

The Billboard

JUNE 2, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Electronic Razzle-Dazzle Sparked By Growing Pains

CBS Keyman Quits; Buys TV Flickery

Ike Levy Major Factor in Video Pix As Official Films Takes Over Fairbanks

By JOE CSIDA

NEW YORK, May 26. — In another highly significant development of the radio-films-TV evolution, Ike Levy, important stockholder, member of the board of directors and one of the original founders of the Columbia Broadcasting System, this week resigned his directorship in the network.

Almost concurrent with his resignation, Levy's Official Films, TV picture firm, bought out Jerry Fairbanks Studios and properties, lock, stock and cameras, and hired Fairbanks as production chief of Official.

Fairbanks is the second high level executive to join Official in the past several weeks. A fortnight or so ago, Billy Goodheart, dynamic show business figure, who was largely responsible for building Music Corporation of America into its present pre-eminence in the talent agency field, joined Official as executive vice-president and general manager. Goodheart starts with the firm this week, leaving his extensive Indiana farm holdings to take over for the film firm.

In the next 30 days, it is reported, a key figure presently with one of the major Hollywood film companies also will join Official. The Fairbanks deal was sewed up in Hollywood Wednesday (23) by Aaron Katz, Official's president

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Politicos Lure Conv'n TV Bids

CHICAGO, May 26.—Representatives of the Democratic Party have begun sounding out major national advertisers on the possibility of sponsoring the telecasts of the national convention in 1952. One of the strongest Chicago pitches in its bid to bring the Dem convention to this city is the local organization's experience and flair

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Talent Circuit To Link Hotel Spots

HOLLYWOOD, May 26.—A talent buying circuit linking top hotels in the land is being formed by Tony Cabot, who with his partner, Dave Michlin (Cabot & Michlin, Inc.) serves as house booker for the Sehome Hotel chain. Cabot, now in Los Angeles to spark up Coconut Grove's operation, is negotiating with hotels in Las Vegas and Reno as well as the Houston Shamrock.

According to the plan, the circuit would not seek to skirt booking agencies but effect an even closer working arrangement with them. According to Cabot, once the chain is established, agencies will be able to get talent for season-long runs. Agencies would thereby cut down on multiple negotiations. Talent

Benny's TV Plans Shaky as Maxwell

NEW YORK, May 26. — Jack Benny returned to Hollywood this week with his fall video plans still uncertain. Benny wants to do the same as he did this past season—four shows. His sponsor, Lucky Strike, wants him to do a minimum of eight shows.

Benny will continue to do his radio show for the same account next season, but it's understood that it will be his last network season, partly because of the high cost of his AM show and partly because of TV growth.

HELLO, PATTI; G'NITE, IRENE; OR LET'S WALTZ

NEW YORK, May 26.—The Weavers have added a rueful interpolation to *Good-night, Irene* the hit which made them a top attraction. When they do the number these days, baritone Lee Hayes does this insert:

"Stop ramblin', stop gamblin',
Confess your sins and faults;
You'd still be singing *Good-night, Irene* if
Patti Page hadn't recorded
Tennessee Waltz."

Broadcasting Goes Alfresco

NEW YORK, May 26.—Newest wrinkle spreading thruout the radio field is a move to beam programs "where people go," with the result that the tie-up made between WNBC-WNBT, New York, and Rockaways' Playland is being developed extensively by other stations and parks thruout the country.

WLW-T, Cincinnati, set a deal in April with Coney Island, set a deal in the arrangement after the WNBC-WNBT-Playland set-up. WOR, New York, is continuing its compact with Palisades Park, New Jersey. And, it was learned this week, WRC, Washington, and WMAQ, Chicago, both owned by NBC, are now negotiating with local amusement parks in deals which will parallel the New York picture.

For broadcasters, the "captive" audiences represented by park customers means plus listener values in the summer when fewer home audiences are available. This is particularly important in TV areas. Both sides, in addition, gain by extensive mutual plugging and promotion.

Fill-In Critics Upset Dope; Score 1-2 in Billboard Poll

NEW YORK, May 26.—Final tabulation of standings in the race for critical accuracy honors for the Stem legit season just concluded (*The Billboard* clocks a season as starting May 1 and finishing the following April 30), is a real upset. Two pinch hitters for regular first-string, local aisle-experts broke the tape neck-and-neck for top averages. John McClain (*Journal-American*) nosed out Otis Guernsey (*Herald Tribune*) by less than a point with a fine accuracy average of 82.2 per cent.

Columnist McClain last October was switched over to the *J-A's* drama slot to cover for Robert Garland, who has been ailing all season. He made an impressive record on 45 productions reviewed out of a possible 57. Only eight

wrong guesses were charged against him.

Guernsey, previously second-string drama critic for the *H-T*, took over the senior slot pro-tem last February, when Howard Barnes resigned. Guernsey covered 22 shows and was tabbed right on 18 of them for an average of 81.8. His predecessor, Barnes, had sat in on 34 openings and had eight errors chalked against him for a third place average of 76.5.

The past season's accuracy figures are based on local drama pooh-bahs—right or wrong—opening night opinions of the success potentials of Stem legit productions. *The Billboard's* yardstick for measuring success is 100 performances. Plays with fixed or limited runs of less than that fig-

Stable Factors Are There But Obscured

Hysteria on Retail Level Balanced by Heavy Investors' Gold-Plated Splurge

NEW YORK, May 26.—Rapidly developing events of the last few weeks have brought into sharp focus the stresses and strains affecting the TV-radio and disk industries. Most dramatic has been the upsurge of such inventory-moving gimmicks as auction sales of video sets. Less theatrical, tho important, are the attempts of low-priced diskeries to make their first real dent in the record business. The Supreme Court's decision on fair trade laws has added to the general uncertainty.

While an air of hysteria attaches to the maneuverings in the TV business on the retail stratum, high-level brass in manufacturing and telecasting is convinced that the industry has not even cut its first teeth.

The calmer, long-range viewers and participants in TV are continuing to make substantial financial investments as indicated by the activity on the stock market in video shares, and the merger of the American Broadcasting Company and United Paramount

Theaters. Too, the general belief at the Radio Parts Show in Chicago this week was that set prices this fall would be at levels com-

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\$1,240,000 to Florida Acts

CHICAGO, May 26.—Based on figures released this week by Jack Irving, Midwest chief of the American Guild of Variety Artists, the Florida entertainment season netted approximately \$1,240,000 in acts' salaries from the period of December 1 to March 30. This approximation is based on the estimated \$62,000, which was held in escrow by AGVA as bond for a week's talent budget by 73 different spots in the State. Amount, according to Irving, was approximately the same as the talent budget bond provided by a similar number of nitery ops for the 1949-'50 season.

END OF AN ERA

Hand Organ Grinds Out Its Swan Song

By PAUL ACKERMAN

NEW YORK, May 26.—Time was when a publisher could collect a comfortable bit of pin money from such odd mechanical things as hand organs, but this source has dwindled to nearly zero. The Rhesus monkey, once the organ

grinder's constant companion, is no longer seen doing his bit for the Brill Building habitues. The monks, it's been whispered, were killed off by those early Broadcast Music, Inc., copyrights. But this is just a canard. Truth is that the juke box and the radio, and perhaps the tempo of modern times, has quietly eased the organ grinder and his simian plunger off the streets.

This sad picture of an era's end is indicated by Dominick Brugnolotti, chief executive of the B. A. B. Organ Company, a Brooklyn organization whose chief business now is selling organs to operators

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"Voice" Tonsils In Truman Hands Now

WASHINGTON, May 26.—A supplemental appropriations bill containing the *Voice of America's* 90 per cent slashed outlay is awaiting President Truman's signature. The bill proposes slightly over \$9,000,000 for the *Voice's* supplemental appropriation, scaled down from State Department's original request for \$97,500,000. The slash was voted because of alleged "mismanagement" in administration, and the *Voice* was advised that the balance will eventually be forthcoming if reforms are effected.

ure are naturally not included in the tab. The current survey includes 57 productions, since two entrants premed too late in the season to prove themselves either way. Of the 57 tabulated, 21 passed the success mark and 36 failed to make the grade.

The remaining home-stretch running order, comprising the regular first-string roster, shows a span of 12 points. Robert Coleman (*Daily Mirror*), covered all 57 productions. He was right 43 times and wrong 14. A 75.4 average puts him just a pace behind Barnes for fourth place.

Across-the-line in a photo-finish with Coleman was the *Post's* expert, Richard Watts. Watts chalked up an average of a flat 75

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Billboard Backstage

By JOE CSIDA

The New York Daily Mirror's Dan Parker is a sportswriter for whom I have always had a large respect and fondness. For my 3 cents, Parker writes an always entertaining and knowledgeable piece. Consequently it grieved me more than ordinarily a couple of weeks ago when Parker printed a piece quoting an English boxing writer and member of the British Board of Boxing Control named George Harrison.

"My outstanding impression," says this character in Parker's pillar, "is that the International Boxing Club, with its eyes set only on the cash and carry of television and radio, is well on the way to killing the fight game. In England, we have placed a firm ban on the televising of professional bouts. As a result, boxing thruout Britain is enjoying a boom which the United States will never approach. Furthermore, we are finding the youngsters who will be the champions of tomorrow—when the American grip will have become so palsied that the world boxing scene will inevitably have moved its center across the Atlantic. You just watch!

"We don't have the numbers of fighters to call on, of course; but from the Board of Control, thru the promoters, and on to the boxers and public, everybody over there is pulling his weight toward the rebuilding of Britain as a fighting

force in the world of cauliflowers. . . . By outlawing television, with its bnoxious effects on the paid attendances at shows, Britain is able to build its boxing on solid foundations. Furthermore, with no commercial sponsors to insist on old and proven favorites figuring top-of-the-bill at every show, we are in a position to give the young up-and-comers the chance which America today so frantically denies its youth.

U. S. Infantilism

"Television in the U. S. is in its infancy compared with England, where we were actually televising fights direct onto newsreel cinema screens way back in 1937. Yet in America, the impact of TV on sport is 1,000 times more dangerous than it is back home. If the thing continues to grow on its current lines, you and I (meaning Parker) as sports columnists, might as well start looking for jobs elsewhere, because I firmly believe that unchecked TV can and will ruin every professionally staged sport that it touches within the next few years."

Aside from being a rather avid fight fan of long standing, I am hardly a boxing expert. Maybe Harrison is (I consider Parker such, certainly). But I submit that I know at least as much about TV as Harrison or Parker. And I think Harrison's statements re-

garding video are ridiculous. . . . Let's take the facts. Video in the U. S., he says, is in its infancy! Yeah, sure. In December, 1950, the latest figure available out of London, England had 555,000 TV sets licensed. Here, at that time we had 9,000,000. And now have about 12,500,000. (And don't toss back that nonsense about relative populations.)

It is knuckleheads like Harrison (and I'm sorry to see Parker go along with him) who make it difficult for sports and the television business to work hand in hand to their mutual betterment. Nobody argues that, under certain given circumstances, TV may hurt the box office of a sporting event. On the other hand, nobody with any sense can argue against the fact that TV also creates thousands upon thousands of new customers for the sports it covers. Nobody who's been around more than a week will deny that many factors other than TV are responsible for the take at the gate of a sporting event. Quality of attraction, weather, competitive events, are just a few.

What we need is a calm, considered study of the problem, and serious efforts toward a mutually happy solution. We can well do without pop-offs like Mr. Harrison. He does a column for The London Morning Advertiser. Leave him expound therein.

ELEPHANTS NEVER FORGET?

CHICAGO, May 26.—Three elephants scheduled for American Broadcasting Company's Super Circus telecast Sunday (20) were being led to the stage door of the Civic Theater here when all stopped short and wouldn't budge. In front is a huge excavation. There is a stage door, and the beasts—instinctively afraid of high places—simply wouldn't go near the edge. There was no other way to get them in the theater.

The show probably would have gone on without its main act if Producer Phil Patton and his aids hadn't come up with a bright idea. In a storage room they found some country scenery. They put it up in front of the excavation and the elephants marched happily into the theater. The scenery was put up for both the rehearsal and for the Sunday afternoon performance.

Tuttle Names 38 as Reds; Gave CP 10G

WASHINGTON, May 26.—The House Un-American Activities Committee is heading into another period of quiet investigation preparatory to more hearings on Communism in showbiz. The committee's hearings this week were highlighted by testimony from actor Jose Ferrer, writer Budd Schulberg and film director Frank Tuttle, all of whom denied having current Communist ties.

Tuttle, who appeared voluntarily, gave the committee the names of 38 persons he said were Red or former Communists. Tuttle, whose productions include seven Bing Crosby musicals, said he paid "something like \$9,000 to \$10,000 to the party" in special assessments. He added that his weekly salary at the time was \$3,000; he did not work every week of the year. He said there were constant parties given by Communists to raise funds for front groups. Like Schulberg, who preceded him on the stand, Tuttle said he had been drawn into the ranks thru membership in a Marxist study group. He said that Herbert Biberman, one of the "Hollywood ten" jailed for refusing to testify on Communism during the 1947 hearings, recruited him into the party.

Novelist Schulberg told the committee he was active in Hollywood's Communist circles from (Continued on page 38)

NBC-TV's 'Revue' Gets Danny Thomas

NEW YORK, May 26.—Danny Thomas this week was renewed by the National Broadcasting TV network. He was signed to do 11 shows during the 1950-'51 season, shifting to a new time Saturday, 8-9 p.m. He'll be one of the comics starred in NBC's All-Star Revue. Thomas' package will include Kay Starr and the moppet Bunny Lubelle.

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London Dispatch

By LEIGH VANCE

LONDON, May 26.—Marathon pianist Sandy Strickland, who collapsed after playing 193 hours non-stop in a Bolton dance hall, heaved himself off his hospital pillow yesterday to croak: "I wouldn't go thru that again for \$14,000. I must have been crazy."

Crazier were the 20,000 citizen who paid 14 cents a head to gape at the exhausted player being revived with bottles of champagne over his head while he drummed out meaningless melodies thru sweat-blinded eyes.

But Sandy's agent, Bernard Woolley, comes back with a tart: "Sandy signed a five-year contract with me. He is booked for a six-week variety tour in a couple of weeks. And if I want him to go to America in August on a non-stop piano-playing contest—then go he will."

\$1,400 Contrib Mixes Film Strike Threat . . .

The motion picture business's most powerful union, the Association of Cine-Technicians, has struck again, but not with strike action.

The government-sponsored National Film Finance Board, which aims at backing worthwhile pictures, poured several thousand dollars into a British film titled *Never Take No for an Answer*, to be made mostly on location in Italy. Producer Anthony Havelock-Allen had already started shooting there when the ACT came up with a demand that a British camera crew should be employed. The ACT threatened to bring their men out on strike unless this crew were flown out immediately, withdrew the threat when the National Finance Board authorized a payment of \$1,400 to be credited to the ACT Benevolent Fund. As this is (Continued on page 38)

Paris Peek

By ART ROSETT

PARIS, May 26.—Mitchell Parish, lyric writer, is in Paris. He told *The Billboard* that H. Richmond has commissioned him to set some lyrics to a new tune. Richmond is expected here from Rome. . . . Borrah Minevitch dropped in to tell *The Billboard* that he was on his way to Germany to start production of a picture using an all-German cast. Title is tentatively set as *Beat the Drums Slowly*. . . . The Paris Fair closed last week after a 17-day run, with over 3,000,000 visitors being clocked. Last year's fair attracted 2,600,000.

Jean-Louis Barrault, French actor-manager, is slated to meet Sir Laurence Olivier in London to discuss Olivier's invitation to Barrault's company to play at the St. James Theater in London in September. Tentative plans call for six French plays, and a piece entirely in mime, in which Barrault will appear as "Pierrot." This play, called *Batist*, was one of the chief episodes of the French film *Les Enfants Du Paradis* (*The Children of Paradise*). With Barrault will be his wife, Madeline Renaud, and a company which includes Edwige Feuillere and Simone Valere.

Barrault May Go Into Theater in London . . .

Not Only Talent Is Wanted, Pay Also . . .

Entertainment impresarios of Paris are constantly clamoring for American talent. There is only one thing wrong with the setup—the pay is lous-ay with rare exceptions—the exceptions being those emporiums catering to American tourists, using top acts, and these can be counted on three fingers. . . . Dick Collins, handsome Irish seer at Club L'Aiglon, won his sixth successive professional wrestling bout this week. French papers featured pictures of Dick in action.

Washington Once-Over

By BEN ATLAS

WASHINGTON, May 26.—Look for tighter defense controls this summer. This goes for most materials already in short supply to amusement industry. Washington top policy-makers see bleaker austerity ahead whether or not peace is negotiated in Korea. Tension in Asia and Near East is figured to stay for a long time, and program of arming Europe is hardly under way. Some White House insiders are candidly poo-phooing as too optimistic this week's predictions by mobilizers Charles Wilson and Michael D'Salle that relaxed controls may be possible in 1953 if total war is avoided. Grimly commented one topsider: "The only safe prediction is that things will get tougher—period."

Royalties for Poets! It Could Happen . . .

House judiciary subcommittee on copyrights and patents isn't mentioning this publicly, but some of its members see a wide showbiz (D., S. C.) innocent-looking bill to extend copyright protection to authors and poets.

The bill would make authors and poets eligible for royalties on any of their works that are put on disks or on the air. Some subcommittee members think the bill could hatch the Authors' League of America into a royalties-collection agency like American Society of Composers, Authors and Publishers. They don't see anything wrong with the idea, but they're looking over all the angles in closed-door confabs. At a recent hearing on the bill, Authors' League counsel John Schulman told the lawmakers that he saw little need for the League to perform like ASCAP; nothing to prevent authors from dealing individually, he said. The legislation has a fair chance of coming out of committee with minor alterations.

Coy & Taxes Certain; TV Scarce in Mexico . . .

Dynamite-packed issue of educational TV will get the spotlight at Senate Interstate and Foreign Commerce Committee's hearing Tuesday (29) on Chairman Wayne Coy's renomination to the Federal Communications Commission.

Some of Coy's questioners at the hearing will be making political hay on the TV channels issue, but the outcome is fairly sure. The committee will support President Truman's nomination of Coy. . . . House Ways and Means Committee is running nearly two weeks behind schedule in shaping a final tax bill. Frothy sessions behind closed doors are producing endless revisions, with amusement excises reaping major benefits. Radio-TV tax, already trimmed 10 per cent lower than President Truman had recommended, was scaled down an additional 5 per cent Friday (25). . . . Commerce Department says it is getting reports of buyer resistance on the TV sets in market in Mexico, presumably because of shortage of TV stations there. Only one on the air is XHTV. Fewer than 4,000 TV sets are estimated in Mexico, but Commerce sees the market improving when more stations emerge. . . . Look for a full-scale crusade on the issue of functional music. Briefs filed with FCC by functional music FM'ers served notice that FM is a dead duck unless the commission stops sniping at transit radio, store casting and the like.

Picture Business

By LEE ZHITO

HOLLYWOOD, May 26.—Industry is undergoing a series of changes as a result of television's inroads in the box office and world conditions which have shrunk Hollywood's foreign take. These remind some studio men of the depression days when an over-extended pic industry had to adjust itself to changed economic conditions. Ceilings have been placed on the budgets of many productions, holding them down to the \$1,000,000 mark.

Recently 20th Century-Fox announced a drastic 50 per cent pay cut for all top execs earning over \$500 per week. Prior to that, heads rolled at Warner Bros. as the staff was pruned to the bone. Similar pay roll and staff cuts are anticipated at other lots.

Guys in the business who should know predict that the industry from here on out will be jolted regularly as the nation's massive picture business slowly but surely readjusts itself. This they claim will continue until there's wedding between tele and pix.

One teleo topper who prefers not to be named claims that day is not too far off. It will be hastened by two inevitable factors—compliance with the government's

theater divorce order and fulfillment of the Federal Communication Commission's lifting of the tele freeze. As studios are relieved of their theater holdings and as tele stations cover the country, major picture companies will realize what some of the tele-minded independents already know. Studios manufacture a product but, like any other manufacturer, are not too concerned about a change in the market's form just so long as a market exists. Candy-maker, for example, worries only about peddling his sweets and cares little whether they're sold thru vending machines or over the counter. As pictures and television go thru their metamorphosis, movie makers are expected to adhere to that philosophy.

Studios expect similar tightening to take place on the theater level, but feeling here is that most of the weak exhibitors have already fallen by the wayside. Many who have been able to survive TV's initial grab at the b. o. will hold their own from here on out. They will be receiving Class A products now that tele has knocked out the B and C film, and will still be able to pull them in with top productions despite the lower pro-

duction budgets.

Rumors of a Lou Lurie-Warner Bros.' deal still pop up, but that one about L. B. Mayer quitting Metro has died down. . . . U. S. producers burning the midnight oil to be the first to hit the marquee with a film based on General MacArthur's *Old Soldier* line now find an English firm beat them to the b. o. Four Continents, British firm, will unveil its *Old Soldiers Never Die* to the U. S. theatergoer some time next month. . . . Talk about holding budgets down, Columbia's *Jonie Taps* brought in *Sunny Side of the Street* musical at \$285,000. It's in color and will get a Class A release in September.

Metro sales conclave curtailed here this week, with high optimism about film business voiced by the managers. A trio of MGM pix, *The Great Caruso*, *Father's Little Dividend* and *Go for Broke*, are reported doing well across the country. . . . Irving Shulman began work on *East Is East* with megger King Vidor. Shulman, author of novels *Cry Tough* and *Amboy Dukes*, will complete the screen play with Katherine Turney. . . . Felix Feist inked a long-term pact at Warners, following work on *Tomorrow Is Another Day*.

Rome Round-Up

By SYD STOGL

(This column appears in the first issue of each month.)

ROME, May 26.—The Italian legit season is drawing to a close and, altho nothing sensational marked this year's offerings, mention must be made of two American plays that scored smash hits with critics and public alike. They were Arthur Miller's *Death of a Salesman* and Tennessee Williams' *A Streetcar Named Desire*. Luchino Visconti got nothing less than unanimous acclaim for his direction of both hits and, as a result of her performances in the two pieces, Rina Morelli is now being referred to as the year's top actress.

Actually, the season will be finito at the end of June when Eduardo De Filippo's troupe moves out of the Eliseo. . . . Eduardo's last play, *Fear No One*, closed after a highly successful six-week run and was replaced with his comedy, *Filumerun Marturano*, which gives Eduardo's sister, Titina, an opportunity to display her superb talent in the title role. *Filumerun* is about a Neapolitan trollop who wants to turn over a new leaf and bring up her illegitimate kids decently. Before the De Filippis return to their native Naples for the summer, they'll do one more play, Eduardo's brilliant satire of a decade ago, *Ditegli Sempre Di Si (Always Tell Him Yes)*.

Latest legit arrival is Giovanni Calendoli's *Incontro Col Destino (Meeting With Destiny)*, which opened at the Ateneo and garnered friendly notices from most of the critics. *Tempo's* Silvio D' Amico, however, said he thought the play should have been squeezed into one act instead of being "diluted" into three. But even D'Amico had nothing but praise for the direction of Anne Marie Rimoldi and the

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Fanny Brice Near Death in Hollywood

HOLLYWOOD, May 26.—Fanny Brice is in a critical condition at Cedars of Lebanon Hospital, suffering from a severe massive cerebral hemorrhage. The comedienne has been near death since Thursday (24) and at press time her condition remained unchanged. The former *Ziegfeld Follies* star is 59. At her bedside are her son, William, his wife, and her daughter, Frances, and her son-in-law, Ray Stark.

Miss Brice, who has become synonymous with her characterization of Baby Snooks, began her theatrical career on New York's East Side, just barely in her teens.

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C. R. Schreiber . . . Coin Machine Editor, Chicago
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Ben Atlas Chief Washington Bureau

Managers and Divisions

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

W. D. Littleford, Gen. Mgr. Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2890

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

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

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

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

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

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Idle Actors To Get 2-Wk. Bonus On '49 Earnings

New Yorkers Gain From Provisions in Hughes-Brees Bill

NEW YORK, May 26. — Performers who have already received their 26 New York unemployment insurance checks on their 1949 earnings are entitled to two more, according to James Bowles, senior insurance manager, in a statement today clarifying the actors' status under the New York State Hughes-Brees bill which goes into effect July 2 of this year. These checks are purely on this one-shot basis and must be applied for between June 4 and June 30. The checks will be granted provided two weeks of employment are shown.

Under the new bill, actors are also required to know whom they work for, Bowles said. "It's surprising, but most actors don't know who their employer is," he added, citing the complicated set-up of the radio or TV show. The new bill makes it mandatory that the applicant for insurance present a TW 12.3 form from his employer. However, if an actor does more than one show for a particular sponsor on radio or TV, he need present the form for only one of such shows. The purpose is to give the State insurance office a list of employers. They then check the employers for a statement of the full earnings for the year.

Beginning July 4, checks will be

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Showbiz Yields Bumper Crop of Taxes in April

WASHINGTON, May 26.—Increases were registered in yields from practically all of Uncle Sam's amusement excises last month, according to Internal Revenue Bureau's latest returns issued today (26). Continuing to set a galloping pace for the amusement tax field, the excise on radio-TV-phonograph sets brought in a return four times higher than the previous April, while increases in milder proportions were shown in yields from taxes on phonograph disks, musical instruments, cabaret admissions, coin-operated machines and tobacco. Shrinkages were registered in yields from theater admissions and alcohol taxes.

Seen as reflecting results of sales drives by retailers in major TV cities, as well as pointing up the impact of addition of the TV excise, the tax on radio-TV and

(Continued on page 39)

Rogers Album Decision Due

HOLLYWOOD, May 26.—Announcement by Warner Bros. Studio Tuesday (29) as to cast and promotional plans for the forthcoming pic on the life of Will Rogers, is expected to kick off final preparation for the Will Rogers Memorial Album. Jimmy Stewart is reported having the inside track to portray the late entertainer. Mitch Hammerburg and Arnold Marquis, repping the Rogers Estate, are expected this week to ink a major diskery thru which to release the album.

Difficulty in selecting the lead for the pic has delayed the estate in selecting a waxery. Album is packaged from old Rogers recordings and acetates made from early Rogers air shows.

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Highlight Reviews

TELENEWS

Coast TV Beats Ink Outa Papers As Sex Slaying Stirs Populace

By LEE ZHITO

Is a sex slaying too hot for tele to handle? Heretofore in its on-the-spot news coverage, TV has cautiously avoided the crime beat, but last week two Los Angeles stations, Paramount's KTLA and Los Angeles Times' KTTV broke precedent by moving their cameras into the midst of a grisly and sordid murder. Three days after 10-year-old Patty Jean Hull disappeared from her Buena Park home fears grew that a sex crime had been committed. KTTV sent three remote units and a 16-mm. film newsreel staff to Orange County, followed on Wednesday (23) by KTLA's remote crews.

Stations interviewed law enforcement officials and participants in the search parties that combed

the area for the missing child. Both outlets carried marathon coverage from the little town 23 miles from here, remaining on the air thruout Wednesday, Thursday and Friday. As the case unfolded, TV gave its viewers glimpses of the murder suspect, and finally via film, brought into the living room the finding of the body, child's makeshift grave, interviews with the child's weeping father, witnesses, the suspect's attorney, the district attorney, and finally Friday (25), on-the-spot coverage of the grand jury's indictment of the suspect.

Altho KTLA has long led the local field in covering similar events—its most outstanding, the Kathy Fiscus case—station this

time trailed considerably behind KTTV. Times station seemed to get the breaks, being at the right spot at the right time. Furthermore, KTTV had Bill Welsh on its team, who along with newsmen Roy Maypole and Bob Wilson, turned in an outstanding job in handling so delicate an affair. Welsh, incidentally, had covered the Kathy Fiscus tragedy for KTLA, but recently switched to KTTV. Curiously, both stations had slugged it out during the Fiscus case, as well.

In addition to trailing KTTV to the scene by a day, KTLA's position was further weakened by lack of men with news know-how in covering the story. Best of the

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LEGIT

Sherwood Revival Not So Idiotic But Not Exactly a Delight Either

By BOB FRANCIS

One way or another, Robert Sherwood's 1936 diatribe against war and selfish political leadership, called *Idiot's Delight*, has lost steam with the passing years. His over-all prophesy of things to come was substantially sound, and in retrospect it seemed like a helluva play at the time. But what has happened since, and what is potentially in the future today make Sherwood's structures curiously superficial. *Idiot's Delight*, seen thru the wrong end of the telescope hardly scratches the surface and seems over-deliberate

in setting forth its message. The canvas of coming tragedy in those days was just too big for anyone's imagining.

Of course, Sherwood administered his moral laxative thoroly sugar-coated—built it as much for laughter as tears. The spice and the fun are still there in this latest revival by the New York City Theater Company. The trouble with *Delight* is that its serious side, which once seemed so pertinent, is now small-time.

The City Center troupe, however, has done right by this latest

revival. The structure of *Delight* calls for superlative ability on the part of its two leads, and the Centerites have picked wisely in starring Lee Tracy and Ruth Chatterton in the roles created by the Lunts in the original production. Tracy is no stranger to the chore of the Yank showman who is stranded in an Italian boarder hotel with his chorus line, having played the brash and lovable Harry Van for a year in London back in 1938. Miss Chatterton's phony Russian adventuress is like-

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NIGHT CLUBS

Dan Bangs, Fran Slaughters 'Em On Hot Bill at Ft. Lee Riviera

By BILL SMITH

Danny Thomas doing a fast two-week, Fran Warren on the same bill and holdover productions and specialty acts make this Ft. Lee (N. J.) Riviera offering one of the best shows around New York. Thomas' toying with his audience, throwing lines to the pros as well as the straight customers, deliberately losing them and getting them back, was sheer artistry. Thomas didn't use any new material, but in his hands it became top yock bait. In the middle of his act he took time out to introduce three Congressional Medal holders of the Korean war brought in by Phil Regan. It's tough following that.

Most comics would prefer to do such intros at the end of their act. Yet Thomas took it in stride and even pulled the medal holders into his chatter. From then on he went into more material plus a couple of ad lib sight bits for one of his best performances.

Fran Warren, playing a date she was forced to cancel last year because of an appendicitis operation, did an amazing job. If she keeps up the new pace, she should become a major attraction before the year's out. Dressed in a red and white job that did wonders for her, she opened with a bright *This Is Where Love Walks Out*, getting

them right away. Then came a slow, wistful *I Love You Much Too Much*, with one Yiddish chorus—a switch from the now customary Italian verses by many singers—and the gal had 'em sewed up. She followed that with an exciting arrangement on *Great Come and Get It Day*.

10th Avenue Special

Her next was a wonderful *Slaughter on 10th Avenue*. Using special lyrics to the Richard Rodgers melody, it told the story of a 10th Avenue girl who hooked up with a gambler, rose from the

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TELE

"Information" Fatuous Exercise Over DuM.'s Harassed Megacycles

By JERRY WEXLER

A pleasant looking but harassed woman, named Helen Faith Keane, has been signed by DuMont to a one-year contract, according to that network's drumbeaters. They had better get started figuring out her second show, because what she's involved in now isn't long for this ether.

Her debut program is a 15-minute essay in fatuity—dispensing bromidic advice in answer to questions mailed in by unmoored souls. For example: A widow wrote in saying that her son was about to graduate from high school; she had supported him all the way and now the boy was "disappointed" because she thought he should get a job rather than go on to college by day.

A guest expert, Dean Ruth Wright, of the City College of New York, suggested that it would be eminently fair for the boy to find a job of some kind and attend school at night. Miss Keane concurred in the obvious wisdom of this solution. This went on for 15 minutes, but not smoothly, as mildy interlocutor peered about the room for leads and gambits. She closed the show with an irrelevant switch to what can be done with a string of pearls, knocking out a couple of rope tricks.

The show is sustaining, of course. Miss Keane, the press department avers, qualifies for advising people about stuff thru having been an editor of a national magazine,

teaching at New York University and acting as consultant for several fashion enterprises. She doesn't have what's needed by way of projection or sparkle to carry off her present undertaking, however. Seems she could have saved the widow show with the hallowed vaude line: "Your ma worked for you all her life; now let her work for herself."

TELEVISION — Reviewed Monday (21), 12:15-12:30 p.m., Monday thru Friday. Sustaining over WABD. Produced by Duncan MacDonald, directed by Keith Thomas. Cast: Helen Faith Keane and guests.

UPT DEAL BUILDS ABC AS POTENT WEB THREAT

NEW YORK, May 26.—The most graphic and significant development in the quickening evolution of show business continues to be the combining and shifting of radio, television, film and exhibitor interests at an accelerated pace. The merger of the American Broadcasting Company with United Paramount Theaters without doubt is the most important of these, with Edward J. Noble, ABC board chairman, and Leonard H. Goldenson, UPT president, finalizing details this week. Also epitomizing this trend is Ike Levy's resignation from the Columbia Broadcasting System board of directors to devote full time to Official Films, video film firm (see separate story). Other signs include the recent move by exhibitor Bob Lippert into TV film making.

The major interest surrounding the ABC-UPT deal revolves around the future competitive position of the AM and TV broadcast divisions as against CBS and the

National Broadcasting Company. Perhaps the most challenging task in broadcasting annals confronts Bob Weitman, who becomes vice-president in charge of talent and program development of the radio and TV division of the new firm, American Broadcasting-Paramount Theaters, Inc. Robert Kintner will be president of the radio-TV division, while Goldenson will

hold the presidency of the entire new firm.

New Era

With the web about to enter a new era, ABC will have to be considered a major antagonist by the big two, NBC and CBS. A firm financial status, with a hefty bank roll available to procure major talent and properties, marks one aspect of this picture. The other is Weitman's unquestioned show savvy, his vast contacts in the talent field and his reputed shrewdness in the business end. This parlay, added to the web's excellent TV facilities picture, makes ABC a major future force, particularly in video, where the traditions of network leadership are far from being established beyond revision.

It is precisely in the field which is Weitman's forte, talent and properties, that the web is expected to make its first and most dramatic bid, once the dust settles, Federal Communications Commission approval is gained as anticipated, and the new set-up begins to function. Bold moves to acquire top marquee names are anticipated in a drive to bring prestige and acceptance by public and trade alike to the web.

Affects Radio Too

While the major move is expected to be directed toward television, the radio web also is bound

Ford To Drop 'Kukla'; May Fold 'Theater'

NEW YORK, May 26.—Ford dealers this week were reported dropping the one night a week they sponsor on the *Kukla, Fran and Ollie* series on the National Broadcasting Company TV network. Reason is the general retrenchment which has been leading auto makers and dealers to cut back on advertising for the past several months.

Meanwhile, no official decision has been made on continuance of *Ford Theater*, the company's hour-

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"Coffee Pot" To Perk for Lucky Strikes

NEW YORK, May 26.—Replacement for Lucky Strike's *This Is Show Business* TV series will be an audience participation package tagged *Coffee Pot*. It's a Lou Cowan package.

Coffee is based on an old parlor game in which contestants are asked to identify an item from a particular action portrayed without verbal description. The program will air on the Columbia Broadcasting System Sundays at 7:30.

Altho no emcee has been set, chore may be assigned to Jan Murray, who is also a candidate for the Thursday night opening on *Broadway Open House*.

Luckies previously set Guy Lombardo and his ork as the summer replacement for Jack Benny.

With 27 Houses by Fall, ABC-UPT To Hit Top as Theater-TV Chain

NEW YORK, May 26.—The New American Broadcasting-Paramount Theaters, Inc., will have the outstanding chain of theaters equipped for television by next fall when 22 more installations are added to the five houses already equipped. Theaters in New York, Chicago (2), Detroit and Minneapolis have been using big-screen TV for some time.

To the merger, United Paramount Theaters brings some 1,500 theaters. However, terms of the divorce-

ment from Paramount Pictures, Inc., provide that these be reduced to about 650 by ending certain joint ownerships with current or potential independent exhibitors.

American Broadcasting Company's contribution includes owned and operated outlets in five cities, involving AM and FM radio and television in New York, Chicago, Detroit, San Francisco and Los Angeles. Also, the radio network has 289 affiliates, while the TV web has 63.

ABC Real Estate

ABC real estate ownership includes, besides the subsidiary ABC Television Center Company Inc., some 36 acres at the antenna site in Lodi, N. J., with some structures and technical equipment; joint interest in about 40 acres in Tinley Park, Ill.; some 20 acres in Hollywood where the ABC video center is to be developed; about 11 acres in Los Angeles used for AM and FM broadcasting, and about 17½ acres in Detroit.

UPT's holdings included WBKB, Chicago TV outlet, which is being sold to the Columbia Broadcasting System by Balaban & Katz, UPT subsidiary. Paramount Gulf Theaters, another UPT subsidiary, owns 50 per cent interest in WSMB, New

NEW ABC-PAR VEEP A WOW

NEW YORK, May 26.—Bob Weitman, now vice-president in charge of talent and program development for the radio and TV division of newly organized American Broadcasting-Paramount Theaters, Inc., is one of the best known and best-liked showmen on Broadway. In his many years as a veepee of United Paramount Theaters, Inc., and managing director of the highly successful Paramount Theater here, Weitman has built the most solid kind of relationship with top names in virtually every phase of show business. While he is faced with as great a challenge as ever faced a showman in his new post, his show business associates are certain he will make it "big," and set some new patterns in radio-TV programming.

Peter Hayes Set For Ronson Show

NEW YORK, May 26.—Ronson Lighters this week bought *Star of the Family*, erstwhile Morton Downey TV series, to start July 29 on Columbia Broadcasting System's video network. However, the package has been refurbished and will now star Peter Lind Hayes and Mary Healy, last on TV for Bordens.

The deal was set by the Grey Agency thru the Music Corporation of America.

Orleans AM station.

Other UPT theater operation interests include:

Arizona Paramount Corporation, operating in Arizona and Arkansas; Balaban & Katz, Illinois, Indiana and Ohio; Buffalo Paramount Corporation, New York; Franchon & Mares, California; Florida State Theaters, Florida; Fulton Enterprises, New York; Georgia Theater Company, Georgia; Intermountain Theaters, Idaho and Utah; Interstate Circuit and Texas Consolidated Theaters, Texas and New Mexico; Jefferson Amusement Com-

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25 Mil Involved in ABC-UPT Exchange

NEW YORK, May 26.—The financial aspects of the American Broadcasting Company merger with United Paramount Theaters make the deal the biggest in the annals of the business. Altho there is no cash outlay, an exchange of stock worth nearly \$25,000,000 is involved, with ABC stockholders to receive common and preferred stock valued at that amount in the new company, American Broadcasting-Paramount Theaters, Inc.

For each share of ABC common stock, ABC shareholders will receive \$7.50 in common stock of the new firm, at \$10 per share. ABC preferred stock will be exchanged for \$7.20 of AB-PT preferred at par value. Dividend rate of the new preferred stock will be 5 per cent, with a sinking fund of 4 per cent each year of the initial aggregate par amount issued, about \$12,000,000.

A sidelight of the deal was the

MAY DUB ABC 'POPCORN' WEB

NEW YORK, May 26.—The new American Broadcasting-Paramount Theaters, Inc., broadcasting operation may become known as the Popcorn Network," according to Bob Kintner, who is president of the AM-TV operations of the new firm. Kintner said the tag may be hung on the web because United Paramount Theaters last year sold \$20,000,000 worth of popcorn in its houses.

sale of WBKB, UPT's video outlet in Chicago, to the Columbia Broadcasting System for an estimated \$6,000,000. The call letters will be used instead of WENR-TV, ABC's outlet, which will be the AB-PT outlet in Chicago. CBS probably will give the former UPT station the call letters WBBM-TV, to conform with the call letters of its AM station in Chicago.

The financial structure of UPT last month consisted of 4,000,000 shares of \$1 par common stock authorized. Of these, 3,261,371 shares were outstanding, and 595,373 shares of this latter group were held in a voting trust with vote trustees being the Bank of New York and the Fifth Avenue Bank. Options are outstanding for purchase of 40,000 shares of common stock at \$12.50 per share before December 28, 1951.

UPT's Profits

UPT's consolidated net profit in 1950 was \$12,141,667, equal to \$3.07 per share. During the past year dividends of \$2 per share were paid. Consolidated earnings in the first quarter of this year were \$2,791,000. This compares with \$3,193,000 for the same period last year.

ABC's stock set-up finds Board Chairman Edward J. Noble holding 979,620 shares, or 58 per cent of the network's 1,689,000 shares of outstanding common stock. At current market listings, Noble's holdings are valued at \$13,024,417. He purchased the network eight years ago for \$8,000,000 when the Federal Communications Commission issued its edict against dual web ownership. President Robert Kintner of ABC currently holds

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WELL, WHAT A COINCIDENCE!

NEW YORK, May 26.—The exact time when Leonard H. Goldenson, president of United Paramount Theaters, was setting the deal with Edward J. Noble, board chairman of American Broadcasting Company, to merge the two firms, Mrs. Goldenson was appearing on the air over the facilities now to be headed by her husband. Nancy Craig, on her ABC-TV fem show, had Mrs. Goldenson as her guest. However, both respected the release time on the story. No mention was made of the proposed merger.

Joint N. Y. Office For ABC and UPT

NEW YORK, May 26.—American Broadcasting Company and United Paramount Theaters, which merged operations this week, probably will move their headquarters to the same site early next year. This doubtless will

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See Certain FCC Approval Of ABC Merger

Any Complications In UPT Deal Would Not Be Prohibitive

WASHINGTON, May 26.—Little doubt is seen here that the Federal Communications Commission will give its okay to the merger agreement reached this week by the American Broadcasting Company and United Paramount Theaters, Inc., altho a time-consuming study of complexities in the negotiation is certain.

The commission's study, which will be embarked on as soon as transfer applications are filed, will follow routine steps, including examining the arrangements to see that they conform to regulations governing duopoly, corporate interests and the like. FCC'ers are known to take the view that United Paramount Theaters, Inc., is an entity unrelated to Paramount Pictures, and consequently no complications are expected over FCC's stated policy of cold-shouldering applicants who had been convicted in anti-trust actions. Paramount Pictures' consent decree subsequent to an anti-trust conviction divorced it from its exhibitor interests of which United Paramount sprouted.

It is generally expected that applications to be filed before the FCC will render as academic any pending cases which could complicate the proceedings. One such case, still pending in the commission, involves a proposed decision issued December 15, 1948, in which the commission stated that "Paramount Pictures, Inc., exercises control over Balaban & Katz Corporation, Paramount Television Productions, Inc., and Allen B. DuMont Laboratories, Inc."

The commission in that finding proposed to sever applications of Allen B. DuMont Laboratories, Inc., for new TV stations in Cleveland and Cincinnati and the applications of Paramount Productions, Inc.; United Detroit Theaters, Inc., and New England Theaters, Inc.,

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Demos Pitching TV To Nat'l Sponsors

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in staging big spectacles in Chicago Stadium.

Bidding for rights to both conventions probably will start at \$250,000. How high the price will go is anybody's guess now, but Pabst Brewing Company of Chicago, the first to be approached, is ready to start at that figure. However, Pabst would not consider the deal unless they could have both conventions because they don't want to give any ideas they are selling a partisan beer. A spokesman for Democratic national committeeman J. M. Arvey, of Chicago, also is believed to have talked to Gillette.

TV Both Conventions

There is no doubt that both conventions will be "television" conventions. With the cable and relay connecting both coasts for live

telecasts by convention time, the audience will dwarf that of the 1948 conventions.

The Chicago Democrats in making their bid for the convention were able to point to the tremendous jobs they can do with their huge machine organization and manpower. They can load the stadium if necessary and have organized cheering squads that colleges could take lessons from. They will pull all stops in demonstrations, pageantry and organized noise and all for the benefit of the TV cameras.

ABC-UPT Board Named

NEW YORK, May 26.—The board of directors of the new American Broadcasting-Paramount Theaters, Inc., will consist of 13 board members of United Paramount Theaters, and five board members of American Broadcasting Company.

The UPT representation consists of John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Leonard H. Goldenson, Walter W. Gross, Robert L. Huffines Jr., William T. Kilborn, Walter T. Marshall, Robert H. O'Brien, Herbert Schwartz and Robert B. Wilby.

The ABC officials who became directors of the new firm include Earl E. Anderson, Robert H. Hinkley, Robert E. Kintner, Edward J. Noble and Owen D. Young.

Goldenson, president of UPT,

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Senate OK, But Reorg Grilling Seen for Coy

WASHINGTON, May 26.—The Senate Interstate and Foreign Commerce Committee is expected to vote its approval to President Truman's renomination of Chairman Wayne Coy, of the Federal Communications Commission, but the commission chairman is nevertheless expected to face a grueling session at a hearing before the committee Tuesday (29). Several committee members are preparing to subject Coy to a grilling on a number of current major developments, including FCC's reorganization which has resulted in the unseating of legalist Harry Plotkin from a role of top influence and importance in commission broadcast proceedings.

The commissioners, who by a five to two vote a few weeks ago gave Curtiss Plummer the edge over Plotkin for assignment to the powerful post of chief of the newly created Broadcast Bureau, yesterday filled out the rest of the bureau appointments, with Plotkin at his own request omitted from consideration for any of these. Plotkin has been transferred to the general counsel's staff, and there are recurrent rumors that he intends to resign.

Appointed yesterday (25) to Plummer's new bureau were the following: Joseph M. Tittner, assistant chief of the bureau; James E. Barr, chief of aural facilities division; Cyril B. Braun, chief of TV facilities division; Dwight Doty, chief of renewals and transfer division; Frederick W. Ford, chief of the hearing division, and Paul Dobin, chief of rules and standards division.

Dobin has been legal assistant to Commissioner Robert F. Jones. Tittner has been an assistant to General Counsel Ben Cottone, while Barr has been head of the commission aural broadcast division. Braun has been heading the TV broadcast division; Ford and Doty have been on the legal staff.

Coy, who with Commissioner Frieda Hennock had voted to put Plotkin in as head of the new broadcast bureau, is expected to be asked about the entire FCC policy set-up. He is likely to face a number of questions on the delay in lifting the TV freeze, the question of reserving educational TV channels, the FCC's position on the question of functional FM broadcasting, color TV and the proposed TV allocations plan.

TV Time So Scarce NBC's Even Selling Hiatus Openings

NEW YORK, May 26.—Prime network television time—and the equally or more important problem of clearing enough stations for a good-sized network—has become so scarce that hiatus time is now being peddled to advertisers other than the account taking the hiatus. So far, it's happened only on the National Broadcasting Company, but even at that, it is believed to be without precedent not only in television but in radio.

The first instance has been the Hazel Bishop Cosmetic buy of the U. S. Tobacco Time on NBC-TV. U. S. Tobacco is taking a hiatus on its *Martin Kane* private sleuth series, and the lipstickery has bought the time for a series star-

ring the Freddy Martin band. In addition, NBC has an account on the verge of buying the first half hour of the hour being vacated for the summer by Texaco, with another possibility said to be involved in the 8-9 time Wednesday nights, also open only for the summer.

The strange part of the Bishop-U. S. Tobacco sale is that immediately after the latter account decided to take a hiatus, it set Lloyd Nolan to play the lead in *Kane* instead of Bill Gargan. NBC was then advised by the Kudner Agency that the advertiser wanted to air during the summer so as to establish Nolan in the role. The web could not deliver the time since the commitment to Bishop was firm.

CBS-TV Has 1½ To Go Vs. NBC in Shuffle for TV O&O's

NEW YORK, May 26. — Bill Paley and Frank Stanton, Columbia Broadcasting System board chairman and president, respec-

tively, have made it three-and-a-half down, and one-and-a-half to go in their struggle to achieve competitive parity with the National Broadcasting Company in the matter of owned-operated video stations in key markets.

This was accomplished, of course, via the \$6,000,000 purchase of WBKB-TV, Chicago, from the United Paramount interests and an overlap of the American Broadcasting Company-UP deal. The purchase, naturally (as does the over-all ABC-UP proposition), requires Federal Communications Commission approval.

When, as and if CBS comes up with its other one-and-a-half stations, the Paley-Stanton group will have achieved solution of one of the most difficult problems ever to have faced a network. Problem stemmed from CBS's color TV in '43 (*The Billboard*, May 26).

Lever's Cancel 'Irma,' Keep Old 'Lux' On

NEW YORK, May 26.—Lever Brothers this week canceled out one half-hour radio show, but renewed on a full-hour show. The latter is *Lux Radio Theater*, the long-running dramatic series, which was set for another whirl on Columbia's AM network following a summer hiatus.

Canceled show is *My Friend Irma*, which follows *Theater* on CBS Monday nights. Although nothing has been set, it's believed the account will retain the time and replace *Irma* with a less costly show.

LEVY EXPLAINS CBS BOW-OUT

NEW YORK, May 26.—In announcing his resignation for the Columbia Broadcasting System board of directors, Ike Levy stressed the fact that the move in no way represents a deterioration of his long close relationship with Bill Paley and other CBS executives. Levy's move is dictated purely by the fact that he wishes to devote 100 per cent of his energies to his Official Films operation, and that he considers it vital that he be able to deal with CBS on the same footing with any other Official Films customer. This, he believes, would obviously be difficult if he continued as a member of the CBS board.

Ike Levy Quits CBS Board, Buys Fairbanks TV-Flickery

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(Levy, of course, is chairman of the board). Fairbanks interests were given 175,000 shares of stock in Official. Over-the-counter price of the stock has been in the neighborhood of \$3 per share, which would bring the Fairbanks price to around \$525,000.

Acquisition of the Fairbanks operation, and the fact that Goodheart and Fairbanks are going to work for Official, plus Levy's own resignation from the CBS board, is taken by trade observers as conclusive proof that Levy and his associates intend to build the firm into a major factor in the television picture business. For the past year Levy and his people have been quietly buying up as many good films of all types as they could lay their checkbooks on.

Levy has been working on and intends to continue to work on building Official full-time and with the same all-out vigor and investment as he, his brother, Leon, and Bill Paley exercised in building CBS.

Immediate Plans

Levy plans to have 704 finished films, mostly 12 and 26-minute subjects, available for TV stations and advertisers, within the next 18 months. About 500 of these will

represent a repackaging of the firm's *Music Hall Varieties* 3-minute shorts into tight 12-minute packages, with continuity and fresh qualities. This will be achieved by taking, for example, three of the present 3-minute shorts featuring hillbilly artists, hiring a current top hillbilly name such as Eddy Arnold, having Arnold do a 3-minute song, and emcee thru the previously made 3-minute shorts with fresh script. Same procedure for packaging will be followed with jazz items, Latin-American stuff, etc.

The 200-odd balance of films will be new footage, which Official will make in many parts of this country and abroad. Levy leaves for Italy early this month to line up some talent, facilities, etc., in that country, altho he may also transport some American creative workers to Italy to work on his films there.

In the States, Official will make pictures in Hollywood (the Fairbanks facilities and others), New York, New Orleans, Kansas City, Mo., and wherever else may be practical. In New Orleans, for instance, Official has made a deal with Motion Picture Agency, a firm which specializes in producing films for national advertisers and distributing same thru regular theaters. Official will use MPA's facilities in the Mardi Gras State.

On All Fronts

Levy's plans are to restrict the firm to no single specific type of film-making. Official will produce religious films, straight entertainment pictures, shorts, 12 and 26-minute subjects, dramatic, comedy, mystery, etc., depending on

market needs as indicated by continuing studies of station and advertiser requirements. Strip shows, dramatic stanzas, etc., will be made up as packages, but the firm also will make any kind of film from 8-second spots to full-length drama to individual order.

For the present, Levy is setting up no elaborate selling or distribution plans. "There is a time for planning and preparation, and a time for selling," Levy told *The Billboard*. "What we will do in the next 18 months is to lay a solid foundation for our business and build character."

Many top show business personalities and name performers, of course, are stockholders in Official. These include Mike Nidorf, personal manager of Jo Stafford; Manie Sacks, Radio Corporation of America staff veepee; Frank Sinatra, Dinah Shore, Ed Murrow, Sammy Kaye and many others.

While virtually all of the performing names are presently under contract to various TV, film, radio and/or record companies and probably would not be able to make TV pix for Official, the latter organization certainly figures to be in a favorable position for acquiring the services of many of these performers when their present pacts run out, and they may be interested in making video films.

Over-all, the picture shapes up so that financially, manpowerwise on the administrative side, and potentially on the talent side, Levy's Official holds promise of rapidly developing into one of the most important and active new firms in video film-making.

Sterling Ends Shadel Series; To Buy Into TV

NEW YORK, May 26.—Sterling Drug, which is in the midst of an overhaul of its entire AM-TV structure, this week ended sponsorship on another AM series. Series ending is Bill Shadel's newscasts on Columbia Broadcasting System which were bought on a special 20-week only deal.

Reports elsewhere that Sterling was canceling out on the *Sing It Again* simulcast and on Mr. Chameleon are inaccurate. It's staying with the song quiz and taking a hiatus on the AM show. The one firm AM cancellation, other than Shadel, is *Mystery Theater*, which is to be converted into a TV package.

Sterling's changes are prompted by a desire to move more network funds into video. Spot AM activities, in which Sterling is a large spender, will be increased to compensate for *Mystery Theater's* fold.

Kine of TV Musical Raises Unsolved AFM Pact Problems

NEW YORK, May 26.—Interesting case involving TV operations under the American Federation of Musicians' agreement came to light this week when Local 802 started a series of interrogations in connection with WOR-TV's *Charm Time*, Sunday afternoon airer which recently folded. Highlights of the case revolved around the use of kine—the questions being (1) under what circumstances may kine be used, and (2) in the event kine is used illegally, who is responsible—the program packager or the station?

Program, packaged by J. M. Mauriello, had been aired live. Four girl musicians on the show were then given two week's notice

that the show was folding. However, a kine version of the program was subsequently telecast—which action led the orchestra to file with Local 802 a complaint that they had received improper notice because the show had not actually folded.

According to execs of 802, interrogation indicated that the producing agency, either thru pressure of time or lack of finances, could not come up with another live show (Continued on page 9)

Mutual Hops Onto Tandem Sales as Nat'l-Local Combo

NEW YORK, May 26.—A new tandem sales operation is in the works at the Mutual Broadcasting System here. The plan reportedly will be a combination national-local deal, with the web selling middle commercials on shows to national advertisers, and Mutual affiliates peddling the opening and closing pitches to local sponsors.

The plan was initially broached when Mutual's top brass took a

swing around the web's affiliates recently to make plans for *Game of the Day*. The stations reportedly okayed the tandem idea, and Mutual's sales department is currently formulating a complete plan for the two-for-one sales set-up.

Both the National Broadcasting Company and the American Broadcasting Company initiated tandem plans within the past year.

June 28 Set as NCAA Deadline On Live Football Telecasts Bids

NEW YORK, May 26.—A final deadline for proposals and bids to rights for live TV broadcasts of football this fall was set at June 28 by the National Collegiate Athletic Association yesterday (25) in a meeting in Philadelphia. The session included discussions with representatives of sponsors and agencies. Meanwhile Adm. Tom Hamilton, head of the NCAA's sub group grappling with this problem, said that deals for theater TV coverage of football are imminent, with NCAA placing its blessing on any and all such arrangements.

Robert H. O'Brien, of United Paramount Theaters, has been negotiating with Midwestern schools, including the Big Ten, on behalf of theater TV exhibitors, while

Nathan L. Halpern, consultant to Theater Owners of America and to Fabian Fox, has been dickering with Eastern universities. Between 150 and 200 houses are expected to be equipped on time for the grid season. O'Brien and Halpern have set up an experimental plan which calls for use of some games on a full hook-up of all houses, while others will be shown regionally only, in a move to measure relative pulling power.

Meanwhile possibilities of legal problems blocking the acquisition of Big Ten games, which were used by UPT in three houses last year, still exist. The Illinois Legislature dropped legislation to force the State-supported University of Illinois to sell TV rights to broadcasters, but the House this week, by a vote of 110 to seven,

passed a measure forbidding theater TV unless there is simultaneous free public TV. Measure now goes to the State Senate. University officials are known to be eager to renew last year's agreement, but if the deal is stymied, UPT may turn instead to privately supported Northwestern University, which this year has the strongest home schedule in its history, including both Army and Navy.

Similar moves for legislative control of TV rights to games of the University of Michigan and Michigan State College by the Michigan Legislature this week seemed doomed. The State attorney general, Frank G. Millard, ruled that under the State constitution, neither school falls under the purview of the Legislature.

MBS Rate Cut To Be Set at Under 10%

NEW YORK, May 28.—The Mutual Broadcasting System is expected to cut its rates slightly less than 10 per cent following the meeting here of the web's newly created affiliates advisory committee today.

Altho the 14-man committee will consider several different types of rate cut operation, the less-than-10-per-cent figure will probably be the final solution. Heretofore Mutual's rates have been lower than any of the other webs, and the minus-10 per cent slash would put MBS rates in the same low-man relation to the recent rate decreases of the other three networks.

The cut will probably be applicable to Mutual's early nighttime rates and a few of its high-rating afternoon periods.

See Dorrance as MBS Press Head; O'Bryon Resigns

NEW YORK, May 26. — Jim O'Bryon resigned this week as head of the Mutual Broadcasting System press department. Reports are he will be succeeded by Dick Dorrance. O'Bryon did not state his future plans. He had been with MBS about seven years, having served previously with Young & Rubicam.

Dorrance, formerly with WOR, New York, and Columbia Broadcasting System, more recently has had his own advertising agency and direct mail operation.

Hollywood Love Story

RADIO—Reviewed Saturday (19), 11:30 a.m. to noon. Sustaining via NBC. Producer-Editor, Van Woodward; director, Fred Weihe; writer, Earl Hamner; cast, Lyle Sudrow, Elaine Ross, Jane Webb, Alexander Scourby.

Hollywood Love Story is interesting for several reasons. One is that it is a typical example of NBC's new low-budget radio programming policy. Another is that, as such, it indicates that competent writing and direction, fused with a good concept, can turn out excellent fare even with depreciated budgets. Thus this stanza, also directed at the female listener on Saturday mornings, actually turned out to be of a quality equal to or surpassing the average nighttime light dramatic program.

Each week's show is built around the doings of some Hollywood people known to the narrator of the program, a magazine columnist. They need not be film celebrities, necessarily, although in this particular chapter the major characters were an ambitious starlet, her cameraman boy friend, an understanding script girl, plus the usual prototyped director and producer. Also, typical film lot sound effects.

The story itself has been told many times in many ways. Starlet, hungry for quick success, disregards advice of cameraman boy friend and, by flashing the old personality, induces producer to put her into part every female in Hollywood wants. Boy friend is appointed chief cameraman on film. He purposely uses weird angles to upset starlet. So she forgets pretty face and actually acts, out of pique. Picture is smash success, but in meantime cameraman discovers he really loves loyal, understanding script girl.

Adroit direction by Fred Weihe of the Earl Hamner script made this a well-balanced, rapid-paced airer. Alex Scourby's narration as the columnist tied the scenes together neatly, and bridged the time and scene changes smoothly. Producer Van Woodward's editing job resulted in able use of effects, and solid projection of characterization.

Considering that the price tag on this show is something under \$2,000, it would certainly seem a good buy. Bankroller who could use an opus of this type even could transplant it to an evening time slot without needing to be ashamed of it in the least. Point it proves is that radio still can be a potent story-telling medium without having costs multiplied by use of big-name stars.

Sam Chase.

Tugboat Race

TELEVISION—Reviewed Saturday (19), 1-1:30 p.m. EST. Sponsored by Mack Gratiot Company (Chevrolet dealers), thru Campbell-Ewald Agency, via WWJ-TV, Detroit. Producer-director, Robert Ritter. Narrator, Dave Zimmerman.

This unique international competition, first run a year ago, offers exceptional video interest in strictly amateur sport. A dozen entries from the Atlantic, Canada and Great Lakes areas—all, by rule, commercial working tugs—ran the four-mile upstream course on the Detroit River. Intensity of popular interest was evidenced by estimates ranging from a quarter to half a million for the crowds that lined the Canadian and American shores to watch an event tied in with the Motor City's 250th Birthday Festival.

Audio coverage was excellent, with suspense well maintained as the tugs were started, and reports of the early close field came to the narrator by radio-telephone, from a reporter aboard a tug. Meanwhile the atmosphere was appropriately set by sweeping views of the crowds and the finish line. Authority was given to the commentary by a veteran mariner who stood by Dave Zimmerman.

But the first half was seriously marred by static video coverage despite two cameras, one in the reviewing stand and one on the upper deck of a docked steamer, both near the finish line. Adequate coverage of a straight-line event of this caliber required a camera for the start, and there was a wonderful spot to shoot from—from the high bridge about midway on the course. Skillful handling of the zoomar and cameras for the last third went far to make up for this lack of coverage, but there was difficulty picking up beyond about a mile distant.

The close finish was wonderfully handled. There was a dramatic mid-course sweep by one tug across the bows of several others

The Danny Webb Show

TELEVISION—Reviewed Saturday (19), 11:30-12 noon EST. Sponsored by Monarch-Saphin in conjunction with Philco via WPIX. Placed direct. Director, Pete Molnar. Assistant director, Freddy Bartholomew. Produced by Arthur MacArthur. Written by Alex Gerber. Starring Danny Webb.

Kiddie programs over TV are a rough producing assignment, generally bringing forth a flock of youngsters who are cute chiefly to their parents. This venture over WPIX, however, has more substance. For tho it is a kiddie show, it is held together by a script and by a central character. The latter, comedian Danny Webb, is cast as a "retread"—an ex-army man called back to military life. He finds the new army composed of youngsters—actually children—who are much brighter and competent than himself. As an aged Sad Sack, he is cuffed and pushed around by diminutive corporals and sergeants.

This story pattern has obvious possibilities for gentle comedy and pathos, and Webb handles the assignment skillfully. Occasionally the story line gets onto a "junior USO" theme, which permits the unveiling of a variety show at the WPIX barracks. Webb easily drops the Sad Sack character and takes over as emcee, bringing on tap dancers, ballroom duos and singers. A good balance between story and variety is maintained. The acts, in other words, don't monopolize the show.

Monarch-Saphin, which recently made TV history with its auction sale of TV receivers, picks up the main tab, with Philco supplying some co-op money. The commercials plug the new 1951 Philco line at Monarch-Saphin stores. Additionally, there are plugs for Monarch-Saphin's air conditioning service, with considerable attention given to long-term payments on merchandise.

Budget-wise, this show stacks up as very reasonable for the sponsor. There's no large talent outlay, and there's an obvious effort on the part of producers, directors and writers to realize the most out of time and talent.

Paul Ackerman.

Reynolds on Records

RADIO—Reviewed Thursday (24), 7-7:30, CDT. Sustaining via WGN, Chicago. Producer writer and emcee, Fred Reynolds.

The revolution seems to have arrived at WGN. Reynolds on Records is a straight record show and is the first time this major operator has put a d.j. session on its best evening time. Altho it's still unsponsored, the station seems to like the idea, for Monday (28), they were to start a follow-up half hour, with Dick (Two Ton) Baker spinning records and doing some singing. Both shows are 30 minutes across the board. In addition, on Thursdays from 8 to 8:30 WGN has scheduled a record show with Pierre Andre, making 90 continuous minutes of prime evening time for d.j.'s.

Reynolds has a rather dour approach to records. He shuns the hit parade and most current hits and plays old favorites, novelties and jazz greats. His comments aren't the usual fan drivel, but go in for musical background of artists and records. It's about as intelligent an approach as you'll get to popular music, but it probably won't have the mass appeal of the "top 10" merchants' school of disk jockeying.

Jack Mabley.

to rush to an emergency call, abandoning the race. Top human interest was given in close-ups when the winning captains brought their boats in to the reviewing stand, with enthusiastic welcomes awaiting.

Camera work within the limited resources was well handled. Two minor flaws in narration point an object lesson in handling an unusual competitive or special event—persistent reference to ships as "he" (instead of "she"), and a jovial quiz-master style in dealing with personalities, at the presentation of the victors, that jarred with the unaffected heartiness and sincerity of the mariners.

Haviland F. Reves.

Television-Radio Reviews

Let's Do It Now

RADIO—Reviewed Thursday (17), 8-8:30 p.m. EDT. Sustaining via WOR, New York. Producer, Edythe Meserand; director, Roger Bower; writer, Harold Callen. Cast: Frank Thomas Sr. and Jr., Ethel Wilson, Arthur Cole, Barry Thompson, Lillian Udvardy, others.

Let's Do It Now, a top-flight New York documentary series originated by Nadine Blakesley, is a good bet for syndication on a national basis as potent civil defense propaganda. The series has been aired over WOR for the past two months, with the station donating time and studio facilities and seven major industries contributing talent-production costs.

Seventh and last of the series, sponsored by F. R. Squibbs & Son, dramatized Manhattan's vital civil defense problem via a projected picture of New York City after an atom bomb attack. The half-hour drama was a rather unorthodox blending of satire and sermon, an incongruous duo in concept, but wholly successful in execution.

The initial 15 minutes of the slick script lampooned the smug, it-can't-happen-here attitude of many New Yorkers thru a close-up of one family, the Dingedangles. With the evident sanction of WOR's video department, Pop Dingedangle was pictured as a man obsessed with his TV set, while his scatter-brained frau indulged in prolonged buying orgies at local auction parlors. Son John, sole sane member of the family, spent his time in a vain attempt to enlist his parents in civil defense work.

Latter part of the airer traced the chaos of a bombing raid, followed by a concise run-down of prescribed civilian defense operation during an emergency. The script could have hit a snag here, since there is nothing very funny about death, even on the auction block or in a video room. Fortunately, tho, the Dingedangles were allowed to survive—a couple of bruised, battered and thoroly wised-up characters.

Straight discussion periods featuring Miss Blakesley and Dr. Marcus Kogel, New York commissioner of hospitals, were spotted before and after the drama. During the latter session Dr. Kogel presented some chilling statistics on current hospital facilities, estimating that a minimum of 150,000 hospital beds would be needed in case of a bombing. Present maximum accommodations are 50,000.

June Bundy.

Tele Kid Quiz

TELEVISION—Reviewed Monday (21), 5:30-6 p.m., EDT. Sustaining via WOR-TV, New York. Produced by Walter Schwimmer Productions. Directed by Jerry Freedman. Emcees, Bruce Eliot and Dan McCullough.

This new five-days-a-week quiz show entry, aimed primarily at the kid market with a fat eye for parent participation, varies but slightly from the traditional formulae developed for this type presentation. The few differences lie (1) in setting an age limit for the participants at between four and eight and, (2) in making use of two-way telephone conversations set off against a still photo of the quizzed kid to open the participation to the home audience.

The pattern for show has the moderators, Dan McCullough and Bruce Eliot, regularly alternating telephone and studio contestants. They use a teaser question leading to a master puzzler, the latter obviously intended for baby geniuses or encyclopedic parents judging from the pippins popped on this opening-day session.

Loosely Paced

The show is rather loosely paced and presents little opportunity for other than routine camera work. The visual qualities of the show will have to depend to a great extent on whatever charm a kid can exert on the watcher. McCullough and Eliot are an amiable pair of hosts and inquisitors, with McCullough proving a downright fatherly type in the handy manner in which he dealt with the studio contestant, a hale and quite obviously uncomfortable trio.

This first of the series didn't have the two-way phone hook-up in operation, but it was promised for the following day.

Hal Webman.

Jacqueline Susann's Open Door

TELEVISION—Reviewed Monday (14), 11 to 11:30 p.m. Sponsored by Sunset Appliances via WABD, New York, thru Arnold Cohen, Inc. Producer, George Scheck; director, David Lowe; writer, Beatrice Cole; announcer, Lonny Starr; cast, Jacqueline Susann and guests.

The preem of the Jacqueline Susann show on DuMont showed that the frau of CBS producer Irving Mansfield has the capabilities to make this stanza an interesting one. Purpose of the show is to try to open the door to a job for people with capabilities who have had difficulties getting themselves located. Indicative of Miss Susann's charm is the fact that she did not permit the show to descend to a saccharine, tear-jerking level when there was ample chance to do just such a thing.

Two of her guests, for instance, were a gal in a wheelchair who desired a stenopost, and a spry 84-year-old gal who'd been a receptionist. To Miss Susann's credit, the discussions with these people, while done with warmth and understanding, also retained an element of humor and informality which tended to sell these people on their potential worth as employees, rather than because of sob stories. Third door-opening was sought for a lad who wanted a production job with a newspaper, ad agency or magazine because his gal was getting tired of waiting for him.

Production understandably was a mite rough on this initial outing. Camera was particularly remiss in not noting the wheelchair in which the steno was sitting, since Miss Susann made no direct reference to the gal's infirmity.

Lonny Starr's spiling for RCA Victor TV sets at Sunset Stores was real sincere. However, he prefaced his first pitch with a comment that the product actually doesn't need selling, then raised his voice a mess of decibels when he launched into the actual plug.

Regular feature on the show will be appearance of a guest celeb who will tell how tough it was to get doors open for himself once. On this stanza, it was Ken Murray, who brought along Laurie Anders, his cowgal. Murray recounted his woe when Blackouts caught a fat panning after its Stem opening, but had little to contribute about his troubles early in his career. He and Miss Anders mouthed Wide Open Spaces along with a playing of her platter, done in duo with Arthur Godfrey.

Time for Ernie

TELEVISION—Reviewed Friday (25), 3:15-3:30 p.m. EST. Sustaining over NBC-TV. Producer-writer, Ernie Kovacs; director, Joe Behar. Cast: Kovacs and unbilled instrumental trio.

This five-a-week show originates over WPTZ, Philadelphia. Earlier in the year it was tried out over the network briefly and is now being given another whirl. It's a mad, zany type of offering, presenting a lunatic type of comedy. The props are nutty, the lines are nutty. The comedy value, however, seems very uneven. Kovacs is apparently attempting such an unusual brand of hoke that he gives the impression of straining too greatly for effect.

Opening routine, for instance, has Kovacs discussing music and records—the different speeds, different types of music, etc. He then illustrates how records can be made so they may be found in a dark room without trouble. Long-hair disks, for instance, have attached to them a good growth of human shrubbery. A hot disk sizzles when placed in water. A later bit has a guest conductor leading a symphony thru the 1812 Overture. The conductor, of course, is Kovacs, and in place of a baton he uses a bat, a broom, chairs, tables, etc. But on the program caught, this attempt at comedy just didn't come off.

However, the program should get a fair try. Kovacs is attempting to do something different and may hit onto an idea. Meanwhile, it would seem to be a low-cost job, productionwise.

The instrumental trio did one tune, performing well.

Paul Ackerman.

It's Up to You

TELEVISION—Reviewed Saturday (19), 5:30-6 p.m. EDT. Presented by CBS-TV in co-operation with the American Red Cross. Produced by Sig Mickelson, CBS director of public affairs. Director, Francis Buss. Script, Josephine Lyons. Announcer, Peter Thomas. Cast: Joan Bennett, Red Cross volunteer teams.

While this public service series is being presented to demonstrate first-aid technique during an atomic attack or other defense emergency, the lessons to be learned from the live demonstrations could easily be applied to everyday accidents. First-aid technique for treating burns, severe bleeding or a bone fracture can never be demonstrated too often, and television is the near-perfect medium for such a public service undertaking. Any video series that can possibly teach the public not to be afraid of emergencies is an important and vital service at this or any time.

The current Columbia Broadcasting System-TV series follows the same format of a name performer handling the bridges between live first-aid technique demonstrations and includes a plus in using dramatic film strips to introduce the event which caused the specific first-aid emergency. Trouble, however, was in some mishaps in switching from narrator Joan Bennett to the demonstration teams and the film strips. Fact is, the entire show gave the impression of having had too little rehearsal. Miss Bennett was too obviously reading from flip cards and not quite certain of the directorial signals. That all this can be easily corrected is also obvious.

Lacking, too, tho probably because of money problems, was a follow-up to the video demonstrations. If it were possible to offer a booklet which contained sketches and instruction similar to those aired, the lessons taught on this series would never be forgotten. In any case, the demonstration teams deserve much credit for their thespian talents. Materials used for first aid were real—handkerchiefs, newspapers, debris—not spit and polish materials out of sanitary little kits.

Joe Martin.

Hawthorne Here Tonight

TELEVISION—Reviewed Monday (21), 7-7:30 p.m. PDT. Sustaining via KTSN, Hollywood. Cast: Jim Hawthorne. Guests: Frank Fontaine, Stan Kenton and Sarah Vaughan. Producer, Cecil Barker. Director, Bob Adams. Music, Richard Auranid.

Hawthorne's gone straight. Not all the way, but just enough to make him commercially appealing to the sponsor seeking to reach viewers in general. Comic has developed a unique brand of screwball humor and during his years on local radio and TV has created a loyal, tho somewhat limited, following. He deserves credit for so ably watering down his zaniness to handle an otherwise routine talent-hunt show. Altho there's nothing new about the show's format, it has proved its salability, and that's all station is interested in at this time.

Hawthorne's showbiz guests (this week, Frank Fontaine, Stan Kenton and Sarah Vaughan) introduce talented tyros they believe deserve a TV break. Studio audience picks the winner, who receives a set of professional photos plus a week's run at the Thunderbird Hotel, Las Vegas, Nev. Thanks to touches of the Hawthorne style, show is lifted out of the run-of-the-mill talent hunt seg into an interesting, and at times, chuckle-spurring half hour.

This one won't go unpeddled for long.

Lee Zhitto.

Cactus Collins

RADIO—Reviewed Monday (21), 5-5:30 p.m. EDT. Sustaining via WNEW, New York. Producer, Dick Pack. Director, Jack Kuney. Writer, Bill Kayland. Emcee, Al Collins.

Tongue in cool cheek, Al (Jazzbo) Collins teed off as a Broadway buckaroo of the platter prairie Monday (21) with a batch of folk disks and a line of satirical sage brush lingo. It's a right smart idea and should pan out nicely once "Cactus" Collins gets in the full swing of his difficult assignment. Right now, tho, he's riding a somewhat shaky fence between corn and condescension.

The former Salt Lake City deejay, a comparatively recent addition to WNEW, has clicked big

(Continued on page 7)

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

The March of Time

WJZ-TV, Friday (25)

This hour-long film paired excerpts from a 1943 *March of Time* short, *Upbeat in Music*, with a currently filmed interview session featuring host-moderator John Daly, orchestra leader Artie Shaw and jazz historian Marshall Stearns.

The 1943 music flicker was an all-time audience favorite in the *March of Time* film history, proving that of all the arts music is the average American's favorite indoor pastime. It holds up almost as well today, running the gamut of musical tastes from Marian Anderson and Carnegie Hall to Dixieland and Benny Goodman.

The interview session was a vast improvement over the show's initial arrangement, which spotted Daly and guests in a stiff self-conscious one-side-of-the-table set-up. This time the three-some viewed the flicker from comfortable looking sofa chairs and the result was a much brighter gabfest. Daly turned in his usual smooth moderator job, but Shaw was the real surprise. His fame as an upper-brow is legendary in Basin Street circles, but the musician's personable face-to-camera manners and general air of relaxed amiability was something new for the man who, for years, gave the back of his neck to dance band fans.

Sponsor Chase National Bank scored its best commercial rating with a quaint pictorial contrast between an old-fashioned grocery store and an up-to-date super market. Plug pointed out that bank loans from good old Chase were the cause of it all.

June Bundy.

Treasures of New York

NBC-TV, Saturday (19), 1:30-2:30 EDT

John Kieran had been due to take the TV camera for a good look at the Manhattan skyline from one of those sight-seeing boats that circumnavigate the island, but the whole deal got bogged down with bad luck. Aside from that, one mistake in technique was evident: Kieran talked too much. He brought his wife along and the two of them seemed to feel obligated to keep up an incessant line of chatter. Moreover, Mrs. K. was obviously ill at ease. Field trip like this should really be a field day for the camera, the commentator only abetting when necessary. Also, if Kieran or another gabber had been piped in from placement before a monitor, there might have been some co-ordination between talk and pix.

Show had to be delayed an hour because of inclement weather. Then embarkation was delayed 35 minutes because a freighter was pulling into adjacent dock. It was still quite foggy when they finally shoved off and for remaining 25 minutes pic was scrambled about half the time, probably due to misaimed microwaves. Kieran explained that technicians had been there at 5 a.m. moving a giant generator on board for purpose of telecast.

The few shots of the city they got in were beautiful. But the never-ceasing talk—despite an occasionally interesting point by Kieran—was tiresome. Let's hope NBC tries this again, and better luck next time.

Gene Plotnik.

Danny O'Neil at Home

Reviewed Thursday (24), 6-6:15 p.m., CDT, via WBKB, Chicago

Danny O'Neil is an Irish tenor with an ideal personality for an informal show of this type. His voice projected well, he wandered around the set depicting his living room with no strain at all, and he looked okay going thru the show with no necktie.

He sang three songs, played with his handsome and well-behaved little dog and interviewed Patricia Stevens, Chicago model school boss. The first commercial was particularly effective, with O'Neil's youngster running into the room and demanding his daily dose of Orvita. The boy had good presence and really drank whatever O'Neil poured out of the Orvita bottle—presumably Orvita. O'Neil then leaned on the piano and gave pitch for product, with camera picking up slides.

Accompaniment by pianist Dick Boyell, and his joining O'Neil in one duet, were excellent.

Jack Mabley.

Jack Benny

CBS-TV, Sunday (20), 7:30 p.m., EDT

Still not right. That, essentially, is the word on the "39-year-old" radio champ's fourth video venture. Some laughs, some boffs, but not enough persistent moxie to add up to a substantial half hour.

Chances are this relaxed pacing and understatement will characterize all Benny TV work; it's his style, in radio as it was in vaude before. One thing that mitigates against Benny in TV is the infrequency of his appearances, which destroys the chance of a visual week-to-week continuity. In addition, so much of the Benny pattern that's funny in radio is either unfunny or distasteful on the home screen. The business of guys wandering in, for example, to buy cigarettes, is neither comic nor pleasant.

This show marked the debut, too, of Mrs. Benny (Mary Livingston) in a small part that had virtually no chance to contribute anything. Eddie Anderson (Rochester) did a repeat appearance, but likewise didn't have too much to do. Okay jobs were turned in by Bob Crosby and Ben Hogan, the ace golfer, who handled himself quite easily in the obvious sketch.

Benny seems to face a difficult problem. His AM character lacks substance for television; yet it is so thoroughly established in the minds of listeners and viewers that he cannot deviate from it too far. The result in his shows have been an over-abundance of radio-type content. There wasn't too much sight comedy on this show. The best example was the bit involving pictures falling off the wall—in one a photo of Heifetz as Benny fiddled; of Bobby Jones, Gene Sarazan and Walter Hagen as he practiced golf.

Show took the time of *This Is Show Business* and cut down considerably on the amount of time given to the Lucky Strike commercials, handled this time at open and close by Dorothy Collins, without the dancer-singer combo.

Jerry Franken.

The Ruggles

WJZ-TV, Wednesday (23)

If the scripting and production values on this situation comedy series were as pleasant as the Ruggles family itself, this West Coast show might be a winner. Unfortunately, tho, such is not the case.

Last Wednesday's (23) dialog and plot line, as viewed thru a dim kine, had the same off-the-cuff script quality as some of the early movies, and without the benefit of a pace-wise cutter. The format, as usual, centered about the Ruggles brood, Mr. and Mrs., a teen-age son and daughter, and a ditto combination of pre-teeners. The latter two set the stage for a mild flurry of action by running away with a small boy chum. Said chum, a freckled-faced, appealing youngster, plotted the run-away when his father decided to send him away to school.

The kids, wearing fancy Western outfits, kept busy climbing in and out of trucks. The adults, tho had little to do, but cluck-cluck around the phone, waiting for word on their straying chicks. Vet movie actor Charlie Ruggles clucked very well, however, and his relaxed paternal charm was certainly the show's best asset.

The climax of the drama was particularly weak. The sound effects department produced a completely impersonal thump-thump sound, and Ruggles immediately deducted the children's whereabouts in a locked truck, remarking brightly, "That sounds like the kids now." June Bundy.

Cactus Collins

Continued from page 6

with New York listeners. This show apparently was resigned to cash in on the current folk trend in the pop music field, with Collins roping in on-the-square Western fans, plus his own sharp followers via gentle spoonin' of the saddle set, complete with live-oat ork backing.

Even with a complete script it would be a tough job, and Collins handles 75 per cent of it ad lib. As yet he's not at ease with his hybrid characterization on the latter chatter. However, his scripted square dance calls are slick satire and portend the show's exciting potential as a stand-out gimmick disk jockey series. June Bundy.

Air Checks

Brief but important radio news

Leonard, Frank Form

Radio Pkg. Firm . . .

WCBS's Bill Leonard and Len Frank, of Carnegie Hall Recording Corporation, have formed a new radio packaging outfit, Leonard-Frank Programs, Inc. The initial stanza is to be a 15-minute, six-a-week strip series featuring Leonard's interviews with such names as Ilka Chase, Sam Jaffe, Thelma Ritter, Thor Heyerdahl, Al Capp and Fredric March.

El Ellington Set for

Goodman D. J. Slot . . .

Duke Ellington has been set as a summer replacement for Benny Goodman on WNEW, New York's Sunday afternoon classical disk jockey show. Ellington, who takes over June 17, will vary the heretofore straight classic programming with a few symphonic jazz platters.

Vera Vague To Femsee

"Meet the Boys" Show . . .

Vera Vague (Barbara Jo Allen) is set as femsee for an all-G.I. talent show, "Meet the Boys" over the Columbia Broadcasting System next month. The program, which will emanate from Hollywood on a permanent basis, will be aired on Saturdays at 9:30 p.m.

TV Talent and Show Tips

June Valli

June Valli, a pert, pretty little brunette, an Arthur Godfrey winner, is one of the best singers to come up in recent months. Caught at the La Vie en Rose, on a bill that headlines Celeste Holmes, the gal does blues and ballads in such a thrilling fashion that she just about walks away with the show. The gal uses mostly standards and employs down (rather than the big Paramount) finishes. She sells on phrasings and a soft caressing voice. Some of her mannerisms are a little amateurish. But experience should remove that. The basic voice and the feeling for a song is already there.

B. S.

Barbara Ashley

It seems odd that some agency scout didn't catch on to Barbara Ashley's TV potentialities long ago while she was doing her stint in the recently closed song-and-dancer, *Out of This World*, at the Century Theater in New York. Not only did she draw almost universal critical praise, but a couple of weeks ago was accoladed with an award as one of the top, up-and-coming theater personalities of the 1950-'51 season. The youngster has not only a splendid mezzo soprano, but backs it with fine salesmanship and a canny ability to get about a musical comedy stage. She could prove a real find for the ingenue singing slot in any regular tele musical seg or a solo guest shot.

B. F.

Telenews Review

Continued from page 3

KTLA bunch, Dick Lane, was far too wordy, at times grew too slushy for good reportorial standards, and often clouded precise presentation of facts by probing for bystanders' opinions. This at times, got Lane in an uncomfortable spot. One housewife told Lane kids shouldn't go to Saturday movies—Patty Jean Hull disappeared while attending a Saturday matinee—which made it slightly embarrassing inasmuch as KTLA is owned by Paramount Pictures. Another suggested that the suspect be lynched, which called for cover-up fast talking by Lane. Other KTLA gabbers—Stan Chambers and Dick Garton—showed poorly, fumbling, seeming ill at ease, and many times not getting the co-operation Welsh seemed to command from the officials.

As if feeling it had no business covering a crime, KTLA repeatedly told viewers its coverage was a public service in the hope that public realization of the horror of sex crimes will lead to stronger legislation. KTTV, however, stuck to objective reporting.

While both stations fought hard to top each other, they jointly proved an important point: crime reporting need not be closed to tele. And as unsurpassed newspaper sales reflected, TV can beat the ink out of the daily press.

Short Scannings

Flamingo Corp. Cans 13 TV Films From "Liberty" . . .

Howard Barnes, former radio and TV director of the Dorland Agency, last week finished the first of a series of 13 half-hour films he is producing for Flamingo Films. The as yet untitled films are based upon material culled from the files of Liberty magazine, the TV rights to which were bought by Flamingo last year.

Detroit TV News Show Adds Third Session . . .

Cunningham drugstore chain, a leading AM news sponsor in Detroit for many years, using multiple station coverage, is spreading out in similar fashion in video. "Telenews Ace," 15-minute news show already on twice a day on WJBK-TV, is adding a third daily session Monday (28) at 5:30 p.m. Format uses both studio and film facilities, and ties in the "Cunningham News Ace" shows, long a radio stand-by. The new show will be aired by Guy Bowman, with Larry Ruppel continuing to handle the other two dailies at 10 and 11 p.m. Shows were placed thru the Simons-Michelson Agency.

Dr. Marshall Becomes

WFIL Educational Head . . .

Dr. Roy K. Marshall, scientist and television personality, as a result of his "Nature of Things To Come" telecasts during the past few years, joins the staff of WFIL stations here June 1 as educational director. In his capacity he will be in charge of educational shows for WFIL and WFIL-TV, local American Broadcasting Company outlets. He succeeds Dr. Armand Hunter, who leaves to head up the new television station-being established at Michigan State College. Deal that brings Dr. Marshall to WFIL stations enables him to continue his own TV shows on WPTZ here and on the National Broadcasting Company network.

Ziv Co. Prepares

"Falcon" TV Films . . .

Ziv Television Programs, Inc., is readying a new video film series, "The Falcon," at its West Coast studios. Shooting on the half-hour series, budgeted at \$17,500 each, will start within the next month. The package will be sold on a local sponsorship basis, with spot commercials open to national advertisers.

Helen Twelvetrees Will Emsee Video Filmer . . .

Royal Crest Sales Corporation will sponsor a weekly feature film package over DuMont's New York outlet WABD, beginning Tuesday (29) from 10 to 11:30 p.m. Ex-movie actress Helen Twelvetrees will hostess the live segs of the show, tagged "Royal Crest Theater." Agency is Product Services, New York. Commercials will plug the firms' mail-order line.

Armour & Co. Take

Over Garroway Series . . .

Armour & Company are set to take over the Dave Garroway TV show. Series probably will start on the National Broadcasting Company TV network in the fall, when Garroway also will do a daytime strip for the web. Present sponsor, Congoleum Nairn, bows out in a few weeks.

Jablons AM-TV Director Of "Trib" Air Fund . . .

Mike Jablons last week was appointed AM-TV director of the New York Herald Tribune Fresh Air Fund. The daily runs an annual campaign for funds to send city youngsters to summer camps.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Mr. and Mrs. Blandings

NBC, Sunday (20)

The Cary Grant-Betsy Drake situation comedy series has improved quite a bit since its inauspicious air debut last February. Script-wise, the show still isn't anything for sponsor TWA to write Howard Hughes about, but overall production values have sharpened up considerably.

Betsy Drake is now putting some much-needed animation in her voice, which somewhat mitigates the formerly alarming contrast between her tyro-comedy technique and that of Grant's, past master of the art of the vocal double take.

Last Sunday's show centered about Blandings' accidental candidacy for the school board via a letter his daughter had written the local newspaper. After a lengthy bout with a suburban version of the "fix," Blandings finally won the vote and all ended happily.

The ailer moved along at a pleasant tho not exactly spirited pace and the end-result was satisfactory situation comedy. However, it seems a shame that the high-voltage comedy talents of Cary Grant aren't being used to spark a radio vehicle of like power.

June Bundy.

Our Miss Brooks

CBS, Sunday 6:30 p.m.

As it runs into the homestretch of its third consecutive year, it is pleasant to report that Columbia Broadcasting System's *Our Miss Brooks* holds up as one of the best of the air's situation comedy segs.

Eve Arden has made the indomitable school teacher of the series peculiarly her own and her weekly pursuit of the high-pocketed biology professor, and skirmishes with her high school boss, have become a regular Sunday evening highlight. She has more than fulfilled the promise she gave three years ago on the show's preem as the best bet for the part. All credit, however, cannot be laid at the Arden door. Al Lewis' scripts and directional timing combine for crisp, chucklesome adult comedy and the supporting cast have mellowed together for excellent projection.

Sunday's (20) segment comprised all the usual assets with the bumptuous principal marooned on the school's roof in search of a bluebird (which turns out to be a badminton prop) and suffering all the catastrophes regularly engendered via the help of Miss Brooks and her corps of assistants. Lewis has a happy knack for taking a very small episode and developing it along very funny lines. Along with Miss Arden, Jeff Chandler, Gale Gordon, Dick Crenna, Jane Morgan and Gloria McMillan made top contributions to the comedy pattern. Plugs for sponsor, Colgate-Palmolive-Peet, were well graded for effectiveness, detracting from the script.

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A STEINM.

Program Problems Loom as NARTB Faces Fellows Regime

Organization's Revisions, TV Chief & Education on Schedule for June Meet

WASHINGTON, May 26.—A revival of emphasis by National Association of Radio and Television Broadcasters on broadcast programming operations appears certain to highlight the trade association's incoming regime headed by Harold E. Fellows, who will be formally installed as prexy at a dinner here June 5.

There is already talk at NARTB that twin program directorships may be eventually created in NARTB's new TV organization and in the AM-FM set-up. Discussion of organizational revisions along that line are figured to be premature, however, since the move must await a later board meeting, but the trend toward revitalization of station program counseling by NARTB's dual TV and AM-FM organizations is figured to get under way early in Fellows' regime.

Fellows is expected to avoid any sweeping changes immediately, and is likely to hold the present NARTB staff fairly intact while submitting recommendations to the NARTB board on filling vacancies left by Edward Sellers, who resigned as FM director, and Charles A. Batson, who has quit the TV department. Current outlook is for stepped-up production by the existing staff, rather than any streamlining or economy axing. Sole major functional change in the cards at present is creation of programing directorships.

Even in advance of Fellows' inaugural as prexy, interest is stirring here in a move in this direction, as evinced in the association's current survey of TV programing.

The NARTB board and the new TV association board will stage meetings here June 4-6, their first confabs since the Chicago convention when the twin set-ups were

formally inducted. The groups will meet separately the first two days. The NARTB board is viewed as certain to give attention to the problem of AM web rate cuts.

Sports on Agenda

Also headed for discussion is the question of broadcast rights in football and baseball broadcasting. Incidental to this, Sen. Edwin C. Johnson (D., Col.), chairman of the House Interstate and Foreign Commerce Committee, has agreed to discuss sportscasting problems at a joint meeting of the two boards June 6. Senator Johnson is president of the Western League.

The TV board is expected to give considerable attention to the problems of the dues structure, appointment of a general manager (Thad Brown, Jr., is acting general manager), educational TV, the TV freeze, and sportscasting. The educational TV issue is viewed as one of the hottest before the association, with NARTB already on record with Federal Communications Commission as opposed to unlimited and large-scale channel reservations for noncommercial TV. The board is likely to adopt additional resolutions for presen-

tation to FCC in the pending allocations proceedings.

Over 200 acceptances have been received by NARTB for the \$20-a-plate June 5 dinner in the Presidential Room of the Statler Hotel, and the guest list is expected to swell sizably beyond that. President Truman has definitely rejected an invitation, altho it had been expected that he might attend. An imposing array of honor guests will be on hand, including Associate Justices Tom Clark and Stanley F. Reed, of the Supreme Court; Rep. Joseph Martin (R., Mass.), GOP leader in the House, and Secretary of Agriculture Charles F. Brannan. Judge Bolitha Laws, chief judge of the U. S. District Court, District of Columbia, will install Justin Miller as chairman of the NARTB board of directors.

"Kitzel" Audition For Radio, Video

HOLLYWOOD, May 26.—Radio and tele auditions of *Here Comes Mr. Kitzel* are being readied featuring Artie Auerbach, creator of the dialect character on the Jack Benny Show. Auerbach, who has been contractually tied to the Benny show for the past seven years, will ask that the show's exclusive ownership of the Kitzel character be waived. Heretofore, Auerbach's contract with Benny barred the dialectician from using Kitzel creation elsewhere.

Contract renewal comes up June 3. Heretofore, Auerbach negotiated with Benny directly inasmuch as the comic was principal stockholder of Amusement Enterprises, firm holding Auerbach's pact. However, Amusement now belongs to Columbia Broadcasting System which acquired part of its capital gains deal to lure Benny from National Broadcasting Company. CBS, it is believed, will permit Auerbach to peddle his radio or tele Kitzel shows, but will ask that they be restricted to its own net.

AM and TV scripts are now being prepped by Auerbach and Ralph Rose. Latter will serve as show's producer.

"Gildie" for Kraft on TV?

HOLLYWOOD, May 26.—Kraft is eying *The Great Gildersleeve* for fall TV and has ordered an audition kine of the show. National Broadcasting Company's Western TV programing chief, Norman Blackburn, will have kine completed sometime in June and it will be shot immediately to the bankroller.

Blackburn, along with Frank Pittman of the Needham, Louis & Brorby Agency, is currently casting the show. Willard Waterman, radio's Gildersleeve, will retain the part in the tele version. Remaining cast so far hasn't been set altho, with few exceptions, plans are to carry over as much of the radio crew as possible.

Kraft sponsors the show on AM.

25 Mil Involved

Continued from page 4

7,000 shares of the network's stock. At one time he held 36,000 shares, but divested himself of 20 per cent of his interests in October, 1949, and sold 3,600 more shares in June, 1950.

\$30,000,000 Cash

Leonard H. Goldenson, president of the new AB-PT, has said that the firm has cash reserves of \$30,000,000 over and above tax liabilities. This money is available for investment in talent and facilities.

UPT recently borrowed \$10,000,000 under a stand-by commitment from Metropolitan Life Insurance Company. Goldenson told the stockholders' meeting May 15 the purpose was to have available funds to expand in television and for other corporate purposes. Late last year UPT concluded a \$35,000,000 refinancing with Metropolitan Life and a group of banks. UPT itself was organized only on January 1, 1950, taking over theater interests of Paramount Pictures, Inc., following the government's anti-trust divorce action, splitting the production and exhibitor ends into two separate firms.

UPT Deal Builds ABC

Continued from page 4

to be affected. This, in turn, will place the Mutual Broadcasting System in an increasingly difficult position, with the industry likely to bracket ABC, CBS and NBC on one level, and MBS on another. What changes this is likely to induce into the MBS operation are purely speculative at this time, but unquestionably these, too, should prove drastic.

Another aspect of the merger is the potential concentration of key ABC execs on theater television development. This is more than a pet project of UPT; it has become a virtual crusade, in which a foremost role has been taken by Bob O'Brien, erstwhile UPT secretary-treasurer-director, who now becomes executive vice-president of the radio-TV division of the new firm. It is safe to predict that new and hitherto impossible experiments in the use of theater TV will result from the merger. The

potentials envisioned from network-theater-programing co-operation by NBC and Fabian Fox a couple of years back now become infinitely closer to realization.

New Moves

Ramifications of the ABC-UPT deal will continue to be felt for several weeks while pre-merger calm and stability probably will not return to the industry for several seasons to come. It also is anticipated that this merger by no means will mark the last such instance of combining of forces by hitherto diverse and/or antagonistic elements of show business. Talk of new moves pervades the trade. The very nature of show business today, with its instabilities, economic and otherwise, and pressures by television and other forces, makes for a continuing drive in new and still uncharted directions.

ANA Accepts AC Offer To Meet But Flatly Refuses To Talk Radio Rates

NEW YORK, May 26.—Broadcaster reaction to a letter sent this week by Paul West, president of the Association of National Advertisers, to Paul (Fritz) Morency, chairman of the Affiliates' Committee, was that the letter was an impressive collection of gobbledegook. The letter was in response to Morency's request that ANA meet with AC to discuss the AM rate situation.

West, in advising Morency that he was accepting AC's invitation to meet, denied that ANA had ever acted to reduce AM rates, and added, "ANA at this time, or at any other time, cannot engage in a discussion of radio rates." Any discussion, he said, would have to be of "problems of mutual interest."

While it is conceded that ANA cannot represent its members on rate problems because of the risk of restraint of trade legal angles, broadcasters scoffed at the ANA denial of acting last year to bring AM rates down. West pointed out in his letter this week that last August, in issuing the ANA rate report, he declared that ANA was not telling the networks what to charge. He noted then that the report was to make available to broadcasters the collective views of ANA radio users. This, it is pointed out, could not then, or now, be construed to mean that ANA meant to "increase" rates.

West also declared that misleading statements have appeared in the trade press in connection with

FM Stations Ask Showdown With FCC on Functional Music

WASHINGTON, May 26.—A showdown on the long-smoldering issue of transit radio and functional music is now in the cards as the result of a frankly worded petition to the Federal Communications Commission yesterday (25) to end its tactics against functional music and issue a clear-cut declaratory order on the subject.

After a full hearing, the petition, signed by 13 broadcast companies with functional music ties, warned the FCC that any step by the commission to abolish storecasting and transit radio would be a "death blow" to FM broadcasting. The petitioners cited transit radio and similar specialized services as the sole major revenue-producers for FM broadcasting.

The petition urged the FCC to reconsider its position on functional music operations, as reflected in the commission's recent public notices in which the FCC cast doubt on the validity of these operations and invited members to submit comments. The petitioners insisted that these operations conform with the Communications Act and demanded that the commission make any necessary amendments to regulate these operations or issue a declaratory order so as "to terminate the controversy and remove existing uncertainties." The petition asked also that the FCC "grant such other further and appropriate relief as may be deemed necessary and proper."

Petition indicated that the FCC, by its tactics, so far has obviously been seeking to discourage functional music by threatening to look to revocations. Yesterday's (25) petition is viewed as the opening gun in a crusade to force the FCC to withdraw its methods or make its position clear.

Petition Signers

The petition signers were Le Tourneau Radio Corporation, LTI-FM, Longview, Tex.; Lincoln Broadcasting Company, WLDL, Oak Park, Ill.; Majestic Broadcasting Company, construction permittee of KCBC-FM, Des Moines; Mercantile Broadcasting Company, WLRD, Miami Beach, Fla.; Orlando Daily Newspapers, Inc.,

WHOO-FM, Orlando, Fla.; Radio Broadcasters, Inc., KRKD-FM, Los Angeles; WBNY-FM, Buffalo; WNAV-FM, Annapolis; WTTH-FM, Port Huron, Mich.; KTNT, Tacoma, Wash.; WGHE-FM, New York; WJJD, Inc., licensee of WFME, Chicago; WPEN-FM, Philadelphia.

Scores of other comments poured into the FCC on the issue at the deadline for filing. Most of these, including transit radio operators such as WWDC in Washington, were likewise critical of the FCC's tactics, upheld the public service responsibility role of functional music and subscription radio operations, and asked for a hearing.

SAG Approves \$100 Day TV

NEW YORK, May 26.—Recommended minimum scale of \$100 for an eight-hour day was approved for actors working in production of TV films by the annual membership meeting of the New York branch of Screen Actors' Guild here yesterday (25). A weekly free-lance player minimum of \$375 per week also was voted. The session then approved contract demands for additional payment on each reuse of film spot commercials and for reuse of entertainment film made for TV, with such reuse to be limited to one year after first use which must occur within six months of original shooting.

Kenneth Thomson, TV administrator of SAG, told the full meeting that Television Authority's decision not to contest representation elections in major film companies with SAG resulted from TVA's "knowledge that they would be beaten 99 to 1 if they entered the election." Thomson also said that SAG's new contract written this year reaffirms the union's position that no film made after 1948 can be reused on TV without the consent of SAG.

Joint NY Office

Continued from page 4

be ABC's headquarters on 66th Street plus new office and studio space still to be provided on the site. Also, WOR-TV is to vacate space it occupies there when its lease with ABC expires at the end of this year.

ABC's lease from the National Broadcasting Company for its current space in Radio City is believed to have been extended recently until April, 1952. NBC is known to be anxious to reclaim the space because of its own critical space shortage, while the quarters were too cramped for the entire ABC operation even before the merger.

Chicago Staffers

Continued from page 4

personnel for its outlet, which will stay on Channel 4, but will be renamed WBBM-TV. For the \$6,000,000 investment, CBS gets some of the most cramped quarters of any major TV station in the country, with the outlet using little more space than when it was an experimental job a decade ago. WENR-TV will take over WBKB's call letters, but will remain on Channel 7.

Ford Drops Kukla

Continued from page 4

long institutional series. It is reported, however, the show is virtually set to fold after its current run. Time on the Columbia video network will be sold to Pulitzer Prize Playhouse.

Kukla is left with three other bankrollers buying four nights and is figured an easy sale on the Wednesday night left open by Ford.

See Certain FCC

Continued from page 4

for new TV stations in San Francisco, Detroit and Boston, respectively, from the pending proceedings and to deny the applications.

An off-the-cuff opinion at the Justice Department on the projected transaction was that justice would offer no hurdles, altho the department will be available to FCC for consultation.

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Pubber Drops Tune for SPA Rule on Split

Writers Agree On Income Division, But Deal Is Off

NEW YORK, May 26.—Because of a contract stymie arising from the collaboration of a non-member of Songwriters' Protective Association with two SPA members, pubber Jack Johnstone last week notified the association that he is dropping the tune in question.

Johnstone had taken *Mississippi Moonlight* from Bee Walker and John Kamano, both members of SPA and American Society of Composers, Authors and Publishers, and had then called in Bobby Worth, a non-SPA writer signed with Broadcast Music, Inc., to rework the melody and lyrics.

All three writers agreed on the following split: Worth to get 2 cents a copy, and Kamano and Miss Walker 1-cent each; Worth to get 50 per cent of the writer share of mechanicals, and the other writers 25 per cent each.

Contract was submitted to SPA for counter-signature and turned down, despite the fact that the writers had agreed on the split. The rejection, SPA informed Johnstone, was based on a clause in the basic agreement between the association and publishers to

(Continued on page 24)

Kassner Inks Goldmark as Mgr., Partner

NEW YORK, May 26.—Goldie Goldmark, veteran music man and most recently West Coast rep for the J. J. Robbins pubbery, this week completed a deal with Ed Kassner, the English pubber who recently opened up shop here, to serve as general professional manager for his firms as well as to go into partnership with Kassner Music and Lincoln Music, both American Society of Composers, Authors and Publishers firms, and Picadilly Music, a Broadcast Music, Inc., firm. Goldmark will operate out of the West Coast, but will commute regularly to New York. Mac Wolfson will serve as the New York contact man.

The Goldmark firm, which probably will be an ASCAP house, will draw on Kassner's English copyrights as well as new domestic material. Goldmark has arranged for the new pubbery to publish seven Dmitri Tiomkin movie scores, on which European royalties have not yet been collected. Pix include *Champion Home of the Brave*, *The Men*, *Cyrano De Bergerac*, D.O.A., etc.

First plug for the new firm will be a Don Reid ditty, *Jug of Wine*. Goldmark, incidentally, for the past two years was with J. J. Robbins and previous to that was with Leeds Music seven years.

Kassner currently is in Canada laying the groundwork for a further expansion of his North American set-up.

MAC 1-Niters Set for Weeks

HOLLYWOOD, May 26.—McConkey Artists Corporation has booked Anson Weeks to a short series of one-nighters, orkster's first major tour since his auto mishap several years back. Weeks opened Friday (25) for four days at the army base in Albuquerque, N. M., to be followed by dates in El Paso, June 2; Roswell Army Base, N. M., June 3; and the New Mexico military installation, Roswell, June 4. Batoner works a varying guarantee against 60 per cent split.

While McConkey has placed Weeks on several Coast junkets, the agency does not have a signed paper with the orkster. Should Weeks' tour in the Midwest click, McConkey will undoubtedly ink the maestro. Merle Tabor is the vocalist with the band.

DISKER KNOCKS ON WRONG DOOR

NEW YORK, May 26.—When a well-known r. and b. indie disker phoned pubber Gene Goodman some years ago for a "rate" on one of his tunes which he had already cut, Goodman told him that he'd have to pay the regular 2-cent rate inasmuch as the disker had never before done one of his songs.

The record man has called Goodman periodically ever since, urging him to cut the rate so that he could put out the tune, but the pubber kept insisting full rate or nothing. What the disker doesn't know is that more than a year ago Goodman disposed of the little jazz catalog of which the tune was a part, selling it to another publisher. If the disker applies to Frank Vernier, who is the owner of the song now, maybe he'll get his rate.

Letts Gets RCA Promotion

NEW YORK, May 26.—Howard L. Letts, controller of the RCA Victor record department since 1945, has been appointed to the newly created post of assistant manager, according to department topper Paul Barkmeir. Letts, who will headquarter in the company's Camden, N. J., offices, will assist in the administration of sales, recording and production activities. He will also act as liaison between the Camden and New York divisions of the record department.

ALEXANDER SUIT SETTLED BY BMI

Out of Court Agreement Reached After 3½ Years Gives 18G to Five

NEW YORK, May 26.—Broadcast Music, Inc., Friday (25) forked over \$18,000 to publisher Perry Alexander, four co-litigants and their attorney in an out-of-court settlement of two lawsuits of three-and-one-half and one year's duration, respectively.

A BMI spokesman said that the case had been settled only because the amount paid was substantially less than the cost of defending the two actions.

The settlement was disposed as follows: For Alexander, \$7,500; Charles McCord, \$2,000; Joseph Nuccio, \$2,000; Clem Tamaraz, \$2,000, and Beatrice Reynolds, \$1,000. Attorney David P. Seigel, who represented all the plaintiffs, received \$3,500 in separate payment from BMI for his counsel fees.

The plaintiffs have all been BMI publishing affiliates. They began their older action in New York Supreme Court, asking the licensing organization to account and pay

Welk's Aragon Date 60G Top

HOLLYWOOD, May 26.—Lawrence Welk broke all records at the Aragon Ballroom, grossing \$60,000 and playing to 50,000 persons during his four-week stay at the Ocean Pier dancery. Orkster closed tonight (26) and Tuesday (29) gets underway a series of 21 one-nighters, at Elitch's Gardens, Denver. Previous money high was set by Welk in August, 1947, who then took in \$50,000. Terperly of Pops Gordon is trying to bring the batoner back for an August date.

Aragon has no explanation for the sudden surge in biz. Welk accompanied his date with a sustaining revue-type show on KTLA, tagged *Lawrence Welk's Revue*. George Cates follows Welk, bowing Sunday (27) on a five-day-a-week sked (see other story), the same as Welk. Should the sked prove too much for Cates's new ork, he will revert to a week-end only policy.

PUBBERS BLAME DISKER PRACTICE FOR CHAOS

Offer Suggestions To Bring Biz Out Of History's "Most Confused State"

By HAL WEBMAN and JERRY WEXLER

NEW YORK, May 26.—"Respect Our Property!" was the almost unanimous declamation of the music publishing trade in rebuttal to the set of "requirements" for pubbers set down by diskery recording men in these columns three weeks ago (*The Billboard*, May 5).

The pubbers, the greatest majority of whom were queried for their appraisal of the current state of diskery-publisher relationships, proved to be more analytic than they were suggestive. Many frankly admitted that they were confused and stumped, that the business has assumed a chaotic nature and that they were at the mercy of the record companies. Most pubbers pointed an accusing finger at diskers, individually and as a group, as the element which sabotaged the unity of the music industry and drove it to its "most confused state in the modern history, of the trade."

Pubs Suggestions

Astute publishers, unable to produce concrete ideas, came up with suggestion, of a loose and vague nature. These included:

1. The music trade must gear for a smoother industrial coherence. At this point the recording men completely dominate the publishers and their methods of

operations. Their attitude toward the latter is a mixture of disregard and doubt. "This attitude," said one major pubber, "has created a general disinterest in the publisher and his welfare at the record company level. The recording men, feeling the unquestionable power they have, have developed a personal and almost careless approach to our properties. To perform an industrial function we must have the trust and respect of the recording men. They must respect our properties and our business." Another pubber believes that if the recording men would universally agree to trust "my faith in my songs," then he could return to a modified disk-minded plug system of exploitation. A form of the plug system, this pubber points out, would automatically cut down the number of song submissions a pubber would make and

would also pave the way for an ingrained obligation of publisher to disker and vice versa.

No Unpubbed Songs

2. Almost every publisher quizzed felt that diskers should immediately stop taking unpublished (Continued on page 16)

Columbia Eyes On Tune Firms; Ready With \$\$

HOLLYWOOD, May 26.—Columbia Pictures is in the market for a couple of top line music firms and will shell out as much as \$1,000,000 to \$1,500,000 for the right catalogs. Acquisition by Columbia of a music firm will add to the number of studios who own pubbery subsids.

It was learned that Jonie Taps, studio's producer and former music exec, hopped to New York for a look-see at the music firm situation. No deal was made, altho studio is known to be continuing its search for the right company.

Of the studio subsids, Walt Disney was the latest to move further into the pubbery field with the addition of Wonderland Music to the already existing Disney music firm. Both 20th Century-Fox and Metro-Goldwyn-Myer jointly own Robbins, Feist and Miller. Warner Bros. and Paramount Pictures also own strong pubberies.

J. J. Robbins Retrenching

NEW YORK, May 26.—Jack Robbins has instituted a heavy retrenchment program at his J. J. Robbins & Sons pubbery, dispensing with his professional staff here, in Chicago and Hollywood. The three contact men have been given notice—Goldie Goldmark, the Coast rep; Phil Miller, Chicago man, and Jack Dunn, New York rep. Goldmark is currently in town arranging a publishing deal of his own (see other story).

The operation will continue under Robbins and his sons, Buddy and Marshall. The firm's standard catalog, for which Buddy Morris, Mills and several other pubbers had put in bids, is still on the block. Buddy Robbins told *The Billboard* that the pop publishing operation will go ahead regardless of the disposition of the standard department, with three songs currently recorded and being worked on.

The Robbins pop tunes now on the market are *Love Me*, with across-the-board recordings; *We All Have a Song in Our Hearts*, a current Bing Crosby release, and *Aintcha Glad?*, Fats Waller oldie getting a revival fling with several diskings.

NO MONKEY BUSINESS

Hand Organ Serenade Grinds to Feeble End

Continued from page 1

of carousels, carnivals, rinks, parks and seashore resorts.

Dominick the organ doctor, as he is known, still makes the music rolls for hand organs. He worries about copyrights and mechanical royalties and clears his tunes with Harry Fox, publisher's agent and trustee. The rates are a \$3 advance on each copyright, with a fee of 10 cents per roll. This is the regular piano roll fee.

Hot tunes recently cleared for organ rolls include *Tick Toc Polka*, *Bushel and a Peck*, *Zing Zoom Zoom*, *So Long*, *Be My Love*, *I Have But One Heart*, *Powder Blue* and, of course, *Tennessee Waltz* (just look where Fred Rose gets it from). The rolls carry 10 tunes and run 35 minutes.

Brugnotlotti has virtually ceased manufacture of organs, owing to material shortages and decreased demand. He recently delivered an organ to a carousel operator, however, and claims the device made such a hit that the patrons demanded the op throw out the juke box.

Hand organs, the instrument of the organ grinder, exist for the most part out of New York, according to Brugnotlotti. "I have several in my shop," he said, and added that a client in Ohio recently requested a hand organ and a monkey complete. "I can't run a zoo," said Brugnotlotti, so he suggested the customer buy his monkey from "a dealer on Fulton Street." This would be Henry

Trefflich, whose monkey business makes headlines annually. Some of the Trefflich monks are trained in the old tradition. They will solemnly 'cuff their hats for each penny received for the performance of, let us say, a Shapiro-Bernstein or Mills Music plug tune. "But the hand organ field won't come back," says Brugnotlotti. "It's a thing of the past."

Kine of TV Musical Raises Unsolved AFM Pact Problems

Continued from page 5

and, instead, gave the station a kine of a program previously broadcast over the same station. This was telecast, and is regarded as a breach of the AFM contract.

Local, after querying Mauriello, got in touch with WOR-TV execs and has scheduled talks with them. An exec at WOR-TV, queried this week, stated the kine had been broadcast and termed the incident a case of "stupid innocence." WOR-TV spokesman stated that producer told a station salesman that he didn't figure his costs correctly and would therefore have to use a kine. The salesman let it go and the station, unaware of a contract breach, scheduled it. When the facts were learned the station canceled the show, according to a station spokesman.

Local 802 points out that, under

the contract, kines are permissible for delayed broadcasts—in lieu of a cable, or when a station cannot clear time to carry the live show.

Local 802 has not yet disposed of the case. National office of the AFM, however, could be involved in the last analysis. Such a possibility, however, would depend in the event of an 802 decision.

WOR-TV pointed out that people were getting in touch with the station concerning TV operation. Local, at this point, has not decided who is responsible for an infraction, and considers the importance of the case not so much from the punitive angle, but rather from the angle of clarification.

TV Industry, With Inventory Glut, Weighs Stabilization Vs. Hype Drive

NEW YORK, May 26.—The heightened problem of "doing something" to increase sales of television sets has resulted in a series of recent actions by two opposing schools of merchandising thought on the manufacturer level. On the one hand are firms like RCA Victor and DuMont which believe that the most effective plan for the future of the industry is to stabilize the market. The diametrically opposed program of such firms as Admiral and Emerson is to reduce prices or introduce new and lower priced models in order to stimulate sales immediately. Meanwhile individuals on all levels of the industry are

choosing up sides for what may be a continuing battle.

Figuring heavily in both the thinking and the activity on both sides are this week's Supreme Court decision affecting fair trade laws (see separate story), the rash of retail auction sales, and the various gimmicks used to move distress merchandise on all levels. Basic thinking actually boils down to finding a way to ease the dealer's inventory problems and to permit the dealer to get operating money. In each instance, the manufacturer's stand is at least partially dictated by his own financial position and outlook for the future.

The manufacturer whose assets are sufficiently liquid or who has on hand or will get heavy government contracts tends to support the "stabilization" plan of guaranteeing against price reductions or the introduction of new models. The manufacturer who is either largely dependent on consumer production or pressed for cash prefers to use such sales stimulants as price re-

ductions and the introduction of new price-leader models. Dealers, tho, agree with one plan or the other depending upon their immediate financial status rather than their future business outlook.

Victor Leads Faction

Leading the "stabilization" forces is RCA Victor with its market stabilization plan. Succinctly describing the thinking behind the move is the following statement from A. B. Mills, general sales manager of the RCA Victor home instrument department: "Our over-all purpose was to bring stability to the television market which lately has suffered the effects of unsound marketing methods, including price cutting and a variety of extravagant bonus deals. We believe that in presenting this plan we transmitted our faith and confidence (in the future of the television industry) to our distributor-dealer organization and

(Continued on page 16)

Coast Terperery Ops Affiliate With Nat'l Org

HOLLYWOOD, May 26.—California Ballroom Operators' Association, heretofore composed of Southern California ballroom ops, this week incorporated with its Northern California brethren and affiliated itself with the National Ballroom Operators' Association. Move gives the org stronger representation and assures national recognition in any legal disputes or legislation. Marty Landau, operator of the Riverside Rancho, is new prexy.

Twenty State dancery ops comprise the association, Southern part of the State repped by six board of directors, Northern by five. Officers for the CBOA are Jack Lantz, Huntington Park, veepee; Ben Bernstein, Palladium, treasurer; Adeline Landau, Rancho, secretary, and directors, Earl Vollmer, Palladium; Dean Curtis, Lanchateau Ballroom; Vernon Myron, La Grand Ballroom; Horace Dunn, Aragon; Lee Davis, Trianon; Phillip Godson, Cinderella, Long Beach; Kirk Hayes, Alibaba, Oakland; Arthur Robie, Avalon, San Francisco; John Walcham, El Patio, San Francisco; W. L. Sweets, Sweets, Oakland, and Blanco-Martin, Oakland.

Currently, CBOA membership includes legitimate ballroom ops from San Diego to Oakland. New group will meet monthly, present officers holding office for one year.

SPANISH HEADACHE

L-A Shops Must Carry 50 Labels To Cover Field

NEW YORK, May 26.—While disk dealers have long complained about the amount of inventory needed to service public desires, the dealer who specializes in Spanish language and Latin-American disks usually carries over 50 labels for his special clientele in addition to the regular-name platters for all the shop's customers. The problem is further heightened by the numbers of labels constantly folding and entering the field and by the fact that hits can easily spring from even the smallest firm.

Among the major and indie pop

labels which issue Latin-American type disks are RCA Victor, Columbia, Decca, London, Mercury, MGM, Capitol, Folkways, Rainbow and Continental. In addition there are about a half-dozen labels which must be imported from Spain or Portugal in order to carry a complete stock. There are 43 labels now being pressed in

(Continued on page 16)

Seek Policy on Release Dates

NEW YORK, May 26.—Several leading publishers plan to introduce at an early meeting of the Music Publishers Protective Association the subject of group control of release dates. One possible plan which would appoint a committee with power of whom it would be bringing suit against offenders (The Billboard, May 26) is being considered. The MPPA as the delegated association is to meet this week to discuss a proposed pension plan for contact men, and it is at this meeting that the release-date topic is to be broached.

ASCAP'ers Lean to Litigation As Solution to TV Music Hassle

NEW YORK, May 26.—Publisher members of the American Society of Composers, Authors and Publishers, as well as ASCAP brass, are increasingly leaning toward the opinion that litigation would be the best means of settling the current hassle over rates for music on TV. Representatives of the Society and the all-industry television per program committee engaged in considerable negotiation this week, but to no positive effect. A spokesman for the embattled TV stations stated, "We arrived at no acceptable basis for settlement."

Negotiations will continue. The last day of the 60-day negotiating period called for in the consent decree is June 11. On or before this date, the telecasters may either settle upon a rate or ask the courts to step in and set an equitable scale of music costs. In the event no agreement is reached by that date, the telecasters will be in-

fringers if they use ASCAP tunes, an ASCAP spokesman stated.

BMI Slant

The feeling of Society brass that litigation would perhaps be the best solution is based upon several considerations. One spokesman, for instance, stated that "litigation is a 'natural' for us to bring this Broadcast Music, Inc., thing out into the open." He had reference, of course, to an ASCAP hope that the government might take action against BMI. One ASCAP statesman stated that heretofore the government's attitude has been this: "When they (BMI) hurt you, then tell us about it." Litigation of the rate problem might provide such an opportunity, ASCAP believes.

Another consideration leading to the belief that litigation is in the wind is the knowledge that the members of the ASCAP board are growing firmer in their attitude toward the telecasters. One

EDITORIAL

Act—Or Stop Beefing

When a man is bounced around the noggin persistently enough he either runs for cover or lapses into a coma. The exception occurs in the music business, where the legions of the double-crossed will often take no protective action other than name-calling. Such a state of affairs has often characterized the relations of record companies and publishers with regard to release dates. It is with some pleasure, and a measure of hope, that we learn that some facets of the music business, within the next two weeks, will take concrete steps (see separate story) to resolve a problem which, thru the years, has bred ill-will and lack of faith between disk and publisher.

Crux of the plan, which is being sparked by a number of top-flight publishers, would involve designating the Music Publishers' Protective Association as an authority properly constituted to act for publisher members in the observance and protection of release dates. Such a move has often been broached, but this is the first time within recall that an MPPA session has been definitely scheduled to act upon the matter.

Action thru MPPA, we believe, is feasible, for it would take the onus off the individual publisher and put him beyond the pale of possible retaliation by the record company. An impersonal MPPA, empowered to act for all publishers would, of course, dissipate the fears of any one publisher. When diskeries are aware that the publishing fraternity, impersonally, and thru MPPA, mean business, it is likely that release-date jumping will cease. Strong pressures in this direction would come from the legal departments of major record companies.

Advantages

From the diskeries' own point of view, the projected move would offer advantages. It would enable a diskery, for instance, to plan its releases more logically in accordance with distribution and promotional problems and opportunities.

At this point, three elements suggest themselves as necessary for the success of the plan: (1) The publishers, at their meeting, should approach the matter in a calm way and agree on all salient principles.

(2) The publishers, once agreed, should request a meeting with the diskeries. Such a meeting could take measures to give all diskeries fair treatment.

(3) Out of a diskery-publisher meeting should come final clarification as to what constitutes a release date. What does the term mean in the mind of publisher and diskery? Is it the shipping date? The date the jocks get the green light to go ahead? Is it the date the disk goes on sale over retail counters? Or what?

For the benefit of all concerned—publisher, diskery, artist—in order that tunes and records may be given fullest exploitation, some accord should be worked out. The time is now. Muffling the chance will be an admission of fear and impotence.

Should a meeting between publishers and diskeries come about, it could well be the first of a series wherein mutual problems might be advantageously explored. The publisher, as the great source of raw material, and the record company, as the interpreter and distributor of a large part of that material, need each other's understanding and respect.

'Obsolete' Means 6 Mo. As Trade Dumps TV Sets

NEW YORK, May 26.—Television-radio buyers who attended the parts distributors' show in Chicago this week were bombarded with offers of video sets at drastically reduced prices. Offers to dump distress merchandise were being tossed around by well-known and nationally advertised brands, tho mostly by second and third line firms. Spot check of buyers just returned also disclosed the general belief that TV set prices this coming fall will be at the level of prices set last January and February.

Other trade opinions and observations were that the parts manufacturers were still convinced that there would be materials shortages beginning in August and were therefore offering no deals or price cuts. TV set production is now about 30 per cent of what it was in the first quarter of this year, many plants will shut down completely for the month of July, and that the best possible action for dealers to take is to devalue inventory.

Typical prices at which distress merchandise was offered were: 14-inch table model, \$90; 14-inch

console, \$100; 16-inch table model, \$110; 16-inch console, \$120; 17-inch table model, \$130; 17-inch console, \$145; 20-inch table model, \$170, and 20-inch console, \$185. In almost every instance sets were being dumped at \$75 to \$150 less than the usual dealer price for the same merchandise.

Expectations were that some heavy dumps of 16-inch sets and console combinations are yet to come. What little business is still being done at the retail level is concentrated on the 17 and 20-inch sizes. Combos are almost impossible to move in most areas because of the higher prices necessarily charged for these sets. Trade feels that a consumer willing and able to pay \$400 to \$700 for a radio-phonograph-TV combination wants the very latest model and won't spend for a set that's even six months "old."

Allied Named Govt. Supplier

HOLLYWOOD, May 26.—Bureau of Federal Supply has named Allied Record Manufacturing Company as the government's exclusive supplier of radio transcriptions. Contract, from June 1, 1951, to May 31, 1952, is the fourth time in as many years the government and Allied have contracted. Allied's Hollywood plant and its K. R. Smith division in New York, turn out transcriptions for such federal agencies as Voice of America, Guest Star shows for the Treasury Department, Stars on Parade, So Proudly We Hail, Armed Forces Radio Service, in addition to recruiting programs for the navy and marine corps.

Allied, which provides recording facilities in New York, Washington, Chicago and Hollywood, also presses for MGM Records, Universal Records, Old Fashioned Revival Hour, Radio Records, US Recording Company; Paramount Pictures, Inc.; Western Advertising Agency, to name a few.

Military restrictions prevent the release of the actual number of Allied pressings per month, but it is believed to run in the thousands.

America's Fastest Selling Records



Dan CHERRY

Sings

2 NEW TOP BALLADS

**POWDER
BLUE**

and

VANITY

with
Quintet and Orchestra
Conducted by SY OLIVER

Decca 27618 (78RPM) and 9-27618 (45RPM)

NEW RELEASES—SINGLES

- | | |
|--|--|
| Ellington Echoes—Part 1
(1) In A Sentimental Mood
(2) Solitude | EDDIE MILLER With GORDON JENKINS
AND HIS CHORUS AND ORCHESTRA |
| Ellington Echoes—Part 2
(1) I Let A Song Go Out Of My Heart
(2) Sophisticated Lady | Decca 27603 and *9-27603 |
| Mr. Freddie Blues
The Honeyripper | TOMMY DORSEY
Decca 27601 and *9-27601 |
| You Will Always Have a Friend
I Can't Give You Anything But Love, Baby | LOUIS JORDAN
Decca 27620 and *9-27620 |
| Ay Ay Ay
Old World Waltz | PERRY BOTKIN
Decca 27604 and *9-27604 |
| Give Me Old Time Religion
Standing In A Safety Zone | PROF. JOHNSON AND HIS GOSPEL SINGERS
Decca 48204 and *9-48204 |
| Wroblek—Polka
Drobny Groszek Drobny—Oberek | ED WOJCIK
Decca 45137 and *9-45137 |
| La Cumparita
De Igual A Igual | ALFREDO DE ANGELIS
Decca 21346 |

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

Selections From
GUYS AND DOLLS
Music by FRANK LOESSER
CARMEN CAVALLARO, Piano Solos
Selections include: A Bushel And A Peck—I've Never Been In Love Before—I'll Know—(1) Fugue For Tinorns (2) My Time Of Day—Guys And Dolls—(1) More I Cannot Wish You (2) Luck Be A Lady—If I Were A Bell—(1) Sue Me (2) Sit Down, You're Rockin' The Boat
Decca Album A-870 • Four 10-inch 78 RPM Records • Price \$4.15
*Decca Album 9-254 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5348 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

JAZZ BAND BALL

Volume 1
EDDIE CONDON and His Orchestra
Selections include: At The Jazz Band Ball—Dill Pickles—Maple Leaf Rag—Jazz Me Blues—(I Got A Woman, Crazy For Me) She's Funny That Way—Improvisation For The March Of Time—When Your Lover Has Gone—Whenever There's Love (There's You And I)
Decca Album A-836 • Four 10-inch 78 RPM Records • Price \$4.15
*Decca Album 9-216 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5195 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

New on 33 1/3 RPM!

**RUSS MORGAN Plays
HARRY WARREN Songs**

"Music In The Morgan Manner"
Selections include: September In The Rain—Shadow Waltz—By The River Sainte Marie—You're My Everything—Cheerful Little Earful—Would You Like To Take A Walk—Absence Makes The Heart Grow Fonder—Have A Little Faith In Me
DL 5224 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

MILLS BROTHERS SOUVENIR ALBUM

Vocal with Guitar
Selections include: Paper Doll—I'll Be Around—You Always Hurt The One You Love—Till Then—Too Many Irons In The Fire—I Guess I'll Get The Papers (And Go Home)—You Never Miss The Water Till The Well Runs Dry—After You
DL 5102 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
Also on: Decca Album A-668 • Four 10-inch 78 RPM Records • Price \$4.15
*Decca Album 9-172 • Four 45 RPM Unbreakable Records • Price \$3.75

AFRO CUBAN MUSIC

Sung by
MIGUELITO VALDES with Machito and His Afro Cubans
Selections include: Elloró—Yo Saludá—Tabú—La Rumba Soy Yo—Gua-dalajara—Letargo—Eco—Botellero (El Comprador de Botellas)
DL 5281 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
Also on: Decca Album A-355 • Four 10-inch 78 RPM Records • Price \$4.15

DECCA BEST BETS

SUPER SPECIAL!

"Music In The Morgan Manner!"
RUSS MORGAN My TRULY TRULY FAIR
and His Orchestra and I AM FREE

Decca 27630 (78 RPM) and 9-27630 (45 RPM)

RED FOLEY

A NEW POP-COUNTRY HIT!
TENNESSEE HILL-BILLY GHOST
With Anita Kerr Singers

and **GILES COUNTY, PULASKI POST OFFICE**

Decca 46317 (78 RPM) and 9-46317 (45 RPM)

JANE TURZY
and Her Trio

THE ORIGINAL HIT VERSION!
PRETTY EYED BABY
and I CRIED MYSELF TO SLEEP

Decca 27479 (78 RPM) and 9-27479 (45 RPM)

TV Pic Tune Rate Mess Hurts Trade

BMI, ASCAP Double Talk Cramps Filmmers; Kling Only Chi Packager To Cut Series

CHICAGO, May 26.—Failure of music publishers to come up with some definite rate structure for the use of tunes on TV films is hampering the advancement of not only music but also the use of musicians and singers on TV film in this area.

A survey of leading film packagers in this area revealed that only one packager thus far has cut a music series. Fred Niles, TV director for Kling Studios, has cut a rustic music series of 30-minute films, using some of the members of the WLS, Chicago, *National Barn Dance*. Niles, formerly a leading d. j. here, said that he would like to cut more musical films, but that letters to Harry Fox, who reps many American Society of Composers Authors and Publishers firms, and to Broadcast Music, Inc., offices in New York have brought only ambiguous answers as to definite costs of tunes for TV film.

Because BMI's answer to his inquiries sounded as if they would work out a more rapid and favorable formula for price structure, Niles said that he used BMI and

public domain songs for his first half-hour films. Each film utilizes an average of nine songs per 30 minutes.

Eyes H. B. Talent

Mack McConkey Film Productions, Hollywood and Chicago, said that he has been contemplating a series using leading h. b. and Western talent in the South, but that failure of the music publishers to set up a sound rate structure has deterred him to other fields, where music is not necessary to the film's content.

Nick Lany of Rondo Records, local diskery, will start shooting next week on a three-to-five-minute series of TV films by Ken Griffin, Columbia Recording organist, who got his start on Rondo with his heavy-selling rendition of *You Can't Be True Dear*. Lany complained of the inequities between the guarantees and percentages offered by various major publishers over the use of music. He showed correspondence in which one publisher asked \$250 guarantee for a standard, while another asked only \$50.

Best Formula

With film packagers today working a smaller prospectus of clients than will be available when the big freeze opens up more new TV markets, all packagers contacted agreed that the guarantee plus the percentage deal, suggested by Harry Fox, publishers' agent and trustee (*The Billboard*, May 29), seems to be the best formula. However, they pointed out that publishers must play ball with packagers at the start, for the combined heavy cost of American Federation of Musicians' TV film scale, when added to the burden of publishers' royalty for tune use, makes the average TV film much more expensive package than the average straight film with dramatic actors or commentary. With TV stations and sponsors still seeking economical programming, the musical TV film must wage an up-hill fight to meet on a par other competing type of packages.

Solitaire LP Hits Lowest Price at 99c

NEW YORK, May 26.—The lowest price yet set for LP disks has been placed by the newest firm to enter the business, Solitaire. Label is pricing its 10-inch long-play records at 99 cents and offering full trade discounts to retailers. Principals of the new diskery are reported to be ex-Buffalo distributor Joe Molein (*The Billboard*, May 12), and Manny Koppelman, Boston diskery who formerly had the Crystal label.

The Solitaire line is reportedly bowing with 30 disks, each containing eight tunes. Label is said to be using masters picked up from now defunct labels and also recording in Canada. Disks are being pressed in the United States. Label is currently setting up territorial distribution and also contacting major disk chains and department stores.

15 To Bow In NY's Stadium

NEW YORK, May 26.—The upcoming Lewisohn Stadium Concerts season will mark the first time 15 noted vocalists, instrumentalists and conductors will have appeared under the Stadium banner. The six-week season gets underway June 28.

Conductors scheduled to appear for the first time include Lehman Engel, now with the Dallas Starlight Theater and conductor of many Broadway musicals and Max Rudolph, artistic administrator of the Metropolitan Opera Association.

Vocalists scheduled for Stadium debuts included Met-opera tenor Richard Tucker, pop vocal star Lisa Kirk and Eunice Alberts, Mary Davenport and Jean Medeira, well-known contraltos. Also scheduled are tenors Morton Bowe and Joseph Laderoute, baritones Robert Eckles and Hugh Thompson, bass-baritone Kenneth Smith and basso Norman Scott.

Cellist Aldo Parisot and violinist Anshel Brusilow complete the list of Stadium debuts.

Pubbers in Suits Vs. Harlem Eatery

NEW YORK, May 26.—Robbins, Chappell and Santly-Joy music firms this week filed suit against the Mayfair Restaurant on 125th Street asking an injunction and accounting of profits derived from the public performance for profit without a license of the plaintiffs' copyrighted tunes.

Action, in Southern District Court here, charges the defendant with performing Robbins' *Stomping at the Savoy*, Chappell's *Bewitched* and Santly-Joy's *My Foolish Heart*, and asks for statutory damages of not less than \$250 for each publisher.

MUSICIANS PLAN COMO GOLF TILT

NEW YORK, May 26.—The Stern's music men will hold their third annual Perry Como Golf Tournament in honor of the warbler at his home course, Garden City Country Club, Tuesday (19). A committee, comprising Micky Addy, Murray Luth and Jack Spina, is supervising arrangements, which include a lunch and dinner at the club.

Como was host at a tournament at Garden City last Tuesday (22) for the entire musical, technical and production staff of his CBS TV show. Bassist Bob Haggart won the tournament.

Pubbers Shy At Licensing Small Diskers

But Some Insist, Despite Refusal To Take Their \$\$

NEW YORK, May 26.—Pubbers have become increasingly wary of granting licenses to small disk operators, but some of the latter are determined to press and sell disks regardless of publishers' attitudes. Interesting illustration of this came to light this week. A disk operator in the low-priced field, having been unable to make a deal with Harry Fox, publishers' agent and trustee, recently sent Fox a check for mechanical royalties. Fox returned the check.

Case brings up an interesting point. A disker, under the Copyright Act, can file notice of intent to press and sell disks and may use copyright material—but in such cases the disker must pay the full statutory mechanical rate of 2 cents per disk manufactured (not 2 cents per disk sold), and must report monthly.

In the case of the disker whose check was returned, the pay-off to the pubbers was based on a rate of 1 1/4 cents. This is the customary rate on disks selling at 49 cents. This particular disker, weeks ago, had sought a 1 1/4-cent rate from Fox, but the latter refused to grant same unless the disker would post a substantial sum. Fox deemed this protection necessary in view of losses incurred by pubbers thru past failure of this disk operator to pay off.

Attitude of Fox has been increasingly severe. "The industry has been burned too often," he stated.

Coral's Cates Into Aragon

HOLLYWOOD, May 26.—Coral Records Coast a. and r. topper George Cates takes his new band into the Aragon Ballroom Sunday (27) for a two-week stand, following Lawrence Welk at the Ocean Park dancery. This is the maestro's first band date in this area. Cates will get a flat \$2,000 guarantee for the location. Prior to the terp stint, Cates limited his activities to diskery work and some TV film chores.

Orkster's 16-man aggregation includes vocalists Gloria Stewart and Don Burke. Cates, formerly with Russ Morgan, has not fronted a commercial ork since his discharge from the navy.

Mendez Files 11G Suit Against Koff

HOLLYWOOD, May 26.—Trumpeter Rafael Mendez has slapped a \$10,800 damage royalty suit on his former partner, Charles Koff, and is seeking a restraining order against use of his name in connection with sheet music sales. Suit was filed last week in Superior Court. Mendez-Koff partnership was dissolved in 1949.

Mendez claims Koff has been using his name on interpretive solos and selling them without any monetary payment to the tooter. Koff, a composer and conductor, made the arrangements in dispute but according to Mendez, "has no legal right to use the name of Mendez." Muriel Stories is representing Mendez.

"Disk Jockey," a Flicker, To Get Unique D.J. Bally

NEW YORK, May 26.—Maurice Duke's forthcoming flicker, *Disk Jockey*, will be made the subject of a unique exploitation which will depend almost exclusively on records, record talent and the nation's deejay clan. Duke, who produced the flick independently for distribution by Allied Artists, this week completed a talent search contest gimmick which revolves around deejays across the country.

The contest will be sponsored and run off thru the resources of Allied Artists, the flick's distributor, with the Decca Distributing Corporation aiding. Local deejays will be lined up to run off local contests for boy and girl singers in conjunction with showings of the *Jockey* flick.

Local winners will slice demonstration disks which will be collected to be judged by a board which will include the 26 deejays who appear in the flick, reps of Decca recording department and reps of the Allied firm. The winners will record a couple of sides each for Decca, the boy with Russ Morgan's ork and the girl with Tommy Dorsey's ork. Morgan and Dorsey are two of the prominent disk talents featured in the movie.

In addition to the exploitation expected to be drawn from the contest, the flick includes a number of original songs as well as a group of standard waxings of the artists in the movie. Talent included in the cast includes Dorsey, Morgan, the Weavers, George Shearing, Sarah Vaughan, Foy Willing, Nick Lucas, Herb Jeffries, Ginny Simms and an all-star Dixieland group including Ben Pollack, Red Norvo, Vido Musso, Joe Venuti, Jack Fina and Red

Nichols. The songs, all published by Kierk Music, a Broadcast Music, Inc., licensed firm, have been recorded by the artists performing them in the movie and include *After Hours*, *In My Heart*, *Peaceful Country*, *Show Me You Love Me* and *Let's Meander Thru the Meadows*.

Philly Forum, Concert Skeds Set for '51-'52

PHILADELPHIA, May 26.—A top-drawer concert card including everything from TV's Imogene Coca to Verdi's *La Traviata* will mark the 1951-'52 season for the Philadelphia Forum. Subscription series concerns all dramatic, musical and concert tastes. Forum, which was for years a non-profit private enterprise, is now a division of *The Philadelphia Inquirer's* Charities, Inc. All events are staged in the Academy of Music.

Opener, October 26, will bring in Charles Laughton, Charles Boyer, Agnes Moorehead and Sir Cedric Hardwicke, in Bernard Shaw's *Don Juan in Hell*. Another first for Philadelphia is listed for November 13 as *Folk Music and Fun*, bringing together Euzkadi, the Baswues, ballad singer Susan Reed and harmonica virtuoso John Sebastian. Charles L. Wagner Opera Company returns November 30 with *La Traviata* with Nadja Witkowska in the lead singing role.

Resuming after the holiday season, William K. Huff, for many years executive director of the Forum, has the Boston Symphony, directed by Charles Munch, returning January 17, and the Ballet Russe de Monte Carlo back January 29. A concert staged by three new "musical finds" will be offered February 19, bringing together Eileen Farrell, soprano; Monique de la Bruchollierie, French pianist, and Cesare Siepe, leading basso with the Metropolitan Opera. The only local appearance of the
(Continued on page 36)

Coast Filmmers Romance Patti

HOLLYWOOD, May 26.—Paramount Pictures and 20th Century-Fox are both negotiating with thrush Patti Page for a series of screen tests. Gal plays the Desert Inn, Las Vegas, Nev., July 24-August 5, at which time such tests will be finalized. Deal is being worked by Famous Artists' Mark Newman.

TV-Phono Merchandising

WASHINGTON, May 26.—Production of television receivers in April fell 36 per cent below the monthly rate established in the first quarter of this year, the Radio-Television Manufacturers' Association reported today. Radio set output, however, dropped only 5 per cent below the first quarter rate. RTMA's estimates, which include production by members of the association and non-members, showed a total of 1,377,042 radios and 469,157 TV sets manufactured in April. This compares with the quarter's monthly average of 1,411,866 radios and 633,223 television receivers. April's radio output included 644,527 home sets, 150,494 portables, and 542,021 auto receivers. Radio receivers with FM reception facilities were estimated at 99,907, or 16 per cent of the month's home set production. In addition, 27,142 TV receivers with FM audio circuits were produced in April.

FTC To Hold AM-TV Industry Conference . . .

The Federal Trade Commission will stage an industry conference June 21 on a proposed code of trade practice rules for the Radio-TV industry. Invited to the session are all radio-TV dealers engaged in interstate commerce. The commission will study recommendations made at the session and will stage a public hearing next fall preparatory to formulating a proposed code.

RTMA Asks Congress Nullify Reg. W . . .

Robert C. Taii, president of Stromberg-Carlson Company and a director of Radio-Television Manufacturers' Association, will appeal to the House Banking and Currency Committee Tuesday (29) for legislation to nullify the effects of Regulation W on sales of TV sets.—Having failed in efforts to persuade the Federal Reserve Board to modify Regulation

W, RTMA wants the House committee to mandate action. RTMA had asked the Federal Reserve Board to reclassify radio and TV sets as household furnishings, thereby allowing a down payment of 15 per cent instead of 25 per cent, or permitting TV set trade-ins to be applied against the down payment.

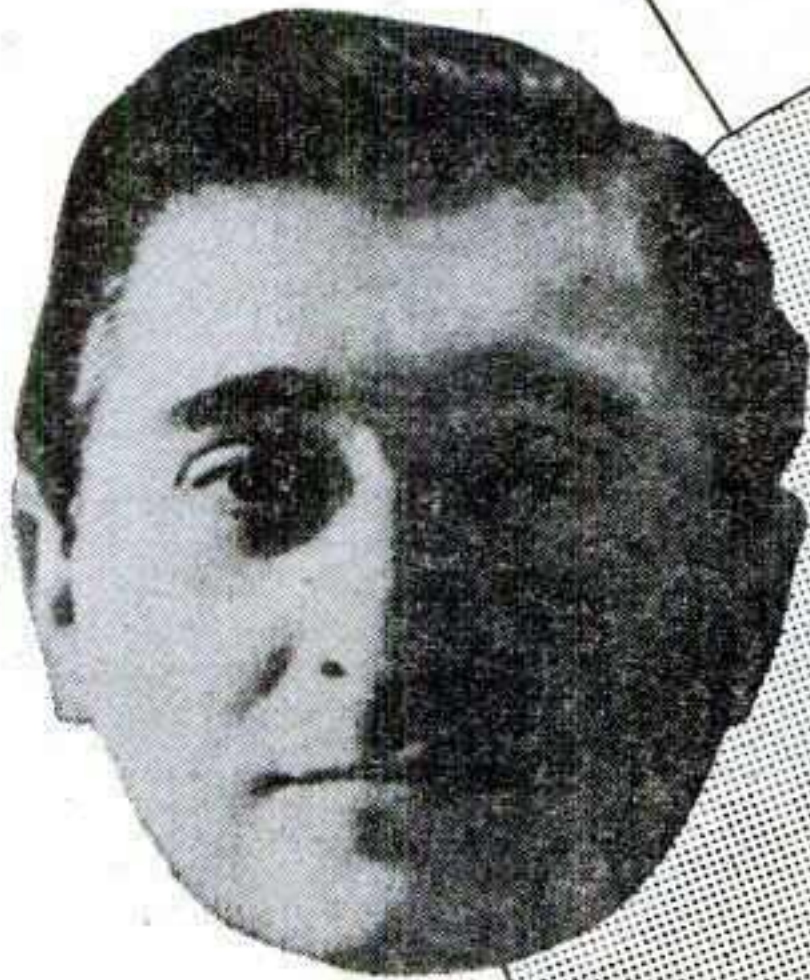
Govt. Harms Appliance, TV Biz—Eichelberger . . .

Government regulations are causing extensive harm to the television and electrical appliance business, W. H. Eichelberger, merchandising vice-president of Philco Corporation, said last week in addressing the 43d annual convention of the National Association of Electrical Distributors in Atlantic City. "There is no way to measure the harm, confusion and wasted man-hours caused by the attempt of government to control the economy," he said. The 2,500 delegates attending approved a resolution calling for the creation of a committee to promote the advancement and welfare of the industry.

RTMA To Set Up Small Business Group . . .

A conference of "small business" members of the Radio-Television Manufacturers' Association was called last week (25) by President Glen McDaniel to be held June 5, during the 27th annual convention of the association June 4-7 at the Stevens Hotel, Chicago. All members who have reported that they qualify as "small business" concerns under the government's definition of 500 employees or less have been invited to the conference. McDaniel said that a permanent small business committee probably will be established following the initial conference. More than 100 members of RTMA have indicated an interest in the formation of such a group.

HIT!



Jan Peerce's
BECAUSE OF YOU

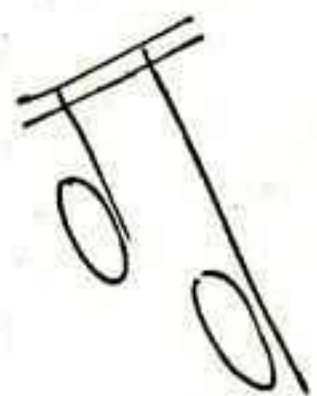
Because it's a HIT!

b/w



"WHAT IS A BOY?"

IT WILL MAKE YOU LAUGH
IT WILL MAKE YOU WONDER
IT WILL MAKE YOU HAPPY
IT WILL MAKE YOU CRY



**RCA
VICTOR
RECORDS**
(78 rpm) 10-4325
(45 rpm) 49-4325



Music as Written

Harbach's a Hero in His Own Home Town . . .

Otto Harbach, president of the American Society of Composers, Authors and Publishers, last week trekked to his home town, Salt Lake City, to address the National Federation of Music Clubs, organization which held its biennial convention and music festival. The ASCAP prexy, in addition to outlining the Society's work generally, spoke on ASCAP's activities on behalf of its members in the standard music field.

"Wondrous Word" Is Pop; Merc Has "Tom's Tune" . . .

In last week's Billboard, the new Bibletone disking, "Wondrous Word," was listed in advance releases as a religious record. It should have been listed under "Popular." Another typo credited Georgia Gibbs' "Tom's Tune" to Capitol in the "Disk Jockey Pick" section. It's a Mercury disking, of course.

Sambrook Re-Aligns RCA Thesaurus Reps . . .

A. B. Sambrook, manager of RCA Recorded Program Services Sales, has realigned RCA Thesaurus' sales territories. Gregory Reeser has been appointed Central Northwestern sales rep for the library service and RCA syndicated programs. He succeeds Robert Fender, who goes to the Dallas office as Southwestern sales rep. Reeser will headquarter in Chicago under the supervision of William F. Reilly, Thesaurus Midwestern manager.

Bregman Pubbery Active in Chicago . . .

A report in these columns that the Bregman, Vocco & Conn pubbery closed its Chicago office has been scouted as completely erroneous by Jack Bregman. The firm's Chicago rep, Joe Bennett, is not working out of his home, according to Bregman, but continues to operate from the firm's office in the Woods Building, with a lease which runs another year.

Simon House Gets "Sentimental Fool" . . .

Simon House has acquired publishing rights to "Sentimental Fool," with a Mercury cutting by Rex Allen and a London disk by Skeets Donald already out. Meanwhile, pubbery's plug tune beginning in July will be "My Magic Heart," adapted from Albeniz's "Tango Ind," public domain in the U. S. but protected in Europe. Simon was obliged to pay the English pubber for world rights.

New York

Ralph Corpolongo, father of music pubber Nick Campbell, died here Sunday (20). He was 71. He is survived by his widow, Elizabeth, and six sons and two daughters. . . . Hill & Range took over "Mama Will Bark" from pubber Dave Blum on a participation basis. The tune was waxed by Frank Sinatra and Dagmar. . . . Al Morgan begins a p.-a. tour at the Desert Inn, Las Vegas, Nev., Tuesday (29) for two weeks. . . . Warbler Buddy Greco has been signed for "Broadway Open House" for 13 weeks on the Tuesday-Thursday-Friday shows. . . . London Records has reissued Fats Waller's "London Suite." . . . Music Publishers' Contact Employees has re-engaged New York State Sen. Fred Moritt as counsel.

Jack Still will be the house band at Pleasure Beach Park near Bridgeport, Conn., this season. His new vocalist is Tony Mayo, succeeding Greg Mason, who has gone into the army. . . . The Georgie Kaye orchestra, for the past three years at Dick (Good-Luck) Lombard's Restaurant, Bridgeport, is now at Club Cinderella, there. . . . Latin Four is playing Saturday nights at Alba Park, suburban Glastonbury, Conn.

Florence Tarr, songwriter and ASCAP member, died here Wednesday (23) at the age of 42 after a six-week illness. She is survived by her husband, Arthur Strauss, advertising artist. Among her compositions were "The Place Where I Worship" and "My Journey's End."

Chicago

Vic Schroeder and Carl Fox are shuttering their Holiday Ballroom, Joplin, Mo., for the summer. Schroeder is returning to Omaha, where he had his booking office, to open Advertising Specialties, a promotion business. . . . Tony Fontaine is attempting to sever his radio work at WGN here in order to start a theater tour late this summer. Fontaine is doing a 25-minute show daily over the Mutual web, with the pact expiring in September. He has been set for a June 13 appearance on the Ed Sullivan TV show by the William Morris office.

Rocky Rolfe is new Victor record promotion man in this area. . . . Capitol records is sponsoring an Artistry in Golf tournament June 13 at Bunker Hill Country Club for its artists, personnel and d. j.'s in this area. Three "Kenton Kups" will be awarded to the best golfers. Last year, Jim Lounsbury, WIND, and Randy Blake, WJJD, were winners. . . . Bill Karzas, of the Aragon-Trianon chain here, reports that he is not dropping Lawrence Welk's ork, as reported, because of money disagreements. Karzas said that Welk wants a guaranteed eight weeks early in 1952, following his fall date. Karzas has always worked out a four-week deal and does not want to work out an eight-week pact because of uncertain business conditions. . . . Howard Miller, freelance d. j., married Barbara Spindler, model, in Crown Point, Ind., May 19. . . . Frankie Laine is opening an antique shop on the West Coast.

Philadelphia

Noro Morales brought his band and Latin revue to the Click for the current week. . . . KYW's Gene Graves has Lennie Herman's band introducing on wax his novelty "Percy, the Pale-Faced Polar Bear." . . . Rusty Kiefer, one of the Ranch House Boys, local Western unit, signed as a singing single for Coral Records. . . . Charles Gaines marks his 20th anniversary as a trumpet-toting maestro at the Powelton Cafe stand, sharing the spotlight with 88-er Wesley Robinson, who has been with him all that time.

Buddy Williams, having left General Amusement Corporation, takes in the mid-June opening week at Steel Pier, Atlantic City, and then moves for the entire summer to Sea Girt Inn, Sea Girt, N. J., booked by Jim Fettis. . . . Chuck Gordon tees off the moonlight dance cruises down the Delaware River for the Wilson Line. . . . Walter Gates, music maker at the Hotel Warwick, goes under the wing of the William Morris Agency. . . . Perry Como was added to the Philadelphia Inquirer-sponsored Music Festival at Municipal Stadium on June 15, joining Benny Goodman, Meredith Willson and Duke Ellington among others for the annual event for the benefit of Philadelphia Inquirer Charities, Inc. . . . Reggie Childs kicks off the outdoor dancing season at suburban Rainbow Terrace of the old Covered Wagon Inn at Strafford, Pa., where traveling names get the nod for the summer.

Detroit

Jimmy Stevenson, band director of St. Mary's High School, has joined the music staff of WXYZ-TV. . . . The new "Memories in Tune" WXYZ-TV show featuring Gloria Goode, Todd Purse and Bobby Stevenson, has inspired viewers to dig into their piano benches, dust off favorite old sheet music and send it in to be used by the group. . . . Singer Johnny Ray, formerly at the Flame Show Bar, is going over big at Rowson's Lounge in Windsor. . . . The Two Joes and a Hank Trio at the Wyoming Showbar featuring Hank Trevisan, piano; Joe Oddo, bass, and Joe Messina, guitar, are attracting attention with their arrangement of Barton Lane's "I Hear Music."

The Velvatoners, percussion trio, opened Tuesday (22) at the Wyoming Show Bar, replacing Two Joes and a Hank, there for several months. . . . Jayne Manners is current headliner at the Elmwood Room in neighboring Windsor. . . . The Stan Nelson Trio moved into Yeamans', alter-

nating with the Sammy Dibert orchestra, featuring soloist Jeanne Rand. . . . Jack Soo, the "Cantonese Crooner," opened at Sid's Lounge Bar, East Side spot. . . . Benny Resh, orchestra leader-host of Club 509, donated the Tuesday night proceeds of the downtown spot to the veterans' canteen fund.

Milwaukee

Billy Bishop's ork is being held over at the Schroeder Hotel Empire Room to work with Morey Amsterdam and vocalist Jody Miller. . . . Carmen Cavallaro has been inked by the Empire to follow Amsterdam for a two-week session, after which Dorothy Shay will wind up the season for the swank room. Spot is slated to undergo extensive remodeling which will improve staging for bookings next fall and winter. . . . Lila Leeds and a trio are booked into the Town Room starting June 13. . . . Ruth Stein, of Midwest Radio Shop, has two tunes soon to be issued on the Tell label, "Holiday Polka," and "Who Said That Dreams Don't Cost a Thing?" . . . George Devine's Million Dollar Ballroom in the coming weeks has booked Ted Lewis, Les Brown, Eddy Howard, Ralph Flanagan and Louis Prima.

Hollywood

Andy Parker and the Plainsmen cut four sides last week for Intro, subsid of Aladdin. . . . Modern Records' execs, Jules and Joe Bihari, off to Memphis, Dallas and the East, respectively. Jules, label prexy, will sign new artists in the South. . . . Imperial inked Ernie Andrews and will wax the singer June 1. Initial sides are "Pork Chops and Mustard Greens" and "Oh, So Sorry." . . . Monica Lewis is to slice a quartet of sides with Johnny Desmond. Chirp begins rehearsal for her fourth MGM pic, "Singin' in the Rain," with Gene Kelly, Donald O'Connor and Debbie Reynolds. "Disk Jockey" to be released July 22, will feature nine large numbers, of which there are 16 recordings so far. Russ Morgan's 10-year-old son makes his pic debut in the film. . . . Lorraine Cugat will make a series of transcriptions for Standard Transcriptions. Newest addition to the ork is Carlos Vidal, singer and bongo-drummer. . . . Discovery Records is expected to drop its option on warbler David Allen. . . . Mercury dropped Austin McCoy as rhythm and blues a. and r. topper. . . . Song pubber Harry Goodman in Mexico City on a biz-pleasure trek.

First band leader ever to play local rival school dances the same semester is Frank DeVol, who played the University of Southern California two weeks ago and June 15 works the University of California, Los Angeles. . . . Robert Merrill, following completion of "Aaron Slick From Pumpkin Creek," flies to New York to wax entire "Carmen" opera with Rise Stevens for RCA Victor. . . . Dick Haymes begins rehearsals June 18 for "Bloomer Girl," which gets under way July 2. . . . Lawrence Welk has just completed a recording session for Standard Radio Transcriptions. . . . Johnny Moore, with chirp Mari Jones, kicked off an Eastern tour May 26 in Denver. . . . Tempo Prexy Irving Fogel left May 22 for Chicago, Philadelphia and New York. . . . Song Writers' Co-Operative, Inc., will accept no new members. SWCI will now operate as a closed corporation with its 22 members. . . . Armed Forces Radio Service fem deejay Rebel Randall flew to New York to be honored for her "Jukebox USA" platter show. . . . Joseph J. Lilley, Paramount clefter, vocal arranger and music director, inked a new term paper with the studio. . . . Lawrence Welk's Treasury shows are taped thru September 12. . . . Tex Beneke goes into Rustic Cabin, Englewood, N. J., June 12 for two weeks. . . . Frankie Laine tour dates are Seattle, June 24; Steel Pier, Atlantic City, July 1-7, and Chicago Theater, Chicago, July 13. . . . Musicians Antonio Corral, Ramon Arias and Eddie Aguilar added to MGM's "Lone Star." . . . Eileen Christy, MGM contractee, will sing the ingenue lead in "Die Fledermaus" at the Hollywood Bowl. . . . Doris Day and Gordon MacRae will do five standards in WB's "Starlift."

NEW DEALER DODGE

DJ Sponsorship Clips Labels for Free Disks

NEW YORK, May 26.—Tho' it has often been claimed that "shrewd" retailers could "make money" by running co-operative ads with disk manufacturers and distributors, a number of the less scrupulous dealers have lately uncovered a new dodge which often results in amassing neat monthly profits from unexpected sources. The newest gimmick involves co-op sponsorship with appliance or radio-TV distributors of a local disk jockey show and "clipping" the record labels for free disks "or I won't play your stuff on my show."

Tradesters claim that such dodges have been and in some cases still are operated by record dealers in Cleveland, Washington, Baltimore, Cincinnati, New Orleans and Los Angeles. And while the major diskeries often get involved in the scheme thru their distributors, it's the indie labels, particularly rhythm and blues firms, which are hit most often.

Dodge Workings

What makes the dodge so workable is the fact that a dealer can buy a full-hour show five days a week for as little as \$300 to \$350 a week on the low-wattage independent stations. The plan then has the dealer talking his radio-TV-appliance distributors into going co-op and picking up half the tab. He then pressures the disk distributors into giving him 100 to 200 free copies of their potential hit in order to get it plugged heavily on the dealer-sponsored show. Distributors who do not agree to the free disks can't get their records played on the program and even, at times, carried in the store.

Assuming that the dealer sells only 200 of the free disks every week, he grosses \$170. Since the appliance distributor is paying half

of the \$300 cost of the show, the dealer can write off his own cost and pick up an extra \$20 each week. The size of the shop, power of the show and other factors can often raise this questionable profit to more than \$100 a week. On top of all this, the dealer can use any of the unsold "free" disks in making up his regular return, or use them in mail order packages as fill-ins at drastically reduced prices. In any instance, the distributors and manufacturers get stuck, the dealer gets away with murder and other record retail outlets suffer from unfair competition.

IT'S A PLUG

Det. Fest Helped by Disk Bally

DETROIT, May 26.—Special advance disks from City of Freedom, major entertainment feature of the Detroit 250th Birthday Festival, went on the market this week after several days of intensive plugging by virtually all local jockeys and stations. Reversing the usual practice of putting records on the market when the show is already on the boards, to aid in promoting them, the Festival management is using the disks themselves to do advance promotion for the show.

Freedom is a full-scale musical production, written and to be directed by Rev. Daniel R. Lord. Production will be given nightly July 11-23 in the University of Detroit Stadium. Emphasis is being placed upon the records, to stress the deal with the public that this is a musical and not the usual festival pageant.

Recordings are by the Don Large Chorus, featured on WJR, with orchestra. Two have been pressed—the opening tune, *One Great City*, and a waltz number, *Once in a Lifetime*—as back-ups on a 78 disk. Another pair of numbers is to be released later. Disks are being distributed by Mercury and sold thru usual music outlets, as well as a large number of specialty stores carrying Festival merchandise. They are being handled as a commercial proposition and re-tailed at 89 cents.

Mercury Maps Rustic Drive

CHICAGO, May 26.—Priming for a fall push in the country music field, Art Talmadge, Mercury's exec v.-p. in charge of the artist and repertoire division this week announced the acquisition of three new artists, first releases on which will be held up until later in the year. The diskery has pacted Roy King, Peoria, Ill., warbler last with London; Esco Hankins, ex-King recording artist, and Lou Childre, veteran with the *Grand Ole Opry*, WSM, Nashville.

Talmadge said that Mercury is preparing a promotion campaign which will utilize the entire Mercury hillbilly roster in personal appearances. Diskery will work closely with artists and artists' agents in setting up tours.

Diskery also inked Ray Snead Jr. and Ike Williams, Atlanta rhythm and blues artists, during the past week.

MGM Records Inks Artists

NEW YORK, May 26.—MGM Records this week inked a pair of new artists. Diskery took on Milton DeLugg, accordionist-composer-orkster, for a term deal. DeLugg has been working as maestro for the *Broadway Open House* TV show and recently had been recording for King Records. Among his more recent compositions were *Hoop Dee Doo* and *Orange Colored Sky*.

Diskery went to TV again for its second acquisition, warbler Bill Hayes. Hayes is the production singer for the *Show of Shows* presentation, which features Sid Caesar and Imogene Coca.

MAC Augments Talent Roster

CHICAGO, May 26.—McConkey Artists' Corporation this week made some important revisions in its talent roster. Major addition to its availability lists will be Al Trace, who received his release from Music Corporation of America and reported that he will probably ink with McC next week. If Trace inks with Dick Shelton, McConkey prexy, he will open July 11 at the Martinique, South Side open-air dancery, for seven to nine weeks. Trace intends to concentrate more on his tune-writing, having placed *Why Go Home* with Al Gallico's Rogers' Music, *The Old Organ Grinder* with Edwin H. Morris, and *Hittsity-Hottsity* with Archie Levington's new pubbery, Midway Music (*The Billboard*, May 29).

McConkey is now submitting the Milt Herth Trio, following Herth's anklung MCA. McConkey has arranged for the ex-Decca Hammond artist to wax for Major Records, new Chi diskery (*The Billboard*, May 5).

In another deal, Shelton this week gave the Four Freshmen, Capitol disking instrumental-harmony quartet, their release from a three-year pact, which has two more years to run. It's understood that the Freshmen will pay \$2,500 for the pact. The group will work with Stan Kenton's ork, both on waxings and on personals.

Roosevelt on Cut-Rate Try

NEW YORK, May 26.—The Roosevelt Grill goes on a cut-rate talent policy for the first time within recall this summer with the booking of a vocal-instrumental quartet called the Nocturnes, with Mark Monti's six-piece combo as relief band. Summer replacements for the Guy Lombardo ork, the on-season mainstay of the room, have in the past been either name or semi-name big bands or combos—Three Suns, Lawrence Welk, Rudy Vallee, Larry Green, et al. The Nocturnes are booked by Joe Glaser's Associated Booking Corporation, and are the first Glaser talent to appear at the room. The bookings, set up by talent buyer Merriell Abbot, is for the summer, but is subject to a two-week cancellation clause.

hitting like a cloudburst

'Because of Rain'

-Because of Nat "King" COLE

WITH **LES BAXTER** AND HIS ORCHESTRA

78 rpm Record No. 1501

45 rpm Record No. F1501



Pubbers Blame Diskers Practice For Turmoil

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material directly from writers. "At best," claimed a top pubber, "all the diskers can get out of seeing songwriters with unpublished tunes is a 1-cent rate."

The practice of dealing with writers directly deprives the publisher of his key business function, that of searching for songs.

3. Several pubbers forwarded the suggestion that the only fair method for recording men to consider songs for recording would be based on a "blind system." That is, pubbers should submit their tunes without copyright information or writers' names on them. "Or the mechanical men should acquire the habit of looking at a song from bottom to top instead of from bottom to top," was the way one publisher phrased it.

Diskers should agree among themselves to observe release dates, particularly those of pubbers who have the potential of total exploitation and who must meet sizable overheads. The disregard of release dates has been built as a competitive tool for diskers, say the publishers, and "we are stuck in the middle."

Record Men's Critic

The publishers were far more prolific with their analyses of recording men and their operations:

1. The artist and repertoire function is not to analyze tunes, claim a number of old-line pubbers. Too many a. and r. men are, or pretend to be, songwriters these days, they say. They should take a big firm's plug-promised song, give it to the proper artists and create the proper conception. Too many distorted arrangements and personalized conceptions are killing songs.

2. The record men talk about getting "help" on a tune, yet they turn down the plug song which is submitted with a guarantee of publisher work. The diskers, after turning down a plug, may then pick a tune out of the hat and proceed to upset a publisher's work schedule by asking for work on that tune.

3. Each record company poses a new problem. One won't consider a tune unless it's a gimmick or a soundie. Another wants what he considers "good music."

Merit Consideration

4. Musician repertoire men often are obsessed with a greater consideration of musical merit than they are with suitability for treatment by a singer.

5. Every record man tries to make a tune "differently."

6. The pubbers ask, "Why experiment with conception at the risk of misinterpretation when it is universally agreed in the business that the song is the thing?"

7. Many publishers are honestly confused as to what the disker expects of them. Should pubbers gun for the remote or should they work exclusively on the record?

8. With regard to the record men's anxiety to draw TV plugs, the pubbers point out that, at this stage, there's a very small chance of landing TV plugs on a new song. Working on a disk is imperative toward moving the tune into a prominent enough position to create sufficient interest for TV plug consideration.

Biggie Partiality

9. On the one hand the diskers are quoted as saying that they lean toward bigger firms, particularly for ballads. In actual practice point out a number of show and movie tune pubbers, it's difficult to get universal disk coverage on new show and movie scores. Organizational weight, expenditure and exploitation potential should be prime factors of consideration for the repertoire men, they say.

10. An opposite point to the one above is brought out by several pubbers. The record men say that they won't record songs of "publishers with their office in their hats and unequipped for required exploitation." Yet they continue to do it.

Personal Relations

11. Personal relationships play just as much a role in pubbery-diskers dealings as does the song. "Let's face it," said one pubber, "the a. and r. men have pets and they produce for them." Along these lines, others point out that the recording men are guided in their selections too generally by their individual personal tastes. Some pubbers also claim that payola has developed as a major factor in getting records, tho this is generally denied by the recording men down the line.

12. The record companies issue

too many records. Heavy release schedules up the competitive odds to a prohibitive point and force the publishers to submit a proportionately greater number of songs. The great number of releases is caused primarily by high guarantees the waxeries must meet on artists who have not managed to garner recent hits. And secondarily, the large number of weekly sides include a sizable number of tries with "exclusives" or long shot picks of the repertoire men.

Self-Criticism

A number of publishers raised points about their own business which have a direct influence upon the pubbing trade's relationships with record companies. They say there are too many publishing companies. It's unfortunate, they say, that the business is so easy to get into—no qualifications are needed. Nobody seems to be leaving the business, and newcomers are continuously coming in. And, up to this point, Broadcast Music, Inc., is keeping a lot of them alive with annual guarantees and per-record deals.

On top of these, the pubbers point out, a good number of recording artists, regardless of their style or field, have a publishing business. All this, they testify, results in the production of mountains of material in which quantity plays a greater role than quality. The great flow of material results in a more rapid turnover of songs. The great amount of material and the rapid turnover reduces the individual publisher's chances and accelerates the competitive pace to a hysterical level.

Dark Down?

One pubber claims, "If things keep going like this, the day may come when the publisher will have nothing left but performing rights."

Another major pubber says that publishers "expect too much." He frankly admits that "most songs are bad" but that the publisher who "sticks to his song will get the most mileage out of it" while the one who constantly keeps fishing for the hit on a hit-and-run basis is bound to be ground down by mediocrity.

A number of publishers also point out that fellow publishers rarely help in one another's dealings with diskers. The general attitude of one pubber for another is to "rap the competition even to the point of lying" to the record men in the hope that they can get their song "in." Such tactics can only create a general disrespect for publishers as a group in the eyes of recording men.

Supreme Court Decision

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that the court's action did not invalidate the State laws but merely weakened them in States where the "non-signer" situation exists.

Record industry reaction to the court's action was an attitude of "You can't stop price-cutting anyhow." Columbia Records, for example, is still awaiting a decision at the appellate level of its "price-cutting" suit against New York dealer Sam Goody. It is believed, however, that Columbia takes a dim view of its chances in view of the Supreme Court decision—and having been one of the most vigorous in pursuing implementation of fair-trade agreements, is probably one of the most disturbed of all the record manufacturers.

Disk Slashing

Decca's attitude was, "If the dealer wants to cut price there's nothing that can be done about it—price-cutting in New York has been going on all the time." On the other hand, Bruno-New York, local RCA Victor distributor, notified all dealers that its legal counsel has advised that the court's decision was not applicable to the situation in New York "where Bruno-New York is engaged solely in intra-State commerce." The letter, signed by the firm's executive vice-president, Irving Sarnoff, said, "We intend to protect our products and our customers under the provision of the fair-trade laws of the State of New York."

That products of all manufacturers are, however, being sold below fair-trade prices is common knowledge on all levels of the record and radio-TV industries. Many retailers have no qualms about advertising price-cutting sales and naming the brands. Lit-

GRUNT & GROAN WITH GT. LEONE

HOLLYWOOD, May 26.—Modern wrestlers have had everything done and said to them from fervent panning to high praise, yet this week a local grunt-and-groaner was paid tribute by High Time Records, which is readying a disk release titled *The Great Baron Leone*. Tune, penned by Rex Ford, honors a top mat artist, Baron Michele Leone, both admired and hated by local followers of the ancient sport.

Ditty is set for June 8 release and will coincide with sheet music issues, latter bearing the likeness of the Baron. Whether the tune will be sung as Leone enters the ring or used as a dirge by the legion of anti-Leone enthusiasts is undetermined. This is the first time a wrestler has been so honored by a diskery. Maybe now there'll be a flurry of mat-cleffings, such as *The Great Gorgeous George*, or *Girabaldis, We Love You or An Ode to Maurice, the Muscic-Bound Matman*.

Mindy Sparks WFIL's Switch

NEW YORK, May 26.—Thrush Mindy Carson underwent one of the heaviest one-day promotional operations within memory Thursday (24) when she marathoned thru a 12-hour bally for the conversion of Philadelphia's WFIL into the first all-45 r.p.m. station (*The Billboard*, May 26).

Miss Carson, an RCA Victor recording artist, began at 8 a.m. with an appearance on Leroy Miller's breakfast show, then made an appearance at L. T. Brothers' record department, where she was photoed by newsreels for rebroadcast over WFIL-TV. She also pitched for U. S. Treasury Bonds and the national Cerebral Palsy Drive.

Returning to the station, she was photoed with a giant 45 r.p.m. sound float which had toured the city all week playing one of her recordings. She followed with p. a.'s on Leroy Miller's Luncheon Club, the Mary and Howard Jones show, Howard Jones's TV show, Tom Moorehead's WFIL-TV *Backstage*, and the TV seg, *Features for Women*. She wound up with a live shot on TV, where she was made honorary sergeant of the Pennsylvania National Guard in recognition of her weekly e. t. d national guard program. The Carson caravan was ballied with a week-long ad and promotion campaign by the station.

Alexander Suit

Continued from page 9

the action has heretofore been taken and, expectations are, less action will be taken from now on.

That prices will go still lower is considered unlikely in view of the higher selling costs and short profit margins on radio and TV sets or disks.

The second suit, brought in Southern District Court, New York, alleged anti-trust activities. BMI was charged with subsidizing and favoring a preferred group of publishers, and of utilizing connections with radio stations, record companies and performers to further the interests of this group to the detriment of other affiliates. Yesterday's settlement was made while a series of examinations before trial were pending—several BMI affiliates and recording companies were due to appear for testimony as to their relations with BMI.

Under the settlement, Alexander and the others agreed to waive all future claims and to abstain from further litigations against BMI. All existing contracts between the plaintiffs and BMI are canceled. Each, however, is privileged to continue licensing songs thru BMI.

The settlement came as a whirlwind wind-up to the lengthy proceedings, and was met with considerable surprise along Tin Pan Alley. All thru the litigation, BMI is known to have pictured Alexander as strictly a nuisance suer, and is understood to have held that it would rather spend any

TV's Inventory Glut

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greatly strengthened our market-position."

The follow-thru on this program actually calls for the distributor to relieve the pressure on the dealer for prompt payment of bills. The distributor who carries his dealer permits the retailer to hold onto his inventory until the selling season does arrive. Behind all this, too, is the belief that there actually will be a shortage of video sets—if not of all brands, then of the particular brand carried by the distributor.

Opposition Group

Admiral, Emerson and other such firms, however, believe that price reductions, even temporarily, and new, low-priced models, are the kind of "shot-in-the-arm" that will create retail traffic, some sales and some ready cash. In agreement are the retailers who have either followed or tried to follow the auction sales staged here last week by the Monarch-Saphin stores. For the most part, these are in the minority. For the most part, too, the latest auction sales have not been too successful. One staged in Brooklyn this week was nearly broken up by groups of contrary-minded dealers who attended the sale and heckled the auctioneer.

Manufacturers, distributors and dealers are trying every possible method to forestall or halt the auctions. In many cities they have been successful. Legally, however, they appear to be helpless to stop the latest promotional gimmick. Bruno-New York, Inc., Metropolitan New York RCA Victor distributor this week ran large ads in daily papers headlined "Caveat Emptor (Let the Buyer Beware)" and containing five questions that should be asked before purchasing a TV set at auction. Tradesters see this ad campaign as the only way

ABC, MBS Ban Paradise Tune

HOLLYWOOD, May 26.—American Broadcasting Company and Mutual Broadcasting System's ban of *Paradise*, first pubbed in 1931 by Robbins-Feist-Miller (American Society of Composers, Authors and Publishers), was brought to light this week when Kitty White's Decca version of the standard was kept from the air. So far neither the National Broadcasting Company nor the Columbia Broadcasting System has taken any action regarding the tune.

Difficulties arose when Miss White set out to do the Herb Brown-Gordon Clifford version on Russ Mulholland's TV show. Station execs informed the singer that she would have to use special lyrics, penned several years ago by the late Ken Burton, which subs for the humming portion. Time did not permit Miss White to learn the new lyrics, so the song was not performed.

Nets banning *Paradise* say the humming segs are suggestive, therefore the edict. Decca, at press time, planned no action and will not rewrap the song.

Tubbs Slated For 1-Nighters

HOLLYWOOD, May 26.—Ernie Tubbs, of *Grand Ole Opry* fame, kicks off a series of 10 State one-nighters Monday (28), his first appearance in this locale since 1947. Tubbs gets a \$600 guarantee against a 60 per cent door split. He will be accompanied by guitar player Billy Berg. Tubbs will be the guest of honor Friday (1) at a testimonial dinner at Riverside Rancho by Marty Landau, who is promoting Tubbs' Coast junket. Close to 60 disk jockeys and artists are expected to attend the Rancho dinner.

Tubbs' itinerary includes Hanford, Bakersfield, Fresno, Atwater, Los Angeles, Oakland, Sacramento, Salinas, San Jose and San Diego. Tour winds up June 6 in San Diego, after which the Western singer plays a date in Phoenix, Ariz., prior to returning to Nashville.

amount than give in. The trade is now watching with considerable interest what reaction the settlement will elicit from the group of American Society of Composers, Authors and Publishers, writers who are organizing to "do something" about BMI (*The Billboard*, May 26).

to combat the auctions. Many industry execs are convinced that there is no hope for effective legal action.

Meanwhile the few TV sets being purchased are going at prices way below regular retail lists.

Blues Jubilee Set for Coast

HOLLYWOOD, May 26.—Second annual Blues Jubilee is skedded for July 29 at the Shrine Auditorium, with some of the top rhythm and blues artists in the nation already on tap. Event is co-sponsored by Frank Bull and Gene Norman, KFWB spinners. Bull and Norman will make available platters of proceedings, in a fashion after last year's program. The first blues concert produced such blues successes as Helen Humes' *Million Dollar Secret* and *Failing by De-grees* by Jimmy Witherspoon.

Already set are Witherspoon, Miss Humes, Roy Brown, Percy Mayfield, Johnny Otis, Little Esther, Wynonie Harris and T-Bone Walker. Norman-Bull combo also produces the annual Dixieland Jubilee, presented each fall.

Vita Says "No" to Mills' "Say" Plea

HOLLYWOOD, May 26.—Vita Records is turning a deaf ear to Mills Music's request to re-record its current Korla Pandit-Jette Satin dinking of *They Say*. Mills claims Vita has changed lyrics and melody and should do the platter over. Label reads *They Say*, with longer title in parenthesis. Tune is from the Mills catalog pubbed in 1926, actual title being *Tonight You Belong to Me* and clefied by Billy Rose and Lee David.

Mills is seeking action by Music Publishers' Protective Association and American Society of Composers, Authors and Publishers to have the disk reworked. Song in question was released in March and shows much activity in the Northwest. Other labels are reported cutting the tune, only actual commitment being Peggy Lee's version on Capitol. Vita Prexy Larry Mead told *The Billboard* MPPA has not contacted him nor has ASCAP requested the slicing be restricted from air play.

Spanish Headache

Continued from page 10

the United States and which are usually carried by those shops catering to Spanish-speaking peoples. In metropolitan New York, for example, there are between 75 and 80 such record stores.

L-A Labels

Typical of such dealerships is the new Bel Canto store operated by Louis Sorrentino and Carl Moore De Faria. The shop also carries Spanish sheet music, magazines and books. Currently active Latin-American labels listed in alphabetical order by Sorrentino are: Alba, Azteca, Alberto, Ada, Ansonia, Bolero, Cesar, Cima, Colon, Coda, Colonial, Coast, Falcon, Gordils, Golden-Hit, Gama, Imperial, La Ninfa, Landia, Mission, Monilu, Moneo, Mida, Mondie, Minerve, Pampa, Peerless, Quixote, Rival Riney, ROK, Ritmo, Rivoli, Seeco, Standard, SMC, Symphony, Tropical, Trans-Eco Tico, Taxco, Trilon, Tri-Color and Verne.

The bulk of the business is done by the major pop firms and Seeco, Verne, Coda and SMC.

50G Bozo Bally

Continued from page 10

shops, department stores, deejays and newspapers. Special Bozo displays will be made available to dealers. Bozo masks and balloons as well as lucky number contest gift albums will be handed to kids attending the showings of the film and the accompanying show.

The promotion already has hit New York, Poughkeepsie, N. Y., and Hartford, Conn., and is slated for Philadelphia next week. Dick Linke, Eastern promotion manager for the diskery, currently is attempting to work out a tie-in with local theater chains to use the Bozo package as a feature for the chains' standard Saturday morning kiddie shows.

New Star of the "Grand Ole Opry"...

Carl Smith Singing

"If teardrops were pennies"

and **"MR. MOON"**

78 rpm 20825 33 1/3 rpm 3-20825 45 rpm 4-20825

OTHER BEST-SELLERS!

"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

"I Betcha My Heart I Love You"
and
"I Overlooked An Orchid"

78 rpm 20741 33 1/3 rpm 3-20741 45 rpm 4-20741

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

78 rpm 20765 33 1/3 rpm 3-20765 45 rpm 4-20765

**Carl Smith
On The Air!**

**Guest Artist
Appearance on
"Grand Ole Opry"
Prince Albert Show
June 9**

COLUMBIA RECORDS

First, Finest and Foremost in Recorded Music

Mindy

IN TWO GREAT VOICES...



MINDY CARSON AND MINDY CARSON

harmonizing together on...

LONELY LITTLE ROBIN

backed by

**"YOU ONLY WANT ME
WHEN YOU'RE LONESOME"**

RCA Victor—(20-4151)—(47-4151)

RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received May 23, 24 and 25.

Last Week | This Week

1. **1. How High the Moon**
By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Brown, Alladin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, MGM 10332; D. Brubeck Trio, Fantasy 515; O. Peterson, Mer 8943.
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley Ork, Thesaurus; June Christy-Johnny Guarneri Quartet, Thesaurus; Helen Forrest, World.
2. **2. On Top of Old Smoky**
By Pete Seeger—Published by Folkways (BMI)
RECORDS AVAILABLE: C. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612; Josh White, London 1028; B. Johnson, Merit 303.
(No information on electrical transcription libraries available as The Billboard goes to press)
3. **3. Mockin' Bird Hill**
By Vaughn Horton—Published by Southern (ASCAP)
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851, A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444 L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595 (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552; Saddle Kings, MacGregor 653.
ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy, Howard, World; Henry Jerome, Lang-Worth.
4. **4. Too Young**
By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)
RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth.
5. **5. Sound Off**
By Willie Lee Duckworth—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: J. Gray Ork, Dec 27054; V. Monroe, V 20-4113; De Paur's Infantry Chorus, Col 39413
(No information on electrical transcription libraries available as The Billboard goes to press.)
6. **6. Loveliest Night of the Year**
By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)
From the MGM film, "The Great Caruso."
RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307.
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darian, Standard.
7. **7. Rose, Rose, I Love You**
By Wilfrid Thomas—Published by Chappell (ASCAP)
RECORDS AVAILABLE: Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; F. Laine, Col 39367; A. Lund, MGM 10978; B. Morrow, V 20-4135; Lou Ella Robertson, Cap 1532; M. Mitchell Trio, Coral 60484; Benny Lee, London 1029.
(No information on electrical transcription libraries available as The Billboard goes to press.)
8. **8. Jezebel**
By Wayne Shanklin—Published by BMI (BMI)
RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard.
6. **9. I Apologize**
(Appeared first in 4/21/51 issue)
By Al Hoffman, Al Goodheart and Ed Nelson—Published by Crawford Music (ASCAP)
RECORDS AVAILABLE: Champ Butler, Col 39189; D. Cherry-D. Terry Ork, Dec 27484; B. Eckstine, MGM 10903; T. Martin, V 20-4056; Anita O'Day, London 964; D. Washington, Mer 8209.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens, Associated; Johnny Desmond, Thesaurus; Monica Lewis, World; Hugh Waddill, Lang-Worth.
9. **10. If**
By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: P. Como V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Fortne, World; Vincent Lopez, Thesaurus; Mindy Carson Associated.

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"DREAM," "HALLS OF IVY" The Voices of Walter Schumann	1505	F1505
"HERE'S TO YOUR ILLUSIONS," "THESE THINGS I OFFER YOU (FOR A LIFETIME)" Ray Anthony	1522	F1522
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528	F1528
"NIGHTS OF SPLENDOR," "WHEN IT'S SPRINGTIME IN THE ROCKIES" Jo Stafford and Gordon MacRae	1523	F1523

HOT SELLERS!

POPULAR

"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford	1451	F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449	F1449
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie	1521	F1521
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton	1480	F1480
"SONG OF DELILAH," "BECAUSE OF RAIN" Nat "King" Cole	1501	F1501
"A LETTER FROM HARRY," "ALL POOPED OUT" Yogi Yorgesson	1531	F1531
"DREAM," "HALLS OF IVY" The Voices of Walter Schumann	1505	F1505

WESTERN & FOLK

"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie	1470	F1470
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528	F1528
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin	1508	F1508
"(I'm Gonna) SING, SING, SING," "SHINING CITY" James and Martha Carson	1530	F1530
"SHUFFLEBOARD SHUFFLE," "POCO TEMPO" Roy Hogsed	1529	F1529
"AS LONG AS YOU BELIEVE IN ME (Little Darlin')," "WHITE PETALS FROM A ROSE" Jimmie Davis	1510	F1510
"SCOOT, GIT AND BEGONE," "BLUES IS BAD NEWS" Skeets McDonald	1518	F1518



Week Ending
JUNE 2, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Kay Starr & Tennessee Ernie

That Stellar, Selling
STARR-ERNIE COMBO
HITS again with
"OCEAN OF TEARS"
and a great flip side



"YOU'RE MY SUGAR"

CAPITOL NO. 1567 ON 78 RPM. • F1567 ON 45 RPM.

NEW RELEASES ON Capitol

4 NEW LES GOTCHER with Cliffie Stone's Square Dance Band
SQUARE DANCE PACKAGES
ONE SIDE RECORDED WITH CALLS REVERSE SIDE SAME MUSIC WITHOUT CALLS . . . YOU DO THE CALLING
UNBREAKABLE ON 10-INCH

MANANA 78 rpm CAS-4011 45 rpm CASF-4011	TA RA RA BOOM DE AY 78 rpm CAS-4012 45 rpm CASF-4012	IT'S A GOOD DAY 78 rpm CAS-4013 45 rpm CASF-4013	SQUARE DANCE BOOGIE 78 rpm CAS-4014 45 rpm CASF-4014
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POPULAR		78 rpm	45 rpm
MARGARET WHITING and JIMMY WAKELY	STAR OF HOPE coupled with WHY AM I LOSING YOU	1555	F1555
RAY ANTHONY and His Orchestra	VILIA coupled with MELANCHOLY RHAPSODY instrumentals	1556	F1556
BOB EBERLY with Orchestra Conducted by Harold Messner	MY LIFE'S DESIRE YOU BELONG TO MY HEART From the M-G-M Picture "Mr. Imperium"	1557	F1557
JOE "FINGERS" CARR and The Car-Hops	IT MUST BE TRUE (YOU ARE MINE, ALL MINE) BALLIN' THE JACK From "On The Riviera"	1558	F1558
LOU ELLA ROBERTSON and the WANDERERS	ROSE OF THE MOUNTAIN MY O-HI-O HEAVEN	1559	F1559
FRANK DeVOL and His Orchestra	HOPALONG CASSIDY MARCH coupled with CIRCUS DAYS instrumental	1560	F1560
ELLA MAE MORSE	COW COW BOOGIE coupled with SHOO SHOO BABY with Freddie Slack and His Orchestra with Dick Walters and His Orchestra	1561	F1561
WESTERN & COUNTRY			
JESS WILLARD	HONKY TONK HARDWOOD FLOOR HANG ON THE BALL AND CHAIN	1562	F1562
JIMMIE SKINNER	IT'S BARGAIN DAY (IN BROKEN HEARTS) I CAN'T TELL MY HEART THAT	1563	F1563
OKLAHOMA SWEETHEARTS	CALL ME SWEETHEART DON'T STEAL DADDY'S MEDAL	1564	F1564

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received May 23, 24 and 25

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

POSITION	Weeks Last This	to date Week Week	Record Title	Artist	Label
9	1	1	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
7	2	2	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
7	5	3	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
9	4	4	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen	Dec(78)27515; (45)9-27515-BMI
5	6	5	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-BMI
15	3	6	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
4	11	7	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367-ASCAP
3	7	8	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146-ASCAP
7	9	8	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-BMI
13	8	10	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
12	15	11	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
3	14	12	ROSE, ROSE, I LOVE YOU	B. Morrow	V(78)20-4135; (45)47-4135-ASCAP
21	13	13	IF	P. Como	V(78)20-3997; (45)47-3997-ASCAP
16	16	16	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing and Gary Crosby	Dec(78)27577; (45)9-27577-ASCAP
Y	—	15	MY TRULY TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45-ASCAP
1	—	15	THESE THINGS I OFFER YOU	S. Vaughan	Col(78)39370; (45)4-39370; (33)3-39370-ASCAP
2	19	17	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45-ASCAP
4	10	18	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328-BMI
1	—	19	TOO YOUNG	T. Arden	Col(78)39271; (45)4-39271; (33)3-39271-ASCAP
24	12	20	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1561-ASCAP
1	—	21	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120-ASCAP
1	—	22	WE KISS IN A SHADOW	F. Sinatra	Col(78)39294; (45)4-39294; (33)3-39294-ASCAP
1	—	23	SOMEBODY	J. Stafford	Col(78)38389; (45)4-38389; (33)3-38389
3	28	24	PRETTY EYED BABY	F. Laine-J. Stafford	Col(78)39388; (45)4-39388; (33)3-39388-ASCAP
17	18	25	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45-ASCAP
6	30	25	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
1	—	27	I LIKE THE WIDE OPEN SPACES	A. Godfrey-L. Anders	Col(78)39404; (45)4-39404; (33)3-39404
14	21	27	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190-ASCAP
1	—	27	THESE THINGS I OFFER YOU	R. Anthony	Cap(78)1522; (45)F-1522-ASCAP
1	—	27	WHAT WILL I TELL MY HEART	E. Howard	Mercury(78)5630; (45)5630X45-ASCAP

England's Top Twenty

POSITION	Weeks Last This	to date Week Week	Record Title	Artist	Label
8	1	1	MOCKIN' BIRD HILL	Southern	Southern
8	3	2	ROSE, ROSE, I LOVE YOU	Sterling	Chappell
11	2	3	BE MY LOVE	Francis Day	Robbins
13	3	4	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Dartmouth
12	6	5	THE ROVING KIND	Leeds	Hollis
6	8	6	SPARROW IN THE TREE TOP	Cinephonic	Santly-Joy
18	7	7	TENNESSEE WALTZ	Cinephonic	Acuff-Rose
7	10	8	MARY ROSE	Magna	Shapiro-Bernstein
5	12	9	SHOTGUN BOOGIE	Campbell-Connelly	Century
16	3	10	MY HEART CRIES FOR YOU	Morris	Massey
17	9	11	SEPTEMBER SONG	Chappell, Ltd.	Crawford
23	11	12	PETITE WALTZ	Duchess	Duchess
3	17	13	MY LIFES DESIRE	Lennox	Shapiro-Bernstein
6	16	14	DADIM-DADOM (RAINY DAY REFRAIN)	Maurice	Leeds
18	14	15	IF	Lennox	Shapiro-Bernstein
17	15	16	I'LL ALWAYS LOVE YOU	Chappell, Ltd.	Famous
5	13	16	SO IN LOVE	Chappell, Ltd.	Harms
3	18	18	MAY KWAY OF MAY KWAY (ROSE, ROSE, I LOVE YOU)	Maurice	*
2	20	19	WOULD I LOVE YOU?	Disney	Disney
1	—	20	OUR VERY OWN	Bradbury Wood	Henry Spitzer

* Publisher not available as The Billboard goes to press.

VOX JOX

Gab Bag

Bob Hawkins, KWJB, Globe, Ariz., says his sponsor Hudson Autos gifted him with a new car. . . . **Paul Scott, WBIS, Bristol, Conn.,** pens, "Record companies are missing out by not sending us disks. When **Elliot Lawrence** played here recently, his promotion was hampered because we hadn't received his latest Decca releases. Question: Why is Capitol so tight with their latest disks? If you don't have 'em, you can't play 'em." . . . **Bob Lee, WCAV, Norfolk,** is "wondering if I'm the first 'Lonesome Guy.'" Says he started about six months ago. . . . **Jim Travis, WJLM, Lewisburg, Tenn.,** would "like some info on 'Rose, Rose, I Love You.' It's caught on here," says Jim, and fans want to know something about its background." . . . **Joe Ryan, WALL, Middletown, N. Y.,** s. o. s.'s record librarians with "Help! What do you do when you run into two-titled songs, (such as 'Where the Red Roses Grow' and 'There's a Little White House.' How about this billing business?"

Ad Lib Cuttings

Steve Starwyck, KGRH, Fayetteville, Ark., rates a two-column write-up with photo in a recent issue of the University of Arkansas campus newspaper. . . . **Ken Rowland, KSAL, Salina, Kan.,** and frau are parents of a daughter, **Linda Lee.** . . . **Bob Stubberfield, WAYN, Rockingham, N. C.,** and **Dorothy Harden** are engaged. . . . **Bob Clayton, WHDH, Boston, Mass.,** is the second show business personality ever introduced to the Massachusetts Legislature. **Vaughn Monroe** was first. Clayton made it when he thanked several reps, who had appeared on his "Boston Ballroom" show. . . . **Freddy Marshall** interviewed **Stan Kenton** for Pasadena, Calif., City College's show "The Feature Page," and the 15-minute program was later aired over **KALI, Pasadena, Calif.,** along with another college production rigged around the ork leader's career. . . . Atlantic City's men's Fashion Pageant has named **d. j. Charlie Starke, WINS, N. Y.,** "one of the best dressed men in his field." . . . **Joe Deane, WHEC, Rochester, N. Y.,** recently cut a kiddie disk tagged "Dinky the Duck" for Peter Pan Records. Joe plays title role. . . . **Four WLAW, Boston, announcers** are conducting a pool to determine the musical moods of New England listeners. The boys are devoting Saturday afternoon to playing almost four hours of different types of music, with listeners requested to postcard the programs with their vote for favorite type. **D. j.'s are Harvey Chester, jazz; Hugh Babb, swing; Howie Leonard, ballad, and Earl Gynan, classical.**

Gimmix

Bert Knapp, WMCA, New York, plays the "Backwards Game" on his show, with listeners asked to phone or write in how their name sounds backwards. Bert's is **Treb Ppant. Ours is Xov Xoj-Draoblib(!)** . . . **Ted Nabors, KTHH, Houston,** uses Billboard's "IF" parodies on his "Top o' the Morning" show. "To date," says Ted, "I've given about 1,200 copies of both "IF" versions and mail is still coming in—with full credit to Billboard, naturally. Thanks!" . . . **Earle Pudney, WGY, Schenectady, N. Y.,** planned to Hollywood this month to guest on "Double or Nothing" with two winners of a local contest. . . . **Al Mortimer, WRAK, Williamsport, Pa.,** spins pop disks and asks listeners to "identify the classical theme from which it was stolen, or should I say borrowed?" . . . **Bob Watson, WSB, Atlanta,** says college prexies are so pleased that he salutes their
(Continued on page 29)

Best Selling Sheet Music

... Based on reports received May 23, 24 and 25

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

POSITION	Weeks Last This	to date Week Week	Record Title	Publisher
15	1	1	MOCKIN' BIRD HILL (R)	Southern
9	2	2	ON TOP OF OLD SMOKY (R)	Folkways
6	3	3	TOO YOUNG (R)	Jefferson
4	5	4	HOW HIGH THE MOON (R)	Chappell
22	4	5	IT IS NO SECRET (R)	Duchess
3	9	6	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
19	7	7	IF (R)	Shapiro-Bernstein
16	6	8	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
1	—	9	UNLESS (R)	Bourne
10	—	10	BEAUTIFUL BROWN EYES (R)	American
23	11	11	BE MY LOVE (F) (R)	Miller
11	—	12	SPARROW IN THE TREE TOP (R)	Santly-Joy
3	10	13	OLD SOLDIERS NEVER DIE (R)	Publisher undetermined
14	13	14	WOULD I LOVE YOU? (R)	Walt Disney
27	14	15	TENNESSEE WALTZ (R)	Acuff-Rose

Songs With Greatest Radio Audiences (ACI)

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

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

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(Beginning Friday, May 18, 8 a.m., and ending Friday, May 25, 8 a.m.)

Alice in Wonderland (F) (R)	Walt Disney-ASCAP
Be My Love (F) (R)	Miller-ASCAP
Because of You (F) (R)	BMI-BMI
Happiness (R)	George Simon-ASCAP
Here's to Your Illusions (M) (R)	Chappell-ASCAP
Hot Canary (R)	Leeds-ASCAP
How High the Moon (R)	Chappell-ASCAP
How Long Is Forever (R)	St. Nicholas-ASCAP
I Apologize (R)	Crawford-ASCAP
I Love the Way You Say Goodnight (R)	Remick-ASCAP
I Whistle a Happy Tune (M) (R)	Williamson-ASCAP
If (R)	Shapiro-Bernstein-ASCAP
If I Were a Bell (M) (R)	E. H. Morris-ASCAP
I'm Late (F) (R)	Walt Disney-ASCAP
It's a Lovely Day Today (M) (R)	Berlin-ASCAP
Loveliest Night of the Year (F) (R)	Robbins-ASCAP
Make the Man Love Me (M) (R)	T. B. Harms-ASCAP
Mister and Mississippi (R)	Shapiro-Bernstein-ASCAP
Mockin' Bird Hill (R)	Southern-ASCAP
My Prayer (R)	Shapiro-Bernstein-ASCAP
No One But You (R)	Harms-ASCAP
On Top of Old Smoky (R)	Folkways-BMI
Shanghai (R)	Advanced-ASCAP
Sound Off (R)	Shapiro-Bernstein-ASCAP
Tahiti My Island (F) (R)	Paramount-ASCAP
Too Late Now (F) (R)	Feist-ASCAP
Too Young (R)	Jefferson-ASCAP
When You and I Were Young, Maggie Blues (R)	Mills-ASCAP
Where the Red Roses Grow (R)	Famous-ASCAP
You're Just in Love (M) (R)	Berlin-ASCAP

Songs With Most TV Performances (RH Tele-Log)

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

Week of May 17 to 23

1. Too Young—Jefferson	155
2. Mockin' Bird Hill—Southern	150
3. How High the Moon—Chappell	120
4. Aba Daba Honey—Feist	115
5. On Top of Old Smoky—Folkways	75
6. Loveliest Night of the Year—Robbins	72
7. Hello Young Lovers—Williamson	70
8. If—Shapiro	70
9. It's a Lovely Day Today—Berlin	65
10. Would I Love You—Disney	65
11. You're Just in Love—Berlin	65
12. Be My Love—Miller	60
13. Sparrow in the Tree Top—Santly	50
14. Here's to Your Illusions—Chappell	40
15. How Could You Believe Me?—Feist	40
16. I Whistle a Happy Tune—Williamson	40
17. Love Is the Reason—T. B. Harms	40
18. Make the Man Love Me—T. B. Harms	40
19. Too Late Now—Feist	40
20. World Is Your Balloon—Chappell	40
21. Ever True—Ever More—Supreme	35
22. Syncopated Clock—Mills	35
23. Here Comes the Springtime—Plymouth	30
24. My Resistance Is Low—Morris	30
25. Never Been Kissed—Paxton	30
26. Waltzing Cat—Mills	24
27. Any Town Is Paris When You're Young—Burke-Van Heusen	24
28. Because of You—B. M. I.	20
29. Bring Back the Thrill—Maypole	20
30. Bundle Up Your Cares—Chappell	20



CURRENT RELEASES

* Indicates 45 RPM

- 5595* PATTI PAGE**
Mockin' Bird Hill
I Love You Because
- 5571* PATTI PAGE**
Would I Love You
Sentimental Music
- 5609* AL TRACE**
And His Orchestra
Pretty Eyed Baby
That's The One For Me
- 5630* EDDY HOWARD**
And His Orchestra
Strange Little Girl
What Will I Tell My Heart
- 5644* GEORGIA GIBBS**
Tom's Tune
I Wish, I Wish
- 5647* REX ALLEN**
Mister and Mississippi
Lonely Little Robin
- 5603* RICHARD HAYES**
Fast Freight
My Prayer
- 5620 ALEXANDER BROTHERS**
Jezebel
Pennsylvania Dutch
- 5635* TINY HILL**
And His Orchestra
Pick Up Truck
Two Letters
- 5599* RICHARD HAYES**
Too Young
Shenandoah Waltz
- 5607* TONY FONTANE**
Syncopated Clock
I'm Yours To Command
- 5608* BOB CONNALLY**
Kentucky Waltz
Chapel Of The Roses
- 5611* TONY FONTANE**
No One But You
A Love Like Yours
- 5612* GEORGE SIRAVO**
And His Orchestra
On Top Of Old Smoky
Do You Dig John Peel
- 5614* BILLY DANIELS**
I'll Never Know Why
I Never Knew
- 5615* RICHARD HAYES**
ROBERTA QUINLAN
Maggie Blues
I Whistle A Happy Tune
- 5602* KAY BROWN**
Lock The Barn Door
Hold Onto Your Heart
- 5579* PATTI PAGE**
Trail Of Achin Hearts
Ever True Evermore
- 5648* CLYDE McCOY**
St. Louis Blues
Because Of Rain
- 5624* RAY BARBER**
Love Me
I Have No Heart
- 5625* HARMONICATS**
Dynaflow Drive
Roman Guitar
- 5616* ROBERTA QUINLAN**
Somebody To Love
Alice In Wonderland
- 5617* ALFRED NEWMAN**
We Kiss In A Shadow
Something Wonderful
- 5626* DORIS DREW**
Sentimental Heart
Somebody Else
- 5581* FRANKIE LAINE**
Metro Polka
Jalopy Song
- 5656* FRANKIE LAINE**
Heart Of My Heart
Out In The Rain
- 5642* SOPHIE TUCKER**
My Mother's Sabbath
Candles (English & Yiddish)
- 5637* AL TRACE**
And His Orchestra
Why Go Home?
Maria Cristina
- 5638* VIC DAMONE**
Someday
Gotta Show Me
- 5643* RAY BARBER**
I Have No Heart
Because Of You
- 5641 GOON BONES TRIO**
Monkeyshines
Tiger Rag
- 5649* ART KASSEL**
And His Orchestra
I Said It And I'm Glad
My Hawaii
- 5650* BOB KAMES**
Organ
High Life Polka
Seein' My Baby Tonite
- 5652* AL TRACE**
The Old Organ Grinder
Everybody's Sweetheart

Breaking Big!



PATTI PAGE

"MISTER AND MISSISSIPPI"

"These Things I Offer You"
Mercury 5645 • 5645x45



VIC DAMONE

"MY TRULY, TRULY FAIR"

"My Life's Desire"
Mercury 5646 • 5646x45



RALPH MARTERIE

And His Orchestra

"YOU BETTER STOP TELLIN' LIES"

"Didn't Your Mother Ever Tell Ya Nothin' "
Mercury 5657 • 5657x45



TONY FONTANE

"VANITY"

"The Wonderous Word"
Mercury 5659 • 5659x45

Country & Western

- 6325 Sue Thompson**
Gettin' A Good Girl
What've You Got
- 6318 Lulu Belle & Scotty**
Truly I Love You
Each Time You Leave
- 6317 Lester Flatt**
Earl Scruggs
Pain In My Heart
Take Me In A Lifeboat
- 6322 Jackie Doll**
Atomic Bomb
Wabash Cannonball
- 6306 Jerry Byrd**
Over The Waves
Twilight Blues
- 6312 Louie Innis**
Goodnight Cincinnati
Boogie Woogie Baby
- 6320 Butterball Brown**
It's Drunk Out Tonite
What You Want
- 6326 Bobby Soots**
I'm Cryin'
Bad Bad Whiskey

Rhythm & Blues

- 8232 Dinah Washington**
Fine Fine, Daddy
I'm So Lonely
- 8233 Meredith Howard**
Am I To Blame
Just Kiss Me Once
- 8237 Meredith Howard**
Ten Minutes More
Goodbye
- 8223 Happy Johnson**
You'll Always Have The Blues
Boogin' Round With The Blues
- 8240 Ray Sned**
Fade Away Baby
Let's Ball
- 8236 Allen Greene**
This Must Be Love
My Lonely House
- 8235 Smokey Hogg**
Miss Georgia
Dirty Mistreater

NORMAN GRANZ' JAZZ RELEASE

- 8944 Johnny Hodges** And His Orchestra
Castle Rock
Jeep's Blues



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received May 23, 24 and 25

Table of Best Selling Pop Singles with columns for Rank, Title, Artist, and Record Label.

Best Selling Classical Titles

Based on reports received May 23, 24 and 25

Table of Best Selling Classical Titles with columns for Rank, Title, Artist, and Record Label.

Advance Classical Releases

Table of Advance Classical Releases with columns for Title, Artist, and Record Label.

DOINGS DEALER

One Voice, N. G.

Let's face it, all the gripes about service from the various companies are without ground. The great majority of the dealers get their records from distributors.

TV-Music Fair

Opening of the Schusters Stores, Milwaukee, new remodeled and enlarged phonograph-TV-record departments have been strongly publicized by a series of interesting exhibits and crowd-pulling appearances of artists from many labels.

News and Chatter

The Haynes-Griffin Music Shop is moving two blocks further uptown on New York's swank Madison Avenue. This will place the disk store that much closer to Liberty Music Shop, it's chief competitor for the plush record buying trade.

Best Selling Children's Records

Based on reports received May 23, 24 and 25

Table of Best Selling Children's Records with columns for Rank, Title, Artist, and Record Label.

Best Selling Pop Albums

Based on reports received May 23, 24 and 25

Table of Best Selling Pop Albums with columns for Rank, Title, Artist, and Record Label.

Classical Reviews

BEETHOVEN: PIANO CONCERTO NO. 1 IN C MAJOR, OP. 15—Heinz Schroter-Bavarian Radio Ork, Hans Altmann, Cond. HAYDN: PIANO CONCERTO IN D MAJOR, OPUS 21—Rosl Schmid-Bavarian Radio Ork, Alfons Dressel, Cond. (1-12'')

COMO SMASH LEADS RCA VICTOR'S HOT MID-YEAR RELEASE...



PERRY COMO
 "There's a Big Blue Cloud"
 "There's No Boat Like a Rowboat"
 (and the Fontane Sisters)
 RCA Victor 20-4158 (47-4158)*



FREDDY MARTIN
 "My Truly, Truly Fair"
 "The Good Humor Man"
 RCA Victor 20-4159 (47-4159)*



FRAN WARREN
 "January, February, March"
 "Any Time at All"
 RCA Victor 20-4160 (47-4160)*



EDDY ARNOLD
 "I Wanna Play House With You"
 "Something Old, Something New"
 RCA Victor 21-0476 (48-0476)*



ROBERT MERRILL
 "My Life's Desire"
 "The Girls We Never Did Wed"
 RCA Victor 10-3426 (49-3426)*

This week's

New Releases ... on RCA Victor

Release 51-25

Ships Coast to Coast, Week of June 3

POPULAR

- PERRY COMO** with Mitchell Ayres and His Orchestra
 There's a Big Blue Cloud
 There's No Boat Like a Rowboat (and the Fontane Sisters)
 20-4158—(47-4158)*
- FREDDY MARTIN** and His Orchestra
 My Truly, Truly Fair
 The Good Humor Man
 20-4159—(47-4159)*
- FRAN WARREN**
 January, February, March
 Any Time At All
 20-4160—(47-4160)*

COUNTRY

- EDDY ARNOLD**, The Tennessee Plowboy, and His Guitar
 I Wanna Play House With You
 Something Old, Something New
 21-0476—(48-0476)*

WESTERN

- WILF CARTER** (Montana Slim, the Singing Cowboy)
 Sick, Sober and Sorry
 My Wife Is On a Diet
 21-0477—(48-0477)*

BLUES

- PIANO RED**
 Layin' the Boogie
 Baby, What's Wrong
 22-0130—(50-0130)*

RED SEAL SPECIAL

- ROBERT MERRILL**, Baritone with Henri Rene and His Orchestra
 My Life's Desire
 The Girls We Never Did Wed
 10-3426—(49-3426)*

NEW ALBUMS

- RALPH FLANAGAN** and His Orchestra
 Let's Dance Again With Flanagan
 P-311 (WP-311)* (LPM-1)**
 *45 r.p.m. cat. nos.
 **33 1/3 r.p.m. cat. nos.



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

- \$** **Sound Off/Oh, Marry Me**
 Vaughn Monroe 20-4113—(47-4113)*
- \$** **Old Soldiers Never Die/Love and Devotion**
 Vaughn Monroe 20-4146—(47-4146)*
- \$** **The Loveliest Night of the Year**
 Mario Lanza 10-3300—(49-3300)*
- \$** **On Top of Old Smoky/Shall We Dance**
 Vaughn Monroe 20-4114—(47-4114)*
- \$** **Be My Love**
 Mario Lanza 10-1561—(49-1561)*
- \$** **I Get Ideas**
 Tony Martin 20-4141—(47-4141)*
- \$** **Unless/I Have No Heart**
 Eddie Fisher 20-4120—(47-4120)*
- \$** **Vesti La Giubba**
 Mario Lanza 10-3228—(47-3228)*
- \$** **Rhumba Boogie**
 Hank Snow 21-0431—(48-0431)*
- \$** **Down the Trail of Achin' Hearts/Bluebird Island**
 Hank Snow and Anita Carter 21-0441—(48-0441)*
- \$** **Rose, Rose, I Love You**
 Buddy Morrow 20-4135—(47-4135)*
- \$** **Kentucky Waltz**
 Eddy Arnold 21-0444—(48-0444)*
- \$** **Never Been Kissed**
 Freddy Martin 20-4099—(47-4099)*
- \$** **Mister and Mississippi**
 Dennis Day 20-4140—(47-4140)*
- \$** **There's Been a Change in Me**
 Eddy Arnold 21-0412—(48-0412)*



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

- ★** **Hello, Young Lovers**
 We Kiss in a Shadow
 Perry Como 20-4112 — (47-4112)*
 Both sides, the Retailers Pick May 12th issue, Billboard.
- ★** **Three-Cornered Tune**
 Dinah Shore 20-4107 — (47-4107)*
 The Disks Jockeys Pick, April 14th issue, Billboard.

TIPS **THERE'S A BIG BLUE CLOUD (Next to Heaven)** Perry Como
THERE'S NO BOAT LIKE A ROWBOAT
 Perry Como with the Fontane Sisters 20-4158 (47-4158)*



Ten top RCA Victor Record execs got plenty of results this past week when they trekked to 48 cities in every section of the country making calls on every RCA Victor record distributor. The results being the excitement generated by the announcement of a far-ranging three-point sales program that gives the dealer a real break!

On the whirlwind tours the execs blueprinted an all-out three-pronged Summer-Fall stocking and selling plan—plus a pepperoo of an advertising and promotion campaign to back it up.

HI-LIGHTS OF THE TRIPLE OBJECTIVE PROGRAM ARE:

1. An easy-on-the-bank-account catalog stocking incentive plan, based on the merchandise in the September '51 MUSIC AMERICA LOVES BEST Catalog (check your distributor now for details of the special inducement).
2. A six weeks' nationwide concentration on Pop records which will include six sensational records that RCA Victor has been holding on ice for several weeks prior to the big summer pop program. Also in this program are six new Jazz collectors' albums on 45 and 33 1/2 rpm.
3. An over-the-top drive kicking off the promotion and sales of RCA Victor's original cast album of Walt Disney's "Alice in Wonderland." Look to "Alice" to be the biggest selling album in RCA Victor's history. For "Alice" RCA Victor has produced the largest kiddie album ever with a mammoth (10 3/4" by 13 3/4") 24-page full-color illustrated storybook that launches a brand-new Little Nipper GIANT series.

In the coast-to-coast meetings distributors previewed the complete "Alice" promotion campaign—the most comprehensive ever built around a kiddie album. A full-page full-color ad in LIFE, big full-color displays, jumbo streamers, radio, television, magazines and newspapers, theater tie-ins and a raft of publicity will go into the "Alice" promotion.

Being cramped for space, this column can't give you all the details of the 3-point program designed for YOU, but your distributor has the complete information to serve you now.

So—like the bees store up honey, so will the smart dealer go over this program with his distributor and stock up with full merchandise to cover the demand we are building for these discs as well as take advantage of the special inducements offered—ONE OF WHICH IS A 100% RETURN PRIVILEGE ON 25% OF THE DEALER'S ORDER

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

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

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets.

NEW YORK

- Best Selling Pop Singles
1. TOO YOUNG
2. HOW HIGH THE MOON
3. ON TOP OF OLD SMOKY
4. MOCKIN' BIRD HILL
5. LOVELIEST NIGHT OF THE YEAR

- M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
3. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

CHICAGO

- Best Selling Pop Singles
1. JEZEBEL
2. TOO YOUNG
3. HOW HIGH THE MOON
4. LOVELIEST NIGHT OF THE YEAR
5. SOUND OFF

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. VOICE OF THE XTABAY
3. KING AND I

LOS ANGELES

- Best Selling Pop Singles
1. HOW HIGH THE MOON
2. JEZEBEL
3. ON TOP OF OLD SMOKY
4. MOCKIN' BIRD HILL
5. SOUND OFF

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. VOICE OF THE XTABAY
3. KING AND I

SEATTLE

- Best Selling Pop Singles
1. TOO YOUNG
2. SOUND OFF
3. HOW HIGH THE MOON
4. JEZEBEL
5. LOVELIEST NIGHT OF THE YEAR

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. VOICE OF THE XTABAY
3. TREE GROWS IN BROOKLYN (Eight Records)

WASHINGTON

- Best Selling Pop Singles
1. HOW HIGH THE MOON
2. TOO YOUNG
3. OLD SOLDIERS NEVER DIE
4. ON TOP OF OLD SMOKY
5. ROSE, ROSE, I LOVE YOU

- Best Selling Albums
1. KING AND I
2. MacARTHUR'S FAREWELL SPEECH
3. MacARTHUR'S HISTORICAL SPEECH

BOSTON

- Best Selling Pop Singles
1. HOW HIGH THE MOON
2. TOO YOUNG
3. ON TOP OF OLD SMOKY
4. SOUND OFF
5. MOCKIN' BIRD HILL

- Best Selling Albums
1. KING AND I
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
3. TREE GROWS IN BROOKLYN (Eight Records)

PHILADELPHIA

- Best Selling Pop Singles
1. TOO YOUNG
2. ON TOP OF OLD SMOKY
3. HOW HIGH THE MOON
4. JEZEBEL
5. SOUND OFF

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. KING AND I
3. VOICE OF THE XTABAY

ST. LOUIS

- Best Selling Pop Singles
1. TOO YOUNG
2. OLD SOLDIERS NEVER DIE
3. I LIKE THE WIDE OPEN SPACES
4. SOUND OFF
5. UNLESS

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. KING AND I
3. ROYAL WEDDING

DETROIT

- Best Selling Pop Singles
1. HOW HIGH THE MOON
2. TOO YOUNG
3. JEZEBEL
4. SOUND OFF
5. MOCKIN' BIRD HILL

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. VOICE OF THE XTABAY
3. KING AND I

NEW ORLEANS

- Best Selling Pop Singles
1. TOO YOUNG
2. ON TOP OF OLD SMOKY
3. HOW HIGH THE MOON
4. LOVELIEST NIGHT OF THE YEAR

- 5. JEZEBEL
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. KING AND I
3. LULLABY OF BROADWAY

ATLANTA

- Best Selling Pop Singles
1. LOVELIEST NIGHT OF THE YEAR
2. ON TOP OF OLD SMOKY
3. HOW HIGH THE MOON
4. MOCKIN' BIRD HILL
5. TOO YOUNG

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. KING AND I
3. LULLABY OF BROADWAY

DALLAS AND FORT WORTH

- Best Selling Pop Singles
1. HOW HIGH THE MOON
2. MOCKIN' BIRD HILL
3. ON TOP OF OLD SMOKY
4. SOUND OFF
5. TOO YOUNG

- Best Selling Albums
1. VOICE OF THE XTABAY
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
3. KING AND I

PITTSBURGH

- Best Selling Pop Singles
1. TOO YOUNG
2. ON TOP OF OLD SMOKY
3. MOCKIN' BIRD HILL
4. SOUND OFF
5. JEZEBEL

Pubber Drops

Continued from page 9

the effect that SPA writers must receive "at least that proportion of the minimum royalties and percentages . . . as the number of SPA writers bears to the total number of writers to the composition."

Johnstone was advised that either Worth would have to re-join SPA (he is an ex-member) to get the split proposed by the pubber, or the split would have to be revised.

Best Selling Albums

- 1. VOICE OF THE XTABAY
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
3. KING AND I

DENVER

- Best Selling Pop Singles
1. TOO YOUNG
2. HOW HIGH THE MOON
3. ON TOP OF OLD SMOKY
4. MOCKIN' BIRD HILL
5. ROSE, ROSE, I LOVE YOU

- Best Selling Albums
1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork
2. VOICE OF THE XTABAY
3. LULLABY OF BROADWAY

LIGHT IN THE WINDOW
JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y.

The Great Victor Young Ballad- LOVE ME
Recorded by HERB JEFFRIES
CORAL
WORDS & MUSIC, Inc.

BOB MERRILL'S LATEST NOVELTY SENSATION "My Truly, Truly Fair"
SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

"THE WONDROUS WORD"
recorded by Col. Percy Faith, MGM, Billy Williams, Bibletone, Ken Carson
Others soon to follow
PICADILLY MUSIC CORP.
1619 B'way, New York
Edw. Kassner, Pres.

TIME HAS PASSED
IVORY JOE HUNTER
ON
MGM Record No. 10963-B

AMERICAN MUSIC, INC
1576 Broadway N. Y. • 9109 Sunstor Blvd. Hollywood
CO 5-7880 CR 1-5254

MUSIC BOURNE TO LIVE
"UNLESS" LES BAXTER (CAPITOL)
ABC MUSIC CORP. 789 7th Ave. N.Y. 19, N.Y.

Another BMI Pin-Up Hit! "KENTUCKY WALTZ"
Published by Peer
Recorded by Tennessee Ernie, Bob Connolly, Rosemary Clooney, Eddy Arnold, Pee Wee King, Red Foley, Ernest Tubb, Cowboy Copas
Licensed exclusively by BROADCAST MUSIC, INC.

The Ballad Smash from M.G.M.'s "ROYAL WEDDING"
TOO LATE NOW
LEO FEIST, INC.

"I WON'T CRY ANYMORE"
Col.—Tony Bennett
Cor.—Georgie Auld
Dec.—Eileen Wilson
Jub.—Dick Brown
Mer.—Dinah Washington
MGM—Billy Williams
Roost—Jimmy Scott
United Music CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received May 23, 24 and 25

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
9	1	1	1	1	1	1	HOW HIGH THE MOON L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
9	2	2	2	2	2	2	ON TOP OF OLD SMOKY T. Gilkyson-Weavers	Dec(78)27515; (45)9-27515—BMI
7	5	3	3	3	3	3	TOO YOUNG Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
15	4	4	4	4	4	4	MOCKIN' BIRD HILL P. Page	Mercury(78)5595; (45)5595X45—ASCAP
5	6	5	5	5	5	5	SOUND OFF V. Monroe	V(78)20-4113; (45)47-4113—ASCAP
15	3	6	6	6	6	6	MOCKIN' BIRD HILL L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
3	11	7	7	7	7	7	JEZEBEL F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI
20	7	8	8	8	8	8	IF P. Como	V(78)20-3997; (45)47-3997—ASCAP
11	9	9	9	9	9	9	I APOLOGIZE B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
5	10	10	10	10	10	10	ON TOP OF OLD SMOKY V. Monroe	V(78)20-4114; (45)47-4114—ASCAP
6	12	11	11	11	11	11	WHEN YOU AND I WERE YOUNG MAGGIE BLUES Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (K. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30359; M. Whiting-J. Wakely, Cap 1500)
4	13	12	12	12	12	12	ROSE, ROSE, I LOVE YOU F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP
3	14	13	13	13	13	13	OLD SOLDIERS NEVER DIE ... V. Monroe	V(78)20-4146; (45)47-4146—ASCAP (G. Autry, Col 39405; Bing Crosby, Dec 27606; Rene Hall Trio, Dec 48213; J. Wakely, Cap(1-12")1534)
2	23	14	14	14	14	14	MISTER AND MISSISSIPPI ... P. Page	Mercury(78)5645; (45)5645X45—ASCAP (Dennis Day, V 20-4140; Millie Bros., Dec 27579; Tennessee Ernie, Cap 1521; Rex Allen, Mer 5647; G. Autry, Col 39371; J. Desmond, MGM 10974)
14	14	15	15	15	15	15	MOCKIN' BIRD HILL Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP
16	8	16	16	16	16	16	WOULD I LOVE YOU P. Page	Mercury(78)5571; (45)5571X45—ASCAP (Martha Davis, Coral 65048; G. Jenkins, Dec 27490; J. Gray Ork, Dec 27402; Helen O'Connell, Cap 1368; Seymour Rechtzeit, Banner 2589; Eve Young-Jack Pielis, London 892; Doris Day-H. James, Col 39159; Betty Clooney, King-15102; T. Martin, V 20-4057; Orioles, Jubilee 5057)
12	20	17	17	17	17	17	SPARROW IN THE TREE TOP .. Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP (Lyn Murray, Coral 60401; L. Baxter Ork-L. Doherty, Cap 1440; A. Mooney, MGM 10924; Rex Allen, Mer 5597; Helen Carter-Don Davis, Tennessee 761; Guy Mitchell, Col 39190)
12	18	18	18	18	18	18	BEAUTIFUL BROWN EYES ... R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BMI (Jesse Rogers, V 21-0454; Billy Walker, Col 20798; Eddie Zack, Dec 46302; A. Mooney, MGM 10924; Lisa Kirk, V 20-4062; A. Smith-Del & Don, MGM 10914; A. Smith & His Dixie-Liners, Cap 1426; Rosemary Clooney, Col 39312; D. Drew-L. Douglas Ork, Mer 5370; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130)
12	16	19	19	19	19	19	BEAUTIFUL BROWN EYES ... J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI
22	17	20	20	20	20	20	BE MY LOVE M. Lanza	V(78)10-1561; (45)49-1353—ASCAP (R. Case Ork, MGM 10792; E. Grant, Cap 1183; P. Page-H. Geller Ork, Mer 5455)
3	27	20	20	20	20	20	ON TOP OF OLD SMOKY' P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328—ASCAP
13	22	22	22	22	22	22	SPARROW IN THE TREE TOP .. G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP
2	25	23	23	23	23	23	PRETTY EYED BABY A. Trace	Mercury(78)5609; (45)5609X45—ASCAP (Jo Stafford-F. Laine, Col 39388; Billy Williams Quartet, MGM 10967; J. Turzay Trio, Dec 27479; Gene Williams, King 15107)
4	19	24	24	24	24	24	MOONLIGHT BAY Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP
4	24	25	25	25	25	25	DOWN THE TRAIL OF ACHIN' HEARTS P. Page	Mercury(78)5579; (45)5579X45 (Phil Brito, MGM 10968; S. Kaye, Col 39360; Hank Snow-Anita Carter, V 21-0441; G. Lombardo, Dec 27607)
4	27	26	26	26	26	26	LOVELIEST NIGHT OF THE YEAR. M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
1	—	26	26	26	26	26	WHEN YOU AND I WERE YOUNG MAGGIE BLUES M. Whiting-J. Wakely	Cap(78)1500; (45)F-1500—ASCAP
3	30	28	28	28	28	28	UNLESS E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120—ASCAP (Les Baxter, Cap 1493; Eddie Fisher, V 20-4120; Dick James, London 1027; G. Jenkins, Dec 27594; Guy Mitchell, Col 39331)
1	—	28	28	28	28	28	I LIKE THE WIDE OPEN SPACES. A. Godfrey-L. Anders	Col(78)39404; (45)4-39404; (33)3-39404 (Art Lund, MGM 10978; J. Wakely, Cap(1-12")1534)
1	—	30	30	30	30	30	STRANGE LITTLE GIRL E. Howard	Mercury(78)5630; (45)5630X45—ASCAP (G. Lombardo, Dec 27607; Bill Bickel, MGM 10972; Owen Bradley, Coral 60434)



You're getting a good record when you get...

Sue Thompson's

'YOU'RE GETTING A GOOD GIRL'

(WHEN YOU GET ME)

Mercury Recording

6325



MERCURY RECORDS, CHICAGO, ILLINOIS
MERCURY RECORDS OF CANADA, LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

Based on reports received May 23, 24 and 25

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

POSITION	Weeks Last This	to date/Week/Week	Record	Artist	Label
8	2	1	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
13	1	2	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
5	5	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
12	3	4	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
9	9	5	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter	Cap(78)1393; (45)F-1393—BMI
2	6	6	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
10	—	7	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
21	6	8	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—BMI
2	—	9	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	V(78)21-0441; (45)48-0441—ASCAP
25	10	10	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F11295—BMI

Coming Up

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

1.	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441—BMI
2.	STRANGE LITTLE GIRL	Tennessee Ernie	Cap(78)1470; (45)F-1470
3.	LET'S LIVE A LITTLE	C. Smith	Col 20696—BMI

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received May 23, 24 and 25

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

POSITION	Weeks Last This	to date/Week/Week	Record	Artist	Label
8	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
12	3	2	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
14	2	3	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
3	—	4	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
6	5	5	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP
21	5	6	THERE'S BEEN A CHANGE IN ME	E. Arnold	V(78)21-0412; (45)48-0412—ASCAP
11	4	7	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)19-64061—ASCAP
1	—	8	LET'S HAVE A LITTLE	C. Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
2	9	9	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
31	8	10	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (45)4-20739; (33)3-20739—BMI
1	—	10	DON'T STAY TOO LONG	E. Tubb	Dec(78)46296; (45)19-46296—BMI

Coming Up

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

1.	OLD SOLDIERS NEVER DIE	G. Autry	Col(78)39405; (45)4-39405; (33)3-39405
2.	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
3.	I'M GONNA LOVE YOU ONE MORE TIME	Johnnie and	V(78)21-0448; (45)48-0448

Advance Folk (Country & Western) Record Releases

After All These Years—Forrest Rye (Crying My)	Farewell, So Long, Goodbye—R. Squire (Four-flusher) MGM 10981
Beautiful Hills, The—Betty Jo Starr—"Waterhole Johnny" Scen (You Sold) Keyboard WES-501	Eight Nine Ten—E. Davis (Grandpappy's Ho!) R.F.D. 5078
Blue Kimono Blues—T. Texas Tyler (Irma) 4 Star 1565	Gentle Carpenter of Bethlehem—Stubby & The Buccaneers (God Put) Dec 46321
Countryfied—"Big Bill" Lister (Little House) Cap 1551	God Gave Me You—Ann Jones (Hi-Ballin' Daddy) King 961
Daddy's Little Blue-Eyed Boy—Jack Derrick (You've Had) Federal 10017	God Put a Rainbow in the Clouds—Stubby & Buccaneers (The Gentle) Dec 46321
Domino Gal—J. Allison & His Nashville Boys (Let Me) Cap 1553	Grandpappy's Hot Rod Blues—Grandpappy E. Davis (Eight Nine) R.F.D. 5078
Don't Be Angry Darling—B. Starr (You're Back) Col 20821	Hard Time Hard Luck Blues—L. Jenkins (I'm Crying) Col 20815
Don't Be Blue My Darlin'—The Phantom (I'm Spending) Sunset Trial 7090	

(Continued on page 30)

FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

Artists' Activities

Frank Shutter reports that Jim McGill and his Northern Ramblers are working on CKEY, Toronto, weekly. Abbie Andrews and his Canadian Ranch Boys (Maple Leaf) are doing a show over CKTB, St. Catharines, Ont. Don Messer and his Islanders (Apex) are doing three 15-minute shows weekly over the Canadian Broadcasting System. Cammie Howard and his Western Five do two web shows per week. Hank Snow (Victor) is doing Virginia dates in May and will tour the Northwest in June.

Tommy Faile, who recently joined Arthur (Guitar) Smith (MGM) at WBT, Charlotte, N. C., was vocalist with the Hired Hands, WIS, Columbia, S. C. Red River Dave (MGM), WOAI, San Antonio, reports that the sponsor is upping his TV budget with the first anniversary of his Hayride show over WOAI-TV. Elton Britt (Victor) left for Korea May 15 according to Kay Bergen. One of his fan clubs made up a package for him to deliver to the G.I.'s in Korea. Pete Burrows, of the Tex-Sons and the Cornhuskers Trio, Denton, Tex., reports that his units are working on a promotion deal with Ken McClure, KCNC, Fort Worth. The group just returned from a year at the Trade Winds, Honolulu. He reports that Myron Borth is doing vocals with the Tex-Sons.

Jimmy Rogers Snow, 15-year-old son of Hank, the Victor diskier, will make his road debut this summer with his dad on the park circuit. The youngster has been appearing on WSM-TV, Nashville, when his dad does the evening h.b. seg. Norm Riley, Snow's personal manager, lost his new car recently when Snow's sidemen, using it between jumps, figured in a collision. There were no injuries.

Hank and Audrey Williams saw their daughter, Lycretia, win her first horse show competition recently in Nashville. Youngster walked off with three awards, one a blue ribbon, in the first equine competition she entered. Williams, Hank Snow and the Duke of Paducah are working Virginia. Kenny Roberts suffered two broken ribs and narrowly escaped more serious injury when his auto was demolished in a collision recently. Roberts didn't miss any of his dates. Don Pierce, manager of 4 Star diskery, reports Hank Locklin is making a Coast tour. He will guest with Cliffie Stone on the Hometown Jamboree in June. Steve Stebbins, Americana Booking, is handling the tour. Frankie Starr has moved from Phoenix to Los Angeles. Slim Watts, new 4 Star artist, is at KTRM, Beaumont, Tex. Faber Robison has inked Terry Preston to a management pact. Arkie Shibley, of "Hot Rod Race" fame, is making his first tour of the Lone Star State.

Peanut Faircloth, WNEC, Macon, Ga., has inked A. P. Cox & Associates as manager. Faircloth and his frau became parents of a son recently. Harry Goodman marketing Arthur (Guitar) Smith's TV package nationally. Lulu Belle and Scotty, WLS, Chicago, have re-signed with Mercury for a year. The team is currently doing one-night dates thru the Dakotas. Shorty Warren, WAAT, Newark, N. J., reports that Uncle Tom George, formerly at WWVA, Wheeling, W. Va., is now working shows at WOR, New York. Buz Butler (Mercury) recently made a connection with Marty Landau, op of Riverside Rancho, Los Angeles. Jerry Jericho (4 Star) has a new half-hour morning show on KLEE, Houston. Nai Vincent, Coast chief for Southern Music, is working the South and Southwest for a month. The 101 Ranch Boys (Columbia), WSBA, York, Pa., are opening their own hillbilly park at Watson town, Pa., booking names on Sundays.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received May 23, 24 and 25

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

POSITION	Weeks Last This	to date/Week/Week	Record	Artist	Label
8	1	1	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
13	2	2	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
5	3	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
24	3	4	SHOTGUN BOOGIE	Tennessee Ernie	Cap(78)1295; (45)F-1295—BMI
2	8	5	HOWLIN' AT THE MOON	H. Williams	MGM(78)10961; (45)K-10961
11	5	6	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
1	—	7	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	J. Wakely-M. Whiting	Cap(78)1500; (45)F-1500—ASCAP
1	—	8	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)19-27515—BMI
4	7	9	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441—BMI
3	—	9	HOBO BOOGIE	R. Foley	Dec(78)46304; (45)19-46304—BMI

Coming Up

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

1.	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (45)48-0441—ASCAP
2.	I CAN'T HELP IT	H. Williams	MGM 10961
3.	SICK, SOBER AND SORRY	J. Bond	Col(78)20808; (45)4-20808; (33)3-20808

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	REVIEWER
DECCA 46318	TOMMY SOSEBEE The Singing Hills	75--76--74--74	ST-111
CORAL 64094	You're Fixin' To Break My Heart	73--75--70--73	ST-111
DECCA 46318	JOHNNY NELMS Crossroads	70--70--69--70	ST-111
DECCA 46318	I Told My Heart	67--67--68--67	ST-111
DECCA 46215	STUBBY AND THE BUCCANEERS The Hokey Pokey	72--72--70--74	ST-111
DECCA 46215	Bogle to Bogle to Boone	68--68--68--68	ST-111
CAPITOL 1528	HANK THOMPSON Hangover Heart	74--74--73--75	ST-111
CAPITOL 1528	I Ain't Cryin' Over You	74--74--73--75	ST-111
CAPITOL 1540	TEX WILLIAMS ORK Sugar Coated Love	81--82--80--81	ST-111
CAPITOL 1528	Goodnight, Cincinnati, Good Morning, Tennessee	83--85--82--82	ST-111
TELL 5001	BEAVER VALLEY SWEETHEARTS Didn't Your Mother Ever Tell You Nothin'?	62--65--60--61	ST-111
TELL 5001	Rose of the Mountain	60--63--58--59	ST-111
VICTOR 21-0466	HANK PENNY (California Cowhands) What She's Got Is Mine	84--86--82--83	ST-111
VICTOR 21-0466	Hold the Phone	82--84--80--81	ST-111
VICTOR 21-0467	SPADE COOLEY Three Fiddle Rag	72--70--70--75	ST-111
VICTOR 21-0467	Tuesday Two Step	72--70--70--75	ST-111
COLUMBIA 20810	RAY PRICE If You're Ever Lonely, Darling	73--75--71--73	ST-111
COLUMBIA 20810	You've Got My Troubles Now	77--79--75--77	ST-111

A DECCA SMASH! AVAILABLE FOR IMMEDIATE DELIVERY!

RED FOLEY

Sings

TENNESSEE

HILL-BILLY

GHOST

with ANITA KERR SINGERS

and

GILES COUNTY, PULASKI POST OFFICE

DECCA 46317 (78 rpm) and 9-46317 (45 rpm)



*America's
Fastest Selling
Records*

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received May 23, 24 and 25

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
17	1	1	1	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
8	2	2	2	CHICA BOO	L. Glenn	Swingtime 254—BMI
4	3	3	3	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
2	7	4	4	60 MINUTE MAN	Dominoes	Federal 12022—BMI
4	4	5	5	ROCKET 88	J. Brenston	Chess 1458—BMI
1	—	5	5	TEND TO YOUR BUSINESS	J. Wayne	Sittin' In 588
8	8	7	7	RED'S BOOGIE	Piano Red	V(78)22-0099; (45)50-0099—BMI
5	9	7	7	I WILL WAIT	Four Buddies	Savoy 769—BMI
16	5	9	9	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
1	—	10	10	IT'S LATER THAN YOU THINK	R. Milton	Specialty SP 403—BMI

• Best Selling Retail Rhythm & Blues Records

... Based on reports received May 23, 24 and 25

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
16	1	1	1	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
4	—	2	2	GEE BABY	J. Otis-M. Walker	Savoy 777—BMI
4	4	3	3	ROCKET 88	J. Brenston	Chess 1458—BMI
21	3	4	4	ROCKIN' BLUES	J. Otis-M. Walker	Savoy 766—BMI
6	—	5	5	I WILL WAIT	Four Buddies	Savoy 769—BMI
5	8	6	6	TEND TO YOUR BUSINESS	J. Wayne	Sittin' In 588
1	—	6	6	60 MINUTE MAN	Dominoes	Federal 12022—BMI
15	2	8	8	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45—BMI
5	—	8	8	TENNESSEE WALTZ BLUES	S. McGhee	Atlantic 926
5	5	10	10	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP

RHYTHM AND BLUES NOTES

—By HAL WEBMAN—

The Josephine Baker day celebration in New York's Harlem last Sunday (20) raised about \$15,000 for the National Association for the Advancement of Colored People. The money will be shared between the New York branch of NAACP and the national organization; \$12,000 was taken in at the major event of the day, a show and dance at the Golden Gate Ballroom, which was attended by some 4,800 persons. About 4,000 reportedly were turned away from the affair. A luncheon and a cocktail party raised the other monies; another highlight of the day's proceedings was a motorcade thru Harlem. In addition to an all-star show, the Golden Gate affair featured an all-star mixed big band led by pianist Joe Bushking. Among the sidemen in the ork were such standout tootlers as Buck Clayton, Harry Edison, Steve Lipkins, Buddy Rich, Jo Jones, Hilton Jefferson, Lucky Thompson and Sid Weiss. The affair was acclaimed as the most successful benefit run in the Harlem area in many years.

Mabel Scott cut her first Coral slicings Tuesday (22). She currently is holding forth at the Royale Theater, Baltimore, and will move to the Riviera nitery, St. Louis, June 1 for an eight-day stand. Norman Granz "Jazz at the Philharmonic" impresario, was in New York for a week for recording sessions at Mercury and to set up his fall jazz wax line. He's preparing for release a set of Gene Krupa trio etchings made on concert. Diskings originally were held back by Krupa because of his then expiring tie with Columbia Records. He now has granted Granz clearance for release of the extended performances, which will be made available only on long play platters. The trio includes tenorist Charlie Ventura and pianist Teddy Napoleon.

Slim and Slam are back together again for the first time since shortly after the memorable "Flat Foot Floogie" days. Gallard and Stewart united for a break-in engagement at the Birdland nitery in New York and already have been preserved on wax by Norman Granz in a Mercury recording session held last week. Syd Nathan, King Records' prexy, and Ralph Bass, his recording exec, returned from an extended Southern talent and sales tour last week. The pair inked a couple of new talents: Blues singer Charles Maxwell, of Cleveland, and Preston Love, an alto sax tootler now in Omaha but remembered for his work in a number of leading orks including Count Basie's, Lucky Millinder's and Andy Kirk's. The sales accent on this tour was placed on the Dominoes' diskings of "Sixty Minute Man."

Coral Records last week continued to expand its r. and b. talent roster under its new policy in this field. New artists include Goree Carter and Max Bailey. . . . RCA Victor inked warbler Johnny Hartman to a term recording paper. Hartman formerly sang with Dizzy Gillespie's band and currently is being featured with Louis Jordan's revue package, which just completed a New York Paramount Theater date. Hartman has already sliced his initial wax for the diskery. . . . Danny Kessler, who will run Columbia Records' reactivated Okeh set-up, off on short Eastern road trip and will return late next week to ink organist Wild Bill Davis.

Sister Rosetta Tharpe will be married to Russell Morrison, an exec at the Savoy Ballroom in New York, at the Griffith Stadium, Washington, July 1, as part of a regular personal appearance and concert she has skedded for the spot. Last time the Sister played the stadium, she drew in the vicinity of 18,000 persons. . . . Apollo Records is marketing a new group of long play diskings; the release numbers five platters and includes the efforts of Georgie Auld, Sir Charles Thompson, Cy Walter and Harry Horlick.

• 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	RECORDED	RELEASED	REVIEWED	CRITIC
RED MACK Mr. Big Head MERCURY 8217—Easy, free-swing blues, with Mack singing strong and turning in a fine trumpet solo. Lyric has punch.	80--80--80--80				
Just Like Two Drops of Water Mack shouts the upcoming blues forcefully for an okay cover job.	72--74--72--70				
CECIL GANT I'm Still in Love With You DOT 1053—The late blues artist chants like Louis Armstrong on a slow little ballad of his own cleffing.	77--77--77--77				
Alma Gant warbles and plays one of his slow blues specialties, with an especially lively piano go in back of his haunting vocal.	82--82--82--82				
CHUBBY NEWSOME Little Fat Woman With the Coconut Head REGAL 3319—Thrush pipes an indifferent calypso number, the ork gives it a good try with effective rhythm shifts.	72--74--72--70				
Where's the Money, Honey Up novelty blues of so-so interest gets an unexciting go.	64--64--62--66				
FRED JACKSON ORK Buck Fever REGAL 3323—Tenor blows an exciting jump blues as combo builds a beat and tension in back. An outstanding instrumental job.	83--83--83--83				
Sentimental Blues Slow blues instrumental features same tenor to advantage—plus a warm, high trumpet.	81--81--81--81				
TITUS TURNER Let's Forget the Whole Thing REGAL 3322—Blues on a rumba kick with a strong shout punches well, and it's different enough to catch the ear. Ork drives hard.	74--74--73--75				
Stop Trying To Make a Fool of Me Turner sings up a storm on a very moving slow blues. The warbler shows plenty talent, and ork makes fine mood backing.	83--83--83--83				
FREDDY CLARK Tonight of All Nights SPECIALTY 405—Slow ballad vocal drags. Tune is weak, warbler doesn't project.	45--45--45--45				
Why Did You Do It? Slight improvement over flip is this second slow ballad.	50--50--50--50				
CAMILLE HOWARD Bangin' the Boogie SPECIALTY 404—Miss Howard knocks out one of her pounding boogie woogie piano solos with rhythm support, in the same groove as all her originals, but with a good beat for jukes.	72--72--70--74				
Schubert's Serenade Boogie The familiar classical theme is squeezed into a boogie format for piano. Novelty appeal here.	73--73--71--75				
CECIL GANT Don't You Worry DECCA 48212—The late great blues pianist and shouter drives thru with a boogie novelty, chanting a lyric consisting of little more than the title that is nevertheless completely captivating.	82--83--81--82				
Little Baby Slow, easy blues vocal and piano by Gant in his relaxed, effective manner.	75--75--74--76				

• Rhythm & Blues Record Releases

- Baby, You Ain't Nowhere—L. Thompson (I Want) V 22-0128
- Buck Fever—F. Jackson Ork (Sentimental Blues) Regal 3323
- Dance Boogie—The Five Scamps (Gonna Buy) Col 30242
- Gonna Buy Myself a Mule—The Five Scamps (Dance Boogie) Col 30242
- Home Boy—E. "Cleanhead" Vinson (Time After) King 4456
- I Ain't Gonna Worry No More—Dusty Brooks & His Tones (Shadow of) Col 30241
- I Want a Lavender Cadillac—L. Thompson (Baby, You) V 22-0128
- Let's Forget the Whole Thing—T. Turner (Stop Trying) Regal 3322
- Little Fat Woman With the Coconut Head—C. Newsome ((Where's the) Regal 3319
- Sentimental Blues—F. Jackson Ork (Buck Fever) Regal 3323
- Shadow of the Blues—Dusty Brooks & His Tones (I Ain't) Col 30241
- Stop Trying To Make a Fool of Me—T. Turner (Let's Forget) Regal 3322
- Time After Time—E. "Cleanhead" Vinson (Home Boy) King 4456
- Where's the Money, Honey?—C. Newsome (Little Fat) Regal 3319

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

- VANITY**..... Don Cherry Decca 27618
The tune is a strong ballad, and Cherry pours out a soulful rendition set in a topnotch Sy Oliver arrangement.
- I'M IN LOVE AGAIN**..... Henri Rene Ork with April Stevens. Victor 20-4148
Miss Stevens, a throaty-voiced thrush, turns in a husky, beguiling vocal on a provocative Cole Porter ditty, handsomely set off by Rene's superior arrangement and mood orking.
- MISTER AND MISSISSIPPI**..... Tennessee Ernie Capitol 1521
The country warbler's hard-belted rendition of the high-stepping pop folkler has the earmarks of a top pop contender, along with the Patti Page version tabbed here previously.
- THERE'S A BIG BLUE CLOUD**
THERE'S NO BOAT LIKE A ROWBOAT..... Perry Como Victor 20-4158
Como floats languidly thru a melodic philosophizer in "Cloud," and changes pace for a hoop-de-doo-in' clambake on "Rowboat" with a neat assist from the Fontane Sisters.
- YOU WILL ALWAYS HAVE A FRIEND**..... Louis Jordan Decca 27620
Jordan has a calypso swinger here that could repeat the success of "Run Joe." Superb vocal, combo work and recording sound.

• 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. MISTER AND MISSISSIPPI..... Dennis Day Victor 20-4140
2. MY TRULY, TRULY FAIR..... Guy Mitchell-Mitch Miller Ork Columbia 39415
3. TOM'S TUNE..... Georgia Gibbs Capitol 5644
4. WANG WANG BLUES..... Ames Brothers Coral 60489
5. THESE THINGS I OFFER YOU..... Patti Page Mercury 5645
6. CHICKEN IN THE CAR..... Ralph Flanagan Ork Victor 20-4147
7. BECAUSE OF RAIN..... King Cole Capitol 1501
8. I GET IDEAS..... Tony Martin Victor 20-4141
9. BECAUSE OF YOU..... Les Baxter Capitol 1493
10. ALONE..... Bob Eberly Capitol 1533

• 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. MY TRULY, TRULY FAIR..... Vic Damone Mercury 5646
2. MISTER AND MISSISSIPPI..... Dennis Day Victor 20-4140
3. THESE THINGS I OFFER YOU..... Patti Page Mercury 5645
4. BECAUSE OF RAIN..... King Cole Capitol 1501
5. I AM FREE..... Bobby Wayne London 1077
6. SONG OF DELILAH..... King Cole Capitol 1501
7. WHAT IS A BOY?..... Jan Peerce Victor 10-3425

• 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. UNLESS..... Guy Mitchell-Mitch Miller Ork Columbia 39415
2. MY TRULY, TRULY FAIR..... Guy Mitchell-Mitch Miller Ork Columbia 39415
3. I WISH, I WISH..... Tony Martin-Dinah Shore Victor 20-4126
4. MISTER AND MISSISSIPPI..... Dennis Day Victor 20-4140
5. ROSE, ROSE, I LOVE YOU..... Buddy Morrow Ork Victor 20-4135
6. PRETTY EYED BABY..... Jane Turzay Decca 27479
7. UNLESS..... Gordon Jenkins Ork Decca 27594

• 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. IT MAY BE SILLY..... Little Jimmy Dickens Columbia 20809
2. MISTER AND MISSISSIPPI..... Gene Autry Columbia 39371
3. WITHOUT A PORT OF LOVE..... Moon Mullican King 947
4. YOU'RE GETTING A GOOD GIRL..... Sue Thompson Mercury 6325

VOX JOX

Continued from page 20

student bodies on the air, that "they give blanket permission for kids to stay up all hours and listen. Twenty-two schools in all."

Preems
Dick Clark, Howie Hull and Frank Stimfl are new staffers at WOLF, Syracuse. . . "A Date With Diane," on WHIS, Bluefield, W. Va., gives the station its first fem d. j.—no surname given. . . Sy Chase, WRSU, New Brunswick, N. J., has been upped to station manager. He'll also continue spinning 'em on "Box 155." . . Noble Crew has replaced Al Storm at KOLO, Reno, Nev. . . Southern Californian Bob Jennings has joined KSUE, Susanville, Calif. . . Joe Monroe has

returned to KENT, Shreveport, La., and Chuck Denson of same station has been called back into navy. . . Bob Carpenter, WKBB, Dubuque, Ia., has taken over Nick Pfeepsen's d. j. duties. The latter has left the station. Carpenter sends kudos to WKBB's record librarian Norma Soppe. . . Fletcher Smith, WTNC, Thomasville, N. C., moves over to WHPE, High Point, N. C., this month. . . Fred Rawlinson, ex-WFMD, Frederick, Md., has joined WGAP, Maryville, Tenn. . . Bill Silbert checks out of WXYZ, Detroit, to join WWJ (AM and TV). . . Bill Britton's Saturday morning session over WNLK, Norwalk, Conn., has been extended—now runs from 6 to 10 a.m.

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and his Orchestra

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME COOL TRAIN

78 RPM—MGM 10979 • 45 RPM—MGM K10979



Desmo's BIG ONE!

JOHNNY DESMOND

MISTER AND MISSISSIPPI I FALL IN LOVE WITH YOU EV'RY DAY

78 RPM—MGM 10974 • 45 RPM—MGM K10974



A New Mooney MONEYMAKER!

ART MOONEY

and his Orchestra

MY TRULY, TRULY FAIR LOVE, I'D GIVE MY LIFE FOR YOU

78 RPM—MGM 10984 • 45 RPM—MGM K10984



The Herd with a SMASH INSTRUMENTAL!

WOODY HERMAN

and his Orchestra

BY GEORGE IT ISN'T EASY

78 RPM—MGM 10975 • 45 RPM—MGM K10975



M-G-M BEST SELLERS

- Billy Eckstine**
I APOLOGIZE 78 RPM—MGM 10903
BRING BACK THE THRILL 45 RPM—MGM K10903
I'M YOURS TO COMMAND 78 RPM—MGM 10944
WHAT WILL I TELL MY HEART 45 RPM—MGM K10944
- Blue Barron and his Orchestra**
SQUEEZIN' POLKA 78 RPM—MGM 10952
YOU'LL ALWAYS BE THE 45 RPM—MGM K10952
SWEETHEART OF MY DREAMS
- Tex Beneke and his Orchestra**
PALLADIUM PATROL 78 RPM—MGM 10936
MY LOVE AN' MY MULE 45 RPM—MGM K10936
- Billy Williams Quartet**
PRETTY EYED BABY 78 RPM—MGM 10967
YOU MADE ME LOVE YOU 45 RPM—MGM K10967
- Tommy Edwards**
A BEGGAR IN LOVE 78 RPM—MGM10973
I'LL NEVER KNOW WHY 45 RPM—MGM K10973
- Debbie Reynolds and Carleton Carpenter**
ABA DABA HONEYMOON 78 RPM—MGM30282
ROW, ROW, ROW 45 RPM—MGM K30282
- George Shearing Quintet**
I'LL BE AROUND 78 RPM—MGM 10956
QUINTESSENCE 45 RPM—MGM K10956
- Ava Gardner - Ann Blyth**
HOW AM I TO KNOW? 78 RPM—MGM 30352
THE LOVELIEST NIGHT OF THE YEAR 45 RPM—MGM K30352
- Tommy Tucker and his Orchestra**
I STOLE YOU FROM SOMEBODY ELSE 78 RPM—MGM 10935
SHE MADE A MONKEY OUT OF ME 45 RPM—MGM K10935
- Frank Petty Trio**
MARCHETA 78 RPM—MGM 10927
WHEN I LOST YOU 45 RPM—MGM K10927
- Bank Williams**
HOWLIN' AT THE MOON 78 RPM—MGM 10961
I CAN'T HELP IT 45 RPM—MGM K10961



from "TWO WEEKS WITH LOVE"

JANE POWELL

OCEANA ROLL BY THE LIGHT OF THE SILVERY MOON

78 RPM—MGM 30281
45 RPM—MGM K30281

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PHILADELPHIA, May 26.—Jolly Joyce Agency here announced the departure of Elton Britt, Western singer, for an overseas tour to entertain the boys in Korea. Britt will head up a Camel caravan, with Camel cigarettes sponsoring. On returning to the States, Britt will continue the tour under the cigarette auspices, taking in army camps and service hospitals.

THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined

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

The Categories

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

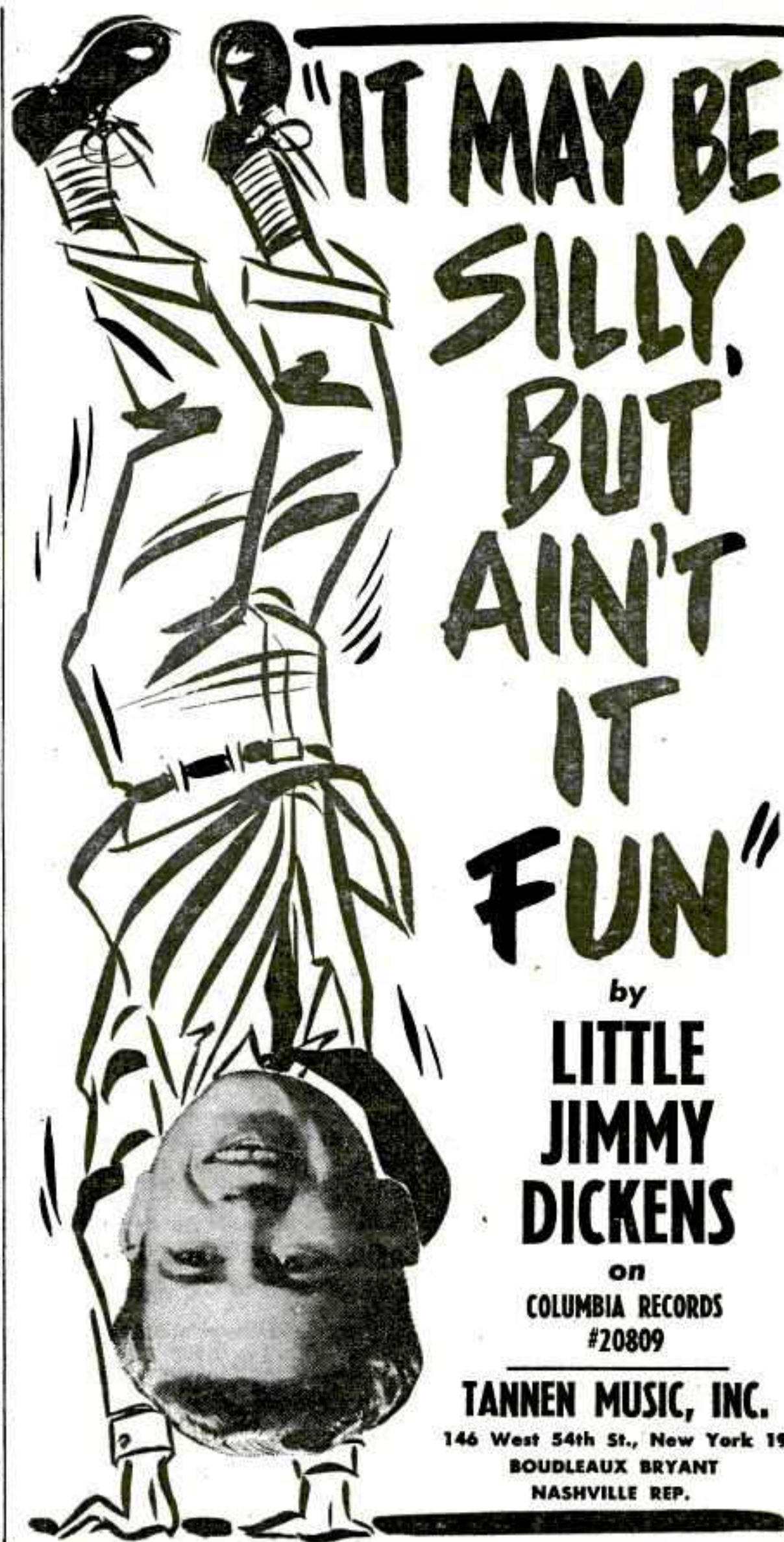
Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR

SOPHIE TUCKER (Marlin Sisters-Jimmie Carroll Ork) My Mother's Sabbath Candles MERCURY 5642—The grand old gal of show business sells this special material song with consummate skill as she handles the narration in both English and Yiddish. Tune was written by the composer of "My Yiddish Momme." Ably assisted by the vocal group and chorus, la Tucker reads the lyrics with the emotion expected of her. Specially packaged in a three-color sleeve, disk could do business in Yiddish nabs.	70--70--70--NS
BILL WINKLE-ART WOODBURY TRIO Boulevard of Broken Dreams KEYBOARD RGR 363—Winkle displays nothing especially outstanding vocally as he warbles the oldie to the accompaniment of a jazz-minded trio featuring Woodbury's "cool" tenor.	45--45--45--45
To Be Mine An original ballad of slight substance is warbled adequately by Winkle.	35--35--35--35
BILL WINKLE-ART WOODBURY TRIO Just Travelin' KEYBOARD RGR-360—Winkle, not an impressive singer, runs down an original and undistinguished ditty to the backing of a jazzy trio.	30--30--30--30
September in the Rain Winkle and the trio, featuring Woodbury's tenor sax, produce an acceptable but unlikely reading of the standard.	45--45--45--45
THE STARLIGHTERS (Buddy Cole Quartet) Honeymoon Hill CAPITOL 1547—The expert Coast vocal group turns in an excellent go on an infectious bit of Tin Pan Alley confectionery.	76--77--75--77
A Thousand Good Nights The group produces a skilled mood blending on this lovely Walter Donaldson ballad. The dinking could provide deejays who need it with a fine closing theme.	72--75--71--70
BENNY STRONG ORK Ask for Mabel CAPITOL 1549—Strong's ork serves up a bright dish of bouncy dance music as the maestro warbles the lyric to this new relation to "That Certain Party." Fine fare for Strong's Midwestern following.	73--75--70--75
There's Something About an Old Love Strong and a vocal group make an attempt at reviving a pleasant old ballad. Comes off as a pleasant dance dinking.	69--70--67--70
MARY JOHN-PHIL ELLIS & HIS PHILLIES I Love Just You BOWS O. 105—Amateurish job all around—uncertain thrush, dull ballad, and one pathetic fiddle, piano and rhythm.	30--30--30--30
I Never Knew This Could Happen Like flip.	30--30--30--30
FRAN ALLISON (The Halloran Chorus-Jack Fascinato Ork) Light in the Window VICTOR 20-4104—Thrush does a warm job on this retentive mother ballad, with rich assist from ork and chorus.	75--75--75--75
And Then I Prayed Arty ballad is heavy in the lyric and stiff in the arrangement.	64--66--62--64
GUY MITCHELL (Mitch Miller Ork) My Truly, Truly Fair COLUMBIA 39415—Mitchell belts out a happy new folkie with exuberance and charm, as Miller supplies a rousing ork-chorus background. Should be a big item.	89--89--89--89
Who Knows Love The warbler displays warmth on this slow ballad job—a pretty entry, but outshone by flip.	83--83--83--83
ART MOONEY ORK (Alan Foster) My Truly, Truly Fair MGM 10984—Taken at a comparatively slow tempo, this jogging version doesn't measure up to the Mitchell and Damone versions.	75--75--75--75
Love, I'd Give My Life for You (Rocky Kelly) Innocuous rhythm treatment of a good oldie in relaxed swing style.	73--73--71--75
BOBBY HART (Howard Biggs Ork) Jeebel MERIT 307—New 49-cent label debuts here with hits back-to-back. This is a creditable cover job; Hart chants it big and well, but ork work is thin, lacks the needed excitement.	65--60--70--66
The Loveliest Night of the Year Hart belts nicely on this one, but there's no disguising the lack of a big ork production.	64--60--68--64
MAX POLLIKOFF (Howard Biggs Ork) The Syncopated Clock MERIT 305—String and woodwind combo knocks out a stiffish, sparkless cover of the instrumental hit.	62--58--66--62
The Hot Canary Two fiddles divide the tricky solo part of the novelty hit for an okay coverage for 49 cents.	63--59--67--63
THREE BEAUS AND A PEEP Where Can You Be TIP TOP 5002—The Peep of the group pipes with relaxed charm and presence a melodic ballad entry, with the Beaus putting down a soft harmonic background.	76--76--76--76
Sweet Sweet William Likely verse-chorus waltz folkie with a winning refrain gets a warm go from the group.	76--76--76--76
LURLEAN HUNTER (Denny Farnon Ork) If I Should Lose You MAJOR 146-7—Miss Hunter sounds like a most promising new chanter on this lushly orchestrated version of the Leo Robin-Ralph Rainger oldie.	73--75--70--72
There Goes My Heart The Chicago chirp tackles another standard here with more ear-appealing results.	74--76--71--73
C. "SMOKEY" HAWKINS Bebe VEGA (45) 45-103—This is a honky player piano instrumental dinking of the oldie. Okay for juke.	66--65--62--70
Walking My Baby Back Home More of the same here on another familiar tune.	67--66--63--71

(Continued on page 32)



by
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THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 93—FRANK LOESSER

"The greatest natural songwriter since Irving Berlin."

That's how Billy Rose rated Frank Loesser in his syndicated column, *Pitching Horseshoes*, a year ago, but Frank's father, brother and sister never suspected during Frank's adolescent years he'd ever be a candidate for the Hall of Fame.

Not that Frank was a black sheep or a problem child. He just didn't conform to the family pattern. His father, who passed cigars around on June 29, 1910, to celebrate Frank's birth, was a German immigrant of self-acquired culture, who regarded Goethe, Beethoven and Schopenhauer as immortals and classed ragtime, the funnies and the Charleston among the American vulgarities.

Frank's older brother, Arthur, had a definite leaning toward classical music and was not averse to serious study. His sister, Grace, was an intellectual who after graduating from Barnard, received an M.A. degree from the University of Minnesota. But Frank lived only for the day, with no concern for the morrow. The Old World culture that permeated his home made no impression upon him. And, while he had no nose for books, he possessed a natural ear for music.

He demonstrated this at the age of six when he composed *The May Party*, inspired by the May Day celebrations in New York's Central Park. In his early teens he began to pick out current popular tunes on the piano, bringing Irving Berlin into a household that was partial to Bach and being soundly berated for performing such a sacrilege. And when it was suggested that he study music, he shrugged his shoulders disdainfully. Why bother about notes when you have no need for them?

Frank also mastered the mouth organ while attending grammar school and entered a Greater New York harmonica contest, taking third place. But the boys who won the gold and silver medals were from Brooklyn and the Bronx, so Frank could honestly boast of the fact that he was the "Champion of Manhattan."

Frank Loesser had other natural gifts. His boyhood drawings showed considerable promise and later he substituted oils for crayons, but his report cards were nothing to bring home proudly, and he was listed among the missing when the freshmen class of the College of the City of New York answered the second semester roll call in 1927.

With his school days behind him at the age of 16, Frank went to work as an office boy for a wholesale jewelry house. He then left the Manhattan marts of trade to cover Westchester County as a roving reporter for a New Rochelle newspaper, which locked up its last form with the defeat of the mayor-ally candidate it was backing. During his short time as a member of the Fourth Estate, however, Frank discovered he had another talent.

He was assigned to cover a Lions' Club dinner at Tuckahoe, N. Y. The chairman of arrangements planned as the piece de resistance bits of verse, lampooning each of the guests and sung to popular tunes. But at the last moment, after days of pencil chewing, he concluded he was no Edgar Guest. So Frank volunteered to step into the breach. The doggerel he wrote got a terrific reception. And to this very day, Tuckahoe's ageing generation will tell you that the composer-author of *Baby, It's Cold Outside* got his

start as a songwriter in their home town.

When his snap-brim hat was divorced from its police card, Tuckahoe's poet laureate went to work as a process server, tracking down delinquents in rent and alimony payments. Then he landed a more lucrative and less hazardous job as a private-eye of foods for a chain restaurant. This entitled him to free meals—truly a heaven-sent chore in the payless days of breadlines.

Finally a Clefver

Above the rattle of the crockery and silverplate, Frank Loesser must have heard echoes of the applause that greeted his Lions' Club verse. At least, he decided to capitalize on his ability to make words rhyme and become a songwriter, concentrating on the lyrics and leaving the fashioning of the music to more able hands than his. For a neophyte in Tin Pan Alley, the odds are 50 to 1 against you—50 rejections for each acceptance. And these odds prevailed in Frank Loesser's apprenticeship. But in 1931, Frank's *In Love With a Memory of You* caught a publisher off guard. The music was by William H. Schuman, who later turned to the classics, wrote the *American Festival Overture* and four other distinguished symphonies and became head of the Julliard School of Music.

Frank Loesser's first published song didn't call for extra help behind the music counters, but it did put him eventually on the payroll of RKO Radio Pictures. The day he signed the contract, he burst into his mother's apartment shouting "Here Comes Santa Claus!" and scattering greenbacks all over the room. He had cashed his advance salary check to make sure it was good.

What RKO did with the dozens of songs Frank wrote during the next year is something of a mystery. Probably they were swept off the cutting room floor and consigned to the trash can. One thing is certain—none was ever published. And when the contract wasn't renewed, Frank spent the next two or three years doing odd lyrical chores for Joe Meyer, J. Fred Coots and Otto Motzan and writing lyrics, based on 15 of Edgar Guest's poems, for musical shorts.

But Hollywood is not averse to gambling, and in 1936, Hollywood took a chance on Frank Loesser. And he paid off handsomely. Working as a lyricist with Burton Lane, Hoagy Carmichael, Jimmy McHugh, Frederick Hollander and other top-drawer composers, he acquired no small measure of fame and affluence.

FRANK LOESSER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

In addition to the songs listed below, Frank Loesser has collaborated with Louis Alter, Hoagy Carmichael, Burton Lane, Jimmy McHugh, Jule Styne and Arthur Schwartz as a lyricist. To avoid duplication, such songs are covered in the title listings of these composers in *The Honor Roll of Songwriters* series.

Popular Songs

- 1942—PRAISE THE LORD AND PASS THE AMMUNITION**
(Available on the following records: Decca 24312 in A-1942, Bob Grant orchestra; Columbia 7426-M, Nelson Eddy.)
HELLO MOM
Music by Capt. Eddie Dunstetter. Capt.

SONGWRITERS COMING UP!

FRANK LOESSER (Part II)
In Subsequent Issues The Billboard Will Present

SAMMY STEPT
CLIFF FRIEND
SAMMY FAIN
JOE BURKE

And then came Pearl Harbor! Frank Loesser was in uniform—a \$50-a-month private in the Special Services Division, assigned to the writing of "Blueprint Specials," soldier shows in one complete package—songs, sketches, orchestrations and instructions on scenic design and staging. And the army made a composer—a one-man songwriter—out of Frank Loesser.

He became the Julia Ward Howe of World War II. His "battle hymns of the republic" included *Praise the Lord and Pass the Ammunition*, *What Do They Do in the Infantry*, *Roger Young and First Class Private Mary Brown*, cited by the Clef Club of New York as the outstanding war songs of those embattled times. Written in the line of duty and for free, these songs were composed at the Navarro on Central Park South, New York, where his PFC's pay took care of the doorman. The rent for the three apartments the Loesser's occupied came out of his royalty checks.

With the signing of the peace treaty on the Big Mo, Frank Loesser returned to mufti and Hollywood as a words-and-music man of merited and enviable distinction. The nation's loud speakers, patriotically attuned to *Praise the Lord and Pass the Ammunition* and *What Do They Do in the Infantry* while G.I. Joe was writing world history, soon were bringing into millions of homes a fresh supply of Loesser tunes—*Talahassee*, *I Wish I Didn't Love You So*, *Now That I Need You*, *What Are You Doing New Year's Eve*, *On a Slow Boat to China* and *Baby, It's Cold Outside*, the latter setting the vogue for a cascade of girl-and-boy songs after being rated a sure flop as a popular seller.

In October, 1948, Frank Loesser crashed Broadway for the first time with a "sleeper," *Where's Charley*, which hung up close to a 2-year run against such opposition as *South Pacific* and *Kiss Me, Kate* with scores by Richard Rodgers and Cole Porter, who already had Broadway hits to their credit when Loesser was a 12-year-old boy playing in Central Park.

As a repository for his copyrights, Loesser has established two music publishing companies, one of which bears the name of his 5-year-old daughter, Susan. And while his songs may never achieve immortality, *Baby, It's Cold Outside* and *On a Slow Boat to China* are far better known and more widely played than the works of Beethoven and Bach, whom his father and brother advised him to follow as a pattern.

- Arthur V. Jones, co-lyricist. Frank Music Corporation.
- 1943—HAVE I STAYED AWAY TOO LONG?**
Famous Music Corporation.
(Available on Capitol Records 15258 and 147, Tex Ritter.)
THE ROAD TO VICTORY
Frank Music Corporation.
Written for the Third War Loan drive.
SKIRTS (NIGHT AFTER NIGHT IN THE ARMY)
Frank Music Corporation.
(Available on the following records: Columbia 38452, Tiny Hill; Capitol 57-778, Ray Robbins.)
WHAT DO THEY DO IN THE INFANTRY?
Frank Music Corporation.
- 1944—ONE LITTLE WAC**
Music by Capt. Eddie Dunstetter. Frank Music Corporation.
LEAVE US FACE IT (WE'RE IN LOVE).
Frank Music Corporation.
This was written in collaboration with Archie Gardner of the "Duffy's Tavern" radio program and Abe Burrows.
(Available on Decca record 23297, Hildegarde.)
THE ONE PIP WONDER
Frank Music Corporation.
This was the song of the Canadian Armored Corps.
SAD BOMBARDIER
Frank Music Corporation.
SALUTE TO THE ARMY AIR FORCES
Frank Music Corporation.
THE WAC HYMN.
Famous Music Corporation.
FIRST CLASS PRIVATE MARY BROWN
Famous Music Corporation.

(Continued Next Week)

• 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.

• Continued from page 31

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
SAMMY KAYE ORK		
Please Don't Talk About Me When I'm Gone COLUMBIA 39376—Kaye gives this one the familiar treatment—bouncy dance tempo, singing intro and vocal by the Kaydets group. A workmanlike job with the oldie.	82--82--82--82	
Come Back to Angouleme (Tony Alamo-Barbara Benson)	Melodic British import gets the slow, languorous treatment for a nice nostalgic job with male chorus backing Alamo's and Miss Benson's duet.	83--85--83--82
DICK JAMES-PEARL CARR (Stanley Black Ork)		
You Know You Belong To Somebody Else LONDON 1010—Poor choice of material overshadows the efforts of the English vocal pair Miss Carr, tho. has an okay pair of pipes.	62--65--60--60	
Blue for a Boy	Tune from the English production of the same name makes better ballad material, but the performance here is weaker than on top-side.	62--66--60--60
PRIMO SCALA (Johnston Bros.)		
I Do Like To Be Beside the Seaside LONDON 1031—There's much of the old music hall flavor in this spirited waxing of the reminiscent novelty ditty. Replete with whistling chorus and carousel sound, the disk should get some play.	75--77--72--75	
Nellie Dean	This side is barbershop quartet material with the ork and mixed chorus handling the waltz in straightforward fashion.	68--70--67--67
VERA LYNN (Barry Gray Ork)		
A Picture of You Smiling LONDON 948—Miss Lynn chants with her usual effectiveness on an attractive ballad with typical Tin Pan Alley feeling.	76--78--76--75	
My Love for You	Material here is less effective for Miss Lynn's stylized piping.	71--72--70--70
MILLS BROS. (Victor Young Ork)		
Love Me DECCA 27615—Brother Harry leads the way for the Mills thru a pleasant reading of this revival. Its co-composer, Victor Young, leads the tasty accompaniment.	80--80--80--80	
Who Knows Love	The Mills and Young merge for a beautiful mood dishing of a lovely new ballad. This slicing could make a big dent if it gets sustained exploitation.	86--86--86--86
DON CHERRY (Sy Oliver Ork)		
Vanity DECCA 27618—A fine ballad is sung with warmth, simplicity and directness by Cherry with a tasty Oliver backing. Could be a big one.	87--88--87--87	
Powder Blue	Another earnest and forthright warble by Cherry on a melodic lilt provides a substantial coupling.	81--84--80--80
PERRY BOTKIN		
Ay Ay Ay DECCA 27604—Botkin plays the Mexican standard as a lute solo with a small string backing. Makes a pretty but slight dishing.	67--70--65--65	
Old World Waltz	Botkin picks out a Viennese-type waltz melody with an infectious lilt on his lute and gets a zither-like effect.	70--73--70--68
GUY LOMBARDO ORK (Kenny Martin-Kenny Gardner)		
Hello, Young Lovers DECCA 27613—The ever-dependable Lombardo dishes out a neat dance reading of the fine "King and I" ballad. Kenny Martin sings it well.	83--84--83--82	
Getting To Know You	Lombardo extracts all of melodic bounce from this "King and I" ditty in a handsome dance slice featuring Kenny Gardner's proficient vocalizing.	82--83--82--82
GORDON MACRAE (Carmen Dragon Ork)		
Last Night When We Were Young CAPITOL 1545—MacRae's big tenor does a fine job with a pretty movie ballad revival.	70--70--70--70	
Cuban Love Song	MacRae turns in a rich virtuoso try in tackling this fine standard. The Carmen Dragon orking lends an added bit of color and excitement. An excellent dishing.	82--86--80--80
LES BAXTER ORK		
On Top of the Ferris Wheel CAPITOL 1546—Baxter's ork-choral unit takes a fling at an unlikely novelty waltz.	66--67--65--67	
Roller Coaster	Baxter adds choral effects to his reading of this bright and liting instrumental exercise for strings. A neat dishing.	78--80--77--77
PEGGY LEE (Sid Feller Ork)		
Boulevard Cafe CAPITOL 1544—Peggy sings warmly a rather heavy ballad by Ray Noble.	71--73--70--70	
If You Turn Me Down	The thrush tries a breezy rhythm opus for the backing. This is wax of an unresponsible nature.	73--75--70--73
VINNI DE CAMPO (Neal Hefti Ork)		
Tell Me CORAL 60498—De Campo debuts on Coral with a muscular warble of a new Italian adaptation; Neil Hefti's orking is expert.	75--75--72--77	
Be Sure My Heart, Be Sure	The young warbler takes a fling at the umpteenth version of a noted Caruso aria from Bizet's "Pearl Fishers."	66--66--65--66
RALPH FLANAGAN ORK (Steve Benoric)		
Chicken in the Car VICTOR 20-4147—A medium beat jingle from the "Oh Babe" school is done up in the typical Flanagan manner with Steve Benoric providing the lyrics.	77--80--75--76	
I Have Dreamed (Harry Prime)	Prime here has one of his infrequent opportunities to sell as Flanagan produces a slick dance version of one of the lovely items from the score for the "King and I."	75--75--75--75
THE THREE SUNS (The Sun Spots)		
Tom's Tune VICTOR 20-4150—The Suns deliver a neat coverage job on this happy bouncer with vocal group providing the lyric.	74--75--71--75	
These Things I Offer You	One of the promising ballads of the day, co-authored by the Suns' Morty Nevins, is run down in an engaging dishing by the trio with a neat vocal group assist.	78--78--78--78
TOMMY DORSEY		
The Honeydripper DECCA 27601—Tommy revives his Clambake Seven for a modified Dixie-style approach to this several year old r & b hit. Makes a good dance dishing but it's not especially outstanding.	72--75--70--72	
Mr. Freddie Blues	The same Clambake Seven hits off a medium blues instrumental which is most noteworthy for the even beat.	69--70--69--68

(Continued on page 74)

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

BLUES TAKE ON ROSY HUE

Coast Niteries Report Blossoming Biz Boom; Some Takes Up 20%

HOLLYWOOD, May 26.—Niteries here are looking for a business boom this summer. Club owners, who only a short time ago were singing the blues, find business increasing. A *Billboard* survey of the leading niteries shows business to be up as much as 20 per cent for some spots over the end of last year. Tops acts are pulling patrons during the week as well as on week-ends.

PLAY OR PAY

AGVA Orders Martin Copa Date or 20G

NEW YORK, May 26.—Tony Martin has been ordered to play the Copa here on a three-week date of an original five-week contract or forfeit about \$20,000.

The latest ruling was made by the American Guild of Variety Artists' appeal board based on an earlier ruling by that union's branch board. Martin took another appeal but inasmuch as his 10-day appeal period expired it was disallowed.

The Copa hasn't decided when it will ask Martin to play the date. In the meantime the singer is due at the Riviera June 7.

Eckstine Oasis Date at Big \$\$

HOLLYWOOD, May 26.—Plans are being finalized by the William Morris Coast office to bring Billy Eckstine into the Oasis July 2 for two weeks at one of the highest figures the jazz niteries has ever shelled out. Singer will get a \$5,000 weekly guarantee against \$2,500 and a 50 per cent split of the door. A similar deal in 1949, when Eddie DeSurre managed the spot, gave Eckstine a \$10,200 gross for a fortnight's work.

Oasis, under new management for the past month, will tear down the partition separating the bar and the tables, keeping its \$1.50 admission. Old owners Joe Abrahams and Bill Robinson, prior to selling their lease to Jerry Horne and Les Shear for \$60,000, paid Duke Ellington a flat weekly salary of \$5,000. However, Eckstine is expected to exceed the Ellington gross due to his large percentage deal. No one has been selected yet to accompany Eckstine for the July date.

Agents Seize Cash for Tax

HARTFORD, Conn., May 26.—The Club Ferdinand, local night club, was visited late Saturday (19) by internal revenue agents, who seized all visible cash assets to satisfy a claim of non-payment of the federal cabaret tax.

The action, termed unusual in the Hartford area by Thomas F. Griffin, assistant to the collector, was taken, he said, in accordance with federal law governing extended non-payment of tax cases.

55G Fire Razes Club New Orleans, Ork Loss 5G More

LOUISVILLE, May 26.—Jefferson County's newest major night club, the plush Club New Orleans, was gutted by fire here Sunday, May 13, two weeks after it opened at a loss estimated at \$55,000.

Don Michaels, leader of the band playing at the club, said all his instruments were destroyed and set the damage at \$5,000.

On the Strip, Ciro's and Mocambo are doing well. The former did s.r.o. business with Sophie Tucker and expects the same results for Liberace and Evelyn Knight. Mocambo, consistently good as local spots go, is currently featuring French Chantoosy Marjane, following excellent patronage for Dorothy Dandridge-Phil Moore and Joe E. Lewis.

Cocoanut Grove reports best crowds since 1945, with songstress Lena Horne playing to turn-aways nightly. Of the class niteries, Biltmore Bowl is the lone room just stringing along. Bowl brings in a fem line next month, and is in the process of lining up future attractions. Band Box, Bar of Music, Cafe Gala, of the smaller bistros, have hiked talent budgets in order to satisfy demands for better entertainment. Band Box, run by Sammy Lewis, packs the house with Patti Moore and Ben Lessy. Bar of Music is grossing \$3,500 a week more than last year's mark, while Gala is up \$1,200 over last year. Mid-week business is es-

pecially hefty at the small clubs.

Leading jazz bistros, Oasis and Tiffany Club, are presenting the best in blues personalities for top results. Oasis' weekly budget frequently hits \$5,000, with such talent as Louis Armstrong, Dinah Washington, Stan Kenton, Lionel Hampton and Louis Jordan on the boards. Tiffany, while smaller and more intimate than the Oasis, is up 20 per cent over 1950. Sarah Vaughan, now appearing, had a strong initial frame. San Fernando Valley niteries, Larry Potter's and Charley Foy's are slightly in the black, with emphasis on production-type shows, rather than one or two-act policies.

Cocktail lounges and Dixie spots, which operate on slim overhead, continue to amaze other ops with their high profits. Royal Room, Cinegrill, Sardi's, Hangover, Surf Club, all more or less do consistently well. Induction of additional manpower has upped the audience potential to where most club's customers are about 6 per cent G.I.'s.

"Click" No Click, Philly Bistro Shut

Everybody From Uncle Sam to Landlord Piles Up on Palumbo's Former Pride

PHILADELPHIA, May 26.—The Click, town's biggest and most expensive niteries, closed down because of a judgment filed for non-payment of rent and other bills. Also outstanding were State and federal taxes.

U. S. Internal Revenue department was due to close the spot for back taxes last week, but allowed the Click to operate another week because of contractual obligations with Noro Morales' band and revue. However, Morales didn't finish out the week as a result of the judgment being filed Wednesday (23) against the Click operators, Advance, Inc. by Lionel Friedmann & Company, agents for the building owner, the Market-Sixteen Corporation. The action, returnable on June 4 in the Philadelphia Court of Common Pleas, is for \$46,294.

Judgment action was based on the claim that terms of the lease, running to March 31, 1954, had

Stage Experiment Fails In Detroit

DETROIT, May 26.—Stageshow experiment tried out by the Farnum Theater in suburban Hamtramck has been dropped after four weeks. The house used a quiz-show style program Friday nights only, with Steve Stevens as emcee, plus a five-piece stage orchestra.

Stevens, however, is planning a more extensive presentation policy, to be spread over several motion picture theaters this fall, it is understood. Tie-up was to be made with the Ted Mack show, with grand prizes building toward an appearance on the latter. It is expected that the extra glamour of the national tie-up may prove a draw where local talent alone did not.

Copenhagen Pigale Shuts in 9 Days

COPENHAGEN, May 26.—The Pigale, new night spot which occupies the locale of the former Olympia cabaret, in the center of town, wound up its brief career at the end of nine days.

The Pigale opened May 4 with the *Folies Bergere Show de Copenhagen*, an elaborate stagershow featuring the American duo of Negro warblers, Joyce and Edith Peters, plus a line of English girls. The show closed due to lack of business.

Efforts are being made to re-finance the spot, which may reopen as vaude house shortly.

been violated and the remainder of rental to that date is due. The violations alleged include a \$50 balance due as of March 1 on the monthly rental, and non-payment of rent April 1 and May 1. The suit also claims that \$2,202 for electric bills and \$390 for water and sewer rent have not been paid, and that the operators had failed to pay \$1,875 for installing a fire alarm system and fire tower.

Fire started in the niteries' dressing room just a few hours after the "swan" show and was discovered by Albert Freeman, former press agent for the room who had been operating it for the present combine, and Al Bozzacco, house manager. The fire in an overstuffed couch, was extinguished without any serious damage.

Back amusement taxes were reported to be \$15,000, along with other unpaid bills, including money due the Harry Bortnick Advertising Agency, which formerly handled the room's advertising.

Cost 250G

The center-city spot, which originally cost over a quarter of a million dollars to build and which once boasted the longest bar in the world as well as always sporting the top band, vocal and variety names in showdom, now has its trimmings and equipment up for sale. Freeman, who headed the last of the combines trying to make a go of it, said the heavy debts and big rent made it almost impossible to operate profitably. Reported that the present combine, which put up little cash to take over the operation, obligated itself to pay back the original corporation \$500 a week for the next three

(Continued on page 35)

Toronto House Ups Musicians' Scale 10% To Aid HCL

TORONTO, May 26.—A pay increase has been granted the seven musicians at the Casino Theater, despite the fact that the present contract doesn't run out until the fall.

In making the announcement, Walter Murdoch, international v.p. and Canadian head of the American Federation of Musicians, termed the 10 per cent increase as "gracious."

Murray Little, manager of the house, said a similar increase had been granted the stagehands and the projectionists of the house, which is off the beaten path. He said the increase was due to the increased cost of living, and that similar action was being taken with the other help.

MIAMI REFORM HITS GIRL ACTS

MIAMI, May 26.—Following a wave of child-molestation cases in the Greater Miami area, police are cracking down on burlesque and girlie shows this week. Newspapers, as a result, are shouting that Miami currently has the "most dressed-up strippers in the country." Officers, reporting after nightly checks of the dozen girlie clubs here, declare the dancers are performing "almost fully clothed." One officer said a fan dancer at the Jungle Club performed in an evening gown.

MH Still Gets Cream of Biz With Fat 151G

NEW YORK, May 26.—Radio City Music Hall (6,200 seats; average \$138,000) is still getting the cream of what business there's around. For its second week with *The Great Caruso*, Larry Storch and Myrtil and Pacaud, the take was \$151,000 against a preem of \$155,000.

Roxy (6,000 seats; average \$57,000) exited with \$46,000 for its second and final week with the New York Philharmonic and *Climb the Highest Mountain*, after a first week of \$57,000. The new bill Wednesday (23) has *On the Riviera*, Mimi Benzell and the Irving Fields Trio.

Capitol (4,627 seats; average \$50,000) wound up with \$18,000 for its second and last week with Percy Kilbride on stage and in the flick, *Ma and Pa Kettle*, against a first week of \$20,000. The new bill Thursday (24) has Les Brown's ork, Jimmy Wakely, Chaz Chase and *Go for Broke*.

Paramount (3,654 seats; average \$61,000) finished its duceer with the Louis Jordan package plus *Appointment With Danger* with \$47,000 against its opener of \$57,000. The new bill Wednesday (23) has Ray McKinley's ork, Red Buttons, Peggy Lee and *Sealed Cargo*.

Strand (2,700 seats; average \$61,000) collected \$41,000 for its first week with Parisian Follies and *Along the Great Divide*.

Palace (1,700 seats; average \$15,000) took in \$16,000 for its 10-act bill plus *Air Cadet*. The new show is another 10-act bill plus *Fat Man*.

NY BOARD RULES ACTS EMPLOYEES

Unemployment Org Gives AGVA Nod; Some Acts Want Contractor Tag

NEW YORK, May 26.—The long-drawn-out battle between the employee and independent contractor classifications, long the bone of contention between performers in the variety field and agents and bookers, got another assist when the New York State Unemployment Appeals Board ruled that performers are employees.

The ruling was made on a case appealed by a cafe with the American Guild of Variety Artists, with Henry Katz, org's lawyer fronting and arguing that its members were employees and not independent contractors despite contracts signed classifying them as the latter.

Tho the decision was based on a specific performer and a small time spot, it is expected to have far-reaching results because its application is expected to be statewide and possibly even nationwide.

AGVA administration is either in the process of dickering for contracts or has already signed contracts with club date bookers, agent orgs and other bodies. In each case one of the chief obstacles has been the flat refusal of the bookers, agents and ops to agree to the employee classification. In practically every case the buyers insisted that performers were independent contractors.

To get signatures, some segments in the AGVA administration has got around the paradox by either

Talent Circuit To Link Hotel Booking Skeds

Continued from page 1

resources it will guarantee them name talent otherwise not available at their existing budget. For secondary or filler acts, circuit participants will also get fresh new acts which heretofore have been kept away from class spots, said Cabot.

Cabot pointed out that the circuit will be of particular benefit to Coast and Nevada hotels which are experiencing an increasingly difficult time in luring talent across the Rockies since the mushrooming of New York TV is resulting in a talent draught in the West. Thru proper routing, Cabot feels, rooms will be saved considerable transportation cost in a year's time. Rather than rooms pulling attractions direct from New York, the circuit will be set up so that each hotel shares in the cost.

In pitching hotels, Cabot stresses he will not seek commissions in running the circuit, but collect a retainer from the chain's participants. Cabot and Michlin firm works on a retainer basis for the Schine hotels. Schine, incidentally, has approved C&M's efforts to establish the circuit.

Philly Niteries Changes Hands

PHILADELPHIA, May 26.—Club 421, major spot in the Harlem sector here featuring musical and vocal recording names, was bought by Sid Golstein and Jack Brown for a reported \$30,000. The niteries was sold less than a year ago for almost twice that amount. Goldstein, now in the furniture business, and Brown, a recent Princeton grad, are new to cafe and showbiz operation.

The room will be booked by the Jolly Joyce Agency, with the policy previously here to be continued. The current attraction is Georgie Auld's band, plus Plink-Plank-Plunk and Arthur Davey. The Charioteers will take over Monday (28) with the Four Tunes. Fat Man Robertson's unit is set for the June 4 week.

Art Dooley, ex-vaude and musical comedy, is a patient in Rhode Island Hospital, Providence.

Providence Fays Shut in Dec., Sold

PROVIDENCE, May 26.—Fays Theater, stronghold of vaudeville in New England for 35 years until it put up the shutters December 6, was sold last week by the C. & F. (Comerford and Fay) Theater Company to the National Real Estate Investment Company of this city. Edward M. Fay announced the theater will be stripped equipment.

The theater was originally opened in 1913 as the Union. Edward M. Fay took it over a few years later from Charles Allen, the original builder, and had operated it since as a combination vaudeville-film house. Last October, in an effort to bolster lagging business, theater television was installed but failed to click and a few weeks later the house went dark.

Lookout House, Covington, Ky.

(Monday, May 14)

Capacity, 600. Price policy, \$3.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant manager, Lou Clarke. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, \$5,000. Estimated budget last show, \$4,000.

With Bobby Sargent, youthful comic, leading the way, new show here is long on entertainment value. Handsome lad combines an engaging style with effortless projection and smart material, altho he won yocks at the come-on with a few nifties he reached way back for. Held patrons solidly with a thing called Joe Dabronovitch, wherein he injects clever monologistics on impressions of an immigrant and a smart piece of business on fildom's ideas on what makes a night club owner tick. Rocked the house with characterizations of a modern gag singer and Groucho Marx. Grabbed even bigger mitts on the call-back with a humorous condemned-killer stint.

Personable Peter Higgins, Irish tenor, filling in from the last show for Claudia Jordan, canary, who couldn't make it in for the opening, improves with each local appearance. Altho hampered by a pesky larynx, he belted over McNamara's Band, If I Wonder Why and Be My Love to push Sargent to the top-applause awards. Sold masterfully on Mockin' Bird Hill and Tennessee Waltz on the recall.

The Hustrei Sisters, lovely two-some, display aerial artistry to match their beauty. Routine runs the gamut from toe-and-heel catches to suspended neck-to-neck spins and leaves table-sitters whacking palms over the daring and rapidity with which they run thru their bits.

The Arden-Fletchers Dancers (8) break the show with a nifty parade titled Bagdad. Best of their other two offerings is a Chocolate Shake scoring done in scant attire that displays the gals in admirable taste. Gene Griffin, good-looking emcee, provides excellent bary backgrounding for the line numbers.

Bob Snyder's ork continues its sock show and dance music.

Bob Doepker.



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Night Club-Vaude Reviews

Capitol, New York

(Thursday, May 24)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily. Loew chain booker, Sidney Pierrmont. Producer, Allan Zee. Show played by Les Brown's ork.

Les Brown's band turned in a real job, more remarkable because it hadn't had any sleep for 30 hours or more. The band flew back from Europe after an army camp tour with Bob Hope. It was due back Wednesday for a rehearsal but was grounded in Newfoundland all that day and didn't get to New York until early Thursday. But even with these obstacles the Brown bunch played a fine show and did a stand-out chore in its own spots.

The first act was the Juvelys with their standard balancing routine. The man-woman team did their tricks with dispatch, winding up with their three-ball head-to-head trick to appreciative applause. Chaz Chase, who just wound up at the Latin Quarter, pulled slow giggles that grew to whole-hearted yocks, winding up with his hilarious strip routine.

Jimmy Wakely, in a gallon hat and high heeled shoes, on next, made an excellent appearance, tho his Western songs didn't create any impression. It was soon obvious that even tho Wakely is a top Capitol hillbilly seller, he doesn't mean too much with a Stem audience. He gave out with folk pops, Tennessee Waltz, I Love You So Much It Hurts Me, Beautiful Brown Eyes and I Like the Wide Open Spaces. Each song got scattered applause, tho it seldom built to anything usually received by a pop record artist with a similar rep in the disk trade.

Ross-Pierre Standout

Frank Ross and Anita Pierre did a stand-out 10 minutes or so in their standard act. Ross' trumpet-talk take-offs, sight bits as Miss Pierre was warbling and general stage know-how, paid off in handsome yocks and big hands.

The Les Brown ork (17) toggled out a la Esquire mag—everybody in plaid jackets with each section in different patterns, made an eye-full. The band's biggest numbers were Slaughter on 10th Avenue and The Billboard March. Both numbers had terrific drives with sensational trumpet and sax arrangements to give them exciting interpretations.

In the band comedy slot, Butch Stone did his customary Good Man Is Hard To Find, segueing into a j-dance with Stumpy Brown, latter wearing a j-bug striped green suit. Band canary Lucy Ann Polk did Would I Love You and It's Wonderful in smooth fashion. Brown did a little dance with her for half a chorus. Tho a quickie, it is effective because it keeps things moving instead of the customary lag when the girl stands snapping fingers between choruses.

Pic, Go for Broke.

Bill Smith.

Paramount, New York

(Wednesday, May 23)

Capacity, 3,654 seats. Price policy, 55 cents-\$1.50. Four shows daily. Chain booker, Harry Levine. Show played by Ray McKinley's ork.

This is one of those shows where every act, including the band, did one of those inspired jobs that had about everything in it. The audience yocked it up; it oohed and ah-ed. It applauded enthusiastically and if it weren't that running time was limited, every act could have done twice as much without wearing out its welcome.

The Lane Brothers' acro routine is standard. But this time around the two boys added comedy to their rope jumping bits; one of the lads even took a slide into the pit to gasps that turned into yocks. Their slight talking bits made them an added credit. On the basis of this one show caught, they stacked up as one of the best novelty acts around.

Red Buttons, working in the middle, just about fractured them with his familiar material. He opened easy with gags. In fact, most of his routine was familiar—the autograph book, the German emcee, etc. But the crowd ate it up and yelled for more. Button's a fine performer today. His timing and delivery are excellent.

Peggy Lee wound it up with about 14 minutes of solid canarying. Looking thinner than when last caught, she started it with a rhythmic version of Climb Up the

Palace, New York

(Thursday, May 24)

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

When caught at 7:05 p.m., this 10-act lay-out was playing to good business, the entire orchestra being well-filled. Stageshow of such length cannot help but lag in spots, but in general it was surprisingly strong.

Opener was Ellen and Drake, young mixed team, who opened with fast terping. Varied with a slower hoofing routine and closed with a novelty tap. Showed verve and spirit. Bill Finch, trick baton twirler, very clever technically. Uses various kinds of batons, including one with a phosphorescent glow. Latter routine seemed to have most flash and audience appeal. Finch's turn, however, needs livening up. Each of the individual routines was too long.

The Top Notchers, instrumental and vocal trio, combine music with hoke comedy. Did four tunes, including standards, as China Town and pops, as Rag Mop. Trio uses a good deal of special lyric material and relies heavily on robust comedy. Slapping and rough house tactics verge on regular knockabout.

Marilyn, Martinez and Iris, ballroom dancers, are a family turn. Iris is the daughter, who does vocals and solo terping in addition to routines with Ma and Pa Martinez executes some nice lifts with the gals.

Solid Vent

Leonardo and Anita are a vent turn. Gal dresses the act. Leonardo works with five or six dummies in a routine which is difficult technically. Singing bit, with all dummies participating, is solid. In sports, however, act needs sharper dialog.

Hugh Forgie and Company, presents Forgie, the badminton exponent, who does a clever exhibition with Stig Larson, U. S. champ. A commentator points out niceties of the match. The participants are clever enough to introduce occasional touches of comedy. Skillfully done.

Helene and Howard standard act, clicked solidly with comedy ballroom and satire. Clever lines, well delivered, and clever costumes. And underlying it all, solid terping ability.

Cass Franklin and Monica Moore, vocal duo, deliver a very pleasant turn. You're Just in Love, Be My Love and other pops, plus such standards as Sorrento, really click. Franklin is personable and belts out the tunes with a fine bary voice, and Miss Moore adds pleasant harmony and appeal.

Artie Dann, comic, very strong in the next-to-the-closing spot. Does straight chatter and gags and follows with a piece called The Old Timer's Dream, which includes take-offs on Cantor, Durante, Jolson, Jessel, etc. Dann is good with his timing and clever on material.

Parker Brothers, hand to hand acro team, close. Men work on-stage and then on a platform of steps. Solid performance.

Pic, The Fat Man.

Paul Ackerman.

Mountain. For a pace change she gave out with a tender version of Too Young. Then having them right in her two hands, she belted out her familiar Why Don't You Do Right?, followed by her latest Capitol recording, It Never Happen' to Me. She finally closed with her Manana for a tremendous hand. The gal had plenty of solid backing. In addition to her own trio, she got added rhythm from McKinley's maracas, his drummer and the rest of the boys.

Solid Cutting

The McKinley outfit did a solid show cutting chore and its own spot a stand-out job in a medley of solid songs starting with Red Silk Stockings, segueing to St. Louis Woman and ending with Beat Me Daddy. With McKinley doing a masterful vocalizing stint, backed by his crew's choral arrangements, the outfit generated a lot of heat in their rhythmic drive. But with it all there was a sound melodic structure that made listening a genuine pleasure. The audience loved it.

Pic, Sealed Cargo. Bill Smith.

Mocambo, Hollywood

(Tuesday, May 22)

Capacity, 220. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget, this show, \$3,500. Estimated budget, last show, \$3,000.

Marjane, Parisienne song importation, can add Hollywood to her list of vocal conquests. She won her debut crowd with ease, commanding attention from the start with her arresting stage presence and polish. Avoiding vocal gymnastics, she offers selections in a simple, straightforward fashion, and shapes her songs with understanding and sincerity.

Non-linguists in the crowd would have appreciated more English lyrics, tho she somewhat made up for her heavy French diet by providing each selection with an explanatory English prolog. English chorus added to the enjoyment of Autumn Leaves and Count Every Star. Song recognition figured strongly in audience response, with crowd giving her French version of If a Hefty Hand.

Charlie Morrison provided Marjane with special trimmings. For the first time, a portable platform was tried elevating the performer above dance floor level. This should become a permanent fixture. Curtain was closed hiding accompanying band on stage. Male voices were used with ork to lend body to the backing. Eddie Oliver's ork provided competent instrumental support and played for dancing, with the Latinaires setting Latin beats.

Lee Zhito.

Versailles, New York

(Wednesday, May 23)

Capacity, 300. Price policy, \$5 minimum. Operators, Nick Prounis-Arnold Rossfield. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, John O'Malley. Estimated talent budget, \$2,500.

Considering a heavy rain, Gloria DeHaven's opening was a good one. Working with cleefer Gene De Paul (on the piano), Miss DeHaven teed off with a bright I Want To Be Happy, following it with Imagination. Then came a song-talk duet, So; a blues, Here Come the Blues; a stroller, a calypso Happiness, closing with De Paul's I Remember April.

The tiny girl singer made an excellent walk-on impression. She's cute, has a wonderful smile and expressive eyes. But as a singer she showed little imagination, plus a badly set routine. Her opening was overdone. Her duet lost 'em. In fact, only her torcheroo and calypso registered big.

One reason for her ability to project on novelties is her first-rate acting skill. Trading and building and this, she could develop into an excellent comedienne. Her looks would be that much more a plus. As a straight singer, she was just an average band canary. With a better act, she might be more than a picture name doing personals. She could become a draw based on talent instead of a Hollywood rep. Emil Petti's band cut the show skillfully. Pancho relieved.

Bill Smith.

Chez Paree, Chicago

(Thursday, May 24)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 11:30 and 2. Operator, Dave Halper. Production, Dorothy Dorben. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$11,000. Estimated budget last show, \$6,800.

Jimmy Durante is in for three weeks of what appears will be terrific business, judging by the first six days. The Schnozz is doing the same things he did a year ago, but so much refurbishing has been done that the skeleton is hardly recognizable. Working at his usual race-track pace, Durante wraps up the show from the first minute. Was on 30 minutes and kept the capacity house rolling thruout.

Copsey and Ayres, who did three numbers, plus two productions by the Chez line, add up to too much dancing. A modern Frankie and Johnny showed them to advantage.

Cathy Cole did well with rhythm numbers and okay with one novelty, but ballads are not for her. She oversells romantic lyrics.

Johnny Sippel.

Empire Room, Schroeder Hotel, Milwaukee

(Tuesday, May 15, 1951)

Capacity, 450. Price policy, no cover or minimum weekdays, \$1 week-end cover charge. Show at 9:30 and 11:30. Owner-operator, Schroeder Hotels. Booking, Herb Huwatechek. Publicity, Ed Toole. Estimated budget this show, \$1,500. Estimated budget last show, \$7,500.

Dropping its name policy, the Empire Room is not pulling as it has in previous weeks. Doris Drew, fairly well known here to the record hep crowd, does not draw the type of customers who regularly come here. The other half of the bill, The Bachelors, are unknown here. While the week-ends have been fairly full, the other nights have been slim.

Doris Drew has all the necessary physical equipment for hitting the heights as a warbler. Easy to stare at and beautifully gowned, she does a stand-out job of song selling and projection, but if the gal has plans to continue working niteries, something added in the line of special material would help her along. She opened with Billy, followed with a bouncy How It Lies and walked off to a solid mitt for her current Mercury wax hit, Beautiful Brown Eyes.

Displaying first quality musical ability with unusually clever special lyrical material, The Bachelors, three lads from the West Coast, had to beg off. They work with a Hammond organ, guitar and accordion, and have a definite flair for comedy and satire which labels them as comers.

Billy Bishop's ork did an excellent show cutting job, in addition to providing fine dance tunes.

Band chirps Alice Mann and Elaine Powell registered, especially with their smooth teaming on Tennessee Waltz. Ben Ollman.

Desert Inn, Las Vegas, Nev.

(Saturday, May 19)

Capacity, 400. Policy, no cover, no minimum. Owner, Wilber Clark. Publicity, Ed Martin. Exclusive booking, Frank Sennes. Shows at 8:30 and 11:30.

New show has plenty of variety, filling the 60 minutes with some good entertainment. Co-headlining are Jack Durant and Tessie O'Shea. Durant's take-offs of Gable, Sidney Greenstreet and Peter Lorre registered in okay fashion.

Tessie O'Shea, in her first U. S. cafe appearance, showed an act that was laugh-loaded. Her movements, including some dancing, were done in a sprightly fashion. She made use of her tremendous bulk (250 pounds) for sock sight effects on such songs as Tuo-Ton Tessie and Slow Boat to China.

The Lungs (three guys and three gals), teeterboard act, dish up fast acrobatics which leave the audience gasping.

Johnny Mack, in the opening spot, works in white tie and tails, tossing in some okay cane gimmicks along with footwork. The Arden-Fletcher Dancers do three numbers in costumes expensive and plenty revealing. Walter Renner, new emcee, does a good job of singing and pacing. Carlton Hayes' ork did the show music in top fashion. Betty Kapp.

Dan and Fran

• Continued from page 3

slums to Park Avenue and then shot the guy because he two-timed. The story is the old Frankie and Johnny motif. Still it added a strange beauty to the melody, and carried it and Miss Warren to new heights. The number called for and got solid production and split second light cues. When the singer finished that one, the audience was limp. For a get-off on a brighter note, Miss Warren belted out an exciting jazzed up arrangement of When My Sugar Walks Down the Street, winding up performance that marks her as one of the top girl singers around today.



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Hocus-Pocus

By BILL SACHS

DON AND THELMA GREEN-WOOD, who have been settled in Woodridge, N. J., the last six weeks working clubs in the New York area, open June 4 at the Gaiety, Montreal. They are slated to appear on the program at the joint SAM-IBM convention Tuesday night (29). Don and Thelma recently enjoyed visits with **Dr. Harlan Tarbell, Al DeLage and Shirley**, and **Lady Frances**. . . . **Joyce and Johnny Bower** are currently heading up the new show in the Balinese Room of the Claridge Hotel, Memphis, with their comedy novelty act, which includes a goodly bit of laugh magic. **Clifton the Magician**, Georgia school assembly performer, recently visited the **Bryon Gosh Tent Show** at Calhoun, Ga. . . . **Dr. Mansfield**, comedy magician, is in the opening show of the new Cat and Fiddle nitery, which opened at its new location in downtown Cincinnati May 15. **Mr. and Mrs. Al Pringle** recently flew from Los Angeles to Detroit to pick up a new car. From De-

troit they motored on to Kentucky for a visit with relatives, then on to New York for the SAM-IBM convention being held this week. They'll return to the Coast next week. . . . **Bev Taylor**, of Town House Magic, St. Louis, has released the first issue of his new house organ, **Buy Lines**, which replaces the former **Town House Chat**, and plans to keep it rolling bi-monthly. The new publication is for the asking. First issue heralds a number of nifties suitable for both pro and amateur magicians. . . . **Kobal the Magician**, who has been playing a 200-mile radius out of his East Dundee, Ill., headquarters the last five years, launched his five-people, two-hour magic and illusion show at Dundee High School Auditorium May 10. Unit's next sponsored show will be at Riley, Ill., June 6. **Kobal** played the Wisconsin fairs two summers ago with the **Wallace Bros.' Shows**. **Milbourne Christopher** appeared again on the **Garry Moore Show** over CBS-TV May 25, when the program's whole theme was magic. **People Today**, dated June 6, on the stands May 23, carries a photo spread, "Magicians Cut Up," which carries the likenesses of **Selbit, Thurston and Christopher**. A headless **Madame Herrmann**, from Christopher's collection, appears on the back cover

New York:

Blackburn Twins who used "our fathers played the Palace" number on the **Berle Texaco** show last week, were asked by **Janet Blair** to pay \$250 for its use. Irony is that the boys helped set the number when they worked with **Miss Blair** a year ago. **Benny Fields** all excited at **Blossom Seeley's** forthcoming flicker, "Somebody Loves Me." It will have **Jack Benny, George Burns** and **Betty Hutton**, among others. To promote the picture, **Miss Seeley** will do personals after it's finished. **Bill Miller** bought **Ciro's**, Miami Beach, Fla. **Danny Thomas**, coming into the new **William Morris** offices, was so overcome by the splendor that he took off his shoes and walked around in stocking feet. **Gus and Andy** finally made it. They now own the building their restaurant's in. They paid cash above mortgages of \$55,000. **Jim Witteried's** in town from Paris lining up girls for **Venice's Casino de Venezia**, starting July 10 thru September 10.

Miami

Altho all the top oceanfront hotels are continuing entertainment during the off season, only two major night clubs operating last week were **Jack Goldman's Clover** (with the **Slate Brothers** and **Sandra** headlining) and the **Five O'Clock Club** (with **Martha Raye** in the top slot). **Comic Gene Baylos** held over at the **Casablanca**. **Jan Bart's** at the **Saxony**. **Billy Vine** took over **Betty Reilly's** spot at the **Sans Souci**. **Herman's Williams Trio** into the **Belmar's Sapphire Room** and vocalist **Dorothy Karoll** heads the **Nautilus Hotel** show

puzzles, automata, juggling and fraudulent gambling also is being shown. A new hypnotic act, featuring **Dr. Synrex** (**Charles Schiano**) has been active recently on club dates in the Boston area. **Dr. Synrex** is reported framing a flash theater turn for both regular and midnight performances. It definitely will not be a spook opera, **Synrex** says, altho the gimmick of using a 20-minute horror drama to close the show will be used. **James P. Wines**, Detroit amateur magus, has opened a magic supply shop, **The Magicenter**, at 19191 **Livernois Avenue**, in the Northwestern section of the **Motor City**

Acts Ruled Employees

Continued from page 33

some performers prefer to be listed as indie contractors, because of their reluctance to permit tax deductions from their salaries which in turn would force them to disclose their salaries for income tax purposes. On the other hand there is a tremendous pool of unemployed actors who have to depend on unemployment insurance to keep going. Under the new **Hughes-Brees** law, applicants for unemployment insurance, after January 2, 1952, must average \$15 a week for 20 weeks in the previous year before application to be eligible for benefits. The law says one job a week is equivalent to a week's work. So if an act gets 20 jobs, in as many weeks, even club date jobs, during a year, would be eligible for unemployment benefits. (Further details, see story in General Department.) But to get these the performer must be listed as an employee and not as an indie contractor. **AGVA** attorneys, **Silverstone & Rosenthal**, based on the most recent decision obtained by **Katz**, have urged the administration notify all performers to keep an accurate record of their jobs and salaries to be eligible for benefits if necessary.

CHICAGO, May 26.—An insurgent group of club-date bookers took first formal steps toward rectifying what they consider in-

justices in the recently-completed club date code, engineered by the **American Guild of Variety Artists** and **Artists' Representatives' Association**, when the group met Thursday (24) with **Milton T. Raynor**, local attorney, to discuss steps to "protect their interests." The insurgent group, it is known, included **Lyman Goss**, ex-prexy of **Entertainment Managers' Association**, **Midwest Chapter of ARA**, **Len Fisher**, **Frank Spamer** and **Leo Nadell**. It was definitely stated that **Art Goldsmith**, **Dave O'Malley** and **Jim Rolerts** were invited to attend but did not respond. The rebellious **EMA-ARA** club-date members, are worried over being placed in an employer classification because of their payment of the \$1 insurance. Both **AGVA** and **ARA** legal counsel, it is claimed, have assured them that they are producers and not employers. **Raynor** could not be contacted, but it was learned that he had told the meeting that he would advise them of course of action. It's understood that the anti-club date coders are indignant over the \$1,000 bond which **AGVA** is demanding from them. They point out that they are bonded for \$1,000 with the State of Illinois' labor department, so why the extra **AGVA** grab. Agents griped also over payments of the \$1 tax, stressing that biz is down and every buck out of their pockets

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Brief but important night club-vaudeville news

Burlesque Bits

By UNO

JESSICA ROGERS, current at the **Howard**, Boston, returns June 4 to the 2 o'Clock Club, Baltimore. . . . New show at the **Baltimore**, Los Angeles, tagged "Springtime in Striptime," has **June Stevens, Shirley, Doris DeLaye, Sherry Winters, Betty Morgan, Slat's Taylor, Bobby Faye, Johnny Maloney** and **George Rose, Sally** and her monkey, **Fifi**, open at the **Rialto**, Chicago, June 12. **Delilah Wilde**, another **Jack Montgomery** promotion, has left the **Hudson**, Union City, N. J., chorus to become a strip principal. Started May 25 at the **Gaiety**, Norfolk, and after two weeks moves to the **Roxy**, Cleveland. **Harry (Stinky) Fields, Mac Dennison** and **Laura Bruce** open June 15 at the **Chanticleer Club**, Baltimore, for two weeks thru **Dave Cohn**. **Jean Bedini** was honored guest at a dinner party tendered him by **Professor Stuyvesant** and **Mrs. Fran Van Veen** at their residence in **Grammercy Village**, New York, May 15. **Mrs. Van Veen** has written a book on burlesque and will soon turn it over to the publishers.

ROSE LaROSE, back from a tour of the Ohio circuit, will soon undergo a tonsilectomy. A European pleasure trip will follow. **Sammy Smith** starts his 18th summer at **Shawanga Lodge**, High View, N. Y., July 1. **Dolly Dawson** was a guest star on **Jackie Gleason's TV show** May 18. **Sen Lee Fu**, currently headlining at the **Fox**, Indianapolis, moves from there to **Calumet City, Mich.** **Mel Bourne**, comic, is working club dates in the Midwest. **Bobb Lang** and **Gayle Page** renewed friendship in **Kansas City, Mo.**, recently when they were visited by **Dave and Dot Workman**, bell-ringing act. **Bobb** played piano in **Dave's** ork in the middle '30s. **Madge Carmyle**, former strip feature, is one of the headliners in **Fred Sindell's** new girl show at **Coney Island**, N. Y., which also has another burly graduate in **Daphne Manners**, chorine the past season at the

"Click" No Click

Continued from page 33

years to make up standing deficits in operation.

Taking a financial licking with **Freeman** is **Bud Granoff**, New York press agent of the **George Evans Associates** office, with which **Freeman** was last associated. **Bernie Kirschner**, owner of the **Max Russek's** fur shop in center of town, with smaller amounts invested by others, including banquet manager **M. M. (Spike) Shandelman**, who had about \$10,000 worth of banquet business which he is now farming out to other clubs and hotel rooms

Freeman-Granoff group was the fourth in a series of combines trying to make a go after **Frank Palumbo** and **Ben Corson**, original owners and lessees, left when the boom years of the war days faded. **Joe Levine**, of the **Brass Rail Corporation**, New York, tried it for a bit, followed by a longer try on the part of New Yorkers **Nicky Blair** and **Arthur Ganger**. **Sam Singer**, of the **Club Harlem**, Atlantic City, was also set to take over last winter, but dropped the deal at the signing stage. **Freeman-Granoff** group took over this year.

today is a hardship.

Jack Irving, **AGVA** head here, when contacted about the meeting, said that he is interested only in agents living up to the **AGVA** code. If they bolt **EMA-ARA**, they'll have to put up the \$1,000 bond and will continue to pay the \$1 insurance fee as well as file weekly booking reports or face loss of their franchises.

Hudson, Union City, N. J. . . . **Lois DeFee** was interviewed on TV during a fight program in Baltimore May 14. . . . "Peek" show unit on the **Hirst Wheel** closed May 19 at the **Hudson**, Union City, N. J., with **Red Marshall** and **Dick Dana** headed for a TV show in which they will be joined by **Jack Mann**. **Marlyn Drake** opened in **Newark** May 25, with the **Roxy**, Cleveland, to follow. **Ann Powell**, after a brief vacation at her home in **Danbury**, Conn., is to be another **Roxy** principal week of June 8. **Nancy and Candy Walsh**, former **Empire**, **Newark**, chorines, now dancers at the **Footlite Club**, **Saucus**, N. J., had **Happy Hyatt**, comic, as a dinner guest in their **Newark** home last week. . . . **Mary Dale** left for **Alaska** last week, following a lengthy stay at the **Sarong Club**, **Long Beach**, Calif. **Spelling La Dale** at the **Sarong** is **Mary Blair**

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ACCURACY AVERAGES

New York Drama Critics

1950-1951 Season	Caught	Right No	Wrong or No Opinion	Accuracy Percentage
John McClain (<i>Journal-American</i>)	45	37	8	82.2
Otis Guernsey (<i>Herald-Tribune</i>)	22	18	4	81.8
Howard Barnes (<i>Herald-Tribune</i>)	34	26	8	76.5
Robert Coleman (<i>Mirror</i>)	57	43	14	75.4
Richard Watts (<i>Post</i>)	56	42	14	75.0
Brooks Atkinson (<i>Times</i>)	56	41	15	73.2
William Hawkins (<i>World-Telegram and The Sun</i>)	54	39	15	72.2
Arthur Pollock (<i>Compass</i>)	56	39	17	69.8
John Chapman (<i>News</i>)	55	35	20	63.6

(Note: Not considered in this study are productions with fixed or limited runs of less than 100 performances. Also not included are two productions which have opened too recently to be considered in this survey.)

3 Silos Post Notices For Biz Near Philly

PHILADELPHIA, May 26.—The Trevoze Summer Theater, Trevoze, Pa., is the third strawhat house near here to announce it will be doing business at the same stand this summer. The Bucks County Playhouse, New Hope, Pa., and the Lambertville (N. J.) Music Circus have already named opening dates—June 8 and 9 respectively. Trevoze will begin its second season June 25 and plans to include in its calendar *Harvey*, *Angel Street*, *The Glass Menagerie*, *Seventeen* and an original play by a local lad.

The plan of Theron Bamberger, operator of Bucks County Playhouse, to give the area a fourth major summer spot in setting up a musical tent at suburban Devon (Pa.) Horse Show Grounds has been completely washed out. Township zoning board rejected an appeal from the Devon Show Grounds, Inc., owners of the property, from a February 14 decision after more than 300 residents of the Devon area signed petitions protesting the tent theater project.

Tent Plan Killed

Bamberger planned an 11-week season of musical comedies and operettas, having tentatively leased the ground for three to five sum-

mers at a weekly rental of \$500. The zoning board's action kills the tent theater plan for this summer, at least, altho the attorney for the showground corporation said that he may appeal the ruling to Chester County Court. He has until June 14 to decide on an appeal.

While the Devon tent is no go, not too far away from the city—in Atlantic City some 60 miles away—the resort will have its first

(Continued on page 39)

Philly Forum Set for '51-'52

(Continued from page 12)

Little Orchestra Society, conducted by Thomas Scherman, is set for March 6, with the two-piano team of Vitya Vronsky and Victor Babin. The Singing Boys of Norway, making their first American tour next season, come here under Forum auspices March 19, and March 29 returns the Ballet Theater. Last event of the season, scheduled for April 14, ends on a gay note when Mata and Hari and their comic ballet join forces with Imogene Coca.

Subscriptions are limited to 2,000 and all those seats not taken up by June 7 are offered to the public on a per-concert basis. Membership, giving a reserved seat for the entire series, runs from \$9.75 to \$28, depending on seat locations.

Plans have also been completed for the 1951-'52 Philadelphia All-Star Concert Series, also staged at the Academy of Music. The promotion of the Emma Feldman series starts October 16 with the New York Philharmonic, Dmitri Mitropoulos conducting, and 14-year-old Michael Rabin, new violin prodigy, as soloist. Following two concerts, November 6 and December 6 brings in, respectively, the New York City Opera Company and the rarely given Prokofieff opera, *The Love for Three Oranges*, and the first song recital of the new Metropolitan Opera soprano, Victoria de Los Angeles.

Pianist William Kapell returns January 24, violinist Jascha Heifetz February 14, Sadler's Wells Ballet February 28, violinist Isaac Stern March 20, and pianist Arthur Schnabel April 3.

Coronet Bows Summer Legit

HOLLYWOOD, May 26.—Fairfax-Adams Players will open their season of repertory June 9 at Coronet Theater. First offerings, each running three weeks, are *Why Wives Worry*, *Honest Sinners* by Charles F. Harrison, and Robert Sherman's *The Come Back*. James Fairfax directs.

F-A will feature an extra show Saturday evenings at \$1 a head, different from the current play. To encourage new talent, there will be "opportunity night" every Tuesday when all who can entertain are invited to appear. Audience will judge, with prizes for the winners.

Another innovation is a nightly act of vaude between the first two acts of the play. Company will stress family entertainment, experimentation being taboo. House is scaled at \$2.40 and \$1.20.

McClain & Guernsey in Photo Finish For Top Honors in BB Critics Poll

Dark Horse Subs Score Upset by Beating Out Regulars in Crystal Ball Department

(Continued from page 1)

per cent on the basis of 14 errors out of 56 tries, which put him in fifth slot.

Next in the running were *Time's* pundit, Brooks Atkinson, with a sixth place score of 63.2. Atkinson sat in judgment on 56 productions and erred on 15. William Hawkins (*World-Telegram-Sun*) crowded *The Times* expert to the tape with an average of 72.2. Hawkins looked at 54 openings, missing three because of the W-T-S strike, and was wrong 15 times.

Arthur Pollock (*Compass*) re-

viewed 56 plays and made an eighth slot finish with an average of 69.8 per cent. Pollock was tabbed right on 39 of his opinions.

A further particular upset of the 1950-51 critics poll is the slump

of John Chapman (*Daily News*) to last place. Chapman, previously twice an accuracy winner, sat in on 55 out of the possible 57 productions and was tabbed wrong 20 times. He brings up the field this year with an average of 63.6.

While the above are all-season averages, it should be pointed out that Garland (*Journal-American*) before illness forced him to the sidelines, ran up a splendid score on the nine plays he was able to cover. He was marked wrong only once for an early season average of 88.9.

Broadway Opening

IDIOT'S DELIGHT

(Opened Wednesday May 23)

City Center

A comedy by Robert E. Sherwood. Staged by George Schaefer. Setting by Eldon Elder. Costumes by Emeline Roche. Dances by Ted Capoy. Maurice Evans, artistic director. Manager, Billy Matthews. Stage manager, Thelma Chandler. Press representatives, Jean Dalrymple and Marion Graham. Presented by the New York City Theater Company.

- Dumpty John C. Becher
- Donald Navadel Chester Stratton
- Pittaluga Rock Rogers
- Auguste Theodore Tenley
- Captain Locicero Louis Borell
- Dr. Walderssee Stefan Schnabel
- Mr. Cherry Winston Ross
- Mrs. Cherry Sybil Baker
- Harry Van Lee Tracy
- Shirley Irene Dalley
- Beulah Gretchen Houser
- Bebe Lillian Udvardy
- Francine Rita Barry
- Elaine Joanne Woodcock
- Edna Nancy Pearson
- Major Alan Furlan
- First Officer Dan Rubinate
- Second Officer Scott Fielding
- Third Officer Felice Orlandi
- Fourth Officer Bruce Jewell
- Quillery Emmett Rogers
- Signor Rossi John Weaver
- Signora Rossi Martine Bartlett
- Anna Sarah Marshall
- Achille Weber Stiano Braggiotti
- Irene Ruth Chatterton
- Musicians Max Marlin, Michael DuChesne, Sidney Rich, Phil Salomon

(Continued from page 3)

wise splendid. Between them they make a pewsitter forget the play's considerable datedness and bring back most of the fun of the original.

There are fine supporting performances all along the line. Stefan Schnabel adds another of his excellent character portraits as the Nazi scientist who throws over humanity for misguided patriotism. Emmet Rogers is effective as the maddened young Communist, and Louis Borell is more restrained so as the decent Italian captain who finds himself a cog in an overwhelming machine. John C. Becher's hotel waiter also rates a special bow. There are competent contributions from Chester Stratton, Stiano Braggiotti, Winston Ross and Sybil Baker.

Naturally no review of *Delight* is complete without reference to "Les Blondes," the not-so-dumb chorus line, which adds plenty of spice to the proceedings. All of the gals have been handily selected and are an all-over asset in the fun column.

Eldon Elder has come up with an effective set of an Italian winter-resort hotel, and Emeline Roche's costumes are fine. George Schaefer has staged the revival with care, along the lines of the remembered original treatment. Opening night registered a few missed lighting and curtain cues. But such misfires doubtless will be corrected immediately.

Productionwise, the Centerites are to be congratulated on the caliber of their final bill for the season. If *Delight* just doesn't seem to be as important as of yore, it's nobody's fault but history's.

Bob Francis.

Dramatic & Musical Routes

- Borschtcapades (Blackstone) Chicago.
- Courtin' Time (Nixon) Pittsburgh.
- Kiss Me, Kate (His Majesty's) Montreal.
- Mr. Roberts (Geary) San Francisco.
- Moon Is Blue (Harris) Chicago.
- Seventeen (Shubert) Boston.
- South Pacific (Shubert) Chicago.

Calif. Grants 2 Charters to Theater Orgs

SACRAMENTO, May 26.—Ross-Frisco Attractions, Inc., has been granted a charter by the secretary of State here to conduct a general theatrical producing business in Los Angeles County. Authorized capital stock is 100 share, no par value. Edelberg and Shayon, of Los Angeles, filed the incorporation papers. Directors of the firm are Ross Frisco and Cosmo and Joseph Sardo, all of Los Angeles.

A similar charter has also been granted to the Troy Players, with an authorized capital of \$25,000. Whitney R. Sponsler, Beverly Hills, filed the incorporation papers. Directors of the firm are Peter B. Sterne and David W. Small, both of Los Angeles, and Whitney R. Sponsler, Beverly Hills.

Schools Launch Equity Project

NEW YORK, May 26.—The Equity Community Theater kicked off its new project, Scrapbook Productions, Wednesday (23) at a Prospect Heights High School assembly program before 1,500 students. This new gimmick represents a further step in the ECT's drive to give paid employment to out-of-work actors.

The show Wednesday is the first (Continued on page 39)

'Aunt' To Open Silo Season

NEW YORK, May 26.—Rea John and Grace Powers, owner-operators of the Ivy Tower Summer Theater, Spring Lake, N. J., open their silo season July 3 with Bill Griffis in *Charlie's Aunt*. They will also try out the new Howard Richardson-William Burney script, *Birds of Prey*, the week of September 4. The play is skedded for a Broadway bow October 10 (Continued on page 39)

ABC Eyes TV of Norwalk's Tent Musicals

NORWALK, Conn., May 26.—Peter Lawrence is progressing rapidly in his plans for his Circle of Music tent shows, featuring musicals on the grounds of the James Melton property here.

Negotiations are being held between representatives of the American Broadcasting Company and the management, with the possibility that Monday night performances will be televised. It is rumored that the network would guarantee one half of the initial investment in the tent project if the deal is arranged.

With no musical tent shows at Danbury this summer and the musical project of Lawrence Langer at Westport not materializing, it appears that Lawrence will not have any competition in this sector.

Theater '51 Skeds 'Walls' For Long Run

DALLAS, May 26.—Walls Rise Up has duplicated success of Margo Jones' Theater '51's 1950 record-breaker, *Southern Exposure*. Exposure played 44 performances in arena theater here, and Walls has been skedded for equal number.

However, while *Exposure* was taken to Broadway by Miss Jones without success, she has no such plans for *Walls*, it is understood. The musical play by Frank Duane and Richard Shannon is based on a novel by George Sessions Perry and is mainly regional in appeal. Demand for tickets to *Walls* is still great. At final showing of *Exposure* last year, demand was so great the play probably could have played on indefinitely. However, (Continued on page 39)

INSURE YOUR VOTE

Each year for the past seven years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Eighth Annual Donaldson Awards gets under way, the awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

In May, ballots and instructions are delivered by hand to the theaters for all players appearing on Broadway at that time.

In order to get ballots to players not appearing on Broadway, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that ballots may be mailed them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

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Attendance Contest Does Biz for Kreklau Skatery

GLENDIVE, Mont., May 26.—An attendance contest—girls vs. boys—at Kreklau's Roller Rink here from April 1 to May 16 produced better-than-average attendance, and operator Lloyd Kreklau said that he intends to repeat the contest next fall for a longer period of time.

Kreklau, who reports a good season and is currently making plans to close part of the summer so that he may travel and take in the national skating championships, offers public sessions Wednesday, Friday and Sunday nights from 7 to 11 and Sunday afternoons. Private parties occupy the rink on Monday, Thursday and Saturday nights, most of which are used by church groups. The National Guard uses the rink for drills on Tuesday nights. Kreklau's rink, which recently observed its fourth anniversary, is the only one in the area and is equipped with a plastic floor.

The contest started with an April Fools' party, and to maintain interest Kreklau kept a thermometer graph on the bulletin board to show which group was in the lead. Winners were the boys, who all received free admittance Friday (18) as their prize. At the same time Kreklau awarded passes for the remainder of May to the boy and girl who skated the most during the contest period.

Supplementary prize drawings held the same night helped attendance along, altho it was unnecessary for skaters to be present to participate in the drawing, said Kreklau. The following prizes were awarded in the drawing: A matched pearls necklace, earrings and bracelet set; Eversharp pen and pencil set with key chain and tie clip; a handbag containing purse, mirror and lipstick holder with rhinestone necklace and ear-

rings to match, and a focal ray lantern with battery and spare lens. The grand prize was a pair of shoe skates. Ice cream and cake were served following the drawings.

Stubs from tickets used during the contest were used in the drawings. These contained skaters' names and addresses, with which Kreklau plans to build a mailing list.

The contest drew skaters from Sidney, Crane, Savage, Vida, Fairview, Richey, Wolf Point, Terry, Wibaux and Marsh, Mont.; Sentinel Butte, N. D., and Nampa, Idaho. In addition, tourists from New York, Texas and Florida visited the rink during the contests.

3d Rollatorium Opened in Lodi By Calif. Trio

LODI, Calif., May 26.—Lodi Rollatorium opened May 10 to become the third rink in a chain owned and managed by Bill Hunefeld, Len H. Honey and Paul J. Gilbert. The others are Rollatoriums at Stockton and Fresno, Calif. On hand for the debut were members of the Stockton Skating Club, under the direction of Gilbert, who put on a skating show.

The local rink is a concrete block building having a 65 by 140-foot skating surface. It is located on the Lodi Grape and Wine Festival grounds on U. S. Highway 99. The rink has a new-type plastic floor, Gilbert said.

Dolores Cummings, one of the better Stockton skaters, will visit Lodi May 27 to assist in organizing the Lodi Skating Club. The club is to become a member of the United States Amateur Roller Skating Association.

Miss Cummings has filed an application to take the gold figure test during the USARSA national contests in July at Alexandria, Va.

Ore. Entries Loom Big for B. C. Regional

PORTLAND, Ore., May 26.—An unusually heavy entry list—70 skaters—will represent Oregon roller rinks during the Northwest regional championships of the Roller Skating Operators' Association, to be held at Capilano Roller-cade, Vancouver, B. C., June 11-13.

In the Oregon delegation will be Rollie Grina, of Oaks Rink, Portland, last year's speed skating champion at Denver, and Joe Juchemich, also of Oaks, who last year tied for the intermediate men's speed title. Contestants will travel to Vancouver in cars, each rink making up its own caravan. Entrants are:

Oaks Rink, Portland: Everett Ponder, Dick Leroy, Amo Stenovec, Delores Haubold, Mike Jacques, William and Jean Ashbaugh, Barbara Painter, Rea Jean Elliott, Joe Juchemich, Ruth Madgen, Peggy Turlay, Ray Comella, Robert Eayrs, Marion Dewey, Ethel Lang, John Allen,

Dallas Probes Idea Of New Auditorium

DALLAS, May 26.—City fathers here are seriously mulling a new municipal auditorium for the downtown business section.

Architect George L. Dahl has been instructed by city council to make a survey of what types of municipal auditoria other cities have built. He is due to report in several weeks.

Dahl was given a city contract in 1946 to design a municipal auditorium for Dallas, but plans were shelved in the postwar rush to build other city facilities.

Voters several years ago okayed \$7,000,000 in bonds for auditorium construction. City hall bonds of \$2,500,000 were voted at the same time and Dahl has indicated he may recommend a combination city hall and auditorium structure.

Mayor Pro Tem H. W. Pierce, main proponent of auditorium plans, declared that every city in Texas except Dallas has a downtown municipal auditorium and that a new auditorium for Dallas would bring in millions in convention trade.

People familiar with auditorium management, however, pondered how much advantage a new auditorium for Dallas would have.

State Fair Auditorium, an air-conditioned house seating 4,301, is located about two miles from the downtown section, a distance which in many larger cities would place it almost in the business section. It is easily reached by street car and bus and in addition has become a logical center for major theatrical presentations, including grand opera, the Dallas symphony, summer musicals and the annual State fair productions such as South Pacific. Moreover, there is

Name DeVerner Arena Manager At Spartanb'g

SPARTANBURG, S. C., May 26.—Henry DeVerner, manager of Peabody Auditorium, Daytona Beach, Fla., has been appointed manager of the new Spartanburg Memorial Auditorium and will assume his new duties about June 1, it was announced this week by T. K. Hudgens Jr., chairman of the Memorial Auditorium Commission.

DeVerner managed Peabody Auditorium since its opening in 1949. Prior to that time he was associated with Columbia Concerts Corporation for a number of years.

Bookings are now being made for the local \$1,250,000 auditorium which is expected to be completed and dedicated in late November. The plant will have 3,400 permanent seats and ample stage facilities. In addition, it will have a sports arena with about the same seating capacity.

Norman Stanley, Randall Bogart, James Reed, Bob Woodward, John Gould, Helen Emerson, Delores Pollack, Rollie Grina, Donna Whitehead, Pat Hurita, Ronnie Renaud and Sylvia Stenovec.

Imperial Rink, Portland: Fred Cornilles, Judy Morris, Penny Williamson, Melba Bennett, Joyce Mikelson, Neal Kidd, Bill Underwood, Susanne Birch, Terry Wallen, Charlene and Raymond Russell, Marcelle Bitterling, Galen Goodale and Bob Rich.

Center Rink, Gresham: Donald Norlen, Richard Dowsett, Marlene Strous, Gwendolyn Bacon, Cecilia Olbrich, Darlene Barber and Dale Wilson.

Grants Pass: Art Coleman, Arthur Mitchell, John Swr low, Jo Ann Byreem, Jean Byreem, Patsy Byreem, Bettie Ann Ullian, Sandra Ullian and Paulette Purkett.

Newport: Frederick Likens, Ronnie Hansen, Robert Schneider and Virginia Perkins.

Roseburg: Juanita Archer and Donald Morton.

Albany: Ralph Groshong. Unattached: Phyllis Johnson, Shirley Roush, Dick Sheldon, Norma Bennett and Raymond Jarren.

plenty of parking space at Fair Park.

In addition, exhibit space available in the State fair's larger exhibit buildings—across the street from State Fair Auditorium—have made the house ideal for convention and trade show gatherings.

Dahl has asked numerous cities to forward pictures and plans of existing auditoria.

Sees Records For RSROA E. Regional Meet

Week-End Dates Produce Advance Sale of 500 Tix

BROOKLYN, May 26.—A new high mark for roller skating competition was predicted this week by Manager-Instructor Roland Cioni as Eastern Parkway Rink here made ready to open its doors for the 1951 Northeastern regionals of the Roller Skating Rink Operators' Association. The meet will be held Friday thru Sunday (1-3). Cioni reported entry of 350 skaters, all qualifiers in this year's State meets; representation from six States, with New Hampshire in for the first time, and a qualitative and quantitative balance of strength in all events.

According to the Eastern mentor, a block of 500 reserved seats has been sold, but due to the rink's vast off-the-floor area, ample spectator space is assured at all times. One reason for the unusual pre-meet sale of tickets is that the meet will be the first State or regional competition ever held around New York on week-end dates with all public skating cancelled.

The Eastern Parkway Club, winner on points in the recent New York contest, is favored to finish first in this one. If so, it will preserve a long unbroken line of victories for Cioni-coached clubs in RSROA State, regional and national competition.

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DETAILS ON PAGE 43

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Roadshow Rep

I. T. KNIGHT, current thumper and advance agent for Wallace & Murray Shows, last week signed a pact to present his Broadway Minstrel Revue at 15 auditoriums in the Carolinas, Florida, Georgia and Mississippi, with opening slated for late in November. Knight reports that he has made arrangements for a producer to handle the show's back end. Show will be transported by a bus, three cars and a baggage truck. Special paper is to be handled by Globe Poster Company. Show will use one man in advance to handle advertising and publicity. Knight says that all dates are to be one-nighters, excepting those in the bigger towns where the unit will be set for two nights. Last season the show opened late in November and played thru March. Knight also plans to play a number of army camps this year.

H. H. CORBIN writes from Fort Myers, Fla., that he's in his third week there after working his way down from Detroit. "I plan to pack up soon and gradual-

ly work my way back North and then go into Canada for the summer," Corbin writes. "We met the **Butlers**, who have a good show and who left here May 10 for the North. They had planned to leave earlier but ran into some good church dates that kept them here longer." . . . **Doc Harry Lander** reports a good tour of spots around Hood River, Ore., with his solo show. He will make some long jumps to get back to the East where he will play a few dates and get ready for another East-to-West junket. Lander reports that he met the **Gregory Family Show** in Eastern Washington and that the three-person unit is a good-looking outfit. Lander says that the Northwest is about dead for small shows, especially in the Dakotas and in Northern Minnesota because they have been worked to death with run-a-rounds from radio stations. "One-man shows that have the stuff can't fail to get money," Lander writes. However, you just can't throw anything together and expect to get away with it."

JOHN D. FINCH, veteran minstrel and rep performer and producer of last year's highly successful Tri-State Oil Show, Grayville, Ill., visited with **Happy Kellams** at the latter's home in Evansville, Ind. Happy staged the successful **Servel Minstrels** there recently. Finch and Kellams worked with many of the same people years ago. **Vanel Smith**, another former performer, caught Kellams' dress rehearsal with Finch and the boys, as per custom, are reported to have launched a number of shows during their lengthy confab. Finch again is producing the Oil Show, which will be held September 1-3 this year. . . . **Hans Newhall** last week concluded a four-month tour with **E. F. Hannan's** dramatic bill, "Evolution of Comedy." Newhall was set into churches for about three quarters of his dates. He booked the remainder as he went along.



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EDWIN SCHNATZ
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London Dispatch

By LEIGH VANCE

Continued from page 2
public money, a little storm seems to be brewing.

Nancy Donovan Really Meets the Princess . . .

Over the past few years American stars have been collecting a nice line in publicity by billing themselves as "Princess Margaret's favorite act." A keen night clubber—the restricted now by parental ban—Princess Margaret admits openly to a pash for **Danny Kaye** and **Gregory Peck**.

A third artiste now gets royal blessing. Cabaret thrush **Nancy Donovan** has arrived, is slightly awed to find columnists writing her up as an authentic Princess Margaret favorite. At a big charity ball in Clardiges Hotel this week Nancy was presented, by special request, to Princess Margaret.

Pigalle in Piccadilly; Bureaucratic Dilly . . .

Opening this week is a new type of late-night entertainment for London. The old Princes Restaurant in Piccadilly, converted at a cost of \$56,000 into the **Pigalle**, aims to give Britons the same type of cafe-concert-cabaret Parisians get. The 350-seat theater will use a chorus line and star **Max Bygraves**.

Sometimes the government slaps a hard-to-justify entertainment tax on the theater—sometimes it relaxes in an equally hard-to-justify effort to promote "culture." Recent example in bureaucratic buffoonery is **Basil Dean's** lavish \$42,000 production of **James Elroy Flecker's Hassan** at the Cambridge Theater.

The culture-conscious government-backed Arts Council put up part of the cost, but at the same time the management had to pay full entertainment tax.

Electronic Razzle-Dazzle

Continued from page 1
parable with those of last January and February.

There are the recent purchases of Hytron by the Columbia Broadcasting System, and this week's announcement that CBS-co-founder **Ike Levy** has broken away from the network fold to take a deep plunge into TV films by buying out the **Jerry Fairbanks** video-film properties and studios. These moves also are placed on the plus, or stabilizing side of the industry's over-all framework.

Basic Problems

In both the TV and disk industries the basic problem is slack sales, and keeping the retailer and distributor in a liquid state financially. Video men are attempting such stabilizing moves as those made by **RCA Victor**, **General Electric** and **DuMont** in guaranteeing dealers against price reductions, while other set makers take the diametrically opposed view. The disk industry, however, looks upon the current sales slump with a more philosophical view, pointing to past experience with slack summers followed by booming fall and winter seasons.

Tho at first glance, price structures would seem to be at stake in both the TV and disk fields, many observers regard the unrest as indicative of a state of growth. For TV the developments are still the growing pains—painful, but necessary and leading to ultimate stabilization. The disk in-

dustry, altho by no means an infant, continues to show vitality of the new speeds, and part of its current unrest—such as the incursions of new low price lines—is traceable to the rebirth. The developments in both industries are comparable to changes constantly doing on in such diverse fields as motors, plastics, electrical appliances, etc.

Interesting facet to the picture is that the current situation has captured so much front-page attention in the daily press.

Tuttle Names 38

Continued from page 2

1939 and fought a running literary battle over Soviet attempts to control his writing. He said attempts to pressure him were still made after he broke with the Communists, and he voiced belief that there were still many "innocents" in the party, unaware that the party engages in "espionage and sabotage." He said many would be encouraged to renounce the party publicly if the motion picture industry would not "clamp down" on them as it has on some other witnesses who have admitted former CP ties. He said the American people in some way need opportunity to exert their historic right "to protest for the underdog without falling into the hands of the Communists."

Ferrer told the committee that thru "plain, stupid carelessness" he unwittingly allowed his name to be used by Communist front groups, but he added:

"I am not and have never been a Communist sympathizer. On the contrary, I am and have always been opposed to Communism and to Communist principles, ideas and tactics."

Ferrer asserted he was "perfectly willing to assume the responsibility of ignorance but not of knowledgeable guilt." His testimony opened and closed the week's proceedings. Yesterday (25) during his resumption of testimony, he was challenged by Rep. **Donald L. Jackson** (R., Calif.), who said he believed Ferrer was not a Communist, but added, "I cannot place credence in some of the statements you have made." Ferrer voiced strong objection.

Drivin' 'Round the Drive-Ins

SOUTHSIDE and **Starlite** drive-ins reopened recently in **Edmonton, Alta.**, with the former featuring a fireworks display and army exhibit. Candy was given to children under 12 years old. **Starlite** has been presenting practice midget car racing. . . . **Queen City Drive-In Theater**, **Regina, Sask.**, reopened to a capacity crowd May 19. Fireworks were featured. Spot has a 506-car capacity and a children's playground has been added. A stage has been built and the concession stand has switched to cafeteria-style operation. **J. D. Watson**, **Regina**, is general manager, with **Jack Forbes**, assistant manager. . . . **New Famous Players Canadian Corporation's Golden West Drive-In Theater** opened at **Moose Jaw, Sask.**, May 16, under management of **Otis Bowes**. Built at a cost of \$100,000, the spot accommodates 400 cars and has a children's playground. A fireworks display marked the debut. . . . **Bingo** nights have proved good attractions at **Chinook** and **Sunset Drive-In** theaters in **Calgary, Alta.** **North Calgary Kiwanis Club** has been sponsoring the bingo at the **Chinook**, with proceeds going to underprivileged children. . . . **Western Drive-In Theaters, Ltd.**, **Calgary**, plans to build a twin-screen open-airer in **Edmonton, Alta.**, with a 1,200-car capacity. It would be built in sections, the first to cost \$175,000, according to **Frank H. Kershaw**, managing director. Company already operates two drive-ins in **Edmonton**.

picketing the spot. Attorneys were ordered by Judge **Devlin** to file briefs in the action, which named **Anthony Ellis**, **Torrington**, and **Edward T. Wood**, of **Burville, Conn.**, president and secretary respectively of **Local 402**. Corporation operates the drive-in from mid-April to mid-October. In its action, the theater alleged it would suffer substantial and irreparable damages if the picketing continues. The concern seeks a permanent injunction and damages of \$3,000. . . . **Stamford Drive-In Theater Corporation**, which operates **Starlite Drive-In**, **Stamford, Conn.**, has filed 100 shares of no par value stock to be issued with the secretary of state, **Hartford**.

THE 575-CAR capacity **Sky-Vue Drive-In Theater**, **Torrington, Conn.**, erected at a cost of \$125,000 by **Vincent Youmatz**, formerly with **Peoples Forest Drive-In Theater Corporation**, has opened for business. Construction work on the project, second drive-in in the **Torrington metropolitan area**, got under way about a year ago. **Youmatz** is serving as theater manager, while film buying and booking handled by **Paul S. Purdy**. . . . **Paul W. Amadeo**, general manager, and **Phil Simon**, secretary-treasurer of **Turnpike Theater Corporation**, operators of the **Pike Drive-In**, **Newington, Conn.**, represented that area at the **May 15-17 National Drive-In Theater Owners' Association's** convention in **Kansas City, Mo.**

Rome Round-Up

By SYD STOCEL

Continued from page 3
work of stars **Lola Braccini** and **Carla Bizzari**.

Bogey & Baby Pass By; Hepburn to Congo . . .

Lots of Hollywood traffic in and thru **Rome** during the past few weeks. First the **Humphrey Bogarts** slipped in from **London** to see the sights and get their pictures in the local press. **Romans** liked the **Bogarts**, especially **Lauren**, who drew more eyes (and ahhs!) at Sunday's soccer game than did both the **Rome** and **Sampdoria** teams. The **Bogarts**, incidentally, made the front page of the **Vatican's** daily newspaper, **Osservatore Romano**, which ran the following news item: "Yesterday the Holy Father received in a special audience Mr. **Humphrey Bogart** and consort."

A silver-haired **Spencer Tracy** landed in **Naples** just in time to catch a cold. **Kate Hepburn** played in with six trunks and wearing slacks.

Of Prince & Commies And Other Gripes . . .

Prince Ali Khan doesn't seem to be too dejected over the news that **Rita** is suing him for divorce. **Turin** papers report him looking his usual happy self while doing the night spots there. . . . **Communist** deputies have made an official complaint in Parliament accusing the government-run radio monopoly, **RAI**, of taking sides in the current political campaign in favor of the **Christian Democrat** party. Tomorrow (27) is election day in dozens of Italian cities and towns.

In from **Paris**, **Director Jean Renoir**, here to do a flick inspired by **Prosper Merimee's Carrozza Del Santissimo Sacramento (Carriage of the Holy Sacrament)**. . . . Tendency of the large dramatic companies to desert the provinces and restrict their runs only to **Rome** and **Milan** is causing a lot of complaint in papers of **Turin**, **Bologna**, **Florence**, **Venice** and other cities. **Turin**, for example, is the fourth largest city in Italy, but it didn't see the **Arthur Miller** or **Tennessee Williams** plays, to mention only two of the season's hits. The same may be said for the other provincial cities.

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The Billboard, April 7, 1951

'Outdoors' Sees Long-Green Plentiful, Big Season Looms
Carries, Parks All Optimistic

Your Share of This Market Depends on YOU!
DETAILS ON PAGE 43

Showbiz's Bumper Tax

• Continued from page 3

phono sets yielded \$18,224,548.18 last month, a jump of \$14,215,766.22 over the previous April's return. The trend has been unbroken for more than half a year, and the yield from this tax since the start of the fiscal year last July 1 has mounted to a total of \$101,105,874.73, more than three times greater than the \$33,482,889.86 total for the corresponding period in the previous fiscal year.

The federal tax on phonograph records brought in a return of \$676,329.04 last month, a gain of \$85,964.21 over the previous April's return. The trend of increases in the yield from this tax has been almost unbroken since the fiscal year's start, with the total now running at \$5,967,812.10, a gain of \$1,169,839.88 over the total for the corresponding period in the previous fiscal year.

The tax on musical instruments brought in \$945,217.12, compared with \$866,346.24 the previous April. Revenue from this tax has hit a total of almost \$9,000,000 so far this fiscal year, more than \$1,500,000 higher than the same period for the previous fiscal year. Yield from the tax on coin-op-

erated devices continued on the rise, with \$312,459.17 turned in last month, a gain of \$14,702.65. The tax on admissions to cabarets and roof gardens yielded \$3,683,580.82 last month, an increase of \$393,322.88 over the previous April. This brought the total yield so far this fiscal year to \$23,471,969, a gain of more than \$1,000,000 over the same period for the previous fiscal year.

Bucking the tide of increases was the yield from the tax on theater and concert admissions, which produced \$26,971,696 in revenue last month, a drop of \$541,493 below the previous April's figure. The total yield from this levy since the fiscal's start has reached \$291,807,627, which is trailing the previous fiscal year's corresponding period by \$20,278,026.

Tobacco tax yields continued in the increase column, producing \$110,602,529 last month, over \$12,500,000 higher than the previous April. Alcohol tax revenue declined last month, reaching \$134,069,849, which was a drop from the previous April of nearly \$32,000,000.

Idle Actors To Get Bonus

• Continued from page 3

given out on the basis of 1950 earnings. The Hughes-Brees bill provides that, on January 2, insurance checks will be based on the 52 weeks prior to filing date. That is, if an actor files for insurance March 1, computation of his salary will be based on the period from the previous March to the filing date. He must work 20 weeks during that period, but the work need not be consecutive nor for the same employer.

Under the new State law the definition of the work week has been changed. Formerly considered on the basis of weekly salaries received (which included perhaps a week's bonus pay, terminal pay, etc.), the new law reads: A week of employment is a week in which the employee renders service to the employer. This, consequently, denies terminal pay, etc.

Partial Checks

Further changes affecting the actor include the set-up of partial checks, starting July 4, payable during any week in which less than \$30 is earned. Also, no credit for days will be given if the applicant earns over \$30 during any week, even if that amount is earned in

one day. Claims for checks will be good for 52 weeks. An actor may receive part of his checks, get a job, and collect the balance of his checks when he becomes unemployed again.

It is felt by many in the trade that, if artist contracts were altered to read that the artist was considered an employee from the date of signing the contract, rather than from rehearsal date, the artist would be able to include those weeks under his 20 weeks necessary to be eligible for insurance. Hence, an actor working 10 weeks in summer stock, if he had signed his contract 10 weeks before starting date, would be credited with 20 weeks' employment and be eligible for insurance checks. Tho, as an example, he still received \$80 a week for the 10 weeks of stock, it could then be considered \$40 per week over 20 weeks by the insurance office, which would still give him the maximum in insurance benefits. This also would apply to TV, where many shows cast far in advance.

This has not been tested in the State, since artist's contracts have not been changed to read in that manner.

Theater '51 Skeds 'Walls'

• Continued from page 36

'51's rep schedule is not flexible enough to allow for long runs.

New scripts and number of performances presented by the Margo Jones theater-in-the-round at Dallas since it opened in 1947 follow: Summer season, 1947—*Farther Off From Heaven*, by William Inge (16); *How Now, Hecate*, by Martyn Coleman (16); *Summer and Smoke*, by Tennessee Williams (18), and *Third Cousin*, by Vera Mathews (14).

1947-'48 season—*Throng O'Scarlet*, by Vivian Connell (22); *Lemple's Old Man*, by Manning Gurian

(16); *Leaf and Bough*, by Joseph Hayes (22); *Black John*, by Barton MacLane (16).

1948-'49 season—*Here's To Us*, by Shirland Quin (24); *Skaal*, by Vivian Johannes (24); *Sting in the Tail*, by Tom Purefoy (30); *Coast of Illyria*, by Dorothy Parker and Ross Evans (32).

1949-'50 season—*An Old Beat-Up Woman*, by Sari Scott (24); *My Granny Van*, by George Sessions Perry and Loren Disney (36); *Cock-a-Doodle Dandy*, by Sean O'Casey (24); *The Golden Porcupine*, by Muriel Roy Bolton (29); *Southern Exposure*, by Owen Crump (44).

1950-'51 season—*A Play for Mary*, by William McCleery (24); *The Willow Tree*, by A. B. Shiffnir (36); *An Innocent in Time*, by Edward Caulfield (32); *One Bright Day*, by Sigmund Miller (24); *Walls Rise Up*, by Frank Duane and Richard Shannon (44).

Richard W. Krakeur, who now has *Affairs of State* on the Stem, is reported to have acquired the rights to *Willow Tree* and will bring it here in repertory.

Theater '51 season closes June 2.

'Aunt' To Open

• Continued from page 36

by producer Bob Wylie. Wylie will hold down the juvenile slot at Ivy Tower for the summer.

Other Tower productions sked-ded are *Blithe Spirit*, *Skin of Our Teeth*, *Harvey*, *Barretts of Wimpole Street*, *Papa Is All*, *Death Takes a Holiday*, *My Sister Eileen* and *Born Yesterday*. The staff includes Frank Rinaldi, scene designer, and A. Redman Walck, production manager. Richard Venture and Peggy Badey are the leads and Terese Hayden directs.

ALLEN—Lillian, 64, first woman bronk rider and rodeo promoter, May 20 in Bellevue Hospital, New York. She still holds the record for fem bronk riding and was seen in many Western films and in circuses. Her husband, the late Slim Allen, was also a rodeo promoter. Services in New York May 23. No survivors.

BAUMANN—Maximilian, 65, German-born pianist and orchestra leader, May 13 at his home in Elizabeth, N. J. His widow and two daughters survive.

BERCOVICI—Frances, 41, wife of screen writer Leonardo Bercovic, May 22 in Westwood, Calif.

BOSWELL—Lula, well-known in carnival circles as Madam Lottie, and wife of E. D. Boswell, May 11 Portsmouth, Va.

CLARK—Billie, former owner of the Billie Clark Broadway Shows, May 19 in Tyler, Tex.

CLINTON—Lorenzo R., 72, former secretary-treasurer of the Trumansburg (N. Y.) Fair Association. May 17 at his home in that city. He has recently been appointed vice-president of the Central Fair Association of New York State. Survived by his widow, Winona; a sister, Mrs. Katherine Trefethen, Utica, N. Y., and a brother, DeWitt, Ithaca, N. Y. Burial in Trumansburg May 20.

GROSSMITH—Mrs. Gertrude (Adeleide Astor), actress and widow of theatrical producer George Grossmith Jr., May 25 in London after a long illness.

HARPER—James M., 75, founder of the Shade Gap (Pa.) Picnic, May 17 in Blair Memorial Hospital, Huntingdon, Pa. He founded the picnic in 1934, which is the scene of the annual Soldier and Sailors' Memorial Celebration.

HICKOK—Guy C., 63, news editor for the "Voice of America," May 18 at his summer home in Bridgewater, Conn. He had been director of international shortwave broadcasting for the National Broadcasting Company and radio director for the Co-ordinator of Inter-American Affairs.

JOHNSON—Mrs. Rose, 47, wife of P. Johnson, owner-operator of the kiddie train ride on the Alamo Exposition Shows, recently in Mineral Wells, Tex., of a heart attack. In the carnival business for some 18 years, she had been with the John McKee Shows, Hagensick's Rides and Robinson's Greater and American Eagle shows, among others. She also leaves a daughter, Mrs. Margaret Wells, of the Greater Dixieland Exposition, and a son, Raymond, Minneapolis. Burial in St. Ambrose Cemetery, Des Moines.

KNAPP—Edward A., 58, former acrobat with the Ringling-Barnum circus, May 20 at his home in Hillside, N. J. Survived by his widow, two daughters and four brothers.

LUNDGREEN—George, 87, former circus and vaude performer, May 19 at his home in Wyoming, Del. He and his wife comprised the ladder act known as the Lundgreens—George and May. They retired in 1904. He leaves his wife, a brother and a sister.

LYDON—Andrew N., 73, a member of International Alliance of Theatrical Stage Employees, Local 15, Seattle, for the past 36 years, at his home in that city May 14 of a heart attack. He had been employed at the Seattle Music Hall for the past 10 years. A daughter, two granddaughters and seven great grandchildren survive.

MANN—Mrs. Edith, harpsichordist, May 18 at her son's home in Westfield, N. J., after a long illness. Born in Germany, she graduated from the State Academy of Music in Berlin in 1904. She appeared as soloist with the Berlin Symphony Orchestra, and after coming to America in 1939 she gave a recital in New York's Town Hall. Besides her son, she is survived by two sisters.

MERRIDE—Clifford, 59, creator of the "Napoleon and Uncle Elby," comic strip, May 21 in Huntington Park, Calif. Survived by his widow, Margot; daughter, Mary, and son, Robert Jr.

Marriages

AGAR-COMBS—John Agar, pic and vaude artist, and Loretta Barnett Combs May 16 in Las Vegas, Nev.

CHANDLER-ROONEY—Ray (Polock) Chandler and Catherine Rooney, of the Rogers Bros. Circus concession department, recently.

CHAPMAN-KIRSTEN—Dr. Eugene Chapman, San Antonio, and Metopera singer Dorothy Kirsten May 15 in New Orleans.

DAYTON-LEWIS—Danny Dayton, film actor, and Jennie (Dagmar) Lewis, TV actress, recently in Las Vegas, Nev.

FELDTKELER-PONTY—Robert E. Feldtkeler and Shy Waggoner Ponty, daughter of film director George Waggoner, May 21 in Riverside, Calif.

LAMKIN-O'BRYAN—Charles Lamkin, concessionaire, and Rosavia O'Bryan recently in Jeffersonville, Ind.

LUSK-STAIR—Freeman Lusk, TV forum moderator on KLCAC-TV, Hollywood, and Anne Stair May 15 in Las Vegas, Nev.

MCCALL-LEONARD—George McCall, press agent, and Ada Leonard, fem orkster, May 18 in Los Angeles.

PHILLIPS-CAMPA—Walter Phillips and Carmen Campa, both of Campa Bros. Circus, May 21 in Wynne, Ark.

McCAFFERTY—Walter, 94, former show owner, acrobat and clown, May 17 in Pawhuska, Okla. He joined the Dan Orton Circus when he was 12 years old and during his many years on the road had been with the Great Eastern, Howe's Great London, Dan Rice, Van Amburgh, Forepaugh-Sells, W. W. Cole and Yankee Robinson circuses. He trouped with the Rents Circus in Germany for 18 months, had been with the Harmston Circus of Liverpool England, on a tour of Australia and New Zealand, had performed thruout South American and was with the Ringling circus for four years. In 1893 he owned and managed the Great Golden Shows. He retired in 1925. Services and burial in Pawhuska May 19.

McINTIRE—Dick F., 46, steel guitar player, recently in Huntington Beach, Calif. He had been accompanist on many Bing Crosby recordings. Survived by his widow, Salome; a son, Richard; two daughters and brothers, Lani and Al. Rites in Inglewood, Calif.

McINTYRE—John T., 79, playwright and novelist, May 21 in Philadelphia. He entered the legit field by writing a play a week for the stock company at the South Street Theater, Philadelphia. His later works included "The Wedding Journey," written with Arnold Daly, and "A Young Man's Fancy," produced by George Tyler in 1919 with Lunt and Fontaine in lead roles.

MERINGTON—Marguerite, playwright, May 19 at her home in New York. Among her many works were "Love Finds the Way," written for Mrs. Minnie Maddern Piske in 1906, and the earlier "Letterblair," a starring vehicle for E. H. Sothern.

In Loving Memory of
America's Blue Yodler
JIMMIE RODGERS
Died May 26, 1933
JAMES D. WATTS

ROSANDER—Arthur A., 76, retired bandmaster and music instructor at John Wanamaker Store, Philadelphia, at his home in Audubon, N. J., May 23. Former saxophonist and librarian for the John Philip Sousa band, he led a band in Audubon in recent years. He was associated with the store for 40 years until his retirement in 1940. He was a member of the Pennsylvania Bandmasters Association and the Sousa Fraternal Society. His widow, Reba; three sons, a daughter, four sisters and three brothers survive. Burial in Audubon, May 26.

SANDERS—Elizabeth, 42, writer recently in Los Angeles. A mother, Mrs. Clara de Morinni, survives.

SARDELL—William, of the former comedy team of Rose and Dell, May 3 in Hopedale, Mass., of a heart attack. The team toured the country and at one time was with the Ringling Bros. and Barnum & Bailey Circus. He retired from show business 10 years ago and at the time of death was assistant recreation director at the Hopedale Community House. Survived by his widow, Blossom; son, George, and four brothers and a sister of Philadelphia. Burial in Hopedale Village Cemetery.

STAIR—Edward D., 82, legitimate theater owner and newspaper publisher, May 23 in Grosse Pointe, Mich. He became owner of a roadshow touring Michigan in the 1880's and later bought the Whitney Opera House (later the Garrick) and the Lyceum (later New Detroit Opera House), Detroit. With the late John H. Havelin of Cincinnati, he built the Stair & Havelin Circuit of about 150 legitimate theaters. He wrote one play, "Little Trixie." More recently he was a principal owner of the Cass and Lafayette theaters, Detroit. Survived by one daughter, the Comtesse (Nancy Kathryn) de Rostang. In 1906 he bought "The Detroit Free Press," which he published for 34 years.

STARK—Glenn M., 56, former baritone with Chicago Opera Company, May 19, at his home in Chester, Pa. He was a former New York theatrical producer and also operated a vocal school in New York. Surviving are his widow, Maise, and two children, Greer and Andrew. Burial May 21 in Chester.

STICKNEY—Walter B., 50, chief engineer at RCA Victor's Brenkert projector plant in Detroit, May 15 in that city. Survived by his widow, Ona, and a son, John. Burial in Acacia Park Cemetery, Detroit.

STOUT—David A., 40, pianist-arranger with the Hal Wasson orchestra for the past nine years, May 12 in Oak Knoll Sanatorium, Mackinaw, Ill. Services and burial Pekin, Ill., May 15.

Births

BOLLINGER—A daughter to Mr. and Mrs. Blane Bollinger, May 14 in San Antonio. Father is a staffer at Station WOAI-TV there.

LEFKOWITZ—A daughter, Helene Andrea, to Mr. and Mrs. Nat Lefkowitz May 24 in New York. Father is general manager with the William Morris agency in that city.

NEWBURY—A son to Mr. and Mrs. Waldo S. Newbury May 22 in Boston. Father is organizer with Polack Bros. Circus, Western unit.

PEARCE—A son to Mr. and Mrs. Jack Pearce May 19 in Philadelphia. Father is producer at Station KYW there.

ZEBINS—A son, Oliver, to Mr. and Mrs. Pete Zebins May 21 in Jefferson Hospital, Philadelphia. Father is on the staff of the Delancey Tavern there and mother was formerly one of the singing Merrill Sisters.

TARR—Florence, 42, radio actress and lyric writer, May 23 in New York. Her songs, for which Mae Foster composed the music, included "My Journey's End," "God Is Ever Beside Me," "I Want An Old-Fashioned Christmas," "Smoky River," "O Wondrous Star," "Lissen Chillin'" and "The Place Where I Worship." Her husband and parents survive.

THOMPSON—Amos, 63, drummer, recently in San Diego, Calif. In recent years he had played in bands with the Ringling, Cole Bros. and Clyde Beatty circuses. Burial in San Diego.

VALENTINE—Russell D., 51, chief engineer of WQXR, radio station of The New York Times, and a pioneer in the technical end of radio, May 15 at his home in New York. He joined the outlet's technical staff in 1929 when it was known as W2XR after entering the field as an amateur operator. He was largely concerned with experiments in high-fidelity broadcasting, and he worked on the technical layout of the control rooms and studio when the station shifted location in New York last year. Survived by his widow, a sister and three brothers.

VALLE—Mario, 69, baritone and stage director of the San Carlo Opera Company, May 14 in New York. Born in Italy, he came to this country in 1902 after appearing at The Opera Comique in Paris and Covent Garden in London. He was a member of the San Carlo troupe for 30 years, with most of his time during the last five spent managing the productions. Besides this connection he appeared in productions thruout the world, singing with Caruso and Galli Curci in Mexico and South America. His last role was Don Bartolo in "Barber of Seville" in 1950. Survived by his widow and three sons.

VICTOR—Samuel, 84, recently in Detroit. He was the father of Mitchell Victor, for 25 years owner of the Astor Theater, Detroit.

WEITZ—Emile, 68, film thesp, May 12 in Los Angeles. A brother, Jules, survives. Burial in Chapel of the Pines, Hollywood.

WILLIAMS—Mrs. Vaughn, 80, wife of Composer Ralph Vaughn Williams, May 12 at her home in Dorking, England.

WILSON—Timothy, husband of Pauline Parks, dance line producer, recently in Peoria, Ill. One of her units, the Pauline Parks Dancers, currently is appearing at the Latin Quarter, Newport, Ky., nitery, and Miss Parks had gone to Russell's Point, O., to open another group when she learned of her husband's death.

WOOD—Phillip J., 63, executive of the Independent Theater Owners of Ohio, Inc., May 20 in Columbus, O. Survived by his widow, Grace, a son, Philip Jr., La Canada, Calif., and two daughters, Mrs. Donald R. Hall, Cincinnati, and Mrs. John Carle, Dayton, O. Burial in Columbus May 23.

Divorces

BARBOUR—Peggy Lee, singer, from guitarist Dave Barbour, who arranged many of her top tunes, May 15 in Santa Monica, Calif.

DONEN—Jeanne Coyne, dancer, from Stanley Donen, film director, May 17 in Los Angeles.

GABRIELSON—Mrs. Frank C. Gabrielson, ex-radio actress, from Frank Wilbert Gabrielson, radio-TV writer, May 15 in Santa Monica, Calif.

KAMRAR—Suzanne Kamrar, former film actress known as Sue Kilborn, from LeRoy Kamrar May 14 in Los Angeles.

KEENAN—Anne Nagel, pic actress, from Lt. Col. James H. Keenan May 22 in Los Angeles.

LEE—Agnes Moorehead, stage and screen actress, from Jack G. Lee May 18 in Los Angeles.

MARTINELLI—Janis Paige, pic actress and nitery entertainer, from Frank L. Martinelli Jr., May 24 in Las Vegas, Nev.

3 Silos Post

• Continued from page 36

theater-in-the-round operation this summer. Reported earlier in *The Billboard*, the operation was assured this week with the signing of a contract by a group known as the Atlantic City Circle Theater, Inc., and the Chelsea Hotel, where the shows will be staged in Westminster Hall.

Atlantic City Arena
Frances Oliver, of Baltimore, a TV and radio producer, is producer and head of the corporation. She left immediately for New York to line up shows for the 10-week season starting the last week in June. Larry Winters, a New York production man, will be general manager of the theater. Mrs. Oliver said she is engaging a well-known Broadway director to stage the shows. All the offerings, she said, will be comedies and other light entertainment with weekly changes plus a guest name to head the stock troupe each week. Also in the show corporation with Mrs. Oliver and Winters are Don Gibson, Broadway actor, and Don Swan, summer theater operator from Baltimore.

Ops Crowd R-B Philly Location

Ringling Power Lures Marks, Lawrence, Tassell To Area Lots

PHILADELPHIA, May 26.—Attracted by the magnetic drawing power of the Ringling-Barnum circus, carnival brethren turned up in large numbers here this week to nibble at Big Show patrons and overflow crowds.

Two large motorized units, the John H. Marks Shows and the Lawrence Greater Shows, units promoted by Sam Tassell, a permanent kiddie spot and dozens of concessionaires had the approaches to the Big One well covered.

Ringling is showing a new lot, city-owned and adjacent to Municipal Stadium. The area is free of housing and industrial developments, with the result that the show and ride operators and concessionaires who have squeezed in adjacent to the Big Show in Baltimore and here for years never had it so good insofar as footage is concerned. At the old Erie Avenue location in Philadelphia units other than those owned by the circus had to set up on driveways, backyards and uneven lots.

Good Footage Scarce

While footage in the vicinity is ample for a World's Fair (grounds are the site of the old Sesqui-centennial), there are few locations with the promise of money since there is little neighborhood potential and few pedestrians. Lot is located in the extreme south end of the city and patrons in cars and riding public conveyances aim to get as close to the front door as possible.

Of the two shows, Marks has the best location and should wind up with a healthy take. His units are set up parallel to the big top with a little used street separating the two. Marks worked a slow grind thru the afternoon and got sizable crowds at night behind a 25-cent gate.

Marks also is on city-owned ground, leased for \$1,000, with the deal set thru John Quinn, local concession biggie who has exclusives at several stadia and operates a kiddieland in North Philadelphia. Quinn and Marks leased enough

land so that show units could be located advantageously no matter how the Big Show faced its midway. The unused portion was turned into a parking area which earned good revenue.

Poor Location

Lawrence Greater Shows is located a long block away on Broad Street. The location is poor and promises no better than a slow grind because of the lack of pedestrian traffic and the fact that it is screened from exiting circus patrons by an outdoor theater on whose property it is set up. Lawrence date was arranged thru Max Gruberg, Philly resident and operator of kiddie spots on Long Island.

Sam Tassell holds the best location of all, directly across the street from the circus on property on which is located the South City Drive-In Kiddieland. Units should enjoy good business thruout the week, but the earning power for top grosses is lacking. Units in use here include a Boat Ride, Fire Engine, Airplane, Pony Cart, miniature train, Ferris Wheel, two-abreast Merry-Go-Round and Fun-house.

70G TRYOUT

A. C. Finds Off-Season Ads Pay Off

ATLANTIC CITY, May 26.—Co-operative advertising campaign for more off-season visitors will be continued next winter, it was revealed this week at a meeting of the Boardwalk Association. It was reported that \$70,000 in contributions was collected from resort enterprises for the newspaper, radio and television drive in coast and inland cities.

At the same time, a rosy resort picture was painted at a meeting of the local Hotel Association. Reporting on a survey completed by the resort committee of the American Hotel Association, Joseph McDonnell said that the extra work required by increased defense production would lead to a greater need for recreation, in the opinion of resort hotelmen.

Need for more entertainment programs in hotels was stressed by the group as a lure for vacationists. The trend is toward this idea, McDonnell said. Prospects for convention business were considered good, with no immediate concern over New York's proposal to build a giant convention hall.

Illinois Bill Seeks 750G for Chi Fair

Would Also Give State's County Fairs Share in Proposed \$1,500,000 Fund

SPRINGFIELD, Ill., May 26.—A bill that would make an estimated \$750,000 in State funds available each year for the Chicago Fair and set up an additional fund of a like amount for county and district fairs was introduced in the Illinois House of Representatives, Tuesday (22).

Measure is designed to produce an estimated \$1,500,000 annually that would come from a 1 per cent

increase in the amounts withheld from pari-mutuel bets at races in the State.

In order to share in the new fund, agricultural fairs would have to choose between receiving this aid or to remain in line for the present payments from the State agricultural premium fund.

Eye '52 Fair

The Chicago Fair, postponed after its first year of operation in 1950, would receive its half of the fund in an outright grant which would undoubtedly pave the way for a 1952 exposition. Chicago civic leaders are looking forward to a revival next year to coincide with the Republican and Democratic national conventions to be held there.

A second bill introduced at the same time, would extend the right to sell beer on the Chicago Fairgrounds, prohibited now by a park board ruling.

House sponsors of the bills are Paul Powell, Vienna, and Paul Randolph, Joseph De La Cour and Walter McAvoy, all of Chicago. Sponsors, if the bill reaches the Senate, will be Senators William J. Connors and Walker Butler, Chicago.

Calgary Posts Record \$22,260 Rodeo Prizes

CALGARY, Alta., May 26.—Calgary Exhibition and Stampede this year will offer record cash awards of \$22,260 for cowboy contests in addition to trophies valued at thousands of dollars and entry fees.

Largest increase is for chuck wagon races, the purse of \$7,500 having been upped to \$9,000. Second largest purse for the nine contests is in saddle bronk riding, with \$3,000 being offered. Calf roping, wild steer decorating and wild cow or bull riding events each have purses of \$2,500. Boy's wild steer riding will offer \$700 in prizes and similar amounts are being offered for other field events.

The management will pay out \$795 a day for the chuck wagon events and \$4,080 in final money with the winning wagon receiving \$1,035.

Dick Cosgrove, Rosebud, Alta., will be arena director; Warren Cooper, Namton, Alta., announcer, and Don MacLean, chief clerk.

STAHL, MICH. CLUB PRESIDENT, RESIGNS

Action Follows Publication of Letter In Which Org Protests Fair Contract

DETROIT, May 26.—Harry Stahl, five-term president of the Michigan Showmen's Association, resigned Friday (25) because of a letter published this week in *The Detroit Times* and signed by Paul Greeley, secretary of the association. Stahl said the letter was "unauthorized by either officers or board."

The letter was addressed to the governor of Michigan and protested the contract giving Cavalcade of Amusements exclusive concession rights at the Michigan State Fair.

Stahl's formal resignation states that the objective of "any showmen's organization is to keep harmony among membership" and that "any time a group of people can order the secretary to file our statements without authorization of officers, I decline to approve."

Regarding the State fair conces-

sion contract, Stahl said, "There is nothing new in large shows booking from fence to fence. It is done all over the country. I never knew it was the policy of any showmen's organization to dictate terms on how shows could make their contracts."

50 ATTEND PARTY

Dot Packtman Feted For Work With Hamid

NEW YORK, May 26.—Dorothy Packtman, office manager of George A. Hamid & Son and personal secretary to George A. Hamid Sr., was honored for her 25 years of service with the talent firm at a surprise dinner party in the North Columbia Room of the Astor Hotel Wednesday night (23).

The party, a tribute staged by Mr. and Mrs. Hamid, was attended by about 50 persons, including associates, friends and members of Miss Packtman's family. An elaborate dinner was served and a floorshow followed the presentation of a large number of gifts marking the silver anniversary.

Mrs. Hamid personally planned the affair and the surprise was well kept, with Miss Packtman begging off from a late session at the office on the excuse that she had an important affair to attend with her husband, Mack Goldberg. Guests received little advance notice, and then by telephone.

By virtue of tenure and the responsible position she has long held with the Hamid firm, Miss Packtman is one of the nation's best known personages in the outdoor talent field. Her duties have long since transcended the ordinary office routine pattern and she handles considerable bookings.

Anita Goldie, who was responsible for introducing her to the firm of Wirth & Hamid, which she joined after serving an apprenticeship with Frank Melville, related the beginning. Mrs. Lillian Kogan Weiner, Hamid's first secretary, told of her resignation which catapulted Miss Packtman into the responsible position. Hamid and Miss Packtman filled in the rest of the story and brought it up to date.

Miss Packtman's husband, mother and four sister's were on hand to enjoy her success. Vocal

tributes were given by associates Herman Blumenfeld, Leo Grund, Dave Solti and Joe Hughes, Fred C. Murray, Magnolia Hamid, Jack Kochman, George A. Hamid Jr., and Jim McHugh. Among the gifts was a sterling silver coffee service from Mr. and Mrs. Hamid.

Floorshow

Participating in the floorshow were John Barry, baritone; Mrs. Katherine Jisi, pianist; Charles Zangas, accordionist; Pauline Leslie, dramatic soprano, Miss Merrill, Hawaiian dancer, and Mrs. Van Dieuse Clock, vocalist.

Mrs. Hamid's sister, Mrs. Juan M. Rabossa, recently arrived from Spain, was present. Other guests included S. Goldberg, I. Packtman, Alice Awad, Anita Goldie, Lillian Weiner, Magnolia Hamid, Fred C. Murray, Joseph and Jane Hughes, Herman Blumenfeld, Mr. and Mrs. Dave Solti, Leo Grund, Mr. and Mrs. Jack Kochman, Mr. and Mrs. Jim McHugh, Mrs. Mary Raab, Mr. and Mrs. August Raab, Mr. and Mrs. Gene Hamid, Mrs. Van Dieuse Clock, Mr. and Mrs. Jerry Greenwald, Mr. and Mrs. Leon Milhauser, Mr. and Mrs. Mack Dvorin, Mr. and Mrs. William Leitner, Mr. and Mrs. William Gottlieb, Mr. and Mrs. Jaun M. Caloca and Mr. and Mrs. George A. Hamid Jr.

Gotham Zoo Gets Gorilla

NEW YORK, May 26.—Mambo, 18-month-old, 16-pound male gorilla arrived at the Bronx Zoo Tuesday (22) as a replacement for Makoko, 14-year-old male who drowned Sunday (13) when he fell into a moat at the zoo separating him from spectators.

Beast was imported from Central Africa by Henry Trefflich, local dealer.

Advance Sale For Milwaukee Races Tops '50

MILWAUKEE, May 26.—Despite a general 50-cent hike in admission prices, advance ticket sales for the June 10 100-mile AAA championship big car auto race at Wisconsin State Fairgrounds here are running 10 per cent ahead of a year ago. Jack Reynolds, fair manager, disclosed this week.

Prices have been rescaled to \$4 and \$3 for reserved seats with bleachers and infield space going for \$2. Last year an estimated 29,455 paid their way into the track, including an infield overflow crowd of about 3,000.

Increased interest by fans is attributed to the educational program conducted by the fair in recent years to buy tickets early and also to mail solicitation of all past ticket customers.

Advance sale of fair tickets is just getting under way, Reynolds said, with most interest slanted at ducats for the fair's 200-mile feature big car championship race.

Aut Swenson's Thrillcade is skedded to open here tonight for one performance with both a matinee and evening show on the program Sunday (27).

Nelson Firm Offers New Kiddie Unit

NEW YORK, May 26.—Kiddie train featuring a new wrinkle—each conveyer will be a locomotive—is near completion in the shop of the Weld-Built Body Corporation, moppet device manufacturers, Arthur Nelson, firm head, said this week.

Ride will have seven or eight units on a circular platform 22 feet in diameter powered by arms leading from a reduction box in the center of the platform. Whistles and other noisemakers will be standard equipment. Nelson has not yet decided on a price for the device.

Nelson hopes to have the ride set up in his kiddie park at Jericho Turnpike, Long Island, by Decoration Day. The park has proved invaluable as a practical demonstration point for the ride's potential customers since its inception last year, Nelson said.

Decoration Day Crabbe Rodeo Slated for TV

NORTH BRANCH, N. J., May 26.—Outdoor rodeo originating at Buster Crabbe's Silver Saddle Ranch here and titled "Buster Crabbe's Wild West Show" will be televised Decoration Day (30) over WOR-TV.

Crabbe, Western film player, will be featured on the two-hour show with his horse, Tarzan. He will lead the opening parade and handle the microphone for interviews with spectators between events. Talent includes Billy Butler, trick donkey; Ed Porter's Silver Saddle Boys, rodeo band and eight cow-girls.

Rodeo contestants include Earl Water, Dickie and Butch Dyer, Bill Schwarz and Faye Blessing.

Kochman Inks Clown Kovaz

NEW YORK, May 26.—Clown King Kovaz has been signed for his third season with Jack Kochman's Hell Drivers, it was announced this week.

Kovaz is adding devices for presentation of his act this year. His feature is driving a car into 28 300-pound cakes of ice. He does his gag routine in a Crosley car.

CALIFORNIA STATE FAIR AWARDS CONCESSIONS

SACRAMENTO, May 26.—California State Fair here has awarded its hot dog and beverage concessions to Pacific Catering Company, San Francisco, on a bid of 6.342 cents for each admission to the fair, W. C. Wright, president, announced. The concern was also granted the orange juice concession.

Duggans' Concessions, Santa Monica, was top bidder for candy floss, ice cream, popcorn, peanuts and snow cones. Alex Freedman, Los Angeles, won the novelty sale contract on a flat bid of \$9,225 and also the guess your weight and age privileges with a flat bid of \$1,050. Everett Nevin, Napa, took the

auto parking contract with a bid of 70 per cent of the gross on the first 30,000 cars and 80 per cent of the gross thereafter. Other successful bidders were Capital Cigar Company, Sacramento, cigars and cigarettes; Mrs. Harry Taylor, Los Angeles, frozen custard, and Don Bradovich, Sacramento, sign shop.

Award of the midway contract was postponed pending further study of the shows and their bids.

Demand for exhibit space in the Agriculture Building has been received from 15 foreign countries, according to Ned Green, secretary-manager. The fair board recently rejected a move to extend the fair's run by two days.

HIGH PROFITS



with
LITTLE CHIEF FIRE ENGINE
The New Kiddie Ride

Its glossy red finish and authentic fire engine accessories make it a ride of unique glamour. Rides 16 kids. Safe, dependable, amazingly cheap to operate. Is the most profitable of all rides. 17' 7" long overall with specially built Fire Engine Body. Standard Crosley Chassis. Cab and Motor with wheel base lengthened to 133". Parts obtainable from Crosley dealers throughout the country.

With 2-faced 2"x8" signs mounted on each running board (clearing the passengers' heads), the Little Chief can also be used like a sound truck, providing the most powerful advertisement ever offered the amusement field. No other ride gives its operator this money-making extra.

Price \$3,150
F.O.B. Memphis

Write, Phone or Wire Wilson Fly Collect.
FLY & HARWOOD, INC.
294 Madison Memphis, Tenn.
Ph. 5-6447

CLOSE-UPS: CHARLES (DOC) MORRIS

Promotion Specialist Built Outing Crowds

By TOM O'CONNELL

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

Juvenile song-and-dancer working thru the pork-and-beans circuit thru the Midwest, singing waiter, attraction manager and top park promotion man—Charles (Doc) Morris has been all of these things, and his recent appointment as production pilot at Indian Point (N. Y.) Park is ample evidence that he is still going strong.

More recently, Doc is remembered for the job he did in building business at Palisades (N. J.) Park from 1936 thru 1944. Here, as in all other cases, his operating maxim has been to the point: Get people into your spot with some sort of special inducement and they will spend enough to make the effort worth while. Funspots East and West at which Doc has worked testify to the strength of the proposition.

His start in show business came as a singer and hooper, playing spots thruout the Midwest. The pay was small, and a jump to a post as a singing waiter at the now-vanished Academy of Music on Bank Street in Cleveland, his birthplace, was a gain in fortune.

Joined Carnival

Around 1900 carnivals made their appearance in America, and Doc joined one of the first—the Oriental Carnival Company, man-



CHARLES (DOC) MORRIS

aged by a Mrs. Charters and formed at Akron by a group of Cleveland businessmen. The org boasted a *Streets of Cairo* revue run by George Jabour, and another asset was the late Harry Hamilton, who Doc still considers the top Girl Show talker.

The org hit dire straits at a Chicago ball park in August, 1901, where it was playing a date under Epythian sponsorship. Jabour took over the show and sounded out personnel who were game to con-

(Continued on page 55)

NEW LOCATION
CLARK MFG. CO.

4801 WEST SHORE BLVD.
NORTH TAMPA 3, FLORIDA

Manufacturers of

- ★ TOM THUMB STREAMLINERS
- ★ KIDDIE FERRIS WHEELS
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ELECTRIC TRAIN

1 h.p. Electric Motor, Mercury Automatic Clutch, 30 ft. diameter Track, 16 gauge, 2 cars carry up to 16 passengers. Operates from ticket box. Complete with lights. Used 2 seasons.
\$650
TRAILER \$50
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FOR SALE
CATERPILLAR RIDE

Late model, condition like new, has been operated in a park. Now set up for inspection. Very reasonably priced or will trade for late model Tilt-a-Whirl.
KING AMUSEMENT CO.
Mt. Clemens, Mich.

THE NEW ROMAN TARGET
One of the finest stock concessions ever built. Write for prices and free literature.
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Rt. 1, Joplin, Mo Phone 2784-M

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Advertising in the Billboard Since 1904
ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.
STOCK TICKETS 1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax. Must Show Name of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

HIT THE DECK
Ideal for Drive-Ins, Parks and Other Permanent Locations.
Get your share of 1951 profits with our amazing new boat ride. Ideal for Drive-Ins, Parks and Other Permanent Locations.
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INC. SPRINGVILLE, NEW YORK
Send for details today.

Also Builders of Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane, Waves, Trailer Mounted Jeep and Fire Engine Rides.

SPECIAL: 1 slightly used C-Cruise Major Ride, capacity 36, equipped with 8 spinning tubs, includes electric power unit. Price **\$5,500.00**
1 Swinging Swan Kiddie Ride, capacity 12 children, does not include top or bally cover. Does include electric power unit. Price **\$1,500.00**

C-CRUISE CORPORATION Seventh & Murlark Aves., Salem, Ore.

EWART RIDES ARE TOPS IN PERFORMANCE
Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds, EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket Airplane, Chair-o-Plane, Auto Flying Horse. Write for catalog. Bank terms.
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A First Attraction with the moppet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

Proven BEST by Performance TEST

Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high grossing, economical, long life.

Phone, wire or write for additional details about this sensational money winning ride.

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The World's Greatest Amusement Rides
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MAJOR RIDES: Caterpillar, Carrouzels, Whiz Bang, Moon Rocket, Looper, Hurricane, Water Scooter, KIDDIE RIDES: Sky Fighter, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write for free descriptive literature.

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Prominently

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- ★ Enduring
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Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN

New Kid Rides for your Theatre Drive-In and Kiddie Park. We now offer a complete package unit for your location, consisting of one or a dozen rides. For particulars write

C. W. PARKER AMUSEMENT CO.
World's Leading Manufacturer of Amusement Devices
LEAVENWORTH, KANSAS, U. S. A.

Note: This is a completely new idea and plan of operations. Another first for Parker

Note: We built our first Kiddie Rides in 1918

FOR SALE
Merry-Go-Round, 30 ft. 2 abreast, with 20 Jumping Horses, made of aluminum. Beautifully decorated, pulled by an Allis-Chalmers engine, with a Camel top and sidewall. Rides adults and children. Brand new from top to bottom.
PRICE IS \$5500
Material is short and gone up, but our prices remain the same. Our rides are for adults and children. Prompt delivery.
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Box 181, Bay St. Louis, Miss. Phone 9121

FOR SALE
Merry-Go-Round, 3 abreast, with 30 Jumping Horses, 35 ft. in diameter. Beautifully decorated, pulled by an Allis-Chalmers engine, with a Camel top and sidewall. Rides adults and children. Brand new from top to bottom.
PRICE IS \$7200

Big Car AUTO RACES MAY 30 2 P.M.

MISSOURI STATE FAIR
AUG. 18-26 1951
SECALIA

SEDALIA, Mo., May 26.—A billboard "topper" that keeps highway signs up-to-date and usable for every still date on the fairgrounds has been developed by William E. Preston, secretary-manager of the Missouri State Fair here.

Starting something new by holding still dates at his fair, Preston wanted to be able to use his 15 highway billboards for the fair and also for the monthly specials.

That made him turn inventor. He gave his carpenters the specifications for frames that would fit over the big 12 by 24 and 12 by 30-foot signs, and told his sign painter to letter masonite boards 3½ by 9½ feet for the still dates. The frames fasten securely to the big sign boards and the still date placards slip easily into place.

The "hats" went on first for the May 30 big car races. It will take just a few minutes at each location May 31 to put in the signs for the first annual State Fair Rodeo, June 15-17. After that the inserts will tell of the July 4 100-mile stock car race. From then until fair time the toppers will herald special events of the big August 18-26 event.

Preston, new at the Missouri Fair this year, feels other secretaries may want to copy his idea for selling two events with one billboard. Preston looks over one of his boards in the photo above.

Iowa Park, Tex., Sets Block Ducat Promotion Deal

IOWA PARK, Tex., May 26.—Texas-Oklahoma Fair will launch a comprehensive ticket promotion that will include sale of block tickets to business firms in 50 Oklahoma and Texas counties, Ted Overbey, manager, announced.

Fair's premium list, off the press early next month, will contain advertising and editorial matter for the first time in years. Attraction-wise, the annual will score another first with a variety show, as yet unsigned, for six nights in its auditorium. Victory Exposition Shows will again supply the midway.

Several radio programs will originate from the grounds during fair time. The fair will make a big pitch for patronage from Shepard Air Force Base, 10 miles away.

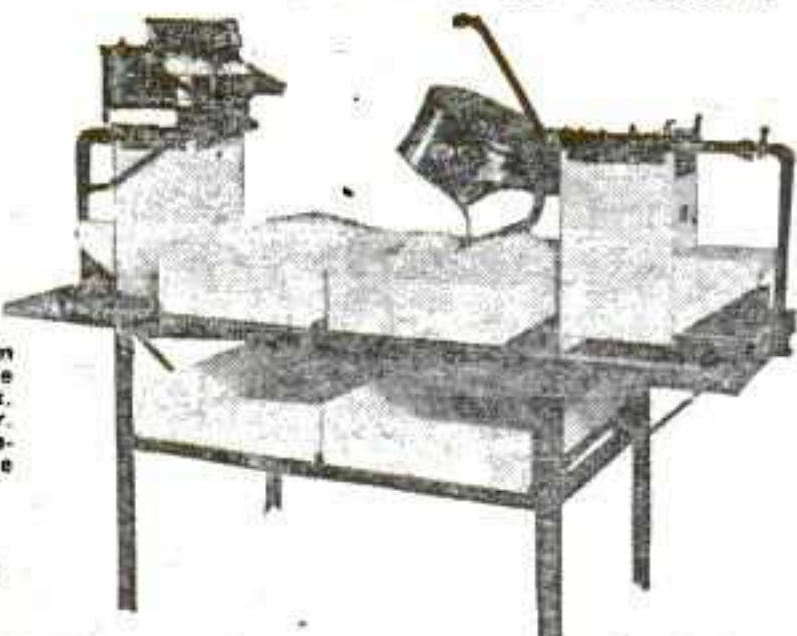
Pops 100 Lbs. of Corn Per Hour!

Cretors' MODEL 42

Produces Twice as much Popcorn

Two poppers mounted on welded steel stand. One operator can pop approx. 100 lbs. of corn per hour. Equipped with two screening trays and two waste corn trays.

Operates with manufactured, bottled or natural gas.



Pops 4 lbs. of corn per popping. Measures 78" long by 30" deep.

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602 W. Cermak Rd Chicago 16, Ill.

Multiplex Faucet Co. Serving the Trade 46 Years

a 3 1/2¢ Profit on a 5 Cent Sale! The Multiplex ROOT BEER BARREL

IN THREE SIZES: 17 GAL. 45 GAL. 60 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave St. Louis 10, Mo.



STURDY OAK STAINLESS STEEL HOOPS

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Beautiful Red, White, Blue & Yellow Enameled

SNOW CONE CABINET MACHINE

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Economy—Extra Profits

Write for information.

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Subscribe Now!

ONE YEAR \$10

52 BIG ISSUES
Including 8 Special Issues



THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name

Address

City

Occupation

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Al Ackermann, manager of the Six Tip Tops, observed his 55th anniversary as an acrobat May 24. He made his first pro appearance in 1896 at the Cincinnati Zoo with his Sie Hassan Ben Ali Troupe and later managed one of the Ben Ali troupes. In 1920 he organized his Six Tops and played his first date for Ed Carruthers and Sam J. Levy. Ackermann's act played a long route for Levy last year and plays the '51 fair season for the same office. He celebrates his 69th birthday October 16.

Betty Lou Bingham, Regina, Sask., left there recently to join Lottie Mayer's Aquacade. In 235 speed swimming races she won 197 first prize ribbons, has held the Saskatchewan senior women's speed swimming title three times and at a meet in 1948 set three provincial records.

During their stand at Joyland Park, Lexington, Ky., the Freddie Valentine Troupe had Lieut. Lee Estes, of the Kentucky State Highway Safety Patrol, and his wife, Cathy, as daily guests. The Valentines left to play the South Jersey State Fair and Exposition, Camden, N. J., for 10 days. The George Hanneford Family closed its indoor Shrine circus tour with Orrin Davenport at Winnipeg, Man., May 19. The act opens with Tom Packs for seven weeks beginning June 1.

Hilda Oranto, of the Orantos, perch act, arrived in Hamburg, Germany, May 14 following an 18-hour, non-stop plane flight from Chicago to visit her mother. She is slated to return to Chicago June 3.

The Debonairs, American vocal quintet, head the current bill in the Cabaret Hall of Liseberg Park, Gothenberg, Sweden. On the open-air stage are the Bertie Borests troupe of aerialists, Cabaret Hall, June 1-16, will present the Craddocks, French knock-about trio; Canjou Brothers and Juanita, adagio trio; Huguette Loyal's trained doves and the Hiller Ballet. On the stage will be the Stey Family, high wire, and the Egony Trio, trampoline.

Rudy Cardenas, juggler, who closed at the Chicago Theater Thursday (31) has been signed for the American Broadcasting Company's "Super Circus" television show Sunday (3). Also set for the bill are Poodles Hanneford, riding act; Rick Roy, trapeze, and Al (Daredevil) Dault, table rock. Acts booked for the following Sunday by Vic Brown are Russ Lebeau, juggler-hand stand, and the Anteleks, perch.

Dan Valadon, teamed for years with his late wife, Lora, in a wire cycle act, is now working for Ed Fay at the latter's Majestic Theater, Providence. During the summer and fall, Valadon still does a single wire cycling act at parks and fairs in the territory. The Nelson Sisters, Vivian and Elaine, trapeze, left the United States recently to open at the Savoy Hotel, London, early in June. The gals have renamed their act Aerial Symphony.

The Larabees, whips, have established headquarters in East St. Louis, Ill., and are raising a vegetable crop next to their house trailer. Jonnie Larabee reports they caught the Hennies Shows when they played the city and renewed acquaintances on Royal American Shows during their St. Louis stand.

Miss Malikova, high wire, is due back in the U. S. soon from South America. One of her first

engagements will be the Oklahoma City Polio Circus, June 30-July 3. Other talent booked for the show includes Emil and Evelyn, teterboard; Great Eric, high pole; Emil Pallenberg Jr., and his bears and Jack Klein, announcer. The Vikings, hand balancing duo currently at Gay Nineties, Minneapolis, will be in the line-up on Columbia Broadcasting System's June 2 big top tele-circus.

Will Hill, dog and pony act, lost one of his best performing dogs en route from Winnipeg to Chicago, when a baggage car was opened by mistake. The canine was found by the railroad several hours later. Kayletta, high act free attraction on Harry Burke Shows, visited Rogers Bros.' Circus during latter's New Orleans stand and chatted with Billy Barton. Kayletta infos that she recently purchased several new wardrobe changes.

Cecil O'Dell, high pole performer billed as the Lucky Lady, opened at Pete Redding's Playland Park, South Bend, Ind., May 25 for an eight-day engagement. Booking was handled by Billy Senior. Strato-Stars, another Senior high act, follows June 3-10. Chicago visitors en route from Orrin Davenport's Winnipeg circus included Egle Zacchini, headed for Sarasota, and Bert and Corrine Dearo, bound for Peru, Ind.

Los Aeros, high act, are with Gil Gray's Circus. Lew (Dr. I. Q.) Valentine was in Chicago Wednesday (23) en route to the West Coast for some radio and television spots. Talent set by Al Martin for June circus dates at Des Moines, Cedar Rapids and Davenport, Ia., includes Sharkey the Seal, Farias Dueo, Sonny Moore's dogs, Yost's White Guards, Peggy Taylor Trio, Lambert, Silvers Johnson, Margaret Koche Dancers and Dutch Orton, high pole.

New Ky. Org Gets Charter

FRANKFORT, Ky., May 26.—Atomic and Amusements, Inc., has been chartered here with \$50,000 capital stock. Incorporators are listed as Circuit Judge Lawrence S. Grauman, Simeon S. Jacobs and V. C. Hale.

Grauman said the firm, due for immediate action, will send out a touring unit of rides to be set up at fairs and parks and in conjunction with circus and carnival dates.

Willows, Calif., Lamb Derby Pulls 12,000 Attendance

WILLOWS, Calif., May 26.—An estimated 12,000 persons attended the annual Lamb Derby which closed a three-day run here Sunday (20). The horse show, at the Willows Riding Club, Saturday was attended by 1,000.

Features included sheep dog trials on the next to closing day and a free lamb barbecue, attended by nearly 4,000 people.

Charter Auto Race Org

DAWSON SPRINGS, Ky., May 26.—The M. & J. Race Track here has been chartered to operate stock car races. Authorized capital stock was listed at \$2,000; incorporators are Eldred and Evelyn Menser and Garland and Mary Jones.

Out in the Open

Lee Barton Evans will stage a George A. Hamid show at Waterville, Me., for Father Awad, a Hamid relation. Glen Childers left New York last week on a trip to the West Coast.

Mrs. Clyde Kendall, manager of Greensboro (N. C.) Fair, received mention and a picture in the Greensboro Daily News when she lopped off the top of a pineapple, placed it in a bucket of earth and succeeded in growing the fruit. The top was planted three years ago and kept in a greenhouse during the winter.

Ruth Baker, special events promoter, is heading a telephone sales campaign for a veterans' publication in her own home town of Muskegon, Mich. Bernice Stahl, wife of Harry Stahl, president of the Michigan Showmen's Association, is taking over the games concession operation at Jefferson Beach Park, near Detroit.

Harold D. Gilmore, manager of Crescent Park, Riverside, R. I., pens that business to date has been excellent.

Chi Vendors Local Warns Non-Union Ops of Crackdown

CHICAGO, May 26.—Concession vendors with touring shows that play Chicago hereafter will be required to comply with the requirements of the Athletic & Public Events Vendors, Stand Operators and Commissary Union, Nicholas J. LaPappa, president of Local 236 of the Building Service Employee's International Union, AFL, announced this week.

LaPappa, in amplifying the announcement, said it was directed largely at pitchmen who work sports shows, trade shows and similar events. He said that hereafter it will be necessary for them "to contact the local prior to entry date in order to eliminate trouble and confusion at show time."

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000. \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 7 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers, extra 75¢.

Set Numbered Ping Pong Balls, \$15.00

Replacements, Numbered Balls, ea. 45¢

3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 1.25

Middweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow 2.00

Per 100 3.000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M 1.50

Plastic Markers, Red or Green, round or square, 3/8 diameter, M 2.50

Scalloped Edge, Green only, M 2.00

Smaller Size, 3/8" diam, Red or Green Plastics, M 1.50

Adv. Display Posters, size 24x36. Ea. 15

Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00

Thin, Transparent Plastic Markers, Brown, 3/8 inch. Per M 1.00

Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M 2.00

Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch diam. 1000 to 10; larger size, 3/4 diam. 1000 to 10. Either size, lb. 45

AirLite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢

Send for illustrated circular For 135.00

All above prices are transportation extra

Catalog and sample cards free. No personal checks accepted immediate delivery.

J. M. SIMMONS & CO.

19 W Jackson Blvd. Chicago 4, Illinois

SEARCHLIGHTS CARBONS REPAIR PARTS

To keep your 60-inch Sperry and G. E. searchlights on the job you need supplies and spare parts. Get 'em from us . . . prompt shipment at low prices. On rush orders, telephone M. G. Irving at Norwood 7-2620.

NORWOOD APPLIANCE CO.

921 Providence Hwy., Norwood, Mass.

WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES

In addition to our complete line of Popcorn Supplies and Peanuts, we are now West Coast distributor for

GOLD MEDAL PRODUCTS CO.

Now we have everything you need for

• SNOW CONES • COTTON CANDY

• CANDY APPLES • POPCORN

When you are west of the Rockies see us first. 24-Hour Service.

A. UNGER CO., Inc.

105 Golden Gate Ave. at Jones St.

SAN FRANCISCO, CALIF.

STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed. ADIRONDACK CHAIR CO.

1140 B'way, N. Y. (27 St.), Dept. 5. MU-3-1385



BINGO

Heavy Cards, Special Cases, Blowers, Transparent Markers

Write for bulletin

Amusement Industries, Box 2, Dayton 1, O

OFFICE—BOOKKEEPING CONCESSION FORMS

For Carnival, Rides or Park Operators Samples, 50¢.

SHOW BUSINESS FORMS CO.

3601 Asbury Dallas 5, Texas

BRAND NEW

10-Sleeper Tandem House Trailer, 10 lockers, 2 showers and toilet, at manufacturer's cost. Good for band or show. Any car will pull it.

JERRY'S TRAILER SALES

7800 Roosevelt Blvd., Philadelphia 15, Pa. Phone: DEvenshire 3-3626

WANT TO BUY

1,500 to 3,000 used, second-hand or new Cushions, Grandstand-Ball Park type. Wire. Phone or Air Mail immediately.

MORRIS WESTREICH

1000 N. W. Park Oklahoma City, Okla.

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

JOHN BUNDY REPRESENTATIVE

Haus-Standard Chevrolet

1325 STATE ST. EAST ST. LOUIS, ILL.

CARPET GOLF

Exclusive County Rights Under U. S. Patent. Blue-Prints. Photos, etc.

R. W. DAVIS, Patentee Gerton, N. C.

FOLDING CHAIRS

In Steel or Wood FOLDING BANQUET TABLES

WRITE FOR CATALOGUE AND LOW DIRECT PRICES

J. P. REDINGTON & CO. DEPT. 51 SCRANTON 2, PA.



Your Share of This Market DEPENDS ON YOU!

From The Billboard . . . April 7, 1951

"Outdoors" Sees Long-Green Plentiful; Big Season Looms Fairs, Circuses, Carnies, Parks All Optimistic

CHICAGO, March 31.—The outdoor amusement industry this season should be good, with grosses rising progressively thru the spring, summer and fall for a year substantially better than 1950. That is the consensus of even the most conservative owner-operators in various segments of the field.

Carnivals as a whole will make a stronger pitch for kiddie business this season. In recent years they have continued to add ride

devices and to place greater emphasis on kid matinees. They have discovered there is good money in it, and they are going to try to make more of the policy.

Amusement parks also face a good year. In some instances they should enjoy whopping increases. Reactivation of military installations will be a boon to some. Production on more than a single shift basis will aid parks in manufacturing centers. But most important will be the larger number of dollars in the hands of the public.

the same reasons, tho some execs believe that a real upturn won't come until July 1.

Of all branches of the outdoor business, fairs (and those who play them) have the brightest outlook. Fairs run in the latter part of the season when the full impact of mobilization and war production should be felt, observers reason. What's more, farmers have enjoyed prosperity continuously from the early '40s, and this year promises to come close to being one of their best.

**Make the Most of This Outstanding Opportunity with a
Hard-Selling Ad in The Billboard's Big, Important, Timely**

1951 SUMMER SPECIAL

**Take a Tip
from Your
Competitors...**

*Your Own
Competitors
Tell You...*

(and they ought to know
because they've done it)

IF YOU'VE SOMETHING TO
SELL TO OUTDOOR SHOWBUSINESS
DO IT NOW THRU THE BILLBOARD'S
BIG, IMPORTANT, TIMELY
1951 SUMMER SPECIAL.

**701 of them spent
\$33,641.75**

last year in this
one issue of
The Billboard alone!

- ★ **254 SOLD**
one or more types of premium, prize, novelty and promotional merchandise for concessions.
- ★ **50 SOLD**
rides and ride equipment.
- ★ **33 SOLD**
heavy show equipment such as trucks, tractors, trailers, power plants, generators, motors, etc., etc.

- ★ **53 SOLD**
beverages and food products, or dispensing equipment for beverages and foods.
- ★ **51 SOLD**
outdoor show supplies such as amusement games, tickets, poster services, uniforms, fireworks, flags, etc., etc.
- ★ **260 SOLD**
other miscellaneous items covering every conceivable product or service used by outdoor showbusiness.

DATED
JUNE 30
•
DISTRIBUTED
JUNE 26
•
AD DEADLINE
JUNE 20

The Biggest, most profitable part of the Outdoor Amusement Season is just ahead!!!

Yes, the *Big Fair Season*, the outdoor amusement industry's richest part of the year, will soon begin! *Carnivals* are heading into their really big-pay dates. *Circuses* are aiming at the rich rural areas. *Amusement Parks* are looking toward their biggest attendances.

That means that all of the people who make up the outdoor amusement industry will be getting ready right now to cash in on the all-important period ahead. That means that they'll be in the market for every conceivable product or service that will help them to make the most of the richest part of their season. *It means they will be in the market for your products and services.*

SO, if you've anything to sell to the outdoor amusement industry, *do it now . . . do it big . . . do it in The Billboard's Big, Important, Timely 1951 Summer Special!*

**Contact Your Local Office of The Billboard . . .
or USE THE COUPON TODAY!**

Mr. C. J. Latscha, The Billboard
2160 Patterson St., Cincinnati 22, O.

I am interested in advertising in The Billboard's Big 1951 Summer Special.

- Reserve space Send ad rates
- Have a salesman call on me

Signed
Company
Address
City State

GALA • COLORFUL • DECORATIVE

CARNIVAL FLAGS

COMPLETE SETS INCLUDE 26 FLAGS AND 14 PENNANTS

Set	Flag Size	Penant Size	Price
No. 4	4 1/2 x 4 1/2'	3 1/4 x 8'	\$ 40
No. 6	3 x 3'	2 x 5'	\$ 32
No. 8	1 3/4 x 1 3/4'	1 x 3'	\$ 24

For fairs, concessions, conventions, side shows, bazaars. Carnival Flags — Guaranteed New — finest quality, complete with rope, snap and ring for quick hanging. Terms: Net F. O. B. Pittsburgh, check with order.

WHILE THEY LAST! WRITE-WIRE-PHONE TODAY!

M. BERGER & CO.

Pittsburgh Terminal Warehouse
EV. 1-7577 PITTSBURGH 19, PA. EV. 1-2488

Midway Bow Spurs British Cele Activity

LONDON, May 26. — Festival of Britain as picked up momentum since the opening of the amusement section May 11 in the Festival Pleasure Gardens in Battersea Park. All rides and attractions have been completed and are doing good business. Remainder of Pleasure Gardens, with restaurants, theaters and concert halls, was completed Monday (21).

Attendance at the exhibit area of the Festival, which opened May 3, has been disappointing, the daily gate ranging from 17,000 to 60,000. Attendance passed the 500,000 mark after the second week.

The midway section has been handicapped by the fact that only six turnstiles have been operating, with a capacity of 5,000 admissions per hour. On the big holidays, Saturday preceding and Monday following Whitsun (13), which drew peak crowds to the exhibit area, only slightly more than 30,000 were able to get into the seven-acre midway. Main section of the Gardens, when opened Monday (21), brought the amusement zone area to 37 acres. Additional gates and turnstiles will facilitate the handling of crowds.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 25.

The complete list of Fair Dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- ARKANSAS**
Pocahontas—Randolph Co. Fair Assn. Sept. 13-15. A. C. DeClerk.
- COLORADO**
Cortez—Montezuma Co. Fair Assn. Sept. 27-29. Paul J. Covey.
Greeley—Weld Co. Junior Fair. Aug. 6-8. David D. Hill.
- CONNECTICUT**
Avon—Hartford Co. 4-H Fair. Aug. 24-25. Walter K. Simmons, Windsor.
Brooklyn—Brooklyn Fair. Sept. 14-16. Howard Franklin, Danielson.
Griswold—Pachaug Grange Fair. Sept. 7-8. Edward L. Thornton, Jewett City.
Guilford—Guilford Fair. Sept. 21-22. Marie Griswold.
Haddam Neck—Haddam Neck Fair. Sept. 2-3. Leonard Selten, East Hampton.
Monroe—Fairfield Co. 4-H Fair. Aug. 24-25. Joan Waterbury, Springdale.
Norwichtown—Norwich Grange Fair. Sept. 7-8. Mrs. Luella P. Browning.
Portland—Portland Agr. Fair. Sept. 22-23. K. S. Newsom.
Southbury—Pomperaug Grange Fair. Aug. 24-25. Jerome C. Keech.
Terryville—Terryville Country Fair. Sept. 15-16. Elmer Zeiner.
Wallingford—Wallingford Grange Fair. Sept. 14-15. Flora E. Hough.
Warren—Litchfield Co. 4-H Fair. Aug. 24-25. Joanne Fritch, Torrington.
Winchester—Winchester Grange Fair. Aug. 18-19. Kingsley Beecher, Avon.
- FLORIDA**
Crestview—Am. Legion Harvest Fair. Oct. 1-6. H. A. King.
- ILLINOIS**
Franklin Grove—Community Fair. Sept. 6-8. Pearl R. Kesseling.
- INDIANA**
Lawrence—Lawrence Free Fair. June 30-July 8.
- IOWA**
Garnaville—Clayton Co. Fair. Aug. 8-10. Walt Jacobs, Guttenberg, Ia.
- KANSAS**
Berryton—Berryton Grange Fair. Aug. 31-Sept. 1. D. F. McClanahan.
Burlington—Coffey Co. Fair Assn. Aug. 28-Sept. 1. Mrs. Bea McCoglin.
Cowan—Summer Co. Fair Assn. Sept. 6-8. George K. Roeder.
Canton—McPherson Co. Fair Assn. Aug. 15-17. L. C. Hamilton.
Cimarron—Gray Co. Fair Assn. Aug. 24-25. Charles S. Sturtevant.
Conway Springs—Conway Springs Fair Assn. Sept. 27-28. Ashley Cranmer.
Emingham—Emingham Fair Assn. Aug. 14-17. R. D. Morgan.
Eureka—Greenwood Co. Fair Assn. Aug. 21-23. Harrison Brookover.
Fort Scott—Bourbon Co. Fair Assn. Aug. 29-Sept. 1. W. L. Gench.
Garden City—Finney Co. Free Fair. Aug. 29-31. Hoy B. Eting.
Howard—Elk Co. Fair Assn. Aug. 22-24. Noel Mulendore.
Kingman—Kingman Co. Fair Assn. Aug. 27-30. Briece L. Behymer.
Lane—Lane Fair Assn. Aug. 17-18. W. J. Robinson.
Longton—Elk Co. Fair Assn. Sept. 13-15. Bert Speer, Howard, Kan.
Manhattan—Riley Co. Fair Assn. Aug. 28-30. Walter J. Rogers.
Minneapolis—Ottawa Co. Fair Assn. Aug. 21-23. Wendell Todd.
Ness City—Ness Co. Fair. Aug. 14-16. Clyde Strobel.
Oberlin—Decatur Co. Fair Assn. Aug. 6-9. Ralph J. Brown.
Onaga—Pottawatomie Co. Fair. Aug. 26-28. Eula Kolterman.
Rush Center—Rush Co. Fair Assn. Aug. 27-30. Roy Peterson.
Salina—Salina Co. Fair Assn. Aug. 28-31. Albert Frehse.
South Haven—South Haven Free Fair. Aug. 31-Sept. 1. Nellie E. Henney.
Sublette—Haskell Co. Fair Assn. Aug. 24-25. Frank McCoy.
Wakeney—Trego Co. Free Fair. Aug. 21-24. Lew H. Galloway.
- MAINE**
Blue Hill—Blue Hill Fair. Sept. 1-3. R. H. Bartlett.

Name Bellie Director Of Sacramento County

SACRAMENTO, May 26. — Charles L. Bellie, Galt, has been named to the board of Sacramento County Fair by Governor Warren, succeeding E. Henry Kloss, resigned. The governor also announced reappointment of Ellwood J. Carr as a board member for a new term ending January 15, 1955.

TELL & SELL WITH POSTERS

RINKS PARKS ORCHESTRAS FAIRS RODEOS CARNIVALS

AUTO & MOTORCYCLE RACING TRAVELING SHOWS THEATRICALS SPORTING EVENTS

POSTERS INCORPORATED

835 CHERRY ST. PHILA. 7, PA.

Union Shop—Phone Lombard 3-2000

THE FASTEST MONEY MAKER EVER DEvised!

★ "Fly" to Tokyo, Berlin, London, Rome, Paris, etc., to win prizes. Material for a limited supply only.

THE NEW AIRPLANE GAME

The percentage is practically the same as a wheel

★ Easy to set up.
★ A game of skill.
★ Each game 10 ft. long.
★ Painted in flashy colors.
★ One operator can handle two games.

Illustrated circular with more details on request

French Game & Novelty Mfg. Co.
1437 No. 16th St. MILWAUKEE 5, WIS. \$75.00

Conn. Cops To Tighten Gaming Lid

HARTFORD, Conn., May 26.—Legislation to legalize gambling by civic, fraternal and religious organizations in this State appears unlikely following State Police Comm. Edward J. Hickey's indication this week that he would extend his current crackdown to State and county fairs, firemen's carnivals and similar events.

Hickey said State police would not single out any one operation but would continue to act on complaints and other information received. The statement was taken to mean that prompt action would be taken against fairs or carnivals attempting to operate games of chance.

Under present law, gambling or awarding of prizes or objects of value in connection with the element of luck or chance is prohibited.

It's Poppers for Your Snowball Needs!

Still available—the "Sno-Konette"—tops in appearance and efficiency—only \$135 complete. Also Echo's ice shavers from \$60. Poppers can still supply flavors, cups and dispensers, but stocks are limited, so act now!

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

POPPERS SUPPLY CO., Inc., of Phila.
1211 NORTH 2ND ST. GARFIELD 6-1616 PHILADELPHIA 22, PA.

BLEVINS POPCORN CO.

Headquarters for all Popcorn and Concession Equipment and Supplies. Main Plant and General Offices in Popcorn Village, Nashville, Tenn. Stocks in Nashville—Atlanta—Dallas—Dayton—Memphis—New Orleans—Tampa—Jacksonville—Houston—Louisville and Roanoke.

Parks Beaches Carnivals

YOU'LL MAKE MORE MONEY WITH "THE NEW TRIPLE THREAT TURF"

(all electric race horse derby)

New features eliminate faults found in other group games. Automatic Sound System—Saves 1 salary, no caller needed. Robot Control—Adds 25% to gross. Registers—Give gross at all times. 10 15 20-unit sizes ready for immediate delivery. Write for free photo and information.

ELECTRONIC GAMES, Greensburg, Pa.

TICKETS Cash with order. F.O.B. Collinsville, Ill.
ROLL OR MACHINE FOLDED 100,000 \$31.00

10M \$10.30—20M \$12.60—30M \$14.90—50M \$19.50
All same copy—Each price change \$3.00. Each color change 60¢.

STOCK PRINTED ROLL TICKETS 3 rolls \$5.00; each additional roll 60¢

DALY TICKET COMPANY COLLINSVILLE, ILLINOIS

Popcorn, Snow Cones, Candy Apples, Cotton Candy

Our 1951 Catalogue listing a complete line of supplies for the above items will be mailed to all of our customers about April 15th. If you bought from us last year you will get one automatically. If you do not get one, a postal card request will bring it to you. A lot of Concession items will be scarce this year—line up with a company that can take care of you.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

Sonoma, Calif. Sets June 3 Rodeo Date

SONOMA, Calif., May 26.—The 23d Annual Sonoma Rodeo is scheduled for June 3 at the Miller Ranch under the auspices of the Valley of the Moon Riding Club.

James Millerick has been named producer and arena director and Al St. John, horse show and rodeo official, will announce the event.

The championship event will be under the Rodeo Cowboys of America point award system. In addition to the calf roping, bulldogging, bronk riding and other rodeo events, businessmen's calf tying and junior bull roping will be featured. The Chamber of Commerce will sponsor a parade the evening of June 2, starting at 7 p.m.

- INDIANA**
Lawrence—Lawrence Free Fair. June 30-July 8.
- IOWA**
Garnaville—Clayton Co. Fair. Aug. 8-10. Walt Jacobs, Guttenberg, Ia.
- KANSAS**
Berryton—Berryton Grange Fair. Aug. 31-Sept. 1. D. F. McClanahan.
Burlington—Coffey Co. Fair Assn. Aug. 28-Sept. 1. Mrs. Bea McCoglin.
Cowan—Summer Co. Fair Assn. Sept. 6-8. George K. Roeder.
Canton—McPherson Co. Fair Assn. Aug. 15-17. L. C. Hamilton.
Cimarron—Gray Co. Fair Assn. Aug. 24-25. Charles S. Sturtevant.
Conway Springs—Conway Springs Fair Assn. Sept. 27-28. Ashley Cranmer.
Emingham—Emingham Fair Assn. Aug. 14-17. R. D. Morgan.
Eureka—Greenwood Co. Fair Assn. Aug. 21-23. Harrison Brookover.
Fort Scott—Bourbon Co. Fair Assn. Aug. 29-Sept. 1. W. L. Gench.
Garden City—Finney Co. Free Fair. Aug. 29-31. Hoy B. Eting.
Howard—Elk Co. Fair Assn. Aug. 22-24. Noel Mulendore.
Kingman—Kingman Co. Fair Assn. Aug. 27-30. Briece L. Behymer.
Lane—Lane Fair Assn. Aug. 17-18. W. J. Robinson.
Longton—Elk Co. Fair Assn. Sept. 13-15. Bert Speer, Howard, Kan.
Manhattan—Riley Co. Fair Assn. Aug. 28-30. Walter J. Rogers.
Minneapolis—Ottawa Co. Fair Assn. Aug. 21-23. Wendell Todd.
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Oberlin—Decatur Co. Fair Assn. Aug. 6-9. Ralph J. Brown.
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Rush Center—Rush Co. Fair Assn. Aug. 27-30. Roy Peterson.
Salina—Salina Co. Fair Assn. Aug. 28-31. Albert Frehse.
South Haven—South Haven Free Fair. Aug. 31-Sept. 1. Nellie E. Henney.
Sublette—Haskell Co. Fair Assn. Aug. 24-25. Frank McCoy.
Wakeney—Trego Co. Free Fair. Aug. 21-24. Lew H. Galloway.
- MAINE**
Blue Hill—Blue Hill Fair. Sept. 1-3. R. H. Bartlett.

(Continued on page 70)

Irwin Issues N. E. Guide

THE WEIRS, N. H., May 26. — James R. Irwin, president of Lakes Region Association here, has issued 25,000 copies of a 104-page book titled, "Where To in the Lakes Region."

The tome gives information on amusement spots, theaters, fishing, real estate, winter sports and location of information booths. It also contains several maps. Copies are available at Lake Region Association, Wolfeboro 1, N. H.

Events Scheduled For Barnum Cele

FREEMONT, N. Y., May 26. — Ballyhoo show, fireworks, a yacht regatta and a festival of nations are events scheduled for the annual Barnum Festival here July 3-5.

Event's committee is headed by Alfred V. Bodine, assisted by Harold B. Dow. Group did not attempt to engage the Ringling-Barnum circus, which played here during the celebration in former years, because it was decided that confusion would be caused by too many events.

AVERAGE BETTER THAN \$200 PER WEEK on a \$350 INVESTMENT!*

That's What YOU Can Do With ELECTRO-PITCH in Just an Average Location!

MECHANICALLY SOUND - EASY MAINTENANCE

A Natural For PARKS . . . RESORTS . . . TRAVELING SHOWS . . . FAIRS and DRIVE-INS

As low as **\$350** F.O.B. Philadelphia

Average of all machines in operation in 1950 were (1) charge 25¢ for 15 balls; (2) gross \$7.50 per hour of play; (3) 32 hours of actual play per week; (4) gross \$240 per machine per week. Many machines grossed much higher figures.

ELECTRO-PITCH COMPANY, INC. 6030 Ross St., Philadelphia 44, Pa. Phone TE 9-2773

A CITY IN MINIATURE

THE GREATEST AERIAL EXHIBITION OF PYROTECHNICS NOW OR EVER

ROCKETS GLARE

AS THEY LIGHT UP THE SKY AT THE SAN PAOLA AND RIO DE JANIERO SOUTH AMERICAN CELEBRATIONS

THE PAST WINTER FEATURE FIREWORKS AND DISPLAYS FOR AMUSEMENTS AND POLITICAL RALLIES

Anyone Interested Address **CHARLES KYLE**
104 Judson Ave., New Haven, Conn.

SHOW TENTS

ALL SIZES—NOW IN STOCK

Also have material to make. All colors dyed. Also Flame, Water and Mildew treated ducks.

"CHEXFLAME" Underwriters Approved Finish.

WRITE TODAY
S. T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

SHOW TENTS CENTRAL

Canvas Company

516-518 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3026

HARRY SOMMERVILLE

FOR SALE NEW SIDE WALL

Water and Mildew Proof

7x100 Feet \$63.00
8x100 Feet 72.00
9x100 Feet 81.00

MAIN AWNING AND TENT CO.
230 MAIN ST. CINCINNATI, O.

Shooting Galleries

and Supplies for Eastern and Western Type Galleries. Write for Circular.

H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

Serve SWEDEN SPECIALTIES for BIG PROFITS

Appetite Appeal—Soft Ice Cream, Frozen Custards and Freezes served fresh from a SWEDEN Speed Freezer are all-season volume-builders with their delicious flavor, smooth texture.

Operator Appeal—SWEDEN stretches profit margins by *Speeding up Service* and *Cutting Costs* through rapid-freeze, assembly line efficiency . . . *Space-saving Design* for high capacity production in small areas.



SWEDEN SPEED FREEZERS

For details, refer to classified phone listing "Ice Cream Freezers" for your local dealer; or write, wire or phone:

SWEDEN FREEZER MANUFACTURING CO. Dept. P-3 Seattle 99, Wash.

DON'T WAIT... It May Be Too Late!

FOR COMPLETE, RELIABLE **INSURANCE** FOR ALL **OUTDOOR SHOW BUSINESS...**

Contact the **McGOWAN AGENCY**
For 15 years specialists in outdoor show business insurance problems
A-1338, 175 W. Jackson Blvd. CHICAGO, ILLINOIS
Phone: WAbash 2-3033-4-5-6

ASTRO FORECASTS

All Readings Complete for 1951
Crystal Balls Imported
On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 1/2 x 6. Write for prices.
Single Sheet, 8 1/2 x 14, 100, 75c; Per M., \$6.00
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12
Signs, Any Quantity, Each 15c
"WHAT IS WRITTEN IN THE STARS."
Folding Booklet, 12-P, 2 1/2 x 5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample 10c
FORECAST AND ANALYSIS, 10-P Fancy covers, 8 1/2 x 11. Each 3c
Samples of each of the above 4 items for 50c
No 1 45 Pages-Assorted Color Covers. 25c

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample 20c
HOW TO WIN AT ANY KIND OF SPECULATION, 24p. Well bound, 8 1/2 x 11. 25c
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 60c
Sign Cards, Illustrated, Pack of 36 50c
Graph Charts, 9x17, Sample 5c, Per M., \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 25c
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
19 West Jackson Blvd., CHICAGO 4, ILL.
Send for Wholesale Prices

SIGNS

DELICIOUS REFRESHING

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Salt Lake Cele Hits Rent Snag

SALT LAKE CITY, May 26.—Arrangements for Pioneer Days, this city's biggest celebration slated for July 18-24, hit rough going this week as the result of financial difficulties between fair officials and Days of '47, Inc., event's usual sponsor.

J. A. Theobald, Utah State Fair general manager, said that the fair board, instead of the corporation, is negotiating for a rodeo after meeting with the corporation on grandstand rental fees stalemated.

Thomas B. Child, corporation president, said his association would not sponsor the rodeo because fair officials doubled the grandstand rental fee.

Fair Hikes Rental
Theobald said the fairgrounds rental hike developed when the corporation allegedly refused even token payment on \$7,000 back profits the board claims is due the State from past celebrations.

"We would rent the association the grounds for 5 per cent on gross profits after taxes," Theobald said, "but the fair board decided rental should be hiked to 10 per cent when neither payment nor promise of payment was forthcoming."

Several rodeos have offered fair officials their shows on the 10 per cent basis, according to Theobald. "I am certain we will have a rodeo in front of the grandstand during the celebration," Theobald declared.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)
Alamo Expo.: Hobbs, N. M.; Roswell 4-9.
American Bazaar: Riverside, N. J.; Palmyra 4-9.
American Beauty: Ottumwa, Ia.
American Eagle: Joppa, Ill.
A. M. P.: Petersburg, W. Va.
Ark. Wonder: Georgetown, Ark.
Badger State: St. Cloud, Minn., 28-31.
Baker United: Brazil, Ind.
B. & C. Expo.: Geneva, N. Y.
Beam's Attraction: Homer City, Pa.
Becht, Lee: Miamiburg, O., 4-9.
Bee's Old Reliable: Hazard, Ky.
Belle City: (N. 3d & W. Capitol Drive) Milwaukee, Wis., 28-31; Newburg June 1-3.
Bernard & Barry: Sudbury, Ont., Canada.
B. & H. Am.: Blacksburg, S. C.
Big Four Am.: Melrose Park, Ill.
Big State: Ennis, Tex.
Black Diamond: (Tourist Park) Millersburg, Pa.
Blue Grass: Belleville, Ill.
Bodart: Shawano, Wis.; Oshkosh 4-9.
Bogle, F. C.: Coffeyville, Kan.; Neodesha 4-9.
Bohn & Sons United: (Singleton Blvd.) Dallas, Tex.
Boone Valley: Oelwein, Ia.; Webster City 4-9.
Borderland: Goldsmith, Tex.
Buck, O. C.: (Fair) Camden, N. J.
Burke, Harry: Amite, La.
Burkhardt: Braidwood, Ill.
Capital City: Danville, Ky.; Stanford 4-9.
Carpenter Bros.: Spencerville, O.
(Continued on page 59)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Barr Bros.: Wellsville, O., 31-June 2.
Beatty, Clyde: Marysville, Calif., 28; Redding 29; Montague 30; Medford, Ore., 31; Grants Pass June 1; Roseburg 2; Cottage Grove 3.
Beers-Barnes: Albany, Ky., 28; Monticello 29; Whitley City 30; Onelda, Tenn., 31; La Follette June 1; Jellico 2; Somerset, Ky., 4.
Billar Bros.: Ithaca, N. Y., 28; Auburn 29; Cortland 30; Oswego 31.
Burling Bros.: Rock Creek, O., 28; Orwell 29.
Campa Bros.: Bardwell, Ky., 28; Mayfield 29; Murray 30; Dawson Springs 31; Marion June 1.
Capell Bros.: Kentland, Ind., 28; Fowler 29; Attica 30; Rockville 31; Greencastle June 1; Spencer 2.
Cole & Walters: Bassett, Neb., 31.
Gainesville Community: Amarillo, Tex., 1-2; Dallas 2-9.
Gould, Jay: Charles City, Ia., 28-30; Eagle Grove 31-June 2; Cresco 4-6; Dyersville 7-9.
Hagen Bros.: Lansford, Pa., 28; Hazleton 29; Berwick 30; Nanticoke 31; Wilkes-Barre June 1; Scranton 2.
Hagan-Wallace: Earle, Ark., 30.
Hamid-Morton: Quebec City, Que., Can., 31-June 4.
Hunt Bros.: Dumont, N. J., 30.
Kelly-Morris: S. Beloit, Ill., 30; Wheaton 31; Park Ridge June 1; La Grange 2; Belvidere 4; Princeton 7; Joliet 8.
Kelly-Miller: Ida Grove, Ia., 31.
King Bros.: Butler, Pa., 28; Punxsutawney 29; Du Bois 30; Clearfield 31; State College June 1; Lock Haven 2; Williamsport 4.
Mills Bros.: La Porte, Ind., 28; South Bend 29; Gary 30; Blue Island, Ill., 31; Homewood June 1; Cicero 2; Elgin 4; St. Charles 5; La Salle 6; Kewanee 7; Galesburg 8; Moline 9.
Pawnee Bros.: Oakwood, Va., 31.
Polack Bros.: Eastern: (Baseball Park) Albuquerque, N. M., 31-June 2; (Elks' Stadium) Las Vegas, Nev., 5-7.
Polack Bros.: Western: (Auditorium) San Francisco, Calif., 28-June 3; (Auditorium) Fresno 5-9.
Ringling Bros. and Barnum & Bailey: Easton, Pa., 28; Reading 29; Lancaster 30; Wilmington, Del., 31; Baltimore, Md., June 1-2; Trenton, N. J., 3; Newark 4-6; Hicksville, L. I., N. Y., 7-9.
Rogers Bros.: Franklin, La., 28; Abbeville 29; Opelousas 30; Lafayette 31; Crowley June 1; Lake Charles 2.
Wallace & Clark: Bieber, Calif., 29; Weed June 1.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Banks, Alfred, Rabbit Foot Show: Port Gibson, Miss., 28-June 10.
Ice Capades of 1951 (Pan-Pacific Auditorium) Los Angeles 28-June 3.
Ice Follies of 1951 (Civic Ice Arena) Seattle, Wash., 28-June 5; (Ice Arena) Portland, Ore., 6-17.

Regina Preps For 47G Net

REGINA, Sask., May 26.—Regina Exhibition Association is budgeting for estimated surpluses of \$12,857 on the '51 summer fair and \$47,738 on the year's operations.

It is expected exhibition revenue will total \$191,650, with expenditures of \$178,793, and that the year's total revenue figure will be \$426,502, with \$378,764 in expenditures.

Last year's exhibition revenue, off due to rainy weather the last two days, totaled \$195,276 for a surplus of \$30,858. Revenue for the year was \$340,842 and the surplus \$67,223.

Estimated exhibition surplus this year would be \$18,000 below the 1950 figure on the basis of expenditures being \$14,375 higher and revenue off \$3,600.

Increased labor and administrative costs are evident in budgets for various exhibition committees. Prize money in most departments has been increased, that for livestock being up \$5,750.

Revenues are expected to be about the same as last year—gate, \$30,000; grandstand, \$60,000; midway, \$19,000; races, \$40,000; concessions, \$28,000; exhibit space, \$7,000, and baseball, \$6,500.

Capital reserve fund this year is expected to show a decrease of \$292,103, mainly because of the livestock sales arena now being built. Reserves were down \$34,794 in 1950. Grounds and buildings expenditures are expected to cost \$26,300, about \$3,800 less than last year.

Square dance contests open to teams thruout Southern Saskatchewan will be conducted nightly in front of the grandstand at the exhibition this year. Event takes the place of band concerts usually presented prior to the grandstand revue.

Atlantic City Okays New Tax Schedule

ATLANTIC CITY, May 26.—City Commission unanimously approved the final reading this week of the resort's new ordinance fixing mercantile fees on new businesses. The ordinance places a \$100 license fee on all Side Shows, kiddie rides and similar outdoor amusements; calls for a \$50 fee for operators of automatic self-service laundrettes; fixes a fee of \$100 for television and radio dealers, while contractors engaged in erecting television antennae will pay \$50; requires operators of club plan sales agencies to pay \$100 a year and their house-to-house solicitors \$25 each.

Ordinance becomes effective July 1, when new mercantile licenses are issued.

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Dearborn, Mich., 19th Century Fair Gets 10,000 Gate

DEARBORN, Mich., May 26.—First Country Fair of Yesteryear was held here Friday (18) at Greenfield Village, Americana museum created by the late Henry Ford, and drew an estimated attendance of 10,000 for the day.

Familiar items of show business displayed included the John Robinson steam callope, hand-operated popcorn wagon, a minstrel show and the Clayton Perry Early American Orchestra. Fair will be an annual event, said Melvin C. Yahnke, director.

Lakeport, Calif., Dedicates 100G Exhibition Hall

LAKEPORT, Calif., May 26.—A new \$100,000 exhibit hall at Lake County Fairgrounds was dedicated here Saturday (19) with Phil Lewis, secretary-manager, turning the keys over to H. G. Crawford, board chairman.

Attending the event were A. E. Snider, chief of the Division of Fairs and Expositions, and Earl W. Hampton, State Division of Architecture.

Hagerstown Signs Wirth

HAGERSTOWN, Md., May 26.—Pact to provide acts, a musical revue and a band for Hagerstown Fair, here the week of September 18, has been given to Frank Wirth. Changes at the local fairgrounds include the erection of a new grandstand, which will be ready for this year's edition.

Jim Halsey Preps Wrestling Shows

INDEPENDENCE, Kan., May 26.—Jim Halsey, youthful outdoor promoter of name attractions, will produce wrestling and several other outdoor attractions at Riverside Ball Park here this year. First of the grapplers are skedded to perform early next month.

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Spring Stands Give Hunt Record Takes

Help Shortage Only Worry as Business Surpasses Best Gates in 50 Years

MORRISTOWN, N. J., May 26.—Spring business exceeding the best in a career spanning over 50 years was reported here this week by Charles T. Hunt, owner of Hunt Bros.' Circus. From its April 21 bow in suburban Washington, the org has registered an almost uninterrupted series of capacity houses, with sell-outs and extra shows being sandwiched in regularly.

With five weeks of dates already on the books, the show encountered its first blank here Wednesday (23) when light rains fell to maintain a tradition of 14 years standing. Until the local stand the weather had little or no effect on attendance. At Riverside, N. J., a capacity crowd ignored high winds and rains that might otherwise have been considered sufficient reason for cancelling out.

Route to date, following a pattern of many years standing, has wandered between Washington, Baltimore, Philadelphia and Newark, N. J. The fact that the records show no spotty aspect indi-

cates that the season may well be the best Hunt has ever had in trouping a show under his own name for more than 50 years, Hunt said.

Norristown Big

Within the past week the show staged three performances in turnaways in Norristown, Pa. Two turnaway houses were recorded in Camden, N. J. As usual, Hunt's dates in Jersey and the Philadelphia area were timed to pre-date the Big One.

Phenomenal crowds attracted to date result from the fact that money is more plentiful and that the show is getting the best billing in its history. Bob Dickman, who heads the advance, is saturating each date with paper within a 10-mile radius. The 10-mile zone is as far as the brigade can go in most instances without overlapping the next show date since Hunt makes bicycle jumps for the most part.

Help Shortage

Only sour note to date is the unsolved shortage of help. Org is advertising continuously for workmen with poor results. A big percentage of the help obtained lasts only until the first pay day, Hunt said. Some of the regulars who remain with Hunt thru the winter have been lost to the armed forces. Lack of help resulted in one of the big top's center poles and a 40-foot middle being left down here. As a result only two rings

(Continued on page 48)

King Continues Capacity Pace In W. Va., Pa.

Becomes First Org In Duquesne Since 1913 and Wins Biz

DUQUESNE, Pa., May 26.—King Bros.' Circus was the first circus to play here since 1913 and played to a three-quarter matinee plus a turnaway at night. The org came in Wednesday (23) under Kiwanis auspices and with a heavy advance sale. Heavy rain slowed business at the matinee, but a cool evening didn't keep them away from the second performance. Ticket sales were stopped after 1,200 persons were on the straw.

In Wheeling, W. Va., Monday (21) the sponsoring Optimists put about 4,000 kids in for the matinee but the night business was at the half-house level.

Weston, W. Va., (15) gave two full houses. All schools in the county were dismissed for the event and Jaycee auspices apparently worked hard. Leaving Weston, the org had to take a 135-mile detour, rather than the direct 82-mile route to Parkersburg, because a bridge was out.

Two turnaways were tabulated in Fairmont, W. Va. (17), where a police organization was a strong auspice.

Show officials said they had played only three light stands since opening at Macon, Ga., April 7.

C. C. Newton, Son Purchase Horne Outfit

DODGE CITY, Kan., May 26.—C. C. Newton and his father, William (Honest Bill) Newton have purchased Horne Bros.' Circus and are reorganizing it here for operation as Moon Bros.' Circus.

The new show will move on about 18 trucks and will have one elephant. It will mark the return to the business of a veteran circus operator. William Newton formerly had the Honest Bill Circus and for a period about 35 years ago it was combined with his father's show as Lucky Bill & Honest Bill Circus. More recently he had Orange Bros., Moon Bros. and other orgs. One of his most recent shows toured in 1937.

Horne Bros. was started early in 1950 by Harold J. Rumbaugh with equipment from his John Pawling Circus. It opened this year in March after wintering at Truth or Consequences, N. M.

POUGHKEEPSIE BLEACHES BLUE LAWS FOR R-B

POUGHKEEPSIE, N. Y., May 26.—Ringling-Barnum circus will be free to show here June 17 following a unanimous vote by town council to take no action on State Sunday blue laws.

Move was made shortly after Dutchess County Sheriff Fred Close said that this town has its own police department and complaints on the Sunday circus date would go to the council, which issued a permit for R-B. to show here. Situation resulted from the arrest of two local men in connection with operation of Sunday stock car races May 13 at near-by Arlington Airport.

Chicago Returned To Ringling Route; Skeds 5-Day Stand

CHICAGO, May 26.—Ringling Bros. and Barnum & Bailey has scheduled a five-day stand in Chicago this season and will return to the lakefront lot. F. A. (Babe) Boudinot, general agent, confirmed that negotiations are under way but did not give the dates.

Earlier, Chicago was not on the tentative route, probably because they did poor business here a year ago, when the stand coincided with early phases of the Korean campaign. This year's five-day run will be one of the shortest made by the show in Chicago. In most recent years the org has played from eight to 10 days. However, in 1944 it played five days and in 1945 and 1948 it passed up Chicago.

Beatty Tabs Capacities; Cats Attack Killer Lion

SAN RAFAEL, Calif., May 26.—Business for the Clyde Beatty Circus continued generally good with the show getting seven full houses out of 15 performances. In Watsonville, where the show had light matinee and night houses Sunday (20), the populace missed one of the best performances of the season with the expected turn of the lions on the renegade, Prince, came about.

In Monterey Saturday (19), Don Johnson, top mounter with the DeWayne Troupe, suffered a broken hand and was taken to the hospital in Oakland. William (Hammerhead) Dwyer returned as boss property man on this date. Other changes in personnel placed Harry Golub, Side Show manager, in the post of handling radio promotion, Shirley and Norman Carroll, who handled the radio and television promotion in the Los Angeles area, left earlier in the week.

Good Matinee Biz

The show got good matinee houses in Palo Alto (18), Monterey (19) and San Rafael (24). In Monterey the circus played day and date with the West Coast Shows, about three miles away. Full night houses were hit at Modesto (17), Santa Cruz (21), San Jose (22) and Richmond (23).

At the matinee performance in

Campa Makes Little Gain

BRINKLEY, Ark., May 26.—Business for Ben Davenport's Campa Bros.' Circus, which was light during the first several stands, showed little improvement in Arkansas.

Two three-quarter houses were assembled here Saturday (19) under Legion auspices, but an unusual amount of paper was reported. In Stuttgart, Ark., (18) the org competed with a baseball game and the peak of the rice planting season to draw a one-quarter matinee and half night house with a Legion auspice.

At Magnolia, Ark., (15) Campa played to half and three-quarters houses. Kiwanis Club auspices bucked a number of local events.

Watsonville, three of the five lions delivered in Bakersfield on May 13 by the World Jungle Compound were turned into the Arena. After Prince, the killer of several of Beatty's animals, had performed the barrell roll, and Juno the sit up, Prince jumped one of the new lions. Immediately the entire group turned on him.

The fight was expected and had been anticipated when the show played Los Angeles. In later performances in that city, Beatty worked Prince alone in the arena, leaving him on his high pedestal until the other animals had cleared out for their cages.

Yarmouth Sets Bow

YARMOUTH, England, May 26.—Yarmouth Hippodrome Circus is tentatively set to begin its summer circus season July 2, provided alterations and repairs under way on the arena are completed. Program will run eight or more weeks.

Kelly-Miller Draws Rain, Mud, Big Biz

HOLTON, Kan., May 26.—Rain nicked the Al G. Kelly & Miller Bros.' Circus as it moved thru its old Kansas territory this week, but it wasn't enough to deprive the show of full houses and turnaways. Here Thursday (24) the org drew a turnaway matinee and full house at night, but by then the weather had turned clear and warm.

At Junction City, Kan., (16) the show came onto a muddy lot and drew rain during the day. Matinee was a half-house while at night there was a near-capacity crowd in the top. At Fort Riley (17) both houses were about three-quarters filled. There was more rain and mud. Clay Center (18) gave the org more of the same weather but two near-capacity houses.

Belleville Good

Belleville (19) came up with a full matinee and three-quarters night house. Clear weather prevailed there and continued at Washington (20), where Kelly-Miller drew a straw house which was described as the best circus crowd in the town for 20 years. It

R-B SCORES NEW MARKS IN PHILLY

Movie Folks Draw Big Crowds; New Location Works Out Okay

PHILADELPHIA, May 26.—A combination of record prices for under-canvas showings and the appearance of movie stars working on the picture, *The Greatest Show On Earth*, promised a record gross for the Ringling circus which ended a six-day engagement here today.

Show got off to its best start in years here with capacity houses the rule from the start. By mid-week turnaway crowds were indicated for the final four showings yesterday and today.

With no apparent resistance, the public dug for the \$4.25 and \$3.25 demanded for reserved seats and the \$1.85 for adults and the 85 cents for children for the unreserved sections.

New Lot

The show set up for the first time in South Philadelphia on a city-owned lot, miles distant from the Erie Avenue and G. Street lot it used for many years.

While Big Show execs are understood to have done their best to avoid locating on the site of the old Sesquicentennial, it now appears that the grounds have certain advantages. Since it is owned by the city and adjacent to the Municipal Stadium, it is unlikely that

it will be swallowed by industrial housing interests. With the exception of an adjacent naval hospital, the area is clear for blocks in all directions, thus affording ample parking facilities. Approach from City Hall is straight out South Broad Street, an extra wide thoroughfare.

Lot is a long way from all of the city's better residential sections, making for a long haul for the middle-class groups necessary to box office success. The filled-in ground is soft, and while promising good drainage, it does pose problems in keeping the big top properly guyed out.

Because of the open area in which it is located, the expected day and dating of allied amusement interests has been tripled. In the North Philadelphia sector, carnival and ride owners and concession operators had to be content with uneven and cramped lots, driveways and lawns. Here in South Philadelphia John H. Marks and Lawrence Greater shows have large, level lots.

The publicized appearance of movie folk, including Betty Hutton, Jimmy Stewart and Cecil B. DeMille undoubtedly had a lot to do with building capacity audiences. The skeptics were assured when they faced signs posted at the main entrance warning them that picture rights had been granted to flicker interests and advising them not to enter the big top unless they were agreeable to the possibility that they might appear in the crowd shots.

Publicist Allan Lester, who had the town, and Roland Butler, press chief, took full advantage of ballyhoo possibilities.

BIRTHDAYS

CFA Members Attend R-B, Throw Party

WASHINGTON, May 26.—Conventioning members of the Circus Fans of America attended Ringling Bros. and Barnum & Bailey Circus in a group here Saturday (19) and after the show entertained about 200 circus performers and staffers at a party at the Shoreham Hotel. The CFA bought 234 tickets for the Saturday performance.

Show opened with a special announcement noting that the date was the 67th anniversary of the first Ringling Circus performance and that the CFA was present for its 25th anniversary. During the performance several acts greeted CFA acquaintances.

Seven chartered busses took the group to the hotel, where an elaborate buffet-dance was held. The James E. Cooper Top of CFA was host for the convention.

At the hotel, fans and troupers autographed Ringling lithographs which were to be sent to A. Morton Smith, Dr. J. N. Ganey Sr. and Edmond S. Smith, CFA members, who are ill. Several members of the Paramount Pictures movie group on the circus attended the affair.

Mills Attracts Fair to Straw Biz in Mich.

BATTLE CREEK, Mich., May 26.—Mills Bros.' Circus came to the corn flakes capital on the heels of a strike settlement at the Kellogg company and played to half and three-quarter houses under Lions Club auspices Thursday (24).

In Dearborn, Mich., (18), Mills played to the same half and three-quarters combination with VFW sponsorship, but at Ann Arbor, Mich., (19), business climbed to near-capacity for the matinee and a straw house at night. Grotto was the auspice.

Jackson, Mich., Monday (21) gave a half matinee house and one-quarter night house. Junior Chamber of Commerce was the auspice, and the lot was in suburban Vandercook Lake, several miles from Jackson. At Grand Rapids, Mich., (23), Welga Priegnitz, juggler and acro, injured an ankle on the show lot and later collapsed during a special hospital show. However, the injury was not serious.

Hollywood Branch Asks AGVA to Tag Beatty as Unfair

HOLLYWOOD, May 26.—Charging that the Clyde Beatty Circus has not lived up to its contract, the local office of the American Guild of Variety Artists has recommended to national headquarters that the show be placed on the "unfair list."

AGVA claims that Beatty failed to issue contracts to about 30 performers and that most of these performers are in arrears in dues. In the latter case, the union asserted that the show owner has done nothing to collect the levies.

In Shreveport, La., where the show wintered last year, the State Fair Board filed suit against the circus for alleged damage to buildings used there. The fair asked \$1,512.08 damages. Some of the buildings used there by Beatty housed J. Augustus Jones Cole Bros.' Circus in 1917.

NEWSREEL CAN'T BE FOUND

Morgan Migeteers Meet; Set Photo Record Straight

WASHINGTON, May 26.—The Morgan Migeteers met in special session at the Ringling band top here last week, but the feature attraction, a 1933 newsreel showing a re-enactment of the photographing of a circus midget in the lap of J. P. Morgan, failed to come off. The film could not be located in files of the Paramount News office.

Merle Evans, Ringling bandmaster, who composed a song entitled *The Morgan Migeteers*, was elected president for the year. Frank Braden, press agent who planned the stunt with newsmen, was named vice-president. Jack Daly of *The Washington Times-Herald*, is secretary-treasurer. New honorary members are Dr. William Mann, of the Washington Zoo; M. W. Flynn, of the *Times-Herald*; John Riseling, of the *Post*, and F. Regis Noel, of the Columbia Historical Society.

Noel has been charged with the duty of challenging persons who incorrectly claim a part in the famous affair.

In recalling the event, Braden credited the late Al Nissenon, a *Washington Times* photographer, whose name was not learned by Morgan Migeteers until several years after the event, with placing

the midget, Lya Graff, in the financier's lap during a Senate investigation. This year's meeting was in honor of the late Jerry Doyle, *Times* picture editor in 1933. Clyde Ingalls, then manager of the Ringling Side Show, also was a Morgan Migeteer.

Oakland Date Gives Polack 10% Increase

OAKLAND, Calif., May 26.—Western unit of Polack Bros.' Circus played to over 150,000 persons in 11 days here, beating 1950 by 10 per cent and topping all other years of the Shrine date here. The engagement ended May 20.

A nine-mile jump put the show in San Francisco for another 11-day run, starting Thursday (24). A three-day lay-over gave personnel time to visit the Clyde Beatty Circus.

In Oakland business was consistently good. There were four consecutive turnaways on the first week-end and six turnaways on the second. For the first time, the second Sunday matinee (20) was sold out. Mickey Blue handled the promotion and moved next to Eureka, Calif. Prices here were \$1 for general admission and \$1.75, \$2 and \$2.50 for reserves.

The Oakland Tribune gave generous publicity and this publication carried the nationally circulated *Parade* magazine, which carried a spread on the Clauson bear act Sunday (20). Station KLX carried daily broadcasts from the circus.

George Westerman is handling promotion at San Francisco, where advance prospects were good. Fresno, Calif., is next on the route.

King for Middletown

MIDDLETOWN, Conn., May 26.—King Bros.' Circus is set for a stand here June 22, with two performances scheduled. Lions Club is the sponsor.

2 BULLS MAKE EXTRA "SHOWS"

CHICAGO, May 26.—Bulls and bull trucks caused complications for two shows this week.

At Ionia, Mich., Mills Bros.' Circus had to unload one of six elephants in a truck to meet weight requirements and paid a penny-a-pound penalty amounting to \$41.50. A truck doubled back from Grand Rapids to retrieve the bull.

Hagen Bros.' Circus, moving to Indiana, Pa., found its bull truck couldn't make a mountain grade with the load so the elephant got out and walked. State police rushed out to investigate and then stood by to watch the mountain climbing elephant.

CFA Requests Investigation Of U. S. Cops

WASHINGTON, May 26.—Melvin Hildreth, acting for the Circus Fans of America, this week asked Oscar L. Chapman, Secretary of the Interior, to investigate "petty persecution" of Ringling Bros. and Barnum & Bailey employees during the show's stand here.

The action came after arrest of circus employees by park police at the showgrounds, which are under Interior Department jurisdiction. One performer was charged with smoking near the tent and another was arrested for using a youngster from the audience in a magic st. Both men were ordered released and the charges were ordered dropped by Clark King, assistant corporation counsel of the city.

Washington sources said the arrests apparently came as a result of the park police getting no passes to the circus this year or last. The police chief acknowledged that he got no passes. Noyles Burkhardt, circus legal adjuster, minimized the affair and stated that the occurrence was not out of the ordinary.

CFA members, here for their convention, cited a resolution passed at the meeting in which minor city officers were criticized for demanding passes for routine, tax-supported services.

D. C. Finale Big for Ringling; Train Moves in 3 Sections

WASHINGTON, May 26.—Final business for Ringling Bros. and Barnum & Bailey here maintained the sellout pace predicted by show officials. Friday (18) both shows were full and Saturday (19) brought a full matinee and turn-away night house. Sunday's business was near-capacity in the afternoon and strong at night.

Paramount Picture's *Greatest Show on Earth* troupe packed up for Philadelphia early Saturday, a day earlier than planned. It was reported that Cecil B. DeMille could have completed the location work in Washington, but that it was continued in Philadelphia because of the billing given there for

the appearance of stars. Antoinette Concello was slightly injured Friday and was out of the flying return act over the week-end.

Tear-down of the new canvas layout of the show was carried out for the first time with no important hitches. Altho the menagerie now is in the same top as the performance, cages are taken to the train early as usual. Some difficulty was experienced here in getting one giraffe back into its wagon and this drew attention of circus patrons in the menagerie-end of the big top during the show.

This season's 70-car train moves in three sections. The org had 72 cars out of quarters, but the two extra flats were returned to Sarasota from Washington with the props needed only for indoor engagements.

In the first section now are 16 flats, filled mostly with seat wagons, plus two elephant cars and eight sleepers. The third section carries 11 sleepers and eight flats. The 70th car is the advance car.

Put into use here for the first time was a new tractor for pull-up purposes at the train. It is a model designed originally for use in swampy or sandy ground and all four wheels are about five feet in diameter. Trainmaster Paul J. McLane said it worked well in moving over railroad tracks and ties.

Beers-Barnes Org Cancels Jamestown For Celina, Tenn.

JAMESTOWN, Ky., May 26.—Beers-Barnes Circus canceled its stand here Thursday (24) and played Celina, Tenn., instead. Change was the result of a bridge condition that made the move here difficult.

Org will be the first circus to play Harrodsburg, Ky., in 12 years when it moves there June 20 under Kiwanis auspices. Date was contracted thru D. B. Thompson, band director of the Mt. Vernon, Ky., high school band, formerly with the Cooper and Ringling bands.

Org enjoyed two weeks of satisfactory business following a light draw at Cleveland, Tenn. Madisonville and Rockwood, Tenn., were red ones. Crossville came up with a fair matinee and strong night house and Monterey gave a big school advance sale. Carthage yielded a fair house.

The show lost its trained seal act at Rockwood, when the animal died, but Charles Beers, co-owner, is shopping for two replacements.

caught Ringling at Washington. Red Davis saw Merle Evans, Otto Griebing and Emmett Kelly on Ringling in Washington and the next day caught King Bros. at Fairmount, W. Va., where he visited with Floyd King. Mike Piccolo, Uniontown, Pa., reports King had two packed houses there. J. W. Hartigan Jr. tells that King did big business at Morgantown, W. Va. Walter F. Adams, Macomb, Ill., has good things to say for Capell Bros., which had a good night house there.

Dr. Carl S. Frischkorn, Norfolk, will play his steam calliope, an old Gentry Bros.' model, at the last convention of Confederate Veterans. The Norfolk Virginian-Pilot of May 20 carried a story about operation of the calliope and quoted Frischkorn as saying only about 24 calliopes were built and that three remain.

A huge birthday cake for the CFA and Ringling anniversaries observed in Washington was given to the Children's Hospital there after the CFA-Ringling party Saturday (19). New cards made by U. S. Playing Card Company are backed by pictures of Harry Dann and Albert White, clowns. Glenn Tracy, Cincinnati circus fan and artist, did the paintings.

Under the Marquee

Rose Sullivan Behee, who is visiting at the Bloomington, Ill., home of June and Mike Malko, of the Flying Malkos, reports she has been eating and sleeping flying acts. Even the movies she has seen at the homes of George Valentino and Harold Ramage concerned flying.

During the Waco, Tex., engagement of Polack Bros.' Eastern Unit, Karem Shrine Temple conferred honorary life memberships on Nate Lewis, equestrian director; James (Slivers) Madison, of the MGM elephant act; Chester (Bobo) Barnett, clown, and William H. Green, press agent. Presentation of membership cards, engraved certificates and fezzes was made before an opening evening audience of 5,500.

Johnny (Red) Lang, who has been away from clown work since the 1917 John Robinson Circus, is clowning on the midway of Carlin's Park, Baltimore. Pvt. James E. Douglass (the Juggling Joker) is in his third week of basic training with the H. and S. Company, 969th Engineers Construction Battalion, Camp Rucker, Ala., and would like to hear from friends. He is helping to produce a show there, "Rookie Revue."

L. Claude Myers caught Campa Bros.' Circus at Forest City, Ark., May 23, and met a number of folks with whom he trouped, including C. C. Smith; Harry Hammond, who has the concessions; Milt Robbins, Side Show manager, and Johnny Stevens, Banks Wilkerson was also on the lot. Ed. Martin is equestrian director.

Parson (Young Doc) Waddell, who was first assistant to Capt. Billy Curtis on Sells-Floto and Hagenbeck-Wallace circuses, is in Veteran's Hospital, Huntington, W. Va., with a broken shoulder blade. Paul Nelson, chief horse trainer on Mills Bros., was honored at a surprise homecoming party by newspapers and

citizens in Mount Clemens, Mich., where he was born when the show played there May 16. Doc Candler (Scotty the clown) worked with the joeys of Mills Bros., May 16. Doc Waddell, with the Mills org, recently held a memorial service at the grave of Annie Oakley and her husband, Frank Butler, in Brock Cemetery near Greenville, O. Mel Colburn, formerly with Ringling-Barnum advertising cars, was in the auditing department for Bill Corum at Churchhill Downs, Louisville. Colburn also will make the Eastern tours.

Paul M. Conaway, Macon, Ga., legal rep for circuses and carnivals, was a recent visitor in Chicago. Bozo Lamoni, clown, has closed with King Bros.' Circus and returned to his home at Decorah, Ia.

Argosy magazine's June issue contains a condensation of the book, "Circus Doctor" by J. Y. Henderson and Richard Taplinger. The layout includes photos by Joe Heppner.

The School for Children at the University of Michigan Hospital, Ann Arbor, conducted circus studies for two weeks before Mills Bros. played the date. Clowns from the org toured the wards and about 50 of the youngsters caught the show.

Ringling and Paramount personnel last week were studying pictures in a *Look* magazine spread to pick out familiar faces. The photos showed movie work at Sarasota last winter. John A. Schmidt, Terre Haute, Ind., reports Hagen Bros.' Circus scored a winner there, with the sponsoring Optimists Club doing a lively advance job. Eddie Deborde, formerly of the Ringling-Barnum advance, has a snipe plant in Des Moines and has been elected business agent for the stagehands' union there. Johnny Fluhum

Al G. Kelly & Miller Bros. Circus WANTS
At once—Boss Prop Man, Seat Man, two more Bull Men, Want Pilot for plane John Capozzi, write again
Red Oak, Iowa, May 28; Plattsmouth Nebr., 29; Missouri Valley, Iowa, 30; Cherokee, June 1; La Mars, 2.

WANTED—WANTED—WANTED
Can use Liberty Act, Novelty Acts, Paul Knight, please contact immediately; Big Show Announcer or any useful People Address
RALPH E. GREEN PAWNEE BROS.' CIRCUS
Oakwood, Virginia

CAPELL BROS.' CIRCUS WANTS
Sober Boss Canvasman (German Red wires) Main Street Lithographers, Man for Pony Ride, Man to run Gorilla Show Working Men, come on.
ADDRESS: Rockville, May 31; Green Castle, June 1; Spencer, 2; all Indiana.

WANTED
For Mills Bros.' Side Show—Magician who can do Vent and Punch & Judy. No pitch. Must be able to join or wire. Wire, stating lowest to
JACK MILLS MILLS BROS.' CIRCUS
South Bend, Ind., May 29; Gary, 30; Blue Island, Ill., 31; Homewood, June 1; Cicero, 2; Elgin, 4; St. Charles, 5

ELEPHANTS, LIBERTY HORSES & PONIES OF COLE BROTHERS CIRCUS AVAILABLE
For booking at fairs and indoor circuses either in units or entire Contact
J. A. GEPHART
1800 W. Madison Chicago, Ill. Phone: Seeley 35300

CHIMP ACT
Available after June 15th. For Fairs, Parks, Circus and Celebrations. Unusual routines make act different and outstanding. Write or wire
SAM CASWELL
Box 298 Waleria, Calif

BABY GORILLA WITH NURSE ATTENDANT
The smallest Gorilla ever to enter this country. Would make a wonderful attraction for side show. Write for full particulars
TREFFLICH'S
228 Fulton Street New York, N. Y.

HOWARD INGRAM WANTS
Novelty Popcorn Stand Combination for two-day stands; few more Canvas Men, must drive. Want Man to work Elephants, Riding Pony, etc. Wingo, come home. Billetti no longer here.
All address: Hiwassee, Ga.

10 PHONEMEN
Kiwanis auspices, Mills Bros.' Circus. Wire or call Howard Hotel, Harrison 8122, Kansas City, Mo., or call Topeka, Kansas, 2-1193. No collect calls or wires.
W. G. PHILLIPS

Barr Bros.' Circus Wants
Men for Big Top who can drive. Agent to contract strong auspices, Family Acts, Banner Men with crew. Good dates. Concessions for lease. Complete Side Show. Carl Wyche, answer. Concert People. People in all departments. Answer: BARR BROS.' CIRCUS, Wellsville, Ohio, Thursday, May 31st; Friday, June 1st; Saturday, 2nd.

FOR SALE
World's only V Formation Heifer; two perfect bodies, one perfect head. Weight 115 lbs. Born on my farm.
WILLIAM A. HOWARD
Route 2, Plattsburg, N. Y.

WANTED
* * * ELEPHANT SUPT. * * *
To handle and work herd of eight elephants. Must be able to handle men and to join on wire. Wire, stating lowest, to
JACK MILLS, MILLS BROS.' CIRCUS
May 29, South Bend, Ind.; 30, Gary; 31, Blue Island, Ill.; June 1, Homewood; 2, Cicero; 4, Elgin; 3, St. Charles.

20 PHONEMEN
Work every day—pay every nite.
Phone: Main 3623, Toledo, Ohio, or Lake Melton 1-39, Youngstown, Ohio.
JIMMY SMITH
Mills Bros. Circus

4 PHONEMEN-4
Banners, U.P.C.'s, Block Tickets, Mills Bros.' Circus date. Don't miss this one. The right auspices. The right city at the right time. Pay every day. No drunks. No collect calls.
HAL MYERS
Rieger Hotel Sandusky, Ohio

TIGHTS by KOHAN
17 EAST 16 STREET
NEW YORK 3, N. Y.

The Largest Deals in the Largest Cities for the Largest Show
TOP PHONEMEN SOBER, RELIABLE PRODUCERS ONLY
ERIE, PA. HOSPITAL FUND
OFFICE OPEN. PHONE 2-675-NOW.
Book, Banners, U.P.C., Exhibits, Pay daily. This is a Cavalcade of Amusements deal. Plenty key cities to follow immediately.
TERRELL & TERRELL, Richard Hotel, Erie, Pa.
Terry, O'Neil, Barney, Karens, phone.
Especially want Ace Exhibit Space and Banner Salesmen.

"Outdoors" Sees Long-Green plentiful; Big Season Looms
Fairs, Circuses, Carnies, Parks All Optimistic
Your Share of This Market Depends on YOU!
DETAILS ON PAGE 43

Dressing Room Gossip

Al G. Kelly-Miller

The concessions department, headed by Ione Stevens, now includes Alice Cuthbert and Mrs. Tommy Thompson at the No. 1 stand; Harold (Big City) Schneider, candy floss; George Kilpatrick, outside novelties; Harry Edmondson, snow cones and candy apples; Fred Kalus, popcorn; Dotly Rosenheim, grab joint; Earl Green, menagerie stand; Jake Rosenheim, programs; Donnie McIntosh, inside novelties, and Marvin Dean, Polack and Fred Shepler, seat butchers.

Personnel was saddened by the death of Dana Eugene Banta, brother of Jack and Claudine Banta, who died as the result of injuries received in an Oklahoma City auto accident. Frankie Lou Woods is back on the show after several months with Santos and Artigas Circus in Cuba and is doing the web and single traps in the big web number.

Hope and Don McLennan are the latest additions to the Wild West concert and garner big hands with their trick riding and rope specialties. Tommy Thompson celebrated a birthday recently. At the Fort Riley, Kan., stand, Ted Rea and Lee Virtue held open house in the former's new house trailer. Ed Wright and Ralph Waldrop, mechanics, have received many compliments for keeping the trucks rolling thruout the rough spring weather.

Several of the personnel participated in the Armed Forces Day parade in Belleville, Kan. Owners of new trailers include Ira Watts, Fred Logan, Ted Rea, Mel Lewis and Ione Stevens. Recent visitors included Karen Kay, Dale Miller; Bill Green, CFA and CHS of Washington, Kan.; Mr. and Mrs. Tom Ewalt, former owners of Bell Bros. Circus; Virg Campbell, Ted Meyer, John Thiele, Jim McRoberts, William L. Dunn, Pinky and Mabel Barnes, Ray Thompson, Carl Pirne, Pvt. John M. Helm, Hoxie Green and Spencer Lees.—EDDIE DUL-LUM.

Rogers Bros.

Joe Horwath, who came in from California, has replaced Capt. Jack Rogers (Swede Johnston), who is in a hospital for a check-up. Joe was accompanied on his trip by Louie Reed. Mrs. Hazel Zaliner, who has been off the road, is making a comeback with her father, Larry Carlton. Snookie Morales and her husband and son returned to their home in Vermont. Juanita Winters, who underwent a minor operation in an Augusta, Ga., hospital, will be released in a few days.

Accidents—Jacklan Toliver was hit in the head. The writer was struck on the back by Jackie's crane bar. Billy Barton wrenched his back doing cloud swing and Sonny Morales injured his leg on trampoline. Mrs. Connie Wilson fell backward in her chair and injured her head. Her husband, Dime, and daughter, Trudie, were on the sick list.

Mother monkey in Doc Coombs' Wild Life died. Ron Baker joined as counterman in grease stand. Eddie and Helaine Hendrick were on lot in Baton Rouge, La., with their 15-day old daughter. Other visitors included Kayletta, high act; Charles Carpenter, Bill Stock, Mr. and Mrs. Wayne Turke and son, Mr. and Mrs. Big Mike, Mr. Borden and son, Mr. and Mrs. McCallah, all from Harry Burke Shows; Mr. and Mrs. Buck, Buff Hottle Shows; Frankie Doyle and Beatrice Dantze.—HARRY VILLE-PONTEAUX.

Campa Bros.

Carmen Campa and Walter Phillips were married May 21 at Wynne, Ark. Show gives parade every morning, with Millie Curtis directing. Margaret and Tommy O'Brien and girls visited for two days in Memphis. Tommy is working at the Memphis zoo. Margaret worked traps and web.

Visitors were J. G. Tarver and Tommy Arenz.—MILDRED PYLE.

Polack Eastern

Nate Lewis, Bobo Barnett, Bill Green and Slivers Madison were made honorary life members of the Shrine at Waco, Tex. The Flying Codreanoes have a new panel truck. Bobby Peck McGough, Whitey Haley and Cliff Jackson visited from Dallas. Louis Reed and Joe Horworth visited en route to Rogers Bros. Circus.

Clyde and Nelda Harrison celebrated their anniversary with a party at the home of the latter's parents. Rory and Lelaie Harrison entertained with Hawaiian dances and Jean Codreano sang.

Al Perry left to open the office in Pocatello, Idaho. The Harrisons go to Boise. Abe Levy hosted several show members at a theater party. Business was good in Waco despite threatening weather and an armed forces parade and air show. Mr. Slovacek presented the clown band with a bass horn. Clyde O'Neill renewed acquaintances with some old trouping friends. He is in the antique business. O'Neill formerly was a catcher in flying acts.

Mr. and Mrs. John Vander entertained Whitey and Edith Boyd and the writer at a chili party in their new home. The new headpieces for the MGM elephants have arrived.

Freddie Freeman is tending bar at the Elks Club, Peru, Ind. Grover Moody, former circus trombone player, has a tourist court at Brownsville, Tex. The Aussies have new rumba music. Uncle Mose, the diamond man, is visiting. Red Carter has been on the sport pages with some broadcasts about his early experiences with the Chicago Cubs.—HENRY KYES.

Ringling-Barnum

The Washington stand saw the circus fans holding their annual convention at the Shoreham Hotel. Over 150 visited the lot. After Saturday night's performance the fans gave the circus folk a party at the hotel. A large number of Cecil B. DeMille's Hollywood contingent also attended. Mr. and Mrs. Yancey held a party for Buzzie Potts, at which Charleton Heston, movie actor, and wife were guests.

Opening matinee in Philadelphia had the Gimble party in the big top and the kids knocked themselves out in appreciation. Benedict Gimble, nephew of the late Ellis Gimble, welcomed the children. Mrs. Pat Valdo is back and has recovered from a recent operation in a New York hospital. Pat Warner celebrated her birthday. Tom Parkinson, of *The Billboard's* Chicago office, visited the writer. Henry J. Frank, Danny Gordon and Rusty Johnson also visited. Emmett Kelly Tent was well represented in Washington. Hollywood Rosen is in the candy butchers department. Kay Burslem's love birds have been named Jack and Kay.—MARY JANE MILLER.

Plunkett

Capt. Fuzzy Plunkett has regained use of his right hand which was bitten by a monkey more than a month ago. Bobby Kay and Billie Plunkett have new aerial wardrobe. Pat and Larry Plunkett received a surprise gift of pony, saddle and bridle from their parents. Mrs. Gloria (Plunkett) Noel arrived from San Antonio with her daughter, April, who was born April 17. Jennie Plunkett is hospitalized in Cheyenne Wells, Colo., with a strep throat.

Cleo Plunkett is in Cheyenne Wells Hospital suffering with third degree burns on his hands, legs and face which resulted when a can of gasoline exploded. Cleo and Corky Plunkett were putting the fire out when someone kicked the can to roll it away from the trailer and Cleo was enveloped in flames. Corky and the writer rolled Cleo on the ground to extinguish his flaming clothes.

Mrs. and Bobbie Reflogal joined to operate the cookhouse. Mr. and Mrs. Glenn Brunk stopped en route to Utah to visit their daughter, June, who is show's school teacher.—SNOOKS PLUNKETT.

Clyde Beatty

Harlan DeWitt, legal adjuster, was called home when his daughter was stricken with spinal meningitis. Tom Plank is taking his place while he is away. Mr. and Mrs. James Edgar spent a few days with Mrs. Edgar's parents, John and Anna White, who have the white ticket wagon. Cliff Daniels and his mother visited and Cliff clowning both performances. Mama Caudillo returned from the hospital in time to celebrate her birthday with her daughters.

Charles Hilderra was busy when show played Monterey, Calif., his home town. His wife, Helen, caught the show and served a night lunch for Jerry and Joan Lewis and Borje and Eva Barton. Little Butch Wilhelm and grandparents, Mr. and Mrs. Harry Waters, visited clown alley in Bakersfield. Little Butch made the clown car.

Visitors included Adolph, Marie and Clara Delbosqu; Lem Beeler, Mr. and Mrs. Jimmy Muir, Don Marcks, Irene O'Hara, Gus and Betty Bell, Ibarra Troupe, Jack Joyce, Red Gilson, Ed Schriber, Mr. and Mrs. Fred Merkle, Don Dorsey, Bozo Baugh, Jack Harris, Georgetti Brothers, Joe Sherman, Jake Crumley, Jean McConnell, Walter Long, Bob Holman, Mike Brunn, Lotta Brunn; Dorothy Ward and daughter, Debbie; Mr. and Mrs. Natal, Geotchi Troupe, Mr. and Mrs. Bob Porter and son, Larry, and Gene Randow and mother.—LAURENCE CROSS.

Cole & Walters

Show canceled Phillipsburg, Kan., because of a muddy lot. Billy Reynolds and Mike Lazella have baby coyotes. Visitors included Frank Cain; Glen and Ethel Henry, their daughters, Shirley and Patty, and son, Gary; Mac and Gertrude Craig and daughter Candy, and Reuben and Anita Oliveiros. Gene Czapanaky, Wichita Falls, Tex., spent his furlough visiting Phyllis Lazella.

Wally Ross, elephant superintendent, and wife, Doris, have left. Shirley Cole is working the elephant act; Bob Grubbs, the pony turn, and Rosza Parker, ladders. Corky Clark is in charge of elephants, assisted by Bob Grubbs. Slim Reynolds left for Texas. Muggsy Gallagher went to her mother's home in Hugo, Okla. Visitors also included Mr. and Mrs. Harry Hugo and son, Herbie; Ralph and Lanya Young, Jimmie Reynolds and Buddy Manley, all of Hugo Players, and Ralph Kirk, of the Kirk Attractions.—MILDRED WELBES.

Mills Bros.

Fans visiting en route home from the Washington CFA meeting included Mr. and Mrs. Glenn Townsend, Battle Creek, Mich.; Mr. and Mrs. Mitchell Gorrow, Appleton, Wis.; Mr. and Mrs. C. W. Chapman, Coldwater, Mich., and Carl Haussman, Mr. and Mrs. Harland Kline, Jay Tuck and Charles Davis, all of Lansing, Mich., where both performances were dedicated to the new Chaludis-Davis CFA Tent.

Ted Haussman and Larry Henry joined clown alley at Lansing, with ex-clown Forbes another visitor there.

Gene Warnke's parents visited at Jackson and again at Grand Rapids and Gene had a number of performers out to his home at the latter town for a chicken dinner following the night show. Personnel received some good lot pictures from Carlton Smith. Harry Baker has added new make-up for the hospital shows. The Bakers, Rickerts, Boginos and clowns put on a show at University Hospital, Ann Arbor, and the Wallabies, Rickerts and clowns staged a benefit for crippled children at Mary Free Bed Hospital, Grand Rapids.

Sunday weather in Jackson was ideal and the show was well represented at the stock car races there. Mr. and Mrs. Paul Lewis and Mrs. Lewis' mother visited at both Ann Arbor and Jackson and the Mills family returned their visit at Jackson. Stanley Teachout, former circus cornet player, sat in with Bob Mills' band at Dearborn and Ann Arbor.

Other visitors included Ray Marsh Brydon, Web McKinley, Larry Lawrence, Mr. and Mrs. C. H. Hoffman, Bob Walker and John Dyche.—JACK LA PEARL.

Hunt Gets Record Takes

• Continued from page 46

were used and the performance was somewhat curtailed.

New Top

Show has a new white big top, built by Arthur E. Campfield, Inc., that is a short 100 with three 40s. A grandstand runs the full length on the right side, with blues encircling the remainder of the arena. Prices, the same as last year, are \$1.20 for adults and 60 cents for children plus 50 cents for reserved seats. Hunt's seven elephants and other animals are featured in the Side Show, only other paid attraction.

Show was set up in Burnham Park here and the new big top and brightly painted equipment show a minimum of wear. Sparkling appearance is largely due to the fact that the show to date has encountered only one bad lot.

New equipment includes a new white ticket wagon, appropriately lettered, and a new cookhouse top

built by O. Henry for the show as part of a deal with Coca-Cola.

One of the two baby bulls imported last September by Hunt has been sold to the Chase Wild Animal Farm. Hunt retained one baby bull for the daily advertising tie-in with local automobile dealers.

The 1 hour and 55-minute performance runs as follows:

1—Grand entry; 2—Hunt's Liberty Horses, Phil Wirth's Horses, Hunt's Indian Ponies; 3—Mildred Hunt, swing ladders; Miss Stanley, neck Loop; 4—Clown balloon number; 5—Skipper the Seal; 6—Three baby elephants in two rings; 7—Bobo Zoppe trampoline on Austin car; 8—Powell's Dogs, Stanley's Dogs; 9—Marvin Case, tight wire; 10—Louis and Oliver Sisters, head and hand balancing; 11—Three big elephants and four baby elephants in two rings followed by a long mount; 12—Lavine's chimpanzees; 13—Oliver Sisters, webs; Marion France, trapeze; 14—Great Rolando, contortionist; 15—Rolo-Rolo, Miss Marion, contortionist; 16—Phil Wirth's Riding School, featuring Diane Hunt; 17—Trained ponies and mules in two rings; 18—Bob Stanley, slack wire; 19—Clown walkaround; 20—Hunt's Liberty horses.

The elder Hunt is recovering from an attack of virus X which hit him shortly after the season's opener when he sat thru a performance on a damp night with Bev Kelley, former Ringling press chief, and Dr. Mann, head of the Washington Zoo.

The help situation, while serious, is not likely to stymie the Hunt show since the owner's three sons, Harry, Charlie and Eddie, are capable of handling any job on the show.

Television dates, which were filled on almost a weekly basis thruout the winter are continuing while the show is near New York and Philadelphia video centers.

Henderson, Tex., Rodeo Tops Records With 16,500 Gate

HENDERSON, Tex., May 26.—A new attendance mark of 16,500 was racked up at the seventh annual Rusk County Rodeo, which closed a four-night run Friday (19).

The rodeo was the first produced by the new combination of Wild Bill Elliot, film actor, and Tommy Steiner, Austin, Tex., rodeo vet.

In addition to Elliot, other talent included Bill Buschbom's Liberty horses (8), Beverly Buschbom's dressage horse; Virginia Hadley, ropes, and Carl Sattafield and Cecil Ellis, clowns. Fannie Mae Cox was arena secretary; Cullen Robinson, arena director; Tom Hadley, announcer; Hobard Flowers and Charles Broadnax, judges, and Bill Her and Jimmy Cooper, pickup men.

It is understood that Steiner and Elliot have signed a long-term lease with Rusk County Rodeo Association for the concrete arena.

Lethbridge, Alta., Sets 5G Show Ring

LETHBRIDGE, Alta., May 26.—A \$5,000 show and sales ring has been completed by the Lethbridge Exhibition and Rodeo here. A chain link fence also has been erected along one boundary of the grounds. An additional 700 feet of fencing has been ordered for in front of the grandstand. A new auto parking area has been set aside and a new auto entrance constructed. Crested wheat grass has been sown to hold down dust.

ROGERS BROS.' CIRCUS CAN USE

Several good Phone Men for Grotto. Dates in Memphis and Louisville. Report at Room 308, Tennessee Hotel, Memphis, Tenn., and Room 401, Republic Bldg., Louisville, Ky. Can also use some good Concession Butchers capable of taking charge of individual stands; pays 25% and doing business. Contact Ginsburg as per route. Can also use Working Men all departments. Contact

ENOCH BRAFFORD, Superintendent
Abbeville, La., May 29; Opelousas, 30; Lafayette, 31; Crowley, June 1; Lake Charles, 2-3; Orange, 4; Beaumont, 5-7.

PHONE MEN

Mills Bros. Circus Crew. Pay every day. Steady work until November. No collect calls or wires.

AL RING

Tower Hotel, 11th and Wisconsin Milwaukee, Wis.

WANTED

To enlarge Big Show—Acts of all kinds, Trampoline, Clowns, Acts for Side Show. Elephant Trainer, Want Drummer, People in all departments, Butchers, Hammond Organist, Working Men, come on. Want one more Agent capable of booking sponsors. Long season.

BILL MORRIS

KELLY-MORRIS CIRCUS

South Beloit, Ill., May 30; Wheaton, 31; Park Ridge, June 1; La Grange, 2; Belvedere, 4; Princeton, 7; Joliet, 8.

Detroit Skeds Meeting To Pick Name Talent

DETROIT, May 26.—Decision on major talent for the Michigan State Fair Coliseum show is slated to be made Friday (1), when the entertainment committee and the board of managers meet here at the fairgrounds. All proposals for talent offerings are to be heard at that time, whether presented in person or in writing.

A separate meeting of the an-

nual's concession committee is skedded for the same day to complete arrangements for this department.

The fair this year will lose some of its facilities when the army takes over White Hall, to be used as officer's quarters, in addition to several barns at the end of the race track. An anti-aircraft installation, designed as part of Detroit's defense, is to be installed in the infield.

Cancel Atomic Exhibit

Loss of White Hall means cancellation of the atomic energy exhibit, with the exhibit expected to go to the Indiana State Fair, Indianapolis.

James D. Friel, fair manager, announced this week that one-third of the games concession space, the exclusive on which is held by the Cavalcade of Amusements, will be sublet to Michigan residents. A committee of three representatives from the fair and one from the Cavalcade will decide what concessionaires will get the space to be sublet.

Regina, Sask., Sets Place Mat Ad Campaign

REGINA, Sask., May 26.—The Regina Exhibition Association here is distributing 40,000 paper place mats to hotels and cafes in Southern Saskatchewan advertising features of this year's fair. The mats, 10 by 15 inches, also include 24 spaces on each one for dining room scribbles.

The fair has awarded a contract for six nights of fireworks at this year's expo to W. R. Hand Fireworks Company, Ontario, at a cost of \$4,200.

The opening day kid's program, introduced last year, will again be held. After paying the main gate tab of 5 cents, youngsters are given a free, early morning grandstand show featuring midway and grandstand performers plus several give-aways.

Still-date activities this year include July 2 Dominion Day auto races, to be staged for the third year by Frank Winkley's Auto Racing, Inc. The fourth annual harness race meet will be held June 7-9 with pari-mutuels.

Robert Noble Resigns As Red Bluff Manager

RED BLUFF, Calif., May 26.—Robert R. Noble has resigned as manager of Tehama County Fair here to enter estate real business. A successor was expected to be named at the next board meeting.

Dallas Annual, City Officials Sign New Pact

DALLAS, May 26.—State Fair of Texas and this city have entered into a new contract that covers modern year-round operation of the fair.

Old contract—made in 1924 and extended in 1944—had until 1954 to run, but it had been obsolete for some years. It covered events like horse racing, which no longer exists at the fair, but made no provision for recent developments like Cotton Bowl stadium bonds, etc.

New agreement covers the year-round fair operation. It does not change relationship between the city and the fair but merely formalizes changes of recent years.

Fair Self-Supporting

Fair—an independent, self-supporting institution—receives no subsidy from the city nor any other branch of government, but has an agreement with the city whereby the latter maintains the 187-acre State Fair Park. City also owns an aquarium and two museums on the grounds. The State controls several buildings. Private organizations, such as American Legion, Daughters of the American Revolution, etc., own other buildings.

Fair owns and controls the stadium, exhibit buildings, grandstand, etc. Concessionaires own rides on the midway. During 16 days of the fair each fall, the annual has complete control of grounds.

Marshall, Tex., Sets 14G Stock Exhibit Building

MARSHALL, Tex., May 26.—Central East Texas Fair here awarded a contract for the construction of a new 60 by 120-foot livestock building, L. P. Martin, fair president, announced.

Armco Drainage & Metal Products Company, Houston, submitted the low bid of \$14,110 which does not include the foundation. City aid is being sought to level and landscape the new site.

Marshalltown, Ia., Gets Court Order To Run Auto Race

MARSHALLTOWN, Ia., May 26.—The Central-Iowa Fair Association here has obtained a temporary injunction to permit holding a scheduled auto race still date June 10 at the fairgrounds. Hearing on the injunction was set for June 4. Residents living near the plant had previously obtained a temporary injunction to ban the still-date races on the grounds that the noise and dust constitutes a nuisance.

CANADA EVENTS RULED LIABLE FOR ROYALTIES

OTTAWA, May 26.—Supreme Court of Canada ruled in a test case this week that agricultural or industrial fairs cannot use copyrighted artistic works without permission of the owner.

Decision is regarded as a win for the Composers, Authors and Publishers' Association of Canada. The group sought damages from the Western Fair Association of London, Ont., and Toronto for performing musical works without permission or royalty payments.

FROSTY FUTURE

Frozen Food Contests Loom At Annuals

DALLAS, May 26.—One of the nation's leading home economists predicted the day is not far off when State and county fairs will have home-frozen food contests just as they now have home-canned food contests.

Mrs. Selma M. Andrews, Chicago, manager of the Hotpoint Institute, said the mechanics of setting up a frozen food contest would be more complicated than for canned foods, but that it could be done.

For example, she said, the foods would be entered already frozen. Fairs could provide cold storage space and the judging could be done quickly.

She said growth in popularity of home-frozen foods has been somewhat of a surprise even to the people promoting it in rural areas as well as in cities.

Pennsy Sets 100 Events

HARRISBURG, Pa., May 26.—Over 100 county and community fairs, attracting nearly 4,000,000 visitors, will be held in this State during 1951, according to a State Department of Agriculture survey announced this week by Secretary Miles Horst.

Season starts July 30 with the Clearfield County Fair, Clearfield, and Bucks County Fair, Doylestown, and will run to mid-November. A large number of smaller annuals have not yet set dates also indicating that they will stage events.

Salem, Ore., Extends Run An Extra Day

SALEM, Ore., May 26.—Oregon State Fair here is to open September 1 and run thru September 9, providing an additional day of horse racing.

The decision to extend the run was reached after delegations from five counties, originally adverse to the program, withdrew objections. It was first contended that the earlier opening would conflict with county fair dates.

Spokane Preps Plans for '51; Bows 150G Drive

SPOKANE, May 26.—Spokane Interstate Fair plans a carnival and floral and stock exhibits this fall, Frank A. Davidson, president, announces.

Altho dates have not been set for the annual, a drive for \$150,000 was launched this week to raise funds for fencing, utilities and the construction of buildings. Largest structure planned is a promenade building, 60 by 600 feet, with 12 100-foot wings projecting from the center building.

S. Jersey Loses Day, But Still Pulls 20,000

CAMDEN, N. J., May 26.—Altho Thursday (24), first day of the South Jersey State Fair and Exposition's run, was lost to rains Sam Burgdorf, director general of the event, estimated that between 19,000 and 20,000 patrons entered the 24-cent gate yesterday (25). The fair continues thru Saturday, June 2.

Cloudburst Thursday did some damage to exhibit tents and fouled up lighting for a half-hour the following day. Bulldozers and trucks were pressed into service, shavings and dirt were laid and the grounds was ready by Friday. Local aid was employed.

When the rains hit, Burgdorf said there was some thought of adding Sunday, June 3, to the run, but the idea was abandoned. There also was the possibility of a fireworks display from a barge anchored in the Cooper River off the back-end of the midway. This was eliminated, Burgdorf feeling it was not needed.

O. C. Buck Shows occupied the midway, along with high-diver Jimmy Jamison, Flying Valentinos,

Calif. House Okays Measure To Ban Passes

SACRAMENTO, May 26.—A bill to eliminate passes to California State-aid fairs was passed by the Assembly here and is now in the Senate's committee on agriculture.

The measure, Assembly Bill 2763, prohibits free passes with the exception of police personnel, fireman on duty and children under 12. Assembly Bill 2618, which is still in the agricultural committee, is a similar measure that prohibits passes at Los Angeles County Fair, Pomona.

A bill which designates the fair here as California State Fair has passed both houses and is awaiting the governor's signature. Still in committee is a measure that would authorize Contra Costa County an allotment for the fair at Antioch.

and the Williams high-pole act. Talent was booked thru the Cooke & Rose office of Lancaster, Pa. The Buck shows were not injured by the weather, Burgdorf reported. Jamison went thru a series of three dives for newsreels yesterday. Robert Gray Associates, New York, are handling national publicity for the fair.

Special days include Children's Days today and Decoration Day (30), with kids from Camden County and Philadelphia involved. Exhibitors are organizing for the 1952 edition, confident that the fair will become an annual, Burgdorf said. There is a good chance that the present site will be acquired as a permanent location.

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The Billboard, April 7, 1951 . . .

Outdoors Sees Long-Green Plentiful; Big Season Looms

Fair, Concessions, Carnivals, Parks All Optimistic

Your Share of This Market Depends on YOU!

DETAILS ON PAGE 43

Major Rides Boost Philly Kid Spot \$\$

Eli Wheel, M-G-R Skyrocket Grosses At Quinn-Essner Kiddie Playland

PHILADELPHIA, May 26.—Addition of two major rides, a Big Eli No. 5 Ferris Wheel and an Allan Herschell two-abreast Merry-Go-Round, has skyrocketed the take at Kiddie Playland, built last year on Northeast Boulevard at St. Vincent Street.

Jack Essner, a partner with John Quinn in the operation, said the addition of the major rides boosted Sunday grosses to the equivalent of an ordinary full week's take a year ago. The combined earnings of midget and moppet units on one recent Sunday reportedly topped the \$1,700 mark.

Other improvements include a new arcade building which is

larger and offers a greater variety of amusement units, and a Little Dipper which is expected to arrive soon. The arcade is a 30-foot structure.

Attractive Layout

Kiddie units are corralled by a chain link fence attractively decorated with cut-out fairyland figures which are brilliantly illuminated at night. The major units are set apart from the juvenile section, but there are no streets to cross or other hazards to contend with in reaching them.

Essner said that a flat ride, perhaps a Caterpillar or a Tilt-a-Whirl, might be added later. Since the funspot is surrounded by a parking area large enough to accommodate several hundred cars, space is no problem.

Funspot has an ascetic quality, with only French fries, popcorn and other light foods dispensed. A black top surface makes it easy to keep spotlessly clean besides assuring perfect drainage.

Essner said that much of the profits had been poured back into the establishment and that this policy would be continued until the owners felt they had achieved the ultimate presentation. A crushed gravel surface installed originally was replaced with black top after only a few mothers with open-toed shoes complained of the pebbles.

Straight Price Policy

The straight 10-cent price in effect last year is continued. Adults are charged 20 cents on the major units. To date it hasn't been necessary to inaugurate special deals to stimulate moppet patronage.

Spot has been open for five weeks and the equipment, supervised by Joe Gallagher, is sparkling.

The owners displayed considerable foresight in choosing the location. Housing developments started in the post-war years have mushroomed almost unbelievably. Since the close of last season they estimate that 1,000 new homes have been erected in the immediate vicinity. The new developments, for the most part, are occupied by young couples, and nearly every home has one or more children.

STRAIGHT PITCH, NO COUPONS

PEEKSVILLE, N. Y., May 26.—With atom bomb threats being tossed about frequently, Ed Kelmans, operator of Indian Point Park here, this week leaped to the fore and offered the funspot, 40 miles above New York, as a haven for Gotham kiddies in case the big one is dropped there.

He wired his offer to Civil Defense Director Arthur W. Wallander, pointing out that the park has docks for excursion boats, drinking water and the facilities to handle thousands of children on an emergency basis. Kelmans urged other land owners or leasers to make the same offer.

To get the ball rolling, he thought practice evacuations might be held so moppets would be ready should an emergency arise.

Dish Deal Set At Palisades To Hike Gate

NEW YORK, May 26.—Newest slant at Palisades (N. J.) Park to boost early-week business is the awarding of dinnerware on Mondays to all who pay admission. A special booth will be set up at the spot and entrants given ducats to exchange for merchandise. Items will be spaced so as to bring patrons back week by week to acquire a complete set.

Rain over last week-end held business down, but Palisades did well during the previous month of daily operations when weather was favorable and other spots were closed. Henry Jerome's ork played the park for the week-end. Millette and Penny was the free act. Swim pool opened today.

Bird Killings Continue

VANCOUVER, B. C., May 26.—A pelican at Stanley Park Zoo was found beaten to death recently as the latest of a series of bird killings that began a year ago. A swan was killed first and since then several geese and ducks. All have been killed in a similar manner, according to Frank Beebe, keeper.

Jantzen, Oaks Tab Gains Over '50 Biz

PORTLAND, Ore., May 26.—Operators of the two parks here said this week that business so far has been better than a year ago. Each credited the gain to freer spending.

Earl G. Swanson, manager of Jantzen Beach, reported increased per capita spending has boosted the gross. Altho costs of labor and materials have increased, park prices have not been changed and the spot is relying on volume to make up the difference he said.

Robert Bollinger, manager of Oaks Park, said his spot had adopted a free-gate policy in order to increase business volume. He

said business has been better than in a number of years.

Jantzen opened May 12 on a full-time basis. Altho opening weather was threatening all day and rainy at night, it surpassed last season's comparable date. Favorable weather since then has boosted pool business particularly.

Swanson's spot is operating 12 major and 6 Kiddie rides, the same as last year. Pool, ballroom, 25 games and a walk-thru complete the line-up. A new train purchased from Miniature Train Company, Rensselaer, Ind., has been popular, he said. Swanson is in his second year as manager here. Previously, he was assistant manager at Timberline Lodge, Mount Hood, for three years.

Oaks opened May 5 to threatening weather during the day and rain at night. However, scored a better opening take than a year ago. Believed to be hyping attendance is a deal permitting two free rides for each child under 12 years old.

18 Rides Operating

Oaks has 18 rides in operation including a Caterpillar, back in the line-up after a two-year absence. Rink and ballroom also are operated.

Dean Songer, Oaks' assistant manager, reported picnic bookings are the best of several years. Selling point is a deal whereby organizations may buy script for rides at a 25 per cent discount. Arrangement allows picnicking organizations to add to their own treasuries thru staging an outing.

Songer said there also has been much interest in a plan for leasing rides to picnic groups on an hourly basis.

Hamid Slates Top Bills for Steel Pier

ATLANTIC CITY, May 26.—George A. Hamid will launch the 5th season of his Steel Pier with a week-end reopening show today and tomorrow, followed by a Decoration Day holiday week which opens on the 28th and extends through next week-end, June 2-3. Six days later, on June 9, the Pier rolls into daily operations with weekly changes of stagshows, name bands, motion pictures and other features.

Beginning with Charlie Spivak's band this week-end and followed on Monday (28) by Art Mooney, subsequent batoneers coming to the pier's Marine Ballroom include Bob Harry, June 9-14; Les Brown, June 15-17; Buddy Williams, June 18-21; Larry Fontine, June 22-28; Ray Anthony, June 29-July 5; Elliot Lawrence, July 6-12; Hal McIntyre, July 13-19; Stan Kenton, July 20-26; Vaughn Monroe, July 27-August 2; Ralph Flanagan, August 3-9; Frankie Carle, August 10-16; Woody Herman, August 17-23; Gene Krupa, August 24-30; Louis Prima, August 31-September 2; and Johnny Long for the week of September 3.

Stage headliners in Music Hall will include for the first time such stars as Billy Eckstine, Frankie Laine, Toni Arden, Gloria De Haven and Guy Mitchell, with Mary Small for the current week-end, Mel Torme taking over the lead Monday (28); Eddie White and Patsy Garrett for the show opening the formal season on June 9; Toni Arden headlining June 17 week followed by Gloria De Haven the June 24-30; Frankie Laine, July 1-7; Guy Mitchell, July 8-14; Billy Eckstine, July 15-21; Eileen Barton, July 29-August 4; Mills Brothers, August 5-11; Andrews Sisters, August 19-25, and Frank Sinatra for the Labor Day week-end.

Outdoor Attractions

The outdoor stage over the water at the ocean end of Steel Pier will have a new attraction this year in the Lottie Mayer Water Ballet. This will be supplemented by a number of thrill acts, among them Russ Dotson and His Diving Colleagues; aerialist Betty Rooney; Madame Claude Valois and her

high-school horses, and La Paloma, aerialist.

Several new national exhibits are being installed at the front end of the pier, supplementing the regular General Motors free exhibit. One of the displays will be the Standard Oil Company's actual reproduction of the complete process of the refinement of oil.

Ripley's Believe It or Not Odditorium will again be at the Pier, along with Duval's Swiss Masterpieces. A new attraction is the Aquarium, which is now being installed on the Southern deck of the pier. Six Funhouses have been moved to the upper deck, with many amusement devices now in the process of being built. Below the pier deck, in the place formerly occupied by the devices, will be the Hall of Mirrors.

On June 26 the Tony Grant Little Theater, with weekly juvenile shows, will resume, along with the Bert Cramer fashion shows, which will be staged in the pier's Little Theater.

With the single admission for all attractions pier's operating schedule calls for the box office to open at 9:30 a.m. on Saturdays and Sundays, until the closing hour sometime near 1 a.m. Week-days the pier will open at 10:30 a.m., and close at 12:30 a.m.

Rocks' Spot Crowd Good; Spending Dips

NEW YORK, May 26.—Despite a constant mist Saturday and Sunday (19-20) that nicked business elsewhere, Rockaways' Playland management claimed a good throng, altho spending was down from last year. It was felt that a special military air show staged over the park was Sunday's crowd-getter.

A blow-up of TV Guide magazine's front cover is being readied for first-round eliminations in today's Miss WNBT contest. A hole cut in the enlargement will serve as a stage entrance for contestants. In all, four trials will be run on succeeding Saturdays.

The publication and Station WNBT are plugging the contest heavily. Park has received 190 applications, with 900 expected. Park pilots are servicing applicants' local newspapers with stories on the contest.

Lined up for June 3 on the ocean front is a motorboat regatta, which will be handled by Long Island Boat Racing Association. Guy Lombardo, ork leader, and speedboat enthusiast, will officiate, and Rockaways will award trophies. The U. S. Coast Guard also will stage a demonstration.

Philadelphia Toboggan Company has supplied the park with 20 new Skee Ball alleys. Spot's arcade has been revamped so that all games have been placed against walls, giving free access and vision thru the building.

Playland, Rye, Defers Preem

RYE, N. Y., May 26.—Playland here, operated by Westchester County and originally scheduled to open for daily operations Saturday (19), will bow today instead.

Date was moved back because of the chance of bad weather and the rain experienced on the prior date had park director Col. Alan MacNicol happy over the revised opening schedule. Outings booked are about even with the 1950 pace, MacNicol said.

Philly Zoo Buys Tigers

PHILADELPHIA, May 26.—Four tigers have been purchased by the zoological society here for the Philadelphia Zoo. Two were bought from a dealer and two came from the New York Zoological Park. The Philadelphia Zoo has one other tiger.

Nu-Pike Sets Formal Opener With Auspices

LONG BEACH, Calif., May 26.—Long Beach Amusement Company's Nu-Pike officially tees off the 1951 season June 9 when the Los Angeles Press Club sponsors entertainment of all the orphanages in the county, L. P. (Pat) Murphy, general manager, announced.

Murphy said that the plunge, which has been operating six days a week, will start seven-day operation Decoration Day. A Sky Fighter has been added to the Kiddieland. The pony ride has been moved a few feet making the kiddie zone a long strip. Plans are under way to add a Looper

Host 1,500 Kids

According to plans for the press club's event, a full day's schedule will be set for nearly 1,500 children. Nearly 20 organizations will participate, said James McGarrigle, special events manager. The East Los Angeles Youths Band will play at the arrival of the kids at 8:30 a.m. Beginning at 9 and for an hour and a half, the children will swim. Between 10:30 and noon, the Nu-Pike Aquamaids, 22 girl swimmers sponsored by the amusement area, will entertain. The children will be fed by their respective groups. After lunch, they will be turned loose in the ride area with the day's festivities ending at 4 o'clock.

The fun zone is expected to garner much publicity from the tie-up with the Press Club. Also adding to the bally will be the featuring of the Long Beach Press-Telegram's *Chef of the Week* members, 19 prominent businessmen who have won honors for their favorite recipes. The chefs will assist with the feeding of the orphans.

White City Bow Nets Heavy \$\$

WORCESTER, Mass., May 26.—Saturday (19) proved a big opener for White City Park here, and week-end receipts doubled 1950 figures despite threatening weather Sunday afternoon (20). The week-end crowd was estimated at 35,000.

Jack Morris, working on park promotion, primed the public for the bow by leading a cow about midtown Worcester. A sign on the beast read: "This Is No Bull. White City Park Opens Officially for the Season." Several thousand persons reportedly witnessed the event with favorable reaction.

Edmonton, Alta., Zoo Receives New Monflu

EDMONTON, Alta., May 26.—Edmonton Zoo has added a monflu, received from the Calgary Zoo in exchange for some Egyptian geese. Because of lack of accommodation the zoo is unable to keep man animals and is concentrating mainly on birds.

Outings Strong At Indian Point

PEEKSKILL, N. Y., May 26.—With a line-up of outings booked from Sunday (20) thru Monday (28), Ed Kelams, operator of Indian Point Park here, reported Friday (25) that he was confident of 30,000 persons for the first week of daily operation during the spot's second season.

Sunday group from Brooklyn College, New York, who spent freely, helped save the rain-struck initial week-end. Kelams reported better results with an elongated midway as compared to the box layout used last year. A No. 5 Ferris Wheel purchased from Central Park, Albany, N. Y., did excellent business. Despite the weather, the park's swim pool had a smattering of patrons.

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By UNO

Business on the season's opener, Saturday (19), and the Sunday following was disappointing because of a continuous drizzle.

Fred Sindell's two girlie shows on Surf opened May 19. Talent for both include Manaca King, from Xavier Cugat's ork; Laura, from Hubert's Museum, New York; Madge Carmyle, former burlesque strip; Princess Red Fawn, Barbara and Smalls, Hattie Green, Claudette and Raoul, Patricia Villani, Daphne Manners, Sally Murley, Jerry Hurd, Excella, Olive Ray; Princess Lala, fat girl, and Albert Alberta in the blow-off. Tommy Mack McLucy is piano and Solovox player. Kirby Steele is emcee. Talkers are Wal-

ter Budd, Jimmie Hurd, Jerry Whitney, Judson Wagner and Bert Kaye. Ticket sellers are Mary Cox, Whitey Harrison, Jack Ro-

(Continued on page 70)

Sacco Kiddie In Okay Bow

FOX LAKE, Ill., May 26.—Fox Lake Kiddieland bowed here unofficially Friday (18) and in its first week-end racked up highly satisfactory business, according to Tommy Sacco, Chicago booker and spot's owner-manager.

Located in the downtown section of this resort town, the spot opened with six rides, charging 14 cents or 10 for 95 cents. Live ponies go for a straight 20 cents.

Rides owned by Sacco include a Hobby Horse Merry-Go-Round, Jeeps, Elephant ride and a new Tractor ride. Charles Miller, of Miller Amusement Enterprises, has a miniature train booked, and Walter Jacobsen owns the ponies. Popcorn and peanuts are operated by F. W. Puttle, with Sacco holding the novelty concession.

Promotion for today's official opening included ads in 15 area newspapers and the spotting of 300 window cards. After Decoration Day the rides will operate afternoons and evenings.

Rain Curtails Detroit Biz; Bob-Lo Preps

DETROIT, May 26.—Week-end business, off to a good start, was killed Sunday afternoon by a cloudburst, but Saturday and early Sunday were bright and warm enough to draw satisfactorily. Spending appeared good.

Early operation was signaled by decision of the Browning family, operators of Bob-Lo Island Park, in Canada at the mouth of the Detroit River, to advance the opening date to Decoration Day—considerably earlier than openings in recent seasons. Jefferson Beach Park, operating week-ends up to now, went into seven-day operation.

At the Port Stanley, Ont., Park, operated by London & Port Stanley Railroad, attendance was good, with even a few bathers in the rather chilly waters of Lake Erie Sunday. The inclined plane railway has not been placed in operation, but other park attractions were in full swing. Spending was good, but a steady stream of conservative repeat business appeared the rule.

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 Draws thousands of people daily. Now under new management. Due to disappointment will book Merry-Go-Round. Will show gross for past year. Concessions not conflicting. What have you? Wire

CHARLIE FREE
 Ocean Drive, So. Car.

IRVINGTON, N. J., May 26.—Weather told the story at Olympic Park here as rain washed out the spot's week-end opening (19-20) for daily operations. Park Treasurer Robert Guenther reported that the elements made it impossible to present the line-up of free acts scheduled Saturday night. Two shows were given Sunday, however.

First fireworks display of the season is slated for Decoration Day (30). Park's swim pool opens today.

Steeplechase Opener Fair

NEW YORK, May 26.—A constant drizzle thru Saturday (19) followed by a partially clearing Sunday (20) put a damper on Steeplechase Park's bow for daily operations. Manager James J. Onorato reported that the Saturday night crowd was big, with a fair crowd on hand Sunday.

No major additions were made at Steeplechase for the opener, but all rides, equipment and grounds were in excellent condition.

Girl Scout outing, which is expected to draw 5,000, is scheduled for June 2. The swim pool opens for daily play June 19. Steeplechase is closed Mondays.

Spokane Spot Opening Biz Matches '50

SPOKANE, May 26.—Greeted with warm weather for its season's bow, Natatorium Amusement Park racked up week-end grosses that matched those of last year's opener, Louis Vogel, owner, announced.

The Saturday night (19) dance crowd was below expectations and, altho this phase of his operations ran in the red last year, Vogel has booked a list of name bands for the next few weeks. Maddox Brothers and the Rose Hillbilly ork holds forth June 9; Bob Wills, June 30, and Harry James, July 14.

Spot is featuring a Thursday bargain day with ride rates reduced to 15 cents for adults and 9 cents for children. Front gate is free

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 For beautiful Highland Park, Meridian, Miss., owned by the city, 1 mile from City Hall, 47 acres, beautifully landscaped, plenty of large shade trees, drawing capacity of 250,000 within radius of 30 miles. 2 big wonderful Swimming Pools, plenty of Rides, large tiled floor, Merry-Go-Round, building has well equipped Restaurant in it. Want to lease this out to responsible, sober person for season. It is ready to stock and open. Can place novelty Photo Gallery, will also furnish Pony for children's Pictures. Want A-1 sober, capable Ferris Wheel Operator: no ups or downs; prefer settled middle-aged couple, can place wife. Settled, reliable Man who knows stock to handle Pony Ride efficiently and profitably. All replies

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WANTED
 All kinds of Rides and Concessions for Amusement Park, with the largest Swimming Pool in Pennsylvania. Good location along main highway, only one mile from city limits. Only park in vicinity with population of 300,000. Will book on 15 per cent. Also good location for outdoor movie. Write or phone

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 IDEAL PARK Phone: 33-4501 JOHNSTOWN, PA.

The Billboard, April 7, 1951 . . .

"Outdoors" Sees Long-Green Plentiful; Big Season Looms
 Fairs, Circuses, Carnies, Parks All Optimistic

As the weather warms, the season ahead looks bright. The outdoor industry is optimistic about the coming season. Long-Green, a leading outdoor equipment manufacturer, reports that the market is looking good. The industry is expected to see a significant increase in sales this year. Long-Green's products, including tents, awnings, and other outdoor gear, are in high demand. The company is confident that the season will be a successful one for all involved in the outdoor industry.

Your Share of This Market Depends on YOU!
 DETAILS ON PAGE 43

ST. LOUIS STILL DATE GIVES BUMPER BIZ

Sunday Paid Gate Hits Record High For Mound City; Back-End Takes Soar

ST. LOUIS, May 26.—A record shattering Sunday and the biggest day ever experienced in their many years of still-dating in St. Louis were registered Sunday (20) by the Royal American Shows.

Paid admissions to the Grand and LaCade lot hit 35,000, with the day's gate exceeding the previous Sunday record here by 41 per cent, Carl J. Sedlmayr, RAS owner, said.

The whopping Sunday followed huge Saturday (19) business, with Saturday's paid attendance reaching 27,500. Previous three nights of the 12-day stand also yielded excellent business, as have the week nights this week.

Weather has been near-perfect since the engagement's opening, with only slight rain late Saturday night and some rain Tuesday night. Ride and show patronage has

been away up from last year. The lot, situated in the heart of the Negro district, is patronized to a large degree by Negroes, and they have been spending freely, reflecting the high employment in this humming city.

Business of the Lorow Bros.' Side Show points up the pace of the backend units here. Cortez Lorow reported that nightly takes on week-days have been up on an average of \$225 and nightly takes over the first week-end were up an average of \$500 over last year.

Leon Claxton's *Harlem in Havana*, always a powerful puller here, has been eclipsing all previous records for that show, while

Moulin Rouge revue, is running far ahead of the biz done by the Bonnie Baker-headed revue featured last year.

Apart from the bumper business, principal highlight of the stand here was the annual Royal American Shrine Club's party at the Shrine Crippled Children's Hospital Thursday (24).

Crippled Kids Hosted
The RAS Shriners hosted 120 crippled children. They supplied a show that included attractions from the Lorow Side Show, Henry Kramer's Midget Show, and other back-end units, plus the band from Leon Claxton's revue.

Each of the crippled kiddies was gifted with a carton filled with toys, with each of the youngsters getting, in addition, a kid-sized Shriner's fez with his or her name sewn on.

In for the event were Ned Torti, Wisconsin Deluxe Company, Milwaukee, and Bill Carsky, Casey Concession Company, Chicago.

Wives of RAS personnel and femme personnel of the show were hosted by the Moolah Shrine Temple Sewing Circle at a luncheon Thursday (26).

The RAS stand here closes tomorrow night (27), with the Sedlmayr org skedded to move from here to Peoria, Ill., for its next-to-the-last stand before it rails to Canada.

C&W Maintains Earning Pace At Philadelphia

PHILADELPHIA, May 26.—Playing the Upper Darby show-grounds here thru the week ending Saturday (19), Cetlin & Wilson Shows drew sizable crowds daily, with a reported peak of 11,000 persons near the end of the date.

Spending reportedly was not commensurate with the throngs, but all units made money by virtue of numbers. The show has grossed well consistently since its opening in Petersburg, Va., and thru stands in Baltimore and here. Of the Eastern railroad shows, Cetlin & Wilson is said to have scored the most hits.

Richmond Cox was in New York this week working on national advertising for the show.

Steubenville Gives Royal Crown Big \$\$

STEUBENVILLE, O., May 26.—Royal Crown Shows chalked up their biggest gross on the season thus far at a week's stand at Mingo Junction here, May 14-19, Owners Eddie and Dolly Young said this week. With good weather, the shows opened big and business continued at that pace thruout the week.

Officials attributed the large crowds and free spending to expanded work projects and heavy payrolls in this steel producing area. Org moved to East Liverpool, O., from here and set up on the old Johnny J. Jones Exposition lot.

Joe Sciortino's *Vanities Revue* topped shows, followed by Jimmy Chavanne's Side Show and King Cotton Minstrel. Rides and concessions shared in the big business. Stand marked shows' initial showing on the Mingo Junction location. The Youngs are building several new fronts while the shows are en route in preparation
(Continued on page 56)

Joseph Allen Dies in Mass.

HULL, Mass., May 26.—Joseph (Chick) Allen, 51, concessionaire and arcade operator for 25 years, died at his home here Sunday (20). He was a brother of Bernard (Bucky) Allen, concession manager of World of Mirth Shows and president of the National Showmen's Association, New York.

He broke into outdoor show business as a concessionaire and was concession manager for Rubin & Cherry Shows from 1936 to 1939. He operated multiple bingos thruout the East, was a part owner of a show and at one time had bingo on World of Mirth Shows. It was thru Chick that Bucky obtained a start in show business. Since 1945 he owned one Penny Arcade and managed another in Boston.

In addition to Bucky, survivors include his wife, Diane, a son, Herbert Martin; two other brothers and four sisters. Funeral services were held Tuesday (22) at Dorchester, Mass., and interment was at Mount Vale Cemetery, Woburn, Mass.

WOM Grosses Par 1950 Despite Rain

Inclement Weather Nixes Top Potential For Bergen Org; Jersey Prospects OK

NEW BRUNSWICK, N. J., May 26.—Bad weather has nixed some of the best potential days in the four weeks that the World of Mirth Shows have been on tour, but Owner Frank Bergen this week reported that grosses to date were just about on a par with last season when the show was starting out on the best season in its books.

Shows opened in Washington with a 10-day stand and corralled good business despite rain on several days figured to offer the best grossing possibilities. The next stand, Wilmington, Del., also was hurt by rain. Chester, Pa., which followed, had little to offer with the result that it has not been set for next year. Bergen said that both Washington and Wilmington are already inked in for 1952.

The date here, the first in Jersey territory, also has been marred by bad weather, but Bergen indicated that a strong finish could offset any curtailment in attendance and spending caused by rain.

N. J. Prospects Good

The shows have long counted on Jersey for a number of early season money dates. Last year the takes were exceptionally good in all but one instance. If business conditions are at all good money is generally plentiful in industrial centers. Show has another advantage in that it usually manages to secure several first-in dates, whereas until now it has been predated in each town.

The closeness of towns on Bergen's Jersey route makes it possible to store the train and save hefty railroad costs while wagons and equipment are hauled over highways.

The show this season is about as new as it was possible to make it, since virtually every show is being presented by new people. Many of these operators will be playing the World of Mirth route, which has been virtually static for more than a decade, for the first time.

Good Appearance

While work is continuing and there is much to be done before start of the fair season, the show looks better than it has in several years at this time of the season.

As in the past, no effort is made to utilize all show-owned equipment at still dates because poten-

tial revenue does not warrant the added expense and because lots are frequently inadequate. All improvements and additions are planned for start of the fair season.

Known for its tie-ins with national advertisers, the show this year has the best display it has ever had, all secured thru the efforts of Gerald Snellens. The ads, consisting of painted signs on the sides of wagons and displays in the show's souvenir booklet, include plugs for food and tobacco products, fuel and radio-television.

Bob McAllister, nephew of Mrs. Bergen, has joined the office staff.

Ralph W. Smith, show treasurer, who remained off the road last season and started off this year with the intention of making only a few spots, fell on the lot a week ago and broke a leg. Two years ago Smith suffered a broken leg but made the route with the aid of a cast. He will stay here a couple of weeks and then journey to Syracuse and Cape Cod to rest.

Saturday Rain Hurts Imperial Early Stands

STEGER, Ill., May 26.—William Gullette's Imperial Shows, here in its fourth week out, was still looking for its first big Saturday after losing three to poor weather.

Org moved here from Pekin, Ill., where it was belted by a cloud-burst Saturday night (19) that knocked over the bingo and arcade tops and several concessions. Close to 100 people in the bingo tent escaped uninjured.

Despite the loss of three potentially big Saturday nights, business has been running equal to that of last year, and one week-end of good weather would put grosses ahead of '50, Gullette said.

Show's line-up here, playing on a downtown lot under VFW auspices, included 8 office-owned rides, 2 shows and around 35 content
(Continued on page 56)

Lebanon Solid For Hannum

LEBANON, Pa., May 26.—All rides and shows rolled up big grosses here for the week ending Saturday (19), with the stand under strong auspices of the Perseverance Fire Company.

Local newspaper ran a three-column picture of free act Suicide Simon, while the radio station conducted a special half-hour quiz show for three days. Owner Morris Hannum, assisted by Harry E. Wilson, entertained 75 carrier boys Tuesday (15), with Ma's Bottling Company, matinee sponsor, giving full co-operation.

More equipment is being added to the show in preparation for celebrations and fairs which start in a month.

Strates Tags Oldies Best After Sample

Johnstown, Pa., Fizzles; Terrell Jacobs Joins With Major Show Unit

JERSEY CITY, N. J., May 26.—Horace Greeley advised young men to go west to seek their fortune, but Jimmie Strates, who tried it a couple of weeks ago, is of the opinion that he is either not in the proper age group or that the saying is a bare-faced lie. Jimmie took his James E. Strates Shows to Johnstown, Pa., but the best that town had to offer was a lot half the size needed for his show, pretty good weather and very little business.

Jimmie turned around and headed for Harrisburg, Pa., which wasn't much better. This week he isn't getting the weather, but if he did it is still unlikely that the date would result in records in the attendance and gross tabulations. Accordingly, he will head into up-State New York next week to tour a favorite stamping ground.

Jimmie headed west only to satisfy his curiosity. Big shows have been pivoting there for years and with the Jones show out of the picture this season, Jimmie thought he would explore the possibilities.

Early Takes Good

Up until the time it headed west, the Strates show was moving along in high gear, garnering good business at its opening in Washington, then Wilmington, Del., Phila-

delphia and South Plainfield, N. J. Since then only ordinary results have been achieved to cut the show's scoring average in half.

The show has already achieved fair-season form. Work is continuing, but most units lack only a few embellishments. Rolling stock and other necessary equipment for moving the show is the best and in super condition.

The Terrell Jacobs Wild Animal Circus was added here. The unit, transported on three flats and one stock car, is staged in a 90-foot round top with two 40's and one 30. Three big cages house 18 lions and tigers, 15 of which are worked by Jacobs in an arena. There are seven cage wagons in the menagerie. Two bulls and other animals, as well as some circus acts, are to be added. Show should be at full strength in a couple of weeks.

Cut Rate Lure

Each patron paying his way thru the gate is handed a coupon which entitles him to a 25-cent admission ticket to the Jacobs show. Regular price is 50 cents. Reserved seats are sold inside for an additional 20 cents. Big top reportedly seats about 1,500.

Show was able to set up in a straight line here on the Roosevelt Stadium parking area. The Jacobs unit was dead centered at the back end, flanked by Jack Norman's Girl Show and Irvin C. Miller's minstrel. A colorful circus marquee entrance provides excellent flash and will be retained to preserve the circus atmosphere, altho a neon lighted panel front is available.

One of five Johnny J. Jones railroad cars purchased from Bob Parker and Sam Solomon failed to arrive here. At mid-week Strates was unable to get word on its whereabouts.

Hold Last Rites For Billie Clark

MIAMI, May 26.—Memorial services were skedded here Friday (25) for Billie Clark, former owner of the Billie Clark Broadway Shows, who died May 19 in Tyler, Tex., of a heart ailment.

The body was shipped from Tyler to Dallas for cremation and then to Lithgow Funeral Home here.

Lawrence Bucks Up and Down Pace

PHILADELPHIA, May 26.—Hitting on only two of the first seven weeks of the season and faced with a mediocre run here as the result of a poor location, Lawrence Greater Shows will have to get lucky with both weather and dates before thinking in terms of records.

Still the shows haven't experienced hard times, and future dates are likely to be better, particularly with the promise of better weather. With enough red ones sandwiched in between fair dates and with the absence of really bad showings, the unit should embark on its route of annuals, which this year is the best it has ever packaged, in a position to win money.

Owners Shirley and Sam Levy reported that the principal problem encountered to date is securing and holding sufficient capable help. They described the help situation as the worst since the war and said that turnover has exceeded any previous experience. Shows have been in industrial areas, making it virtually impossible to compete in the labor markets.

Shortages in some equipment and supplies were reported by Sam Levy, who spent a day here ferreting out a new belt for a ride.

Competitive Date

Show is booked here in competition with two other fun units to benefit from crowds attracted by the Ringling circus. The location on Broad Street, a long block from the Big Show, is the poorest of available sites, and the date, which ends tonight, does not promise big earnings.

Show is virtually dependent upon foot traffic, of which there is little, since transportation units which prospective patrons by the show to the door of the circus. Show units are also screened by trees and the usual structures incorporated in an outdoor theater.

Monday night (21) only about 1,200 paid admissions were registered. It takes bigger crowds than that to keep shows of this size operating profitably, despite the fact that a number of units were down.

Blanche Henderson, who handled the office since the start of the season, closed here. Bucky Yeager, who has been in the restaurant business in Richmond, Va., for several years, is back on the road handling a number of hanky panks.

Harry Seber Sets Gal Show At Toronto Ex

SAN FRANCISCO, May 26.—Harry Seber, veteran show producer, has contracted with the Conklin Shows to present a girl revue at the Canadian National Exposition in Toronto.

Seber said that he expected to leave here about August 1 to join the show. He will feature Zorima (Margaret McCloskey) and a line of 16 girls in the attraction. A special front is being readied for the Canadian date, the showman said.

Midway Confab

Jack Reader joined Page Bros. Shows in Portland, Tenn., with his Athletic Show. . . Mr. and Mrs. Hatchy Heilman visited Eddie's Exposition Shows during their stand in Aliquippa, Pa. . . Frank Ward, with cork gallery, joined Davis Amusement Company at Florence, Ore., last week. . . Lillian Glick, president of the Ladies' Auxiliary of the Showmen's League of America, plans to return to Chicago early in June to move into her new ranch-type home. . . Visitors to Page Bros. Shows during their stand in Portland, Tenn., included William O. Page, Mighty Page Shows; Mack House, Lucky Strike Shows; Ted Meadows and Charles Corey, Tennessee Valley Shows, and C. C. Leasure, L. J. Heth Shows. Willie Cowgill joined Page recently with his concessions.

Clarence and Madge Thames have both their Girl Shows booked on Bee's Old Reliable Shows. Line-up of the La Wanda Show includes Shela Scott, Jo Ann Edwards, Alice Fay Lee and Linda Donohue, dancers; Frank Escobar, truck driver and No. 1 ticket box; Don Rose, No. 2 ticket box. Lee Scott is talker. The Tina Show has Marion Burns, inside; Madge Thames, grinder and tickets, and Clarence Thames, owner-manager. . . Lula Slauson opened her jewelry stand on Sammy Lane Shows in Anderson, Mo.

J. D. Goodrich has returned to Virginia Greater Shows as head mechanic following a visit to his home in Suffolk, Va. . . Jimmie DeVito, with cigarette gallery, joined Ted Lewis Shows during their stand in East Brunswick, N. J. . . Chan Childs has replaced Pat Garrett as lot superintendent on Nessler's Greater Shows. . . Duke Allen signed his Girl Show with North American Circus and joined the show at Stamford, Conn. . . Mr. and Mrs. Gene Woods have their jewelry stand and high striker on Merriam's Midway.

Cpl. William Howes, formerly with Wallace Bros. Shows of Canada and Pvt. Johnny Corcoran, formerly with Prell's Broadway Shows, are stationed at Fort Bragg, N. C., with the 361st Military Police Company. . . Billy Cornell, of the minstrel team of Cornell and Ford, reports from Port Gibson, Miss., that he is in no way connected with Harlem Cubana on Cavalcade of Amusements. He's currently in rehearsal with Wolcott's Rabbitt Foot Minstrels at Port Gibson.

Mr. and Mrs. Harold Humphries and Phil Minelli, relatives of Manager Rocco Masucci, visited Virginia Greater Shows at Fairview, N. J. Harry Heller, of Heller's Acme Shows, and several members of Prell's Broadway Shows also visited. . . John H. Marks, owner of the shows bearing his name, has been commuting between Philadelphia and New York to receive treatments for an eye ailment which kept him hospitalized for several weeks last winter. In the past year Marks has received treatments from a total of 27 doctors. George Leonard, Marks' publicist and former aerialist, visited many old friends on the Ringling show in Philadelphia.

Visitors to John H. Marks Shows during their Philadelphia stand included Oscar C. Buck, Mr. and Mrs. John Keller, Sid Goodwalt, Frank Allen Mario Zacchini, Raymond Plumber, Irving Sherman, Maxie Miller, Harry Moore, Lew Sander and Charlie Allen. Mark and Lillian Reilly dropped by to see Don and Elizabeth Murphy. Bobby McGregor, who has frozen custard on the shows, and Mr. and Mrs. George Sleeman, with popcorn and candy apples, all did well at the date.

Floyd Woolsey joined William T. Collins Shows with his Side Show in Minneapolis. . . Wallace & Murray Shows' midway line-up at Covington, Va., was augmented by Slosser's cookhouse. . . Mary Ellen Liberman is slowly recovering from a recent illness at her home in Longview, Tex. . . E. Sterling joined William T. Collins Shows with four concessions during org's stand in Minneapolis. . . Curley Ganote's Blue Sky Shows opened recently on Des Moines lots.

Arthur Atherton, secretary of

the Cavalcade of Amusements, didn't miss a day from the office wagon during a recent touch of pneumonia and is now back in good health. Mrs. Lola Hunter, concessionaire, rejoined the show recently after an illness and expresses thanks for the many get-well cards she received. Mrs. Louie Berger, wife of the Cavalcade's general agent, is out of the Chicago hospital where she had undergone treatment for blood poisoning.

Five members of the Royal American Shows donated a pint of blood each Tuesday (22) to Mrs. Lou Dufour, who is ill in Jewish Hospital, St. Louis. . . Cecil Vogel, Memphis theater manager, and John Anderson, of Enquirer Printing Company, Cincinnati, were among visitors to the Cavalcade of Amusements at Evansville, Ind.

Roxy's Amusement Rides, East Aurora, N. Y., has signed to supply 12 rides for the West Seneca (N. Y.) Centennial. Two units of six rides each compose the Roxy organization which plays church affairs, firemen's and Legion celebrations and conventions in the Buffalo and Western New York territory. The father-son combo of S. Arthur and Joseph (Bud) Roxy operates the units. Pioneer Shows, playing Berwick, Pa., last week, garnered some unexpected publicity when Samson, Buddy Bernstel's pet monkey, escaped and stole a worker's lunch in the near-by ACF Company. Business at Berwick was only fair, but the previous week at Pringle was a red one, with the Geek Show getting top money.

George W. Leonard writes that Mrs. Elizabeth Murphy, wife of Donald Murphy, who has novelties on John H. Marks Shows, suffered a broken ankle during org's Philadelphia stand and was taken to Temple Hospital. She will have her leg in a cast for the next six weeks.

Eugene J. Hahn, former carnival trouper, is in Ward 14, Longview Hospital, Cincinnati, where he is employed as custodian of the pay barber shop. . . Carmen Caruso, Cincinnati ride operator, has contracted to provide kiddie equipment at Lunken Playfield there this summer, with the public recreation commission cutting in on 10 per cent of the gross. . . Johnny Anderson, of Enquirer Printing Company, Cincinnati, motored to Evansville, Ind., Wednesday (23) for a visit with his friends, Al and Hattie Wagner, boss folks of Cavalcade of Amusements.

Frank Zorda joined Wallace & Murray Shows in Albemarle, N. C., with his Side Show. Another addition to the shows is A. R. Maxwell, who is handling the office and is The Billboard sales agent. . . Virginia Barnes, of Big State Shows, left the org in Sonora, Tex., for Hawarden, Ia., to attend the high school graduation of her son, Jimmy, who will return to the shows with her. . . Jeff Griffen, of Crafts 20 Big Shows, took delivery on a new pick-up truck and trailer, during org's stand in Oroville, Calif. . . Mr. and Mrs. Cudney left Big State Shows in Sonora, Tex., with their apple trailer to join Maddox Shows where they have their Merry-Go-Round booked for the season. . . Carnival folk visiting Rogers Bros. Circus recently included Charles Carpenter, Bill Stock, Mr. and Mrs. Wayne Turke and son, Mr. and Mrs. Bib Mike and Mr. and Mrs. McCallahan, of Harry Burks Shows, and Mr. and Mrs. Buck, of Buff Hottle Shows.

I. T. Knight has signed with Wallace & Murray Shows as publicity and advance agent. . . Edward K. Johnson, contracting agent for Cetlin & Wilson Shows, is rounding out his 16th year in that capacity. Prior to joining C&W, Johnson was with Majestic Shows as general agent for 10 years. Before going with Majestic he was special agent with Rubin & Cherry Exposition for 10 years. . . L. G. King advises from Hopkinsville, Ky., that he closed with Gem City Shows there May 19. . . Katherine Hurtt, secretary of Crafts 20 Big Shows, reports the org. opened in Van Nuys, Calif., May 9 under auspices of Retail Merchants' Division of the Chamber of Commerce to play their Hi Neighbor celebration. She says that weather and busi-

(Continued on page 54)

ANNUAL BROADRIPPLE MERCHANTS ASSOCIATION

STREET FAIR

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June 6 through June 9

PARADES—FREE ACTS—CAR GIVEN AWAY, ETC.

This is not a promotion. RIDES—No rides needed. Have 14 of our own including Dual Wheels. Can use first class Ride Men, top salaries. No drunks or hot heads. SHOWS—Can place two more clean Attractions. Committee money only. CONCESSIONS—Can place a few legitimate Concessions. Space is limited.

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SHOWS: Have Girl, all others open.

RIDE HELP: Rolloplane Foreman, Second Man for Wheel, Second Man for new Merry-Go-Round, must drive. If you drink, don't answer; you will not last.

JUST WATCH MY ROUTE

You hear these Shows boast about having a free or no gate show, well, they must have an almost free town or a farmer's corn field. Don't be the sucker, get with a show that has a gate and own his own Rides, none booked, and with the guts to put it in the money spots.

This week, sneak spot, FAIRBORN, OHIO. 60,000 soldiers here.

All replies wire Western Union.

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WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

WANT

Slum concessions of all kinds, Coke, Balloon, Age, Fish and Duck Pond, Darts, String, Bumper, etc. **WANT WELL FRAMED COOKHOUSE**, that caters to show people. Good Penny Arcade and Grind Shows. Manager with Girls and wardrobe for first-class Posing Show. Can use Hillbilly or Jig Show, have complete flashy frameup.

FLOYD WOOLSEY WANTS

Side Show attractions, working acts, Bally Girls, Ticket Sellers, Mind Readers, Hillbilly Act, Knife Throwers, Whip Act, Frog Boy—Give your Bible pitch. People who have worked for me, contact, long season.

Need Foreman for Wheels, Fly-O-Plane, Tilt, Rollo-Plane, Dipper and Superintendent for Kid-dieland, must know all Kid Rides. Top wages and bonus to all. Can use few second men. All must drive semis. Drunks and agitators, stay where you are. If you want good treatment and the best wages, contact at once. Would like to hear from Shorty Cox, Jerry Weiden, Pat Leatherman, Bob Carroll. All answer at once to So. St. Paul, Minn., this week; Breckenridge next week. Ride men come on, can place you.

WM. T. COLLINS
Owner

ART SIGNOR
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50 Car Railroad Show Motorized BROADWAY-At-Your-Door

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WANT—All kinds of Hanky Panks, Age and Scales, Penny Arcade, Long and Short Range Galleries.

Monkey Race Track man who can take full charge. Want Wild Life, Fun House, Glass House. Will book a few major rides that don't conflict.

Want mechanic helper with tools, all kinds of ride help. Drivers preferred. John Barro wants Drome riders. Want Caterpillar foreman.

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GLADSTONE EXPOSITION SHOWS

WANT WANT WANT WANT
Hanky Panks of all kinds, \$20.00 per week. No Fiats or Gypsies. Ball Games, Nickel Pitch, Duck Pond, Darts, String, Coke, etc., also Custard, French Fries, Long Range, Swinger, Buckets. Want to book set of Kiddie Rides for our fairs, also one Major Ride. Sober Ride Help, come on. Shows—Illusion, Snake, Wild Life, Ten-in-One, Monkey, etc.

FAIR LIST

JULY 16, GLASGOW, KY. SEPT. 9, DRESDEN, TENN.
JULY 23, COLUMBIA, KY. SEPT. 16, JACKSON, TENN. (Colored)
AUG. 6, CAMPBELLVILLE, KY. SEPT. 24, LOUISVILLE, MISS.
AUG. 13, RUSSELLVILLE, KY. OCT. 8, MACON, MISS.
AUG. 20, BURKESVILLE, KY. OCT. 15, YAZOO (Colored)
AUG. 27, HODGENVILLE, KY. OCT. 22, CANTON, MISS. (Colored)
SEPT. 2, BENTON, KY. OCT. 29, HATTIESBURG, MISS.

EMINENCE, KY., 4TH OF JULY CELEBRATION

Hartford, Ky., this week; La Center, next week (three miles from Atomic Plant, American Legion Celebration).

F. O. POOLE, MGR. JACK OLIVER, AGENT
P.S.: Whitey Miller wants Six Cat Agents, Ted Dunlap wants Hanky Pank Agents.

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WANT FOR STRAWBERRY FESTIVAL

Hartford, Mich.
June 26-July 4
Good, Clean Shows
Side Show, Monkey Show, Arcade, Motordromes, Snake Show, Fat Show, Mechanical Show and all others.
Best early date in Mich.

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Solid State & County Fairs Follow

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Wants For 12 Fairs and Celebration, Others Pending

CONCESSIONS: Jewelry, Long or Short Range Lead Gallery, Photo, Arcade.
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SHOWS: Have Top and Front for Shows. Can place Manager for Girl Show with talent. Can place good Show People in all departments. All answer.

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BAKER'S GAME SHOP

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skillos, Spindles, Tracks, 12, 15 & 24 numbers. Chuck and P.C. Wheels, Bazaar Mdse. Wheels, Baker Four Ball Buckets also new style old Fashion Buckets, new Six Cats and Big Toms, Razzles, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soap Pegs, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Laydowns, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY

810B DESOTO DETROIT, MICHIGAN

KRAUSE & DUKES AMUSEMENTS

Playing the best locations in Philadelphia, Pa. Free gate.

Want Foreman for Merry-Go-Round, Foreman on Ferris Wheel. Can place Grind Concessions that work for merchandise. For Sale—8x8 Tent and Frame, also one and one-half ton Panel Truck; best offer takes it. Contact

SIMON KRAUSE

CARE EARLE HOTEL, 110 S. 10TH ST PHILADELPHIA, PA.

HELP—CONCESSION—HELP

BINGO COUNTER MAN—RELIEF CALLER, CAPABLE GRIND STORE MEN (NO WRANGS). ALL CONTACT:

MAC McMANUS or VINCE McCABE

c/o Sunset Amusement Co., Winona, Minn., this week; Austin, Minn., next.

The Billboard, April 7, 1951



Your Share of This Market Depends on YOU!

DETAILS ON PAGE 43

Midway Confab

Continued from page 53

ness was good and adds that the 80 by 240 tent owned by O. N. Crafts was rented to the committee and used for merchants' exhibits.

B. V. Collins, general agent of Nessler's Shows, was stricken seriously ill while on a visit to the shows in Pittsfield, Ill., and was rushed to Illinois Community Hospital there to undergo an emergency operation. Collins is expected to be confined in the hospital for about three weeks and would like to read letters from friends. Joseph Lehr pens from Philadelphia that while Cetlin & Wilson Shows were playing the 69th Street circus grounds, Upper Darby, Pa., recently, he and wife Mary, visited Edward K. Johnson, contracting agent for the shows. Lehr adds that Joe Baker, Benny Welch, Frank Peterson and Frank Rich were sighted renewing acquaintances with members of the shows.

Clara Blay joined Crafts Exposition Shows in Oroville, Calif., May 17 to take charge of the Girl Show. Her mother, Rhoda Blay, is a ticket seller on the kiddie rides. Mrs. Louis J. Berger, wife of the Cavalcade of Amusements' general agent, was released from Augustana Hospital, Chicago, Tuesday (22) where she had been confined for a week with an arm infection.

A. J. Gray joined Royal Duke Shows in Gastonia, N. C., as a member of its advance promotional staff. While Mighty Page Shows were playing Spray, N. C., recently all members of the org

attended a surprise birthday party in the Minstrel Show top for Roland Page, shows' manager. A buffet supper was served, followed by brief talks by Owner William Page and the guest of honor, Pocket Book Harris and his Minstrel Show troupe presented a 45-minute show. Dancing followed and the party continued until early morning. Ralph G. Lockett, former general agent and secretary of Johnny J. Jones Exposition, visited friends on Royal Duke Shows in Spray, N. C., while en route from his home in Ettrick, Va., to Daytona Beach, Fla., where he now operates a newsstand.

About 100 friends and relatives joined Louis (Dada) King, secretary, World of Mirth Shows concession department, Sunday (20) in ceremonies honoring the memory of his wife, Rose, who died a year ago. Associates attending the unveiling of a monument in a New York cemetery included Bucky Allen, Eddie Turbin, Sam Walker, Harry Ettels, Ike Weinberg, Joe Bozeman, Danny Thaler, Abe Fabricant and Frank and Rose Schillizzi. Phil Cook, chaplain of the Miami Showmen's Association, delivered the eulogy.

Phil Cook, who also is a digger operator on World of Mirth, visited his 86-year-old mother in New York last week. Shirley Lawrence Levy, whose Lawrence Greater Shows were in Philadelphia last week, has made several trips to New York recently to visit her father who is ailing.

FIREWORKS DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES!
Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!
DISPLAYS FROM \$49.50 TO \$669.50
Expert operators available for large shows! Full insurance carried on all operated displays!
WRITE FOR FREE CATALOG!
RICH BROS. FIREWORKS CO.
DEPT. B-1 BOX 516 SIOUX FALLS, SOUTH DAKOTA

DAN-LOUIS SHOWS

WANT CONCESSIONS—if legitimate—no Flatlies will be tolerated. HAVE OPENING for Ball Games, Fish Pond, Bowling Alley, Bumper, Hoop-La, Duck Pond, Pitch-Till-Win, String Game, Darts, Coke Bottle or any other legitimate Concessions and no Flatlies at any price, and I mean it. Will have opening for small Cook House or Grab week of June 4th. Our privilege is reasonable on any Concession we book, and we have spots that you can make money if you try. We have a nice clean Show—6 Rides and plenty of Ride Help.
Opening May 28th, Muldraugh, adjoining Ft. Knox, Ky. Come on—will place you
LOUIS T. RILEY, Gen. Mgr., DAN-LOUIS SHOWS

WANT FOR WAUKESHA, WISCONSIN

5 BIG DAYS — JUNE 30 TO JULY 4
Sponsored by American Legion and Veterans of Foreign Wars.
Southern Wisconsin's biggest 4th of July Celebration
\$1,000.00 Fireworks Display — \$4,000.00 Prizes.
CONCESSIONS, Stock Concessions of all kinds.
SHOWS: Hillbilly, Animal, Snake, Fun House, Glass House or what have you.
50,000 attendance last year
Write, Wire, Phone: M. T. GORDEN
2821A No. 58th St. (Phone: Uptown 3-3230) Milwaukee 10, Wis.

TENNESSEE VALLEY AMUSEMENT CO.

Celina, Tenn., this week; Carthage, Tenn., next week.
WANT WANT WANT
Stock Concessions of all kinds, Cork Gallery, Long or Short Range, Pitch-Till-You-Win, Balloon Darts, String Game, Hit or Miss, Slum Spindle. Privilege \$15.50. Popcorn and Snow Cone open. Will book Buckets, Swinger, Six Cats, Count Stores, Pin Stores and Skillos. Segs Odella, free act, contact. Want Agents for P.C. Candy Floss, Girls for Girl Show. Salary or P.C. Book Rides not conflicting. Especially want Rolltoplane. Have 5 Rides, 3 Shows and 25 Concessions.
Call or wire THEO. MEADOWS, Mgr.; CHARLEY CROY, Bus. Mgr.

GOLD BOND SHOWS

WANT WANT WANT
CONCESSIONS: Hanky Panks of all kinds. Can place Jewelry, Penny Pitch, Cigarette Pitch, Bowling Alley, Bumper Ball Game, Custard, French Fries.
SHOWS: Mechanical, Wild Life, Motordrome or small Grind Show. ALL REPLIES BY WIRE.
MICKEY STARK, Mgr.
Montgomery, Ill., this week; North Chicago, Ill., June 4-9.

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!
Write for "Early-Bird" Price List!
Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

STOCK TICKETS	ROLL TICKETS	PRINTED TICKETS
10 Rolls ... \$ 5.00	Printed to Your Order	10,000 8 8.50
50 Rolls ... 17.00	ACE FORMS MFG. CO., INC.	30,000 14.00
100 Rolls ... 37.00	45 Blocker Street	99,000 17.00
Rolls are 2,000 each. Size 1"x2"	New York 13, N. Y.	100,000 25.00
Double Coupons		
Double P. ices.		

IT'S NEW! CIGARETTE COLOR GAME

Using 3 1/2 inch color dice, 6 colors, 3 laydowns, each laydown 14 inches wide, 10 ft. long in 6 colors. THIS IS IT! Works for 10c-25c-50c for carton of cigarettes. BIGGEST STOCK PROPOSITION EVER CREATED.
\$30.00 per unit as described above, no less sold.
WRITE FOR CATALOG
RAY OAKES & SONS
Box 106 Brookfield, Ill.
Phone: Brookfield 8860

CIGARETTE WHEELS

NEW
30" Decorated, \$50.00 ea.
48" Decorated, \$125.00 ea.
Merchandise Money Wheels Laydowns Midwest Rep.: Advance Nov. Co. Detroit, Mich. West Coast Rep.: M. Monette & Co. San Francisco 3, Calif.
Cardinal Mfg. Corp.
430 Keap Street Brooklyn, N. Y. EVergreen 7-5027

PENNY PITCH GAMES

Size 46x46" Price \$42.50
Size 48x48" With 1 Jack P o t, \$59.00.
Size 48x48". With 5 Jack Pots, \$55.00.
PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$27.50
BINGO GAMES
75-Player Bingo, Complete \$4.00
100-Player Bingo, Complete 8.00
1/3 Deposit on All Orders.
SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

'America's Finest Show Canvas'
TENTS—SIDESHOW BANNERS
ONE 24x36 CORN GAME TOP—Blue Flameproofed—Striped Awnings—BRAND NEW.
USED CONCESSION TENTS
Bernie Mendelson—Charles Driver
O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

RIDE HELP WANTED

Can use Merry-Go-Round and Ferris Wheel Man. Top wages, must drive semi. George Christiansen, Red Hodges, Billy Darnell, contact me.
FOR SALE—8 Tub Octopus in A-1 condition. Can be seen playing Chicago lots. Can use 2 good Men to Up-and-Down Outfits. Mostly, Slap-Up Stores. Good salary and treatment
FOR SALE—2 Abreast Parker Merry-Go-Round. A-1 condition
FRED A. POTENZA
741 N. Wolcott Ave. Chicago, Ill.
Phone: Haymarket 1-4121

WANTED PROPOSAL FOR CHARRO DAYS FIESTA

February 16 to 24, 1952, Carnival Concession. Proposals accepted until June 18, 1951. This is South Texas best fiesta. We want first class carnival with plenty of Major Rides. No grift.
Address replies to CHARRO DAYS, INC. Brownsville, Texas
H. C. APPLETON
General Manager

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

SHRUNKEN HEADS, LONG HAIR, LIK E PHOTO, PREPAID \$12.00
Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby many others. Write for Latest Circular Showing Photos and Prices.
TATE'S CURIOSITY SHOP
1858 E. Van Buren St. Phoenix, Arizona

WANTED, JUNE 11-16 STRATANVILLE, PA., VOL. FIRE CO.

Concessions—High Striker, Mug, Ace and Weight, Short Range and Long Range Pitch-Till-U-Win, Hanky Panks. No grift or K.P.S.
Dayton Centennial to follow.
JOLLY JAILLET
Box 4, Stoneboro, Pa.

CLOSE-UPS: CHARLES (DOC) MORRIS

Promotion Specialist Built Outing Crowds

• Continued from page 41

tinue. As with many others, Doc had back pay due. Jabour asked him if he would settle for \$10, and since the bill represented food and lodging, a deal was struck. However, it was just no go, and the show folded in Seattle.

Became Talker
Doc next latched on to a kid show managed by Hughie Harrison and carried by the Walter L. Main Circus. It was at Harrison's urging that Doc first developed a spiel, and by his own admission, he became a good talker over the next few seasons. At intervals, he also worked with carnivals operated by Gaskill & Mundy J. Frank Katz and Morris & Berger.

In 1907 Doc hooked up for three seasons with enterprises directed by Will S. Heck, late showman and one-time Eastern representative of *The Billboard*. Doc pays tribute to Heck as a man whose theories of showmanship were well ahead of his time, offering the Cincinnati Fall Festival staged annually by Heck as proof. Heck passed on the same year that Doc joined him.

Worked St. Louis Expo
Going back a bit, in 1904 Doc was working as a talker on No. 3 gate of the *Streets of Cairo* attraction at the Louisiana Purchase Exposition in St. Louis. He claims he doubled the take of the other two gates, even tho the principal bally was done on No. 1 gate, so convincing was his bally. A bit of hoofing by Doc was part of the crowd warm-up.

At any rate, the expo board of directors were not satisfied with business at the *Streets of Cairo* and appointed Doc manager at four times his former pay. He dwells on

the attraction as one of the most lavish in his experience, a complete reproduction of Cairo right down to fakirs and 50 Bedouin tribesmen. Despite its opulence, the \$250,000 nut was too big for profitable operation, even tho Doc says he quadrupled the attraction's take.

Managed Concert Hall
Following the Heck association, Doc went on to Columbus, O., where he became manager of the Phoenix Theater, last concert hall in the city. However, his wife, who was part of a song-and-dance team under the name Agnes Ford, urged him to return directly to showbiz. Her act moved on to Springfield, O., where Doc joined and persuaded her to leave the act. A flip of a coin decided that they go to Cincinnati instead of San Francisco.

In that city he was introduced to Col. Ike Martin, Chester Park operator, and was made manager of a concession known as Doctor Joy. It was thru this post that Doc acquired his sobriquet.

Succeeded at Chester Park
The next year, 1911, saw him placed in charge of games at the park. Doc got his first chance at big-time promotion of outings and events, and in co-operation with Maurice Wolfson, business manager of the spot, the succeeding seasons were lucrative for both Doc and Chester Park. "Chester Park was the best-managed spot I ever knew," he maintains today. It was there that Doc says he originated the modern strip ticket employed by funspots today.

Came a period when parks in the East were booming and those in the Midwest were having tougher sledding. In 1926, Mrs. Beulah Hazard, manager of Mid-City Park, Albany, N. Y., engaged Doc to handle promotion for the spot. The switch was to his liking, since he had always desired to establish himself in the East.

Switched to Columbia Park
Doc again proved himself as a promotion man over the three years spent in Albany. An urge for New York struck him, and thru the aid of ride designer Joe McKee, Doc's best friend, he went to Columbia Park at North Bergen, N. J., directly across the Hudson River from Gotham. It was Joe McKee who had installed the attractions, rides and elaborate fronts in Chester Park, and the friendship of the men dates from Doc's days at the spot.

The promotion post at Columbia was a good one, but somehow the spritely Doc could not hit it off with the staid owner of the park, Otto Aschbock. In July, 1932, Joe's brother, Paul McKee, informed Doc that the promotion job at Olympic Park, Irvington, N. J., was open. Doc says he was a bit dubious about seeking the position because he had tried before without success, but this time he struck it off with owner Henry Guenther Sr.

Recalls Big Outings
He came on at a time when there was but six weeks remaining in the season, and his coup was a Radio Corporation of America outing from Camden, N. J. Doc remembers that the day of the event he anxiously scanned the skies while Guenther predicted a turnout of only a few thousand. The 16,000 patrons who did come had Guenther working as cashier behind the park bar before the day was over. It was also during this period that Doc staged big outings for John Carlin's Joyland Park in Baltimore and returned to aid Mrs. Hazard at Albany.

After several persons told Doc that Irving and Jack Rosenthal, owners of Palisades (N. J.) Park were interested in his services, a meeting of the parties was arranged and an agreement reached. The union lasted until grosses boosted by World War II made extensive promotion needless.

Doc takes special pride in son Jackie, who emerged from four years in the army in the last war with a distinguished record to join his father in free-lance promotion work for six parks during 1946. Doc intended to retire to a home near Pensacola, Fla., after that year, but the decision did not stick. His wife died in 1949. Both Doc and Jackie, who is now handling promotion at White City Park, Worcester, Mass., are members of the National Showmen's Association, New York.

Percell's
PIONEER SHOWS
high class midway attractions

WANT
For Lock Haven, Pa., June 4-9; Lewistown, Pa., June 11-16, to follow Both Firemen's Celebrations

RIDES—We have enough of our own. Ride Help—Must Drive Semi.
SHOWS—Want Monkey, Illusion, Fun House or Glass House.
CONCESSIONS—Can use a few Hanky Panks, especially Mug Outfit. McMinn, wire. Also Short Range, High Striker and Custard.
CONCESSION HELP—One Wheel Agent, one Spindle Agent, two Grind Store Agents and a man or couple to take over one Dice Game. Also one semi driver and Bingo help.
GENERAL HELP—Want one Canvas Man, one man to handle the front and marquee, one electrician. All answer. This week Williamsport, Pa.

LOUIS A. RICE
BUS. MGR.

MICKY PERCELL
GEN. MGR.

WANT—WANT

Agents for Spindles, Bowling Alley, Pan Game, Penny Pitch and General Help. Joe Aaron, Bruno, Harry Poole, Myers, Jack Cohen, wire.

S. B. WEINTROUB
Care Grand American Show
Hannibal, Mo.

AGENTS WANTED

Count Store Agent and Hanky Pank Agents. Also two Mitt Camps. Fairs start in 3 weeks.

PIERCY & GOODWIN
c/o Bee's Old Reliable
Hazard, Ky., this week

AGENTS WANTED

For Six Cats, Buckets, Over-12, Pan Game, Fish Bowl, Glass Pitch, Cigarette Shooting Gallery. All Agents I have contacted, please call at once.
Opening with Dobson's United Shows May 29.

MICKY RE
Ryan Hotel St. Paul 1, Minn.

FROZEN CUSTARD TRUCK FOR SALE

Fully Equipped
Price \$2,500
Real Money Maker.
Phone: 2-4464 Bloomfield, N. J.

HOME STATE SHOWS WANT

Shows: Fun House, Mechanical Rides: Pony Ride, join at once. Legitimate Concessions. Mobridge, South Dakota, this week; Aberdeen, next week.

Miniature Train Wanted

Due to disappointment want Miniature Train immediately. Either on percentage, lease or will buy. Have great spot Come and see for yourself.
Fox Lake, Ill., Kiddie Land
Phone: ANdover 3-6112 or write: Tommy Sacco, 203 N. Wabash, Chicago, Ill.

WANTED

First and Second Man on Wheel, Second Man on Tilt, Clarence Spencer and Heavy Lyle, come on, Jack Norton wants you. Want Cookhouse and Popcorn.

CHEROKEE AMUSEMENT CO.
Osawatimie, Kansas

FOR SALE

1948 #5 Ell Wheel with Trailer...\$5500.00
40' 2 Abreast Merry-Go-Round with Trailer... 4500.00
18' 24 Seat Chairplane with Trailer... 1000.00
8 Car Octopus with Trailer... 3500.00
Kiddie Chair Swing—Kiddie Jeep Ride with GMC Van... 1500.00
1552 Lombard, Toledo, Ohio WA 6345

SCOTTY SULLIVAN PAINTER

Wrote you twice, letter returned, what is the trouble? Need you at once. Call me at 3284.

ELLIS WINTON
Manchester, Tenn.

61st ANNUAL SOLDIERS AND SAILORS FAIR AND PICNIC
HARPER'S MEMORIAL PARK, SHADE GAP, PA., JULY 30 TO AUGUST 4

All Concessions wanting space at the picnic contact now. Can use two or three Grind Shows suitable for family patronage. No Girl Shows. All old Concessions contact for your locations. Mr. Leavengood, Wild Life, contact. Can use two American Palmists, two Custards, two Cookhouses, two Sit Down Grabs and all Hanky Panks. Can use Ride Help for all Rides. Bridgeport, Pa., week of May 28. All replies for picnic to

A. L. BLACKMON
818 N. 32ND ST. CAMDEN, N. J.
Others GOLDEN RULE SHOWS as per route.

W.G. WADE Shows

MIDLAND, MICH., June 5-9

DOW CHEMICAL WORKING 3 SHIFTS—PLUS \$30,000.00 PLANT EXPANSION. Can place now and for our UPPER PENINSULA TOUR starting latter part of June—MERCHANDISING CONCESSIONS, Games, Stock Wheels, Pitches, Novelties, Ice Cream, etc. Still want GLASS HOUSE, LIFE and WILD LIFE.
W. G. WADE SHOWS, Pontiac, Mich., all this week.
P.S.: Following Midland is Jackson, Mich.

BILL HAMES SHOWS

WANT FOR ALL CELEBRATIONS AND FAIRS, STARTING JULY 1

Our season consists of all Celebrations, Re-Unions and all of the Biggest and Best Fairs in Texas, including Amarillo, Lubbock, Abilene, etc., from July 1 to October 20.

ACCOUNT OF DISAPPOINTMENTS CAN PLACE
SIDE SHOW — MONKEY SHOW — MOTOR DROME
WANT RIDE HELP FOR ALL RIDES.
ADDRESS: BILL HAMES, MGR., BOX 1377, FORT WORTH, TEXAS

FOR SALE

One of the finest Kiddielands on the road. Consisting of one special built Front with Ticket Boxes, one Allan Herschell Kiddie Carousel, one Allan Herschell Boat Ride, one Allan Herschell Ten Car Automobile Ride, one Mangels Roto-Whip, one Smith & Smith Airplane Ride. This is all recently bought equipment and in A-1 condition. Transportation includes two Semi Trailers with Tractors and Straight Job to haul above. Not giving it away, but priced right for cash. No trades, no proposition.

BOX NY-133
Care THE BILLBOARD, 1564 BROADWAY, NEW YORK 19, N. Y.

ALAMO EXPOSITION SHOWS

WANT WANT WANT

Side Show, Wild Life; capable Man to take charge of Athletic Show, have equipment, Bill Ely, contact me. Girls for Posing and Hawaiian Show. Also want Cookhouse, Penny Arcade, Novelties, Custard and all Hanky Panks. Contact JACK RUBACK, Mgr., Hobbs, Mexico, week May 28 to June 2; Roswell, New Mexico, June 4 to 9. 5,000 Soldiers here. Best still date in New Mexico.

SKERBECK SHOWS WANT

Agents for Fish Pond, Add 'Em Up Dart, Counter Man for Bingo. First Man on Ferris Wheel. Furnish Room, Board (home cooking), Laundry, Salary. Family Show, best of territory. No chasers or drunks. Good proposition for Grab Stand Will finance any show of merit.

PAULINE SKERBECK
Escanaba, Mich., per route.

ROLL TICKETS
PRINTED TO YOUR ORDER

100.000 \$29.00

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

10,000 \$ 9.50
20,000 11.75
50,000 18.25

Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

HARRY CRAIG WANTS

Spitfire Foreman, Baby Ride Help. Agents for Alley.
Stamford, Tex., now; then Haskell next.

MACK HOGE WANTS

For Mighty Hammontree Shows: Skillo Agents and other Capable Help. Pete Landers, call me.
Lancaster, Ky., this week.

WANTED

Ride Help, Truck Drivers for all rides. All Hanky Panks, Ball Games, Photos, Cookhouse, Grind Shows, Girl Show Manager and Talent. All Celebrations and Fairs. Alma, Nebr., now; then Smith Center, Kan.; both on street. Wire

J. R. LEERIGHT
Midway Exposition Show

WANTED AT ONCE

Experienced Wrestler to manage Athletic Show in proven athletic territory.

GUST KARRAS
124 So. 8th St., St. Joseph, Mo.

FOR SALE OR TRADE MERRY-GO-ROUND

Parker 2-Abreast, newly painted, well decorated. Diamond Seal Continental Motor. Will consider good proposition for 2-Abreast American Beauty.

MEROHL RIDES
New Douglas, Illinois

CARNIVAL WANTED

Good clean Carnival for Annual Harvest Festival Celebration, sponsored by the Melrose Chamber of Commerce on Sept. 14, 15, 16, 1951. Average town with good rural support. Write to

AL J. WESTENDORF
Exec. Sec., Melrose Chamber of Commerce, Melrose, Minn.

FOR SALE

2 General Electric 60" SEARCHLIGHTS Complete with Generators

SPORTS ARENA
1 Main St. Toledo 5, Ohio

FOR SALE

No Reasonable Offer Refused"

25 Kw. Universal Light Plant, guaranteed A-1 condition. Will trade for Kid Auto, Corn Game or Pop Corn Trailer. Reply: RALPH R. "HAWKSHAW" DAVENPORT 1441 Garden St., Shreveport, La.

DON'T MISS

The Big CONSHOHOCKEN PA.

10 DAY FIREMEN'S FAIR 3 MI. FROM PHILA.

STARTS WEDNESDAY, JUNE 6

SOME GOOD SPACE AVAILABLE

CONCESSIONS: French Fries, Pronto Pups, Floss, Custard, Fish Pond, Ball Game, Hoop-La, String Game or any Merchandise Concessions. X on Novelties open. Room for few choice Wheels here. Also Count Stores, Mitt Camps. Dallas Duncan wants 6-Cat Agents. Wire for space at once—not later than June 2nd. Will book set of Kiddie Rides and Flat Ride, Spitfire or any feature Ride. Will buy set Kiddie Rides. Side Shows: Crazy House, Mechanical City, Motor Drome, and Slum Skillo Show for balance of season—small percentage. Second Men on all Rides—good pay—must drive trucks. Don't wire, come on.

WIRE BEN WOLFE

WOLFE AMUSEMENT

ALL THIS WEEK—WOODSTOCK, VA., MAY 28-JUNE 2

NORTHERN EXPOSITION SHOWS WANT

For bona fide Street Celebrations—Sanish, No. Dak., July 4th; Wolf Point Stampede and "B" Circuit of Fairs in Montana.

CONCESSIONS—Jewelry Engraving and Grab, Coke Bottles, Age and Scale, Fish Pond, Hoop-La, Arcade, Grab and Cookhouse.

SHOWS—Animal, 10-in-1, Freak or any good Grind Show.

Can use sober capable Ride Help in all departments.

Contact MIKE SMITH, Owner

Flandreau, S. D., May 28-30; Brookings, S. D., May 31-June 2; Milbank, S. D., June 4-6.

John FRANCIS Shows

HAVE SOME OPEN TIME IN JULY AND LATTER PART OF AUGUST

Will book a few good, clean Concessions for Gary, Ind., for two \$3,000,000 pay days—in heart of town—June 14-24. Can use Ride Help who drive somis. Want to book Rides, Shows, Concessions for all Iowa Fair, Cedar Rapids, Iowa, August 12-19. Our Fairs start August 1.

Address JOHN FRANCIS, Mgr.

Belleville, Ill., this week; Charleston, Ill., next week; then Gary, Ind.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED RIDE HELP

Will pay top salaries for First Class Wheel Foreman for Twin Wheels. Can also place good Second Men on Tilt and Wheels and all other rides. Must be licensed semi truck drivers.

Wire or come on.

C. C. GROSCURTH, Gen. Mgr.

Belleville, Ill., this week.

AMERICAN BAZAAR

WANTS WANTS

Riverside, N. J., May 28 to June 2; Palmyra, N. J., June 4 to June 9.

Concession Agents for Hanky Panks and Stock Wheels. Man and Wife for Frozen Custard. General Concession Help wanted. Will book Jewelry, Novelties and any Slum Stores.

Wire GEORGE HARMS or BEN PAUL or come on

P.S.: Can always use good Ride Help.

Can Place for

C. A. STEPHENS SHOWS

We carry 7 Rides, 6 Shows, 35 Concessions for Still Dates. Evarts, Ky.; Harlan, Ky.; Allen, this week.

CONCESSIONS: Can place a few more legitimate Concessions. RIDE FOREMEN on Wheel, Merry-Go-Round, Octopus, Spitfire, Train Ride, Chairplane. You get paid every Monday night. Bingo Caller, Talker on Fun House needed. Scotty Sullivan, painter, where are you, come on. Address all mail and wires to ELLIS WINTON, Mgr., 108 E. McLean St. Phone 3284 Manchester, Tenn.

CUMBERLAND VALLEY SHOWS

WANT WANT WANT WANT

Moves on lot June 4th and opens June 18th in South Pittsburg, Tenn.

SHOWS: Want Motordrome, Minstrel Show with own outfit, Wild Life, Freak Show, Glass House, Mechanical City or any other capable Show except Fun House and Snake Show. CONCESSIONS: Can place a few more legitimate Concessions. RIDE FOREMEN on Wheel, Merry-Go-Round, Octopus, Spitfire, Train Ride, Chairplane. You get paid every Monday night. Bingo Caller, Talker on Fun House needed. Scotty Sullivan, painter, where are you, come on. Address all mail and wires to ELLIS WINTON, Mgr., 108 E. McLean St. Phone 3284 Manchester, Tenn.

BOHN AND SONS UNITED SHOWS

WANT WANT WANT

Hanky Panks of all kinds. Small Cookhouse or Sit Down Grab, Ball Games, Popcorn, Apples and Floss, Photos, Penny Pitch, Glass Outfit, Balloon Dart, Fish Pond or any 10¢ Concession not conflicting with what we have. Will book any Show of merit with own outfit. Will give "EX" to party with 3 Kiddie Rides. Will book Mix-Up or any Flat Ride. Art Price wants Agents for Pin Store, Roll Down and Slum Skillo (Slim Famlar and Pin Store Marty, contact at once). Playing lots in Dallas until our fairs start—plenty of pay rolls here.

All replies to EMMETT BUFKIN or CARL BOHN

Phone: EV 1237 or c/o Western Union, Dallas, Tex.

SUNSET AMUSEMENT COMPANY

WANT WANT

CONCESSIONS—DERBY, FISH BOWL, MILK BOTTLES, PUNK RACK AND BASKET BALL.

HELP—SECOND MEN ON ALL RIDES, MUST DRIVE TRUCKS.

Address K. H. GARMAN, Mgr.

Winona, Minn., this week; Austin, Minn., next week.

Mighty Page Wins Biz On N. C. Spring Jaunt

SPRAY, N. C., May 26.—A check of Mighty Page Shows' books here revealed that the org is in good shape financially following nine weeks in North Carolina, executives reported this week. They said that altho rain and cold weather has hampered operations in some instances, business generally has been good. Only two Monday openings have been missed thus far on the tour. These were occasioned by muddy lots and rain. Owner William O. Page and his son, Roland, manager, have noted that altho each opening day has been only fair from a business standpoint, grosses have been building the final three days of each week's stand. Shows have one more week in North Carolina before they head north.

All rides, shows and concessions reported big business for the week at North Wilkesboro. Plenty of paint has been spread on equipment and org is well illuminated. Rolling stock is in good shape and all moves have been made in good time.

Staff

William O. Page, owner; Roland Page, manager; C. A. (Tommy) Carson, business manager and legal adjuster; William Scan-

lon, general agent; Mrs. W. O. Page, treasurer; Fay Reynolds, secretary; Pete Hengener; Dave DiCorti, special agent and billboard; William Joiner, ride superintendent; Hayes Reynolds, master mechanic; Red Corbett, front gate tickets, and William Holt, lot man, mailman and The Billboard sales agent.

Rides

Merry-Go-Round, Deacon Stafford Sechrist, foreman; George Brown, second man. Ferris Wheel, Ralph Morris, foreman; H. Jones, assistant. Tilt-a-Whirl, Willie Ramsey, foreman; Walter Marshall, assistant. Octopus, Raymond Lang, foreman; Ray Arnold, assistant. Spitfire, Lloyd Horton, foreman; Paul Lawson, assistant. Rolloplane, James Brown, foreman; Bill Starr, assistant. Caterpillar, Bill Yardley, foreman; Joe Letz, assistant. Chairplane, Charles Johnson, foreman.

Shows

Star Dust Revue, Charles LaButske, manager and talker; Betty LaButske, Marge Fagan, Suzette and Darlene, dancers; Bill Kelly, tickets, and Marty Rogers, boss canvasser. Casino, Ralph Ryder, manager and talker; Mickey Ryder, feature; Ruth Harrell, Helene Yardley and Jackie Peterson, dancers; Bill Jolly, tickets. Carolina Minstrels, Pocket Book Harris, manager and producer, with six-piece band, six-girl line, two comics, dance team and blues singer. Peg Leg Lightfoot is a feature. Snake Show, Sandy West, manager and talker, featuring Marge, the Wonder Girl. Big Jim, human hog. Mrs. Jimmy Ross, manager; J. E. Thornton, lecturer and caretaker.

Concessions

Concessionaires include Slim Cunningham, James Cyrs, John Reed, Tommy Carson, Jimmy Ross, Charles Wright, Al Hermann. Leonard Ross's bingo is managed by Emile Ross, with Elmer Kocherura, caller, and Tony Cheek and Jack Cox, countermen. Five office-owned concessions are managed by Bill Thompson. Cookhouse, Ray Price, owner and manager; Sue Price, cashier; Red Marshall, chef; John Miller, griddle; Galther Swain and Clyde Ward, waiters. Bill Moore owns the frozen custard, with Tiny Libak as operator; Thelma Coleman, short-range gallery; Bob Coleman, scale and age; Bill Cox, French fries; C. A. Hester, pan game; John Chisholm; Parker's diggers, Lola Donohue; Effie Thompson, popcorn, candy apples and candy floss; Ray Price, Al Hermann, Kimmy Ross and Dave DiCorti, percentage tables. Three palmistry booths are office-owned.

Groscurth Org Still Dates Ill. For First Time

BELLEVILLE, Ill., May 26.—C. C. (Specks) Groscurth's Blue Grass Shows moved into the Southern Illinois still date circuit this week for the first time, opening a nine-day stand here that will run thru Decoration Day. Org came from Tell City, Ind., and will follow with seven days at Dupu, Ill., beginning Friday (1).

Show put up new Downey light towers today for the first time and for added flash is using its giant searchlight. Line-up includes 12 rides, 6 shows and about 40 concessions.

Show will play its first fair starting July 4, with its fair route to take it into Indiana, Illinois, Kentucky, Tennessee, Alabama and Mississippi.

Staff includes Mrs. Esther Groscurth, hostess; Morris Stokes, secretary-auditor; W. E. Snyder, general agent; Cash Wiltse, special agent and publicity; Howard Atkinson, ride superintendent; James Fisher, electrician, and Doc Angel, mailman and The Billboard agent.

Imperial Biz

Continued from page 52

cessions. Rides are Ferris Wheel, Merry-Go-Round, Octopus, Rolloplane, Tilt-a-Whirl and three kiddie rides—a Street Car, Autos and a new Everly Midge-O-Racer. The later attracted plenty of attention here and even on dull nights grossed big.

Plays Illinois and Michigan

Imperial's '51 route is confined to Illinois and Michigan, with nine fairs in the former. After several Michigan still spots, show will move back into Illinois with its first fair at Carrollton the week of July 15. Annuals to follow include Mount Sterling, Knoxville, Princeville, Mendota, Warren, Fairbury and LeRoy.

At least six of the shows' personnel were sporting new Platt house trailers here. In addition to Owner Gullette's 34-foot job, Paul and John Schmidt had one each, as did Eddie Cole, Hub Luehrs and Wayne Mitchell.

Staff includes E. L. Winrod, manager; Mary Gullette, secretary; Wayne Mitchell, superintendent of Diesels, and Peggy Davies, mail and The Billboard.

Other personnel includes:

Rides, Shows

Ferris Wheel, Bob Leverette; Tilt-a-Whirl, Tex Cochran; Merry-Go-Round, Eddy Cole; kiddie rides, Arlo Cole; Rolloplane, Laverne Wright; Mechanical Farm, Whitey Noite, and Penny Arcade, Hub Luehrs.

Concessions

Hub Luehrs, bingo, diggers and jewelry; Paul and John Schmidt, popcorn, long range gallery, candy floss and basketball; Buck Smith, balloon darts, duck and fish ponds and short range gallery; Mr. and Mrs. Elmer Ruark, baseballs and cookhouse; George Isenhower and E. L. Winrod, derby, photos, darts, fish bowls and penny pitch; Bill and Peggy Davies, high striker, ray guns, cork pitch and dolls, and Ted Hamilton, tattoos.

Northern Expo Gets Okay Biz At S. D. Spots

FLANDREAU, S. D., May 26.—Northern Exposition Shows, headed by Mike Smith, has had rainy days but clear nights since its opening in Lake Andes May 14 where a good three-day stand was played. The three-day run following in Winner also turned in good business.

Shows soon move into Montana to play the A. and B. fair circuits. Personnel includes Mike Smith, owner; Elsie Smith, treasurer; Gil Tuve, general agent; H. L. (Tony) Richards, general superintendent; Arthur Hutchinson, lot superintendent; Adeline Rockafellow, secretary, and Bill Elcock, electrician.

Rides: Merry-Go-Round, Albert Meidinger, foreman; Ferris Wheel, Robert Schroeder; kiddie rides, John Miller; Tilt-a-Whirl, James (Tex) Inman; Octopus, Jerry Vinson, and Spitfire, Austin Fletcher.

Concessions: F. L. (Count) Hildebrand, balloon darts; long range, pan game, high striker; Marion Thompson, cat game, ball game; Lester (Slim) Kroger, popcorn, strings, cork gallery; Lloyd Verley, ball game; G. A. (Swede) Swinson, bingo, candy apples, derby; Al Haavisto, candy floss; Muggs Townsend, ice cream sandwiches, hot dogs; Wayne Mayberry, diggers; Mac McLean, slum spindle, and Art Hutchinson, bumper.

Shows: George Lambert, Lollypop Circus, and Dale Parrish, Girl Revue.

Dublin, Ga., Fair Signs L. J. Heth

DUBLIN, Ga., May 26.—L. J. Heth Shows have been signed to provide the midway at Laurens County fair here, Joe J. Fontana, general representative, announced. The fair, to be held the week of October 29, is sponsored by the local VFW post.

Royal Crown Big

Continued from page 52

for the fair tour. Shows make a neat appearance and plenty of paint has been spread to match eye-appealing illumination.

Bobby Mack, general agent, returned to the shows Friday (18) following a tour of Northern and Midwestern States. Coca-Cola billings have been added to the sides of many of the big semi's. Mack reports. This area was well billed by John Cousins, advertising manager. Visitors included Charles Todd and Ray Young.

DELTA AMUSEMENT

Can place Agents on Ball Game, P.C., Darts. Will book Concessions not conflicting. Want Ride Man for small Two-Abreast Jenny.

For Sale: Two 10x12 Concessions, canvas and frames; fair condition, \$50 each.

Glen Allan, Miss., this week; Midnight to follow. Heart of the Delta. P.S.: Joe King, Kenneth Allen, contact me.

WANTED

Experienced Man for Derby mounted on trailer; must be sober and good truck driver; \$60 a week to start. Bonus at Fairs.

JOE STEINBERG

SIEBRAND BROS.' CIRCUS AND CARNIVAL

Salt Lake City, Utah, week May 28; Ogden, week June 4.

West Virginia Agricultural and Industrial Fair

Charleston, W. Va., 1 to 9 9 big days, including two Saturdays, two Sundays and Labor Day. Exclusive Custard and Novelties for sale. Address: Kanawha State Park Association, Inc. 203 Oney Street, Charleston, W. Va.

RAY WHELOCK WANTS

Capable Wrestler who can show, also handle front of Athletic Show. Good proposition. Dan Friend, Johnnie Hines, Cowboy Freddie Steele, Dannie Glover, contact me. This show plays good Athletic Show territory. Good 4th July Celebrations to follow.

Care STAR AMUSEMENT CO.

Calico Rock, Arkansas, this week.

WANTED

RIDES, TENT SHOW AND OTHER ATTRACTIONS

For Picnic, July 3 and 4, Reed's Lake, sponsored by Fulton Lions Club. Contact

WM. R. WILFLEY

718 Walnut St. Fulton, Mo.

SPITFIRE FOREMAN

Capable, sober man for long season. \$50 plus \$10 bonus. Wire only

HOWARD SERVICE

Indiana, Pa.

BINGO COUNTER MEN

Chillie Small Wants

2 Counter Men immediately. Wire c/o BEAM'S ATTRACTIONS Homer City, Pa.

WANTED

Swing, small Rides, Concessions for two-day Celebration, Streator, Ill., August 10-11. Auspices of Streator Amvet Post #120. Please write.

ROY RATHBUN

City Clerk

WANTED

Ferris Wheel and Chairplane Foremen. Top wages.

D. VAN BILLARD

Perkasie, Penna., May 28th to June 2nd; Devon, Pa., afterwards.

FOR SALE

4 new Roman Targets; 8 Cork Guns, 6000 Corks. Original cost, \$980. Will sell \$700, or top, flash cloth and Slum complete, \$950. Also 4 small Counter Hi-Striker, \$500. Wanted—3 Agents for Balloon Dart. Walter B. Cox, care

JAMES E. STRATES SHOWS

Schenectady, N. Y., or per route.

MARVEL SHOWS WANTED

Concessions of all kinds not conflicting. What have you? Can use two Grind Shows. Milan, Ill., Hill June 3; Washington, Ill., June 6-9. Contact

LEW REESE & MARION FULLERLOVE

Milan, Ill.

Black Diamond Shows

Want Wheel, Chairplane. Shows: Girl Show or any Grind Show. Professor, wire. Concessions not conflicting. All address

SANDY RAMANASKI, MGR.

Halifax, Pa., this week; then Confluence, Pa.

Club Activities

Showmen's League of America

400 S. State St., Chicago

Ladies' Auxiliary

Marie Brown still has her hip in a cast but is recovering rapidly. Catherine Brown, mother of Mae Taylor, second vice-president, has returned home from the hospital. Billie (Mom) Wasserman had a week-end vacation at home from the Chicago Fresh Air Sanitarium. Mail is being held at the club for Marjorie Kralie. Francis Keller, ways and means committee chairman, is in charge of the award books.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, May 26.—May 21 social had Margaret Pugh and Grace Tinder as hostesses. Millie Hudspeth and Virginia McGillvery won canasta prizes. Mrs. Junior Shaffer won the raffle award. Herb and

Showmen's League of America

400 S. State St., Chicago

CHICAGO, May 26.—Letters and wires have been sent to all trustees requesting replies on the proposed move to new quarters at 170 W. Washington Street.

President and Mrs. Lou Keller, Ed Sopenar and Secretary Joe Streibich visited the Sunset Amusement Company at Freeport, Ill., Wednesday (23), where they were hosted by Mr. and Mrs. K. H. Garman and Mr. and Mrs. Vince McCabe.

Ways and Means Committee is mapping a defense bond award fund drive. Membership application of Ben Blikas was received from Vince McCabe.

Lois Crangle are making their home here. Red James and Eddie Meister visited the club.

Edna Hacker is serving bi-weekly dinners. Ira and Bonnie Cauble are new members.

Gorilla Drowning Spurs Protection At Bronx Zoo

NEW YORK, May 26.—Steps have been taken at Bronx Zoo here to prevent recurrence of an accident that took place Sunday (13) and saw a gorilla drown after falling into a moat.

Officials ordered the moat, 10 feet deep, drained and gorillas, chimpanzees, gibbons and orangutan kept in their cages indefinitely. The dead beast, 13-year-old Makoko, plunged into the water that separated him from a crowd of 1,200. Attempts to revive him failed after he was hauled out.

New York Zoological Society began a study of methods by which the animals could be allowed outdoors without danger. Prominent idea was to keep but three or four feet of water in the moat. Other zoo officials wanted to close off the moat.

Dr. Leonard J. Goss, chief veterinarian, said Makoko's death was a major loss, since plans called for him to be mated soon with Oka, 12-year-old female gorilla that came to the zoo with him in 1941. Goss said it may be 10 years or more until the zoo can expect a gorilla born in captivity.

Four Bengal tigers were born Friday (11) at the zoo, their weights ranging from two and a quarter to two and three-quarter pounds.

Pennsy Charters New Race Group

HARRISBURG, Pa., May 26.—A Pennsylvania corporate charter has been issued to Valley Auto Race Drivers' Association of Bethlehem, authorizing the new firm to capitalize at \$30,000 and to promote, sanction and conduct auto races, contests and sporting events.

Incorporators were listed as Charles N. McGarr, Bethlehem, and Warren Holland and Charles Di Martino, Easton, Pa.

Aussie Jubilee Celes Draw Big

ADELAIDE, Australia, May 26.—Jubilee celebrations continue thruout this country, and with Wednesday (9) officially designated Jubilee Day, a float procession here drew 200,000.

A similar pageant in Perth had a turnout of 120,000. It is estimated that 1,500,000 attended events staged in the nation Wednesday (16).

Honolulu Tops '50 With 150,000 Gate

HONOLULU, May 26.—The 49th annual State fair wound up its nine-day run here May 12 after pulling an estimated 150,000, topping last year's crowd by 30,000. Spike Jones and his Music Depreciation Revue furnished the platform show with admission pegged at a \$2.40 top. Selection of Miss Hawaii was another attraction.

Invermere, B. C., Re-Elects Laird

INVERMERE, B. C., May 26.—East Kootenay Agricultural and Industrial Exhibition here has re-elected J. Alfred Laird president and Mrs. Filmer R. Coy Jr., secretary-treasurer. Dates for the 1951 fair are August 31-September 1. Features will include a parade, midway, queen contest and folk dancing contest.

Lethbridge, Alta., Sets Progress Theme

LETHBRIDGE, Alta., May 26.—Theme of the opening day parade for this year's Lethbridge and District Exhibition and Rodeo will be The Pageant of Progress.

Parade, tying in with the city's diamond jubilee celebration, will depict the changing phases of the community's development.

Memphis Names Mgr.

MEMPHIS, May 26.—Eddie Tuelon, formerly concession manager of the Memphis Ball Park, has been named manager of Fairgrounds Park here. He assumed his new duties Thursday (10). Tuelon replaces J. L. Pennick, who resigned in April to accept a position in another field.

HEADS ROLLING AT N. Y. CONEY

CONEY ISLAND, N. Y., May 26.—Louis St. Angelo's World in Wax on the Bowery here was invaded one night last week by intruders who decapitated several figures and deposited the heads in the toilet rooms of Howard Johnson's eatery, frightening a lot of Manager Al Shaw's customers into hysterics.

Belmont Biz Reaches Peak

MONTREAL, May 26.—Belmont Park here enjoyed the largest week-end in its history Saturday and Sunday (19-20) when 41,745 persons passed thru the gates. Business since Saturday's (12) bow is reported at an all-time high, with paid attendance up about 23 per cent over the same period in 1950.

Vancouver, B. C., Board May Buy Own Ponies

VANCOUVER, B. C., May 26.—Vancouver Park Board may purchase its own ponies for children's rides in Stanley Park, having turned down the application of W. E. Sellar to reopen his pony rides at Lumberman's Arch.

Alan Best, director of the children's zoo, is investigating the possibility of purchasing ponies to permit the board to run its own concession.

Charter Auto Race 'Org

HIGHLAND SPRINGS, Va., May 26.—Sportsman's Racing Association has been chartered here as a non-profit, non-stock corporation to conduct auto races. Russell L. Armentrout and Lawrence L. Gibbani, this city, are listed, respectively, as president and secretary.

Boat Service To Benefit Jersey Spot

PHILADELPHIA, May 26.—With the Wilson Line launching its 62d year of excursion service on the Delaware River, Riverview Beach Park, Pennsville, N. J., reopens for the summer. Biggest terminus for the excursion boats is the park, with the Wilson Line bringing patrons from Philadelphia and Chester, Pa., and Wilmington, Del.

In addition to the sailings from the center-city piers, the river steamers will for the first time provide service for the residents of North and Northeast Philadelphia in scheduling regular sailings from the Allegheny Avenue pier. It means that it will be more convenient for a large segment of the city's population, with more than 500,000 persons benefitting from the new service, to take advantage of the excursion boat rides and the stop-over at Riverview Beach Park.

Wapakoneta Annual Issues Premium Book

WAPAKONETA, O., May 26.—Auglaize County Fair here has issued its first premium book in three years, Harry Kahn, secretary, announced.

Book is the largest put out by the fair in 25 years.

Charter Ky. Race Assn.

LOUISVILLE, May 26.—Secretary of state has issued a charter to Kentuckiana Auto Racing Association, Inc., Louisville, which listed authorized capital stock at \$15,000. Incorporators are Robert L. and Rachel V. Sanders and Joseph C. and Nellie V. Thomas.

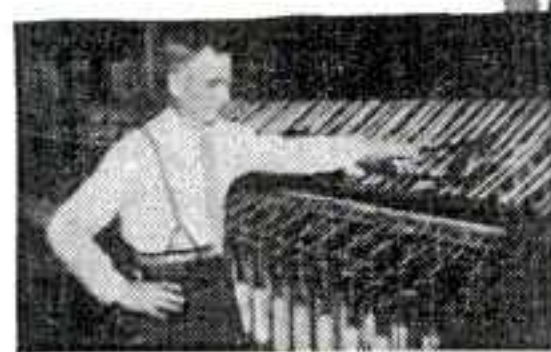
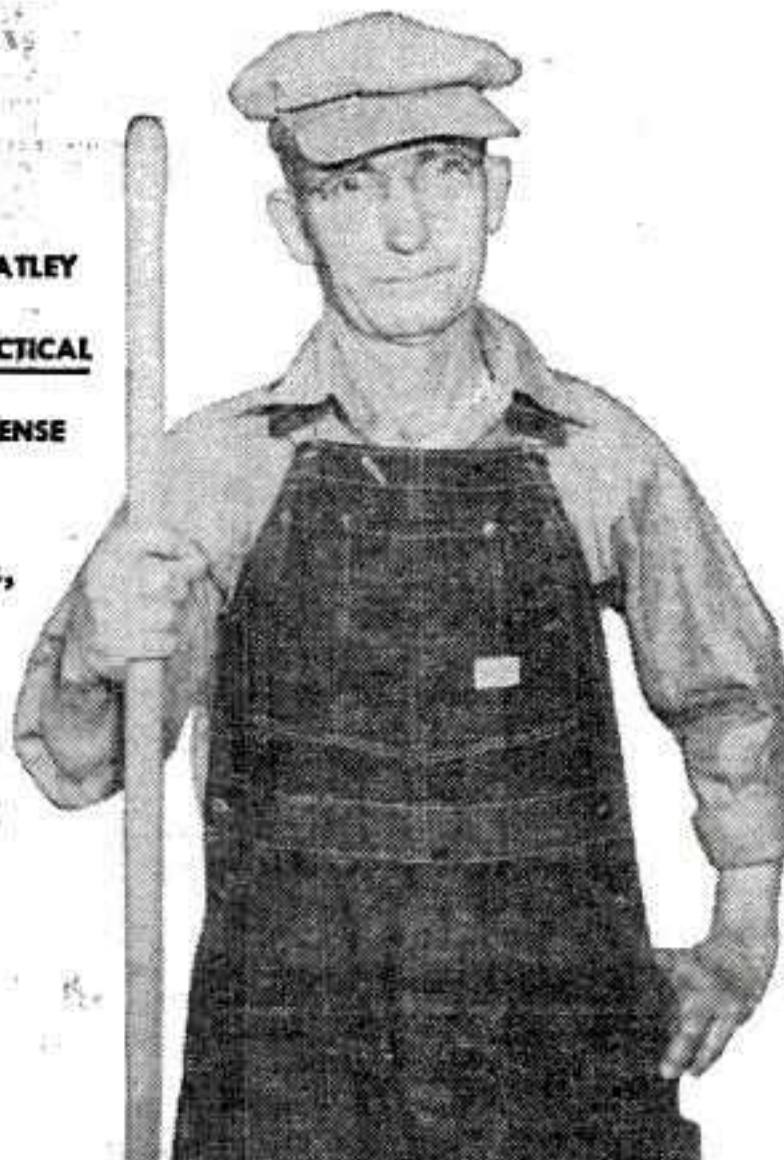
Charter Amusement Org

MORGANTOWN, W. Va., May 26.—Point Amusement Corporation has been chartered here with authorized capital stock of \$5,000, fully subscribed. Incorporators are Benjamin T., Faith J. and James W. Chalmers, all of this city.

"The bonds we bought for our country's defense bought and helped equip our farm!"

MR. AND MRS. C. L. WHATLEY OF CUTHBERT, GA. CAN TELL YOU—IT'S PRACTICAL AS WELL AS PATRIOTIC TO BUY BONDS FOR DEFENSE

"My wife and I wouldn't own a farm, today," says Mr. Whatley, "if it weren't for U. S. Savings Bonds. They're a wonderful way of saving!"



"We joined the Payroll Savings Plan in 1943," says Mr. Whatley. "We put 25% of our total \$80 a week into bonds and we saved \$6,925."

"\$4,000 of our bonds bought us our farm, a new truck, refrigerator and electric range. We're still holding \$1,800 in bonds as a cash reserve."

The Whatleys' story can be your story, too!

You can make your dream come true, too, just as the Whatleys did. It's easy! Just start now with these three simple steps:

1. Make one big decision to put saving first, before you even draw your pay.
2. Decide to save a regular amount systematically, week after week or month after month. Even small sums, saved on a systematic basis, become a large sum in an amazingly short time.
3. Start saving automatically by signing up today in the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank. You may save as little as \$1.25 a week or as much as \$375 a month. If you can set aside just \$7.50 weekly, in 10 years you'll have bonds and interest worth \$4,329.02 cash!

You'll be providing security not only for yourself and your family but for the free way of life that's important to us all.

U. S. SAVINGS BONDS ARE DEFENSE BONDS —BUY THEM REGULARLY!



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Morris Hannum Shows

One of the Great Eastern Shows

LARKSVILLE, PA., POLICE DEPARTMENT CELEBRATION, JUNE 4-9;
FIREMEN'S CELEBRATION, PITTSBURGH, PA., JUNE 11-16

FOLLOWED BY TERRIFIC SIX-COUNTY FIREMEN'S CONVENTION.

Can place SHOWS, FLAT RIDES and CONCESSIONS.

Have openings for RIDE HELP WHO DRIVE.

Show now playing Emmaus, Pa. All replies to

MORRIS HANNUM, Americus Hotel, Allentown, Pa.

ROYAL DUKE SHOWS

AUGUSTA, GEORGIA BIGGEST ARMY PAY DAY IN FIVE YEARS.

RIDES: Can place set of Kiddie Rides, do not need any Major Rides, show owns eight, but can place Foremen for Merry-Go-Round, Octopus, Ferris Wheel, also Second Men. SHOWS: Place Side Show and Motor Drome. Johnny Reddick can place Musicians and Performers. Want Girls for office-owned Girl Show. CONCESSIONS: Want Bingo, Age, Scales, Custard, French Fries. Place any and all Hanky Panks. Opening for few choice Wheels. Agents for Pin Store, Razzle; Skillo Agents. Charlie Tompkins, wire. Useful Carnival People, will make room for you. All address:

BILL PORTER, Augusta, Georgia

FOLK CELEBRATIONS SHOWS

WANT FOR LONG STRING OF CELEBRATIONS AND FAIRS STARTING AT
ESPANOLA, NEW MEXICO, JUNE 5-10 INCLUSIVE

Want Cookhouse and Grab Corn Game. Haywood, answer. Legitimate Concessions of all kinds. Want Ride Superintendent, Ride Foremen and Second Men. Want Billposter, Neon Man, Electrician, Sign and Scenery Painter. Can place good Shows of all kinds. Wire or phone SHOWS, ESPANOLA, NEW MEXICO.

WALLACE & MURRAY SHOWS

WANT FOR ROUTE OF FIRST-IN SPOTS

Legitimate Concessions of all kinds. Experienced Ferris Wheel and Merry-Go-Round Foremen. Experienced Ride Help who can drive Semis. Will book any non-conflicting Rides. Frank Zorda wants Working Acts. Fitzie Brown wants capable Agents. Want Manager with at least three Girls for complete Girl Show.

East Rainelle, W. Va., this week; Pearisburg, Va., next week.

BARNEY TASSELL UNIT SHOWS

WANT SENSATIONAL FREE ACT

No Sway Pole, for season's work. This show works long season. Short jumps and no gate admission. Can place two more major Rides and Concessions of all kinds. No grift, no percentage.

Write or Wire 4501 MADISON, RIVERDALE, MD.

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CRAFTS 20 BIG SHOWS

Now Operating 3 Units in Sunny California—No Rain—No Mud—No Blow Downs. CAN PLACE Wheel Foreman, Tilt Foreman, Fly-o-Plane Foreman, Electrician who can operate and maintain 60" Army Searchlights—Second Men and Semi-Drivers, extra money for driving. Need Women Ticket Sellers. Long season in Sunny California—Close Nov. 20th. TOP SALARY—GOOD TREATMENT. Bus ticket to people we know. Write, Wire or Phone.

CRAFTS 20 BIG SHOWS, INC.
7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.
Phone: SUNset 2-3131

WANTED

CIRCUS, CARNIVAL, RODEO, SHOWS, CONCESSION ON THE SQUARE—SEPT. 8
ARARAT FALL SHRINE CEREMONIAL
CLINTON, MISSOURI

All the Uniformed Bodies of Ararat Temple will be in Clinton, Mo. Special Train to Clinton, Parade and Evening Ceremonial. 25,000 People are expected in Clinton that day. Write or Phone 454.

FRED WILKINSON
Golden Valley Shrine Club of Windsor—Appleton City—Montrase—Clinton—Warsaw—Creighton—Harrisonville.

WANT RIDE HELP

Griddle Man, Man to take charge Popcorn, Agents for office owned Concessions, Man to Up and Down, Concessions, Shows with own equipment, Logan, Atomic Power, get in touch. Can use all kinds of Hanky Panks for No. 2 Unit. For Sale—Tampa Choo-Choo and Crosley with hook and ladder Fire Engine Trailer.

JOHN KEELER, Modernistic Shows
Princess Anne, Md., or Westover, Md.

The Most Spectacular Celebration in Western N. Y.

West Seneca Centennial—July 16-21, suburb of Buffalo. Factories buzzing, plenty of cash, densely populated. Day and evening programs planned; parades and fireworks. Want Concessions; must be legitimate; Scales, Photos, Jewelry, Cane Rack, Fish Pond, Short Range Gallery, Arcade, Shows of merit—Educational Shows, Wild Life, Mechanical Shows, Fun House, Glass House, especially Mechanical City. No Rides needed, have 12 with dual wheels. Contact at once, S. Arthur Roxy, 279 Prospect Ave., East Aurora, N. Y., or Nick Mamula, 295 Main St., West Seneca, N. Y.

JAMES H. DREW SHOWS

West Virginia Strawberry Festival, Buckhannon, W. Va., week June 14th, followed by a solid route of Celebrations and Fairs until November 10th. Will place Glass or Fun House and legitimate Stock Concessions of all kinds. Good opening for Custard, High Striker, Snow Cone, etc.

Help—Can place experienced Ride Help on all rides. Want Mechanic with tools. Do not apply unless sober and reliable. Address this week.

JAMES H. DREW SHOWS
RICHWOOD, W. VA.

DUMONT SHOWS

Want Legitimate Concessions.
Want Manager with Girls for Girl Show.
Want Ride Help who drive semis.

All address LOU RILEY
May 28 to June 2, Bloomsburg, Pa.; June 4 to 9, Lebanon, Pa.

WANTED WANTED WANTED

Bill McIntyre wants Skillo Agents. Slim Nylon, wire or come on.
Charlie Wright wants Pin and Count Store Agents, Charlie Lehman and Pete, get in touch.

Tommy Carson wants Count Store Agents. Gilbert Keene, get in touch with Andy

ALL REPLIES TO: c/o MIGHTY PAGE SHOW
Lynchburg, Va., this week.

PLAYTIME SHOWS WANT

Hanky Panks, Shooting Gallery, Photo, Grind Shows.
Biggest celebration on North Shore, Gloucester, first show in two years, June 17-22; Weymouth, Mass., June 4; Lynn, June 11. Wire

ED BURR, Quincy, Mass.

EDDIE'S EXPO SHOWS

Brownsville, Butler, Cherry Tree. Punxsutawney Veterans Big Celebration.

WANT
One Flat Ride, Frozen Custard, Photo, Grind Shows that don't conflict.

EDDIE DIETZ
Brownsville, Pa., May 28-June 2

HIGH POINT, NORTH CAROLINA, CENTENNIAL AND FESTIVAL CELEBRATION

JUNE 24-30

Headquarters — c/o Chamber of Commerce Office
General Manager — **ARNOLD TWETEN**
(Under direction of J. B. Rogers Producing Co. of Fostoria, Ohio)

BIDS FOR CONCESSIONS AND SPECIAL EVENTS WELCOME

FLOYD D. KILE SHOWS

Have excellent opening for Ball Games, Pitch-To-Win, Coke, Balloons, Blower, Groceries, Stock Wheels, Cork Gallery, Hoop-La, Pan Game, etc. No grit. Can place for July 4th and 10 Fairs; Fun House, Tilt or Octopus Eli and Jenny Foremen. Salary, all you are worth. It's up to you. Positively no drunks. Second on Eli, Semi Drivers. Complete Penny Pitch for sale; will book ex on show. All replies:

FLOYD D. KILE, Mgr.
NEW ROADS, LA., TILL JUNE 3; THEN PER ROUTE.

GREAT LAKES SHOWS

Want all kinds Hanky Panks especially Fish or Duck Pond, Balloon Darts, Ball Games, Photos, Novelties, Cork Gallery, Short Gallery, Glass Pitch, Reasonable privilege. Place you now and for season. Shows: Monkey Show, Ten-in-One, Girl Show, any Grind Show. Best proposition. Committee money only. Ride Help: Semi Drivers, Ferris Wheel, Octopus, new Merry-Go-Round—daily drawing—top salary, bonus to good men. Rides: Book one more Major Ride. Long season—Street Celebrations—Fairs. Lewis Morgan, contact, important.

Wapakoneta, Ohio, May 28-June 2.

Cavalcade Eyes Adding Sunday In Evansville

Route Shift Looms For Wagner Org; Back-End Builds

EVANSVILLE, Ind., May 26.—Al Wagner's Cavalcade of Amusements, originally slated for a six-day stand here that was to close tonight, may hold over tomorrow, Sunday. Decision was still up in the air late Friday (26), as efforts were being pressed to extend the run and get in a Sunday.

Show arrived here Monday (21) from Attalla, Ala., too late to get up that night, its scheduled opener, and caught rain Tuesday that washed out that night. Org opened for business the following night on a shavings-covered lot and got fair patronage. Turnouts built Thursday (24), causing Wagner and sponsoring American Legion Post to shoot for an added day.

Route Change
The Cavalcade had been slated to play several Indiana cities following the stand here, but a change in the route, which would take the show into another State, loomed as the org headed toward the end of the run here.

Cavalcade continues to add to its back-end strength. Revue, produced by Phil Arnold and Don Purcell, tagged *Dolls 'n' Drapes*, and offering Floyd and Manzano, adagio dancers, and Mullen and Bush, comedy team, and George Burles, baritone, among the features, plus an eight-gal line, joined here.

Other Shows
Other shows include Prince El Ki-Gordo and his Wild Animal Circus, last year with Biller Bros.' Circus; Everett Fillingham's motor-drome; S. D. Dudley's *Harlem Cubana*; Glen Porter's Side Show, and a Horror Show, Illusion Show and Snake Show, also Porter's units; Zeke Shumway's Wild Life and Ape shows; Nat Rodgers' Atomic Show, Jack Fields' Deep Sea Show, office-owned Glass House and Funhouse, and Gang Busters.

Hermies Midgets, originally scheduled to join this week, will come on next week.

Staff
Al Wagner, manager; Louie Berger, general agent; Arthur Atherton, secretary; Frank J. Lee, general press agent; George Harr, contracting press-special agent; Tom and Janette Terrell, promotions and tie-ups; John (Tiny) Dempsey, superintendent; Joe Pearl, mailman and the Billboard sales agent and front gate ticket-taker; Mrs. George Hercha, front gate ticket-taker.

Rides
Merry-Go-Round, J. D. Hunt, George Steidman and P. L. Yeager; Rocket, J. F. Baker, W. L. Everett; Rolloplane, D. A. Meeks; Scooter, Frank Cross, D. H. Weaver; Tilt-a-Whirl, J. W. Garland, E. M. Lapping; Looper, H. B. McNeill, W. A. Williams; Hi-Ball, K. M. Genions, Jesse Murray; Fly-o-Plane, W. E. Niehoff; Ferris Wheels, E. W. Blakee, George Hercha, E. O. Mathis, R. E. Warren; Caterpillar, W. T. Barlow, R. L. Tansley; Kiddie Boat, J. A. Moore; Fire Engine, J. T. Glard; other kiddie rides, Sallor Gardner, Tom Howard; Ghost Ride, A. P. Spires, owner; J. H. Williams, foreman; Doris Spires, tickets; Paul Haie, billposter.

Shows
Motordrome, Everett and Grace Fillingham, owners-managers; Bill La Tour, Bob Haynes, Henry Dixon, Joe Ferris, Jerry Wilson, Dick Turner, Jack Thompson and Jimmy Maxwell, riders; Slide Show, Glen Porter, owner-manager; Ralph Krooner, elephant skin man; Jean Frazier, iron tongue; Pinky Sessions, armless wonder; Leroy and Roxie, knife thrower; Bill Sullivan, marksman; Jewell Maynard, electric chair; Bill and Mary Cain, glass blowers; Ralph Davis, fire eater.

Concessions
O. J. (Whitey) Weiss, manager; Archie Wagner, assistant manager; Edgar T. Neville, secretary; Thomas Sharkey, stockman; cookhouse, Mrs. Al (Hattie) Wagner, owner-manager; Ben Buck, chef; Jim (Red) Kelly, assistant chef; William (Curley) Weber, headwaiter; Mrs. Danny Meeks, cashier; Sam Todd, Prentice Goodman, Leo Young, Joe Thomas, Harry Williams, Willie Green, Henry Kendrick, John Hope, grab stand; Mrs. Nell Kelly; popcorn and apples, Hymie Cooper; candy floss, Harry Schrimmer, Mrs. Sarah Weaver; ice cream, Mrs. Dick Crawford; custard, Mr. and Mrs. Jack Leberett; blocks, Earl Gil-

Weather Nips Va. Greater

FAIRVIEW, N. J., May 26.—Combination of rain, wind and low temperatures held down the take for the first three days of Virginia Greater Shows' nine-day stand ending today here under fire department sponsorship.

Show set up on an in-town location. Opening night drew a fair-sized crowd despite cold and wind, but Saturday (19) was hurt by rain. The same held true for Sunday (20).

H. Miller joined Gardner's French fries concession, and James Sappalo came on with a cigarette pan game. Mrs. Dottie Prue is running a cotton candy concession for bingo operator Chester Pitroski. Ed Dameron, who is operating the Dagmar Jungle Show with Lester Munyan, also is running a 10-in-1, with several acts joining.

Weather Hurts Geo. C. Smith In Pa., Stands

COALPORT, Pa., May 26.—George Clyde Smith Shows has found the going spotty with weather, of the cold and wet variety, doing its best to keep people away. Heavy rain here Monday night (21) delayed setting up and was followed by two more wet evenings.

Org lost a night to rain in Altoona and cold killed the rest of the week there. Nanty Glo, Pa., came up with some good business altho one night was rained out there.

O. G. Oakleaf joined at Altoona with glass pitch and photos and Ray Garrison came on to manage the Side Show. Bud Valier joined here with his gal show, Russ Walter running the ticket box. Ken Parrish came on as assistant to Beeman Yancey. Hal Curtis, chief mechanic, and Laura Spangler, Cumberland, Md., were married in Altoona and the bride has taken over the French fries. Second Girl Show is being operated by Tommy Lane, who also has the short range shooting gallery.

George Clyde Smith, owner, recently took delivery on a new house trailer and a new Lincoln to pull it. Visits exchanged with personnel of Beam's Attractions, James E. Strates' Shows, Cetlin & Wilson and Carl Ferris Shows.

Bartley Directs Meeker Org Move From Wheel Chair

KENNEWICK, Wash., May 26.—With Whitey Bartley, lot superintendent, working from a wheel chair following an emergency operation, the Meeker Shows made an on-schedule move here this week from Walla Walla. The superintendent, short-handed by loss of his assistant, Hugh Warren, was able to make the scheduled opening thru the co-operation of the show's personnel. Trucks arrived at 6 a.m., with the organization in shape for a special underprivileged children's matinee Tuesday (4) afternoon.

Walla Walla was the show's second celebration of the season. Spending and attendance were on the light side at the opening, but late week visitors put the date in the money.

Concession row was hit heavily Wednesday night in Walla Walla when a thief made away with about \$500 worth of merchandise, most of which was recovered by Sheriff Archie Shick.

Ralph Meeker, owner, and Charles Mason, public relations director, are working on an advance publicity campaign which will include street decorations for all spots.

pin; blower, Red Hennessey; doll wheel, Bert Barron; ham wheel, Ernie Wenzik; slum skillo, Clarence Osteen; roll-down, Mike Farino; clothespins, Russell Caughey; rattle dazzle, Mark Ellman; bowling alley, Richard Crawford; ball games, Doc and Mrs. Reynolds; lead galleries, Thomas Lane; diggers, Mrs. Jack Neal; bingo, Jack West; pea pool, Mrs. Archie Wagner; cigarette color block, Tony Dias; mouse game, Mrs. Gertrude Weiss; glass pitch, Mr. and Mrs. Bartlett; derby racer, Jack Schue; six cats, Billie Hunter; Betty Bammel concessions, Betty Bammel, manager; dart game, Stella Kopua, Rebel Shinbaum; over 12 pans, Beverly Carney and Thomas Schroeder; watch-la, Jack Tribble; fish bowls, Jack Whitney, Billy Bejarno; basket ball, Charles Poole; balloon darts, George Tribble; sling shot, Clayton Distefano; pitch till you win, Bill Oliver, Neil Jackson.

GIRLS-GIRLS WANTED

HULA DANCERS FOR HAWAIIAN SHOW on ROYAL AMERICAN SHOWS. TOP SALARY, GOOD TREATMENT. MONEY EVERY WEEK.

DON'T WRITE, TIME TOO SHORT AS WE LEAVE FOR CANADA JUNE 17. WIRE:

NAT D. RODGERS
c/o Royal American Shows
Peoria, Ill., May 29-June 3;
Davenport, Ia., June 6-17

Model Shows, Inc. WANTS

For season and Fairs—Photo, Hi-Striker, Age & Weight, Ball Games, Roman Target, Ice Cream or Custard. Sell X. Stock Concession, Ride Help, Spitfire Foreman, Man that understands late Caterpillar Ride. Want Mechanic for Trucks.

John L. Robinson, Model Shows, Drumright, Okla., this week; Muskogee, downtown lot next.

JAMES H. DREW JR. CARNIVAL WANTED

For Lawrence County Free Fair, Louisa, Ky., on the streets, week of August 20th. Address

HARPER PRESTON
Lawrence County Fair Agent,
Louisa, Ky.

STATE FAIR SHOWS WANT NOW—JOIN ON WIRE

Foreman for Spitfire, Special Agent, Hi-Pockets Lindsey, wire, Electrician, Acts for Side Show, Will book four Flat Stores. Must do or have adjuster. Want Photos, Corn Candy, Ball Games, Penny Pitch, Jingle Board, Also Pea Pool Dealer, Grind Shows, 25% to Office. Will book set of Kid Rides, give exclusive for season.

Wire: **GUYMON, OKLA. Now.**
For Sale—50 KVA. Pot Waggoner, \$200; Grunner Mix-Up, \$500. Trucks and Semi-Trailer Vans, cheap.

RIDE HELP

Want first-class Wheel Operator, new #12; must be A-1 Clutch Man. Also Scooter Man that understands Lusse Cars. John Blakely, wire. No ups and downs. Bingo Manager, Jack Lydick, wire. Address:

TURNER SCOTT
140 S. Ocean Daytona Beach, Fla.
Telephone 2-9934

COLUMBIA SHOWS

Wonderful opening for Pitch-To-Win, Duck or Fish Pond, Age, Scales, French Fries. Can place two P.C. Agents. Joe Doherty, come on. Frank Cleasby wants Man to handle Girl Show front, attractive proposition. Wire, don't write

TOMMY KEEFE
Milu, Maine, May 28th to June 2nd

BIG STATE SHOWS WANT

Book Girl Show with own complete equipment. Have for sale—Allan Herschell 10 car Auto Kiddie Ride, \$2,000.00. Ride in San Antonio, Texas, Winter Quarters. Bought from Mr. & Mrs. Sherman. Write or wire Anna Moore. May 28-June 3, Ennis, Tex.

WANT A-1 FERRIS WHEEL FOREMAN

Top salary.
WORLD OF PLEASURE SHOWS
Muskegon, Mich.

WANTED—SHOWS

Of all kinds—Popcorn Show Cones, 10 Cent Stock Concessions.
RAINES AMUSEMENT CO.
A. E. RAINES
Mena, Ark.

ZINA HARN

Barnie stabbed
Call 20th Century Shows
Junction City, Kansas, this week

COMING EVENTS

Carnival Routes

Continued from page 45

CALIFORNIA
Pontans—Pontana Deys Celebration. June 1-2. H. D. Anders.
San Fernando—Piesta & Community Fair. June 25-July 1. Harold R. Allen.
COLORADO
Glenwood Springs—Strawberry Day. June 23-24. C. W. McFadden.
CONNECTICUT
Waterbury—Zindah Grotto Outdoor Circus. June 18-23. John L. Lineburgh Sr.
FLORIDA
Miami—Royal Polciana Festival. June 3-10. James Whithead and Mrs. Beatrice Hunt, Calumet Bldg.
IDAHO
Emmett—Cherry Festival. June 18-23. Paul Wutherich.
ILLINOIS
DuQuoin—Lions Club Carnival. June 13-16. D. A. Purdy.
INDIANA
Charlestown—Lions Club Celebration. June 18-23. R. S. Cartwright.
KANSAS
Kansas City—Food Dealers Show. June 16-18. C. M. Sandstrom, 415 Bennett Bldg.
MASSACHUSETTS
Norwood—Elks Carnival, Elks Park. June 13-16. William J. Dalton.
MINNESOTA
Hutchinson—Jaycee Water Carnival. June 23-25. Charles Lyons.
MISSOURI
Maitland—Blue Grass Festival. June 27-30. Dale A. Marson.
NEW HAMPSHIRE
Conway—Am. Legion Carnival. June 30-July 4. Arthur J. Wiggins.
NEW JERSEY
Camden—S. Jersey State Fair & Expo. May 24-June 2. S. Burgdorf.
NEW YORK
Albany—Fuller Road Fire Dept. Carnival. June 4-9. T. E. Walsh Jr., 34 Grant Ave.
NORTH DAKOTA
Butte—Annual Celebration. June 18-19. Commercial Club.
OHIO
Antwerp—Am. Legion Homecoming. May 30-June 3. P. S. Rockefeller.
OREGON
Portland—Centennial-Year Rose Festival. June 6-10. L. W. Mallett, 290 Multnomah Hotel.
PENNSYLVANIA
Mount Pleasant—Vol. Fire Dept. Celebration. June 25-30. Ken Crusan.
SOUTH DAKOTA
Arlington—Kingbrook Celebration. Am. Legion. June 14-15.
TEXAS
Yoakum—Tomato Tom-Tom. June 7-9. Don Teas.
UTAH
Eureka—Silver Jubilee. June 29-30. Reed Pett.
WISCONSIN
Cedarburg—Festival of Music. June 23-24. Palmer Schneider.
CANADA
Saskatoon, Sask.—Fat Stock Show. June 1-2. S. N. MacEachern.
Jackson, Mich., Ups Admission Fee
JACKSON, Mich., May 26.—Jackson County Fair here, August 27-September 1, has upped its front gate admission price from 50 to 60 cents, Ilone Storms, secretary, announced. Grandstand price of 50 cents will remain unchanged.

Casey, E. J.: East Kildonan, Man., Can.; St. James 4-9.
Cavalcade of Amusements: Terre Haute, Ind.
Cavalcade of Fun: Cherry Valley, Ill.; Gary, Ind., 6-10.
Central States: Laramie, Wyo.
Cellin & Wilson: Turtle Creek, Pa.
Chanos, Jimmie: Union City, Ind.
Cherokee Am. Co.: Osawatimie, Kan.
Coleman Bros.: Keene, N. H.
Colonial: Sneedville, Tenn.
Columbia: Mio, Me.
Collins, Wm. T.: South St. Paul, Minn.; Breckenridge 4-9.
Coney Island: Crossville, Tenn.; Oak Ridge 4-9.
Continental: Potsdam, N. Y.
County Fair: Edgemont, S. D.
Crafts Expo.: Modesto, Calif., 29-June 3.
Crafts Piesta: Terminal Island, Calif.; Camp Pendleton 4-10.
Crescent: Kamloops, B. C., Can.; Prince George 4-9.
Cunningham's Expo.: Mannington, W. Va., 4-9.
Dan-Louis: Muldraugh, Ky., 28-June 9.
Davis Am. Co.: John Day, Ore.
Delta Am.: Glen Allan, Miss.
DeLuxe: Putnam, Conn.; Wilbraham, Mass., 4-9.
Dixie Expo.: King, N. C.
Dobson's United: (Date & Minnehaha Sts.) St. Paul, Minn.
Douglas Greater: North Bend, Ore.
Down River Am. Co.: East Detroit, Mich.
Drago: Tipton, Ind.; Frankfort 4-9.
Drew, James H.: Richwood, W. Va.; Buckhannon 4-9.
Dumont: Bloomsburg, Pa.; Lebanon 4-9.
Dyer's Greater: Cape Girardeau, Mo.
Eastern Am. Co.: Madison, Me.
Eddie's Expo.: Brownsville, Pa.; Butler 4-9.
Evans United: Brunswick, Mo.; Maysville 4-9.
Fairway: Bismarck, N. D.
Ferris, Carl D.: Warren, Pa.
Fidler's United: Prairie du Chien, Wis., 28-31; Pekin, Ill., 4-9.
Fleming, Mad Cady: Manchester, Ga.; Hogansville 4-9.
Forsythe & Dowis: Colorado Springs, Colo.
Francis, John: Belleville, Ill.; Charleston 4-9.
Garden State: (Fair) Collegeville, Pa.; Alpha, N. J., 4-9.
Gayland: Lethbridge, Alta., Can.
G. & B. Rides: Rowlesburg, W. Va.
Gem City: Belleville, Ill.
Gentsch, J. A.: Cleveland, Miss.
Georgia Am. Co.: Marion, N. C.
Glastone Expo.: Harford, Ky.; LaCenter 4-9.
Gold Bond: Montgomery, Ill.; North Chicago 4-9.
Gold Medal: Bristol, Tenn.; Kingsport 4-9.
Golden Nugget: Gooding, Idaho.
Golden Rule: Bridgeport, Pa.
Gooding Am. Co., No. 1: (East End) Columbus, O.
Gooding Am. Co., No. 2: (Grotto Festival) Indianapolis, Ind.
Gooding Am. Co., No. 3: Pollansbee, W. Va.
Gooding Am. Co., No. 4: Mansfield, O.
Gooding American Expo.: Uniontown, Pa.
Gooding Greater: Ironton, O.
Gooding Park Attrs.: (64th & Harvard) Cleveland, O.
Grand American: Hannibal, Mo.
Granite State: Whitesboro, N. Y.
Great Lakes: Wapakoneta, O.
Great Zenith: West Warwick, R. I.
Greater Dixieland Expo.: Marksville, La.
Groves Greater: Franklin, La.
Hagensick's Rides: Wagoner, Okla.
Hannum, Morris: Emmaus, Pa., this week; Larksville, Pa., June 4-9; Pittston, Pa., 11-16.
Happy Attrs.: Beaver Falls, Pa.; Canonsburg 4-9.
Happyland: Flint, Mich.
Harrison Greater: Columbia, N. C.; Franklin, Va., 4-9.
Heart of Texas: Stamford, Tex.; Haskell 4-9.
Hennies: Champaign, Ill.
Heth, L. J.: Owensboro, Ky.
Hill's Greater: Colorado Springs, Colo.
Home State: Moberly, S. D.; Aberdeen 4-9.
Hottle, Buff.: (Nicholson Drive) Baton Rouge, La.
Howard Bros.: Nelsonville, O.; Cambridge 4-9.
Imperial: Dowagiac, Mich.; Buchanan, 4-9.
Inland: Madison, Kan.
Interstate: Pikeville, Ky.
J. & B.: District Heights, Md.
Johnny's United: First & Spring Sts., Nashville, Tenn.
Karras, Gust, Greater: Gallatin, Mo.; Atchison, Kan., 4-9.
Keystone Expo.: Bayboro, N. C., 28-June 9.
Kille, Floyd O.: New Roads, La.
La Cross: Brattleboro, Vt.
Lagasse Am. Co., No. 1: Dracut, Mass.; No. 2: Woonsocket, R. I.; No. 3: Hartland, Vt.
Lane, Sammy: Granby, Mo.; Jerico Springs 4-9.
Lawrence Greater: Rahway, N. J.
Lee United: Auburn Heights, Mich.; Flint 4-9.
Lone Star: Thomasville, N. C.
Lynch, Bill: Halifax, N. S., Can., 29-June 9.
Magic Empire: Mt. Carmel, Ill.
Magic Valley: Sheffield, Tex., 30-June 11.
Manning, Ross: Jersey City, N. J.
Marvel: Milan, Ill.; Washington 6-9.
Meeker: Sunnyside, Wash.
Merriam's Midway: Chariton, Ia., 28-30.
Colfax June 1-2; Manilla 4-6; Panora 7-9.
Merryland: Allen Park, Mich., 28-June 10.
Midway Expo.: Alma, Neb.; Smith Center, Kan., 4-9.
Midway of Mirth: Barry, Ill.
Midwest: (Fair) Springville, Utah.
Mighty Hammonree: Lancaster, Ky.; Mt. Sterling 4-9.
Mighty Hoosier State: Fairborn, O.
Mighty Page: Lynchburg, Va.
Microthy, Curly: Isola, Miss.
Model: Drumright, Okla.; Muskogee 4-9.
Moore's Modern: Nowata, Okla.; Olathe, Kan., 4-9.
Motor State, No. 1: Port Clinton, O.; Oxford, Mich., 4-9.
Motor State, No. 2: Antwerp, O.
Mound City, No. 1: Kincaid, Ill.
Mound City, No. 2: Perryville, Mo.
Neison, George W.: Tracy, Minn., 28-30; Waltham 5-6.
Nessler Greater: Warsaw, Ill.
New England Am.: Gardner, Mass.
New York Gaiety: Batavia, N. Y.; Clyde 4-9.
Northern Expo.: Flandreau, S. D., 28-30; Brookings 31-June 2; Milbank 4-6.
Page Bros.: Central City, Ky.; Providence 4-9.
Palmetto Expo.: Gainesville, Ga.
Pan-American: Bellflower, Calif., 30-June 3; Santa Barbara 6-10.
Paul's Am.: Waldron, Ark.
Peck Am. Co.: Rockford, Ill.; Watseka 4-9.
Penn Premier: Dover, N. J.; Carbondale, Pa., 4-9.
Pioneer: Williamsport, Pa.
Playtime: Quincy, Mass.
Powelson Expo.: Philo, O.; Uhrichsville 4-9.
Powelson Greater: Wellston, O.; Frankfort 4-9.
Prel's Broadway: Philadelphia, Pa., 28-June 9.
Raines Am. Co.: Mena, Ark.
Rainier: South Tacoma, Wash.
Redding Am.: Pottstown, Pa.
Redwood Empire: Burley, Idaho.

Price Control Exec Warns Yankee Ops

BOSTON, May 26.—Beach and amusement park ops will have to watch their step on prices this season, according to John M. O'Rourke, New England OPS director, who warned that all retail stores, restaurants and sellers of novelties, jewelry, groceries and meats at resort areas in New England are subject to price controls and will be watched carefully.
"The consumer will be protected at beach resorts, amusement parks and other seasonal recreational places, as well as at home," he pointed out. He said that restaurants, and other places serving food, are controlled under Ceiling Price Regulation 11, and must file reports with their nearest OPS District Office.
Stands and stores selling apparel, swim clothes, shoes, linens, notions, luggage, silverware, china, glassware and jewelry, are controlled by Ceiling Regulation 7, and must file pricing charts with OPS, or a statement before they open for the season.
O'Rourke pointed out that all ops of summer resort business establishments and all park ops should contact their nearest OPS District Office before opening for help and advice as to OPS regulations affecting them.
Most of the New England summer spots open officially May 30, he said, and OPS is giving all fair warning that price control regulations must be abided by.

Winchester, Conn. Picks Aug. 18-19

WINCHESTER, Conn., May 26.—Winchester Grange has signed the Down Homers, Hartford entertainment unit, as a feature of its annual fair, August 18-19.
A hobby show and an industrial display will be presented. Fair general committee plans meetings every two weeks until the fair is held.

Lexington, N. C., Gets New Livestock Barn

LEXINGTON, N. C., May 26.—A new livestock barn, 60 by 200 feet, has been completed by Davidson County Fair here, according to Curtis A. Leonard, secretary.
Principal feature of this year's fair will be selection of a beauty queen from the 14 county high schools.

Reid, King: Carthage, N. Y.; Oswego 4-9.
Robertson & Caler: Warner Robins, Ga.
Rockwell: Russell, Kan., 28-30.
Rogers Bros.: Valley City, N. D.; Dickinson 4-9.
Rose City Rides: St. Marys, Mo.; Sullivan 4-9.
Royal American: Peoria, Ill., 29-June 3; Davenport, Ia., 6-17.
Royal Crown: Johnstown, Pa.
Royal Duke: Augusta, Ga.
Royal Midwest: Leipsic, O.
Royal United: New Ulm, Minn., 31-June 3; Janesville 4-5; Osseo 8-10.
San Valley: Westmoreland, Kan., 1-2; Leonardville 4-6.
Schafer's Just for Fun: Bryan, Tex.
Siebrand Bros.: Salt Lake City, Utah; Ogden 4-9.
Skerbeck's: Escanaba, Mich., 29-June 3; Manistique 5-9.
Smith, Brownie: Bladenboro, N. C.
Smith, George Clyde: Houtdale, Pa.
Snapp Greater: Springfield, Mo.
Southern Valley: Newport, Ark.
Standard: Thermopolis, Wyo., 25-30.
Strader, M. R.: Hutchinson, Kan.
Star Am. Co.: Calico Rock, Ark.
Star-Lite: Mt. Pleasant, Ia.; Sigourney 4-9.
State Fair: Guymon, Okla.
Stephens: La Plata, Mo.
Strates, James E.: Schenectady, N. Y.
Sunset Am. Co.: Winona, Minn.; Austin 4-9.
Tassell, Barney: Riverdale, Md.
Tatham Bros.: Lewistown, Ill.
Tennessee Valley Am.: Celina, Tenn.; Carthage 4-9.
Thess United: Minooka, Ill., 31-June 3; Franklin Grove 7-9.
Thomas Joyland: Morgantown, W. Va.
Tidwell, T. J.: Billings, Mont.
Tip-Top (Eastern): Jordan, N. Y.; Port Bryon 4-9.
Tivoli Expo.: Fort Scott, Kan.; Mexico, Mo., 4-9.
Tri-State: Marshall, Ark.
Turner Bros.: Ottawa, Ill.; Pontiac 4-9.
20th Century: Junction City, Kan.
Twin City: Mountain View, Mo.; Lebanon 4-9.
United Expo.: Enid, Okla.
United States: Concord, N. C.
Veterans United: Browns Valley, Minn.
Victory: Pueblo, Colo.
Virginia Greater: Monsey, N. Y.; Nyack 4-9.
Vitona Bros.: Union City, N. J.
Wade, W. G.: Pontiac, Mich.; Midland 4-9.
Wallace Bros.: (Fair) Winnipeg, Man., Can., 28-June 9.
Wallace Bros.: Henderson, Ky.
Wallace & Murray: E. Rainelle, W. Va., this week; Petersburg, Va., next week.
West Coast: Ukiah, Calif.; Eureka 5-10.
West Coast Expo.: Sacramento, Calif., 28-30; Livermore 5-10.
Wilcox, Dick: Waterville, Me.; Presque Isle 4-9.
Wilson Famous: Silvis, Ill.; Fulton 4-9.
Wilson Greater: Albuquerque, N. M.
Wolf Greater: Benson, Minn.
Wolfe Am.: Woodstock, Va.; Conshohocken, Pa., 6-16.
World of Mirth: Plainfield, N. J.
World of Pleasure: Muskegon, Mich.

Flashbacks

25 Years Ago

Irene Steel joined Robbins Bros.' Circus, doing iron jaw, swinging ladders, menage and web. . . Charles Celest, wire performer, was signed by Heritage Bros.' Circus. . . On the advance of the M. L. Clark & Son's Show were A. T. Clark, general agent; Jack McCrary, in charge of paper, and Ed Benley and C. W. Carson, billposters. . . Harry L. Reinert, biller with the 101 Ranch Wild West Show, suffered a fractured skull when struck by the weight of a fire escape as he was posting bills on a building in Reading, Pa. . . Martin and Martin, aerialists, started a 41-week tour of the Pantages Circuit. . . L. Ray Choisser joined Gentry Bros.' Circus to play callopie. . . George Chandler announced that he would be on the advance of a new Sig Sautelle circus. . . Chester and Leone Earle were playing vaude dates.
Louis McAbee, general agent, severed connections with the Rock City Shows. . . Glenn McKee, of the Joe Zarra Shows, attended the Ringling-Barnum circus performance in Newark, N. J. . . Personnel of the Water Circus on the Lachman-Carson Shows included Ed Loseau, clown; D. E. Watkins, clown; Joe Powell, ticket box; May Benney, Betty Stien, Alice Johnson, Welma Robbins, Marie Connors, Betty Martin, Myrtle Gray; Suicide Lincoln, high diver; James Johnson, ticket box, and Billy Warren, manager. Personnel of the Leo Alberts concessions with the Matthew J. Riley Shows included Harry Deal, Ted Strache, Jack Rigan, Mr. and Mrs. Jim Hubbard, Paul Bryant, Tippy Grey, Mrs. Albert and Mr. and Mrs. Gus Westphal. . . Ed C. Dart, secretary-treasurer of the Sheesley Shows, visited Mrs. Dart and son, John Edward, in Kansas City, Mo. . . Harry Talley's cat concession was on the D. D. Murphy Shows midway.
Cliff Lyles, manager of Lakewood Park, Bonner Springs, Kan., sold a half-interest in the park. . . Eddie Delavan took over the front for the Hagenbeck-Wallace Circus. . . Charles Campbell, formerly with Spillman Engineering Corporation, was engaged as superintendent of rides at Bayonne (N. J.) Pleasure Park. . . Lew Delmore was managing the Side Show with the Sells-Floto Circus. . . Bobby Weston signed as assistant manager of Savin Rock Park, New Haven, Conn.
Howard H. Taylor was secretary of the Michigan State Fair board. . . E. A. Phillips was engaged to lay out grounds of Warren County Exposition, Warren, Pa. . . Glen Jones added two concessions to his string on the Wortham Shows. . . J. B. Kuhlmann was handling press work for the M. J. Lapp Greater Shows.
Deaths: James H. Hennegan, a founder of The Billboard; Eddie Cantrell, carnival man; Henry B. Marks, carnival man; Theodore Valenzuela, Side Show performer, and Billie Woods, clown.

10 Years Ago

James A. Schneck, T. J. Tidwell Shows general agent, bought W. S. Neal's Yellowstone Shows. . . Sanford Paine joined Arthur's Mighty American Shows.
Clarence Robbins was special agent on the John R. Ward Shows. . . Frank Harrison's cookhouse closed with Dee Lang's Famous Shows and was replaced by Jay Barton's. . . Mr. and Mrs. Charley Harbaugh, concessionaires, were in their second year with the Great Lakes Exposition Shows. Jim Moran had the prize candy concession on the Goodman Wonder Shows.
Franklynne Freeman, The Billboard agent on the Joyland Shows, underwent an operation in Los Angeles. Bill Pitzer joined the Great Lakes Exposition Shows with his girl show troupe. Eddie Hollinger took over office duties with the John H. Marks Shows. . . Roy L. Schuey, joined the Dee Lang Shows as Merry-Go-Round foreman and Ralph Hatton was replaced as transportation master by Joe Pesano. . . Visitors on the Gold Medal Shows were Charles Lenz and John Bloom. . . Ralph Barr, Pleasureland Show concessionaire, ordered a new truck for his outfit. . . Mr. and Mrs. C. D. Davis joined the Frisk Greater Shows with pitch-till-you-win; Mr. and Mrs. Herb Lurahs joined with hoopla and photo gallery. . . Jerry Reynolds was the new lot

superintendent for the Funland Shows.

George Lerch, wire artist, was touring with Mills Bros.' Circus. . . Capt. Terrell Jacobs' lion-tiger act of 40 animals was set as feature circus act for the season at Hamid's Million-Dollar Pier, Atlantic City. . . Art LaRue and Jack McAfee returned to Los Angeles after producing clown numbers on the Polack show. . . Dolly Castle bought a cub lioness from the Clyde Beatty Zoo and was training it to wrestle. . . Bob Eugene Troupe opened its outdoor season for two weeks at Enna Jettick Park, Auburn, N. Y. . . Jim Curry, dancing clown, completed a date at a Neisner store in Pittsburgh. . . William Goodman joined Russell Bros.' Circus Side Show. . . The Bushe Marionettes were a feature with Russell Bros.' Circus Side Show. . . Lester Rodgers was midway peanut concessionaire with Cole Bros.' Circus. . . Bert and Juanita Cole were visiting Jack and Nettie Carroll Senter in Miami.
Art E. Mallory was starting his 14th year as manager of Craig Beach Park, Diamond, O. . . Vernon Parish Fair Association, Leesville, La., elected J. A. Heart, president; A. E. Parker, vice-president; M. N. Oakes, manager, and G. W. Bass, secretary-treasurer. . . Oconto County Youth Fair, Gillett, Wis., elected Harvey Telford, president; W. W. Smith, vice-president; Rev. K. F. Koch, secretary, and John Olson, treasurer. . . Thomas J. Masterson was named publicity director of Michigan State Fair, Detroit.
Deaths: John DeMasse, concessionaire; T. Wister Grockett, resort man; Emil Miller, circus man; Charles J. Shelly, park man; Mrs. Mary Lou West, circus woman, and Horace B. Wilgus, fair man.

Crescent City, Calif., Sets 28G Exhibit Hall

CRESCENT CITY, Calif., May 26.—Contract for construction of a \$28,018 exhibit building at the 41st District Agricultural Association's Del Norte County Fair grounds was awarded to Paul E. Cook, Eureka. Bid was approved by the department of public works.

DOG SHOWS

CALIFORNIA
Long Beach—June 23-24 Mrs. Jack Bradshaw, Los Angeles.
Pasadena—June 3 Mrs. Jack Bradshaw, Los Angeles.
COLORADO
Grand Junction—June 6. Dr. Mary Moore.
CONNECTICUT
Westport—June 10. Foley, 2009 Ranstead St. Philadelphia.
ILLINOIS
Chicago—June 3. Mrs. C. Winter, Evanston, Ill.
Joliet—June 3 Mrs. L. Dunterman, Elwood, Ill.
INDIANA
South Bend—June 10. Bow Org. Detroit.
KENTUCKY
Lexington—June 3. Bow Org. Detroit.
Louisville—June 2. M. Sharpley, R. 1, Box 1.
MASSACHUSETTS
Dedham—June 2. Foley, 2009 Ranstead St., Philadelphia.
Framingham Center—June 3. Foley 2009 Ranstead St. Philadelphia.
MICHIGAN
Benton Harbor—June 9. Bow Org. Detroit.
Mount Clemens—June 24. Bow Org. Detroit.
NEW JERSEY
Mount Holly—June 23. Foley 2009 Ranstead St., Philadelphia.
Rumson—June 17. Foley, 2009 Ranstead St., Philadelphia.
OHIO
Arkon—June 3. Bow Org. Detroit.
Cincinnati—June 23. Miss P. Hall.
OREGON
North Portland—June 2-3. Irene Marquardt, 2511 N. E. Holladay, Portland.
PENNSYLVANIA
Huntingdon Valley—June 2. Foley 2009 Ranstead St., Philadelphia.
Marion—June 16. Foley 2009 Ranstead St., Philadelphia.
West Chester—June 3. Foley, 2009 Ranstead St., Philadelphia.
TEXAS
Lubbock—June 3. Miss C. Cobb.
UTAH
Odgen—June 10. L. Taylor.
Salt Lake City—June 8-9. Smurthwaite, 748 E. First St. S.
VIRGINIA
Virginia Beach—May 30. Foley, 2009 Ranstead St., Philadelphia.
WISCONSIN
Fond du Lac—June 30. D. Morgan, Box 775.
WYOMING
Cheyenne—June 24. Mrs. L. Ogden, Box 584. P. 1.

Monterey Annual Sets New Exposition Bldg.

MONTEREY, Calif., May 26.—Monterey County Fair which opens a four-day run here August 16, will use its new exposition building for the first time this year, Fred S. McCargar, secretary, announced. Annual also has added a new poultry building. Official theme will be in the Spanish motif.

Atmore, Ala., Event Maps 15G Improvements

ATMORE, Ala., May 26.—Ala-Flora here will spend \$15,000 for the expansion of its plant and will finance the project thru a bond issue, Fred Curtis, president, announced.
The Chamber of Commerce recently turned the fair's reins over to the latter's board of directors.

Boburt SHOWS

THE SHOW BEAUTIFUL

WANTED

Caterpillar Foreman. Must know this ride. No drunks. \$50.00 per week, plus 5% of gross. This is a late streamlined model. Must drive semi. Also other useful Ride Help. Will book Fun House. Can use Talkers for Grind Shows and Acts for Ten-in-One. Can use a good Show Electrician. Bob Atterbury, get in touch with us.

Shawano, Wis., thru June 3; Oshkosh, Wis., thru June 10.

CHARLES BARNES
WANTS TO JOIN AT ONCE FOR HIS
"UN-COVER GIRLS OF 1951"
 Starring ANN PERRI, the Parisian Jane Russell
 Co-Starring HONEY LEE WALKER, Pin-Up Pet of the G.I.'s
 4 ATTRACTIVE GIRLS TO POSE (Must have youth and beautiful bodies. Long season, sure pay.) THIS IS A BRYDON-THOMAS UNIT.
 Join Now—Pontiac, Mich., this week; Midland, Mich., next week.
All reply to CHAS. BARNES
 c/o W. C. WADE SHOWS per route above

HARRISON GREATER SHOWS
WANT FOR COLUMBIA, N. C., POTATO FESTIVAL, MAY 28-JUNE 2; THEN INTO VIRGINIA EIGHT MORE WEEKS BEFORE OUR FAIRS START
 Stum Concessions of all kind open. Want Frozen Custard, Candy Floss, Diggers, Rotations. Have complete panel front built on same for Girl Show with two or more Girls and sound. Sadius wants Acts for Side Show. Will book any show of merit. Will book Flyplanes, Spitfire or Little Dipper. Good opening for set of Kiddie Rides for balance of season. Can place Ride Help and Semi Drivers for balance of season. Come on. Harold Saley wants A-1 Bingo Caller; salary no object. Johnny Caruso wants Coupon Agents, Point Agents and Skillo Agents. Jack Lance wants Lineup Store Agent, the only one on show. Want Stum Store and Ball Game Agents for office owned Concessions. All mail and wires to
FRANK HARRISON, Columbia, N. C., this week; then as per route.

WANT WANT WANT
Two Men for Colored Revue
 One to handle all panel front built on semi and sell tickets; one to handle top, stage and seats, up and down.
 Jimmie Chavane wants ticket sellers and working help for circus side show. Can place fire eater or any other outstanding attraction.
All replies
E. L. YOUNG, Mgr., ROYAL CROWN SHOWS
 Johnstown, Penna., this week.

UNITED EXPOSITION SHOWS
WANT WANT WANT
CONCESSIONS: String Game, Coke Bottles, Basket Ball or any Hanky Panks. Good opportunity for set of Diggers. Can place Count Store Agents in several Concessions. "Jimmie," who worked Texarkana Fair on Bingo, wire Mrs. C. A. Vernon.
SHOWS: Good opportunity for Side Show. (We have equipment, what do you have?) Girl Show with 2 or more Girls (Rex Allen, wire). A-1 Trick or Straight Rider for Motordrome. (Wire Bob Perry).
RIDE HELP: Ride Help on all Rides. Must drive. Top salaries. Come on. This show is booked solid until Nov. 12. Get with one that's going to bring in the cream.
All address C. A. VERNON, Mgr.
 Enid, Okla., this week; then per route.

CONEY ISLAND SHOWS
CROSSVILLE, TENN., THIS WEEK; OAK RIDGE, TENN., NEXT WEEK
 Want Concessions all kinds. Lead Gallery and Frozen Custard. Hanky Panks, \$16.00. Glen Osborn wants Grind Store and Bowling Alley Agents. Want Monkey Show and Side Show Manager with inside. Book Grind Shows, 25 per cent. Want Octopus Foreman.

HUTCHENS MODERN MUSEUM
WANTS
 TO JOIN JUNE 8, LIMA, OHIO
 One more attraction, Freak or Working Act, also Ticket Seller, Lecturer who can pitch; Red Friend, answer, good proposition.
Address JOHN T. HUTCHENS, Cassville, Mo.

BEAMS Attractions
FROSTBURG, MD., CELEBRATION—NEXT WEEK
 Want help for Floss, French Fries, Ice Cream. First class Wheel Foreman, top wages. Second Men for Cat, Merry-Go-Round and Kiddie Rides. Agents for Ball Games. Will book Monkey Show, 10-in-1 or any other family attraction. Write or wire
M. A. BEAM, Homer City, Pa., this week

FIDLER'S UNITED SHOWS
WANT WANT WANT
 Need Ride Help on all Rides, must drive Semis. Especially want Foremen for Merry-Go-Round, Tilt-a-Whirl and Bubble Bounce. Will book Shows with own equipment and transportation. Can place Hanky Panks of all kinds. Ralph West wants Agents for Hanky Panks. Address:
 Prairie du Chien, Wis., May 28-31; Pekin, Ill., June 4-9; Joliet, Ill., June 11-15.

JIMMIE CHANOS SHOWS WANT
 Legitimate Concessions of all kinds—Ice Cream, Waffles, Custard, Photo, Bumper, Ball Games. Want Shows with own outfit for committee money only. Want Ride Help who can drive semi. Rolloplane Foreman, Second Men for all kinds of rides. No drunks, no agitators. This show has Eleven Rides; no gate.
 Charley Gross wants Agent for Count Store. All replies to
JIMMIE CHANOS, Union City, Ind.

OFFICIAL OPENING—MAY 31
HUTCHINSON, KANSAS
 WANT legitimate Concessions of all kinds. Need Agents for Pan, P.C., Ball Game. George and Margaret Debbard and Don Cowen, contact. Excellent opening for Pony Ride, Kiddie Air Plane, Train. Ride Help; Foreman on Tilt. Can place Fun House, Unborn or Iron Lung—Shows with own equipment. 10 Fairs and Celebrations booked in Western Kansas and Oklahoma. Great Bend, Kansas, 4th of July. All replies:
M. A. SRADER SHOWS
 HUTCHINSON, KANSAS

STOCK TICKETS
 One Roll \$ 1.50
 Five Rolls 6.50
 Ten Rolls 12.50
 Fifty Rolls 22.00
 100 Rolls 40.00
ROLLS 2,000 EACH
 Double Coupons
 Double Prices
 No C. O. D. Orders
 Size: Single Tkt., 1x2

A reputation is a personal possession frequently not discovered until lost.
 We manufacture
TICKETS
 of every description
THE TOLEDO TICKET COMPANY
 114-116 Erie St.
 Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
 Cash With Order Prices:
 2,000 \$ 6.95
 4,000 7.80
 6,000 8.70
 8,000 9.60
 10,000 10.50
 30,000 15.50
 50,000 20.50
 100,000 33.00
 500,000 132.00
 1,000,000 258.00

Roll or Machine
 Double Coupons, Double Price

No Records in Sight But Marks Does OK

PHILADELPHIA, May 26.—If money is more plentiful this year, inclement weather to date has kept the John H. Marks Shows from substantiating the belief. However, business experiences to date have been far from bleak and Owner John H. Marks and the shows' personnel have been doing well enough to sustain a cheerful outlook for the future.

Rain hit the org during its Southern dates, beginning with the preem in Richmond, Va., its winter home. Even so, the Richmond take was on a par with last year. At Essex, Md., the show earned better grosses, but Marks pointed out that the weather was better than it was a year ago.

The several weeks played in Philadelphia have been profitable, and the current stand ending tonight has the earmarks of a winner since the show is set up alongside the Ringling circus and in the best possible position to take advantage of overflow crowds.

Marks said that he has not yet found any indication that money is more plentiful this year than last, pointing out that food costs alone cut heavily into family budgets, leaving little for entertainment. Still, the willingness

of patrons—lots of them—to buck the quarter gate would seem to indicate that money is far from tight. Allied operators are happy, reporting business good as long as the weather behaved.

Week-End Spending

The bulk of the spending is still done on Friday and Saturday nights, Marks said. Monday has become increasingly important, since most patrons seem to be still holding dough despite week-end demands, he said.

Show was set here for the circus run by John Quinn, local operator who holds concession rights at stadia in the area and operates a kiddie spot on the North Side. The city-owned lot was rented for \$1,000. Quinn and Marks leased a large enough area so that the show could place its entrance to advantage regardless of how the Big Show was laid out. The extra space was utilized as a paid parking area, and Marks said that revenue from this source would at least equal the rental cost.

All equipment is in good shape and the show made a good appearance here.

City taxes on top of federal and State excises make this town an expensive one for shows.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 26.—Visits were made recently to Gaiety Shows and Reno DiMarco Concessions at Seneca Falls, N. Y. Thirty personnel cards were issued there.

Standings in the membership race show James E. Strates Shows first with 250, B. & C. Exposition Shows second with 32, Gaiety Shows with 30 and numerous ties for the remaining member shows.

A research service has advised of the availability of a portable neon sign with interchangeable letters.

WANTED BINGO CALLER

Top wages paid to experienced, capable and sober man.

Also second man for Rock-O-Plane. (Pee Wee Blanchard, contact Alaska.)

Wire direct to
HARRY MAMAS

c/o W. C. Wade Shows
 Pontiac, Mich., this week

Gold Bond Biz Lags At Early Ill. Spots

BY CHARLIE BYRNES

ROCKDALE, Ill., May 26.—Gold Bond Shows, here this week in its fifth stand of the season, gained back a little of the ground lost at earlier spots but business in general is still below the same period a year ago, Mickey Stark, owner, disclosed.

Weather has been a factor but several industrial towns, looked upon as potential winners, yielded slim grosses, he said. Shows moved here from Peoria Heights, which was preceded by Bellevue, Pekin and Creve Coeur, all in Illinois. None produced what could be termed a winner.

The addition of six new fairs to shows' itinerary this year has given org its strongest route since it was organized in 1946. For the first time route includes Minnesota annuals. New Wisconsin fairs are Madison and Rice Lake. Minnesota spots are Proctor, Rush City, Hibbing and Grand Rapids. Repeat fairs are Medford and Plymouth, Wis.

New Shows

Rides, shows and other equipment glistened with new paint here as the result of the usual general overhaul in winter quarters where Stark, master of many trades, not only supervises but pitches in himself. Office-owned Circus Side Show and Girl Show are new. The Funhouse, renamed Mystery Mansion this year, boasts a new front.

Ride line-up includes Ferris

Eddie's Expo Connects In Aliquippa, Pa.

ALIQUIPPA, Pa., May 26.—Eddie's Exposition Shows finished a top-grossing week here Saturday (19), following a bow at Neville Island, Pa., that brought good business despite bad weather.

Joining shows for the break-in were Henry Sumini, Girl and Snake shows; Al Williams, fish pond, and Prof. Ritz, Monkey Circus, free act and a locomotive for downtown bally. General Agent Jack Beil has added another centennial celebration to org's route.

The Staley Family has refurbished all the boats on its kiddie boat ride, and a new kiddie Whip has been added. Jimmy Wielman, Merry-Go-Round foreman, purchased a new trailer recently.

Wheel, Merry-Go-Round, Octopus, Double Loop, Spitfire and Chair-plane. Kiddie rides are Autos, Airplanes, train and live ponies. About 25 stands are on the front end. Midway is illuminated by five neon light towers. A searchlight gives added flash.

Add Trucks

Eight new GMC and Diamond T trucks were added this season and Melvin Miller, one of the ride foremen, took delivery on a new house trailer here. Mrs. Mary Stark, wife of the owner, was confined to her trailer with the flu.

Staff has been augmented by Ray Swanner, veteran showman, who is assistant manager and lot man. Swanner was with the shows in 1946, their first year out but had his own show the past several seasons. Mrs. Stark is secretary-treasurer, and Leo Roskoski, electrician, has replaced Jack Hamilton, who entered the army last fall.

Recent visitors included Lee Moss; Ray Wilson, of shows bearing his name; Bill Tatum, Tatum Bros' Shows, and Earhart Garde, former assistant manager of Gold Bond, now police chief at Mount Sterling, Ill.

Personnel includes:

Rides, Shows

Ferris Wheel, Melvin Miller, foreman, A. E. Glover; Merry-Go-Round, Robert Lee Head, foreman, Thomas Hoyland; Octopus, Melvin Tipler, foreman, Arthur Mourtou; Spitfire, Rex Miles, foreman, Ivan Ferris; Chair-plane, Earl Tipler, foreman, Mrs. Melvin Tipler, tickets; Double Loop, Garrett Griswold, foreman, Joe Williams; Kiddie Rides, Loren Cox, foreman, James Kyster; ponies, Mr. and Mrs. Tipler, owners. Side Show, George Barber, manager and talker; Girl Show, Frank and Jerry Vasulka, managers; Minstrels, F. King, manager; Penny Arcade, Joe Wright; Funhouse, Paul A. McMahan, manager.

Concessions

F. A. (Whitey) Woods, manager of John Gallagan's bingo; John T. Merritt, cook-house; Curley Walters, candy floss, popcorn, fish bowls and Roman targets; Vernon Jones, Lee Moss diggers; Al Shamawski, long-range shooting gallery; Nick Weis, hoop-la, darts and buckets; Walt Sunday, short-range shooting gallery; Mrs. Walt Sunday, high striker; William Munday, balloon darts; Marion Wright, ball game; R. W. Rocco has three, with Mr. and Mrs. Carl Herrick as agents; D. Fitzpatrick, balloon darts.

Decatur, Ill., Biz Builds for Hennies; E. St. Louis 'Fair'

DECATUR, Ill., May 26.—Hennies Bros.' Shows opened here Monday (21) to a good night turnout, caught cold weather Tuesday night yet pulled a surprisingly good crowd, and by mid-week appeared on its way to wind up with a fair gross for the week.

East St. Louis, Ill., played last week, ended on a strong note Saturday (19), thanks in part to a successful kids' matinee and a good night turnout. Weather thru-out the engagement was near-perfect, with the gross for the week rated fair for the town.

STAR-LITE SHOWS CAN PLACE

Hanky Panks of all kinds, also Cook House or Sit-Down Grab, Ball Games, Mechanical Show.

Two Second Men on rides.
 Wire or write

ROSS SINDERSON or SPOT MASON
 Mt. Pleasant, Iowa, this week;
 Sigourney, Iowa, June 4-9;
 Belle Plaine, Iowa, June 11-16.

A-1 MOTOR DROME

4 Machines, 1 new, loads on one semi; sell or trade for late Rolloplane, good Tilt, Penny Arcade or what have you?

Drumright, Okla., this week; Muskegoe, next.

JOHN L. ROBINSON, MODEL SHOWS

SNAKE SHOW MAN WANTED

Man to take charge and manage well-framed Geek Show. Very good proposition to man interested in making serious money as we play a very good circuit of fairs. Ticket Sellers who can drive semi for Girl Show. All answers
J. SCIORTINO
 Royal Crown Shows, Johnstown, Pa.

WANTED GIRLS FOR REVUE AND POSING SHOW

Salary no object. Also want good Drummer.
Address Monica Daye
 Lawrence Greater Shows
 Rahway, N. J.

BAZOOKA GUN JOINT FOR SALE

Complete with 30 gross of balls. Guns used four weeks.
JOE BLASH
 706 N. 1st Ave
 Arcadia, Calif.

Moore's Modern Shows CAN PLACE

Bingo on percentage. Also Hanky Panks of all kinds. Need several more Side Show Acts. Will book Tilt or Spitfire.
Address: Nowata, Oklahoma, this week; Olathe, Kansas, next week.

THEISS UNITED SHOWS WANT

Concessions that do not conflict. Ollie Bryer wants Agents for Coke Bottles, Cork Gallery and Ball Game. Frank Simmons, John (Dad) Wilson, Cecil Fortner, come on. Minooka, Ill., May 31-June 3; Franklin Grove, Ill., 7-10.

Place Capable Operator For Philadelphia Toboggan Merry-Go-Round

AL WAGNER
 Cavalcade of Amusements
 Terre Haute, Ind., this week

From the Lots

Royal Duke

GASTONIA, N. C., May 26.—This hustling textile, rayon and manufacturing town produced a profitable gross for week ended May 19 under Veterans of Foreign Wars auspices and ideal weather prevailing all week. Lot located on main highway, less than a mile from the center of the city, was ample for shows and rides.

Shows, rides and concessions reported good business, with hefty pay rolls from various industries hereabouts contributing largely. Midway was augmented here by the arrival of Harry Alkons' unit of five rides.

Evening Gazette was co-operative thruout the engagement. Station WGNC, with Pat McSwain at the mike, interviewed shows' officials and talent three times during the week. The Saturday kids' matinee was sponsored by the Sunrise Dairy products. The Saturday afternoon military parade kept the moppets downtown but helped the Saturday night gross, with thousands of out-of-town soldiers on hand to patronize shows and rides.

Concessionaires on the midway include Tommy Mandell, Joe Wilson, Red Myers, Whitey Compton, Tommy Coleman and others. *Chez Paree*, girl show operated by Mac Martin, features Kitty Martin. *Harlem on Parade*, minstrel revue with 10 colored performers and orchestra, joined at Seneca, S. C.

Mr. and Mrs. Ernest Porter are the proud parents of a new baby boy born on May 20 at Wilmington, N. C. Carlton (P. G.) Hedgecock is another new concessionaire. Fred Bell's midway cafeteria doing big business.

Show is routed in northern territory starting June 1 among the smokestacks in mill towns.—WALTER D. NEALAND

Page Bros.

PORTLAND, Tenn., May 26.—Local stand under American Legion Post auspices brought warm weather and good business. Manager W. E. Page took delivery on a new truck purchased from Harrison Motor Company, Russellville, Ky.

Personnel of this org exchanged visits with members of Magic Empire Shows in Franklin, Ky. Eddie Woods received 11 new banners for his Side Show. Paul Pittman has framed another concession, giving him a total of 11. Shorty Baker hit the jackpot with his ball game here.—E. H. BROOME

Mighty Hoosier State

CONNERSVILLE, Ind., May 26.—Shows came here from Franklin, Ind., where they played to the best biz of the season thus far. Shows also played two weeks in Columbus, Ind., to good business. At Marion, Ind., shows were located within four blocks of the courthouse.

Shows play Ohio dates for three weeks and then return to Indiana for celebrations and fairs. Rides and trucks have been painted. Marion Lambert and Mrs. Jessie Geren made several trips to see Mrs. Geren's son, Jerry, who has been ill in Louisville where he attends school. Mr. and Mrs. Owens are expected to join with concessions.—BILL LAMBERT.

Nessler Greater Shows

WANT

Jenny Foreman and Second Men. Second Men on Wheel, Tilt and Spitfire. Must have driver's license and drive. No drunks or agitators. Concessions of all kinds. Colonel Caffey, contact me at once. Warsaw, Ill., this week.

WANTED CARNIVAL

for 15th Annual 4th of July Celebration Chanute, Kans.

H. D. CARDER
Phone 1349

GIVE TO THE
RUNYON CANCER FUND

Davis Amusement

FLORENCE, Ore., May 26.—Shows supplied the midway at the Rhododendron Festival here and business surpassed last year. Date marked org's third week out.

Staff includes E. J. Davis, manager; Martha Davis, secretary-bookkeeper; S. J. Davis, maintenance and operation supervisor; Donald F. Nelson, business agent.

Rides: Merry-Go-Round, Timothy P. Nolan, Richard Teer; Bulgy, James Kinney; Middle-o-Racer, Joe Jones; Octopus, Clifford Brown, Albert Briggs; Rock-o-Plane, Kenny Lentz, Dean Featherston; Rolloplane, Wilbur Elswick.

Concessions: Tony and Mary Gallo, novelties, ice cream dip, balloon dart; Nick Cubbellis, agent; Earl Stoltz, grab, operated by Joe and Hilma Blake; Jetta Clancy, bagatelle; Jack and Dorothy Lambert, derby, ray guns; Art and Marg Tellin, agents; Al (Swede) and Alvina Scobba, age board and glass pitch; Mrs. Echols, photos; Nick and Ruth Nixon, burp guns; W. L. Howard, high striker; Melba Davis, floss and popcorn; Don and Merle Nelson, bingo, ballgame, spindle, with Bill and Sylvia Mann as agents.

Peck Amusements

ALAMO, Tenn., May 26.—Org chalked up good business here for the week ending Saturday (19). Good weather prevailed thruout. Shows were set up on the ball park behind the armory downtown.

Sherman Fisher has repainted the sound car. Mr. and Mrs. Abe Franks have built two new stock concessions for Illinois spots. Blackie Adams has a new and well flashed rolldown game. Shows go to Princeton, Ill., from here and will play street celebrations until the season ends.—FAY CURTIS.

William T. Collins

MINNEAPOLIS, May 26.—Richfield Lumber Company sponsored a special matinee May 19, which attracted 5,000 children. Rides and concessions did well. Shows were located at 78th and Chicago streets. Jack Vallee is handling the *Pin-Up Revue*.

George Wray is readying the bingo, and Gus and Bill Pappas are framing two new concessions. Visitors included Billy Wolf, Wolf Greater Shows; Charlie Carroll, Veterans' United Shows; Boots Cutler, Raney's United Shows; Mrs. Nelson, Nelson's Shows, and Harvey Williams, former Midget Show op.—ART SIGNOR

Twin Cities

MIDWAY, Ark., May 26.—Shows opened here to a poor crowd and were rained out the following night. Mr. and Mrs. George Howard joined George to work rolldow for Whitie Nielsen. Nadine Hoage, niece of Mr. and Mrs. Merle Turner, who have added a new concession, also joined. Visiting for a few days is Marvin Crable, brother of George Crable, manager.

Mr and Mrs. Floyd Melton have their son, Floyd Jr., with them for the summer. Harry Dunham is working with Oss Daniel on his big tom.—VINCE NIELSEN

Wallace & Murray

COVINGTON, Va., May 26.—Shows played the Spring Festival, Albemarle, N. C., the week of May 7. The following week saw them at Mount Airy, N. C., for the Veterans of Foreign Wars. Both dates were good.

Billy Breese joined the advance and headed for Chicago. The writer is handling billing and publicity work. Fizzie Brown has the frozen custard stand. Free act is the Fearless Stars. Late in July, org heads south to play fairs in South Carolina and Georgia.—I. T. KNIGHT.

Gem City

HOPKINSVILLE, Ky., May 26.—Shows had a red one here last week. *French Casino*, featuring Bobby Dumpling, got top money. Thomas D. Hickey is owner of the org; W. J. Williams, manager; Art Frazier, legal adjuster, and Don Greco, concession manager. The writer is in charge of billing, radio and newspapers.—L. G. KING.

Big State

SONORA, Tex., May 26.—Shows played this city under Saddle and Race Club auspices May 5-18. Anna Moore is publicizing the shows with her sound car. Anna and Bob Moore are owner-managers; Brownie Bishop, concession manager and legal adjuster; Jack Barnes, general agent.

Anna Moore bought two trucks, a Tilt-a-Whirl and kiddie ride here. Bishop and Barnes returned from a booking trip. Maggie Price's Monkey Show continues to top shows.

Belle Evans has left, temporarily, for Oklahoma City, her home. She and June Fletcher bought new cars. Marvin Moore joined from California. Pee Wee Kid, of the Octopus ride, rolled his car over three times. He was not injured but the car was badly damaged. Joseph Senia, who has his long range gallery here, also is *The Billboard* sales agent.—VIRGINIA BARNES.

Crafts 20 Big

OROVILLE, Calif., May 26.—Shows pulled in here for the annual boat regatta after a 205-mile hop from Sonora, Calif. Clyde Rawlings topped the midway May 12. Steve Gould joined Clyde as talker. Mrs. Gould is ticket seller on the Ferris Wheel.

Billie Bryant's father died May 12 and Billie went to Clovis, N. M., for the funeral. June Christine is featured dancer in the Girl Show.

Mrs. Ivadel Sullo held a surprise birthday party in her house trailer for Milo Anthony, manager of the Side Show, May 15. All of the Side Show personnel attended along with friends from Tracey, Calif.—VINCENT B. KUROPATWA

Crafts Fiesta

SHAFTER, Calif., May 26.—Shows moved in here after encountering heavy wind and dust storms in Ridgecrest and did not set up until Wednesday (16). Friday was slow, but Saturday and Sunday saw crowds estimated at 15,000.

Rides and concessions reported excellent business. The new Skooter did well. Because of the tight lot, a few concessions were set up on the street. Orville N. Crafts, owner, visited from North Hollywood headquarters.—SIDNEY SMITH.

Wallace & Murray

COVINGTON, Va., May 26.—With most of the mills shut down in Mt. Airy, N. C., last week, spot was only fair the first five days, but Saturday's matinee and night biz pulled shows out of the red.

Monday ight was lost to rain here. I. T. Knight, second man, did a good job of billing. Kiddie ride has been rebuilt and new cars are expected next week. Rides and shows are being painted. Billy Breese is lining up a route thru Ohio and Indiana. Mrs. George Beasley attended the funeral of Lula Boswell in Portsmouth, O.

Sammy Lane

ANDERSON, Mo., May 26.—Shows have been playing to fair biz and good weather. Recent additions include O. G. Riley, Ferris Wheel foreman; Mrs. Riley, penny pitch; Harold Coulter, slum spindle, and Mrs. L. T. Wood, set spindle. The Lanes bought two new popcorn machines and Harry Slauson, operator of candy floss, bought a new floss machine.

The Jack Gillespies have enlarged their cookhouse. L. T. Wood bought the cork gallery from Harry and Lula Slauson. Org is playing strawberry territory.—LULA SLAUSON.

Nessler's

PITTSFIELD, Ill., May 26.—Altho shows have been running into spotty business, they have been making their moves on time. Org is headed for its Missouri dates.

Recent visitors included Mr. and Mrs. H. Dale Smith, Chester and Ruth Graves and members of the Tatum and Burkhart shows. The writer is subbing for a week for Jack Cooper, of the press department, while Jack goes ahead on business.—VELMA NESSLER.

PENN PREMIER SHOWS

CONCESSIONS

Can place Novelties, Photos, Hi Striker, Glass Pitches and any other legitimate games.

SHOWS

Can place Arcade, Wild Life or Animal Show. Also place useful People in Side Show. Andy Zane can use 2 more Girls for Revue.

RIDE HELP

Can place sober, reliable Ride Supt. Must know all Rides. Also place Help on Ferris Wheels, Little Dipper, Octopus and all other Rides. Paying top money to sober, reliable Help every week with a bonus. Don't write, but come on.

HELP

Roy T. Duffy can place Help on Concessions as follows: Knife Rack, Dart Balloon, Cat Rack, Spindle and other Concessions. Arthur McIntyre wants Cook House Help. Frank Farron, Ernest Turner (Red), get in touch.

WANT RIDE SUPERINTENDENT AND RIDE HELP

to join immediately, Dipper Foreman, Wheel Foreman, Chairplane Foreman, Second Men on all Rides. Must be sober. Drunks reason for this advertisement

Chuck Newman, wire Jack Perry

Remember our Fairs start week after the 4th of July. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS

Dover, N. J., this week; Carbondale, Pa., next; followed by the great Firemen's Celebration in Pringle, Pa.

JOHNNY J. DENTON'S

GOLD MEDAL shows

WANT BRISTOL, TENN., FOLLOWED BY KINGSPORT, TENN. WANT NICE COOKHOUSE TO JOIN ON WIRE FOR BALANCE OF SEASON. MUST CATER TO SHOW PEOPLE.

CONCESSIONS—Sell X on Custard, Sno Cone, Photos, Jewelry and French Fries. All other Legitimate Concessions open.

RIDES—Will book Little Dipper, Scooter and Fly-o-Plane. SHOWS—Good proposition for Penny Arcade. Want Wild Life, Fat Show and Big Snake. Show has A-1 route. Sixteen bona fide fairs and a big Fourth of July.

Want to buy for cash, five more light towers. Prefer Downey type. Must be A-1. No junk. Do not misrepresent.

Wire Johnny J. Denton, Gold Medal Shows, Bristol, Tenn. P. S.: Charles Dobey, wire J. C. Duncan Jr.

GEM CITY SHOWS

WANT Capable Ride Help on all rides (must drive semis). Hanky Pank Concessions of all description. Will book Wild Life or Unborn Show. Berta-Bert wants Freak or any outstanding attraction for Side Show.

Address: Belleville, Ill., this week; then per route.

HELP WANTED

FERRIS WHEEL FOREMAN AND GENERAL EXPERIENCED RIDE HELP

Good Pay and Good Working Conditions

All replies to JOHN A. BASS

E. & B. AMUSEMENTS

1622 Hutchinson River Parkway or 900 Grand Concourse Bronx, N. Y

ROBERTSON & CALER

WANT

For first engagement downtown, inside Warner Robins, Ga., huge air base, in five years. Concessions, including Cookhouse, Fish Pond Hoop-La, Diggers, Hi-Striker, Corn Game, American Palmistry, Lead Gallery. Also meritorious Shows. Playing Thomas School playgrounds, in busiest city in Georgia, crammed with soldiers and defense workers. Don't come unless you can stand prosperity. Reply

ROBERTSON & CALER AMUSEMENTS, Warner Robins, Ga.

LONE STAR SHOWS

THOMASVILLE, N. C., BLAIR'S PARK, MAY 28-JUNE 2.

CONCESSIONS: Can place Age and Scales, Custard, String Game Glass Pitch, Coke Bottles, Ball Games, Roll Down, Wheel, Skito, Swinger, Nails, Bowling Alley, Bingo and Blower. J. R. Howard and Big Six, get in touch with Pelley. Want Agents for Raffle and Pin Store. SHOWS: Ten-in-One, Snake, Wild Life, Illusion or any Show of merit. HELP: Can place good Ride Help who drive semi's and stay sober. Good pay and good treatment

B. Whitey Pelley, Bus. Mgr.; J. R. McSpadden, Owner

P.S.: Can use Girls for Girl Show, top salary. No collect wires, please!

GALLAGAN'S CONCESSIONS

CAN PLACE

Experienced Bingo Counter Men. Apply to White Foods, c/o Gold Bond Shows, Montgomery, Ill., this week; North Chicago follows. Top salary. Want experienced Hanky Pank Agents for Ball Game and Blower. Apply to GEO. GORDON, c/o Gooding Shows, Cleveland, Ohio, this week. All others apply to JOHN GALLAGAN, c/o Gooding Amusement Co., Follansbee, W. Va., this week; Bellaire, Ohio, to follow.

The Billboard, April 7, 1951



Your Share of This Market Depends on YOU!

DETAILS ON PAGE 43

CARNIVAL SUPPLIES and NOVELTIES

- CARNIVAL SUPPLIES**
- Daisy Cork Guns, Each \$5.75
 - Corks, Per 1,000 2.50
 - Worth Carnival Baseballs, Dozen 2.95
 - French Weighted 4-Feather Darts, Dozen 1.30
 - Japanese 3-Feather Darts, Dozen75
 - Dart Balloons, Gross95
 - Add-N-Win Dart Board, Each60
 - Penny Pitch Chart, Each 4.95
 - Wood Milk Bottles, Each45
 - Weighted Milk Bottles, Each 1.25
 - Aluminum Milk Bottles, Each 1.50
 - Hoop-La Rings, 3 3/4" to 7", Dozen75

- CARNIVAL NOVELTIES**
- 4" Fur Monkeys, Packed 2 Doz. Gr. \$1.20 \$12.00
 - 4" Celluloid Feather Dolls, Packed 2 Doz.80 9.00
 - 7" Celluloid Feather Dolls 1.65 18.00
 - 9" Celluloid Feather Dolls 2.60 30.00
 - 12" Celluloid Feather Dolls 3.75 42.00
 - 36" Swagger Canes 9.50
 - Bamboo Canes 1.00 11.25
 - Lash Whips 1.30 14.65
 - Chesterfield Canes 2.00 22.50
 - White Maple Canes 2.40 26.50

New Catalog Now Ready
Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.

SLUM

10 GROSS only \$9.50
any combination

- Fingertraps \$1.00
- Flower Fans 1.00
- Czech Stone Rings 1.00
- Glass Dip Pens 1.00
- Rice Beads 1.00
- Toy Wrist Watch 1.00
- 3 Wise Monkey Charm 1.00
- Screamer Whistles 1.00
- Miniature China Animals 1.00
- Shell Flowers 1.00
- Blowouts (pkd. 2 gross) 1.00
- Miniature Baby Doll 1.00
- Bloody Finger 1.25
- Rubber Razors 1.00

Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.

"FAN BLADES OPEN THE DOOR"

to real profits for you! Makes friends and customers for you, insures repeat business and leads to more sales of other items... and LARGER PROFITS FOR YOU!



Write for details and sample order.

FAN BLADE CO.

32 Green St., Newark 2, N. J.

5 MIN. PHOTOS

Never a breakdown with guaranteed Ansco Quick Cameras. Patented features make a more profitable business. Obtain list of bargains. New, Used. Low Prices. Beautiful, Durable. Also portable Cameras.

American Stamp & Novelty Mfg. Co.
4301 Rossmoyne, Houston 6, Tex.

ELMER ANDERSON'S 5¢ COMIC POST CARDS

DIFFERENT! 26 SHINY NUMBERS
100 ASSORTED \$2.50
ALBUM of 26 numbers 25¢

ATTRACTIVE SET-UP FOR JOBBERS. Many Choice Territories Still Open.

H. K. KITRELL CO., Inc.
Box 142 Waterloo, Iowa

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 FREE CATALOG! 1,135 PARODIES, Special Songs, Routines, all Specialties. Monthly "Entertainer's Informer" free too. Sebastian 5138 Cahuenga, N. Hollywood, Calif. je16

ARRANGING FOR BAND, ORCHESTRAS. Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2168, Daytona Beach, Fla. je16

COMEDIANS, MC'S, ENTERTAINERS. Two yock packed routines, French Whim-men, about girls and pairs, \$4; private eye-laffs, "I Stumbled Over the Sofa," \$2; both \$5. Gags, Wit, Laughs, Box 74, Brightmore Sta., Detroit 23, Mich. je16

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. je16

LAUGH LINES—\$5 READY; ALSO NOS. 1-2-3-4 at \$1 each; hits, comedy, patter gags, radio, MC bits, hecklers answered. Mail money to Jimmy Muir, Laugh Lines, 6185 Buena Vista Ave., Oakland 18, Calif. je16

AGENTS & DISTRIBUTORS

AAA BEST DEAL—TALKING CARDS, Birthday, Sweetheart, Xmas; send 25¢ for sample; \$1.80 dozen, \$15 gross. Columbia, 7250 Melrose, Hollywood 46, Calif. je9

ABALONE PEARL SEA SHELL JEWELRY. Italian Inlaid Mosaic Jewelry, Chinese and Mexican jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. je23

ABCO'S BEST ASSORTMENT—SEND \$10 for \$20 worth of fast selling merchandise. Wolfdeck, Modeldecks, \$10 doz. Abco, Box 46, Marlboro, Md. je2

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples. Acme Mfg. 67D Chelmsford St., Boston 22, Mass. je23

ADVERTISING BARGAINS—ADVERTISE in 100 newspapers for total cost of \$6. Many other bargains; nationwide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. je9

ADVERTISING, PRINTING AND SIGN Salesmen: You will have to see it to believe it! Send no money! Just your name for free samples and money-making details on Magic Sign Letters. Garey Enterprises, 6912 Hollywood, Los Angeles 28. je9

ARTISTS MODELS, HOLLYWOOD BEAUTIES; the largest, most beautiful collection ever offered for sale; 360 miniature poses, all different, \$1 postpaid; with agents' Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB15. je23

AT LAST—A FAST SELLER; SHOCKING Greeting Cards, Epic Bed Pan, with envelopes, sample dozen \$1 with wholesale catalogue. United Novelty, 49 Hanover St., Boston 13, Mass. je2

BARGAINS! SAVE UP TO 50%—HOSIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for illustrated 1,000 Bargain Catalog. Valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplains, Chicago 6. je2

CASH PROFITS QUICK—OUR F.F. NYLONS, 51-15's select, \$6 dozen; mediocre, \$3.50 dozen; standard sizes, assorted shades, 1/4 dozen packing; rejects, \$1.50 dozen boxed; prompt shipment. General Sales, Cohutta, Ga. je2

COLOR SPINAL SPINNERS—\$50-\$100 day for livewires; used car lots, service stations, etc., eager buyers; gorgeous outdoor display, metal; be among first with them in your area; trial dozen, \$19.80; six, \$10; three, \$5.25; sample \$2 (with big profit details); postpaid; 1/4 deposit. Cox, P.O. Box 232, Venice, Calif. je2

COMIC ILLUSTRATED BARROOM SIGNS—Large size, 8 1/2 x 11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian, 5138 Cahuenga, North Hollywood, Calif. je14

COMPLETE LINE OF PLASTICS—SCALOPED Table Cloths, Aprons, Drapes, Cot-tage Sets; lowest prices; free catalog. Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y. je2

CONCESSIONAIRES—CLASSY 16 PAGE two color programs sells 25¢ at any rodeo; costs you 6¢; sample and particulars pre-paid 10¢. Fog Horn Clancy, Waverly, N. Y. je2

FAST SALES, BIG PROFITS—PART OR FULL time; original Koehler Stock Signs; 1,500 varieties; sell all places; 4 1/2 x 11", 7 x 11"; also Religious and Changeable Signs; special offer, \$5 per 100 or \$1 for 15 (7 x 11) best sellers; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. je30

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

GIRL PHOTOS—12 GLOSSY PIN-UPS of beautiful models in different poses, \$1. No samples or c.o.d.'s. Don Meadors, Rt. 1, Marietta, S. C. je30

HUNDRED BLADES, 50¢; THOUSAND English Needles, \$1.40. Goods for Auctioneers. Free Cut-Rate Wholesale Catalog. Mills Sales, 901 Broadway, N. Y. C. je30

"GREETINGS FROM JUDY," MORE FUN than a circus; a real starter. One thin dime, brings it together with Life of the Party Novelties. Stutz, Box 278, Lindenhurst, N. Y. je2

ILLUSTRATED COMIC CARTOON AND Joke Booklets, Illustrated Comic Post-cards, Party Paper, Fun Novelties for men; big assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn. Dept. BB-CB-12. je2

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. je30

MAKE PERFUMES—FROM OUR CONCENTRATES at home; profitable business; information free; men, women; write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. je9

MEN OVER 21 TO DISTRIBUTE STICKERS; no house to house or selling, but good sideline for salesmen. NBBC, Box 6772, Cleveland. je2

MEXICAN NOVELTIES—MEXICAN TULE decorated Children's Chairs, \$9 dozen; Mexican Ladies' wool decorated Jackets in assorted colors and sizes, \$95 dozen; Mexican Heavy Rings, assorted designs, \$60 gross; Mechanical Turtles, \$8 gross; Tarantulas (Spiders), long wire legs, \$10 gross; Mexican Resurrection Plants, \$20 thousand; Miniature Mexican Baskets, 3 inches, \$60 thousand; Miniature Tea Sets, 12 pieces to set, \$38 gross; air mail orders. National Products Co., Laredo, Tex. je2

MIDGET KNIVES, KEY CHAINED, CARDED 24s, \$6.75 gross; other sizes, items; sample dozen assorted, \$1 postpaid; circular. Unique Plastics 472 Hendrix, Brooklyn 7, N. Y. je9

PICTURE POST CARDS—NO LIMIT TO message on back, \$9.50 1st 1,000; additional 1,000 \$7.50. Business Cards, any 1 color \$3.95; any 2 colors \$5.50; 3 day service. No c.o.d.'s; we ship prepaid; free samples. C & G Reproductions, P.O. Box 1107, Clearwater, Fla. je2

SALESMEN—AERIAL SPINNERS (SPIN-ning Streamers) heavy duty, reinforced aluminum; will not rip. Colors: Red, blue and green; sell to carnivals, county fairs, gas stations, auto sales lots and all types of outdoor and indoor advertising displays; the world's hottest line; 100% profit; B, 18 and 27 foot lengths; 10¢ per cent per foot; send us your order today; no c.o.d.'s; we prepay postage; instructions included. Miracle "Minnie" Manufacturing Co., 9050 Culver Blvd., Culver City, Calif. je2

SELL FIREWORKS—WRITE FOR PRICE list; send for our \$25 trial asst.; brings in more sales than \$50. Terms: Cash, no c.o.d.; post yourself on local and State restrictions. Victory Fireworks Co., P.O. Box 7456-C, Portland 20, Ore. je2

SELL BEAUTIFUL PEARL NECKLACES—1 strand, dozen, \$1.75; 2 strand, dozen, \$3.50; 3 strand, dozen, \$5; assorted sample dozen, \$4. Pearl Drop Earrings, \$2 sample dozen, \$2 A. Make your cash with order. Jacobi, 1561 Third Ave., New York 28, N. Y. je2

SUCTION CUP NOVELTY MANUFACTURER has fast selling, high profit items for wagon jobbers, side-line salesmen selling carnivals, concessions, gas stations, auto supply sport, stationery stores. Box 651, The Billboard, 1564 Broadway, N.Y.C. je2

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Lavatives, Liniments, Flavoring Tonics, Herbs, Salves, Cosmetics, Deals, Premiums, Private Labels in 3-dozen lots. 220 George St., Cincinnati, O. je2

5 PIECE PLASTIC FURNITURE SCARVES—Copies of expensive Swiss Lace; \$7.50 per doz. sets (60 pcs). Samuel Rosenzweig Access. Co., Suite 511, 475 5th Ave., New York 17, N. Y. je2

ANIMALS, BIRDS, PETS

A-1 SNAKE DENS—SMALL SNAKES: large harmless; Rattlesnakes, fixed or hot; Green Iguanas, \$10; Tegus Lizards; Gila Monsters; Giant Cuban Chameleons; Box Tortoises; \$1 A. Make your cash on Animals. Price list on request. Wild Animals, Inc., Silver Springs, Fla. Phone 1204. je7

ABYSSINIAN HORNBILLS; BABY CHIM panzees, tame, gentle; Monitor Lizards African Porcupine, large male Chacma Baboon, Leopard Cubs, Pygmy Hippo rats, Civets. Chase Wild Animal Farm, Egypt, Mass. je2

ADVERTISE IN 40 COUNTRY WEEKLY Newspapers, 24 words, \$3.50; Texas or elsewhere. M. R. Pennebaker, Box 870, Kerrville, Tex. je9

A SHIPMENT OF NORTH CENTRAL AND South American birds, animals and reptiles arriving weekly; large Boas, Fer-de-lance, Green Rattlers, Tegus Lizards, Giant Chinese Dragons, Wild Cats, Coati-Mundis, Squirrels, Monkeys of all kinds; Spider Constrictors; \$1 A. Make your cash on Animals. Price list on request. Wild Animals, Inc., Silver Springs, Fla. je7

ATTENTION—CIRCUS, CARNIVAL, Amusement Centers. All Concessions. Write for prices on Baby Turtles; painted, unpainted Chameleons. All postpaid. Valley Tropical Fish Co., Stockton 1, Calif., P. O. Box 215. je23

BIG SPECIAL SHOWMAN'S DEN, \$25—This den cannot be beat; thousands of Snakes to select from. Phone 3407, Gator Jack, Gulfport, Miss. je2

CARNIVALS, BREEDERS AND PET SHOPS: Hamsters; White, Colored and Spinner Mice; White and Hooded Rats. Crown Hamstery, 156 S. 7th St., St. Louis 4, Mo. je2

(Continued on page 64)

LATEST NOVELTY SENSATION!
"Little Atom" PISTOL
SHOOTS BLANK CARTRIDGES
MAKES TERRIFIC REPORT!

13 tubes of ammunition with each display card of 12 pistols. One tube (12 rounds) FREE for demonstration purposes.
Dozen tubes ammo (144 Shots) \$2.40

WORLD'S SMALLEST PISTOL
PACKED 1 DOZ. TO CARD, JOBBERS—DISTRIBUTORS, ASK FOR QUANTITY PRICES.

\$14.40 DOZ.
No Less Sold
SHIPPED EXPRESS ONLY

Selling like wild all over the country! Polished chrome finish—precision made. Ammo and Ram-rod included.
25% Deposit With Order—Balance C.O.D. F.O.B. Detroit.

WRITE FOR OUR BIG FREE CATALOG!

GEM SALES CO.
533 Woodward Avenue Detroit 26, Michigan

ATTENTION—NOVELTY MEN—ATTENTION
SENSATIONAL LOW PRICES

Whips ...

- Dart Special Balloons \$.75 Gr.
- 28 Round Balloons 2.50 Gr.
- 21 Animal Print Balloons 5.50 Gr.
- 29 Mottled Cat Balloons 5.50 Gr.
- 24 Mottled Cat Balloons 9.00 Gr.
- 24 Balloon Reed Sticks75 Gr.
- 6 Feather Dolls w/Hat 12.50 Gr.
- 7 Hula Hula Dolls 15.00 Gr.
- 7 Feather Doll w/Hat 18.00 Gr.
- 9 Feather Doll w/Hat 30.00 Gr.
- 12 Feather Doll w/Hat 42.00 Gr.
- Flying Birds \$ 8.00 Gr.
- Cowboy Lash Whips 14.40 Gr.
- Swagger Canes 9.00 Gr.
- Fur Monkeys \$4.50, \$9.00, 15.00 Gr.
- Jocko Monkey 10.80 Dz.
- Import Leis 2.00 Gr.
- Red, W., B. Bell Batons 14.40 Gr.
- 28 Plush Bears 30.00 Gr.
- Cowboy Hats 42.00 Gr.
- Metal Slide Trombones 22.80 Gr.
- Pin Wheels 9.00 Gr.

25% Deposit—Balance C. O. D.

MILTON D. MYER CO.
332 THIRD AVENUE PITTSBURGH 22, PA.
ORDERS SHIPPED SAME DAY

Hollywood Goose
MECHANICAL NOVELTY OF THE YEAR
More Fun Than the Monkeys Have

3 1/2 inches high ... Easily carried in pocket for ready use at parties or any gathering ... A strong metal mechanism raises realistic flesh-like plastic finger out of bottle at any speed desired.

A Real Surprise Package
As the "victim" examines the life-like Leena she jumps 3 feet in the air. While holding box in hand the hidden index finger touches button to release mechanism. Leena looks like the real thing and measures 3 inches wide.

IT LOOKS REAL!
IT IS REAL!

All items immediate delivery in any quantity.

\$3.60 F.O.B. DOZ Pasadena. SAMPLE ONE EA. 91

DE & DE INC.
116 WEST HOLLY STREET PASADENA 8, CALIFORNIA

ATTENTION, WIRE ARTISTS

The use of copper and nickel materials for jewelry is now prohibited by Government Regulations.

Write at once for new prices on your requirements of Sterling Base.

We regret that since our wire is now all precious metal, we cannot give free samples.
25% deposit on all orders, balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO.
775 Eddy Street Providence 5, R. I.

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

WATCHES GUARANTEED LIKE NEW
For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps.

\$9.95
Above Watch With Men's & Ladies' Set.

Neatly Boxed \$12.95
Above watch with gold plated band, tie holder and cuff links.

Heavy 1/20 14K R.C.P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Try FREE with every 2 doz.) Doz. \$12.95
Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

JOSEPH BROS.
5 S. Wabash Ave. Dept. B-2 Chicago 3, Ill.

25¢ For New Big 1951 Wholesale Catalog.

The Billboard, April 7, 1951 ...

doors, Doors Long-Green
Big Season Looms
Carries, Parks All Optimistic

Your Share of This Market
Depends on YOU!

DETAILS ON PAGE 43

"SADDLE UP" WITH STERLING & PROFIT
MASSIVE NON-TARNISH WESTERN SADDLE RING



VERY HEAVY PRECIOUS NICKEL SILVER \$4.50 gr.
 SAME RING IN AVIATION TARNISH-PROOF METAL \$2.50 Doz. \$24.00 Gr.

VERY POPULAR MASSIVE WESTERN COWBOY HAT RING
 In aviation metal ONLY \$2.75 per doz. OR \$30.00 per gross

Plastic, Hinged-Cover Ring Boxes to hold either single Men's Rings or Ladies' Bridal Pair, assorted colors.
 \$ 1.60 per doz. 18.00 per gross

Minimum order—one dozen. Remittance in full or 25% deposit, balance C.O.D. Sample of both rings sent for \$1.00.
 Send for free catalog
STERLING JEWELERS
 44 E. Long St. Columbus 15, Ohio

ANIMALS, BIRDS, PETS
 • Continued from page 63

CUB BEARS FOR SALE—WE SHIP ANYWHERE IN THE U.S.A. For full particulars write Reliable Bird Co., Winnipeg, Canada. je23

FRESH DIAMONDBACK RATTLES, \$3 up; beautiful Copperheads \$2 up; Cottonmouths, \$1 up; Racers, Whips, Bulls, Kings, Indigos; giant Green Iguanas, \$12.50 ea.; Poisonous Snakes, hot or fixed; special Showman's Den, \$25; biggest \$25 Den put out by anyone; Alligators, all sizes, all prices; young Racoons, \$7.50 ea.; Opposum with young, \$2.50 ea.; giant Alligator Snapping Turtles, 30 to 75 lbs., 90¢ per lb. Wire, write or phone 3407. Gator Jack, Gulfport, Miss.

GIANT TARANTULA SPIDERS FROM THE Cuban Jungle, \$3; A-1 Snake Dens, \$25. Wild Animals, Inc., Silver Springs, Fla. Phone 1204.

MAKE MONEY ADDRESSING ENVELOPES. Need extra cash? Here's how: Address envelopes and mail circulars for National Advertisers; easy work, good pay; can be done at home, spare or full time; full instructions, plus list of 50 dealers who pay cash for this service, only \$1. World Sales, Everts, Ky.

MONKEYS—RED HOWLERS, JAVAS, PIG-TAILS, Marmosets, Owl-Faced Night Monkeys, \$25 to \$50; giant male Rhesus, pet, \$45; giant Coati-Mundi, pet, \$32.50; Pacas, \$40; Boa Constrictors, \$2 foot; Mice, \$20 hundred; rare animals, birds, snakes; live delivery guaranteed. Ray Singleton, Rattlesnake, Fla.

MOVIE ACTRESS—FREAK DOG, HAIR head, tall; body bare; beautiful, smart, she's great, \$200; Alligators, \$15; \$60; 2½; \$25; Porcupine, \$10; Chuckwalla, \$5; Wooden Indian, Reptile Gardens, 5221 E. Van Buren, Phoenix, Ariz.

PLENTY SNAKES, ALL KINDS—ALLIGATORS, Beaded Lizards, Squirrels, Horned Toads, Racoons, Ringtail Cats, Wild Cats, Prairie Dogs, Monkeys, Armadillos, Guinea Pigs, Rats, Mice, Rabbits, Fantail Pigeons, Terrapins, Peafowl, Wire Otto Martin Locke, New Braunfels, Tex. Phone 141. je2

PRIVATE MAILING LIST FOR SALE, NOW released for use for other mail order accounts. Have thousands of active names for retail, jobbers, wholesale and hot item buyers. Full details to any interested parties. Mail-Sales Mart, 55 Prince St., New York 12, N. Y.

RED HOT MONEY MAKERS—SELLS FOR \$1; 1,000 cost you \$6; \$994 profit; sample, instructions, 25 cents. Ewell Farley, Box 308, Everts, Ky.

WANTED TO BUY BIRDS—PINK FLAMINGOS, Golden and Swinehoe Pheasants, rare Finches, singing Canaries, all kinds of Macaws, Parakeets, etc., for exhibit purposes; give full detail and price; small snap picture on expense; Braun's Ornithology, Alligator Farm, P.O. Box 266, St. Augustine, Fla. je23

—SPRING CLEANING SPECIALS—
2 Blade Pocket Knife



\$3.00 PER DOZEN Per Doz

HUNTING KNIFE, 4½", IN GENUINE LEATHER EM-BOSSED SHEATH \$ 7.50
 2-Blade Photo Knife 3.50
 1-Blade Fish Knife With Photo Photo 2.50
 Fully Automatic Squeeze Lighter 5.50
 Pistol Lighters, Fully Automatic 7.80
 Pistol Lighters, Semi-Automatic 6.20
 Pistol Lighter, Gold Plated 10.50
 Handle 12.00
 Photo Camera Lighter 7.50
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 A Large List of Secondhand Coin Machine Bargains will be found on p. 70 in this issue.

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HI-BALL, GOOD CONDITION, SACRIFICE. Presently operating South Beach, Staten Island. Available immediately. Leif Johansen, 278 Wabogogue Road, Staten Island, N. Y. Gibraltar 8-0830. je9

HIGH FLYER DOUBLE TRAPEZE—90 FT. seamless Steel Tubing, English flexible Steel Cable. Two Spotlights, excellent condition. Kurtz & Kurtz, 109 W. 76th St., N. C. Y.

P.D.Q. CAMERA AND ENLARGER FOR sale or trade for 16mm. Sound Film. Bishop Amusement, P.O. Box 41, Bowling Green, Ky.

TESTED PLANS—14X28 80 INDIVIDUAL Seat Bingo; African Dip, \$5 each; Miniature Golf, \$7; Fun House, \$10. Free catalog. Brill, Box 875, Peoria, Ill.

TRAILER—POPCORN, CARMELCORN AND French fries; large Calumet Sr. Coach; less than one year old; sacrifice, \$3,000. 120 So. Halsted St., Chicago 6, Ill. je23

TWO DEVRY PORTABLE PROJECTORS— Model E. SF. with amplifier and speaker, 9"x12" screen; guaranteed excellent conditions. Harold Rigney, 545 N. Main, Muskogee, Okla.

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16MM. RENTALS—LOWEST RATES QUAL- ity Pictures; if you're paying too much, get our prices. Rogers Films, Box 3526, East Atlanta, Ga. je30

28" STEEL HI-STRIKER, A-1, \$175. 4 DOZ. 13" cats, 2 doz. new, 2 doz. used 1 season, price, \$65. Paul D. Howell, RD 1, Manlius, N. Y.

1949 TILT-A-WHIRL WITH EXCELLENT transportation. Distortion Mirror Show with 27 ft. semi-trailer and 1947 Ford Tractor; Iron Lung Exhibit, highway semi-trailer and Dodge Tractor; one 18 ft. Gruner Chairplane used two seasons, with Fruehauf semi-trailer, G.M.C. Tractor. Complete route with all celebrations is available if desired. Anne Thomas, Garretson, S. D.

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DETAILS ON PAGE 43

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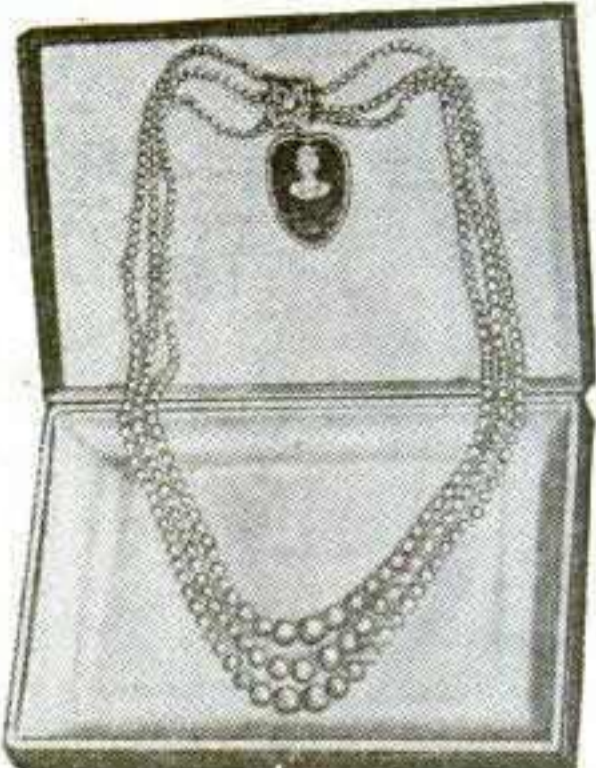
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DRUMMER, PIANO, REED MEN FOR POPULAR bandleader reorganizing; salary. Box C-385, care Billboard, Cincinnati, O. Je2

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NEED SAX DOUBLING CLARINET AND trumpet man doubling vocals; commercial; guaranteed salary, home every night; no sleeper bus. Bobby Mills, Columbus, Neb. Je2

PIANO MAN IMMEDIATELY FOR 5 PIECE combo playing smart clubs; read, fake, play Latin. \$90 minimum. Wire or call—Ray Reynolds, Casa Blanca Club, Greensboro, N. C.

PIANIST AND LEAD ALTO. OTHERS write; modern headquarters band; guaranteed weekly salary. Box 593, Sioux Falls, S. D. Phone: 8-1295. Je2

PIANIST—IMMEDIATELY; ABOVE AVERAGE; Cavallo style, read; show, location; don't misrepresent. Wire Johnny Duke, 3245 South Broadway, Wichita, Kan. Je2

REPLACEMENTS FOR SAX SECTION—Must play good clarinet; salary, sleeper bus, no lay-off; others write. Buddy Blair, Box 113, Colome, S. D. Phone 7272. Je16

WANTED—CONDUCTOR FOR RAPID CITY Municipal Band and Symphony Orchestra. Wire Marvin R. Keck, Sec'y, Rapid City, S. D. Je2

WANTED—ADVANCE MAN ON PERCENTAGE basis; must have car and theatre booking experience, preferably representing traveling Tab Musical Stock Company. Please state past experience! Box 449, The Billboard, 1564 Broadway, N. Y. C.

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AT LIBERTY—SOCIETY DRUMMER, young, draft exempt, willing to travel, union, recent experience. Write, wire, Paul Lewitt, 378 Whalley Ave., New Haven 11, Conn. Tel. 57992. Je2

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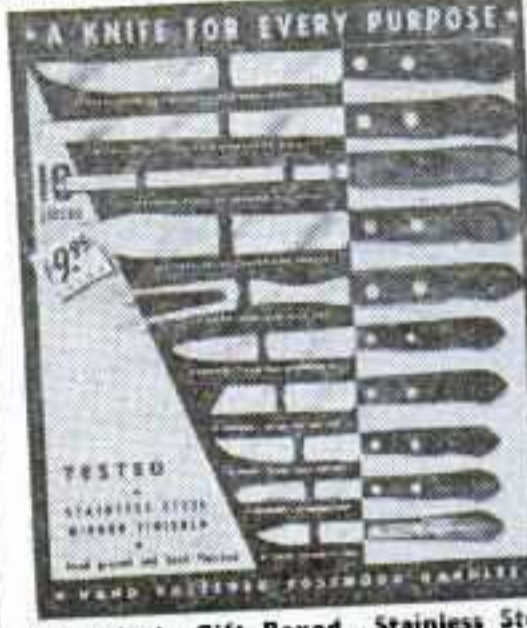
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Profits for Premium Users, Shuffleboard and Salesboard Operators

This Beautiful Cigarette Dispenser on the market for the first time. A fine furniture item, not a toy. Lift cover of compartment holding a full 20 cigarettes, music plays and varicolored lights flash on and off continuously while cigarettes dance up and down in rhythm to music.

Your Cost Only \$15.95 Prepaid

All Orders, 1/3 Cash or Money Order, Balance C.O.D.

Jobbers, Write for Quantity Prices

MANAR SALES CO. 2412 Third Avenue Seattle 1, Washington



The Big New SENSATION COOL HATS FOR RED HOT BUSINESS

THEY STEAL THE SHOW!

Immediate Shipment. ORDER NOW!
\$3.00 Dozen—\$35.00 Gross

25% Deposit with order.

Nowotny-Burrell & Co.

907 Roosevelt Ave.

San Antonio, Texas

"Carnival Caravan" Now Ready

32-Page Catalog for Concessionaires, Game Operators, Slum Concessions, Etc.

Write for your copy stating type of concession. Give location for following week. JUST ARRIVED—13-inch feather dressed celluloid doll—painted shoes and socks, gilded "C" string, hat, cane, bracelets, earrings and necklace. MA762—Dozen \$4.15
8-INCH SIZE—No "C" string. MA760—Dozen 1.60
25% Deposit With All C.O.D. Orders.

SPECIAL

12 gross assorted slum. At least 12 different items. MA999—12 gross for \$7.80

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

GIVE TO DAMON RUNYON CANCER FUND

THE ORIGINAL PATENTED "TIME FOR LUCK" WESTERN HORSE CLOCK

MADE OF HAND CAST BRONZE PLATED VIRGIN WHITE METAL

THE ORIGINAL SCULPTURED MODEL OF THE FAMOUS WELLS FARGO PONY... THIS IS NO IMITATION.

Overall size: 17 1/2" long, 10 1/2" high, 5 1/2" wide. Contains 7 lbs. of virgin metal!

YOU HAVE NEVER BEEN ABLE TO BUY THIS FINELY DETAILED ORIGINAL DESIGN WESTERN HORSE CLOCK... NOT AT THIS PRICE OR AT ANY PRICE. COMPARE THESE EXCLUSIVE DETAILS:

- Hand Polished and Bronze Plated... not spray-painted!
- Saddle Bags on the horse... Exclusive Patented Feature!
- Reins of solid brass link jeweler's chain.
- 4 1/2" self-starting electric clock.
- Made of virgin white metal... not scrap!
- Mounted on white metal bronze-plated base... not cheap wood or plastic.

IMMEDIATE DELIVERY!
Terms: 25% deposit with order, balance C.O.D., F.O.B. factory.

NOW OFFERED FOR THE FIRST TIME TO THE PREMIUM AND NOVELTY TRADE

A Full Size 4 1/2" Self-Starting Precision Electric Movement. Factory Guaranteed for 1 Year.

NOW RETAILING NATIONALLY AT \$21.95

See this clock and you will want as many as you can get at this spectacularly low price of **\$6.73** Ea. Lots of 6 or More

WE CAN MAKE THIS OFFER BECAUSE WE HAVE THE NECESSARY FIRST-QUALITY MATERIALS IN STOCK... WE DO NOT USE SUBSTITUTES.

SAMPLE \$7.50 FOR RESALE ONLY

Interstate Home Equipment Co., Inc.
4801 Woodward Ave. Detroit 1, Michigan
Phone: TEmple 2-1240

★★★ SCENEX CANDID CAMERA ★★★

DEALERS — JOBBERS — PREMIUM USERS — CONCESSIONAIRES

GUARANTEED MIRACLE CANDID CAMERA—GROUND GLASS LENS—HIGHLY PERFECTED AUTOMATIC SHUTTER

- Guaranteed to take clear vision photos
- Ground glass lens
- Modernistically designed
- Highly precisioned shutter
- Takes indoor pictures

IT'S RED HOT!!!

25% DEP., BAL. C.O.D. 24 HR. DELIVERY ORDER NOW

SCENEX CANDID CAMERA • THE MIRACLE CAMERA •

CANDID CAMERA CO., 1717 So. Ervay, Dallas 1, Tex.

\$1.00
RETAIL

(We Pay Dealer's Freight Cost)

Dealers' Cost, \$7.20 Doz. Prepaid. Excise tax included.

Jobbers, write for prices.

#828 Film, \$3.20 Doz. Prepaid.

Leatherette Carrying Case With Shoulder Strap, \$3.60 Doz. Prepaid.

• • • SAMPLES • • •

Camera \$1.00 ea. postpaid
Film50 ea. postpaid
Case50 ea. postpaid

OVER 700% PROFIT!

WITH THE P.D.Q. CHAMPION PHOTOMASTER

Makes Finished Pictures in 2 MINUTES!

Complete Portable Photo Studio Size 4 1/2" x 5" x 10" Weighs about 6 lbs. No experience required. Simple directions teach you quickly.

- Beautiful, everlasting photos—black and white or sepia, size 2 1/2 by 3 1/2 in.
- Guaranteed not to fade
- No dark room needed

• Photos are taken DIRECT on "SUPER SPEED" direct positive paper

• Loads enough paper for 50 shots in half a minute—in broad daylight

BE A P.D.Q. PHOTOGRAPHER

Work at home or travel. Make expense-plus extra profits. Pictures cost you only 2¢. Sell for 15¢ to 25¢ Folks just grab for 'em. They are amazed to see their own photos come to life in broad day light. Photomaster "shoots" any subject—Individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money-making opportunities everywhere—every day throughout the year. Write quick! Get FREE INFORMATION about the great P.D.Q. CHAMPION PHOTOMASTER

P D Q CAMERA COMPANY
Dept. 88
1161 N. Cleveland Ave. Chicago 10, Ill.

Sensational Value!

Promotional WATCH Set

\$6.30 Deluxe Watch

\$9.90 Complete Watch and Jewelry Set

\$75.00 Retail Tag with each set

Wholesale only. 6 watches minimum \$1.00 additional for samples. 25% with order, balance C.O.D.

BROOKS Products 92 LIBERTY STREET NEW YORK 6, N. Y.

BRAND NEW DELUXE WATCH AND JEWELRY ENSEMBLE

Consisting of:

- Brand new, nationally advertised watch, radium dial, gold plated case and matching expansion band.
- Copy of \$75.00 retailer.
- Lustrous double gold-plated cuff links, key chain and tie holder.
- Large plush lined de luxe gift case.
- Written service guarantee.
- 5-day money-back guarantee.

MEXICAN IMPORTED FAST SELLING NOVELTY HATS

Mexican Palm Fringe Hats With Unfinished Brims (White), Adult Size \$3.50 Dozen or \$36.00 Gross
Same Hat, White Junior Size 2.90 Dozen or 30.00 Gross
Mexican Palm Fringe Hats With Unfinished Brims (Pink), Ladies Style, Adult 3.75 Dozen or 38.00 Gross
Same Hat, Pinto Junior Size 3.00 Dozen or 31.00 Gross
Mexican Palm Beach Hat, Comes in Assorted Colors, Standard Type 3.00 Dozen or 36.00 Gross
MEXICAN Palm Beach Hat, EXTRA Very Beautifully Made, Comes in Very Attractive Colors 9.00 Dozen or 90.00 Gross
Mexican Palm Caps, Plain, Undecorated 9.00 Dozen or 90.00 Gross
Mexican Palm Caps, Decorated on Top 18.00 Dozen
Mexican Pancho Villa Hats, Decorated 12.00 Dozen

Immediate Shipment. Cash With Order.

NATIONAL PRODUCTS COMPANY
LAREDO, TEXAS

BIG PROFITS IN "NAME" WATCHES

ELGIN • BENRUS • BULOVA • GRUEN

7-Jewel \$9.95

15-Jewel, \$12.65
17-Jewel, \$14.65
21-Jewel, \$18.95

Brand new 1951 model cases for gents and ladies. Rebuilt movements, guaranteed like new

FREE CATALOG
During the month of June—Our 72-page new 1951 wholesale catalog Free.

Wholesale only—25% with order, balance C.O.D. Open account to rated houses.

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Factory Distributors

P. O. BOX 3312

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

Men's & Ladies' AVIATION STYLE



SUN GLASSES

In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

Men's Model Retail 98c
NO. B201J270 \$8.00 Dozen

Ladies' Modified Model. Retail 98c.
NO. B201J272 \$8.00 Dozen

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N7	4 inch	\$ 8.40
B34N5	7 1/2 inch	18.00
B34N6	8 inch	21.00
B34N9	9 inch	24.00

HIGH HAT MONKEYS

No.	Size	Per Gr.
B38N78	4 inch	\$ 3.50
B38N81	7 inch	7.20
B38N82	9 inch	15.00

DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
B38N71	2 3/4 inch Donald Duck	\$3.25
B38N74	4 inch Donald Duck	6.00
B38N72	2 1/2 inch Frogs	3.25
B38N73	2 inch Spider	3.25
B38N75	2 1/2 inch Spider	4.00
B38N79	2 1/2 inch Mula Doll	3.25
B38N80	4 1/2 inch Mula Doll	6.00
B38N76	4 1/2 inch Devil	6.00
B38N77	4 1/2 inch Skeleton	6.00

PAPER PARASOLS

No.	Size	Per Gr.
B36N26	18 inch	\$ 9.00
B36N7	23 inch	18.00
B36N8	29 inch with handle	33.00

8 RIB RAYON FLORAL PARASOL

No. B26N9 32 inch. Per doz. \$4.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No. B38N68 Per Gr. \$4.75

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

Merchandise Topics

New York

Simulated pearl necklaces of three, four and five strands are offered the trade by **Silen Company** at \$12 per dozen assorted and \$10.80 in six or more dozens. . . . **Empire State Specialty Company** claims 100 per cent profits with its stick spot remover. Three sample sticks cost \$1. . . . Internally hand-carved plastic jewelry at low prices has been put on the market by **Pilot Plastics**. . . . For users of low-price wrist watches, **Transworld Trading** has a line that includes the calendar type, wholesaling from \$4.85 to \$5.75 in dozen lots. . . . **Liberty-Metro-Sales Company, Inc.**, has announced a line of summer items that includes sun glasses, toys, sundries and novelties.

Walter Simon is offering in wholesale lots the Tippy ashtray. A hinged flange holds a lighted cigarette horizontally when it is of normal length, but when it burns down the tray automatically turns on its hinge and dumps the burning stub into the tray. Finger-tip pressure will restore the cigarette rest to normal position. . . . The **Buck Rogers 25th Century** electronic communications outfit is offered by **Jo-Mar Sales Company** for the moppet trade. Outfit consists of two precision-engineered Buck Rogers personalized phones in plastic cases, double electrical wire, operator's certificate and secret dial decoder. . . . **Tarlton Products, Inc.** is pushing carded key chain midget cigarette lighters to retail at 69 cents. They use standard flint and fuel. . . . For the style-minded buyer who realizes that purse strings are tightened, **Trico Watch Time** offers replicas of expensive watches expertly copied in every detail, even to hands and

dials. These models are offered at a fraction of their original cost.

Chicago

Bargain prices saving up to 50 per cent are claimed by **Reliable Jobbers** for its line of hose, lingerie, toys, razor blades, novelties, cosmetics, specialties, etc. . . . **Tote-Brush, Inc.**, is marketing a Tote-Brush kit, a compact article for pocket, purse or luggage containing toothbrush and compartment for dentifrice. . . . **Modern Merchandising Company** offers prize users its miniature pocket lighters in two-tone mesh, leather and pearl cases. Built for years of service, the firm says they are also becoming popular with girls on charm bracelets or as a brooch or scatter pin. . . . **National Press** is offering picturesque advertising ash trays, along with an attractive line of key chain and luggage identification tags. . . . **H. Meinhardt & Company, Inc.**, has introduced yo-yo pencils which are said to be catching on with the kiddies.

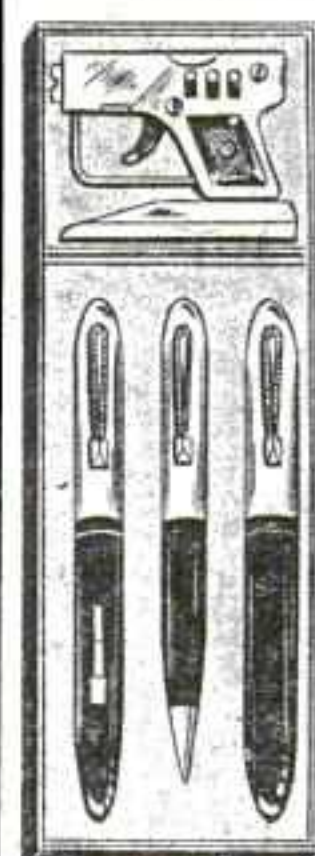
Detroit:

Charles H. Stapleton, who heads the **House of Stapleton**, made a trip to Lansing and visited various towns in Central Michigan. . . . **Julius Young**, of **Young Distributing Company**, is handling a multi-drawer cabinet for stock and parts. . . . **Arnold Morton** and **S. Gorman**, who were making plastic specialties under the name of **Unique Creations Company**, have closed their shop. . . . **Service Emblem Company**, operated by **Mrs. Gertrude Balduck**, specializing in chenille pennants and emblems, is launching a promotional campaign for its felt pennants in the specialty field. Firm has long been established in the sporting goods field.

From All Around

Operating for months on one refill of butane gas, a new cigarette lighter with rhodium top and colored tenite plastic case is being marketed by **Gas Lighters, Inc.** Using no wick, the gas which is fed from a cartridge within the case, is ignited by the user when pulling the thumb across the flint wheel onto the pressure valve. The flame keeps burning until the valve is released. . . . **Stanwood-Hillson Corporation** is offering the trade a wide variety of low-cost novelties that includes calendars, ash trays, key chains, thermometers, plastic items and mechanical pencils and ball point pens. . . . Offered as a \$1 demonstrator is **Terre Haute Advertising Company's** weather bunny, with ears in the form of a thermometer and a blue tail forecasting fair weather. When it turns pink, rain is indicated. . . . An all-metal Western horse bank, complete with key chain and lock plate, is offered by the **R & S Company** to retail at \$1. . . . **Tower Industries, Inc.**, has introduced a new scissor sharpener for demonstrators retailing at \$1. A carborundum hone in plastic holder sharpens both blades in one operation.

THE BIG 4 SPECIAL 3-Pc. PEN SET



Pee Wee Lighter (asst. color grips) \$10 Doz. Sets
Genuine Mother of Pearl Grips \$11 small
a \$12.50 large

Never before at this price. Silk lined box. . . . \$12.00 doz.
Same in plain box. . . . 9.50 doz.
SUN GLASSES, Aviation Type Rock Glass 20/20 Lenses in Gold Stamped or Plastic cases, \$8.75 doz.
A Good Number, same type and packing as above, \$7.20 doz.
New 1951 Ladies' Gold Decorations—Assorted Color Frames—A 1951 Rage, \$8.00 doz.
25% deposit absolutely required, balance C.O.D.
We prepay with full remittance.
UNITED ENTERPRISES
175 Fifth Ave. New York, N. Y.

Jobbers-Concessionaires Special Low Prices!

24" CLOTH CARNIVAL DOLL \$12.00 DZ.
= 114 24" Carnival Doll, pressed face, cotton cloth, bay colors, \$15.00 dz. In 5 dozen lots \$12.00 dz.
Cloth Clown, pressed face, smart colors. \$7.00 dz.
28" Rayon Plush Bear, movable eyes, asst'd. colors. \$22.50 dz.
\$24 dz. in gross lots are available in to June 15 and 1.

ACE TOY MFG. CO.
122 West 27 Street, New York 1, N. Y.

See Kravitz & Rothbard For "HOT" Merchandise!

NEW PLAID AND PLUSH 30" BEAR
They'll go for this "honey" bear. Bright, colorful plush with contrasting plaid. Rolling eyes. Order Now \$36 DOZEN Samples \$3.25

FREE CATALOG!
KRAVITZ & ROTHBARD
720 E. BALTIMORE ST. LE 5818
Baltimore 2, Maryland

Do You Like MINK?
If you are a woman, the answer is easy. If a man, you probably do, but it's the man who generally pays so you may say you don't. This all season miracle garment makes everybody happy. It's the nearest thing to mink ever made—beautiful, lustrous, mink dyed Russian weasel material. You'll be amazed when you see it. The skins are worked just like mink and it's practically a twin to it. The price—only \$135. Also in glamorous cape styles at \$95.
Farriers for over 50 years
J. H. RAPHAEL, INC.
370 7th Ave. (Opp. Pen. Station)
New York, N. Y.
Everything in Furs—Coats, Capes, Stoles, Scarfs at a discount—30% to 50% from retail prices.

In Beautiful GIFT BOX!



Either of these great Combination Specials!



LADIES' 7-J Wrist Watch

with genuine Swiss movement rebuilt like new, in lovely new Rhinestone case—PLUS glamorous 5-piece jewelry set

OR MEN'S 7-J Wrist Watch

with genuine Swiss movement rebuilt like new, in sparkling new case—PLUS smartly styled Men's jewelry set!

EITHER of these Bargain Combinations for Only..

\$12.95

ORDER TODAY! Either Combination, \$12.95; Either Watch, \$8.45; Either Jewelry Set, \$4.50.

Order in lots of 3 or more. 25% deposit on C.O.D. orders.



ASK FOR FREE CATALOG

198 S. MAIN ST., MEMPHIS, TENN. P. O. BOX 473.

12 SETS FOR THE PRICE OF 1



Send \$10 for 5 assorted luxury boxed sets (Retail \$100)

Magnificent as the expensive original with its 3 huge heart shaped pearls and 7 full carat diamonds plus 48 30 point dazlers. Set in long-lasting platinum-like metal 10 asst. designs. Each in gorgeous 4x8x2" black and red plastic presentation chest shaped like curved open book suitable for more jewels. Sample \$2. Retail \$15 ea. \$15 doz. Free Catalog, 25% dep. C.O.D.'s.
Ted BURKE Industries Dept. B-47 10 W. 27 St., N. Y. C. MU 4-6756

HOTTEST ITEMS! LOWEST PRICES!

LITTLE BANDIT SLOT MACHINE!
The hottest item in years! A genuine gold plated slot machine that operates just like a regulation size machine. Pull down the handle on the side, the wheels spin, combinations show up in full colors, award chart shows winners. Only machine we have seen that looks exactly like the big slot machines. Thousands of these will be sold in the next few months. Be first in your territory with this gold plated slot machine.
\$ 9.00 PER DOZEN 96.00 PER GROSS

COMBINATION KEY CHAIN AND BOTTLE OPENER—A hot item. \$4.25 GROSS

CARVING SET—Stainless steel carver and fork, individually boxed. \$7.80 DOZEN

4 COLOR MECHANICAL PENCIL—Writes blue, black, red and green. \$6.25 DOZEN \$71.25 GROSS

THE TALK of the NATION! These Are the Largest PHOTOGRAPHIC REPRODUCTIONS OF MODELS
We have ever seen offered anywhere! They are a full 5 square feet! Assorted, blondes and brunettes; all scantily clad. A sellout everywhere they are offered! Get in on this hot item!
\$ 4.00 DOZEN 43.00 GROSS

CASH WITH ORDER OR 25% DEPOSIT, BALANCE C.O.D.! FAST DELIVERY! MONEY BACK GUARANTEE ON EVERY ITEM!
STANDARD PRODUCTS CO., INC.
CLEVELAND PARK STATION WASHINGTON 8, D. C.

BALL POINT PENS—Complete with cap. Each one fully guaranteed. Lowest price! \$6.75 GROSS \$6.45 PER GROSS in 10 gross lots

3-PIECE PEN & PENCIL SETS—With special gold color cap, precision made throughout. Consists of fountain pen, ball pen, pencil, attractively boxed, \$2 seller. \$39.00 PER GROSS

OPERA GLASSES—Individually boxed, imitation leather covered, a terrific value. \$43.20 GROSS

BETTER GRADE TOILET WATERS & PERFUMES—Assorted types—\$9.00 GROSS. LADIES' PEARL NECKLACES, 3 strand, rhinestones with clasp \$60.95 GROSS \$5.35 DOZEN

TABLEWARE SETS—24 piece service for 6 \$26.25 PER DOZEN SETS

RAZOR BLADES—Gillette type, double edge, finest quality. In bulk, \$2.45 per 1,000, \$23.50 per 10,000; in packages, \$3.59 per 1,000, \$34.90 per 10,000.

RHINESTONE JEWELRY SETS—Ladies, 3-piece, elaborately boxed, \$18.00 DOZEN.

IMPORTED DRINKING GLASSES—Make attractive set of 6 or 8. Rock bottom price. \$6.00 GROSS \$59.00 PER 10 GROSS

WONDERFUL HAIR TONIC BUY!—Good quality, attractive package, \$5.75 GROSS.

AVIATION TYPE SUNGLASSES, GOLD PLATED with sweatbar, in handsome case. \$79.00 GROSS \$7.15 DOZEN

CONCESSIONERS! PITCHMEN! NOVELTY WORKERS! IT'S ALIVE WITH ACTION & PROFIT!!

KIPPY AND KIT

The All-Plastic mother and baby Kangaroo that is causing such a sensation every where. Baby sits in mother's pouch until you ease the mother forward . . . then out jumps the baby! Ideal toy for children. Lots of fun for everyone . . . young and old.

Packed 12 to attractive full color counter display box.

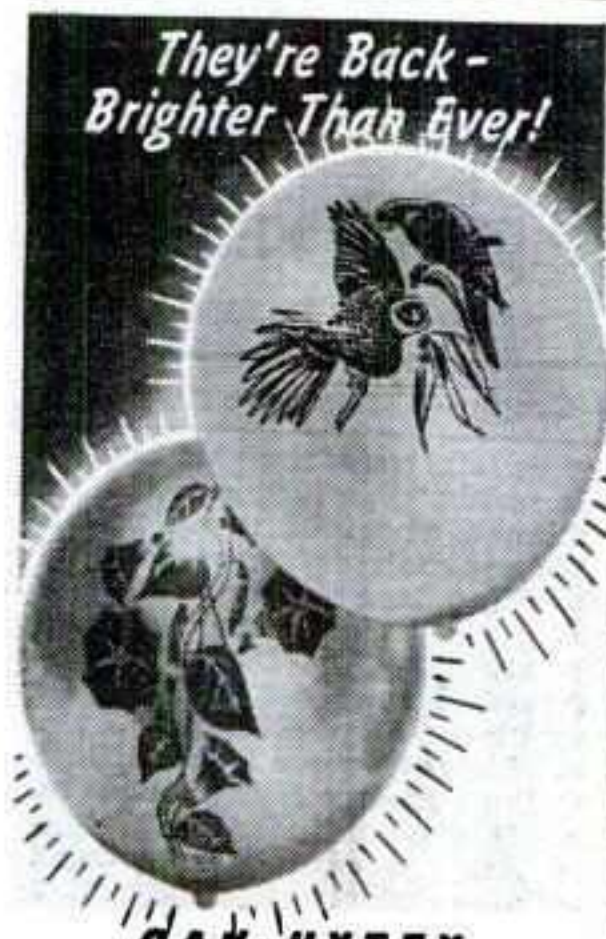
Per Gross \$36.00
Per Doz. \$3.60



Height: 4 1/2" (mother); 1 3/4" (baby).
JOBBERS, WRITE
25% dep., bal. C.O.D., F.O.B. Chicago.

THE TARRSON COMPANY

589 E. Illinois St. Chicago 11, Illinois



OAK-HYTEX
Gold and Silver
Balloons

More flash means more Cash! Glitter in the sun — can be seen for blocks.

No. 11 G Gold, plain \$8.15
No. 11 S Silver, plain, Gro.
No. 3 FBG Gold, Flowers and Bird prints in 2 colors, Gro. \$9.60
No. 3 FBS Silver, Flowers and Bird prints in 2 colors, Gro. \$9.60

Plus Shipping Charge

Order From Your Jobber
The OAK RUBBER CO.
RAVENNA, OHIO.

Oak Balloons
For immediate shipment
Write for FREE Catalog
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

WM. A. ROGERS SILVERWARE
by Oneida, Ltd., Silversmiths

26 PIECE SERVICE FOR 4 \$8.50
34 PIECE SERVICE FOR 8 11.00
50 PIECE SERVICE FOR 8 14.50

All hollow handle knives.
Each piece has Rogers Trade-mark
Rogers Anti-Tarnish Chests.
Leatherette Two-Tone \$1.75
Mahogany Winston 2.25
Mahogany Deluxe 3.00

14 PC. WATERLESS COOKWARE SET
14 pc. extra heavy gauge spun virgin aluminum. Guaranteed 32 page cook book in full color. Display folder showing \$49.95 retail price. Good Housekeeping seal of approval, commended by Parents Magazine. Complete, only \$8.50

COSTUME JEWELRY
in velveteen, satin-lined jewel boxes
Matching Necklace and Earring \$1.50
Set
Necklace, Earrings, Bracelet and Pin 2.75
Hand-made set of finest quality imported rhinestones:
Necklace, Bracelet, Earrings, 2.75

Intra-Red **ELECTRIC BROILER**
Large family size. Bakelite handles. AC-DC. 2-year guarantee. \$12.00
Immed. Deliv. — Continuous Supply
25% with order—balance C.O.D.

H. B. DAVIS COMPANY
324 W. 24th St., New York 1, N. Y.
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NEW CATALOG
for
Engravers • Demonstrators
Fair Workers

WRITE FOR YOUR COPY OF
CATALOG No. 106
Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

Also **CATALOG No. 55**
Contains most everything in merchandise for the jeweler.

STATE YOUR BUSINESS
All Orders Shipped Same Day Received

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PAPERMEN
Can use a few more good Papermen for Kentucky circulation.
THE KENTUCKY FARMER
408 McDowell Bldg.
Louisville 2, Kentucky

Pipes for Pitchmen

By BILL BAKER

"I'M STILL . . . on the trades," blasts Frank L. Bynum from Grand Island, Neb. "At Norfolk, Neb., I ran into an old friend, Harold T. Miller. He and his assistant were working a red one at the local stock show. Miller is without a doubt one of the most capable men I've ever known. We met originally on the old Yankee Robinson Circus."

Consistent effort often is the harbinger of luck where the pitchman is concerned.

MIKE GUNN is working firefly lapel brooches in Kansas to reported good scores.

The secret of any pitchman's greatness is opportunity and environment.

GEORGE H. BROOKS comes thru with the following from St. Louis: "Since my last pipe from Hot Springs, where I worked on the outside of Oaklawn Race Track selling clockers' specials, I visited Little Rock for the big Sunday air meet. The event was rained out and I came in here April 1. Have been working all the doings in the arena at Forest Park, Highlands. Also worked the Police Circus here April 22-May 6. Then I became ill and was laid low for 10 days. Among the boys I met at the circus were Peanuts Cramer, Ink Harris, Willie Brown and Red McCoy."

If you are a defeatist, get out of Pitchdom now.

ALLENTOWN JIM who had the balloon concession at the Air Show, Mitchell Field, Mineola, L. I., N. Y., May 20, reports that rain washed out the event.

Did you make any celebrations Decoration Day? How was business?

"I NOTED A PIPE . . . about Harry Woodruff in a recent issue," scribbles George H. Brooks from Montgomery, Ala. "Harry was born in Indianapolis in 1893 and spent his youth there. When he was 22 years old, he began pitching around the City Market. We worked the auto factories in Kokomo, Ind., 35 years ago. I believe that Woodruff was among Pitchdom's greatest workers. He could hold the crowds and get the money where others failed. He helped many a pitch friend get his stock out of express or general delivery. I believe that he was the first pitchman to put out coupons on fountain pens, silver ware, rings, powder and perfume deals. Harry is living in retirement with his family in Atlanta, but occasionally puts on car auction sales there."

A FELLOW . . . who signs his communication, "Nichols, a former pitchman who got a kick out of it," sends thru a clipping from an Omaha paper which notes the passing of the pitchman from the town's scene. Tagged Town Tattler and written by Jake Rachman, the piece says: "Whether for better or worse, there

(Continued on page 70)



HOTTEST AND FA TEST ONLY SELLING PROMOTIONAL SET EVER PRESENTED!

\$16.95

Famous 17 Jewel LOWILL Watch. Genuine Leather Band, smartly styled. Yellow Gold Plate Cuff Links. Tie Bar, Collar Clip and Key Chain. Gift Boxed. Beautiful Rhinestone Dial — \$1.00 extra. Set retails as high as \$71.50.

25% with order—balance C.O.D.
FREE: CATALOG ON REQUEST
LOUIS PERLOFF
Wholesale Jewellers
Dept. BB, 733 Walnut St., Phila. 6, Pa.

Impossible To Match AVIATOR SUNGLASSES

Double Screw Optical End Piece.
Precision ground & polished lenses 24K gold plate frames. Pearl sweat-proof brow rest. Adj. 10% disc cable temples. . . . \$5.40 10% gr lots

Case 11c extra.

KNOCKOUT
Hearts of Pearls
Necklace
Earring Set

Magnificent replica Startling as the expensive original with its 3 huge heart shaped pearls and 7 full carat diamonds enhanced by 48 50 point dazlers. Set in long-lasting platinum like metal. 10 asst. designs. Each in gorgeous 4x8x2" black and red plastic presentation chest shaped like curved open book suitable for more jewels.

In lots of 6 doz. \$15 doz.
Sample . . . \$2 1 doz. \$11
Free Catalog 25% dep. C.O.D.'s

Ted BURKE Industries
10 W. 27 St., N. Y. C. MU 4-6756

Original CASSELLINI
5 PC. JEWELRY SET
\$3.25 ea. in doz. lots

Newest 1951 original multicolored creations. Includes Earrings, Necklace, Bracelet and Brooch. Beautifully gift boxed. \$29.95 price tag.

SAMPLE \$3.75
Add 20% Federal Excise
Tax Unless for Resale
WRITE FOR LIST OF OTHER FAST MOVING PREMIUMS

FIRST DISTRIBUTORS
1748 W. North Ave. Chicago 22
Dickens 2-0500

THE LUCKY KEY CHAIN

NEVER PERISHES

7.50 A GROSS

A. LEONARD CO.
51 Bassett St. Providence, R. I.

SEND FOR CATALOG
Sterling and Gold Filled Rings
Gold Plated:
Engagement \$3.00 Doz.
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HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL

With crystal base. Complete with shade. **\$1.00** ea. in doz. lots.

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Fired marbelized hand decorated China. 22K. gold trim. Average height 25"

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Sample \$9.50 Prepaid

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Handsome men's wrist watch with stretch band, matched chain, tie clasp, cuff links, pen and pencil. Guaranteed. **\$8.95** ea. in doz. lots
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PEEK-A-BOO TELE-VISION CLOCK
New, exciting clock. 28 Peek-a-Boo Tele-Vision girls with your time. A new face, a new figure, a different pose every minute. Mottled two-tone Walnut and Ivory Plastic case. 5" high, 5 1/2" wide, 3 1/2" deep. **\$4.25** ea. in doz. lots
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17 JEWEL NEW SWISS MOVEMENTS
Complete With Black Suede Strap

HERS \$12.25
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Available in 14K \$27.50

Genuine Cameo Insert Covered Watch With Spring Hinge \$16.50

SELL THE "HIS" AND "HERS" TOGETHER—THEY ARE A PERFECT MATCH
25% on COD Orders. For Resale Only. **MONEY REFUNDED IN 5 DAYS FOR ANY REASON WHATSOEVER.** You now can make double sale by showing the "His" and "Hers" together. The fad of Mr. & Mrs. having the same matching watch is sweeping the country! Everybody wants these brand new elegant models because heretofore they were only available at many, many more times the price. Both the Ladies' and Gents' models have the copy of the original dial and the cases are R.G.P. with steel back.

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HORSE CLOCKS
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Sensational value merchandise . . . priced for volume sales! All metal, 2 tone gold and silver or bronze. Mahogany or blond wood base. Electric clock movement. Factory guaranteed. We also Manufacture an Attractive Line of Metal Horse Statuary. Salesmen Wanted

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All Extra Heavy Mountings
10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold.

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MACHINE OPERATORS-PUNCHBOARD SALESMEN STOP! - LOOK! SEE THIS BRAND NEW MONEY MAKER !! CHIMEBOARD !!

A new type of punchboard. A perpetual punchboard of 1024 holes made of anodized aluminum to last a lifetime. It comes equipped so that you can operate it as a card or premium board. IT CHIMES EVERYTIME IT'S PUNCHED. LIGHTS FLASH. ATTRACTING ATTENTION—LETTING YOUR LOCATION KNOW IT IS BEING PLAYED. It is refilled in a few minutes for less than three cents, and this is no printer's error—that's it—a new 1024 hole board for less than three cents. (1) It has precision, 1/4" steel balls. (2) It is illuminated. (3) It is cheat proof. (4) It has only two simple moving parts, so simple a child could operate them—they are so trouble free. (5) You can change the percentage of payout. (6) You can change it to 5c, 10c, 25c or 50c play, as you want, in a few minutes. Positively the most versatile board ever built. (7) Comes in two colors—red and green. And most important of all, Chimeboards set up for 25c play are earning a net profit of \$50.00 to \$125.00 per week and have been doing so for months in the same location.

Send only \$10.00 in money order with your order for each Chimeboard, balance C.O.D., F.O.B. Washington, D. C.



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INC.**
P. O. Box 286
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SALESBOARDS—JAR AND BINGO TICKETS
SEND FOR OUR PRICE SHEETS OR STOP IN!
RAKE COIN MACHINE EXCHANGE
609-B SPRING GARDEN ST. LOMBARD 3-2676 PHILADELPHIA 23, PA.

Salesboard Sidelights

Charles Spillum, head of Spillum's, Butte, Mont., has announced that after 30 years in the same location, firm is moving to larger quarters at 18 N. Main St., same city. Full lines of salesboards, trade stimulators and coin machines will continue to be stocked, according to Charles.

Consolidated - Container Corporation, St. Louis, points to its 2,250-hole nickel play Greyhound Derby as a selling die cut novelty board. Six greyhounds on a circular "track" at the board base lends a touch of animation. Two other Consolidated numbers, 5-center A Good Shot with 1,200 holes and quarter play Lucky Payout, 400 holes, are cited as other moving items.

Otto H. Goldman, Globe Printing Company, Philadelphia, says firm's three-dimensional effect coinboards are still bringing in much favorable mention from customers. Sales Manager Otto thinks the numbers are a fitting caper to Globe's 40th year in business.

Harry C. Hayes, general manager of DeLuxe Sales Company, Blue Earth, Minn., takes time out to tell of firm's continued activity in the board line. Hayes holds that the company's Aladdin lamp trade-mark is a good symbol of play expectations on new releases. . . . Samuel J. George, Gam Sales Company, Peoria, Ill., reports the Baseball Tip cards are proving out tip-top demand items as the bat 'n' ball season progresses.

Galentine Novelty Company, South Bend, Ind., according to boss Roy Galentine, is humming along with its punchboards and jar deals. Business bids fair to

be on a better plane than anticipated during recent weeks; the paperboard situation may ease a little to help matters along.

Irwin Secore, Secore & Secore, Chicago, speaks of something new in the salesboard wind, but more details are not to be served up at the moment. Meanwhile, he and brother Mori, along with firm's full sales crew, are out-hitting the field.

Coney Island, N. Y.

Continued from page 51

senberg and Julius Heffer. Ticket takers are V. E. Davis, Sam Steinhart and Joseph Sindell. Jack McKay, 50 years a pitchman, operates the confection and cigar concession.

Ted Wilson, former New York doorman at the Metropole, and Jack Dempsey's and one time eatery owner, started his third season in charge of Crispuds, controlled by Spuds, Inc., of which Ted is Eastern sales manager.

Nathan Handwerker and son, Murray, played host to an army of invited guests on May 18, first at a dinner in the clam bar and later at the grand opening of their new sea food eatery annex to Nathan's sidewalk hot dog and hamburger emporium. Among those present were Councilman Eddie Vogel, Joe Sharkey, Assemblyman Frank J. Pino, Deputy Commissioner of Sanitation Harry Serper and Chamber of Commerce chiefs Stanley Reiben, Tom Tessauro, Monroe Ehrman and William A. Nicholson. Joey Adams headed a flock of entertainers in a show on the sidewalk outside following the speeches.

Sam Holman is newly partnered

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. Je30

A SPECIAL SALE ON SCALES, GUM Vendors, Target Machines, etc.; free price list! Adair Company, 6926 Roosevelt, Oak Park, Ill. Je2

BALLY HOT RODS—LATEST MODEL, LIKE new, \$149.50; One Ball, very good, ready for location; Victory Specials, \$35; Special Entries, \$55; Jockey Specials, \$65; one-third deposit, balance c.o.d. W. E. Keeney Mfg. Co., 5229 S. Kedzie, Chicago. Je2

BARGAINS—RECONDITIONED AMUSEMENT Games, Arcade Equipment, Vending Machines; write for lowest prices. Logan Distributing Co. 2327 Milwaukee Ave. Chicago 47 Ill. Je2

BOWL-O COIN OPERATED MACHINES—Must sell cheap; used short time; money maker. Goldae, Attorney, phone Port Chester (N. Y.) 5-3746. Je2

CIGARETTE MACHINE—SPECIAL! DUGRENER Model S, 7 columns; refinished, 25¢ slot, ready for location, \$49.50; all other models in stock; 25% with order, balance c.o.d. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. Je2

CIGARETTE AND CANDY MACHINES—Completely overhauled and refinished. See us on 30¢ mechanisms. We also buy used Cigarette and Candy Machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. Je2

FOR SALE—FORD ONE-CENT BALL GUM Machines; beautiful; duco metallic gray finish; ready for location; sample \$8; write for quantity discounts. K & H Vending Service, 1423-29 N. Walnut Grove, Decatur, Ill. Je2

FOR SALE—2 WATLING "300" FORTUNE Telling Scales, like new, \$95 each; 2 used Wilcox-Ray Voice Records with stands, very clean, \$125 each; 1 Popcorn Maid, \$25. King-Pin Equipment Co., 836 Mills St., Kalamazoo, Mich. Je2

FOR SALE—16 ARISTOCRAT POPCORN Machines, A-1, \$875, f.o.b.; you pick up, \$795. P. A. Smith, 228 N. Main, Concord, N.H. Je2

FOR SALE—23 30-31 WALL BOXES, 2 Rock-Ola 20 wire boxes, 3 Packard boxes, \$10 each, all in first-class condition; 100 ft. new 20 wire cable available. Buddy J. Black, 615 Yr. St., Mexico, Mo. Je2

FOR SALE—30 EXHIBIT IDEAL CARD Vendors, counter models, all steel cabinets, nearly new, special price for quick sale. Write A. Gerry, Box 6435, Philadelphia 45, Pa. Je2

FOR SALE—10 3-UNIT AJAX HOT NUT Machines, with stands, cup dispensers, plastic bowls, \$35 each; 25 Anco Vendors, \$4 each; 8 column, 20¢ Cigarette Vendor, \$75; 30 porcelain finish 1¢ Master Vendors, \$6 each; 25 Paymaster Hershey Vendors, \$27.50 each. ECM, Box 175, Johnson City, Tenn. Je2

FREE—ASPIRIN DISPENSER, COIN-OPERATED, with purchase of 250 10¢ tins of Aspirin at wholesale price of \$3 per tin (min. order 1,000 tins), Eastern Distributors, P.O. Box 142, Lynn, Mass. Je2

SELLING OUT DIGGERS—ALL TYPES cheap; Iron Claws, Eries for carnivals, Merchants, Electro-Hoists, Microscopes, Buckleys, Rotary Merchandisers, Bargain; 50 3-column Variety Peanut Vendors, National, 4243 Sansom, Philadelphia, Pa. Je2

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. Je2

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. Je2

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla. Je2

WURL. HIDEAWAYS, 1017; WURL. WALL-boxes, 3031; top shape. Write to Jim Louis, 9918 Jasper Ave., Edmonton, Alberta, Je2

in his Surf Avenue Penny Arcade by Dave Bernstein, formerly a Nat Faber associate. Sam will be in charge of Skee Ball alleys. Dave will take care of Poker Rolls and other Arcade machines. Helpers are Harry Block, Jimmie Dowdell and Willie Krugman, stickmen; Andrew Fogarty, cashier, and Ernie Lenz, mechanic. Mrs. Rose Cohen, originator of the hamburger and roast beef sandwich on the Island and formerly with Paddy Shea at his Gilsey House and cashier for Holzman, has retired. Learning the arcade biz are Monte and Ronald Bernstein.

Dave Rosen's Palace of Wonders has Georgie Dickens, bear girl; Dolly Dimples, fat girl; Carl Holly, alligator man; Kokomo, mule-faced boy; George Stain, fire-eater, and Jimmie Osterman, escape artist. Al DeLuz is magician and Pearl Jeffries, handless girl, is the blow-off. Harry Rapp is outside talker and Ed Norman inside lecturer. Fred Losack is ticket seller and Charles Steinberger is ticket taker.

Sam Billig, operator of a novelty shop the last 30 years, has taken over the old Eden Musee Wax Works. Former owner, William Meinch, who was in control for two seasons following the Sam Gumpertz regime, is back at his electrical contractor's office. Musee retains 74-year-old Hattie McKeever, sculptress, and Ray Milford, manager. Managing the novelty shop is Rhoda Lovitt, niece of Billig.

SHORTS: Sandy Ehrman has been appointed manager of Ward's Baths, closed the last two seasons. . . . Billy Milton, former talker, and Betty (Mrs. Milton) Real are associated with Julia Neville Raymon's Kentucky Reptile Garden, Park City, Ky., the former as manager. . . . Sid Daiell, now that his brother, Louis, has quit Coney for a federal job in Louisville, is operating all three concessions on Surf. Balloon dart game has Sid in charge; ring toss, Eugene Holstein, and another balloon game in charge of wife Mildred.

Hughie Flaherty is celebrating his 11th season as a ticket seller, eight for the streamlined Skooter, his present confection, and three for Eden Musee. . . . Nathan's Famous, Inc., is splurging with a publicity firm in Irv Dickman and Mill Roseman. . . . Harry Rosen continues as operator of Roll-down tables on Surf.

Fair Dates

Continued from page 44

NEW HAMPSHIRE

Contoocook—Hopkinton Fair, Sept. 1-3. Charles Jones. Je2

NORTH CAROLINA

Clinton—Sampon Co. Fair, Sept. 24-29. Edw. E. Cooper. Je2

PENNSYLVANIA

Albion—Albion Community Fair, Sept. 13-15. C. C. Harry. Je2

Bellwood—Community Fair, Sept. 20-22. Mrs. Ella Shaffer. Je2

Clarks Summit—Newton-Ransom Fair, Sept. 12-15. William E. Zeiss. Je2

Dalmatia—Community Fair, Oct. 18-20. Mrs. Ruth Tressler. Je2

Edinboro—Edinboro Agri. Fair, Sept. 13-15. J. C. Ondrey. Je2

Gilbert—West End Fair, Aug. 28. Mary E. Shiffer. Je2

Gratz—Gratz Agri. Assn. Aug. 28-Sept. 1. C. R. Klinger. Je2

Home—Ox Hill Community Fair, Sept. 2-5. David W. Simpson. Je2

Jamestown—Community Fair, Sept. 13-15. K. K. McElhaney. Je2

Lampeter—Community Fair, Sept. 26-28. Casper K. Brumbach. Je2

Lebanon—S. Lebanon Community Fair, Oct. 2-5. A. L. Lamm. Je2

Linesville—Linesville Fair Assn. Sept. 4-8. O. C. Lance. Je2

Littitz—Littitz Community Show, Sept. 19-22. William M. Young. Je2

McConnellsburg—Fulton Co. Fair, Aug. 29-Sept. 1. Henry W. Daniels. Je2

Martinsburg—Community Fair, Oct. 17-19. Ella S. Ebersole. Je2

Meadville—Crawford Co. Fair Assn. Sept. 4-8. George R. Wright. Je2

Mill City—Falls-Overfield Fair, Sept. 20-22. Mrs. Doris Gregory, Dalton, Pa. Je2

Millport—Oswayo Valley Community Fair, Sept. 4-7. William Graves, Shinglehouse. Je2

Montandon—Tri-Tp. Fair Assn. Sept. 19-22. Clarence E. Emery, Pottsgrove, Pa. Je2

Mount Joy—Community Exhibition, Oct. 11-13. Joseph G. Schaffer. Je2

New Bethlehem—Farmers & Merchants Agri. Show, Aug. 15-17. Loudon Stuart. Je2

Perkasie—Sell-Park Community Fair, Sept. 27-29. Natalie P. Nichols. Je2

Pittsburgh (South Park)—Allegheny Co. Fair, Aug. 31-Sept. 3. John L. Hennon. Je2

Port Allegany—Port Allegany Fair, Aug. 27-Sept. 1. Howard J. Baker. Je2

Spartansburg—Spartansburg Community Fair, Sept. 13-15. Henry Bailey. Je2

Unionville—Unionville Community Fair, Oct. 11-13. Robt. G. Struble, Kennett Square. Je2

Waynesburg—Greene Co. Fair, Aug. 15-17. Harry F. Bailey. Je2

TEXAS

Litchfield—Lamb Co. Fair, Sept. 27-28. O. J. Mangum. Je2

VIRGINIA

Bedford—Junior Chamber of Commerce Fair, Third week in Sept. Earl Phillips. Je2

WASHINGTON

Lynden—Northwest Wash. District Fair, Aug. 16-18. Pater Meanderinck. Je2

Port Angeles—Clallam Co. Fair Assn. Aug. 23-26. Melvin Michel. Je2

Pipes for Pitchmen

By BILL BAKER

Continued from page 69

are certain colorful sights lacking this spring. Chiefly this is the old pitchman who used to set up his table and chair anywhere along old lower Douglas Street or North 16th Street and transact business until late at night. . . . Maybe it's because skid rows are getting pale and uncolorful these days. . . . Choice corners were 13th and 14th and Douglas streets. The sounds on the night air included the Salvation Army Band and singers and the fellows who were selling potato peelers and safety razors."

DIAMOND JUBILEE . . . at Pittsburg, Kan., proved a red one for the novelty workers. Sam Bluestein was in charge of operations and Modoc Stein, Al Jackson, Jack Alexander and Al Wesson were the lucky boys to have the exclusive on the town, Paul Revere reports. He says that two parades were held and that the event drew three capacity houses to its rodeo performances. "Bill (Horse Thief) Weiss was expected to come in," writes Revere, "but it seems that Shapiro and Lux enterprises are keeping him busy."

Now is the time when the successful pitchman gets down to business. He's not content to make a Cook's tour this season.

JACK CLEARY . . . of Hollis, N. H., and Red Igoe, of paper note, have been pitching sheet in Canaan, Vt., to good results despite much inclement weather. They'd like to read pipes here from Chet Greeley, of Liberty, Me., and Arthur Burns.

Good spots and bad spots are determined solely by what type of item you have to offer.

COLEMAN NEWSTADT . . . well known novelty and souvenir worker, is in Ward G 3, Room 341, Veterans' Administration Hospital, Hines, Ill., and would like to read letters from friends.

The good ones in the offing should make up for the bad ones you've played this spring.

You accomplish only what you set out to do.

JOHN M. O'ROURKE . . . New England OPS director, last week issued a directive to the effect that all sellers of novelties and jewelry are subject to price controls and will be watched carefully. He added that "the consumer will be protected at beach resorts, amusement parks and other season recreational places as well as at home."

A pitchman never is optimistic enough to take his pay in the dark.

TIP BOOKS • DAILY TALLY CARD BASEBALL TIP

Manufactured by
Gam Sales Company
1321 South Adams Street
Peoria, Illinois
Write for latest prices.

FACTORY PRICES
BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO
No Order Too Large, No Order Too Small.
WRITE FOR CIRCULAR
CAROL SALES CO.
312 E. Market St. Elmira, N. Y.

JAR DEALS and PUNCHBOARDS
Write for Circular
GALENTINE NOVELTY CO.
South Bend 24, Ind.

SALESBOARDS
JUNE SPECIALS—25% DEPOSIT
1000 25¢ Charley . . . Prof. \$50.00 \$ 89
1000 25¢ Charley, X TK. . . . 50.00 1.25
1800 5¢ LULU, X TK. . . . Prof. 18.00 1.39
1000 25¢ J.P. Charley, Thin Prof. \$52.04 \$ 11.18
1000 25¢ J.P. Charley, X TK. Prof. \$2.04 1.45
1000 5¢ J.P. Girlie Bds. . . . Prof. 28.00 1.89
240 4 for 25¢ Giant Hole. . . . Prof. 32.00 1.89
DELUXE SALES CO., BLUE EARTH, MINN.

Mayor Cold To Taxing Pinballs in Chicago

SPRINGFIELD, Ill., May 26.—Chicago's Mayor Martin Kennelly gave a chilly reception to a proposal backed by the State Legislature's Republican majority which would have licensed cigarette vending machines and pinball games in the city.

Two bills to provide for such licensing were proposed by Sen. William Knox (R.), Chicago. Knox offered the legislation as an answer to Chicago's need for additional revenue. He said the measures would bring the city between 6 and 7 million dollars annually.

Inquiry Suggested

Meantime Sen. Dennis Collins (R.), DeKalb, chairman of the Senate Municipalities Committee, told newspapermen an inquiry into the alleged tie-up of certain unnamed Chicago aldermen with the illegal operation of cigarette vending machines in Chicago was being readied.

(Editor's note: Cigarette ma-

chines have been illegal in Chicago since 1936—the nation's only major city to pro-

(Continued on page 72)

Chicago Coin Bows New-Type Shuffle Game

CHICAGO, May 26.—Chicago Coin Machine Company started distributor shipments this week on a new-type shuffle game called Horse Shoes, Sam Wolberg and Sam Gensburg announced today.

Built with an 8 by 2-foot playfield, the game is played with a puck instead of a horseshoe, but in all other ways is conducted like regulation horseshoes. Play area has the appearance of shuffle bowling games, but where bowling games use simulated bowling pins, Horse Shoes has the traditional stakes, one for each player when two compete.

Object of the game is to make ringers by sliding a puck at the simulated stakes. As in regulation horseshoes, it is possible for players to make ringers and double ringers. To guide inexperienced players, there is a lane and an arrow showing the ringer zone. If player fails to make simulated ringer, nearness of shot to stake determines score. Double ringers count 600,000 points.

PREPARE ALIBIS FOR SHUFFLERS

DETROIT, May 26.—Participants in the National Shuffleboard Open Tournament at the State fair here June 2-12 are going to have a permanent opportunity to tell their friends why they failed to become national champion. John C. Westerdale, director of league play for the Detroit Shuffleboard Association, has completed a standard alibi card, which will be given to every player.

A series of 10 alibis, with up to five subdivisions each is provided, ranging from "spouse on sidelines" to "two heads." The excuses should furnish a pleasant reminder of the competition here, regardless of the player's ultimate standing, Westerdale believes.

House Solons KO Amusement Game Tax Rise

WASHINGTON, May 26.—The House Ways and Means Committee voted tentatively against raising the present \$10 federal tax on amusement machines, but, at the same time, voted against exempting penny amusement machines. The committee's vote is expected to stick when a final tax bill is drawn for submission on the House floor.

Index Used Market Prices Holding Up

CHICAGO, May 26.—More evidence of a stepped-up market in used coin machine equipment, particularly late-model shuffle and five-ball games and music machines, is included in The Billboard's Index of Advertised Used Machine Prices (appearing else-

where in this issue). This was in the form of different ads on the same piece of equipment and in some cases at slightly higher price quotations than prevailed in indexes the past few weeks.

In the shuffle division there was a notable rebirth of interest in some of the earlier shuffle games, including such stand-bys as United's Shuffle Alley, Bally's Speed Bowler, Chicago Coin's Bowling Classic and Gottlieb's Bowlette. Of the later shuffle units, Universal's Twin Bowler, Keeney's King Pin, Bally's Hook Bowler, United's four-player Shuffle Alley and Williams' Double Header appeared to be in high demand.

(Continued on page 72)

Distributors Show New Williams Game, Harvey

CHICAGO, May 26.—Distributors of Williams Manufacturing Company started operator showings this week of the new five-ball game Harvey, Vice-President Sam Stern announced.

Designed with a widely spaced playfield for cross ball flippers action, Harvey features animation in the form of a rabbit which runs around a man on the illuminated backglass as bumpers are activated.

New Williams product has a "super special bonus hole" which builds up to 25 replays and does not reset at the end of the game. It also has three key bumpers and two rebounds which, when balls are played off skillfully, result in replays. It is possible to make a winning score on Harvey by high score, bonus score and scoring build-up.

Exhibit Hikes Patrol Output

CHICAGO, May 26.—Exhibit Supply Company officials this week announced the firm would make every possible effort to increase production schedules on Gun Patrol by 50 per cent in the next few weeks because of distributor demand.

Introduced almost four months ago, the unit provides four games in one. Besides having a number of unusual player appeal features, the game has recently been approved in all territories. Built around a Mauser style pistol with recoil, the unit occupies approximately 2 by 2 feet on location. It stands a little over six feet high and has an oak cabinet with a modern angular protruding front.

Gun Patrol has a Korean war background and is equipped for nickel, dime and quarter play. An all-skill game, scoring is entirely dependent upon number of hits made on key targets. These consist of bazooka teams, tanks, jeeps and related war vehicles. It is available with ticket vender which gives players a printed record of shooting skill.

Exhibit Names 2 Calif. Reps

CHICAGO, May 26.—The Exhibit Supply Company thru Sales Manager Frank Meneuri has appointed two distributors to cover California.

They are the Sicking Company, 2833 West Pico Boulevard, Los Angeles, headed by Jack Simon, and Coin Machine Service, Inc., 1797 Union Street, San Francisco, headed by Paul Speer. Sicking will handle Southern California while Coin Machine Service will represent Exhibit in Northern California.

Exhibit is in production on Gun Patrol, a new-type gun game which is virtually four games in one; Pony Express, a small mechanical horse for children; Big Bronco, a large mechanical horse for kids and adults, and the Dale Six Shooter, a vari-speed gun game.

Portland Game Ordinance Hits Distributors

PORTLAND, Ore., May 26.—Portland coinmen, already concerned by the city commission's decision to outlaw pinball operation effective July 10 this week were informed the forthcoming ordinance will be aimed at outlawing commerce in the amusement devices as well as operation.

Up to now the trade had interpreted the ordinance as permitting warehousing of pinball in the course of transactions outside the city limits. However, the city attorney's office made it clear this week the wording was deemed to ban everything up to and including sales transactions, pointing to the term "control" as appearing in the draft.

The proposed ordinance, which the five commissioners have formally promised to enact on July 10 with an emergency clause to make it effective immediately and to forestall a referendum movement, reads:

"It hereby is unlawful for any person to own, maintain, control, operate, use or play or permit to be owned, maintained, controlled, operated, used or played, either as operator, user or player, or as owner, proprietor, lessee or agent.

"Any coin-in-the-slot-operated mechanical game or device or other device of like character regardless of whether such game or device be operated or played for profit or prize or for further operation or play or for the display or exercise of skill or for amusement, and whether or not any element of skill is involved in any way in said operation, use or play.

Music Vending Okay

"This section shall not be deemed to apply to music devices or vending machines where no element of chance, bonus or prize is involved in such vending, whether such vending machines vend merchandise, commodities or special service or privileges."

There is time for a change in the language of the proposed ordinance.

(Continued on page 83)

U. S. Shuffle Meet Begins; Ops Hold Informal Meets

Heavy Promosh Via Press, Radio As Players Vie for Cash Prizes

By TOM McDONOUGH

MADISON, Wis., May 26.—Pointing up the interest in shuffleboard as a long-range investment was the appearance of large numbers of operators and distributors at the second annual United States Championship Tournament which began at Turner Hall here last week (25). Matches include long-board teams from Michigan, New Jersey and Wisconsin. The event runs thru Monday (28) and brings together over 200 men and women players, competing in either long-board or cushion play.

Besides spurring on their players to win national shuffleboard recognition and a share of the \$4,160 cash prizes, local and out-of-town operators and distributors were meeting in unofficial sessions to discuss new and better ways to promote the game both locally and on a nationwide basis. While some pointed out the game had lagged in interest at the beginning of last winter, there was general agreement that interest had picked up steadily in the past few months.

Renewed Interest

Many of the operators told of experiences where locations, which had been without boards for several months, had again asked for the equipment because regular

patrons were beginning to drift away to other spots which had stayed with shuffleboard. Consensus was that the game was making a good comeback after a long leveling-off period. Operators also stressed the need for continued promotion on the local level in the form of stronger leagues and a greater number of tournaments. In most well-planned tournaments, any actual cost to the operator handling the event had been returned many times in the form of increased play on his boards plus location good will, one operator said.

Success of the U. S. meet here was assured early in the week thru the co-operation of local disk jockeys, including Bob Swanson, WSIC; Jim Lawler, WKLW, and Don Metzger, who has been on WFOB with tourney news nightly and will handle the play by play description of the matches over WWCF FM, a 37,000 watt outlet which has set up a six-station network for the meet. The local press

and wire services also have shown unusual interest in the meet. In each instance the promotional break has been made possible by the efforts of Don Freeburg, tournament director for American Shuffleboard Leagues, Inc., sponsor of the U. S. shuffleboard meet and Ken Poulsen, tournament manager.

Ops on Hand

Among the operators who are taking part in the handling of the tourney are Stanley R. Warner, Saginaw, Mich.; Clayton O. Beebe, Peoria, Ill.; Armand Martens, Boise, Idaho; Robert Charleston, Fort Wayne, Ind.; Irv Goff, Madison, and Mickey Green, Wausau.

One of the sidelights on the meet was the anticipated attendance of a delegation from the Detroit Shuffleboard Association. This is the organization which will sponsor the first National Open Table Shuffleboard Tournament in conjunction with Detroit's 250th Anniversary Festival. It will be held June 2-12 at the fairgrounds, Detroit. Many of the teams entered in the U. S. meet here are expected to enter that tourney.

3 Firms Chartered

SACRAMENTO, May 26.—Easbey Amusement Company has been granted a charter by the secretary of state for the operation of amusement devices in Santa Clara County. Authorized capital was listed at \$25,000. Crist, Stafford & Peters, Palo Alto, Calif., filed the incorporation papers. Directors of the firm are Edgar A. Morgan, Los Altos; Karl W. Beacon, San Jose, and Angus M. Anderson, Campbell, Calif.

LITTLE ROCK, May 26.—Secretary of state has issued a charter to Main Amusement Company, Fort Smith, which listed authorized capital stock at \$40,000. Incorporators listed were H. F. Box, Claudine Box, W. D. Shermer and Elsie Shermer.

COLUMBIA, S. C., May 26.—Boyd-Keenan, Inc., here, has obtained a State charter to establish and manage amusement and sales enterprises. Authorized capital stock was listed at \$20,000, with Darnell W. Boyd as president.

LEGISLATIVE ROUNDUP

Calif. Sets Hearings On Cig Vender Bills

CHICAGO, May 26.—California cigarette operators next week will appear before the State Legislature to protest one regulatory and one tax measure which would severely limit their operations. On the other coast, Delaware has passed a new tax law for juke boxes—\$10 per year for nickel machines, \$20 per year for dime machines.

Meanwhile, the Illinois Senate is considering two House bills which would enable Illinois cities and towns to license and regulate the operation of amusement games and cigarette machines (see separate story elsewhere on this page). Both proposals got a cold shoulder from Chicago's

Mayor Martin Kennelly, who appeared before the Legislature this week.

How To Raise \$\$

Mayor Kennelly has been needing the Illinois Legislature for additional funds. The Legislature's Republican majority suggested the mayor ought to raise some additional revenue by taxing and licensing amusement games and cigarette machines. (Pinballs are outlawed in Chicago, and since 1936 Chicago has prohibited cigarette vending machines—the only major city in the nation to do so.)

Summaries of legislative action

(Continued on page 31)

APRIL FED. COIN YIELD UP \$14,702 OVER 1950

WASHINGTON, May 26.—The federal tax on coin-operated devices produced \$312,459.17 in revenue for Uncle Sam last month, a gain of \$14,702.65 over the previous April's yield, Bureau of Internal Revenue reported this week.

The total yield from this tax source since the fiscal year began in July totals \$19,248,020.92, a gain of \$1,509,717.48 over the figure for the corresponding period of the previous fiscal year.

Tobacco tax yields were up last month over the previous April, while alcohol tax returns were lower. The yield from tobacco taxes last month was \$110,602,529, a gain of \$12,677,261 over the previous April figure. Yield for the fiscal year so far is \$1,139,164,072, an increase of \$52,777,472 over the corresponding period for the previous fiscal year. Revenue from alcohol taxes last month totaled \$134,069,849, a shrinkage of \$31,991,487 below the previous April. The fiscal year's total so far, tho, is \$2,222,547,712, which is \$386,654,878 higher than the total for the same period the previous fiscal year.

Cal. Ops Await Fair Trade Clarification; Eye 10c Fee

Hear Report on Initial Results; 90 Per Cent Favor Higher Price

LOS ANGELES, May 26.—At a meeting of the Southern California Music Guild, called to set a beginning date for the fair trading of music, discussion was turned to 10-cent play by the operators present. About 90 per cent of the membership at the session went on record as favoring the switchover from 5 cents to 10 cents, three for a quarter play.

The meeting, conducted by Dave Wallach, Association's president and executive manager, turned to the higher revenue move when it was disclosed that clarification of

the fair trade ruling would have to be awaited.

Irving Gayer, San Bernardino County operator, reported he had contacted a number of location owners and found them "not adverse" to 10-cent play. The merchants will, Gayer said, accept the dime play as long as no change is made in commission arrangements. Gayer is arranging for a general meeting of the operators in his county during the coming week.

10-Cent Report

John Hawley, who spent a week in San Diego studying the dime-

play situation, made a comprehensive report to the Music Guild members. Hawley reported that George Buckman, president of San Diego Music, Inc., operators of about 300 machines and over 2,000 counter boxes, said he had changed over about one third of his route and was converting the remainder as rapidly as he could. All of the equipment is being refinished and rebuilt during the conversion. Buckman suggested that operators advise that boxes are being changed to a dime rather than taken (Continued on page 77)

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:

SHOWBIZ YIELDS BUMPER CROP IN TAXES. All phases of business show upswing on tax reports (General Department).

SUPREME CT. DECISH IMPACT QUESTIONABLE. Diskers feel price-cuts can't be stopped (Music Department).

"DISK JOCKEY" PIC TO GET BIG BALLY. Film and music from film to get heavy deejay promosh (Music Department).

DISK INDUSTRY FULL OF STRESSES AND STRAINS. Like radio-TV biz, inventory gimmicks, low-pricers, etc., cause unrest (General-Music Departments).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Ristaucrat Unveils S-45; Set Delivery

APPLETON, Wis., May 26.—With production now officially set for June 1 and deliveries scheduled to follow immediately, Joe Cohen, general manager of Ristaucrat, Inc., this week unveiled the new S-45, 12-selection 45 r.p.m. record phonograph as it will reach the operators.

Features of the phonograph, a modified and improved unit over that shown at the Music Operators of America convention in March, include: a brightly colored dial, lighted plexiglas dome and hand-finished wood cabinet; records play in rotation, eliminating re-stacking periods between selections; a repeat button permitting continued play by selection without re-stacking; a selection indica-

tor showing the number in play at all times; a single coin chute which accepts up to nine dimes or 18 nickels for continuous play; use of a National slug rejector; use of up to five wall speakers with one unit; twin speakers; precision engineering; low cost (while not officially priced as yet, it will list for under \$250), and an extra large coin box holding up to \$100 in nickels and dimes.

Cohen said a good portion of the initial production run has already been ordered by the firm's distributors and another large segment has been assigned to Joe Caldron, export director, for shipment to foreign operators and distributors who now have confirmed orders for the unit on the books.

"OLD SOLDIER" PROMOTES JUKE

ST. JOHN, N. B., May 26.—With the tune, *Old Soldiers Never Die*, now one of the hottest platters on local juke boxes, operators have come up with a visual promotion which has not only upped their grosses considerably, but also has proven one of the best play-stimulators ever attempted.

Today, many jukes here have a full-sized, color photograph of Gen. Douglas MacArthur, whose statement brought about the interest in the tune, mounted on the front of the piece. Some of the more enterprising ops have even framed the photos with neon tubing, thus drawing further attention.

BAT 'N' BOWL

Athletics Help S. Dakota Op Up Juke Gross

YANKTON, S. D., May 26.—Promoting music play directly to the public thru sponsorship of sport teams in various activities has been a successful endeavor for Mike Imig, Mike's Music Service, and president of the South Dakota Phonograph Association.

In the recently-concluded bowling tournament season, Mike's team won top honors in their classic league for the third straight year, advanced to the P and D tourney, largest in the State, again emerging on top, then competed in the American Bowling Congress meet with "fair" results.

Now Imig is at work building several baseball teams which will compete in amateur circles in South Dakota this summer. For his senior aggregation he has garnered the service of Notre Dame, University of Missouri and Baylor University stars. He also will have an intermediate team and another group in the midget class.

Music Ops Mull Fair Trade Court Decision

CHICAGO, May 26.—Juke box operating companies, particularly those in Northern California, and cigarette firms thruout the nation this week mulled the possible consequences of a Supreme Court decision which held that retailers do not have to respect fair trade minimum prices if they have refused to sign pricing agreements.

In California, the Music Operators' Association succeeded last year in having the Northern California counties fair traded. This meant establishing average cost figures, based on a survey of music operations, and in effect established a minimum percentage which the operator must realize from his phonographs.

Bound, Not Bound?

As the California law presently stands, Northern California music operators could be compelled to abide by the fair trade minimums unless they could demonstrate that they are able to do business as a cost less than average. This week's Supreme Court decision might be interpreted to mean operators who refuse to sign the California fair trade agreement are not bound by its provisions and cannot, therefore be prosecuted for failure to comply.

More far-reaching consequences are expected in the cigarette field, since the decision may spur cut-rate sales and encourage the use of cigarettes as loss-leaders.

Fair trade laws, varying in their scope, are in force in every State except Vermont, Missouri and Texas, and in the District of Co-

lumbia. Most fair trade laws simply permit the fixing of minimum retail prices by agreement between manufacturers and retailers.

Lawyers this week debated whether or not the Supreme Court decision affected business confined to the limits of one State, or whether it was meant to apply only to inter-State commerce.

State fair trade acts sprang from the federal Miller-Tydings Act, passed in 1937 in an effort to halt cut-throat competition. Both the Department of Justice and the Federal Trade Commission have been urging Congress to repeal the Miller-Tydings Act.

This week's court decision involved a New Orleans supermarket which was selling two brands of nationally-advertised cigarettes lower than the Louisiana fair trade minimum. The court held that the supermarket, since it had not signed a voluntary agreement to abide by the fair trade act, was not compelled to observe the fair trade minimum price.

Postpone 6-State Confab; Plan Late Fall Gathering

SIoux FALLS, S. D., May 26.—With the sponsoring associations now agreed on a 1951 6-State convention, it was decided this week to postpone the gathering from a proposed July date until late October or early November. However, officials of the South Dakota, North Dakota, Wisconsin, Nebraska, Iowa and Minnesota associations will meet as planned in July to complete details for the fall meet.

One of the major problems to be worked out at the executive meeting will be whether to allow exhibits, and, if they are, who will exhibit. The question of whether distributors should exhibit has arisen, based on the fact that there is considerable cross-coverage in the area represented. As an alternative it was suggested that man-

ufacturers sponsor the exhibits, with the various distributors in the territory representing their product actually banding together in each exhibit.

The present plan calls for no registration fees from exhibitors—with the exhibitors responsible for obtaining their room and setting up their display.

Ops Prefer Fall

Actually, operators unanimously voted for a resumption of the regional convention, and the majority voiced a preference for a late fall gathering. Reasons advanced were that vacations would be at an end, that ops would be in a "buying period" and finally, more concrete evidence on dime play would then be available.

With no national coin machine

Some Used Music Machine Prices Show Increases

Continued from page 71

Music listings as a group either held near the same price quotations of the previous week or advanced slightly. Some of those offered for sale at higher prices were Rock-Ola's 1428, up \$6; Wurlitzer's 750, up \$10; Seeburg's 147S, up \$6, and the 146M, which increased \$26. Among the units appearing in index listings for the first time were the Seeburg 1946 and 1947 RC Specials. The 1946 remote-control model was offered at prices ranging from \$235 to \$249.50, while its successors were listed at quotations which varied from \$274.50 to \$285. Music boxes receiving steady demand this week in the index included Wurlitzer's 1015, 11 listings; 1100, 9 listings; Rock-Ola's 1422, 5 listings, and Seeburg's 146M, 4 listings.

The amusement game picture

was highlighted by the appearance of 292 separate references to such products as five balls, giant pinballs, rolldowns and units which have sport backgrounds, such as baseball and football, and yet are not in the arcade classification. Two Bally products, Citation and Champion, had a high number of listings. Citation had 11. They varied from \$99 to \$175, while its running mate, Champion, 10. The Champion quotations ranged from \$179 to \$249.50.

The arcade business spurt first noted at the end of April continued in high gear. Most of the higher quotations in effect the past two weeks held firm, while such units as Exhilit's Silver Bullets listed a new price offering range. Whereas this product was quoted in distributor ads previously at from \$109 to \$195, the current index shows a higher range with less variation: \$149 to \$195. The vending index continued to stress solidarity. All 39 units offered for sale two weeks in a row carried the same price quotations.

Wurlitzer Sets New Plant Exec

NORTH TONAWANDA, N. Y., May 26.—Ray C. Haimbaugh, vice-president and manager of the North Tonawanda plant of the Rudolph Wurlitzer Company, this week announced the appointment of Andrew T. Greeley, to a newly-created post of director of purchases.

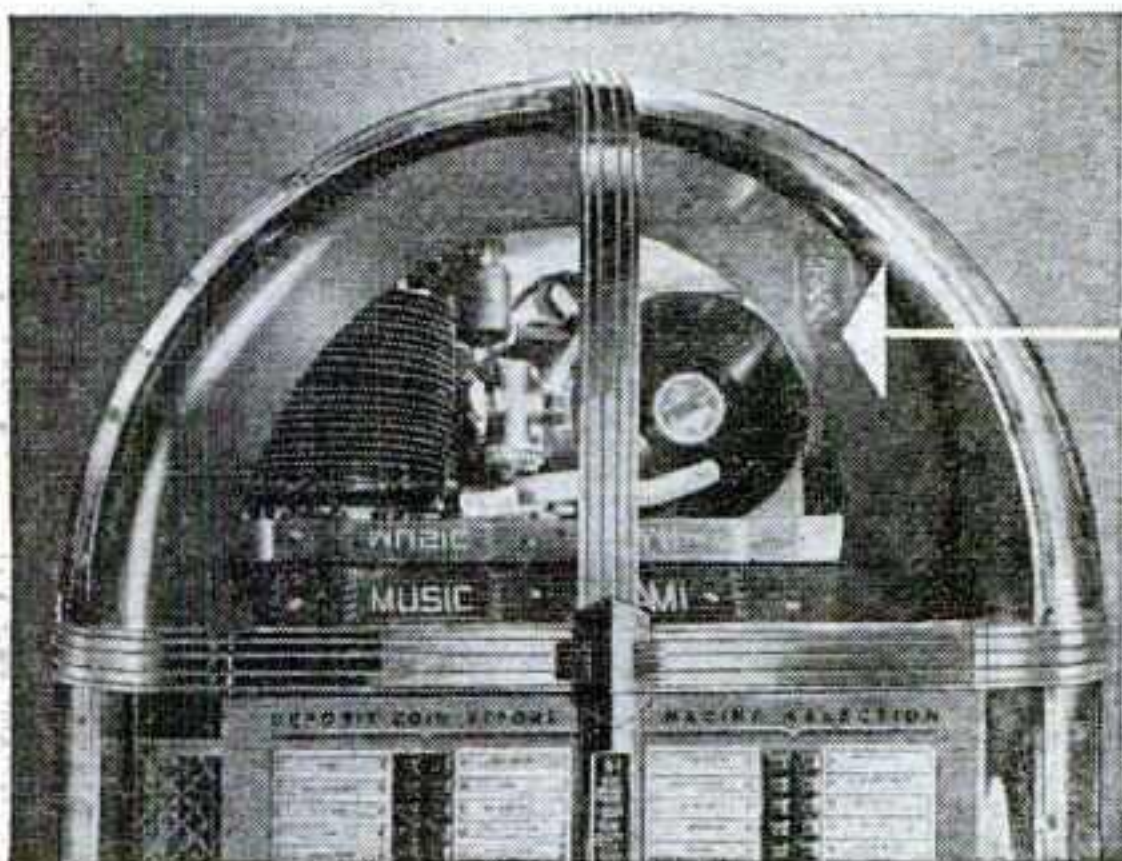
Greeley, formerly in charge of purchasing for Manning, Maxwell & Moore, Inc., Watertown, Mass., spent 16 years with that firm, and prior to that was affiliated with several other manufacturing (Continued on page 76)

JUKE BOX MOUSE GETS FILM NOD

CULVER CITY, Calif., May 26.—Metro-Goldwyn-Mayer cartoons are to produce *Juke Box Mouse* with this film the next on the schedule. Dealing entirely with popular music, it follows a long series of cartoons featuring classical tunes. These include the Academy Oscar winner *Cat Concerto*, *Hollywood Bowl Cat*, *Saturday Evening Puss*, and *Johann Mouse*.



The beautiful transparent dome of the "C" reveals, when machine is not playing, an activated color area that irresistibly commands attention. Now drop a coin — and presto! This multi-colored area is transformed into a revealing expanse of mirror, reflecting mechanism, the record being selected and the record playing all the way through. The "C" is the only juke box with this intriguing "before & after" effect — and it's all done with a mirror!



The action of this magic mirror sends play soaring, gives every customer a box seat for the performance, spurs on the spending spirit in the location and helps explain the extraordinary earning power of this new model. Smart music operators appreciate what all smart merchandisers and display people have known for years — mirrors double sales appeal!

AMI Incorporated

General Offices and Factory:
1500 Union Ave., S.E., Grand Rapids 2, Mich.

Record Reviews

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

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

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR
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Continued from page 32

POPULAR

EZIO PINZA-FRAN WARREN (Johnny Green, Cond.)		
Andiamo VICTOR 10-3391—A lilt from Pinza's "Mr. Imperium" flicker is done handsomely by the basso with Fran joining him on the second chorus.		71--74--70--70
Let Me Look at You (Ezio Pinza) The ballad from the movie, designed especially for the singer, is warbled glowingly by Pinza. Should do okay, especially when the flick begins to make the rounds.		85--86--85--84
HENRI RENE ORK (April Stevens)		
I'm in Love Again VICTOR 20-4148—Rene creates a lovely setting for a sexy vocal go by the promising April Stevens on this Cole Porter oldie. Deejays should like and could prove a "sleeper" on the strength of the unusual Stevens' sound and style		87--88--86--86
Roller Coaster A scintillating exercise for strings is done up brown both in performance and recording. Another handsome deejay item.		80--84--80--77
JAN PEERCE (Hugo Winterhalter Ork)		
What is a Boy VICTOR 20-3425—Peerce delivers a recitation of a poem brought to light in newspaper and mag ads. It's sugar-coated honey stuff which could score with the family trade. Winterhalter has written appropriate background music and conducts it.		83--85--80--NS
Because of You Peerce's rich tenor sings out this pretty plug ballad sure and true in a handsome, lush Winterhalter ork-choral setting. Fine song selling effort which could catch.		84--85--84--83
EDDIE MILLER (Gordon Jenkins Ork)		
Ellington Echoes (Parts I & II) DECCA 27603—Inspired by Miller's work in the background of the movie, "No Way Out," similar medleys of Ellingtonia have been put together by Jenkins for his ork and chorus to feature Miller's splendid, soulful tenor sax. Side One features "In a Sentimental Mood" and "Solitude" while Side Two pairs "I Let a Song Go Out of My Heart" with "Sophisticated Lady." The result is a rich mood music etching which is bound to draw heavy deejay action especially on late hour shows and should find a strong catalog business.		83--87--83--80
FRANK SINATRA (Axel Stordahl Ork)		
I'm a Fool To Want You COLUMBIA 39425—Frank turns in one of his best recent efforts in his oron of a pretty new minor ballad. Stordahl's orking is superb. The Sinatra legions will welcome this one.		82--85--80--80
Mama Will Bark (With Dagmar) An experimental effort to bring TV to wax has Frank trying a silly novelty piece with Dagmar. The disk only proves that Dagmar is better seen than heard.		73--75--73--72

LABEL AND NO. ARTIST	COMMENT TUNES	POPULAR
FLORIAN ZABACH (Al Rickey Ork)		
Running Off the Rails DECCA 27614—Zabach, the TV-developed fiddler whose "Hot Canary" swept into the hit listings, may have his sequel in this tricked-up instrumental exercise. It's a fiddle novelty up Zabach's alley and with TV plugging could step out.		86--87--86--85
Tea for Two Zabach fiddles around with the standard in a couple of tempos and produces a neat gimmicked slice.		79--81--78--78
PERCY FAITH ORK (The Skylarks)		
Black Ball Ferry Line COLUMBIA 39426—Faith has produced a truly sparkling slicing of a showy tune in the vein of the memorable "Trolley Song." The scintillating performance could stir up some action.		82--85--80--80
The Wondrous Word This is a new spiritual-type religio item which has been heralded as a "sleeper." Percy does it up brown, swinging chimes, Les Scott, Skylarks and all		82--85--80--80
BENNY LEE-THE STARGAZERS (Nat Temple Ork)		
Wimmin LONDON 1029—Lee and the group try hard to make something of a lightweight novelty ditty.		62--65--60--62
Rose, Rose, I Love You A really excellent interpretation of this fast stepping Oriental-flavored ditty is sparked by the fine orking. But the competition is heavy and earlier.		77--80--75--75

CHILDREN		
TOM GLAZER		
Timber-R-R (Parts I and II) YOUNG PEOPLE'S RECORDS YPR 504—For the early-school-age crowd, this tale of a typical logging operation should hold attention. Glazer, as usual, does excellently with both the narration and the folk-type songs included in the disk. Packaging is fine.		80--80--80--NS
GEORGE RASELY		
Hey, Hey, Out of My Way (Parts I and I) YOUNG PEOPLE'S RECORDS YPR 804—Whether or not the pre-school set should be handed this type of material is a question that parents will have to decide for themselves. It's about the man who insists on pushing people out of his way. He eventually learns to be polite, but will the listeners? It's well produced and packaged.		70--70--70--NS

HOT JAZZ		
OSCAR PETERSON		
How High the Moon MERCURY 8943—Peterson lays emphasis on the melody of the jazzman's anthem in an effectively slow and subtle reading. The Canadian pianist should win new followers with this brilliant display of technique and imagination.		73--79--73--66
Nameless This is probably the most brilliant sample of Peterson's work on wax. Remarkably clean touch and technique as well as a fertile improvisational flair shows in this series of up blues choruses. Real jazz buyers will find their way to this one		72--80--75--60
METRONOME ALL STARS (George Shearing)		
Local 802 Blues CAPITOL 1550—The mag's annual benefit jamfest spots a couple of the more commercial modern jazz stars in the persons of Shearing and Stan Getz. This vehicle is a typical light and melodic Shearing blues riff and spots a series of brief solos by the all-star sidemen.		74--80--75--67
Early Spring The all-star combination bites into a complex Ralph Burns original. It's deep-thinking jazz of limited appeal. The stars' names will provide the sales spark here.		73--80--75--65

(Continued on page 76)

Oregon Distrib Erecting Bldg.

PORTLAND, Ore., May 26.—Ground was broken this week for construction of a building to include the offices and warehouse of the Cusson Distributing Company.

The firm, owned by Eddie and Helen Cusson, is Oregon distributors for Rock-Ola. The move was prompted, said Mrs. Cusson, by absence of parking area and by inconvenient loading facilities at the present location. Construction will require from 30 to 60 days.

Distrib Compete For Jersey Juke Sales & Locations

NEWARK, N. J., May 26.—The recent purchase of a phonograph route here by the Atlantic New York Corporation brings to three the number of juke box distributors active in Northern New Jersey, both on sales and operating levels.

Atlantic recently announced the formation of the State-Wide Music Corporation to operate the route, Metropolitan Amusement, it acquired from Harry Steinberg. Joe Fishman, manager of the local Seeburg outlet, is president of State-Wide. Steinberg, it was learned, plans to confine his activities to coin machine interests in Florida.

Other distributors with substantial routes here are Runyon Sales (AMI) and Seacoast Distributors (Rock-Ola). Observers hold the view that the now reinforced distributor-operator pattern in this area is due largely to competitive factors. They also point out that it stimulates placement of new machine models by independent operators.

Fishman stated that his company's move into operating is a hedge against the time when sales of new equipment may dwindle due to government cut-backs of juke manufacturing.

Talk of the Town!

ROCK-OLA

MODEL-1432

ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVE. - CHICAGO 21, ILL.

ROCK-OLA RACKET

Distrib Aids Ops Push 10c Play Program

CHICAGO, May 26.—Coven Distributing here has gone "all-out" to assist local operators in converting their routes from nickel to dime play, Ben Coven, firm head, stated this week. Not only is the firm working with the operators in the physical changeover of equipment, its sales staff is using specially prepared material to help educate locations on the use of the higher per-play price.

Coven, handling the Wurlitzer line in this area, said his firm has set up a long-range selling program, with emphasis on aid to ops in their conversion to dime play.

At present the sales personnel, including Harold Saul, Carl Christianson and Mac Brier, are spending all their time on the location-education programs, and are assisting operators in the conversion of their equipment.

Initial reports on jukes set at one play for 10 cents, three for a quarter in this area, have been optimistic, with ops reporting increased grosses up to 50 per cent.

Coven stated it was the inauguration of this long-range program which led to his dropping of the distributorship of the Chicago Coin Hit Parade. Under the program, the lack of emphasis on sales of new equipment, plus the assignments of the sales staff to the non-sales duties, made it impossible to give adequate attention to the smaller juke.

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 parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions 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 May 26	Issue of May 19	Issue of May 12	Issue of May 5
AIREON				
Coronet	\$169.50	\$169.50		
Deluxe	49.00 95.00	49.00 95.00	\$49.00 95.00	\$40.00 49.00
	125.00			95.00
Fiesta	125.00 129.50	125.00 129.50	125.00	125.00
#400		149.50 195.00		
1200A	69.50	69.50	69.50	69.50
AMI				
Model A.....	365.00 369.00	350.00 369.00	375.00(3)	375.00
	375.00(2)	425.00	425.00	425.00(2)
	425.00			
Model B.....	465.00 469.00	450.00 469.00	475.00(2)	475.00 525.00
	475.00	475.00	495.00	
		495.00(2)		
FILBEN				
Filben	174.50	195.00		
MILLS				
Constellation	129.00 175.00	129.00 159.00	129.00 159.00	129.00 159.00
		175.00	175.00	195.00
PACKARD				
Hideaway	125.00	125.00 139.00	125.00	125.00
Manhattan	149.50	149.50	149.50	169.50
7	79.50(2)		79.50	
ROCK-OLA				
Commando	49.00	49.00	49.00	49.00 49.50
Deluxe		50.00		
Deluxe '39.....				49.50
Playmaster	64.50	79.50	79.50	79.50
Standard '39.....				49.50
Super '40.....	49.50			49.50
46		150.00		165.00
47	275.00	175.00 275.00	275.00	200.00 275.00
1418	49.50			
1422	124.50(2)	129.00 135.00	129.00 144.50	129.00
	129.00 149.00	139.50 149.00	149.00	139.50(2)
	149.50			149.00 149.50
				195.00
1426	169.00 199.50	169.00 199.50	169.00 199.50	169.00
	219.00	219.00	219.00	199.50(2)
1428	319.00 325.00	319.00	319.00 325.00	319.00 375.00
1947 Hideaway.....				195.00
RISTAUCRAT				
Ristaucrat	60.00	60.00	60.00	95.00
SEEBURG				
Casino	39.50	39.50	39.50	39.50
Classic	39.50 69.00	50.00 69.00	39.50 69.00	39.50 69.00
Colonel	49.50 69.00	69.00 69.50	49.50 69.00	49.50 69.00
			69.50	69.50
Commander				39.50
Concert Grand.....				39.50
Envoy	39.50 49.50	79.00	39.50 79.00	49.50 79.00
	79.00			
Gem	49.00	49.00	49.00	49.00
H-146 M Hideaway.....	229.00 245.00	229.00 245.00	229.00 245.00	239.00 245.00
	249.50	249.50 275.00	249.50	249.50
H-146 M RC Special.....	212.50			
H-147 M Hideaway.....	269.50	269.50	269.50 299.00	325.00
H-148 M Hideaway.....	299.00 300.00	299.00 300.00	299.00 300.00	299.00 300.00
	319.00	319.00	319.00	349.00
H-246 M Hideaway.....	259.50 279.00	259.50 279.00	259.50 279.00	259.50 299.00
Hightone ES.....	49.50 59.00	59.00	59.00 59.50	59.00 59.50
	59.50			
Hightone RC.....	69.00	69.00	69.00	69.00
Lotone	69.00		69.50	69.50
Mayfair				39.50
Plaza	39.50		39.50	39.50
Regal	59.00	59.00	59.00	39.50 59.00
Royal	39.50		39.50	
Vogue	39.50	50.00	39.50	39.50
146	150.00	175.00 275.00	275.00	275.00
146 M.....	239.00 249.00	239.00 249.00	249.00(2)	249.00 249.50
	275.00(2)		275.00	265.00
				275.00(2)
				279.00
146 S.....	219.00 249.50	219.00 249.50	229.00 249.50	229.00 249.50
146 W.....		275.00		275.00
147	175.00 295.00	295.00	295.00	295.00
147 M.....	289.00 319.00	289.00 319.00	319.00 325.00	279.50 299.00
		325.00		325.00 349.00
				350.00
147S	269.00 275.00	269.00	275.00 279.00	279.00 325.00
148	395.00	395.00	395.00	
148 M.....	379.00	379.00	379.00	399.00
148 M1	379.00 399.00	379.00 399.00	399.00(2)	399.00 410.00
	425.00	425.00	425.00	425.00 439.00
148 S.....				285.00
148 SL	359.00 375.00	359.00 375.00	369.00 375.00	369.00
1941 RC Special.....	69.50 89.00	89.00	69.50 89.00	69.50 89.00
	114.50			
1946 RC Special.....	235.00-249.50			
1947 RC Special.....	274.50 285.00			
8200		69.50	69.50	69.50
8800		69.50	69.50	69.50
9800	110.00	69.50 110.00	69.50 110.00	69.50 110.00
WURLITZER				
Colonial	95.00	95.00	95.00	95.00
41	50.00	50.00	50.00	65.00
61	50.00	50.00	50.00	75.00
71	50.00	50.00	50.00	85.00
500	49.50 69.00	49.50 69.00	69.00	49.50 69.00
600	75.00	75.00	75.00	75.00
600K	69.00	49.50 69.00	69.00	69.00
600R	64.00	64.00	64.00	64.00
616	50.00	39.50 50.00	50.00	65.00 79.50
700	89.50	69.50 89.50	89.50	69.50 89.50
750	109.50 124.50	110.00 114.50	114.50	100.00 109.50
				114.50
750E		89.50		89.50
780	99.00	99.00	99.00	99.00
780E	99.50	99.50	99.50	99.50

	Issue of May 26	Issue of May 19	Issue of May 12	Issue of May 5
800		89.00	69.50 89.00	
850	79.00 89.50	79.00 99.50	79.00 99.50	69.50 70.50
				99.00
				68.00
950	49.50	59.50		
1015	219.00 229.00	215.00 219.00	229.00 239.00	225.00(2)
	229.50 239.00	225.00 229.00	244.50 249.00	229.00 235.00
	239.50 249.50	229.50 239.00	250.00(2)	239.00
	250.00 259.00	245.00(2)	265.00	249.00 249.50
	265.00	250.00(2)	275.00(2)	259.50
	275.00(2)	265.00 275.00	279.50	275.00(5)
		279.50		279.50(2)
1017	269.00	200.00 269.00	225.00 269.00	225.00 259.50
				269.00
1080	249.00 249.50	249.00 269.00	249.00 279.00	249.00 249.50
	269.00 275.00	275.00	279.00 279.50	279.00 279.50
1100	374.50	379.00(2)	374.50 375.00	350.00 375.00
	379.00(2)	389.50(2)	389.00 395.00	389.00
	389.50 395.00	395.00(2)	399.00 435.00	395.00 399.00
	435.00(2)	445.00	445.00	435.00 445.00
	450.00(2)	450.00(2)	450.00(2)	450.00(4)
1250	525.00 529.00	495.00 515.00	525.00(2)	525.00
	549.00	525.00(2)	549.00(2)	549.00(2)
		529.00 549.00		585.00
Victory	39.00	39.00 39.50	39.00	39.00

Calif. Hearing

Continued from page 71
in other States follow:
CALIFORNIA: Monday (28) the committee on boards and commissions will hold a public hearing on Assembly Bill 2339. In essence this would make it illegal to place a cigarette machine where it could be operated by the public. Instead, operators would have to place their equipment behind counters, or otherwise install them so that employees of the establishment would make the purchase for the ultimate consumer.

Privilege Tax
Next Thursday (31) the committee on revenue and taxation has scheduled a public hearing on Bill 2335—a proposal to place a privilege tax on owners and operators of cigarette vending machines. No amount has been set as yet.

Delaware: Legislature has passed into law a new tax on juke boxes—\$10 per year for all nickel-operated jukes, \$20 for all dime jukes.

Illinois: This week the House passed two enabling acts which would empower cities and towns to tax and regulate cigarette vending machines and amusement games. Bills now go to the Senate.

Mo. Studies Gambling
Missouri: Legislature here has set up a Senate crime investigating committee, particularly to study gambling in the State and make recommendations to curb it.

Missouri House Judiciary Committee is studying Senate Bill 226 which would make it illegal to manufacture, sell, transport or possess a gambling device. The proposal defines a gambling device in language similar to that used in the federal anti-slot machine act, but covers punchboards as well.

Ohio: Legislature moved this week to approve a bill which would allow county officials to punish nighttime users of radios, loudspeakers and juke boxes if they disturb the peace. The measure does not define how loud the noise must be before it is considered a nuisance. The bill has already passed the House and was reported favorably in the Senate.

Pennsylvania: House was on its way this week to approve a bill permitting the purchase and sale of milk for use in automatic milk vending machines.

BRIDGEPORT, Conn., May 26.—A petition in bankruptcy has been filed by the Peanut Vender, Inc., of Greenwich, showing liabilities of \$73,276 and assets of \$19,833, it was announced this week by Robert E. Trevithan, referee-in-bankruptcy. No date has been set for the hearing of creditors.

Allied Coin Sets Refinishing Dept.

CHICAGO, May 26. — Allied Coin Machine Company, which has taken over larger quarters at 786 Milwaukee Avenue here this week announced the formation of a refinishing department which will specialize in juke box cabinet work, as well as handle shuffleboard and game cabinets and playboards.
Vic Weiss and Billy Knapp, firm toppers, said Ted and Harold Levin, formerly associated with Illinois Amusement Company here, are in charge of the new department.

MUSIC ROUTE FOR SALE
Located near 2 four year colleges at the foot of the Ozarks. Have 40 or 45 locations in a radius of 25 miles. Will sell for top Billboard price. \$8,000.00 down and balance on easy monthly payments. For further information write or call. Phone 1014, Russellville, Arkansas.
TOMMY MARTIN
Mgr. of Midwest Music Co.

**Insert Bushing Converts
5c Wall Boxes to 10c**
Fits All 5c Boxes
25c Each
See Your Distributor or Write Direct
MID-WEST DISTRIBUTING CO.
208 N. Madison St. Rockford, Ill.

**WORTH
Waiting For...**

the Dramatic, All New

RISTAUCRAT

\$45

This precision made 12 Record
TWIN SPEAKER Selective Phono
will be available for Your
LOCATIONS IN TWO WEEKS

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis.

SUMMER SPECIALS
ALL PHONOGRAPHS CLEAN AND RECONDITIONED
—READY FOR LOCATION—

SEEBURG 147 \$279.00
WURLITZER 1015 219.00
AMI, MODEL A 349.00
SEEBURG 3W2 WALL BOXES 22.50

Terms: 1/3 Deposit, Balance C.O.D.
All Items Subject To Prior Sale.

Music Systems, Inc.

DETROIT, MICH.
10217 LINWOOD
GRAND RAPIDS, MICHIGAN
245 N. DIVISION

CLEVELAND, O.
2600 EUCLID
TOLEDO, O.
1302 JACKSON

VERSATILE!



EVANS' 20 RECORD, 40 SELECTION CONSTELLATION

What does your set-up require for more profitable operating? Chances are good that you'll find it, not only in Constellation's trouble free, enduring performance, but also in its easy and economical adaptability to the demands of today's conditions.

5¢ or 10¢ Play Optional.

Available Now:

- 10¢ Conversion Kits for Evans' and Original Constellations.
- 45 R.P.M. Conversion Kits for Evans' Constellation.

Genuine Parts for Mills Empress, Throne of Music, Original Constellation.

See your Evans Distributor or write factory direct for details

H. C. EVANS & CO.

1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' PROFIT STIMULATOR ON PAGE 84

Europeans Need More Jukes

Continued from page 72

Arcade on Piccadilly Square, London, and found it filled with older pin games—but no music. The place was nearly deserted. Operation was at the penny level. Inquiry disclosed the location could not get a juke box because of a government ban on their import as non-essential. With rigid export and import control, the country's limited supply of American dollars may only be spent upon approved types of imports.

Two blocks away he found another arcade which was doing a thriving business, with teen-agers packed several deep waiting to play the various devices. The essential difference was that this spot had a juke box, evidently obtained before the ban.

It is to be noted, Nemesh said, that juke box manufacturing is practically nonexistent in Europe and that all machines appear to be necessarily imported from this country.

Music in industry was studied indirectly in some of the countries, also the limited time and tight schedule did not permit visits to many installations. The great Fiat auto works at Turin, Italy, had such an installation, and there are some in France. Reception is said to be satisfactory.

Commenting on the results of his flying tour, Nemesh said that "music is the international language—the notes are the same and read the same in all countries. Because of the inability to communicate with one another, resulting from the language barrier, there is an immediate obstacle between people of different nations. If there were a way to communicate between people, without one's having to give up his language, international understanding would be much easier. Music may help to furnish part of the path around this barrier."

Recommends Exports

Specifically, he cited the situation in the country closest in culture to our own, England, and recommended that steps should be taken by the government to allow used American music equipment to enter. "These people want music," he said. "Many have little else in the way of recreation, except perhaps reading a magazine. Music can aid greatly in the solution of juvenile problems."

Music as a significant added recreation for the man who wants to enjoy his time in the English pub (tavern or beer garden) was strongly recommended. The government would be able to raise revenue by a suitable customs duty, Nemesh said, and so would not lose by allowing juke box imports. "It is just as essential as tobacco, which they allow to be imported for the public's recreation."

Record Reviews

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

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

LABEL AND NO. ARTIST COMMENT TUNES



HOT JAZZ

Continued from page 74

JOE CARROLL-DIZZY GILLESPIE	
Lady Be Good	75--75--75--75
DeeGEE 3602—This is Carroll's side. He sings the Gershwin classic at a slow beat and rings in his scat abilities for the humorous double-entendre touch. Dizzy is strictly in the background throust. Could draw more than a scattering of r & b attention.	
Klook Returns	57--60--55--55
(Kenny Clarke) Klook is drummer Kenny Clarke, who recently returned to the U. S. after some time abroad. The piece and performance are loosely jointed and not particularly effective modernism.	
DAVE BRUBECK TRIO	
Too Marvelous for Words	68--75--67--61
FANTASY 516—This fine oldie provides this fly San Francisco group with a splendid vehicle to display its imaginative modern style at a swinging medium tempo.	
Heart and Soul	66--70--65--63
The group's novel timbales-vibes effects creates a neat mood and setting for Brubeck's economic but creative pianistic approach to Carmichael's lovely standard.	
DAVE BRUBECK TRIO	
How High the Moon	70--75--70--65
FANTASY 515—Tho there have been dozens of versions of this jazz anthem and Les Paul currently is riding with his own distinctive hit reading, Brubeck puts a fresh slant on the song opening with melody, moving into a boppish jump conception and closing with a fugue-ish idea borrowed from Bach.	
Squeeze Me	68--74--68--63
Tho the label credits this as Fats Waller's, the tune actually is the bright Duke Ellington novelty bouncer. Brubeck borrows lightly from Duke's "Subtle Slough" for the intro and fills on a pleasant modern jazz slice.	

INTERNATIONAL

SIX FAT DUTCHMEN (Billy Kelsey)	
Ole Schnickelfritz	72--73--71--72
VICTOR 45/51-1194—A lilting waltz disk sparked by an "oom-pah" tuba and sung by Bill Kelsey. Fine Midwest material.	
Coquette	77--77--77--77
A happy-sounding polka led by accordion and clarinet sections. Fine for the dancers.	
KENNY BASS (Polka Poppers)	
Lake Erie Polka	65--65--64--66
CORAL 60461—The Buffalo territory should pick up on this instrumental, but orking isn't bright enough to attract the mass of the polka fans.	
Without You Darling	67--67--65--69
(Helen and Coral Bass) Femme duo does nicely with an English lyric on a European waltz ballad.	
GEORGIE COOK ORK	
Cocktail Waltz	63--63--62--65
DECCA 45139—Territorially this accordion led instrumental dishing of the Frank Yankovic waltz may do okay.	
Five Points Polka	66--66--65--68
Same comment for the bright instrumental polka turned out by the banjo, accordion, organ group.	

SPIRITUAL

PROF. JOHNSON & HIS GOSPEL SINGERS	
Give Me Old Time Religion	65--65--65--NS
DECCA 48204—A talking revival-like sermon serves as the intro to the well-known gospel ditty. Disk, however, fails to generate excitement.	
Standing in a Safety Zone	60--60--60--NS
Ineffective male chanter goes it alone on this side.	
BROTHER JOE MAY	
I Thank the Lord	78--78--78--NS
SPECIALTY 803—The fervent Brother Joe comes up with another effective gospel dishing as he shouts in his usual style.	
Your Sins Will Find You Out	78--78--78--NS
More emotional wax here from the big-voiced gospel chanter.	
JUBILATORS	
Get on the Road to Glory	70--70--70--NS
REGAL 3316—Nicely blended vocal group handles the gospel material in a rhythmic the pop manner.	
I've Got Heaven on My Mind	73--73--73--NS
Sound here is more legitimately religious as the tenor leads the group thru a fine reading of a spiritual-like tune.	

LATIN AMERICAN

TITO PUENTE ORK	
El Baile Del Pinguino	71--70--72--72
VICTOR 23-5418—The Puente ork hands the usual bright and rhythmic reading to a new guaracha. Vicentico Valdes and the boys handle the vocal. Good terp material for rhumbadicts.	
Cao Cao Mani Picao	73--72--74--74
Valdes and the band run thru a typical guaracha mambo here for the same results.	
REY DIAZ CALVET ORK	
Refran	75--75--76--75
VICTOR 23-5422—Vocal Cuban guaracha here with some of the jazz sound. The hip-swingers should take to this one.	
Estoy Triste	68--68--68--68
Less suitable for the American market, tho fine for the Spanish set, is this vocal bolero. Tune might do well with an American lyric.	
CHUY REYES ORK	
Linda Mujer	77--78--77--76
CAPITOL 1548—The West Coast Latin-American ork hands the well-known ditty a typical night-club terp reading.	
Quixas Quixas Quixas	79--80--79--78
Another familiar tune is served up as first-rate instrumental wax for both listening and dancing.	

CHANGE TO 10¢ PLAY... the new HAWLEY CONVERTER KIT for Packard Boxes

does it—Speedily—Easily—Economically

All you need to switch to the higher revenue are \$1, 10 minutes' time and a screw driver.

For Boxes under 60,000 SerialHCK #100
For Boxes over 60,000 SerialHCK #700
Converter Kits \$1 each (25 in a box).
Under 25, \$1.25 each.

Kit consists of instruction glass, dime bushing, tool for installing bushing and parts for coin chute.

Now in NEW and LARGER Quarters which will enable us to serve you better for coin machine needs—Amusement Games—Juke Boxes—Parts and Supplies.

COMPLETE STOCK OF SELECTED PREMIUMS

25% with order, balance C.O.D. Order today—from our new address.

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HAWLEY ADAPTER FOR SEEBURG 100

Connects 30-Wire Boxes to Best Side of 24 Records.

Model HA 100-A for M 100-A.
Model HA 100-B for M 100-B (available June 15).

We are in our second year of production on adapters. Hundreds of satisfied operators have installed them.

\$39.95

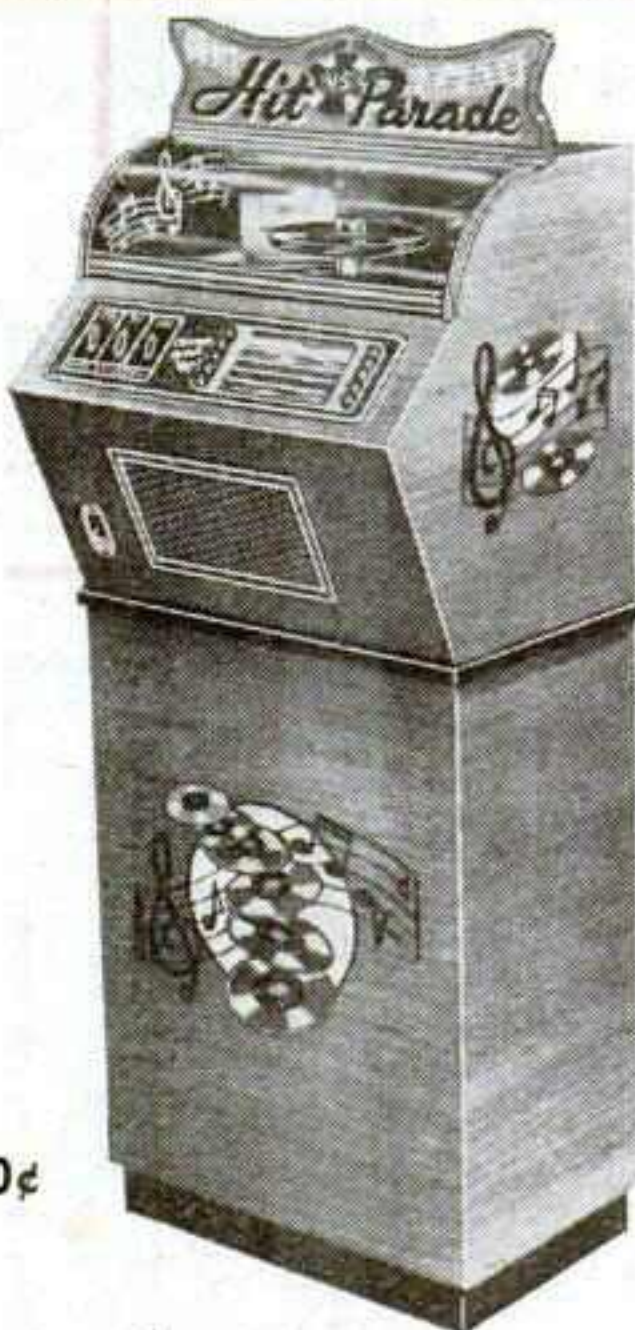
Chicago Coin's

Selective 45 rpm Phonograph

HIT PARADE

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONOGRAPH EVER DESIGNED

- 5¢-10¢-25¢ TRIPLE ENTRY COIN CHUTE
- FITS INTO ANY SIZE LOCATION
- LOADED WITH "EYE-APPEAL"
- EASILY CONVERTIBLE TO 2 PLAYS 10¢ —5 PLAYS 25¢, OR 1 PLAY 10¢ —3 PLAYS 25¢



CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

Wurlitzer Sets

Continued from page 72

organizations, all in a similar capacity.

Haimbaugh said E. A. Getman will continue as purchasing agent for Wurlitzer, and the departmental staff will remain as is under Greeley.

Mounting defense orders, already in excess of \$10,000,000, plus continued civilian product output, necessitated the move in the purchasing department, Haimbaugh stated.

WURLITZER

10¢ 25¢

Conversion

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-war equipment.

SPACARB READIES PEPSI 3-DRINKER

Bottlers Get First Deliveries; Firm Reports Earnings and Production Plans

STAMFORD, Conn., May 26.—Spacarb, Inc., is completing an initial order of 100 three-drink cup machines for Pepsi-Cola, with first deliveries scheduled to leave the plant here early next week. Commissioned by Pepsi, the new units will be sold at first to Pepsi bottlers, but may be made available later to independent operators.

At the same time, it was learned Spacarb expects to maintain its current production rate until the fourth quarter of this year, before

it is forced to taper off due to present government regulations.

Earnings, reported I. H. Houston, president, are going toward inventory build-up, with profits from subsidiary operating companies earmarked for expansion.

The new three-drinker, tagged the Spacarb Admiral, incorporates the basic mechanisms of the manufacturer's four-flavor units, including independent carbonation settings and the ability to use optional non-carbonated or hot-beverage attachments.

Top flavor button on the front panel is for Pepsi-Cola, appropriately, and the sirup container for that brand holds seven gallons. Flavor capacity for each of the other two drinks is five gallons. The Spacarb Mix-a-Drink feature will operate only if one of the two lower-flavor buttons is pressed first. Cup capacity is 1,000.

Admiral's main feature is the use of a newly perfected positive displacement pump. The pump, it was pointed out, insures accurate sirup throw within one c.c. of the set amount, despite variations in Baume or temperature readings.

The new machine, finished in standard Pepsi blue, will be promoted to bottlers and other purchasers thru Pepsi's vending equipment division, headed by William J. Blake. List price, minus changer, is \$1,026.

A letter by Houston last week to
(Continued on page 78)



FRED MILLS JR.

F. Mills Named MI Plant Exec; Start 3 Shifts

CHICAGO, May 26.—Fred L. Mills Jr., grandson of the founder of Mills Industries, and son of a former president of the firm, this week was appointed general superintendent of the company. Mills moves into his new post as the company goes on a three-shift per day schedule to meet its heavy defense work contracts and continue output of civilian equipment.

Altho he had worked summers at the Mills plant here prior to the
(Continued on page 79)

Set National Assn. For Ball Gum Ops; 9-Point Program

Elect Temporary Officers, Cite Need for Charms Use in Biz

CHICAGO, May 26.—Formation of an association for ball gum operators, called the National Association of Gum Vendors, was completed here this week by Milton T. Raynor, organization's general counsel. Purpose of the group, which headquarters at 33 North LaSalle Street, is to "combat persecution based on alleged violations of sanitation or anti-lottery ordinances and laws," as affecting ball gum operators in general and those using sales incentives in the form of charms especially.

"Thru the media of a national association, we hope to overcome that type of thinking (as exemplified by the Cavalier Vending Corporation case in U. S. District Court in Virginia) and to come out into the open with a program which will be constructive and beneficial to the industry, as well as to the consuming public," Raynor told *The Billboard*.

NAGV

A nine-point program has been adopted by NAGV, covering the following specific purposes:

1. Combat persecution based on alleged violations of anti-lottery and/or sanitation ordinances.
2. Fight for beneficial legislation

and against discriminatory or unreasonable laws directed against the ball gum vending industry.

3. Aid operators in local communities who have industry problems.

4. Send out information regularly thru bulletins, covering all vital matters.

5. Keep members posted on modern sales methods, commission
(Continued on page 79)

Pierson Joins Coan; Distrib Deal in Works

NEW YORK, May 26.—Fred M. Pierson, formerly with Vendo as vice-president in charge of sales, has joined Coan Manufacturing as general manager of field operations, it was announced here this week by Frank Q. Doyle, Coan sales manager.

Doyle said he is here to "consummate an ice cream deal with a major manufacturer to supply vend packs for ice cream bar machines on a national basis." Under the pending plan, Coan would handle distribution of the bars thru its Kansas City office, he declared.

Cal. Ops Eye 10-Cent Fee

• *Continued from page 72*

ing the passive approach and requesting permission to make the switch.

Noble Craver, Hawley said, was in the process of switching all of his 60 machines. With some of the units now converted, the over-all revenue increase is more than 25 per cent. Like Craver, the gross on machines operated by Bill French's Cardinal Amusement Company was up one-fourth and not a single spot had dropped in take while some had actually doubled.

E. E. Peterson, operator of 200 units, all postwar, the Hawley report revealed, declared that the change to 10-cent play was the only thing that could keep operators in business. Peterson's lowest increase after changing was 15 per cent and the average was 40 per cent.

Ops Agree

Hawley told the group that Bob Boyd, of La Mesa, with 35 units, had moved five of his machines to the new price and stated he would return to 5-cent play. The operators in that area, Boyd was quoted, had agreed never to jump a dime spot with a nickel-operated machine.

Locations, too, are cognizant of the increase in equipment and supply prices, with Pappy Laret, of the A. J. Fox Company, revealing that it was all that his firm could do to keep up with the locations asking that their machines be changed over. He estimated the entire route soon would be operated on a dime.

NAMA RETAINS AD AGENCY TO BUILD MEMBERS

BALTIMORE, May 26.—Cahn-Miller, Inc., Baltimore advertising agency, has been retained by the National Automatic Merchandising Association to help the vending machine association build operator and soft drink bottler memberships.

The agency will work with B. W. Scheuer, president of the Vendomat Corporation here and chairman of NAMA's membership committee, preparing direct mail and other promotion to aid members. The agency's contract runs until November 1.

CIG OPS CITE 2-PHASE PARTS NEED, PRICE PICTURE

Both Vital Factors in Emergency Planning; 25c Units Big Item

CHICAGO, May 26.—Cigarette operators, due to their own peculiar equipment "diversification" (manual and electric machines), have a two-phase parts and maintenance chore to cope with in order to keep their routes in top condition during the closer-supply days ahead. But while their product picture does not include the various supply problems that are part of other types of operations, the "unstable cigarette price" situation (present and future) creates another problem which has its own vender parts, commission and sales question marks.

Foremost in importance, to the cigarette operator, is an adequate supply of coin mechanisms, adapted for his own make or makes of equipment, to permit pack sales at quarter and over prices. Coupled with the need for slug rejectors, penny changers and electrical components, this makes up the vital four-part parts stock need of the average operation. Actual spare parts stacking was being done by 50 per cent of the operators contacted.

This is the third of a series of articles on what different types of operations are doing to help solve their problems during the emergency period. It is based on a nationwide check of operators by The Billboard. The final article will deal with ice cream, popcorn and miscellaneous operations.

Unlike candy and beverage routes, cigarette operators evidenced no strong trend to diversify their businesses. Eighty per cent

of responding firms reported they would not add other types of equipment. The 20 per cent that did voice intentions of adding other venders specified three beverage lines especially; coffee, cold drinks and milk. Penny gum and sandwich venders came in for minority mention by this diversification group. A factor here, responsible for the low new diversification showing, is that many operators already have added non-tobacco

(Continued on page 78)

Cole Products Expand Chicago Headquarters

CHICAGO, May 26.—Expansion of its general headquarters here and a record production run for a one-week period, plus plans to continue production of its cup vender line thru the balance of the year, were reported by Dick Cole,

vice-president, Cole Products, this week.

The firm, which maintains separate quarters locally for its plant, divisional headquarters and general and executive offices, has doubled the space of the latter set-up at 39 South LaSalle Street, Cole said. Additional space will house general office staff and executive personnel. A similar expansion is now underway in the New York Divisional headquarters (*The Billboard*, March 26).

Reflecting the seasonal interest in cup vending equipment, as well as the growing market for this type of vender, Cole Products last week completed and shipped 112 Colespa units, a new record for the company. To meet its backlog of orders, Cole disclosed, the stepped-up production schedule will be continued.

Working on the premise that production is more important than per-unit price in the upcoming period when defense work will shut off much needed materials in many parts of the industry, Cole said the outlook for continued output of cup machines during the balance of 1951 was "optimistic."

Some materials, Cole said, are already in short supply, and those, plus many other materials necessary to production of a cup vender, have increased in price substantially. However, while the price of the vender will probably be affected in the future, the operator will be able to continue his route and replace equipment.

Premiums Pay Off For Conn. Cig Ops

HARTFORD, Conn., May 26.—Premiums have helped some 20 operators here and in other Connecticut communities, boost their cigarette volume about 20 per cent over pre-premium levels. And operators participating in the program, controlling some 3,000 machines, are using premium coupons currently at the rate of 4,000,000 a month.

Alex Warner, head of the Cigarette Machine Premium Corporation, reporting this week on the progress of the enterprise, said subscribing operators have realized benefits other than volume increases.

For one, it has created new difficulties for direct sellers of equipment to overcome. Also, it has strengthened the habit of machine buying among smokers, he pointed out.

Warner, who also heads the Self-Service Sales Corporation, a 1,500-machine route, started stocking couponed packs in his venders in January, 1950. Other operators were invited in to help spread costs over a broader base, but few accepted until the program began paying off. Promotion during the early stages was by newspaper ads and radio and television spots.

Now about 10 per cent of all issued coupons have been redeemed by cigarette buyers. Premiums are selected from a 16-page catalog distributed free on request. Some 35,000 catalogs have already been mailed to consumers, it was said.

Warner estimated that the cost of the program to the operator, including coupons, labor and ad-
(Continued on page 78)

Darling Moves To Washington For Duration

NAMA Board Makes Liaison Job Prime Goal for Future

CHICAGO, May 26.—Clint Darling, executive director of the National Automatic Merchandising Association, this week transferred his residence to Washington for the duration of the emergency. The move, announced by NAMA President J. B. Lanagan, was made to give the vending industry full-time representation and liaison with government agencies.

Darling's move followed the May 15 meeting of NAMA's board of directors in Baltimore where the association's executives directed Darling to personally adopt government liaison work as the group's primary job for the duration of the mobilization emergency.

Praises Volunteers

In his announcement, Lanagan credited Ike Houston, Spacarb; Tom Hungerford, National Vendors, and Charles Brinkman, Rowe, for their volunteer government work. He added that these three could not be expected to take time from their own businesses to devote full-time to the association's work. Houston heads up NAMA's government liaison committee, and has been actively assisted by Hungerford and Brinkman as well as by Aaron Goldman, G. B. Macke Corporation, Washington.

Lanagan stressed that the association's Washington work will benefit the entire industry, not just the manufacturers of equipment. For example, the association is working to insure continued pro-
(Continued on page 79)

Chi Cigarette Proposal Gets Cold Shoulder

• *Continued from page 71*

hibit their operation. The machines were outlawed, with the active blessing of State Street cigar stores and other over-the-counter retailers, after it was charged that they contribute to the delinquency of minors.)

Council Reluctant

Collins said an inquiry into Chicago operations was prompted by the reluctance of Chicago's City Council to impose a license tax on cigarette machines and such amusement machines as pinball games.

Mayor Kennelly told the lawmakers the city council presently bans cigarette machines in order to keep cigarettes from falling into the hands of children. He referred to the amusement machines, which would include pinballs now prohibited by city ordinance, as "gambing machines."

BIGGER PROFITS

THAT'S WHAT ALL OPS ARE REPORTING
WITH THE NEW SENSATIONAL

Northwestern

1¢ SELECTIVE

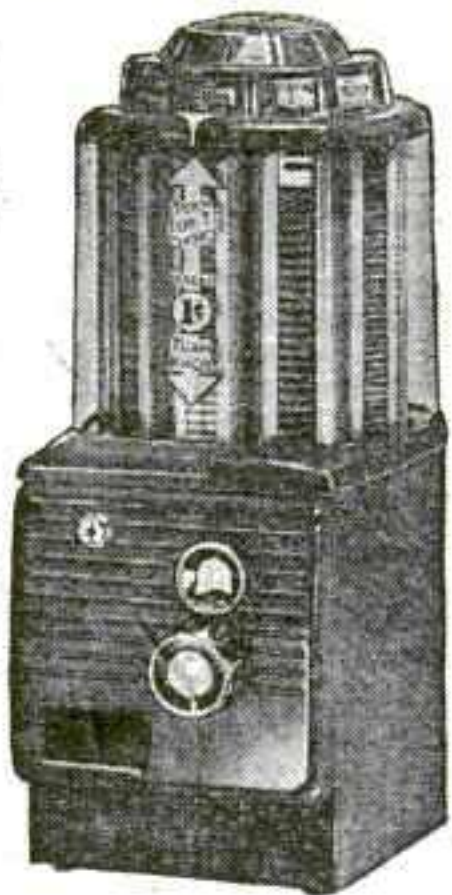
TAB GUM VENDER

- ★ 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

You have no idea how profitable a 1c gum vender can be until you see this one on location—Operators tell us it's the hottest money-maker in the field today. Order while they're available.

Wire, Write or Phone for
Complete Details

THE NORTHWESTERN CORPORATION
602 ARMSTRONG STREET MORRIS, ILLINOIS



30-DAY MONEY BACK TRIAL

Northwestern

Order this sensational, new Northwestern vender today. Operate it for 30 days. If you don't agree that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose and neither have we. For we know we'll gain another satisfied customer.

Has everything the operator wants in a gum vender... attractive design... big capacity... fast servicing... front loading... simple construction... dependability. Total average capacity... 500 pieces. Location proved.

Revolving drum contains 10 columns, interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit charms, etc.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

Time Payment Plan Available—Trade-Ins Accepted.

10-COLUMN
SELECTIVE
TAB
GUM

VENDOR
PRICES
Less than 25 \$25.95
Less than 100 \$25.45
100 or more \$24.95

MERCHANDISE

- ADAMS, All Flavors, 100 Count... 42¢
 - WRIGLEY'S, All Flavors, 100 Count... 46¢
 - FRUIT CHARMS, Assorted, 100 Count... 40¢
 - SUCHARD, 200 Count... \$1.20
- MINIMUM ORDER
25 Boxes of Any Assortment



NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4705 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

Cig Ops Cite Parts Need

Continued from page 77

equipment to their routes. Sales volume trends, in transient and captive type locations, were advanced as a means of better tailoring parts and maintenance programs to individual routes. While the general word from industrial operations was that volume increases of 5 to 10 per cent had been recorded during recent months, public installations on the whole showed static or slightly lower returns. Plant operators announcing gains agreed that the 5 per cent figure was the most common, with 7 and 10 per cent gains in that order.

On the transient location level, a new expansion note was seen in filling stations, with many operators reporting expansion in this direction.

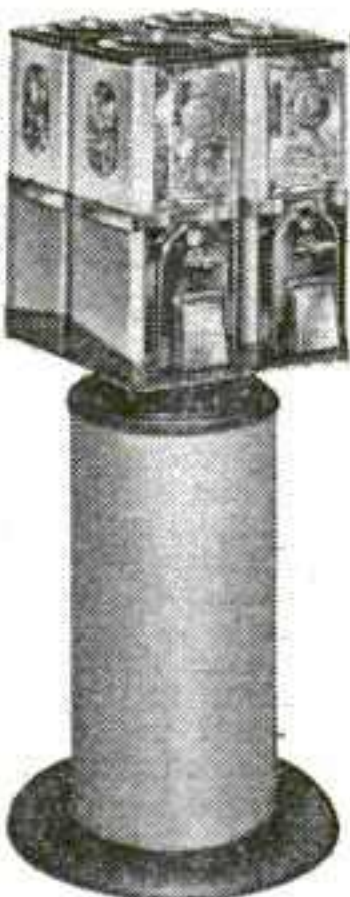
No general cure-all was advanced countering other emergency-born problems (in addition to parts, pricing) such as man-

power, rolling stock and rolling stock equipment. Two moves, however, were suggested to help minimize the effects of possible curtailments here, reduce mileage and concentrate routes. Such moves, it was indicated, were most needed by public-location routes, usually scattered over a wider area.

An interesting suggestion was made, along the same general lines, by several operators. It would offer the transient location owner both a point-of-sale and a carry-home type of ad promotion in return for elimination or reduction of vender commission. Move would aid the operator by lowering his overhead, permitting him to better meet higher labor costs, etc.

The idea, briefly, was to offer the location his own ad space on match books, pushing a service or product he sold over the counter. The books would be vended free with each pack of cigarettes and would be purchased by the operator with the advertising costs borne either by him or the location, depending upon commission arrangements.

Ideally, was the consensus of most operators, rising costs could be nipped and net earnings bolstered by "making every operation point to reducing labor costs." But, they added, possibilities in this direction are limited if good service is to be maintained.



VICTOR
REVER
S
MARKET
TOPPING

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Illinois

Spacarb Readies

Continued from page 77

Spacarb stockholders stated: "Our regular lines are selling well and there is every reason to believe we can continue to produce them in quantity thru the third quarter. Beyond that time our prospects are clouded, but we believe we will be able to produce indefinitely at a reduced rate. Research and development are being aggressively pushed, and next year's models are now being field tested."

Houston declared that the company is producing at the rate of about 40 machines a week. Single-shift facilities would permit stepping up the tempo to 50 or 60 weekly, he said, "but our incoming flow of materials will not justify such a rate."

Altho the firm is soliciting subcontract work, Houston stressed that drink-machine production will remain its prime concern.

Slated for introduction at a later date, Spacarb now is testing a hot-cold model using its new positive displacement pump. The pump is proving particularly effective in controlling the throw of hot chocolate and soup concentrates, Houston declared.

Regarding earnings, the stockholder letter informed:

"Sales of Spacarb, Inc., excluding subsidiaries and affiliates, for the first nine months of our fiscal year (July 1, 1950, to March 31, 1951) totaled \$1,875,780 with a net of \$65,558. The six operating companies in which we hold an interest are all profitable, our share in their earnings for this same period approximating \$30,000. Rapid growth of all these will prevent their paying dividends for an indefinite period, while our own heavy inventory requirements eliminate all possibility of dividends from us until 1952 at the earliest."

Premiums Pay Off

Continued from page 77

ministration, is covered by a 7 to 8 per cent increase in sales. This compares more than favorably with the 20 per cent average increase in gross reported by subscribing operators.

In some locations patrons may place their coupons in a special box where they are accumulated for later conversion to a cash donation to the Newington Home for Crippled Children, a popular Connecticut charity. The coupons are redeemed by the premium company at the rate of a half-cent each, and monthly checks are mailed to the Newington home.

These donations currently average about \$200 a month, Warner said. Acknowledgement of the amounts received are returned to locations for display on machines. Consumer acceptance of the premium program has helped operators ward off direct-sale threats, Warner declared. He said that three different wholesalers had attempted to sell machines outright in the area in recent months, but when locations learned they would be deprived of the couponed packs they cooled as prospects.

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-Lb. Moisture-Proof Bags 12 5-Lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.

BEekman 3-7646

Northwestern TAB GUM VENDERS

Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

30-Day Money Back Guarantee

We Stock All Mds. for Mach.

Write for Charm and Merchandise List. 1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

IT'S FREE! GET YOUR COPY!



—of the new 4-page bulletin showing the complete line of Victor ball gum and merchandise vendors priced from

\$12.00 each and up

R. H. ADAIR COMPANY
6926 W. Roosevelt Rd., Oak Park, Ill. (Victor Distributors)

Available Now! — 1c or 5c

ACORN ALL-PURPOSE BULK MERCHANDISER

Featuring the new WHITE FLASH BRUSH HOUSING

Empire

COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

BASEBALLS

SILVER-PLATED

Big 3/8 inch size

\$9.50 per 1,000

EPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

CIGARETTE MACHINES

- National 930, 270 Pack Cap. \$ 85.00
- Rowe Royal, 8 Col. 85.00
- Rowe Royal, 10 Col., 400 Pack Cap. 90.00
- Rowe Crusader, 10 Col., 475 Pack Cap. 145.00
- Uneda Model 500, 9 Col., 350 Pack Cap. 95.00
- Uneda Model A, 9 Col., 270 Pack Cap. 85.00

CANDY MACHINES

- Rowe Candy, 120 Bar Cap. \$85.00
- U-Select-It, 54 Bar Cap. 35.00
- Advance Candy, 40 Bar Cap. 25.00

Accepting Orders for the NEW
VENDALL CANDY VENDOR
Capacity 120 to 248 Bars

TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED.

SPECIAL \$57.50
CANDYMAN
72 Bar Cap.
(Enclosed Base)

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D.
Parts and Mirrors available for all makes models.

SPECIAL \$77.50
ROWE IMPERIAL
8 Col.
240 Pack Cap.

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

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

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 LANSLOWNE, PENNA.

JUNE SPECIALS!

- Factory Reconditioned... Like New. Each
- 25 Hunter Ball Gum Games, 1¢ \$25.00
- 25 Advance Ball Gum, 1¢ 6.95
- 25 Columbus Nut, 5¢ 6.95
- 50 Silver King Nut or Ball Gum, 1¢ or 5¢ 7.50
- 5 DuGrenier Cigarette, 25¢, 9 Col. 79.50
- 5 Northwestern Deluxe Nut .. 7.95
- 25 Andrews Nut, 1¢, 2 Col. (Lots of 5) 6.95
- 1/2 With Order, Balance C.O.D.

Pistachio Nuts, Ball Gum, Charms, Peanuts and Candy at LOWEST PRICES.

WANT TO BUY
Stoner Candy and Counter Games.
CAMEO VENDING SERVICE
432-G West 42 St., New York 18, N. Y.
LONagrac 3-1334

Charms



Paul A. Price Co.
220 Broadway, New York 38, N. Y.

WANT

CIGARETTE AND CANDY MACHINES
Give sizes, make, model, quantities, condition and lowest prices.

BOX 446, The Billboard
188 W. Randolph Chicago, Ill.

FOR SALE

Twelve Spacarb 3 Flavor Cup Vendors
Bought over period since October, 1948.
All in operating condition.
NEHI BOTTLING CO.
Gainesville, Fla.

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample \$12.75

PISTACHIOS
25 lb. carton. Small, 45¢ lb. Vender's Mixture, 57¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

COLORED BALL GUM
140, 170 or 210 Count, 25¢ cartons, 26¢ lb. 200# lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER.

RAIN-BLO GUM, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200# or more with freight prepaid, 26¢ lb. less 2%. FULL CASH WITH ORDER.

Write for Our FREE Complete Charm List
1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7922

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

CIGARETTE MACHINE SPECIAL!
DuGRENIER, Model S
7 Cols., Refinished, 25¢ Slot, \$49.50 Ready for Location
All Other Models In Stock 25% With Order, Balance C.O.D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

Northwestern TAB GUM VENDERS
100 or more \$24.95 EA.
MODEL 49 BULK VENDERS
100 or more \$16.95

National Postage Stamp Vendors. Complete bulk vending and tab gum supplies. Send for Price List.
1/3 Down, Balance C.O.D., F.O.B. Factory.
BADGER SALES CO.
2251 W. Pico Blvd., Los Angeles 6, Calif.

BRAND NEW LUCKY BOY VENDERS
\$9.75 EACH
Lots of 3 \$8.75
Lots of 25 \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 500 Balls Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.
BLLOYD MFG. CO.
VALLEY STATION, KY.

Summer Location Ratings

(Based on traffic, product demand, facilities)

LOCATIONS	CANDY	SOFT DRINK	COFFEE	CIGARETTE	ICE CREAM	POPCORN	GUM-NUTS
Amusement parks	Excellent	Excellent	Good	Excellent	Excellent	Excellent	Excellent
Municipal parks	Good	Good	Fair	Good	Good	Good	Good
Kiddielands	Excellent	Excellent	Doubtful	N. G.	Excellent	Excellent	Good
Baseball parks	Good	Excellent	Good	Excellent	Excellent	Excellent	Good
Race tracks	Good	Excellent	Good	Excellent	Good	Fair	Fair
Swimming pools	Good	Good	Fair	Good	Fair	Doubtful	Fair
Playgrounds	Good	Good	N. G.	N. G.	Good	Fair	Fair
Golf courses	Fair	Good	Fair	Good	Doubtful	N. G.	Fair
Beaches	Good	Good	Doubtful	Excellent	Excellent	Fair	Good
Tennis courts	Fair	Fair	N. G.	Fair	Fair	Doubtful	Fair
Drive-in theaters	Fair	Good	Doubtful	Good	Fair	Good	Excellent
Highway stands	Good	Fair	Doubtful	Good	Fair	Fair	Good
Resorts	Good	Fair	Fair	Excellent	Fair	Fair	Good
Picnic areas	Good	Good	Good	Good	Good	Fair	Good
Fairs	Excellent	Excellent	Good	Excellent	Excellent	Excellent	Excellent
Carnivals	Good	Good	Fair	Good	Good	Good	Good
Circuses	Good	Fair	Doubtful	Good	Good	Excellent	Good

Nat'l Assn. Set

Continued from page 77

rates, new equipment and merchandise.

6. Aid members with insurance problems, develop a realistic insurance program.

7. Compile local and national statistics of laws, cases, etc.

8. A public relations program, covering consumers, suppliers, legislative bodies, administrative agencies, courts, etc.

9. Free legal advice for members.

Raynor announced annual membership dues are based on the number of venders operated. Up to 360 machines, \$25; 351 to 700 machines, \$50; 701 to 1,500 venders, \$100; over 1,500 venders, \$150.

As selected by the NAGV organizing committee, temporary officers and directors are Alvin R. Kantor, president, Confection Specialties, Inc., Chicago; Dominic Gagliano, vice-president, New Orleans; Samuel J. Phillips, secretary, S. P. Distributing Company, St. Louis; Leo P. Ellingsworth, treasurer, Minneapolis, and Milton Raynor, general counsel.

Temporary directors are Burt Fraga, Standard Specialty Company; Warner C. Smith, Master Sales & Service; Herbert Cohen, Confection Specialties, Inc.; L. O. Hardman, Penny King Company; Phillip Sparacino, S. & S. Vending Company; Lyle Becker, L. M. Becker Vending Service; Leo Reistroffer, National Advanced Vending Company; Leonard Quinn, Confection Products Company; Herman Issenberg, Confection Sales Company; Charles Buckman & Company; R. J. Becker Vending Company; Niel Davis & Company; Jarmore Vending Company; V. V. V., Inc.; Roy McVickar & Company; Mort Simon & Company; Leonard Vending Service; Cenar Vending Company; D & B Hobby, and Harry Bell & Company.

Darling To Wash.

Continued from page 77

duction of new vending machines. At the same time, NAMA is working on such matters as the proposal to increase the excise taxes on cigarette.

Urges Regional Work
At the association's headquarters here responsibilities for NAMA's regular work fall on the department heads—Fred Brandstrader, legislative counsel; Laurie Cavanaugh, director of public relations; Bernard Osmond, exhibit manager, and Pete Malloy, membership.

Rudd-Melikian Chi Sales Office Out

CHICAGO, May 26.—The Rudd-Melikian sales office here, set up in October last year under firm's director of sales, Charles Kafka, has been discontinued.

The office was created originally to offer a closer contact with proposed placement activity in the Midwest and Western territories.

F. Mills Named

Continued from page 77

war, Mills, after serving as an officer in the army, joined the org officially in June, 1946, after being mustered out of service. While his part-time work had been confined mainly to the shop, when he became permanently associated with the firm Mills moved successively into accounting, engineering, production and finally material control.

Fred L. Mills Sr., father of the new general superintendent, became manager of the firm in 1915, and, upon the death of his father, Herbert S., founder of the company, on February 3, 1929, took over as president, a post he held until his sudden death July 5, 1944. His brothers, Herbert and Ralph, are now officials of the firm.

In addition to its heavy defense work schedule, Mills said the company is also in production on its bottle vender, candy and gum machines and scale as well as the unit it is producing for Minute Maid.

Ops Win Plus Biz Via Summer Stops

CHICAGO, May 26.—Development of hot-weather type locations by many operators has, depending upon the type of operation, materially softened proverbial summer slumps or added to seasonal boom returns during the postwar years. A check of all types of potential summer installations by Vend, sister publication of The Billboard, reveals there are two distinct groups in the 17 types available.

The groups are broken down into transient, ranging from a week to perhaps a month, and permanent, the latter in the sense that they last for the entire summer season. Bulk of the stops are considered "permanent," with three types transient: Fairs (local, regional, State), carnivals and circuses. (Remaining 14 location types may be checked in the accompanying table.)

While the permanent group is a more even profit venture, the temporary stops can prove to be major dollar earners since they draw a greater volume of people during a concentrated period.

A major point in considering the feasibility of servicing out-city summer locations is distance. Operators estimate that a maximum distance of 20-25 miles should be the limit. Anything over this figure results in a prohibitive service and maintenance overhead.

In theory, all types of venders can be installed in summer locations, but in practice installation may depend upon such factors as whether the unit is manual or elec-

tric and whether it requires water connections.

The exact type of equipment figures importantly in the sales potential in various summer stops. The sales-expectation check-table, covering types of machines paired with types of locations, illustrates how this works out. Lower cost equipment, such as bulk and the smaller bar venders, can be placed at more than one point thru a summer location if latter's size warrants.

Examples of summer installations successfully set up and exploited over the last two years include the 1950 Los Angeles County Fair, where 20 cigarette machines were available to 1,030,000 people who attended during the 17-day run. The 1949 Minnesota State Fair, visited by 905,000 persons during its 10-day run, was the site of 16 soft drink cup venders installed in four separate batteries.

48" height, 13" width, 24" depth

NET WEIGHT 119 POUNDS

\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS
The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

New NORTHWESTERN

MODEL 49	10 Col. TAB GUM VENDOR
1¢-5¢-10¢	\$25.95 ea.
\$17.35 ea.	25 to 100
25 to 100	\$25.45 ea.
\$17.15 ea.	STOCK!

Adams Gum, 42¢ box; Fruit Charms, 33¢ box. Minimum order, 25 boxes.
Sold Only With Machines at Above Prices.

RAKE 24 PAY PLAN ON BOTH MACHINES

WRITE FOR COMPLETE DETAILS

WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Deposit With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

SCHOENBACH STAMP VENDORS

Folder Type
ATTRACTIVE - OUTSTANDING

- Built To Last for Years
- Perfect, Simple Mechanism
- Perfect Slug Detection
- Completely Different
- Reliable Performer
- Mechanism Closes When Empty
- Easy Loading
- FULLY COVERED BY GUARANTEE AGAINST MECHANICAL DEFECTS

1/3 With Order, Balance C.O.D. Write for Quantity Prices.

STAMP FOLDERS Available at Very Low Prices

COMPLETE LINE OF MERCHANDISE AND SUPPLIES FOR VENDING MACHINES. WRITE FOR PRICES.

J. SCHOENBACH

1645 BEDFORD AVE. President 2-2900 BROOKLYN 25, N. Y.

The Billboard, April 7, 1951

"Outdoors" Sees Long-Green Plentiful; Big Season Looms

Fairs, Carnivals, Carnies, Parks All Optimistic

Your Share of This Market Depends on YOU!

DETAILS ON PAGE 43

SMOKESHOP '612'



The **NATION'S FINEST CIGARETTE VENDOR**

Tear Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N. Y.
PLaza 7-3123

Calif. Dampens Proposed Cig Vender Curbs

SACRAMENTO, May 26.—Proposals to curb sales of cigarettes from unsupervised vending machines in California were modified in the State Assembly committee and a hearing has been scheduled for next week.

Assemblyman McMillan, author of the bills, announced he would not press for passage of two of the bills. They would have subjected unsupervised cigarette machines to seizure and would have prohibited the installation of cigarette machines within 600 feet of a school.

The other proposal, as amended, still would make it a misdemeanor to fail to supervise the machine, or to locate it any place but inside an establishment.

The proprietor of the establishment and the vending machine company would be equally liable, and a copy of the regulations would have to be displayed.

FOR SALE

100 7-Column Cigar Machines; 10c slot. Almost any offer accepted.

JOSEPH SALERNO
219 Holly St. Brooklyn, N. Y.

A. A. Hart CONFECTIONS, INC.

MANUFACTURERS OF ...

QUALITY BALL GUM

New shipping from our new factory in Union City, New Jersey

FAMOUS H. K. H. BALL GUMS

- ✓ H.K.H. STANDARD CHEW BALL GUM—140 Count
- ✓ H.K.H. COLORED BUBBLE BALL GUM—140 Count
- ✓ H.K.H. COLORED BUBBLE BALL GUM—170 Count
- ✓ H.K.H. COLORED BUBBLE BALL GUM—210 Count

INTRODUCING THE H.K.H. 250's

An All New Item for Bulk Merchandise—Fine Vendor Coated Candy Balls—Chocolate Flavored Centers—250 Balls to Each Pound—Multicolored Mixture—Famous H.K.H. Finish.

All Merchandise Packed 25 Lbs. to Each Carton—FREIGHT PREPAID—Minimum Shipment: 4 Cases.

Write for Information on Prices and Distributor Discounts.

H. K. HART CONFECTIONS, Inc. 340-B 39th Street Union City, New Jersey
Manufacturers of Chewing Gum and Fine Confections

From **LITTLE ACORNS** mighty INCOMES grow!



ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

DIK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abelton, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

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

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

SPECIAL RATES for Distributors and Salesmen

Dealer Inquiries Invited

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions 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 May 26	Issue of May 19	Issue of May 12	Issue of May 5
Acorn 5c Charm.....	\$16.50	\$16.50	\$16.50	\$16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Adams Gum.....		9.95		
Advance Candy.....		25.00	25.00	25.00
Advance Gum.....	7.95	7.95	7.95	7.95
Andrew Nut 1c.....		9.95		
Asco Hot Nut, 5c.....		12.50		
Candyman 72 Bar.....		57.50	57.50	57.50
Columbus 1c Nut.....	7.95	7.95	7.95	7.95
Columbus 5c Nut.....	7.95	7.95	6.95	7.95
DuGrenier-Challenger.....	95.00	95.00	95.00	95.00
DuGrenier Model S (7 col.)..	49.50	49.50	49.50	49.50
DuGrenier Model W.....	49.50	50.00	50.00	50.00
Electro-Cigarette Vender....		259.50	259.50	259.50
Jennings Large Head Scale..	54.50			
Kirk's Astrology Scale.....	95.00	95.00	95.00	95.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Master.....		7.95	7.95	7.95
Master 1c Novelty Bulk.....	7.95	7.95		
Master 1c, 5c.....			6.95	
Mills Scale.....	50.00	50.00	50.00	50.00
National 9 A.....	75.00	75.00	75.00	75.00
National 930.....	65.00	85.00	65.00	85.00
National 950.....	95.00	95.00	95.00	95.00
National Candy Machine (6 col.).....				69.50
Northwestern DeLuxe.....	24.50	24.50	24.50	24.50
Northwestern Dual Nut.....	39.50	39.50	39.50	39.50
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Northwestern 33 Nut.....	7.95	7.95	7.95	7.95
Northwestern 40.....	7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum..	7.50	7.50	7.50	7.50
Northwestern 49, Bulk 1c..	17.35	17.35	17.35	17.35
Pop Corn Sez.....	89.50	89.50	89.50	89.50
Postmaster (Daval).....		22.50		
Rowe Crusader (10 col.)....		145.00	145.00	145.00
Rowe Imperial (6 col.)....	55.00	55.00	55.00	55.00
Rowe Imperial (8 col.)....		77.50		
Rowe Royal (8 col.)....		85.00	85.00	85.00
Rowe Royal (10 col.)....	85.00	85.00	85.00	85.00
Siros Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....		7.95	7.95	7.95
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Smokeshop 612				
(1) Custom.....	229.50	229.50	229.50	229.50
(2) Royal.....	219.50	219.50	219.50	219.50
(3) Regal.....	209.50	209.50	209.50	209.50
Stick Gum 1c (Wrigley)....		9.95		
Sun Nut 5c.....		3.95		
Target Hunter (Silver King)..		27.50	25.00	
Target King (Silver King)..		27.50		
Toledo Large Head Scale....	64.50			
Uneeda Model A (9 col.)....		85.00	85.00	85.00
Uneeda (8 col. Monarch)....	85.00	85.00	85.00	85.00
Uneeda (10 col. Monarch)....	95.00	95.00	95.00	95.00
Uneeda (15 col.) 500.....	95.00	95.00	95.00	95.00
Uneeda (500).....	69.50			95.00
Uneeda (9 col.) Model 500..	85.00	85.00	95.00	85.00
Uneeda-a-Pak (15 col.)....		79.50	79.50	59.50
U-Select-It.....		35.00	35.00	35.00
Vendit.....		52.50	52.50	52.50
Victor Nut 1c.....		6.95	6.95	7.95
Victor's Topper.....	7.95	7.95	7.95	7.95

Meter Matters

10 Million Jits

ATLANTIC CITY, May 26.—More than 10,000,000 nickels have been deposited in this resort's parking meters. That is the approximate count shown by records to have been deposited from the first installation in August, 1937, to the end of 1950. In that time, \$532,650 was collected from the meters, the Traffic Bureau disclosed.

Disputes about the worth of the coin-operated parking meters were ended after the first five years of operation when the incoming coins paid for the meters and all added expenses. Total cost of operation was placed at 35 to 40 per cent of the income.

The 10,000,000 nickels came out of an average of 1,000 meters, altho 1,500 were once in use. They cover one-twentieth of Atlantic City's parking area. Parking meters are not used Sundays or holidays, altho many motorists drop in coins on the free days. About 2,500 cars a day have been parked in metered parking spaces in the 13-year period.

The resort has made an estimated profit of \$250,000.

Regina Tests

REGINA, Sask., May 26.—City council has authorized installation of 213 parking meters on a one-year trial basis, the machines to be of the one-hour, two-hour and five-hour type. City now is experimenting with 35 meters, the trial period ending in July.

Earnings

SASKATOON, Sask., May 26.—In their first month's operations this season, Saskatoon's parking meters earned nearly \$2,100 and parking meter permits sold for commercial vehicles netted an additional \$600. At this rate, the meters are expected to take in approximately \$16,000 by the end of the 1951 season, December 31.

Since the meters were installed on an experimental basis July 17, 1950, they have earned \$18,650. Seventy-five per cent of this amount has been paid to the Ontario Hughes-Owens Company, Ottawa.

City council is scheduled to review the contract with the meter company soon. Indications are that the meters will be kept permanently and that more will be ordered.

WE HAVE THEM! "SILVER-KINGS" KING OF VENDORS ONLY 2 MOVING PARTS



Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

New 5c Models, low as \$10.00 in Quantities.

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U.S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write.

SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer

Over 40 new and different series of Charms

Our prices are lower! Send 35c for complete samples

PENNY KING CO.
415 Neptune Street Pittsburgh 20, Pa.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

COPPER CHARMS

Large size, new series, 1,000... \$3.95
Plastic Charms, new large series, 1,000... 2.65
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hee Cat" Buttons, 1,000 5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each

We are factory distributors for all leading makes of VENDING MACHINES. One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.



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MASON AUTOMATIC VENDING CO.
Houston, Texas

VEND 582

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

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Address

City Zone ... State

GIVE TO THE RUNYON CANCER FUND

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

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	Issue of May 26	Issue of May 19	Issue of May 12	Issue of May 5
ABC (roll down).....	\$35.00		\$35.00	\$35.00
Advance Rolls (Genco) (roll-down).....				
Ali Baba (Gottlieb).....	35.00	39.50	35.00	39.50(2)
Alice in Wonderland (Gottlieb)	39.50	45.00	45.00	49.50(2)
Aquacade (United).....	59.50	69.00	50.00	59.50
Arizona (United).....		94.50	69.00	94.50
Auto Roll (roll down).....	129.00	129.00	134.50	140.00
Baby Face (United).....	35.00	35.00	35.00	35.00
Ballerina (Bally).....	65.00			
Bally Hoo (Bally).....	49.50	49.50	49.50	49.50
Bango (Chicago Coin).....	29.00	29.00	29.00	29.00
Banjo (Exhibit).....	49.50	49.50	49.50	49.50
Banjo (Exhibit).....	45.00	45.00	35.00	45.00
Bank-a-Ball (Gottlieb).....	115.00	70.00	85.00	130.00
Barnacle Bill (Gottlieb).....	55.00	64.50	55.00	64.50
Basketball (Chicago Coin)...	109.00	149.50	109.00	109.50
Be Bop (Exhibit).....	114.50	114.50		114.50
Bermuda (Chicago Coin).....	29.50	49.50	25.00	49.50
Big City (roll-down).....		35.00	35.00	35.00
Big Top (Genco).....	34.50	65.00	49.50	65.00
Bingo (Gottlieb).....		79.50	12.50	
Black Gold (Genco).....	69.50	69.50	79.00	65.00
Blue Skies (United).....	39.50	49.50	49.50(2)	49.50(2)
Boston (Williams).....	54.00	54.50	54.50(2)	54.50(2)
Bowling Champ (Exhibit)...	79.50	114.50	114.50	124.50
Buccaneer (Gottlieb).....	79.50	89.50	79.50	85.00
Buffalo Bill (Gottlieb).....	69.50	45.00	69.50	69.50
Build Up (Exhibit).....	95.00	120.00	89.50	120.00
Buttons and Bows (Gottlieb)	95.00	99.50	80.00	89.50
Camel Caravan (Genco).....		89.50	99.50	109.50
Campus (Exhibit).....			125.00	125.00
Canasta (Genco).....	129.50	135.00	89.50	114.50
Caribbean (Williams).....		129.50	135.00	150.00
Carnival (Bally).....	69.50	79.50	89.50	89.50
Carolina (United).....	69.00	69.00	69.00	69.00
Catalina (Chicago Coin)....	29.50	45.00	45.00	49.50
Champion (Bally).....	179.00	189.50	200.00	209.50
Champion (Chicago Coin)....	200.00	209.50	225.00(3)	265.00
Chico (Chicago Coin).....	224.50	235.00	235.00(2)	275.00(4)
Cinderella (Gottlieb).....	245.00(3)	249.50	245.00(2)	284.50
Citation (Bally).....	99.00	117.50	125.00(2)	140.00
College Daze (Gottlieb).....	145.00	145.00	135.00	140.00
Contact (Exhibit).....	39.50	39.50	39.50	39.50
Cover Girl (Gottlieb).....	45.00	45.00	45.00	45.00
Crazy Ball (Chicago Coin)...	29.50	39.50	39.50	39.50
Dallas (Williams).....	79.00	79.50	49.50	65.00
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Dew-Wa-Ditty (Williams)...	159.50	99.50	159.00	150.00
Double Feature (Bally).....	39.50	49.00	40.00	49.00
Double Shuffle (Gottlieb)...	49.50	49.50(2)	135.00	135.00
Dreamy (Williams).....	79.50	95.00	99.50	84.50
El Paso (Williams).....		115.00		85.00
Fast Ball (Exhibit).....			10.00	125.00
Fighting Irish (Chicago Coin)	145.00	149.50	145.00	149.50
Floating Power (Genco)....	64.50	69.50	55.00	64.50
Flying Saucers (Genco).....	75.00	79.00	69.50(2)	75.00
Four Horsemen (Gottlieb)...	85.00	85.00	134.50	134.50
Football (Chicago Coin)....	159.50	134.50	145.00	159.50
Freshie (Williams).....		169.00		169.00
Georgia (Williams).....		100.00		100.00
Gin Rummy (Gottlieb).....		89.50		89.50
Gold Cup (Bally).....	115.00	100.00	115.00	85.00
Golden Gloves (Chicago Coin)	75.00	79.00	59.50	65.00
Gondola (Exhibit).....	89.50(2)	95.00	85.00	95.00
Grand Award (Chicago Coin)	99.50(2)	99.50(2)	135.00(2)	139.00
Grand Prize (Chicago Coin)	49.50	64.50	49.50	64.50
Harvest Moon (Bally).....	59.50	65.00	55.00	59.50
Harvest Time (Genco).....	145.00	149.50	145.00	149.50
Hit Parade (Gottlieb).....		29.50		29.50
Hod Rods (Bally).....	75.00	140.00	79.50	89.50
Holiday (Chicago Coin)....		150.00		150.00
Humpty Dumpty (Gottlieb)...	70.00	70.00	70.00	70.00
Hy-Roll (Bally roll-down)...	29.50	39.50	29.50	30.00
Jack 'n' Jill (Gottlieb)....	29.50	39.50	29.50	39.50
Jamboree (Exhibit).....	55.00			
Jeanie (Exhibit).....			34.50	35.00
Jockey Special (Bally).....	135.00		150.00	150.00
	59.00	65.00	65.00	75.00
	75.00	79.50(4)	79.50(2)	89.50
	85.00	89.50	105.00	109.50

Joker (Gottlieb).....			155.00	134.50	175.00	190.00	125.00	169.50
Judy (Exhibit).....					139.50	155.00		155.00
Just 21 (Gottlieb).....	69.50	79.00	59.50	69.50	69.50	79.50	39.50	70.00
			79.50	89.00	79.50	89.00	80.00	89.00
							89.00	89.50
							125.00	125.00
K. C. Jones (Gottlieb).....				119.50	125.00	125.00(2)		
King Arthur (Gottlieb).....	129.50		99.50	129.50		129.00	90.00	95.00
								139.50
King Cole (Gottlieb).....		55.00						
Knock Out (Gottlieb).....	150.00	179.00	150.00	154.50	135.00	165.00	175.00(3)	179.00
							175.00(2)	32.50
Line Up (Keeney).....		25.00					30.00	
Lucky Inning (Williams)....		99.50		104.50	94.50	104.50	95.00	104.50
Madison Sq. Garden (Gottlieb)		155.00		140.00			150.00	169.50
Magic (Exhibit).....		54.50		39.50	54.50		54.50	59.50
Major League Baseball (United)		39.50		39.50		39.50(2)		39.50
Majors of '49 (Chicago Coin)	49.50	79.50	35.00	49.50	49.50	79.50		89.50
				79.50	89.50			
Manhattan (United).....						25.00		
Mardi Gras (Genco).....		49.50		49.50		49.00	39.50	49.50
Maryland (Williams).....	79.50	89.50		89.50(2)	89.50	114.50	99.50	124.50
				114.50		114.50		
Mercury (Genco).....						135.00	99.50	135.00
Merry Old King.....							29.50	29.50
Merry Widow (Genco).....	39.50	49.50	49.50	54.50		54.50	39.50	54.50
Monterrey (United).....	39.50	49.50	25.00	39.50	39.50	49.50	29.50	49.50
Moon Glow (United).....	39.50	49.50		49.50(2)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Morocco (Exhibit).....		49.50(2)		49.50		49.50		49.50
Nevada (United).....				25.00				25.00
Nifty (Williams).....		150.00				159.50		169.00
Oasis (Exhibit).....		149.50		149.50		149.50		159.50
Oklahoma (United).....	79.50	89.00	89.00	109.50	89.00	100.00	75.00	89.00
				109.50		109.50		119.50
Old Faithful (Gottlieb)....						125.00		125.00
One, Two, Three (Mills)...		59.00		59.00		59.00		59.00
Paradise (United).....				49.50		35.00	49.50	39.50
Phoenix (Williams).....						49.50	39.50	49.50
Photo Finish (Universal)...	129.50	169.00	175.00	189.50		219.50		219.50
	189.50	195.00	195.00	219.50		225.00(2)		225.00(3)
		200.00		225.00(3)		250.00		250.00
		225.00(2)		275.00(2)		275.00		225.00(3)
Pin Bowler (Chicago Coin)...		154.50		154.50		154.50		130.00
Pinch Hitter (United).....		59.00		59.00		59.00		59.00
Pinky (Williams).....		175.00		175.00		175.00		175.00
Play Ball (Chicago Coin)...								
Playland (Exhibit).....		144.50		109.50	144.50		125.00	139.50
Playtime (Exhibit).....		79.50		79.50		144.50		144.50
Pro Score (Posner) (roll-down)		50.00		49.50	50.00	49.50	50.00	50.00
Puddin' Head (Genco).....	55.00	59.50	29.50	55.00	55.00	59.50	55.00	59.50
				59.50		59.50		59.50
Quarterback (Williams)...		95.00		95.00	99.50		95.00	95.00
Rainbow (Williams).....	45.00	54.50	45.00	54.50	45.00	54.50	45.00	59.50
Ramona (United).....	54.50	59.00	39.50	54.50	34.50	54.50	49.50	54.50
				59.00		59.00	55.00	59.00
Ranger (Exhibit).....						15.00		
Rip Snorter (Genco).....		104.50	99.50	119.50	119.50	125.00		109.50
Robin Hood (Daval).....	39.50	49.50	35.00	49.50	29.50	35.00		49.50
								49.50
Robin Hood (Gottlieb).....							29.50	35.00
Rocket (Bally).....	103.50	139.50	109.50	125.00		114.50		99.50
						139.50		139.50
						125.00(2)		125.00(2)
Rockette (Gottlieb).....						95.00		95.00
Rondeevoo (United).....	39.50	49.50	30.00	39.50(2)	39.50	49.50	39.50	49.50
						49.50		
Round-Up (Gottlieb).....								
St. Louis (Williams).....	75.00	79.50	79.50	89.50	79.50	89.50	49.50	49.50
								49.50
Sally (Chicago Coin).....	39.50	54.50	30.00	49.50	49.50	54.50	30.00	49.50
						54.50		59.50
						50.00		
Samba (Exhibit).....		50.00	79.50					
Saratoga (Williams).....	39.50(2)	54.50	39.50(2)	54.50	39.50(2)	54.50	39.50	54.50
Screwball (Genco).....		55.00		55.00		55.00		55.00
Select-a-Card (Gottlieb)...	89.50	95.00	89.50	114.50	89.50	114.50	49.50	115.00
				115.00		115.00		124.50
				125.00		125.00		125.00
Serenade (United).....		54.50	49.50	54.50		54.50		59.50
Shanghai (Chicago Coin)...		39.50		39.50		39.50		39.50
Shantytown (Exhibit).....	115.00	119.50	69.50	115.00	115.00	119.50	115.00	129.50
				119.50		119.50		119.50
Sharpshooter (Gottlieb)...	84.50	89.00	69.50	84.50	84.50	95.00	59.50	94.50
				115.00		100.00		95.00(2)
Shoo-Shoo (Williams).....				175.00				
Short Stop (Exhibit).....		45.00		45.00	24.50	25.00		45.00
						45.00		45.00
Show Boat (United).....						35.00		35.00
Singapore (Williams).....						29.50		29.50
South Pacific (Genco).....								
						25.00(2)	29.50	
						79.50	99.50	
						119.50	125.00	
						135.00		
Special Entry (Bally).....		35.00	50.00	35.00	45.00	35.00	64.50	69.50
						69.50	90.00	79.00
						64.50	69.50	90.00
						90.00	95.00	125.00
						95.00		
Speedway (Gottlieb).....		39.50		39.50		39.50		39.50
Spinball (Chicago Coin)...		29.50		29.50		29.50		29.50
Starlite (Exhibit).....								

Reconditioned FIVE BALLS

- KNOCKOUT \$179
FOUR HORSEMEN 159
PIN BOWLER 145
HARVEST TIME 145
GEORGIA 145
HOT ROD 139
TRI SCORE 139
SWEETHEART 139
PLAYLAND 139
FLYING SALLERS 139
BANK-A-BALL 129
SOUTH PACIFIC 129
ARIZONA 129
THREE MUSKETEERS 125
SELECT-A-CARD 125
SHANTY TOWN 115
TUMBLEWEED 115
LUCKY INNING 109
DOUBLE SHUFFLE 95
SHARPSHOOTER 95
JUST 21 85
TELECARD 85
THREE FEATHERS 85
BIG TOP 69
CAROLINA 69
AQUACADE 69
EL PASO 69
BABY FACE 65
PINCH HITTER 59
1-2-3 59
RAMONA 59
MOONGLOW 55
SCREWBALL 55
KING COLE 55
PUDDING HEAD 49
SPEEDWAY 49
STARBUCK 49
DEW-WA-DITTY 49
SUMMERTIME 49
TRINIDAD 45
CRAZYBALL 45
ALI BABA 45
CATALINA 45
BANJO 45
YANKS 45
COVER GIRL 45
RAINBOW 45
BALLY-HOO 29



FIRST Class Condition means Satisfaction Guaranteed

SHUFFLE GAMES

COMPLETELY RECONDITIONED ALL PLAYING FIELDS RESURFACED

- United 4 PLAYER SHUFFLE ALLEY \$295
Keeney LEAGUE BOWLER 295
Bally HOOK BOWLER 295
United TWIN SHUFFLE ALLEY REBOUND 245
Chi. Coin TROPHY BOWL 185
Keeney DOUBLE BOWLER 175
United SHUFFLE SLUGGER 165
Chi. Coin BOWLING CLASSIC 165
Univ. SUPER TWIN BOWLER 145
Wms. DOUBLE HEADER 139
Keeney KING PIN 125
Univ. TWIN BOWLER 89
Chi. Coin BOWLING ALLEY 89
Gott. BOWLETTE 69
Keeney ABC BOWLER 69
Rock-Ola SHUFFLE JUNGLE 55
Bally SHUFFLE BOWLER 49
Genco BOWLING LEAGUE, 10 Ft. 35

SHUFFLE BOARD CONVERSIONS

For all shuffle boards. Smoothest game of all.

Keeney LEAGUE MATCH BOWLER for 11 & 12 ft. boards.

Keeney 4-WAY BOWLER with automatic puck return for 22 ft. boards.

NEW FIVE BALLS

- Genco HITS & RUNS
Gottlieb CYCLONE
Chi. Coin THING
Wms. CONTROL TOWER
Genco TRI SCORE (Special)
Chi. Coin PLAYBALL (Special)

BINGO 5 BALLS

- Bally BRIGHT LIGHTS
Universal STAR
United A-B-C

PREMIUMS

Absolutely LARGEST Selection and Best Values. Write today for price list.

ARCADE

- Exhibit SIX SHOOTER Write
United TEAM HOCKEY Write
Capitol MIDGET MOVIES \$255
Q-BALL 159
DRIVE-MOBILE 149
Williams STAR SERIES 145
TELEQUIZ With Film 145
IRISH POKER (Pool Table), New 125
QUIZZER With Film, Williams QUARTER-BACK 95
SKY PILOT 95
Chi. Coin GOALIE 95
Exhibit DALE GUN 89
Genco BING-A-ROLL 85
Mercury ATHLETIC SCALE 75
Seeburg CHICKEN SAM 75
Evans TEN STRIKE 75
ABT CHALLENGER, New 45
Genco GLIDER 25

FIRST DISTRIBUTORS Wally Fink & Joe Kline 1748 W. North Avenue Chicago 22, Illinois Dickens 2-0500

SPECIAL 26-PIECE SILVERWARE SET with no-tarnish leatherette case. They'll play hard to win this one and how! Only \$6.95 Ea. Limited Supply

NATIONWIDE BASEBALL \$69.50

WILLIAMS DOUBLE HEADER \$169.50 Late Model Closeout

WANTED:—TURF KINGS

- SHUFFLE GAMES
Chl. Coin Trophy Bowl \$195.00
Univ. Super Twin Bowler 145.00
Chi. Coin Bowling Classic 175.00
Un. Shuffle Alley Express 99.50
Bally Speed Bowler 139.50
Univ. Twin Bowler 95.00
Chi. Coin Shuffle Baseball 75.00
United Shuffle Alley 39.50
Exhibit Strike 99.50
Genco Baseball 99.50

SPECIAL 22 FT. ROCK-OLA SHUFFLEBOARDS Good condition \$119.50 Ea. Write for quantity prices.

- SHUFFLEBOARD SUPPLIES
Fast Wax, case (12) \$ 4.50
Pucks (Set of 8) 12.00
Score Sheets, 10 pads 7.50
Shuffle Game Wax, case (12) 3.30
Fluorescent Lights, pair 17.50
Used Wall-Type Scoreboards 79.50

PURVEYOR SHUFFLEBOARD CO. 4322 N. Western Ave Chicago 18, Ill JUNiper 8-1814

WANTED

The Following Used Equipment

Chicago Coin Pistol. Exhibit Six Shooter and Gun Patrols, also Rotary Merchandiser, pusher type. Wurlitzer 1100's also 3031 Wall Boxes. A.M.I.'s, models "B" and "C", also Hideaway. Also used Gottlieb and Genco 5-Ball Free Play Tables. Can use about 100 Abco Hit-a-Homer Penny Play Counter Games.

FRANK KIRKE NOVELTY

241 King Street East Toronto, Ontario, Canada Waverley 4077

TEXAS ROUTE FOR SALE

Located in rural section of East Texas. Established since 1933. Route consists of 75 Phonographs, 40 Wall Boxes, 30 Pin Games and 15 Cigarette Vendors. Shop and office equipment, spare parts, supplies and 1950 Pick-Up Truck. Ideal for one or two young men. Owner ill; will invoice. \$12,000 down, balance can be financed.

BOX D-40, THE BILLBOARD, CINCINNATI 22, OHIO

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

BENNY TV SHOW PROMOTES ROWE CIGARET VENDER

NEW YORK, May 26.—A Rowe cigarette vender played an important role on the Jack Benny TV airt last Sunday (20), giving the industry as well as the manufacturer a load of publicity with millions of viewers thruout the country.

Benny, whose sponsor is Lucky Strike, had a Rowe vender supposedly located in his living room, with a customer walking in off the street, going to a draped doorway, pulling aside the drapery, inserting his coin and waltzing off with the LS/MFT.

Bit was used as a part of the show—not as a commercial, thus getting much attention. The machine was shown on screen for several minutes, with the name of the manufacturer dominating the screen.

Sked 3 Open House Nights At NAMA Meet

CHICAGO, May 26.—Bernard N. Osmond manager of the 1951 National Automatic Merchandising Association convention and exhibit, announced this week that under present plans there will be no evening exhibit hours. In their stead, special "open house" sessions will be held by exhibitors in three Cleveland hotels.

The open houses are scheduled to take place the first three evenings of the five-day convention (November 12-15), in this order: Hotel Statler, Monday (12); Hotel Cleveland, Tuesday (13); and Hollenden, Wednesday (14). NAMA will provide a reception lounge in each hotel, where open house guests may meet, participate in scheduled group discussions, etc., according to Osmond. Exhibitors may entertain only on the night of the open house in their particular hotel, or keep their suite open every night during the meet if they choose.

Under the program, conventioners will have the opportunity of visiting every exhibitor holding open house during the three evenings. The fourth evening will be devoted to the association's annual banquet.

Cheyenne Kills 2c Cig Levy

CHEYENNE, Wyo., May 26.—Machine-vended cigarette sales have jumped here, following the revocation of the city's long-standing 2-cent per pack tax.

By agreement reached in early May between the city council and 22 merchants who had filed suit contesting the legality of the levy, the tax was repealed May 15. Acting Mayor Ed Gowdy stated the move would cost the city a loss of \$10,000 in revenue.

Several cigarette route operators lent their support to the drive, and pointed out the 2-cent tax which had to be collected on machine-vended cigarettes discouraged sales in all Cheyenne locations. Many cigarette purchasers were shopping outside the city limits where the tax was not charged.

The respite will be brief as Wyoming's State-wide 2-cent tax will go into force July 1. Operators, however, feel that sales will continue brisk, inasmuch as the tax will be valid everywhere, and will not create competition such as the non-taxed suburbs once represented.

Pa. Bev Tax Dies May 31

HARRISBURG, Pa., May 26.—Pennsylvania's Department of Revenue is preparing to close its soft drink tax section May 31 when the four-year-old controversial soda pop tax expires.

First enacted in 1947 and renewed for two more years in 1949, the tax brought Pennsylvania about \$60,000,000 in revenue over

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 81

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 parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns: Machine Name, Issue of May 26, Issue of May 19, Issue of May 12, Issue of May 5. Lists various arcade machines like Ace Bomber, Air Raider, All Stars, Astroscope, etc.

the four-year period, officials said.

the tax was imposed at the rate of 1 cent on each 12 ounces of bottled drinks and 1/2 cent an ounce on sirups used in fountain drinks. Bottlers and manufacturers fought the measure continually and litigation is pending at present on constitutionality of the impost.

Elect Nestle V-P

NEW YORK, May 26.—Nestle's Chocolate Company, Inc., announced the election of Hans J. Wolfli as vice-president. He has been associated with the company for 24 years, most recently as deputy manager of the parent organization, Nestle Alimentana Cie.

• 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 parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with 4 columns: Machine Name, Issue of May 26, Issue of May 19, Issue of May 12, Issue of May 5. Lists various shuffle games like ABC Bowler, Ace Bowler, Baseball, Bowler, etc.

Portland Ordinance Hits Ops

Continued from page 71

ordinance before it comes up for passage, but as it stands it is deemed to put out of business pinball distributors as well as operators.

The reaction of the industry is one of stunned anticipation. Operators and distributors contend there is little they can do legally until the ordinance is enacted; and that it is enacted it will be too late, owing to the emergency clause.

Need Games

The seriousness of the impending blow to the industry can not be exaggerated. One large operator of music and pinballs said such combination operations could not possibly hope to survive on music alone.

Another operator, Stan Terry, voiced the resentment over the

confiscation feature most of his colleagues harbor.

"For 10 years the State and city have been accepting our license fees," he said, "encouraging us to invest heavily. Now in one stroke we are to be put out of business. Only two years ago the city passed the 'Lee and Bean' ordinance (referring to its sponsors, Mayor Dorothy McCullough Lee and Commissioner Ormond R. Bean) which was supposed to set forth the commissioner's idea on how it wanted our business run."

"We can't do anything until after the ordinance is passed. Then possibly it could be taken to court. Or a test case might be made of a violation."

Terry pointed out that the ordinance would kill \$150,000 annual revenue to the city and \$300,000 annually to the State. The city charges an operator a \$750 license fee for the calendar year, plus \$25 a year for each device. License fee for wholesaler is \$500. State fee is \$50 for each device, and federal tax is \$10 for each amusement device, \$150 for each gaming device.

'51 ABCB Meet In Washington

WASHINGTON, May 26.—American Bottlers of Carbonated Beverages announced its annual convention will be held here for the first time in the association's history. The 1951 meet has been set for November 12-15 at the National Guard Armory.

ABCB officials stated the exposition floor plan is now being printed and allocation of floor space will begin next week.

GUARANTEED USED ONE BALLS

AT LOWEST PRICES
CHAMPION\$199.50
CITATION 124.50
GOLD CUP 84.50
JOCKEY SPECIAL 74.50
1/3 deposit with all orders.
SICKING, INC.
America's Oldest Distributor
Established 1895
1401 Central Pkwy.
Cincinnati 14, O.

Philly Distrib Rep. Candidate

PHILADELPHIA, May 26.—Walter I. Davidson, local representative for the Universal Match Corporation and a distributor of cigarette vending machines, was selected by Rev. Daniel A. Poling, Republican nominee for mayor of Philadelphia, to appear on his ticket as a candidate for county commissioner.

In the cigarette vending field, he is associated with his brother-in-law, Martin Savar, who operates under his own name. Savar is president of the Automatic Cigarette Venders' Association of Eastern Pennsylvania.

Move To Extend Vender Seizure Coverage in Pa.

HARRISBURG, Pa., May 26.—Legislation to give additional types of vending machines legal protection against seizures now in effect for cigarette machines has been introduced in the State Senate by Sen. Thomas E. Barrett.

Under existing laws cigarette vending machines leased, loaned, hired or conditionally sold, are free from levy or sale on execution or distress action for unpaid rent on the premises where they may be located.

The Barrett bill would include candy, chewing gum, soft drink, milk, food and all other types of automatic merchandise vending machines in the same category.

The proposal, S. 664, has been referred to the Senate Committee on Judiciary General.

Test Token Vender In Chicago Subway

CHICAGO, May 26. — Chicago Transit Authority installed a coin-operated token and a transfer vending machine on test in the Loop Subway this week. CTA officials stated the widespread use of such automatic equipment in the subway and elevated systems is expected to speed the flow of passengers thru fare collecting points.

The token vender, designed to accept quarters only and return 8 cents change with a token, was installed in the Adams-Jackson station of the State Street subway. A second unit, located inside the turnstiles dispenses transfers good for use on CTA surface lines.

BRIDGEPORT, Conn., May 26.—Superintendent of Police John A. Lyddy disclosed the collection from the local parking meters for the year ending April 1 was \$94,097.46, which was \$11,733.42 less than that of the previous year of 1949-'50.

BEST BUY FOR YOUR MONEY

TRADIO THE GREATEST NAME IN COIN-OPERATED TELEVISION



Now, it's Tradio's new 17" full Console Television that's getting the big money everywhere. It's a beautiful set, a wonderful set... ideal for the nation's top locations... and... because it is specially designed and engineered (not adapted) for coin-operation... perfect for you.



Cash in on coin-operated television... the newest, most profitable operating trend. Cash in on Tradio... most definitely the best buy for your money.

IMMEDIATE DELIVERY

17" FULL CONSOLE
21 Tube R.C.A. Licensed Chassis
Beautiful Mahogany Cabinet
(Note How Cash Box Swings With Door)

FOR SPECIAL OPERATOR'S PRICE

TRAD TELEVISION CORP.
Manufacturers of RCA Licensed Television
ASBURY PARK, N. J.
ASBURY PARK 2-7447

CLIP AND MAIL TODAY!

Form with fields for Name, Address, City, State and checkboxes for interest in operating or franchise.

NEW GAMES
Control Tower, Cyclone, Hit and Run, Gun Patrol, Big League Bowler, United A-B-C Bally, Bright Lights, Universal 5-Star, World Series, United 5-Player League Bowler

PHONOGRAPHS
Reconditioned! Refinished! GUARANTEED!
SEEBURG 146, SEEBURG 147, SEEBURG 148, SEEBURG 146, A.M.I. MODEL "A", A.M.I. MODEL "B", WURLITZER 1015, WURLITZER 1100, AIREON DELUXE

What Do You Need? We Handle ALL Coin Machines!
ATLAS MUSIC CO.
2200 N. WESTERN AVE., CHICAGO 47, ILL. Phone: ARmitage 6-5005

COIN OPERATED TELEVISION
Console, 14-inch \$279.50
Table Model, 14-inch \$249.50
Coin Operated Radios \$49.50
BLOYD MFG. CO.
VALLEY STATION, KY.

Ten Johnson Lightning Change Makers, like new, \$85.00 each.
DICK JONES
3518 Fredericksburg Rd.
San Antonio, Texas

World Wide Your Exclusive Distributor for WILLIAMS, KEENEY, ROCK-OLA, EXHIBIT

KEENEY'S NEW LEAGUE BOWLER

Striking appeal in the 8" jumbo set-up pins. Continuous set-up demanded for these 1-2-3 or 4 players.

WILLIAMS SUPER World Series

Exciting, all new Ball Game. 5-10-25¢ single entry chute, slugproof. Scores, runs, hits—all the thrills of baseball! A sure-fire winner!

Reconditioned Guaranteed SHUFFLE GAMES

- Bally HOOK BOWLER, New Write
- Keeneey LEAGUE BOWLER \$285
- United TWIN SHUFFLE ALLEY
- REBOUND 245
- Keeneey DOUBLE BOWLER 195
- Chic. Coin ACE BOWLER 195
- Chic. Coin BOWLING CLASSIC 175
- Universal SUPER TWIN BOWLER 165
- Keeneey KING PIN 125
- Bally SHUFFLE BOWLER 80
- Wm. DELUXE BOWLER with Fly-away Pins 75
- Bally SPEED BOWLER with Fly-away Pins 75

EXHIBIT GAMES

GUN PATROL

5-10-25¢ Coin Chute. Easily converted for any of above type of plays.

SIX SHOOTER

Exciting pistol target shooting. Real "Western" flavor. A terrific profit maker. Write!

5 BALL GAMES

Floor Samples and Late Reconditioned Models

ALI BABA	\$50	MERRY WIDOW	\$45	SWEETHEART	\$125
AMBER	35	MELODY	45	STORMY	45
BUFFALO BILL	128	PINKY	175	TENNESSEE	45
CAROLINA	65	PLAY BOY	45	TORCHY	35
CARNIVAL	75	RAMONA	45	TELECARD	95
DOUBLE FEATURE	135	RAINBOW	50	TRIPLET	175
FLOATING POWER	75	RONDEVOO	50	TRI-Score	130
HOT ROD	140	SAMBA	65	TUMBLEWEED	110
JUST 21	75	SHARPSHOOTER	115	TUCSON	95
MAJOR LEAGUE	45	SARATOGA	85	TRINIDAD	45
MANHATTAN	45	SEA ISLE	45	WISCONSIN	60
MARDI GRAS	45	SOUTH PACIFIC	125		

NEW PIN GAMES

Wms. CONTROL TOWER
Genco HITS & RUNS
Genco STOP & GO
Genco TRI-SCORE
Goff. CYCLONE
Write for PRICES

More Popular Than Ever WILLIAMS DOUBLE HEADER

2 player rebound baseball game
\$175

MISCELLANEOUS EQUIPMENT

Seeburg SHOOT THE BEAR \$350
Williams STAR SERIES 145
Exhibit DALE GUNS 95
Thoroughly Reconditioned

MUSIC

Wurlitzer 1015 \$275
Wurlitzer 1080 275

ONE BALLS

BALLY
CITATION \$145
TURF KING (New) Write
GOLD CUP 95
SPECIAL ENTRY 65
JOCKEY SPECIAL 75
UNIVERSAL
PHOTO FINISH \$195
WINNER (New) Write

WANT TO BUY

For Cash or Trade. Any Quantity. Bally TURF KING or CHAMPION

ROCKET PHONO

Now delivering Rock-Ola 1951 ROCKET PHONO. 50 selection 45 or 78 RPM. Beautifully styled blond cabinet!

WILLIAMS NEW HARVEY

Terrific new 5 ball game with Bonus Unit and Super Special Unit. Colorful theatre marquee scoreboard. Cash in on HARVEY'S popularity.



Calendar for Coinmen

May 31—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
 June 2-12—First National Open Table Shuffleboard Tournament, in conjunction with Detroit's 250th birthday festival, Michigan State Fairgrounds, Detroit.
 June 3-7—National Confectioners' Association, annual convention, exhibit, Stevens Hotel, Chicago.
 June 4—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
 June 5, 19—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 June 6—Coin Machine Operators' Association of Harris County monthly meeting, Chamber of Commerce Building, Houston.
 June 6-9—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Palmer House, Chicago.
 June 7—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
 June 7—Washington Music Guild, Inc., monthly meeting, Hotel 2400, Washington.
 June 12—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
 June 12—California Music Guild, monthly meeting, 311 Club Oakland.
 June 12, 26—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
 June 13, 27—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
 June 14, 28—Connecticut State Coin Association, Inc., semi-monthly meeting, Hotel Bond, Hartford.
 June 14—Washington Coin Machine Association, monthly meeting, Phillips Novelty Company, Washington.
 June 14—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
 June 16—Wisconsin Phonograph Operators' Association, monthly meeting, Hotel Whiting, Stevens Point, Wis.
 June 17—NAMA Region VIII meeting, Chase Hotel, St. Louis.
 June 20—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
 June 25—Phonograph Owners' Association monthly meeting, Broadview Hotel, East St. Louis, Ill.
 June 26—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
 June 26—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
 June 28—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 June 30—NAMA Region XII meeting, Multnomah Hotel, Portland, Ore.
 July 8-10—South Dakota Phonograph Association, quarterly meeting, Sioux Falls, S. D.

Ops May Okay Price Control For Bottlers

WASHINGTON, May 26.—Office of Price Stabilization is expected to approve a tailored price control regulation for bottlers of soft drinks. The revision was recommended to OPS by the soft drink industry advisory committee. Industry spokesmen told OPS that bottlers are being "squeezed" in operating under the present General Ceiling Price Regulations.

The OPS was asked to apply the new regulation to bottlers of 6-ounce soft drinks at the wholesale and retail level. Soft drinks mixed at soda fountains or sold in bottles of more than 12 ounces would not be affected. They would continue under GPCR. Industry spokesmen told OPS that the price squeeze on bottlers came about because their material and labor costs increased during and immediately prior to the GPCR period—December 19, 1950-January 31, 1951.

The bottlers said that when their prices were frozen as of January 26, prices of ingredients, glass and cases were frozen at relatively higher levels. As a result, they said, a big segment of the nation's 6,500 soft drink bottlers are now operating at a loss. Spokesmen said the industry could not expect relief from a possible rise in sales volume inasmuch as the potential market is limited. They cited sales of 24,250,000,000 bottles of soft drinks yearly, or about 165 per capita.

Their suggestions for relief included a regulation to permit a slight rise in bottled soft drink prices on bottles from 6 to 12 ounces for those bottlers who were frozen at very low prices. The industry also has proposed that the deposit on bottles be hiked from the present rate of about 50 cents a case of 24 bottles to an amount equal to replacement cost. An increased bottle deposit, they said, would encourage consumers and dealers to return bottles and thus help ease a shortage of glass containers.

Scale Firms Saving Critical Materials

WASHINGTON, May 26.—In a confab with National Production Authority officials here this week, members of the scale manufacturers' advisory committee submitted evidence of having voluntarily achieved a "substantial saving" in critical aluminum supplies by substituting iron in certain scale parts.

The committee in its first meeting with NPA reported that one company had cut its aluminum 50 per cent by iron substitutions.

Committee members heard NPA officials assess conditions in the steel, copper and aluminum industries which will affect production plans.

Some aluminum supplies, it was pointed out, will probably be more plentiful by the second quarter of 1952 because of expanding production facilities. Steel and copper, tho, will continue in short supply for some time, it was explained.

Pitney-Bowes Has New Tax Stamper

STAMFORD, Conn., May 26.—The improved Pitney-Bowes tax stamper makes its imprint on 10 cigarette packs simultaneously and can handle a normal flow of 30,000 packs an hour, executives said here this week.

EVANS' PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!



HI-LOW-CHUCK-LUCK

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregated! Write for descriptive literature.

SIZE: 12"x24"x2"

H. C. EVANS & CO. 1556 W. CARROLL AVE CHICAGO 7, ILLINOIS SEE EVANS' CONSTELLATION AD ON PAGE 76

NCWA Details Confab Talks

WASHINGTON, May 26.—National Candy Wholesalers' Association, Inc., this week announced additional program details for its annual convention and exhibit June 6-9 at the Palmer House, Chicago. Business sessions will start second day of the meet (7).

Peter Kramer Jr. will preside at the first general session and operation clinic, beginning at 10:30 a.m., with the main subject *Highways to Profitable Operations*. A noontime address by John W. Mock, consultant and lecturer, is titled *Recounting the Sign Posts Along the Highway of Profitable Operations*. The official opening of the exposition will take place also on the second day of the convention at 2:30 p.m.

Regulations

Among other sessions on Friday (8) will be an hour-long examination of present and probable emergency regulations, trends in nickel and dime bars and the raw material and packaging supplies outlook. Starting at 11 a.m., it will be part of the second general session, beginning at 10 a.m. and presided over by John Casani.

On Saturday (9), as part of the third general session and sales clinic presided over by E. J. McCoy, a special "Sales Clinic" will open at 10:20 a.m. and treat subjects selected by the industry from questions submitted by NCWA members.

Adjournment of business is set for 2:30 p.m., with the exposition closing at 5 p.m.

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Including 8 Special Issues



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Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

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RECONDITIONED PIN GAMES READY FOR LOCATION

Double Feature	\$169.50	Rip Snorter	\$102.50
Lucky Inning	97.50	Rocket	103.50
South Pacific	92.50		

RECONDITIONED BOWLING GAMES

Pin Boy Without Lites	\$30.00	King Pin	\$99.50
Pin Boy With Lites	40.00	Lineup	25.00
Speed Bowler	92.50		

NOW DELIVERING NEW EQUIPMENT

Keeneey's Electric Cigarette Vendor
Downey-Johnson Coin Counter
Futurity—Hits & Runs—Happy Go Lucky—Cyclone Bomber—Harvey



ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Indianapolis

Sicking, Inc., added Keeney's Big League Bowler to its assortment of games. . . . Operators here are waiting for the Chicago Coin shuffle-type game. The new game hasn't made its appearance here yet, but shipments are reported on the way. . . . Business conditions are better with many operators visiting coin row.

Clarence (Dutch) Hohman, Janes Music Company, spent the week-end in Louisville where he took part in a bowling tournament. . . . Mrs. Blanche Janes, Janes Music Company, her brother, William Smith, of the Smith Music Company, and family, are touring the Southwest, and will end their trip on the West Coast. They will visit a sister of Mrs. Janes, who resides in California, before returning.

Richard (Dick) Wagner, manager of Cain-Cailloutte, Inc., Wurlitzer distributor, said he was enjoying trouble free conditions with the 1400 and 1450 models of the Wurlitzer machine, but lamented the shortage of wall boxes. Dick is busy at present getting rid of a lot of obsolete equipment taken on trade-ins for new machines.

The Supreme Court's ruling on fair trade laws, is not likely to interfere with the cigarette price fixing law in Indiana. It provides for a certain mark-up for retailers to prevent them selling at a loss.

Milwaukee

Pete Faith, who formerly represented the Bunte Candy firm in this territory, has set himself up as an independent and is handling several brands. Most of his time in recent weeks has been taken up with traveling the State and calling on jobbers and vending machine ops.

Stepping in to take over the job vacated when Stu Glassman left Radio Doctor's to don khaki, is his wife, Betty Rae. According to Laz Glassman, Stu's dad, and owner of the shop, Stu has been shipped to a Southern army camp for training.

Nick Novasic, West Allis Vendors, is one of the few operators who continues to vend cigars. Nick reports dime sellers do the best job for him in this department. Nick also notes he is planning on selling the hot dog machine route he worked up over the past several years. While the hot dogs, vended over the bar via Sylvan equipment, have made money for him, Nick claims they do not fit into his firm's pattern.

Bowling-type games continue to lead the list of money makers for the J. T. Novelty firm, Cudahy, according to topper John Tuska. Music-wise, biz has shown definite signs of improvement and as a direct result, over the past six months, J. T. Novelty has added about 20 music boxes to their routes.

No time for anyone connected with Ray's Amusement to take fishing trips or any kind of pleasure jaunts, according to Mrs. Ray Lax, who handles the office chores. Business is at a high level and all hands are kept busy taking care of the routes and getting prepared for the heavy play expected as a result of the recent opening of the State Fair Amusement Park in West Allis.

Elbert (Al) Allison, Capitol Record rep in Central Wisconsin, is reported improved following a severe attack of colitis. Filling in while Allison was gathering strength, is a new man traveling out of Madison, John Faraher.

Meanwhile, Lynne Jenks Capitol Distrib head here, informs that he is mulling over plans to furnish free title strips for key waxings to operator customers. The only other record distrib who furnishes free strips at this writing, is Johnny O'Brien, of the Mercury label.

Coinmen You Know

New York

Barney Tannebaum, board member of the Associated Amusement Machine Operators of New York, also is an active member of the 52 Association. Latter org sponsors outings and entertainment for hospitalized war veterans. On Tuesday (22), Tannebaum hosted a fishing trip attended by 35 ambulatory vets.

Meyer Parkoff and Harry Rosen, Atlantic New York co-toppers, were in Chicago last week for confabs with J. P. Seeburg execs. Murray Kaye, sales manager, hopes the visit will result in a greater quota allotment for the local outlet. . . . Mac Polay, of United Phonograph, fell off a horse again last week-end, but it hasn't dampened his en-

thusiasm for the sport. A couple of years back a similar fall resulted in a broken wrist for Polay.

George Trad, of Tradio and Trad Television, and Gus Siciliano, prominent amateur golfer, have opened the swank Green Grove Manor supper club on the outskirts of Asbury Park, N. J. . . . George Young, Eastern Electric sales exec, was in town on biz last week. Jim Teahan, Eastern veepee, reports that he has purchased a home in New Bedford, Mass., near the company factory.

Frank Q. Doyle, Coan sales manager, was here on biz last (Continued on page 86)

here's a SENSATIONAL BUY— While They Last!

50 SEEBURG

146's and 147's

At the Unbelievably Low Prices of . . .

\$150.00 EA. for the 146's

\$175.00 EA. for the 147's

These machines have just come off location. We took them as trade-ins against the purchase of 100 Select-O-Matic "100's." They are all in perfect working condition and all parts and plastics are intact.

Don't Wait! All Orders Filled in Rotation!

SPECIAL! 10 WURLITZER 1100's \$325 EA.

WRITE WIRE PHONE

IMMEDIATE DELIVERY 1/3 Deposit, Balance C.O.D. F.O.B. New York CRATING \$7.50 EXTRA

... AND HERE'S ANOTHER BUY FOR YOU! AMI MODEL "C's" WRITE FOR PRICE!

Atlantic New York Corp.

Exclusive Seeburg Distributors 583 10TH AVENUE NEW YORK 18, N. Y. Phone: Chickering 4-0760

MUSIC CLEARANCE

Table with 2 columns: Item description and Price. Includes items like 1 1250 WURLITZER \$495, 2 MODEL A AMI's 325, 6 1015 WURLITZER 245, 3 1080 WURLITZER 225, 2 1100 WURLITZER 395, 2 H148 SEEBURG HIDE-AWAY 325, 3 SEEBURG ML148 400.

LARGE ASSORTMENT OF PRE WAR PHONOGRAPHS, ALL MAKES, AT GIVEAWAY PRICES. SEND FOR LISTS.

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Remember IN NEW ENGLAND IT'S TRIMOUNT!

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REG. U. S. Pat. OFF THE BEST OF ALL "SKILL" GAMES for ARCADES OR ON LOCATION CAPACITY \$8.00 PER HOUR WITH 10¢ PLAY 5¢ OR 10¢ COIN SLOTS OPTIONAL

Wherever you go—ask about SKEE-BALL. Get the facts—see for yourself. Get started with a profitable SKEE-BALL installation.

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BUY DIRECT FROM FACTORY!

\$39.50

FLY-A-WAY PIN CONVERSION

FOR UNIV. TWIN BOWLER, CHICAGO BOWL, ING ALLEY AND UNITED SHUFFLE ALLEY. Electric Motor Driven. Matches Cabinet Design. Easy to install. Strikes and Spares Visible in Center of Unit.

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Coin Operated, Electric. Fits All Shuffleboards, Center Overhead or Wall Models, 5¢ or 10¢ Play. Write for Prices.

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Flashing Animation. Rabbits run around figure of man as bumpers are hit!

SEE IT-- BUY IT-- At Your Distributor TODAY!

There's No Make-Believe

about Williams

HARVEY

IT'S "FOR REAL" IN APPEAL, PLAY and PROFITS!

Everybody Likes:

SUPER-SPECIAL BONUS

HOLE—builds up to 25 REPLAYS . . . does not reset at end of game!

3 SPECIAL BUMPERS 2 SPECIAL REBOUNDS

HIGH SCORE—BONUS SCORE SCORE BUILD-UP

Williams MANUFACTURING COMPANY. CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. Fillmore St. Chicago 24, Ill.

SHAFFER SPECIAL

WURLITZER "1100" only \$389.50

Order today at this special reduced price. You'll save more money and you can count on more years of profitable service. Every Wurlitzer "1100" is in excellent condition.

Completely Reconditioned LATE MODEL PHONOGRAPHS All Ready For Location

SEEBURG		WURLITZER	
148-ML	\$425.00	1250	\$525.00
148-SL	375.00	1015	239.00
147-M	325.00	1017 Hideaway	200.00
147-S	289.50	ROCK-OLA	
146-M	275.00	1426	\$199.50
146-S	239.50	1422	139.50
H-146-M Hideaway	239.50	AMI	
H-246-M Hideaway	259.50	Model "C," new	WRITE
H-147-M Hideaway	269.50	Model "B"	\$475.00
PACKARD		AIREON	
Manhattan	\$149.50	400	\$149.50
		1200-A	59.50

LATE MODEL WALL BOXES

SEEBURG		WURLITZER	
W1-156	\$27.50	3020 Chrome	\$39.50
3W2-156	35.00	3025	12.50
W4-156	49.50	3031	12.50
3W7-156	54.50	3045	12.50
AMI		ROCK-OLA	
5c Box	\$35.00	1530	\$10.00
5/10 Box	39.50	PACKARD	
Slepper	35.00	Satin	\$12.50
		Hi-Chrome	17.50

Terms: 25% Certified Deposit, Balance C.O.D.
All Items Subject To Prior Sale

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SUMMER SPECIALS!

SPOT These Sensational Values at Coven

RECONDITIONED 5-BALLS		USED PHONOGRAPHS	
All Baba	\$45.00	Wurlitzer 1250	\$595.00
Barnacle Bill	55.00	Wurlitzer 1100	395.00
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Floating Power	64.50	WURLITZER 850	59.50
Puddin' Head	54.50	Wurlitzer 780E	99.50
Screw Ball	54.50	Wurlitzer 750	109.50
Triple Action	44.50	Wurlitzer 700	89.50
GENCO TRI-SCORE, NEW	140.00	AMI Model A	375.00
Merry Widow	39.50	147 Seeburg Hideaway With	
Humpy Dumpty	34.50	Three 5-10-25c Wallboxes	
Wisconsin	29.50	and Five 5c W1L56 Wallboxes	475.00
USED JUMBO PIN GAMES		USED SHUFFLE GAMES	
Jockey Special	\$79.50	Bally Shuffle Bowler	\$ 35.00
Gold Cup	89.50	Bally Speed Bowler	79.50
SPECIAL ENTRY	49.50	Bally Shuffle Champ	124.50
Citation	149.50	KEENEY PIN BOY	15.00
Champion	249.50	United Shuffle Alley	25.00
Photo Finish	129.50	Wms. Twin Shuffle	25.00

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BALLY BASEBALL
and the Sensational
BALLY BRIGHT LIGHTS

COVEN

distributing company

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Authorized Distributors for
Bally and WURLITZER
Products Phonographs

All Equipment Thoroughly
Served or Reconditioned
by Our Trained Staff.

GIVE TO DAMON RUNYON CANCER FUND

Coinmen You Know

Continued from page 85

week with Fred N. Pierson, his new manager of field operations. . . . Jack Pero, distributor of Sweetheart cups to the vending trade, plans to attend the Atlanta meet of the National Automatic Merchandising Association, Region IV. He will then work his way down to Florida, contacting ops.

Seymour Pollak, secretary of the Westchester Operators' Guild, reports elections for officers of the year-old org will be held the third week in June. It will be followed by a banquet and social. Carl Pavese is present WOG prexy. Other officers are Max Klein, vice-president, and Ralph Fabozzi, treasurer.

Al Ferber, of Ferber Automatic Music, has been recalled to active military duty. He was an air force pilot during the last war and held a captain's commission in the reserves. Now under interim management, his route is said to be up for sale. Bidding is reported heavy. . . . Joe Forsythe, of New York & Brooklyn Automatic, was away from the city on vacation last week.

Al Simon, Chicago Coin factory agent, uncrated a sample unit of the manufacturer's newest game, Shuffle Horseshoes, Tuesday (22) for examination by local ops. Deliveries will begin within a week, he said. . . . Nat Cohn, president of Bowl-o-Matic Sales, hopes to be in new quarters next month.

Dick Shaw, who headed the Shaw Music Company, has sold his route to the Suburban Music Company, owned by Max Schwartz. Suburban was formerly known as Manhattan Sales. . . . Steve Tarzanin has bought out his partner in the V. & S. Music Company, Victor Van Der Leenden, who is now connected with Runyon Sales.

Morris Rood, Runyon Sales manager, is sporting a bandaged thumb. He sprained the finger while warming up for a softball game last Sunday in which he never did get to play. . . . Dave Lowy, local distrib, expects to intro a new shuffle game here soon. . . . The demand for new Wurlitzers continues high, report Joe Young and Abe Lipsky, of Young Distributors.

Chicago

Bally staffers are putting in overtime keeping up with Bright Lights shipments, General Sales Manager Jack Nelson reports. Ben Becker is meeting with continued success in his efforts to move the Bally Baseball game in the East. Tom Callagan has recovered sufficiently from a prolonged illness to spend a few hours daily at the office. He will leave for Puerto Rico soon, spending several weeks there to complete his recuperation. . . . Al Bergman, Alfred Sales, Buffalo, was operated on at Mayo Brothers, Rochester, Minn., last week.

Over at Como Manufacturing, the sales and promotion team is carrying out the ideas of the late Bill Billheimer, who died recently (The Billboard, May 19). He was considered more of a quarterback to his contemporaries tho he car-

ried the title of vice-president. Como's Don Pearl and Bob Lawrence feel the firm's new unit (soon to be announced) will be a hypo for the entire trade. Among the others at Como who have had a big hand in the new product are Larry Costello, Jerry Gerardin, and Carl Knipple. Ralph Nicholson, who was severely injured in an auto collision in Oklahoma a few months ago, is almost fully recovered and will take part in Como's new project.

Frank Mencuri, back from a month's road tour, states the Gun Patrol game is coming into its own. He says the word of mouth reports among operators have resulted in stepped up demand. Ford Sebastian, executive vice-president, has been greeting a steady run of out-of-town visitors as well as making brief trips. . . . Logan Distributing has been doing a heavy trade in Victor venders. Firm reports ops are stocking up since they feel units will be hard to find in quantity by July 1.

World Wide Distributors continue to do a strong job on Keeney's League Bowler and Williams' Super Series, Sales Manager Len Micon states. Meanwhile orders are coming in from several European firms, the result of some long range planning by boss Al Stern. Monty West, firm's road man, has been in town the past few weeks handling some customers who were in on a buying trip.

Jack Nelson Jr., has been on a road trip in the interest of cigarette venders. . . . S. I. Neiman, public relations director for the National Coin Machine Distributors' Association, is trying to line up a date for the association's spring meeting. It was originally scheduled for May 14 but postponed when many of the members could not take time out to make the trip to Chicago.

Dave Russell, who operates Hollycranes in Toronto; Belmont Park, Montreal; Riverside Park, Springfield, Mass., and Crystal Beach in Canada just across the border from Buffalo, was in for a Chicago visit. . . . Over at Chicago Coin Machine Company, Sam Wolberg and Sam Gensburg are enthused over the reception to their new shuffle game. Sam Lewis is on a road trip and Sales Manager Ed Levin has his hands full taking care of distributors via the long distance phone.

A heavy stream of visitors was reported by United Manufacturing officials last week, as ABC continued in demand thruout the country. Among those dropping in on Billy DeSelm, general sales manager, Ray Riehl and Johnny Casola were Norwood Veatch and Charlie Kagle, Central Distributing, St. Louis; William Confer, ABC Distributing, St. Louis; Mill Marmer, Sicking, Inc., Cincinnati, and L. W. Buchman, Buchman Novelty, Green Bay, Wis. Riehl reports his father, who recently underwent three major operations at Tampa is on the mend, but still faces another session in the hospital. Lucy DeSelm is now up and about after her major surgery.

Mills Industries' headquarters are humming with the entire plant now in defense work. Fred Mills Jr., who has been named general superintendent, has taken over his new job, and reports he is happy with the assignment. Meanwhile Herb and Ralph Mills are busy overseeing production as the plant goes on a three-shifts-per-day basis.

Joe Kline, who just completed a tour of Illinois on behalf of the Chicago Coin Hit Parade unit for First Distributors, reports interest high on the counter-model juke. Kline also said that music in general is on the upswing thru the State. Partner Wally Finke is prepping a trip thru Indiana to contact operators in that area. Mal Finke, head of the premium division, reports fishing and picnic sets the top items stimulating play on locations these days.

Herb Perkins, head of Purveyor Shuffleboard, in California this week on a quick business trip. Meanwhile, at the local headquarters, Dorothy Johnson, who is holding down the fort in Perkins' absence, says there has been a

noticeable pick-up in business. Tom McNeill, after being hospitalized for several weeks, is now back at work and again handling the premium line, not only at the Purveyor plant, but also on the road.

Ben Coven, head of Coven Distributing, reports his entire sales staff is now working with operators who are converting to dime play. Coven's staff has dropped its selling campaign, and is, instead, helping operators convert their equipment to one for a dime, three for a quarter play, and is also working on location promotion of the higher per-play price. Coven says his sales campaign is now laid out on a long range basis. Working on the program are Harold Saul, Mac Brier and Carl Christianson.

Dick Cole, Cole Products vice-president, reports the firm has doubled its general office space here, and the complete set-up is now being renovated. Meanwhile the plant chalked up a record production output last week, and the future, according to Cole, looks bright, this despite the material picture.

Marvel has been working day and night getting out shipments on its E-Z Bowl conversion unit, Ted Rubenstein, president, reports. Many shuffleboard operators, Ted says, have purchased a pair of the conversions, then cut a long board in half and come up with two new games.

Chester Gore, Exhibit Supply, hit the jackpot with his idea to put new jet airplanes on cards, then sell them thru card venders. Chester's new series, including 64 different planes, has been one of the biggest series yet produced. Proof of the drawing power of the jets with the small fry was the 40,000 cards vended at Riverview Park in a single week-end.

J. H. Keeney & Company's new sales manager, Paul Huebsch, reports the firm's Big League Bowler production, already stepped up, still hasn't caught up with demand. Paul had a rush call from Sam Taran, Taran Distributing, Miami Beach, this week, asking for immediate delivery on another lot of the games. Roy McGinnis, president, and John Conroe, vice-president, also are enthused over the upsurge in orders on the firm's sandwich vender and the Keeney television set.

\$1.95 Get them while they last!
Genuine life-time
dura-slate
BLACKBOARDS
for announcing prizes,
drawings, special events.
12x18 to fit top
of back board.
Send \$1.95
or 3 for \$5
postpaid
Chalk, brackets
and hardware
included

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P. O. Box 1927 Chicago, Ill.
Operators • Dealers • Distributors
Write for quantity prices.

WURLITZER
1015's
\$185.00 F.O.B.
PITTSBURGH
CLEAN! COMPLETE!
ALL PARTS INTACT!
1/3 Deposit, Balance C.O.D.
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2219 Fifth Ave., Pittsburgh 19, Pa.
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10 United
SHUFFLE ALLEYS
Guaranteed Complete
\$20 each
No Crating
COINEX
CORPORATION
Murray Rosenthal
1346 Roscoe Street Chicago 13
GRaceland 2-0317

Maritime Provinces

A restaurant and fountain in St. John, N. B. owned by Frank Saab, an operator, is being promoted as a center for outdoor and indoor fair and carnival concessionaires.

One of the most popular records in the juke boxes is "Old Soldiers Never Die." Photo machines are being installed in many service stations catering to motorists.

Harry Green, St. John, is making repairs following a fire which damaged the two upper floors of his building. Jack Grey, St. John, is back in uniform at his war rating of sergeant in the reserve army.

Pittsburgh

Harry Rosen's Automatic Food & Refreshment Company had a photo of its milk vender with two well-groomed secretaries standing alongside in a newspaper write-up of a downtown secretarial school.

Meyer Popkins, Pittsburgh Coin Machine Exchange, reports his new building at 2139-41 Fifth Avenue may be ready for occupancy around July 1.

Sidney Weinstein, partner, Sidmore Vending Company, experienced an odd sensation (18) when he heard over the radio that the Pennsylvania Railroad's Red Arrow express train had crashed into another express train near Philadelphia.

Harry Helpern, Altoona, and James Fungarelli Bedford Amusement Company, Bedford, in town. Anthony Scellaro of Scellaro Amusement Company, Morgantown, W. Va., Paul Price, Price Amusement Company, Morgantown, and Max Caplan also visiting.

Clarence McDonald, who has been with Meyer Popkins as a driver for 11 years, injured his hand in an accident (11) and an infection developed.

National Record Mart is opening a new store in Oakland. L. J. Abelson, of American Distributors, returned east from the West Coast, then went east. Len Gillette is painting his 20 by 4-foot storeroom.

David Rappaport, coin machine sense man with the City of

Pittsburgh, is the father of a red-haired baby boy and has been treating the ops to cigars. Howard Begelman, Bloomfield op, lost his 83-year-old father-in-law, one of the original Swedish settlers in this district.

Al Klodel's son, Karl, took an aptitude test at Bethesda Naval Hospital, Bethesda, Md., rated first in his group, and is in line for medical training.

James Munsch, who operates Munsch's Lunches from the North Side, has started with Coke vendors and plans to add other units. Mrs. B. Lipsitz, who with her son, Louis, operated two jobber set-ups—passed away.

Morris Vinocur, of Monarch Music Company, is having an additional cement block room added to his facilities for work space and storage.

Twin Cities

Coinmen in this area were smiling the past week. Business, which has been in the doldrums for distributors and operators alike, perked up a little in the last seven days, to indicate it doesn't take too much to make a coinman break out in a grin.

Sid Levin, Lieberman Music Company, reported Gottlieb's new Cyclone five-ball and Universal's new Five Star, adapted for this territory, were being grabbed up by operators.

Vending machine operators notice with considerable interest that the State cigarette tax collections showed little gain the first four months of 1951 as compared with the same period in 1950.

Danny Heilicher, who with his brother, Amos operates Advance Music Company, has gone back into uniform with the air force as a pilot lieutenant and is stationed at Spokane.

Gladys Caddot is the new secretary to Matt Engel, sales manager at Mayflower Distributing. Dave Ziskin, of Dave's Distributing Company, reports business is holding up in fair shape of late after a slow early spring.

Walt Schmidt, of Red Wing, Minn., came to the Twin Cities to shop sporting a brand new Cadillac which he uses to make service calls. Hy Sandler, Lieberman salesman in Minnesota

and Les Rogstad, covering the Wisconsin territory, both report business is brisk with quite a few orders being written. Matt Engel said he has a back-log of orders waiting for factory shipments on a number of games

which have won the fancy of operators. Operators in this market the past few days include Stanley Matyas and Fred Kaminon, Plamor Music, Moose Lake, Minn.;

Don Ehmann, Winona, Minn.; Cap Keister, Frontenac, Minn.; Andy Benna, Ironwood, Mich.; George Atol, Duluth, Minn.; Norman Hanson, Osakis, Minn.; Oscar Englund, Alexandria, Minn., and Tom Cady, Grand Forks, N. D.

Advertisement for Empire Coin Machine Exchange featuring various coin machines like A-B-C, 5-Star, Williams Double Header, E-Z-Bowl, and conversion services. Includes prices and contact information for Chicago, Ill.

Large advertisement for Gottlieb Cyclone pinball machine, highlighting features like double rotation, bumper cluster, and high score feature. Includes image of the machine and contact info for D. Gottlieb & Co.

Advertisement for 'Outdoors' Sees Long-Green plentiful; Big Season Looms. Features text about optimistic outlook and a call to action: 'Your Share of This Market Depends on YOU!'.

LONDON'S GREATEST SALE!

POST-WAR PHONOGRAPHS

Seeburg 1946 RC Specials\$249.50
Seeburg 1947 RC Specials 274.50
Wurlitzer 1015 239.50
Wurlitzer 1080 249.50
Wurlitzer 1100 374.50
Rock-Ola 1422 124.50
Filben 30 Selection 174.50
Packard Model 7 79.50

PRE-WAR PHONOGRAPHS

Seeburg Hi Tones\$49.50
Seeburg Colonels 49.50
Seeburg Envoys 49.50
Wurlitzer 750124.50
Wurlitzer 500 49.50
Wurlitzer 950 49.50
Rock-Ola 1418 49.50
Rock-Ola Super 49.50
Rock-Ola Playmaster 64.50

ACCESSORIES

W1L56 Wireless Seeburg 5c Boxes\$22.50
Packard Boxes 17.50
3W2L56 Wired Seeburg 5c Boxes 22.50
2140 Wurlitzer 5c-10c Boxes 24.50
3025 Wurlitzer 5c Boxes 19.50
3020 Wurlitzer 5-10-25c Boxes 39.50

CIGARETTE MACHINES

Uneda Model 500\$69.50
Du Grenier Model W 49.50

Terms: 1/3 Deposit, Balance C.O.D.

All Merchandise in This Sale Completely Reconditioned—Ready for Location! No Hidden Charges
... Crating Included! All This at These

LOW, LOW PRICES!

SHUFFLE GAMES

Deluxe Bowler\$79.50
Speed Bowler 79.50
Dale Gun 69.50
Chi Coin Pistol 69.50
All Star Baseball 69.50
Goatee 49.50

Ten Pins
Shuffle Alley
Bowling League
Shuffle Lane
Pin Boy
Shuffle Bowler
Bowlette
Twin Shuffle

TAKE YOUR CHOICE
\$34.50 EA.

3 — COMPLETE — 3
HOSTESS SYSTEMS
UNITS OF 10

MAKE AN OFFER!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

NEW GAME SPECIALS

Tri-Score Write
Double Header Write

FIVE BALLS

Triple Action	...\$29.50	Crazy Ball\$29.50
Merry Widow	.. 39.50	Thrill 39.50
Screw Ball	... 39.50	Catalina 29.50
Trade Winds	... 39.50	Tahiti 79.50
Bermuda	... 29.50	Sunny 29.50
Sally	... 39.50	Stormy 29.50
Trinidad	... 29.50	Virginia 29.50
Spin Ball	... 29.50	Tennessee 29.50
Dew-Wa-Ditty 39.50		
Yanks 39.50		
Dallas 79.50		
Maryland 79.50		
Super Hockey 79.50		
Boston 79.50		
Lucky Inning (new) 119.50		
Rondeevoo 39.50		
Blue Skies 39.50		
Major League Baseball 39.50		
Moon Glow 39.50		
Aquacade 59.50		
El Paso 79.50		
Samba 79.50		
Morocco 49.50		
Swanee 59.50		
Oklahoma 79.50		
Ali Baba 39.50		
Alice in Wonderland 39.50		
Lady Robin Hood 39.50		
Humpty Dumpty 29.50		
Buttons & Bows 49.50		
Telecard 69.50		
Double Shuffle 79.50		
Carnival 69.50		
Hit Parade 29.50		

WATCH FOR GENCO'S NEWEST SHUFFLE GAME



GENCO
2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.

MUSIC

Wurlitzer 1015\$249.50
Rock-Ola, 1946, Mod. 1422	.. 179.50
Rock-Ola Counter Model	... 69.50

BOWLING GAMES

Universal Super Twin Bowler	.\$129.50
Bally Speed Bowler 74.50
Chicago Coin Bowling Alley	.. 56.50

SPECIAL

Bally One Ball CHAMPIONS\$179.50
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1321 CENTRAL PARKWAY
CINCINNATI 14, OHIO
PHONES MAIN 0477 & 8751

ARCADE and Location Equipment and Supplies

Heavy Hitter, Bally \$ 75.00
Bat-a-Score, Evans 195.00
All Star, Williams 125.00
Texas Leaguer 50.00
Football, Chester Pollard 125.00
Team Hockey, United (New) Write
Electric Hockey With Flippers, Exhibit (New) 149.50
Knockout Fighter (2 Players) 179.00

WINNING HORSES
PONY EXPRESS, BIG BRONCHO, Exhibit CRUSADER. Write for Details and Prices.
MUNVES RECONDITIONED MACHINES
LOOK AND WORK LIKE NEW
Free 14 Page, 160 illus. Catalog.
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577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-6677

ONE BALLS

TURF KINGSWRITE
WINNERSWRITE
CHAMPIONS\$155.00
CITATIONS 115.00
GOLD CUPS 65.00
PHOTO FINISH 125.00

GAMES CLEAN
READY FOR LOCATION
1015 WURLITZER\$295.00
REFINISHED
SEND 1/3 DEPOSIT WITH ORDER
SOUTHWEST AMUSEMENT COMPANY
2916 MAIN STREET, DALLAS 1, TEX.

YOUR RELIABLE DISTRIBUTOR

ONE BALLS

Bally Turt King new Write
Winners, new Write
Citation\$150.00
Universal Photo Finish 200.00
Trophy, free play or payout	100.00

RECONDITIONED

Jockey Special\$65.00
Special Entry 50.00
Victory Special 35.00

All machines are clean and ready for operation.

NEW EQUIPMENT GENCO — WILLIAMS — CHICAGO COIN — NEW KEENEY ELECTRIC CIGARETTE VENDORS.
Terms: 1/3 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

MONARCH COIN MACHINES & SUPPLY CO.
TELEPHONE: Capitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

No. Indiana Operators—Contact Us for NEW EVANS' CONSTELLATION PHONOGRAPHS

SPECIAL! "POP" CORN SEZ 10c VENDORS WRITE

WE REBUILD YOUR PANORAM PROJECTORS Guaranteed! WRITE

NOW DELIVERING KEENEY'S 4-WAY BOWLING UNIT FOR SHUFFLE BOARDS

1-BALLS Reconditioned—Ready for Location SPECIAL PRICES!

SPECIAL PRICES ON ALL TYPES OF SHUFFLE GAMES

Write for Complete List of All New and Used Equipment and Closeouts!

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE Armitage 6-1434) CHICAGO 22, ILL.

End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH

\$3.50
Each



No more service calls from switch trouble.
Replaces Drop Chute on any game.
Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play.
(Also two plays for a Dime Model—Write).
Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY

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MACON, GEORGIA

Let Today's TOP TUNES

HELP YOU SELL!

The top 20 tunes each week from The Billboard

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Until further notice please print and ship copies of TODAY'S TOP TUNES for which I enclose \$.....		
<input type="checkbox"/> Weekly	<input type="checkbox"/> Twice Monthly	<input type="checkbox"/> Monthly
Send cash and we pay postage.		
IMPRINT AS FOLLOWS		
NAME	
ADDRESS	
CITY AND STATE PHONE.....	
Ordered by		

Quantity	PRICES	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE





NEW! Keeney's **BIG LEAGUE BOWLER** **DIFFERENT!**
BETTER!
YOURS FOR HEAVY **4 TO 1 PLAY!**

10c PER PLAYER! 4 PLAYERS = 40c
Yes!..... 1-2-3 OR 4 PLAYERS
Fast! 40 SECONDS AT MOST FOR EACH GAME!

Move INTO CHOICE LOCATIONS WITH THIS SMART NEW BOWLING EQUIPMENT FOR SENSATIONAL EARNINGS!



Sizes: 9 1/2 ft. Long x 2 ft. Wide
or 8 ft. Long x 2 ft. Wide
Super Deluxe Cabinet
Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & Co., Inc.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

BRIGHT SNAPPY LITE-UP PINS
BY THE ORIGINATOR OF THIS PLAY-INVITING FEATURE

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"Specializing in Export Trade"
With the Famous Davis Guarantee

1. MECHANISM OVERHAULED
2. WORN PARTS REPLACED
3. AMPLIFIER RECONDITIONED
4. SPEAKER INSPECTED
5. TONEHEAD RENEWED
6. CABINET REFINISHED PROFESSIONALLY

WURLITZER

1250, Just Like New\$549	AMI
1100\$379	"B"\$469
1080249	ROCK-OLA
1015229	1426\$219

SEEBURG

148-ML\$399	H148M Hideaway\$319
148M379	H246M Hideaway279
147M319	H146M Hideaway229
146M249	

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

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Envy79	80089	Commander49
Colonel69	85079	MILLS
Classic69	50069	Constellation\$129
Hightone, R.C.69	600K69	AIREON
Hightone, E.S.59	600R64	Deluxe '46\$49
Regal59	Victor39	
Gem49		

WALL BOXES

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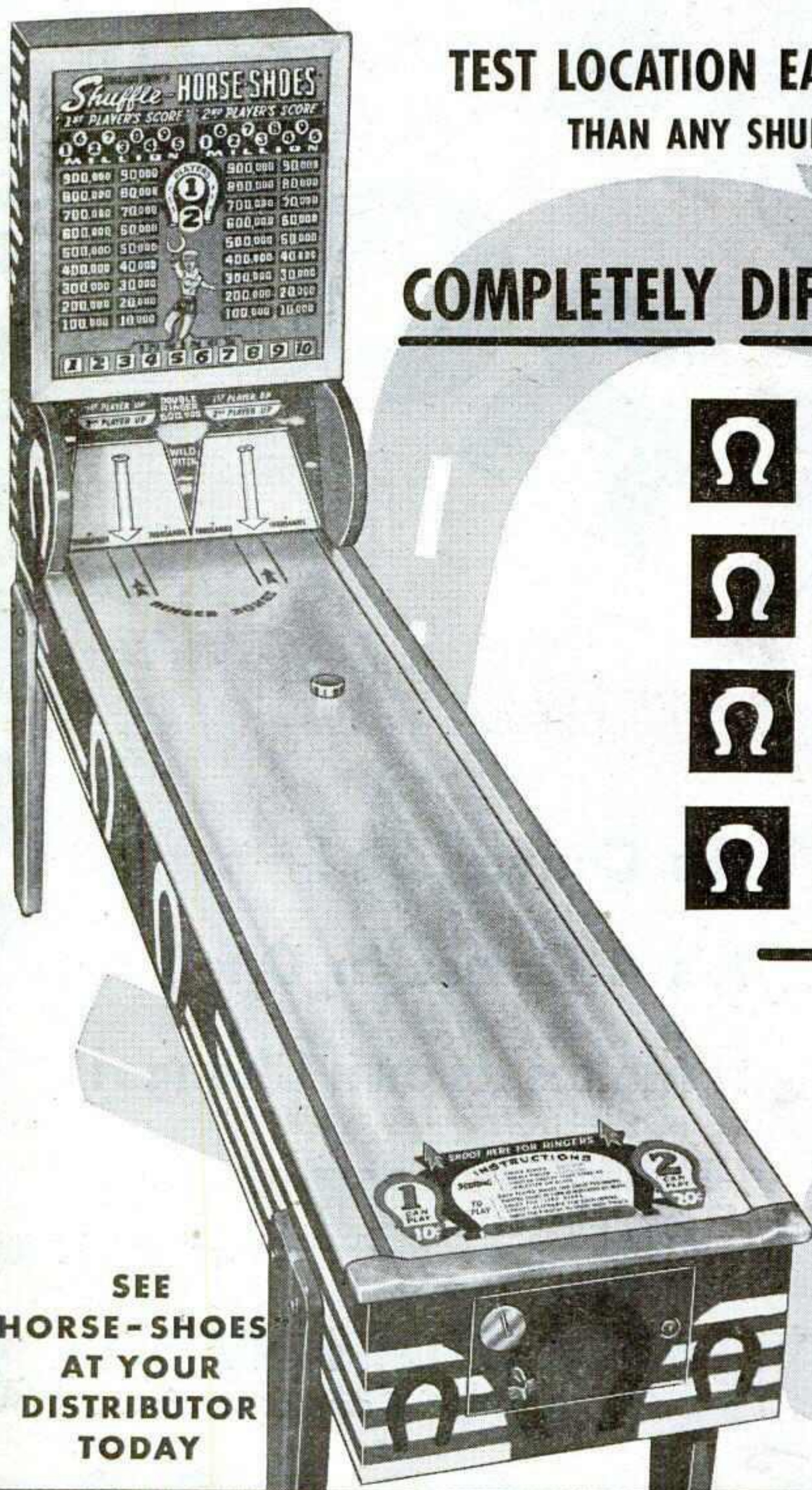
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DETAILS ON PAGE 43

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BY NEW 6-SECTION SELECTIVE PLAY
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 ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

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FUN to play!

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SIMPLE to score!

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BLAZINGLY COLORFUL EYE-APPEAL

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Fits into every type of location ... and brings the slowest spot back to life in a hurry!

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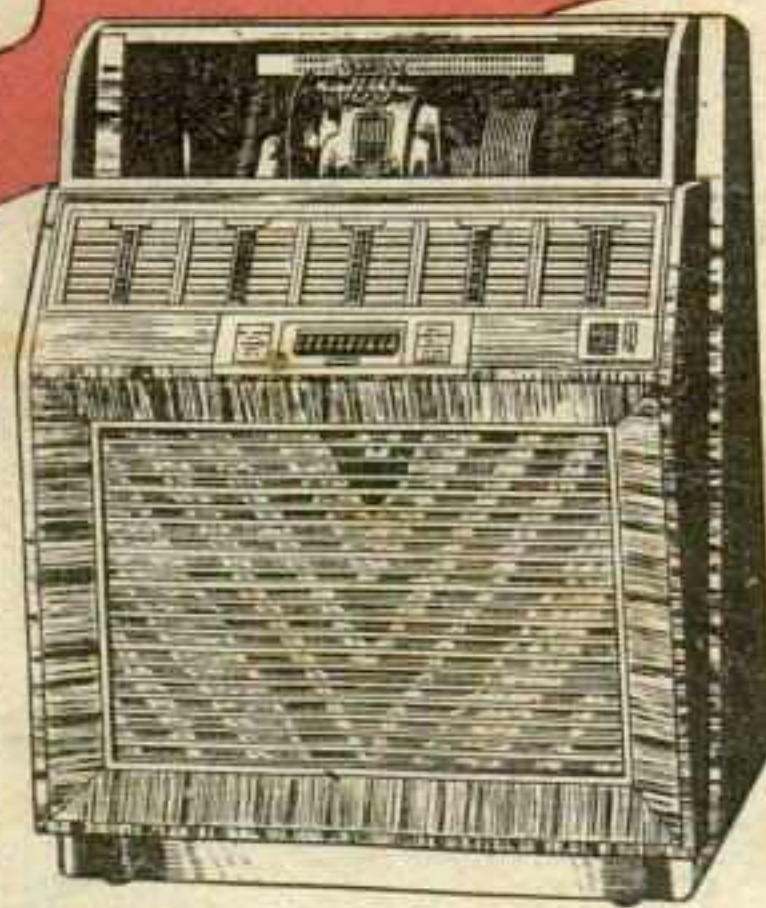


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"Music for everyone" . . . for tots, teen-agers, old-timers . . . 100 selections—all visible at one time. And, *fast reference* and *easy selection* are assured because the 100 selections are cataloged under the five basic musical classifications, with an adequate choice of titles under each classification.

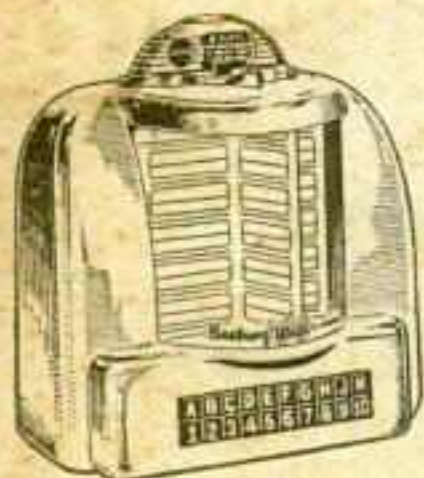


at 78 rpm

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.

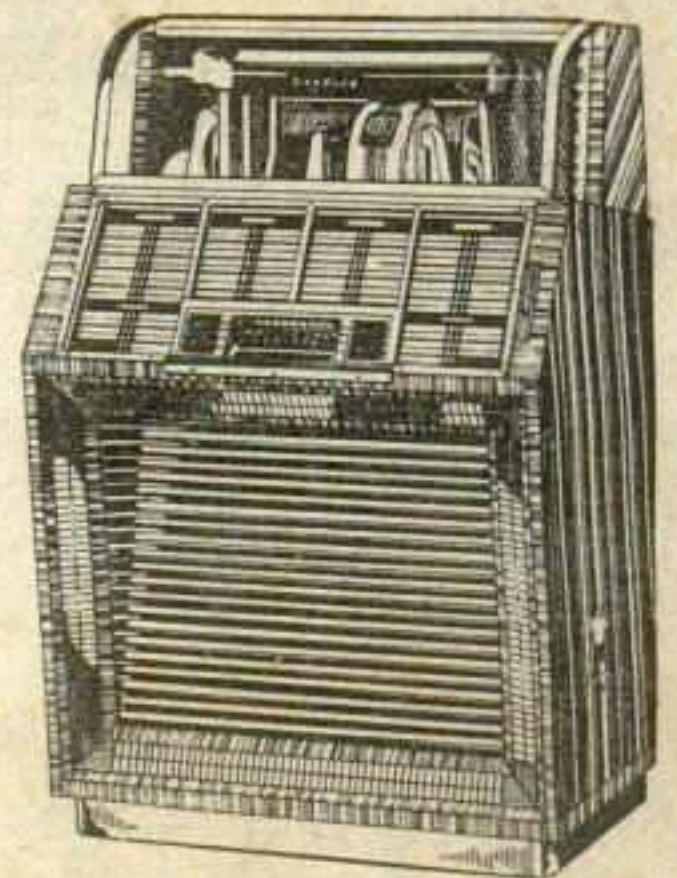
anywhere in the location

The Wall-O-Matic is an electronic, as well as business-building, achievement that is overshadowed only by the Select-O-Matic "100" itself. This magical remote selection system brings the same 100 titles, cataloged under the five basic musical classifications, right to the finger tips of guests.



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