. Vendors Machine, 37 1/2 lb. Large, 45 lb. Extra Large, 54 lb. Full Cash With Order

Plastic Auto-grafted Feet, 54.25 per 100, Metal Plate, 30.00 per 100

RAIN-SLO
GUM, 150, 17 1/2 or 210 Cans in 25 cartons, 20 1/2 in. tall, 6000's armers with freight prepaid, 24.18 less 7%

COLORADO BALL GUM
All Sizes 25 1/2 cartons, 24 1/2 lb. 500's lots, 14 1/2 with freight prepaid, 24.18 less 7%

PULL CASH WITH ORDER

Write for Our FREE Complete Charm List
1/3 Dealer, F.O.B. Brooklyn, N. Y. Balance C.O.D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 481 East 57th St., Brooklyn, N. Y. Phone: Dickens 3-7992

Venders Up Winter Ice Cream Volume
GOSHEN, Ind., April 28. — Goshen Farms Dairy, Inc., reports that its 11 ice cream venders averaged 37 sales each per day through January and February in industrial locations. Lester Yoder, president, said the units, dispensing ice cream sandwiches only, will be supplemented by an additional 19 machines this summer.

New Dad's Sales Exec
CHICAGO, April 28. — Dad's Root Beer Company announced the appointment of Philip T. Ballou as assistant national sales manager of its bottling division. Ballou, who has been associated in similar capacities with the beverage business for the past 16 years, will make his headquarters in the firm's main office here.

"Chain" Reaction
Continued from page 87

combinations used here. Alexander cited one customer-built unit placed in the Hopkins store at State and Madison streets, which has a five-column stamp venter (instead of the usual three column) as indicating the location-appeal of such combinations. The extra columns were made possible by special cut-aways in the scale column which permitted adding them as side extensions to the column. Entire unit, however, remains set flush with the front of the scale column and presents a one-unit appearance, Alexander states.

Northwestern
MODEL 49
\$16.95
In Quantities of 100 or More, 1¢ and 5¢ Immediate Delivery.
1/2 with order, balance C.O.D.
Highest Quality Colored Bubble Gum Chewy Non-Shrinking, 1 1/2's than 15¢ lbs. 27 1/2 lbs. Over 150 lbs. 2 1/2 lbs. Vacuum Vms Mixed Fruit 240 lb. 6 lb. Vacuum Vms Mixed Fruit 240 lb.

BADGER SALES CO.
2331 West Pike Blvd., Los Angeles, Calif.

ACORN
ALL-PURPOSE BULK MERCHANDISER
Featuring the new WHITE FLASH BRUSH HOUSING
Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

CIGARETTE MACHINE SPECIALS
DuGRENIER, Model S
Cigs. Refreshed 1/2 set \$49.50
Retail for location.
All Other Models in Stock 15% With Order, Balance C.O.D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOCust 7-1468

Vend
"The Magazine of Automatic Merchandising"
"I just finished reading my copy of April VEND. It is very well balanced covering all the various vending subjects. VEND should have a great operator interest."
Howard I. Olson
Wm. Wrigley Jr. Co.
Chicago, Ill.

VEND
334
334 Patterson St.
Cincinnati 2, O.
Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.
Name _____
Address _____
City _____ State _____

ONLY \$47.50

PILE UP PROFITS WITH VICTOR'S HOT-POP
FOR DETAILS—WRITE VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 38, Ill.

THE ONE FOR '51 TOPPER
Topper and all other Victor models can still be bought on time payment plan.
Better write for full details today.

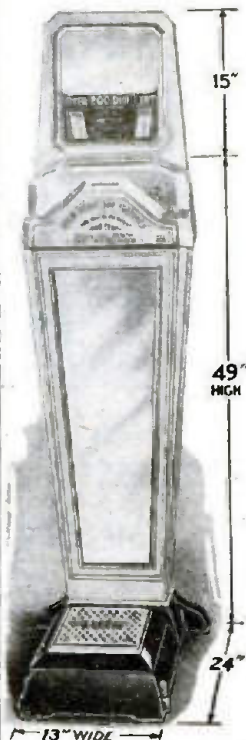
ROY TORR LANSDOWNE, PENNA.

Charms
Paul A. Price Co.
220 Broadway, New York 38, N. Y.

INDIAN BRAND PISTACHIO NUTS
ALL GRADES Freshly Roasted and Salted WRITE FOR PRICES
AGREST NUT & SEED COMPANY
17000 St. of 17th Ave., Brooklyn 15, N. Y. MAIn 4-2313

State Tax Calendar

- Alabama**
May 10—Tobacco stamp and use tax reports and payment due.
May 15—Occupation (sales) tax reports and payment due. Tobacco wholesaler and jobber reports due.
May 20—Sales tax reports and payment due.
- Arizona**
May 7—Property tax second semi-annual installment due (last day).
May 15—Gross income tax reports and payment due.
May 20—Property reports due (last day).
- Arkansas**
May 15—Income and information reports and payment of first installment of tax due.
May 20—Gross receipts tax reports and payment due.
- California**
May 20—Gross receipts tax reports and payment from motor carriers due.
May 28—Property reports due (last day).
- Colorado**
May 1—Franchise tax due.
May 14—Sales tax reports and payment due.
May 20—Property reports due (last day).
- District of Columbia**
May 20—Sales tax reports and payment due.
- Florida**
May 20—Admissions tax reports and payment due. Rental tax reports and payment due. Sales tax reports and payment due.
- Georgia**
May 1—Property reports in counties of 200,000 or more due (last day).
May 10—Cigar and cigarette wholesale dealer reports due.
May 31—Sales tax reports and payment delinquent.
- Idaho**
May 15—Cigarette wholesaler drop shipment reports due.
- Illinois**
May 1—Personal property tax due in Cook County. Real property tax semi-annual installment due in Cook County.
May 15—Cigarette reports due. Sales tax reports and payment due.
- Indiana**
May 10—Cigarette distributor interstate business reports due.
May 15—Cigarette distributor drop shipment reports due. Property reports due (last day).
- Kansas**
May 20—Sales tax reports and payment due.
- Kentucky**
May 20—Cigarette wholesaler reports due.
May 31—Amusement and entertainment reports and tax due.
- Louisiana**
May 1—Soft drinks, reports due. Tobacco reports due.
May 15—Soft drinks reports due. Tobacco reports due.
May 20—Sales tax reports and payment due.
- Maryland**
May 10—Admissions tax due.
May 15—Sales tax reports and payment due.
- Massachusetts**
May 20—Cigarette tax reports and payment due.
- Michigan**
May 15—Sales tax reports and payment due.
May 20—Cigarette tax reports and payment due.
- Minnesota**
May 20—Cigarette tax reports and payment due.
May 31—Property tax first semi-annual installment due.
- Mississippi**
May 1—Property tax second semi-annual installment due.
- Missouri**
May 31—Soft drinks manufacturer tax reports and payment due.
- Montana**
May 1—Moving picture theater licenses issues and tax due.
May 31—Property tax semi-annual installment due.
- Nebraska**
May 10—Cigarette distributor reports due.
- New Hampshire**
May 1—Personal income tax reports and payment due.
- New Jersey**
May 1—Property tax quarterly installment due.
May 20—Cigarette distributor tax reports and payment due.
- New Mexico**
May 1—Franchise tax due. Property tax semi-annual installment due.
May 15—Occupational gross income tax reports and payment due.
- New York**
May 15—Franchise (income) reports and payment of first installment of tax due.
North Carolina
May 15—Sales tax reports and payment due.
North Dakota
May 10—Cigarette distributor reports due.
Ohio
May 10—Cigarette wholesaler reports and payment due.
May 15—Cigarette use tax reports and payment due.
Oklahoma
May 10—Cigarette wholesaler, retailer and vending-machine owner reports due.
May 15—Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.
Oregon
May 15—Property tax quarterly installment due.
Pennsylvania
May 10—Soft drinks reports due.
May 15—Income tax second installment due.
Rhode Island
May 20—Sales tax reports and payment due.
South Carolina
May 10—Admissions tax reports and payment due.
Tennessee
May 20—Sales tax reports and payment due.
Utah
May 15—Sales tax reports and payment due.
Virginia
May 10—Tobacco tax from warehousemen due.
Washington
May 15—Cigarette drop shipment reports from wholesalers due. Gross income tax reports and payment due. Sales tax reports and payment due.
West Virginia
May 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.
Wisconsin
May 10—Cigarette wholesaler and manufacturer reports due.
Wyoming
May 10—Property tax semi-annual installment due.
May 15—Sales tax reports and payment due.



13" WIDE

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 24, Ill.
Et. 1089—Telephone: Columbus 1-2722
Cable Address: WATLINGCO-1

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOCust 7-1468

SMOKESHOP '612'
The NATION'S FINEST CIGARETTE VENDOR
Tear Out And Mail This Ad For Details
ATOMIC PRODUCTS CO.
250 B West 57th St., New York 19, N. Y.
PLaza 7-3123

From LITTLE ACORNS mighty INCOMES grow!

ACORN
The only completely direct automatic precision-built

ALL-PURPOSE VENDOR

- Vends all bulk med., ment., gum balls, candy, chews.
- Finished, easy-to-clean merchandise chute.
- Temperature held by top lock and body clamp; only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

WATLING manufacturing co., inc.
21471 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS:
Choice Territories Still Open—Write, Wire, Please! East & Midwest M. J. Abelson, gen. sales mgr. 1369 5th Ave., Pittsburgh AT 1-6473 Pacific Coast Distributor Overland Vending Machines Supply 1033 Grand Ave., Los Angeles

MAKE BIG PROFITS with the Sensational



Makes Possible 75%-25% SPLIT

THERE'S A LOCATION... WHEREVER THERE'S A WOMAN

Perfumatic vends perfume automatically brings big profits—every woman loves perfume. Each machine holds 4 leading brands of perfume in 4 oz. bottles (each bottle approx. 1,000 sprays). Two 5 cent and two 10 cent slots afford simplicity and appeal for selecting. Durable all metal cabinet—baked enamel finish with high brass chrome fittings. Perfumatic is only 18" x 12" x 6" from wall—has sturdy enclosed hinge and tamper-proof lock—machine opens from wall for easy refill and collection. Machine guaranteed for 1 year against defects in material and workmanship.

NOW AVAILABLE FOR DISTRIBUTORS Write Now For Full Details

PERFUMATIC of Canada
1 London Street — Toronto, Ontario, Canada

CIGARETTE MACHINES

- National 930, 270 Pack Cap. \$85.00
- Royal 8 Col. 85.00
- Royal 10 Col., 400 Pack Cap. 90.00
- Royal Crusader, 10 Col., 475 Pack Cap. 145.00
- Uneda Model A, 9 Col., 270 Pack Cap. . 85.00

CANDY MACHINES

- Candyman, 72 Bar Cap. (enclosed base) . \$57.50
- Vendit, 150 Bar Cap. 52.50
- U-Select-II, 54 Bar Cap. 35.00
- Advance Candy, 40 Bar Cap. 25.00

Accepting Orders for the NEW VENDALL CANDY VENDOR 120 to 248 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D. Parts and address available for all makes and models.

CONVERSIONS ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING CANDY MACHINES CONVERTED TO 10¢ VENDING

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166, Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

BOOST PROFITS TO A NEW HIGH!

These two modern, sleek beauties stand out in any location—Do all your routine work at home or in your warehouse and service them in a jiffy!

NEW Northwestern '49 Special
16 or 24, immediately Deliverable
\$17.35 EA.
25 to 100
\$17.15 EA.
100 or more
\$16.95 EA.

NORTHWESTERN 10-COLUMN SELECTIVE TAB GUM VENDOR
Less than 15
\$25.95
Less than 100
\$25.65
100 or more
\$24.95

We carry a complete stock of M&M's, for the '49 Special, including Nuts, Candy Gum, etc., in stock. Large selection of Adams Gum, Fruit Chews, Burghing Chocolates, Writter's Gum, etc., in stock.

WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! 1/3 Deposit With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609-A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 28	Issue of April 21	Issue of April 14	Issue of April 7
ART Astrology Scale.....	\$125.00			
Acorn 5c Charm.....	16.50	\$16.50	\$16.50	
Acorn Vendor 1c.....	14.50	14.50	14.50	
Adams Gum.....	14.50	9.95	14.50	\$14.50
Advance Ball Gum.....	4.50			4.50
Advance Candy.....	25.00	25.00	25.00	25.00
Advance Gum.....	7.95	7.95	7.95	7.95
Andrew Nut 1c.....	9.95	9.95		
Archie's Popcorn.....				45.00
Atca Nut 5c.....	12.50(2)	12.50(2)		12.50
Bayer-Shaw Candy.....			25.00	25.00
Candyman 72 Bar.....	57.50	57.50	57.50	
Card Vendor (Exhibit).....	15.00	15.00		15.00
Card Vendor 1c Nut.....	7.50	7.95	7.95	7.50
Columbus 5c Nut.....	6.95	8.00	7.95	6.95
Columbus 5c Nut.....		8.00		8.00
Columbus 5c Nut.....	15.00	15.00		15.00
Columbus Gum 1c.....		7.95	7.95	7.95
DuGrauer Candy M&M.....				57.50
DuGrauer Challenger.....	95.00	95.00	95.00	95.00
DuGrauer Model 5 (7 col.).....	49.50	59.50	49.50	59.50
DuGrauer Model W (7 col.).....				59.50
DuGrauer Model W.....	50.00	50.00	50.00	50.00
Electro-Cigarette Vendor.....		200.00		
Electro Serve Popcorn.....	19.50	19.50		19.50
Jennings Scale.....		35.00		
Kin's Astrology Scale.....	95.00	95.00(2)	95.00	95.00(2)
Lights PK (12 col.).....				100.00
Lo Bar Scale.....	50.00	50.00	50.00	50.00
Master.....		7.95	7.95	
Master 1c Novelty Ball.....	8.50	8.50		8.50
Master 1c, 5c.....	6.95	10.00	10.00	10.00
Master Philadelphia 5c.....		6.95		
Mills Candy.....			50.00	50.00
Mills Scale.....	50.00	50.00	50.00	50.00
Memach (8 col.).....	85.00	85.00		85.00
National (9 col.).....				69.50
National 9 A.....	25.00	75.00	75.00	75.00
National 930.....	85.00	89.50	85.00	89.50
National 630 Candy.....				59.50
National 950.....	95.00	95.00	95.00	95.00
National 950B.....	95.00	95.00	95.00	95.00
Northeastern Dual Nut.....	15.00	15.00	24.50	10.00
Northeastern Dual Nut.....	39.50	39.50	39.50	
Northeastern Model 39.....	7.50			
Northeastern 33 M&M.....		7.95	7.95	
Northeastern 40.....	6.95	6.95	7.95	6.95
Northeastern 33 Ball Gum.....	7.50(2)	7.50	7.50	7.50
Northeastern 69, Ball 1c.....	12.50	12.50	17.75	
Pop Core Set.....	49.50	89.50	49.50	89.50
Records-Gram (Whisper Gum).....		129.50		
Royal Jewel 16 col.....		69.50	69.50	59.50(2)
Royal 8 Col.....	85.00	85.00	85.00	85.00
Royal 10 Col.....	85.00	90.00(2)	85.00	90.00
Royal 10 Col.....	85.00	90.00(2)	85.00	90.00
Sims Brush-Up.....		75.00	75.00	
Silver King 1c.....	7.50	7.95	7.50	7.95
Silver King 5c Ball Gum.....	8.00	8.00		7.50
Silver King Nut.....				7.50
Silver King Nut 1c.....	12.50			
Silver King Nut 1c.....		7.95	12.50	
Smotherer 822.....				
(1) Canton.....	240.00	240.00	240.00	
(2) Royal.....	230.00	230.00	230.00	
(3) Royal.....	220.00	220.00	220.00	
Snack Nut 5c.....				15.00
Stamp Vendor (Skimans).....	22.50	22.50		22.50
Sue Nut 5c.....	8.15	8.15		
Uneda (500).....				85.00
Uneda (9 col.) Model 500.....	85.00	95.00	90.00	95.00
Uneda Candy Vendor.....		75.00	75.00	
Uneda-Pal (5 col.).....	75.00	75.00		
Uneda-Pal (15 col.).....	79.50	79.50	79.50	85.00
Uneda-Pal Model A (5 col.).....				69.50
Uneda-Pal (6 col.).....				55.00(2)
Uneda-Pal (8 col.).....				65.00(2)
Uneda-Pal Model A.....	85.00	89.50	89.50	89.50
U-Select-1.....	35.00	35.00	35.00	35.00
Vendit.....	52.50	52.50	52.50	52.50
Victory Nut 1c.....	8.95			
Victory Teepee.....		7.95	7.95	7.95
Walling Scale.....	90.00			
Wax-O-Matic Shoe Shiner.....		99.50	129.50	129.50
Yabu Ball Gum 1c.....	5.00	5.00		5.00

Chi Plant Ops Mark Time

Continued from page 77
machine volume. Instead, say several firms whose 1942-'45 experience bears them out, the normal per unit rise is about 35 per cent on a weekly basis. Thus, a candy vendor doing a \$30 average per month can be expected to build up to a \$40.50 average with the creation of a second shift. This means that about 810 bars will be sold per month instead of the former 600. In the same manner, eventual addition of second and third shifts to a former single shift plant will result in an approximate 70 per cent jump in a unit's sales volume. Extending these extra-volume figures in dollars-and-cents results for one operator's five-machine plant location, the monthly increase would amount to \$52.50 over previous normals when a second shift was added.

Higher Costs
Out of the increased returns, however, operators were quick to point out, come higher servicing, maintenance and often equipment costs. The additional volume then cannot be considered 100 per cent net returns as may at first glance seem the case. Necessary added operational expenditures cut into the gross and often whittle the 35 per cent gain per added shift to even slimmer levels. The extent to which applications of Points 1, 2 and 3 eat into the extra dollar gross, depends largely upon the individual operator's ability, experienced operators declare. Skillful balancing of such extra costs against larger in-take can result in a good margin of extra net earnings, they pointed out.



VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Illinois

GET NEWER CHARMS
Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lower! Send 35c for complete samples.
PENNY KING CO.
119 Napoleon Street, Philadelphia 30, Pa.

WRITE FOR CATALOG
On Bulk Vendors, Merchandise
ALMONDS
California Vendors. Packed in 5 lb vacuum sealed bags. 100 per case \$22.95
Florida Charms, small, 1,000 Metal Charms, Charms, small, 1,000
Florida Charms, large, 1,000
Candy & Nickel, large, 1,000
Metal Charms, Charms, small, 1,000
Toy Watches, 2 gross
Steno Set, Royal, 1 gross
"Pop Cat" Buttons, 1,000

STANDS
All steel aluminum finish. No need to add sand, gravel, cement, etc. Ready for location. Weights 17 lbs.
\$3.25 each
EXTREME HEAVY STANDS
\$3.95 each
We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders
PARKWAY MACHINE CORP.
113 E. 11th St., Baltimore 2, Md.

BRAND NEW LUCKY BOY VENDORS
\$9.75 Lots of 5
EACH Lots of 25
10 or 20 \$7.95
MODEL
Nut and Charm Vendors hold 5 lbs. Nut Ball Gum and 25 lbs. Ball Gum. Fully Guaranteed.
FREE
5 LBS NUTS OR BALL GUM WITH EACH MACHINE
BLOND MFG. CO.
VALLEY STATION, KY.

BASEBALLS SILVER-PLATED
Big 3/4 inch size
\$9.50 per 1,000
EPPI
Samuel Eppy & Co., Inc.
81-15 164th Place, Jamaica 7, L. I., N. Y.

CHARMS—Proven Sales Boosters
Write for Complete Price List
Karl Guggenheim Inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

ALWAYS ROOM FOR MORE

Oregon Music Distrib Tolls Sales Formula

PORTLAND, Ore., April 28.—There is always room for a few more people in any field if they are not allergic to work and have good ideas of their own, according to Forest M. Bird, local distributor of the Ristaurat line. Head of Forest M. Bird Associates, with headquarters here, and a branch in Washington, Bird entered the coin machine field a few years ago with the promotion of shuffleboards in the Northwest. Tho he had a fairly difficult time selling the longboards to operators at first, once he started placing the equipment on locations in small routes some of the coinmen, who previously were not interested came back to hear his sales talk. This consisted of taking the prospective shuffleboard operator out on the routes to show how much random stops were taking in. Since the boards were doing extremely well, operators usually bought fast.

Began in October

Bird first heard of the Ristaurat non-selective 45 r.p.m. counter music box last September and felt he could have equal success with this type of equipment. So in October after both personal and

phone talks with Joe Cohen, Ristaurat general manager, he received his first shipments of the small music machines. As in his pioneering shuffleboard days many experienced coinmen could not see the possibilities of heavy play on the big boards, they showed a minimum of interest in the Ristaurat units. Not wasting any time, Bird started advertising established counter box routes in the business opportunities sections of the Oregon newspapers. By January he had sold a total of 500 Ristaurats to newcomers.

In each case Bird pointed out that with sound business practices and good public relations the route buyer could make a steady living, not a fortune overnight. Route operators put up half the purchase price for each machine and paid the remainder over the next 52 weeks. Bird claims the usual result was that the operator was so pleased with his stops that the balance was paid in a few months.

Aircraft Interests

A comparatively young man, Bird has had a variety of successful business ventures. He is a skilled pilot and uses his own plane to reach some of his more distant prospects. Following the war he had his own plane modification plant in Long Beach, Calif. Besides his coin interests he now also sells private planes for a major air firm.

Two-for-Dime Tests Up Take For N. Y. Ops

MIDDLETOWN, N. Y., April 28.—Operators testing two-for-a-dime play on phonographs in several mid-New York counties reported noticeable revenue increases at a meeting here last week of the New York State Operators' Guild. Relatively few locations resist the change-over, it was said, and a stepped-up drive toward dime conversion is expected.

Another favorable trend in the five-county territory covered by the association is the increased pacting of top-money deals. While the minimum guarantee as a contract pattern has not developed to a great extent in the area, more stockholders are proving receptive to operator requests for weekly service charges. In these cases, record and service costs come "off the top" before the remainder of the income is split evenly.

The association, which covers Orange, Sullivan, Ulster, Dutchess and Putnam counties recently received its State charter. R. C. (Russ) Carpenter, of Chester, is president, with James (Pie) Haley, of this city, and Jack Wilson, of Newburgh, vice-presidents, and Mrs. Gertrude Brown, of Beacon, secretary.

CSCA Progress Report Given to Membership

HARTFORD, Conn., April 28.—The Connecticut organization of coin machine operators is "helping" each and every man associated with the coin machine industry in this area, Abe Fish, president, Connecticut State Coin Association, Inc., reported in a talk before members at their monthly meeting Thursday (19).

Some of the advantages listed were:

1. Legislation. "Prior to the start of CSCA 15 months ago," Fish said, "there was a question of how much good could be accomplished by appearances of individual coinmen at State legislative hearings on proposed measures affecting the coin industry. Now, however, with CSCA actually functioning, an attorney can be hired to represent the group at various State hearings. An attorney knows the routine of State law procedure and can handle our case accordingly."

Route Regulations

2. Interference. "You all remember back when, if you wanted to quit your route earlier one evening, it wasn't long before another operator got the business away from you. Today, however, when

DIME PLAY TESTS BRING WIDELY VARIED RESULTS

Majority Experimenting With New Price Report Grosses Increasing

CHICAGO, April 28.—With dime play tests expanding throughout the country, initial reports on results vary from "highly successful" to failure, but to date the successful tests have outstripped the unsuccessful attempts to hike the per-play price of disks on jukes.

At the present time there does not seem to be any set pattern governing the over-all results. Similar locations, catering to the same type of patrons, located within a few blocks of each other, come up with totally different results in the weekly gross, yet even in those spots where the income has dropped, many ops report finding more quarters in the coin box than they had when 5-cent, six-for-a-quarter play was used.

Actually, a number of major tests are still to begin. The South Dakota Phonograph Association, the Wisconsin Phonograph Operators' Association and the newly

IF SILENCE IS GOLDEN, BUY IT

SKOWHEGAN, Me., April 28.—Bob Lyons, local juke operator, has ordered 100 records which will never appear on any pop charts, altho he expects they will earn money in his machines.

He's decided to do something about the beefs of the tavern conversationalist who gets annoyed when he has to compete with the phonograph for attention. But Lyon's plan is to make him pay for silence—at the rate of a nickel for three minutes. The 100 disks he's ordered will have blank grooves.

Tampa Ops Move To Increase \$\$

TAMPA, April 28.—Juke box operators of the Tampa-St. Petersburg-Clearwater district have started a move which may provide a partial solution to the financial ills which currently beset music men all over the country.

In action concurred in by every operator in the tri-city area, the 50-50 commission arrangement has been changed to 60-40. To put teeth into the agreement, every operator signed a pledge freezing the provisions of the pact for a period of 90 days.

The new policy has been in effect since early April.

formed Nebraska Automatic Phonograph Operators' Association are all readying plans to test the increased per-play price, but should have the experiments going in the next few weeks.

Some Results

Typical of some of the widely varied results of 10-cent play tests are the following:

In San Diego, with most of the operators in the area conducting the test, grosses have shown a

NO FADE

Jukes Jingle As MacArthur Tours Chicago

CHICAGO, April 28.—With the Windy City taking a half-day hiatus to pay homage to General MacArthur Thursday (26), juke box operators reported one of the biggest days in recent years. All public locations were jammed from noon on, with patrons lingering on after the television coverage of the parade, awaiting further action in the late afternoon and early evening hours.

In an atmosphere approaching V-J Day, most State Street stores closed their doors at 2 p.m. so

(Continued on page 82)

Genii Switch Tests Skedded

CHICAGO, April 28.—Sar Enterprises will begin testing its Genii Switch play promoter on jukes in Wisconsin and Illinois soon, Max Sparks, president, reported this week. Unit, which was developed here and which was tested last year in the Chicago area in conjunction with Canadian Ace Beer, is designed primarily as a play stimulator, Sparks said.

The Genii Switch, when installed in any make phonograph,

(Continued on page 85)

Jersey Survey To Aid Phonograph Placement

NEWARK, N. J., April 28.—A comprehensive survey of present and potential phonograph locations has been set in motion here by the Music Guild of New Jersey to uncover spots not yet serviced by association members.

Launched only a few weeks ago, the survey may stretch over a two-year period before all the returns are in, according to MGNJ executive director Dick Steinberg. But already, in the three towns now under examination, incoming data is forcing an upward revision in previous estimates of the number of locations owning their own music equipment.

As the results of the survey are tabulated they will be made available to association members, Steinberg said, with lists of non-MGNJ locations being turned over to local operators for competitive solicitation.

Tagged as the first exhaustive attempt to catalog association coverage in any area, Steinberg noted the survey calls for personal visits by MGNJ representatives to each suitable location in the territory. At the present time about 25 spots a day are being checked, but this rate may be increased as the program gains momentum.

While the exact location of the approximately 10,000 New Jersey liquor licensees may be readily traced thru Alcoholic Beverage Control sources, other appropriate locations are more difficult to tabulate. Estimates place the number of non-AEC eating establishments, bowling alleys, etc., in the State

at over 12,000. Perhaps the bulk of these already used phonographs. But only the survey will bring to light the exact number of potential spots not yet covered.

Steinberg's view is that the new association service will outline expansion potentials for operators and permit them to concentrate promotion where it will do the most good.

Meanwhile, in MGNJ headquarters here, Steinberg is reorganizing office procedures to process survey results as they are received.

Orange County Op Successful In Price Hike

SANTA ANA, Calif., April 28.—Experiment by the Orange County Music Company with two for a dime, six-for-a-quarter play is working out well, G. L. Dockins, co-owner, said. About 15 per cent of the firm's equipment has been switched to the new price.

Seeking to increase its revenue in the face of growing costs, including 25 per cent on operation and 300 per cent on equipment, the firm is trying out this price hike in an effort to keep from going to 10 cents per play, three for a quarter.

Contact Locations

During the four weeks the change has been in effect, the firm has steadily increased its gross. Location owners were approached before the machines were changed and the move explained to them. Other machines are to be changed over as time permits.

In contacting the locations preparatory to putting in the new

(Continued on page 82)

NAPOA Officers Meet; Schedule 2-Day Session

OMAHA, April 28.—Officers and board of directors of the newly formed Nebraska Automatic Phonograph Operators' Association met here Saturday (21) to complete plans for the next major gathering of the membership May 5-6 at the Paxton Hotel.

Howard Ellis, secretary-treasurer of the org, reported more than 200 operators thruout the State would attend the NAPOA gathering, with official organization of the association to be completed during the scheduled Sunday afternoon business session. A luncheon will tee-off the Sunday sessions, with the business

(Continued on page 85)

Used Music Machine Prices Edge Upward in New Index

Continued from page 76

are few new units in production, the trend has been toward used pieces. Among the arcade machines showing increased demand in the current index were: Exhibit's Dale Gun; Williams' All Stars and Star Series; Chicago Coin's Goalee, and Gottlieb's Three-Way Gripper. Over-all, more than 5 per cent of the arcade units were listed at higher price quotations over the previous index. United's Shuffle Alley, Universal's Twin Bowler and Super Twin Bowler, Bally's Speed Bowler and Shuffle Bowler plus Chicago Coin's Bowling Alley were still among the shuffle game demand leaders.

In the music field, the high demand for late model used jukeboxes caused a comparative shortage of listings. The result was a trend toward slightly higher prices in the index. Units with higher quotations included Seeburg's 147 S, 148 S and Wurlitzer's 616, 750 E and 1100. AMP's Model A was up to \$425 from its \$395 listing of a

week ago. Music equipment making an initial appearance in the index included: Alroon's Coronet, Rock-Ola's old 12 record juke, Ristaurat's non-selective counter unit; Seeburg's pre-war RC special, and the 1942 RC Special.

Higher Prices

About 6 per cent of all music prices quoted were slightly higher than they have been the past two weeks and the firmness of the entire used music market was indicated by lack of lower listed prices. Further evidence of the stepped-up tempo in used music sales was the listing of 77 fewer units this week. Used jukeboxes with the most demand at the moment include Wurlitzer's 1015, 1100, 850, 1080 and 1250; Seeburg's 146 and 147X; Rock-Ola's 1422 and AMP's Model A.

As in the past several weeks, there was little change in the vending picture: Demand was steady and there was little upward or downward price change.

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	TOP TENS	EXCEL LENT	GOOD	SATIS FACTORY	POOR
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Continued from page 41

HOT JAZZ

LESTER YOUNG Frenesi MERCURY 8939—The Prez and a compact rhythm section cool themselves with an easy, medium-tempo rendition of the Latin pop. Not great, but an okay Lester Young record.	73--77--75--68
Undercover Girl Blues Medium tempo blues; boys don't get off the ground here, as Lester seems to hug bass.	66--68--68--63
OSCAR PETERSON Squatty Roo MERCURY 8940—The fast-flying young 88'er scampers thru a nimble boogie treatment of a memorable Johnny Hodges riff.	64--67--65--60
Salute to Garner Peterson does a wonderful take-off on Erroll Garner that should get a big rise out of the hip set. Not only great guitar, but a lot of fine piano here.	71--73--73--68

INTERNATIONAL

CANTOR MOSHE KUSEVITSKY (Abe Ellstein) Hashkiveinu VICTOR (45)89-3210—Cantor Kusevitsky, who possesses quite a remarkable voice, renders an impassioned reading of this excerpt from Hebrew religious services.	78--78--78--NS
Ono Bechoach Same story here. Disk, in addition to its values for the Jewish market, will prove interesting to singer connoisseurs, for Kusevitsky is considerably better equipped than any number of serious singers.	78--78--78--NS
CANTOR MOSHE KUSEVITSKY (Abe Ellstein) Adoshem Moloch VICTOR (45)49-3211—Kusevitsky does a stirring job with a piece of Hebrew liturgical material with support of an organ played by Ellstein.	78--78--78--NS
Retzei Vimmuchoseinu Another fine religious offering by the Cantor, Kusevitsky, in addition to being a master of the liturgical idiom, is an exceptionally good singer and, regardless of the limitation of the material, should stir some sales on the general longhair market.	78--78--78--NS
GENE WISNIEWSKI (Harmony Bells Ork) Pisne Praspickne Oczy DANA 727—This is "Beautiful Brown Eyes" sung by the band and Wisniewski and played in strict, European waltz tempo. For the Polish speaking population this is first-rate.	71--72--72--70
Wagorce Drozdow "Mocking Bird Hill" gets the Polish language treatment here. Same	71--72--72--70
HARMONY BELLS ORK (Gene Wisniewski) Hokey Pokey Polka DANA 2087—Setting the English folk-dance "Hokey Pokey" to a polka tempo results in a sparkling hunk of wax as Wisniewski and the ork engage in a happy gang-sing in English. Some pop potential here.	78--79--77--79
Kiss Me Polka Another bright and happy polka dishing with a male vocal duet and hitting brass and clarinet passages. Vocal is in English.	75--75--75--76

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

DISKERS IN SCRAMBLE FOR "OLD SOLDIERS." MacArthur speech and soldier song hot on market (General-Music departments).

COLUMBIA MOVES TO BY-PASS TUNE PUBBERS' RELEASE DATES. Others follow suit on "Mister" dinking; Decca jumps gun (Music Department).

THREE NEW DISK LABELS MAKE BOW. John Carlo sets up major and rustic labels; Joel Cooper, Tell Records (Music Department).

RCA TO PLUG RECORDS ON SEVEN NBC SHOWS. Gimmiel is part of plan to hypo summer disk sales (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

P-R AIDS PRICE SWITCH

Op Cites 18% Gross Rise After Dropping 5c Chute

ROCKFORD, Ill., April 28.—Paced by a picture and story feature in the local newspaper, Louis Casola's Midwest Distributing Company initiated dime and three-for-a-quarter juke box play here several weeks ago. Reporting on results this week, Casola said his machines have averaged an 18 per cent increase in gross take.

Both location and customer reaction has been favorable, a factor which the firm credits to a great extent to the news story. Quoting Casola, the article pointed out the conditions which made the dime play price necessary: Labor costs have doubled, machine costs tripled and record costs quadrupled over 1941 levels. Too, it was stressed that while some music installations cost up to \$1,800, net income from some machines amounted to only \$16 per year.

Casola also announced his firm is making an insert which converts nickel wall boxes to dime play. The unit, along with information on how to change rejectors, is being marketed by Midwest distributing.

SPIRITUAL

JORDANAIRE Lead Me to That Rock DECCA 1455—Spiritual group handles the standard gospel ditty with the rhythmic feeling that's well-suited for the big-city gospel buyers	78--78--78--78
Sing Down, Sweet Chariot Along the same up-tempo familiar ditty. This one has some pop potential.	79--79--79--79
SALLIE MARTIN SINGERS (Brother Joe May) Oh, Yes, He Set Me Free SPECIALTY 399—Brother Joe doesn't get much to do on this bright, revival-like chant but the group shouts up a storm.	79--79--79--79
I'll Make It Somehow Tempo builds from a slow, soulful chant to a driving shout led by Brother Joe May and a fine fem shouter.	82--82--82--82
SISTER WYNONA CARR The Good Old Way SPECIALTY 395—The Sister sparks a mixed group in a driving gospel chant.	79--79--79--79
See His Blessed Face The Sister goes it alone on this slow gospel chant.	77--77--77--77

New Disk Rep Opens in L. A.

LOS ANGELES, April 28.—Three former show people will conduct the Diamond Record Distributing Company, which opened here this week on West Pico. Headed by Abe Diamond, the firm members include Mrs. Vera Diamond, secretary, and Dick Baldwin, salesman.

Diamond was a member of the Borrah Minevitch Harmonica Rascals for 15 years and as a performer met Mrs. Diamond on a USO tour during World War II. Baldwin, a former vocalist with Spike Jones and Charlie Barnet aggregations.

Diamond, who was sales manager for Vita Records for five years, purchased the inventory of Vita Records Distributing Company. The firm will handle wholesale distribution in the area south of Paso Robles and Delano to the Mexican border.

Orange County

Continued from page 81

scale, only one merchant objected to the switch. On the other hand, one location asked that his machine be put on 10-cent play.

While the music firm is satisfied with the over-all results, the move has another psychological angle. Should the machines be switched to the 10-cent, three-for-a-quarter rate, the patrons will be accustomed to using dimes.

Orange County is designated as a "country route," operating for about 35 miles in three directions out of this city.

Jukes Jingle

Continued from page 81

that all personnel could take advantage of the general's visit. With the public schools closed for Clean-Up Week, parochial and suburban schools were also shut for the day.

Only a limited number of persons were able to jam into Soldier Field in the evening to witness the four-hour pageant to honor MacArthur, with the bulk of the city's populace (some 5,000,000) either viewing the proceedings from their homes or in a television-equipped public spot.

ROCK-OLA

All Around the World — the Phonograph that Sells Music

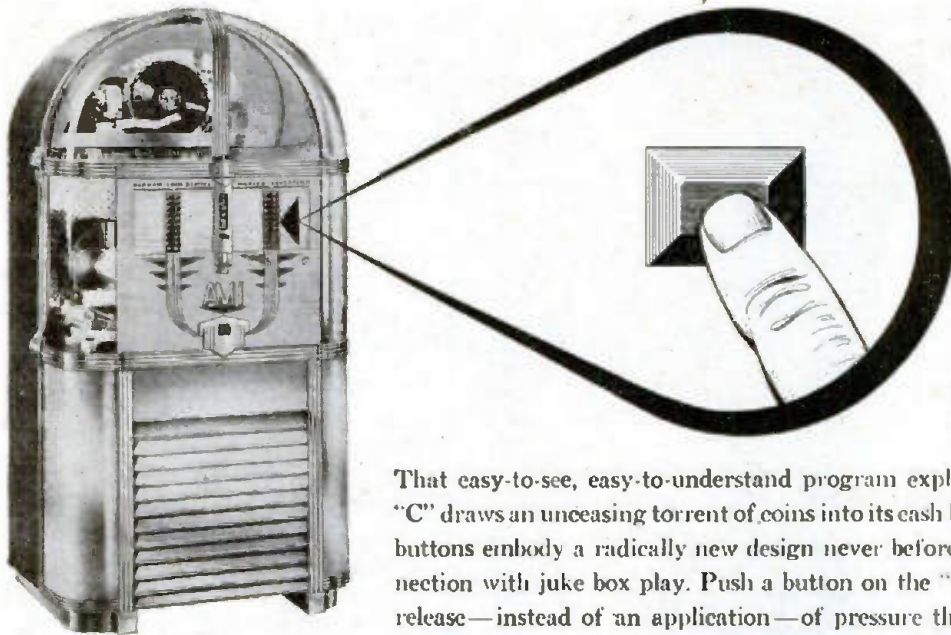
MODEL-1432

ROCK-OLA ROCKET

Available in both 78 RPM and 45 RPM

ROCK-OLA MANUFACTURING CORP.
800 N. Kedzie Ave. Chicago 51, Illinois

*Button,
Button,
Who's Got the Button?*



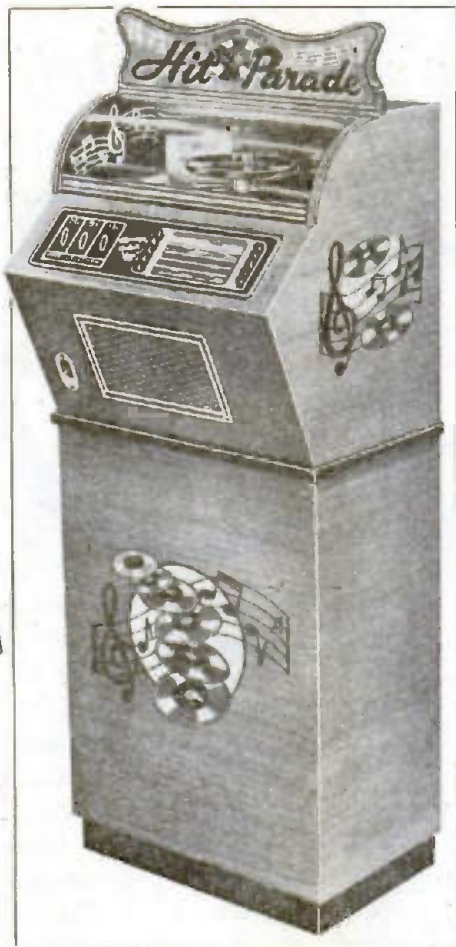
That easy-to-see, easy-to-understand program explains why the "C" draws an unceasing torrent of coins into its cash box. Program buttons embody a radically new design never before used in connection with juke box play. Push a button on the "C", and it's a release—instead of an application—of pressure that makes the contact. A switch in back of the button is all ready to send it into action. The patron's finger simply releases this power with a minimum of effort. On the "C" there's **ONLY ONE BUTTON TO TOUCH** and that's right alongside the title desired—the patron doesn't have to **THINK** or **WORK** or **STRUGGLE** to get the music he wants! Yes, the "C" is built for the operator, and for the location, and **FOR THE PUBLIC!**

Who's got the Button? AMI!

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

Chicago Coin's "Hit Parade"



5c-10c-25c TRIPLE ENTRY DROP COIN CHUTE. MOST EASILY CONVERTIBLE TO 2 PLAYS 10c—5 PLAYS 25c OR 1 PLAY 10c—3 PLAYS 25c.

PEDESTAL STAND OPTIONAL

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONOGRAPH EVER DESIGNED

EYE-APPEAL
The interior lighting effect of "Hit Parade" is a shimmering array of colors, reflected from gleaming "Apollo Metal" surfaces. A large incandescent bulb provides the illumination in a manner that rivals the "jumbo" phons.

A MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION!

Smaller than a "jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. In the corner "hamburger joint" it fits snugly into place. And, in neighborhood shops that are neither large nor small, its medium size is perfect.

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO CHICAGO COIN FOR DETAILED COLOR FOLDER

CHICAGO COIN MACHINE COMPANY 1725 OVERSEY BOULEVARD CHICAGO 19, ILLINOIS

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of April 28	Issue of April 21	Issue of April 14	Issue of April 7
AIREON				
Coronet	\$95.00			
Deluxe	59.00 65.00	540.00 59.00	559.00 59.50	575.00 69.00
Fantasia	125.00	125.00	125.00	125.00
400				150.00
1200A	69.50	69.50		
AMI				
High Boy				95.00
Midway				225.00
Model A	375.00 425.00	395.00 421	375.00	375.00 395.00
Model B	475.00	475.00 495.00	475.00	399.50 450.00
Singing Towers		525.00 550.00		525.00 595.00
Streamliner		99.50		35.00
		79.50		35.00
FILBEN				
Filben		195.00		
Warstea				200.00
MILLS				
Constellation	129.00 175.00	129.00 225.00	129.00	195.00 275.00
Empress		39.50	25.00	45.00
Throne		99.50 121		45.00
PACKARD				
Midway	125.00	125.00	125.00	125.00
Manhattan	149.50	149.50		150.00
Manhattan '47		199.00	199.00	179.00
7	79.50			124.50
ROCK-OLA				
Commando	49.00	49.00 49.50	49.00 49.50	35.00 49.00
Deluxe		49.50		49.50
Deluxe '39		49.50 71	39.50	39.50 49.00
E-1411 Playmaster		175.00		
Imperial				35.00
Walter 40		79.50	79.50	35.00 49.00
Playmaster			79.50	79.50
Premier				35.00
Standard '39		49.50 69.00		35.00 49.00
Super 40		49.50 69.50	55.00	35.00 55.00
		79.00		69.00
Twelve Record	25.00			
40				210.00
47	275.00	275.00	275.00	275.00
1422	139.50 159.00	139.50 149.50	149.50	149.50 199.50
	200.00	195.00 249.50		
1424 Midway		150.00		
1426	199.50	199.50 219.50		250.00
		260.00 275.00		
947	325.00	325.00		
1947 RC Special	175.00			
RESTAURAT				
Restaurant	95.00			
SEEBURG				
Canon	50.00	99.00	49.50	35.00 59.50
Cellar Unit			49.50	35.00 49.50
Classic	50.00 69.00	39.50 59.50 71	69.00	35.00 49.50
Colonel	50.00 69.00	49.50 69.00	59.50 69.00	35.00 59.50 71
	69.50	69.50 79.00	69.50	49.50 69.50
Commander		39.50 59.00	49.50	35.00 49.50
Conquest		69.00		50.00
Grand		99.50	59.50	59.50
Orion		49.50		
Everest	50.00	49.50 69.50	59.50	35.00 59.50
		89.00		
	Issue of April 31	Issue of April 21	Issue of April 14	Issue of April 7
Com	49.00	49.00 49.50	49.00	35.00
	69.00			
H-146 M Midway	249.50 259.00	245.00 249.50	250.00 259.00	249.50 250.00
		250.00 259.00		259.00
H-146 M RC Special	225.00	325.00	275.00	
H-147 M Midway	269.50			
H-148 M Midway	300.00 359.00	300.00 359.00	300.00 359.00	300.00 359.00
H-244 M Midway	259.50 299.00	259.50 299.00	269.50 299.00	269.50 299.00
Nighttime ES	65.00 59.00	59.00 59.50	59.00	59.00
Nighttime RC	69.00	69.00 79.50	69.00 69.50	69.00 69.50 71
		99.00		79.50
Lozone	45.00	69.50	79.50	79.50
		149.50		
Major	50.00 79.00	79.00	79.50	35.00 79.00
Midway	50.00	39.50 89.80	49.50	49.50 59.50
Prize		39.50 69.00	39.50	35.00 39.50
Pre-War RC Special	75.00			
RC Concert Master		199.00		
RC Midway		125.00		
Real	50.00 59.00	39.50 59.00	49.50 59.00	35.00 49.50
		89.00		59.00
Robt		39.50 49.50	39.50	
Standard		49.50		39.50
Victory Model	39.50			
Voyeur	50.00	39.50 49.50	49.50	35.00 49.50 71
		69.50 79.00		79.50
'48				425.00
346		249.50 275.00		250.00 295.00
346 M	275.00 421	249.50 299.50	264.50 279.50	250.00 269.50
		264.50		279.50 299.50
146 S	219.50 249.50	219.50 234.50	234.50 259.50	234.50 279.50
	250.00	250.00		249.00 299.50
147		295.00 299.50		309.50 325.00
146-147 M				300.00
147 M	325.00 421	289.50 325.00	289.50	289.50 325.00
	349.00	349.00	349.00	300.00 349.50
147-5M				389.00
147 S	275.00 289.50	254.50	254.50	254.50
	300.00			
148 M	375.00	375.00		350.00 375.00
148 ML	425.00 439.00	425.00 431	425.00 439.00	425.00 449.00
		439.00		449.00
146-148M				315.00 329.00
149S	325.00	295.00	315.00	315.00 329.00
149-SL	375.00	395.00		

!!PRICES!! !!SLASHED!!

- Take Advantage of our Annual SPRING SALE!
- All Phonographs Clean and Reconditioned
- Worn-Out Parts Replaced
- Ready for Location!

Seeburg

148 M1	\$399.00
148 SL	369.00
H 148 M	299.00
147 M	299.00
147 S	279.00
146 M	249.00
146 S	229.00

Wurlitzer

1250	\$549.00
1100	389.00
1080	279.00
1015	229.00
1017	269.00

Rock-Ola

1428 Blonde	\$319.00
1426	169.00
1422	129.00

Post-War A.M.I.

Model C—New	Write
Model A	\$375.00

Mills Constellation

Mills 1947 Constellation	\$159.00
--------------------------	----------

Pre-War Phonographs

All makes, ready for location
Terms—1/3 Certified Deposit
Balance C.O.D.
All items subject to prior sale

Music Systems Inc.

DETROIT, MICH.
10217 Linwood
CLEVELAND, O.
2600 Euclid
TOLEDO, O.
1302 Jackson
GRAND RAPIDS, MICH.
245 N. Division

WHY BUY TWO WHEN ONE WILL DO?

only the
WURLITZER
Fourteen Hundred
PLAYS
48 Selections All-Speeds

GIVE TO THE RUNYON
CANCER FUND

• Music Machines

SEEBURG	Issue of April 28	Issue of April 21	Issue of April 14	Issue of April 7
1943 RC Special	99.00	64.50	99.00	79.50
8500	65.00	65.00	69.50	35.00
8500	45.00	65.00	59.50	69.50
8500	69.50	79.00	69.50	35.00
8500	110.00	110.00	110.00	110.00
WURLITZER				
Capone	95.00	95.00	95.00	95.00
Twin Highway	45.00	45.00	45.00	45.00
24	65.00	65.00	65.00	65.00
41	75.00	39.50	49.50	75.00
61	35.00	85.00	49.50	85.00
71	35.00	85.00	49.50	85.00
312	35.00	35.00	35.00	35.00
412	75.00	75.00	75.00	75.00
500	40.00	45.00	99.50	75.00
600	40.00	45.00	99.50	75.00
600A	65.00	69.00	64.50	64.50
600B	64.00	59.50	64.00	64.00
616	65.00	79.50	39.50	65.00
700	89.50	69.50	79.50	89.50
750	114.50	109.50	114.50	114.50
750A	125.00	89.50	99.50	99.50
780	129.00	129.00	129.00	129.00
780E	99.50	99.50	99.50	99.50
800	80.00	79.50	80.00	80.00
850	65.00	69.00	79.50	89.00
859	125.00	115.00	115.00	115.00
950	275.00	275.00	249.50	249.50
1015	279.00	279.00	275.00	279.00
1015	295.00	279.00	279.00	279.00
1015	295.00	225.00	229.00	325.00
1017	259.50	259.50	259.50	259.50
1080	245.00	269.00	269.00	279.50

CONCORD PAPER BATTLING FOR DISK FREEDOM

CONCORD, N. H., April 28.—A front-page cartoon in the Concord Monitor-Patriot depicted the activities of the local police department since the passing of a city ordinance permitting the chief of police to censor juke box records.

The cartoon predicted that records would soon be played in the cellars of Concord restaurants, with the police breaking down the door crying, Stop the Music.

Editor James Langley has already come out against the ordinance, which he feels threatens freedom of speech and the press.

NAPOA Officers

meet to be followed by a banquet and entertainment in the evening. On hand to assist in the formation of the group will be Mike Imig and Harold Scott, president and secretary of the South Dakota Phonograph Association.

The two-day meeting will start Saturday afternoon with registrations, followed by a refreshment and get-acquainted period. Distributors will display equipment at the Paxton Hotel starting at 6 p.m., with visitors allowed to look over the various equipment the balance of the evening and Sunday.

Genii Switch

can activate the juke at pre-determined intervals. Initial tests revealed that use of the switch as a straight play promoter had picked up grosses as much as 35 per cent.

Use of the switch in conjunction with advertisers (as in the case of the Canadian Ace test) is a matter to be determined by the individual operators, Sparks said. Several national advertisers are interested in the unit, and there is at least one test now being set up.

Insert Bushing Converts Sc Wall Boxes to 10c

Fits All Sc Boxes
25¢ each

See Your Distributor or Write Direct

MID-WEST DISTRIBUTING CO.
208 N. Madison St., Rockford, Ill.

• Country & Western (Folk) Record Reviews

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

LABEL AND NO. ARTIST

COMMENT TUNES



• Continued from page 32

STEWART FAMILY				
The Green Grass Grows All Around	69--71--65--70			
GILT EDGE (50)				
22 Boogie	70--72--67--72			
JESS WILLIAMS				
I Love To Kiss	77--78--76--77			
The Old Fashion Waltz	70--70--70--71			
BILLY BRIGGS				
Female Shuffle	67--67--66--69			
1100	400.00	435.00	395.00	425.00
1250	439.00	445.00	450.00	449.00
1942 RC Special	35.00	39.00	39.00	39.00

Attention Music OPERATORS!

the Dramatic New

RISTAUCRAT

12 Record
MULTIPLE
Selective
45 R.P.M. Phono



... is the Music Box for YOU!

This precision-made 12-record selective phono is the finest counter phonograph you can buy both for earnings and servicing. See it, hear it, and you'll agree it's TOPS for EVERY SPOT.

- HIGH FIDELITY TWIN SPEAKERS
- NOISELESS TROUBLE-FREE OPERATION
- REPEAT PLAY BUTTON
- CREDIT UNIT—UP TO 20 PLAYS
- RECORDS PLAY IN ROTATION
- TAKES UP TO 5 WALL SPEAKERS
- DRAMATIC EYE-CATCHING CABINET

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave., Appleton, Wis.

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST, LABEL AND NO., TUNES, COMMENT, and four vertical bar charts.

Continued from page 34

Main table of record reviews with columns: ARTIST, LABEL AND NO., TUNES, COMMENT, and four vertical bar charts.

Continuation of record reviews table from the previous page.

FOLK TALENT AND TUNES

Continued from page 33

Booneville, Miss., reports that he's vocalizing and playing harmonica with a local band. Dal Stalard, KCMO, Kansas City, Mo., reports that his Saturday morning h.b. stint is being picked up by four Kansas stations...

Advertisement for H.C. Evans & Co. featuring the Constellation record player. Includes text: 'PROFITS...DEPENDABLE!', 'EVANS 20 Record, 10 Selection CONSTELLATION', and 'H.C. Evans & Co. 1554 W. Carroll Ave. Chicago 7, Illinois'.

Continuation of record reviews table from the previous page.

Artists' Activities. Earl Heywood, CKNX, Wingham, Ont., negotiating for an e. l. deal. Zeb Turner (King) is operating a barn dance at Glen Echo Park, near Washington, Thursday nights. Turner will do a single, working Eastern parks starting in May at Shorty Long's Santa Fe Ranch, Reading, Pa. Bus Butler (Mercury and Decca) reports that he is connected with Henry Landau. A h. b. jamboree is staged Saturday nights at the Keith Theater, Cleveland, with portions aired over WGAR. Cast includes Hal Morgan, Ernie Benedict and the Range Riders, Smiley and Sam Arky Farrar, the Kendall Sisters, Shorty Bane and the Rollin' Ramblers. Draw is around 3,000 weekly. Charley Wright, who works with Jim Beck, the Dallas recording mogul, reports that Columbia has inked Ray Price, Dallas, vocalist. Booy, WBSB, New York, Pa., is a new dad. It's a boy. Len Zinn and Harp now have their own BM jubbery. Rex Allen (Mercury) reports he has finished his eighth Republic flicker, "Rodeo King and the Senorita." He starts his next, "Winds of Monterey," May 25. He has renewed with Mercury and will do a minimum of 10 sides per year, plus some in the pop field. Allen will do a four State tour thru the Northwest and West for State highway department, starting Monday (30). Jimmy (Red) Lookes, stage manager for Cliffie Stone's "Hometown Jamboree," now at Camp Roberts, Calif., reports that Speedy West (Capitol) has acquired another motorcycle. Merle Travis is back on the Coast, working with Fennell Phillips on KLAC-TV.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

Beautiful Shape, Ready for Location

MUSIC

- New Solotone Master Entertainer Midway \$225.00
New Selective Wall Boxes for above 24.50
Rock-Ola 1946 (\$1422) 195.00
Rock-Ola 1947 (\$1426) 259.50
Rock-Ola 1947 Midway 195.00
Rock-Ola 1947 Sc. 30-wire Wall Boxes 14.95
Seeburg 146M 249.50
Seeburg 147M 279.50
Seeburg 1948 Sc. 3-wire Boxes 29.50
Wurlitzer 1015 279.50
Wurlitzer 1100, like new 450.00
4 Wurlitzer Sc & 10c wireless Bar Boxes with new master unit, complete 139.50
Camco 4 Commercial Music System for stores or factories, includes 2 40-selection AMI Changers, Amplifier & Auxiliary, Trimer, Junction Box, Used less than 4 months. Original price \$1700. SPECIAL, complete 595.00

SHUFFLE ALLEYS

- United Shuffle Alley with orig. fly-up pin conv. \$ 69.50
United Shuffle Alley 29.50
United Super Shuffle Alley 49.50
Williams Twin Shuffle 29.50
Williams Deluxe Bowler with orig. fly-up pins, not a cone 69.50
Bally Speed Bowler 89.50
Cenco Bowling Alley 29.50
Rock-Ola Shuffle Lane 29.50
Universal Twin Bowler with fly-up pin conv. 89.50
Williams Star Series with latest batting assembly 129.50
Williams Quarterback with new batting assembly conv. 99.50
Brand new Williams Double Header Write

WILL TRADE NEW "WINNERS" FOR FLIPPER PIN GAMES OR POST WAR MUSIC SEND LIST!

1/2 dep. with orders under \$50
1/4 dep. with orders over \$50

Scott-Crosse Co. 1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

FOR SALE
4 Champions @ \$250.00
5 Citations @ 125.00
1 Gottlieb-Just "21" @ 39.50
1 Gottlieb Cinderella @ 25.00
7 Chicago Coin Bowling Alleys (with Life-Up Plastic Pins) @ 55.00

ALL Machines best of their kind and like new
NASTASI DIST. CO. 1010 Payson St. New Orleans 13, La. Tel. MA. 6384 Write, Wire or Telephone

WURLITZERS
1100's \$175.00
1015's \$215.00
1017's \$225.00
Guaranteed A-1. Send 1/2 deposit.
BRUCE MUSE CO. Williamsburg, Ky.

TRADIO THE GREATEST NAME IN COIN OPERATED TELEVISION
Write for details
TRAD TELEVISION CO. 2000 Park, B. L. 2, 23rd Park 1-7647

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 87

Amusement Games

Table with columns: Machine Name, Issue of April 28, Issue of April 21, Issue of April 14, Issue of April 7. Includes games like Triquet (Gottlieb), Tri-Score (Genco), Tucson (Williams), etc.

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Main table listing various arcade machines and their prices across different issues. Includes games like Ace Bomber (Microscope), Air Hockey, All Stars (Williams), Atomic Bomber (Microscope), etc.

Table listing various pool tables and shuffle games. Includes Pool Table (Edelco), Pool-Ux, Punching Bag (Microscope), etc.

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in brackets. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table listing shuffle games and their prices. Includes ABC Bowler (Keeney), Ace Bowler (Chicago Coin), Baseball (Chicago Coin), etc.

Trimount's NOW DELIVERING WILLIAMS Sensational Super WORLD SERIES STARTS A NEW GAME EVERY 50 SECONDS
Plenty of fast action, player pitches and bats. Players actually run. It's terrific!
WANTED: BALLY HOT RODS. Wire or phone, quoting lowest prices.
EXCLUSIVE GOTTIEB, WILLIAMS AND SEEBURG DISTRIBUTORS
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET BOSTON 18, MASS. Tel. LU. 4-1-980

• Shuffle Games

Table with columns for game names (e.g., Four Player League Bowler, Elder (Genco), High Score Bowler) and prices for different issues (April 28, April 21, April 14, April 7).

Kid Dude Ranch Opens

Continued from page 76

lowed the general pattern of building fairly quickly, then leveling off and holding indefinitely. On Gun Patrol earnings in tests ran as follows: Minneapolis, \$38 in

five days; 3 Louisville spots did \$43.15 in four days, \$0.25 in one day and \$17.55 in two days respectively; Chicago, where two tests were made, \$51.35 in six days and \$63.30 in seven days respectively; Indianapolis, \$48.65 in seven days, and Cincinnati, \$49.60 in six days.

In operation, the Big Bronco unit offers a one and one-quarter minute ride for 10 cents; Pony Express, the same ride, can be set at 5 or 10 cents, and Gun Patrol, to accept 5, 10 or 25 cents. Vendors can be set for 1 cent or two-for-a-nickel operation.

Supplementary Income Augmenting the coin-operated units in the Dude Ranch deal would be the over-the-counter sales of guns, Western clothing, etc., as well as the addition of a photograph concession, and the vending of soft drinks, candy, popcorn and other refreshments.

Stressing that equipment can be purchased either as a complete unit or in individual lots to augment present equipment, Exhibit execs said a special financing deal has been worked out for the Dude Ranch, details of which will be supplied upon request.

May Produce Bowl-o-Matic On West Coast

Cohn Mulls Deal For 2,500 Units To Single Buyer

NEW YORK, April 28. — Nat Cohn, president of the Bowl-o-Matic Sales Company, leaves next week for Los Angeles to search out facilities for West Coast production of his recently introduced 18-foot coin game.

Production will be continued by Universal Industries in Chicago, but increased demand plus the imminent linking of a long-term purchase contract by a Western firm has made establishment of a California Bowl-o-Matic plant desirable, Cohn declared. He disclosed the pending deal calls for delivery to a single outlet of 500 games a year for a period of five years.

If established, the new plant will speed shipments of Bowl-o-Matics to Western distributors, supplementing the output of Universal. Shipping costs from Chicago to the Far West are high for the heavy game and carriers are reluctant to commit themselves to prompt delivery, Cohn asserted.

Warn L. A. Opps

Continued from page 76

with city code of Underwriters' Laboratories requirements. The inspection included shuffle games.

The city law requires all machines must be checked for fire and shock hazard. Compliance is by inspection and approval of the city's department or the UL. The department pointed out that UL inspection required about six months while the city routine is a week or two.

While Cloud said several of distributors had submitted equipment for inspection and approval, he was unable to give the names of the company or the game. A cigarette machine also was involved but, Cloud said, it was improperly marked.

The city charges \$25 per application which covers a batch of the same machines or machines with similar wiring plans. If several types of machines are submitted, an application is required for each.

Failure to comply with the city's safety code is punishable by a fine of \$500 or six months in jail or both per day and per item.

Omaha Distrib

Continued from page 76

dent, to the post of vice-president in charge of sales.

Distrib's new headquarters are completely air conditioned and is arranged by departments. Sections devoted to wholesale tobacco and candy activities, amusement game displays, appliances and the Jewel radio line, handled exclusively in this area by H. Z. Vending, are included, as are parts and service departments.

Headquarters are located at 1205-1207 Douglas Street. A branch office is maintained in Lincoln, Neb.

GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES

Table listing bowling game models and prices, including 17 Champion, 16 Barry Shuffle Bowlers, 17 United Shuffle Bowlers, etc.

Advertisement for 'FIRST with every Bloomin' Thing in COIN MACHINES' featuring a list of shuffle games and prices.

Advertisement for 'FIVE BALLS' featuring a list of game models and prices.

Advertisement for 'ONE BALLS BOWLING' featuring a list of game models and prices.

Advertisement for 'EXPLOITANTS FRANCAIS' featuring a list of game models and prices.

Advertisement for 'SKILL-BALL' featuring an image of the game and text describing it as 'THE BEST OF ALL "SKILL" GAMES'.

Advertisement for 'BEST BUYS OF THE WEEK' featuring a list of various games and their prices.

Advertisement for 'ARCADE and Location Equipment & Supplies' featuring a list of various arcade games and their prices.

Advertisement for 'UNITED SHUFFLE SLUSSER' featuring a list of game models and prices.

Advertisement for 'INTERNATIONAL AMUSEMENT CO.' featuring a list of game models and prices.

BUY FOR

SPRING and SUMMER

LOCATIONS

WALL BOXES

SEEBURG	WURLITZER
1W2-154, 5c, 3-Wire \$24.50	2020, 5/16/25 \$39.00
W1-156, 1c, Wireless 19.95	125, 1/10/25, 4-Wire 5.90
DS-20-13, 5c, 3-Wire 6.75	120, 5c, 4-Wire 4.50
WS-22, 5c, Wireless 6.25	
PACKARD PLM-MOR \$13.95	

WURLITZER

1250 JUST LIKE NEW, \$549

1100 \$599
1080 249
1015 249

SEEBURG

148-ML \$439
148M 399
147M 349
146M 279
H148M Hideaway 349
H147M Hideaway 299
H146M Hideaway 239

Photographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$89	730 \$ 99	1422 \$149
Envy 79	850 79	Commande 49
Colonial 69	500 69	MILLS \$129
Classic 69	600K 69	Convellation \$129
Nighttime, R.C. 59	600R 64	AIREON \$49
Nighttime, E.S. 59	Victor 39	Deluxe '46 \$49
Regal 49		
Com 49		

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

Introducing...
E-Z-BOWL CONVERSION



OFFICIAL BOWLING SCORING!

CONVERT YOUR SHUFFLEBOARDS INTO 2 GAMES

\$179.50

Each F. O. B. CHICAGO

PROMPT DELIVERY

Terms 1/3 deposit with order, balance C. O. D.

Check these features

- ★ Easy Installation.
- ★ SPEED! 45 seconds play.
- ★ Rebound Action—Fast! Silent!
- ★ Automatic Stop and Go feature that tells when puck can be played.
- ★ Simplified easy-to-service mechanism.

MARVEL MANUFACTURING CO.
2847 W. FULLERTON AVE. CHICAGO 47, ILL.
Phone: Dickens 1-2424

TUBES IMMEDIATE DELIVERY

6L6G \$1.78	6S7 \$.83
6SN7 1.10	6I7 1.00
6J575	6SK7 1.00
5Y4G83	6SA7 1.00
5U363	2A3 1.60
6N7 1.20	205075
6X575	2051 1.25

RCA — Kenrad — Sylvania — Raytheon
Tungsol — Hytron — GE

And All Other Tubes Also 50% Off List

ABORN TUBE COMPANY 225 W. Hubbard Chicago 10, Illinois

Coinmen You Know

Chicago

Jimmy Johnson, Globe Distributing, is having a difficult time getting the proper paper to supply the demands for coin wrappers. John Conrow, vice-president and general manager of J. H. Keeney & Company, is on a brief road trip and is expected back at the plant in a few days.

Permo headquarters reports a heavy request via the mails for its souvenir of the MOA convention. Gail Carter, vice-president in charge of sales, who had the piece ready less than one week after the convention ended, is receiving congratulations on the excellent job. Meanwhile Bert Davidson, special representative, is back after a trip to Detroit, Cleveland and New York visiting distributors and operators. Bert was setting up promotion on Permo's complete line of phonograph needles.

Nate Feinstein, Atlas Music Company, is on a road trip thru Central Illinois with Bill Phillips, salesman. Thus far they have found good response. Joe Glasberg states that operators dropping in for the firm's kit for converting from nickel to dime play have found reaction to dime play favorable after a slow start.

For the first time in several weeks all key staffers at World Wide Distributors were in the office. Monty West was back from a trip thru Illinois and Iowa where he found business conditions favorable. Al Stern and Len Micron made a strong showing in the shuffle game sales field.

At Universal Industries, Norwood Veatch and Fred Followell, Central Distributors, St. Louis, were in for a conference with Vice-President Bill Ryan. Others in for a look at the Universal line staff turned out. Winners games included Joe Fiormonesi, Dave Bond, Trimont Coin, Boston; Stanley Natkoel, Bowl-o-Matic Sales; Joe Abraham, J & M Novelty, Youngstown, O.; Fletcher A. Blalok, F.A.B. Distributing, New Orleans; Tony Castle, Castle Novelty, Akron.

Gil Kitt reports game and vending sales on the upswing. He says operator traffic has been heavy since Empire Coin put the Bowl-o-Matic game on the sample floor. Most of the sales have been of the chain variety. Kitt claims, with one operator telling another how well the game is going in his shops.

Lucy DeSelm, wife of Billy DeSelm, general sale manager, United Manufacturing, is home and recuperating after undergoing surgery in a local hospital. Visitors at United headquarters last week included Bill Marmar, Sicking, Inc., Cincinnati, and Johnny Casola, Midwest Distributing, Rockford, Ill., who spent some time with Billy, Herb Oettinger, comptroller, and Lyn Duran, president. Firm has increased its production schedule on "Twin Shuffle-Cade." Five Player Shuffle Alley continues in demand.

Sharp upswing in business noted in this area during the past week was further emphasized by the number of visitors at First Distributors during every working day. Wally Finkle, partner in the firm, said the coffee bar was jammed Thursday as visiting coinmen watched the General MacArthur coverage by television. Mat Finkle, head of the premium division, says this end of the business has also shown an upswing in the past few weeks, with seasonal items going strong.

Art Weinand, vice-president in charge of sales at Rock-Ola, reports the Rocket 51-50, with its instantaneous switch-over feature, allowing ops to convert from nickel to dime play in a matter of minutes, has been a factor in those areas where dime play is now being tested. The Rocket is in steady production at the Rock-Ola plant, as is defense output. (Continued on page 92)

COIN OPERATED TELEVISION

Console, 14-inch	\$279.50
Table Model, 14-inch	249.50
Coin Operated Radios	49.50

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VALLEY STATION, N.Y.



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ARIZONA \$129.50	3 CITATIONS, Ea. \$175.00
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MISCELLANEOUS

- 3 BELGIAN POOL TABLES, Ea. \$69.50
- KEENEY PIN PIN 49.50
- 2 DALE GUNS, Ea. 65.00
- 1 UNEDA GIG. MA., 15 Col. Ea. 59.50
- 1 NATIONAL CANDY MACH., 6 Col. 69.50

MUSIC

- 3 WURLITZER 1015, Ea. \$249.50
- 1 WYSAUCKY TUKES (New) White

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5,000 PUNCHBOARDS
Will trade Pin Balls, Vending Machines, Music, Arcade Machines, Slots.

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Enlight 1569.50	Mad. Sc. Garden \$169.50
John 169.50	Breshie 135.00
Four Horsemen 149.50	College Daze 135.00
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NEW PIN GAMES Chi. Coin-Playball Gettino-Almetrol Man Genco-Tr. Scars Chi. Coin-Thing	IMMEDIATE DELIVERY	Seeburg BEAR GUN Like New \$369.50
SHUFFLE ALLEYS-USED United Orig. Alley United Orig. w/ Dr. Pins Genco Bowling League Kneeby Tee Pins Chi. Coin Bowling Alley Chi. Coin Baseball Gettino Bowling Genco Slider Kneeby Pin Boy	New WINNERS TURF KINGS	ELECTRIC OVERHEAD SCOREBOARDS KEENEY-GENCO UNIVERSAL ARCADE Exhibit Gun Patrol Exhibit Dale Gun Exhibit Six Shooter Meteocon Photo- matic 18 Ft. 28 Ft. & 32 Ft. Maple Top Shuffleboards United Team Mickey Williams Flying Discs Bally Heavy Mixer
MUSIC 1015 Wurlitzer 1422 Koch-Old	Used CITATIONS CHAMPIONS	

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COIN OPERATED TELEVISION
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212 Broadway New York 7, N. Y.
Pioneers in Coin-Operated Television
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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Coinmen You Know

Continued from page 93

Siegal, of S & S Service, operates in Northern Allegheny County on Route 8, almost to the Butler County line. John Volpe, of Wilmerding, Pa., is looking for new locations.

Milwaukee
The contemplated organization of Milwaukee music machine operators is still active altho little action is in sight. Among the local ops queried on the subject most agree some sort of association should be set up. But the rub comes when attempts are made to set up regulations and agree to standards for all involved.

Ten-cent play is not being discussed at the Mitchell Novelty stronghold according to Ery Beck in the front office. Several new men are going thru a training period on the staff as installation men. New personnel are Larry Gully and John Katerinos. Meanwhile, topper Joe Beck has been keeping fairly close to home base, with only his regular weekly trips to Chicago on the travel schedule.

Melo Curro, Metropolitan Amusements, reports new combined warehouse and salesroom will soon be open to coin machine buyers from this area.

Frank Banaco, Banaco Music, made a flying trip to Sturgeon

WURLITZER INSURES YOUR FUTURE!



with the new **1400 and 1450**

30 Second Changeover Without Tools From 78 to 45 RPM Records

VISIT OUR SHOWROOMS AND SEE THE MOST VERSATILE PHONOGRAPHS EVER BUILT.

Exclusive Distributors in S. E. PA., SO. N. J. AND N. DELA.

CLOSE-OUTS IN PIN GAMES
WRITE OR PHONE!

Bay on business. Banaco, an experienced pilot, flies his own Cessna 170 and manages to get all about the Midwest buying up equipment and servicing locations. Banaco bought his plane from another active coin machine operator, Merle Zuehlke, of Fountain Corporation.

Now in her last few days in charge of Sam Hastings' Vliet Street record shop, Toni Molik was kept busy saying goodbye to her host of operator friends from the area. But she'll soon be saying hello again to them when she calls at their shops as the new sales rep in Milwaukee, Racine and Kenosha for London Records. James Martin's manager, Morry Goldman, spent several days in Milwaukee briefing Toni on her new connection with the firm.

Another vending industry honor has been added to the many already claimed by Herb Geiger, Geiger Automatic Sales. Herb was named to the 1951 convention executive committee of the National Automatic Merchandising Association. The confab will be held in Cleveland.

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EXHIBIT'S DALE

GETS THE POPULAR PLAY EVERYWHERE, operators report daily. You have four games in one to satisfy conditions in every location. Takes nickels, dimes and quarters. Vends ticket for skill award. Adjustable for skill control. No legal restrictions. DON'T MISS OUT—WHILE YOU CAN GET THEM FROM YOUR EXHIBIT DISTRIBUTOR.

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16		PHOTO FINISH, Like New	\$
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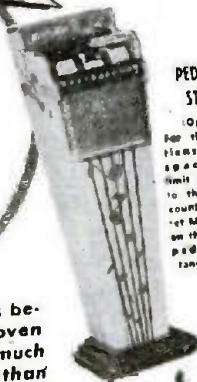


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45 RPM
**SELECTIVE
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**Single Entry—Slug Proof
5c-10c-25c Coin Mechanism**

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Proved performance
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on this exquisite
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**FASTER ACTION!
FASTER TURNOVER!
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(50 seconds to play)

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WORLD
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Entry, Slug Proof Coin
Mechanism which ac-
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combination of coins and
is designed for converti-

EITHER

1 play for 5c
2 plays for 10c
3 plays for 25c

OR

1 play for 10c
3 plays for 25c

**CHANGEOVER CAN BE
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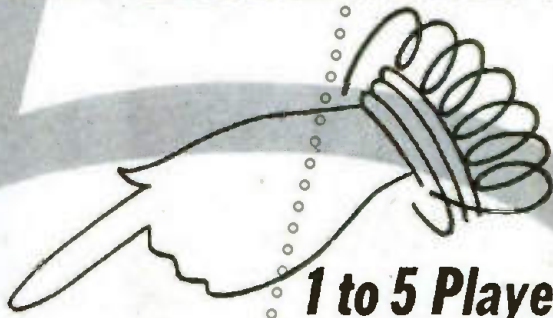
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