MAY 12, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (III)

PRICE: 25 CENTS

Radio, TV, Films Whirling In Fast Industry Evolution

CBS-TV Primes Guns, Budgets Vs. Unk Milt

Plans Variety Show Early Fall Preem To Battle Texaco

NEW YORK, May 5,-The Columbia Broadcasting System this claborate and expensive attempt to challenge the Texaco Star Theater's unchecked video supremacy next fall. In the drawing board \$2,000,000, a figure the Big Show stage there is a top-budgeted comedy variety hour stanza which is expected to be built around major showbiz names not yet signed to the network. The show would tee off in late August or early September, well before Mil-ton Berle's return from his hiatus.

CBS-TV, however, has one sponsor very interested in the show. over, it might be expected that were that the web did pay a substantial part of the costs of the house-built package.

Expectations are that Berle will be programed in the 8 to 9 p.m. of Texaco.

Life, Time To Test Venders As \$\$ Pushers Theater To Wreath Its Own

NEW YORK, May 5. - Established operators may be offered new diversification opportunities should a projected vender test by Life magazine pan out. An experimental machine ordered from Glascock Bros., of Muncie, Ind., is due to be delivered to Life publishers later this month for location trial.

Unlike vending tests recently announced by Quick and Readers' Digest, Life's intention is to explore the potential in non-newsstand locations. The publisher, Time, Inc., is particularly interested in checking industrial outlets, (Continued on page 71)

WLW-T Star Bally Ties in Coney Island

CINCINNATI, May 5. - Video outlet WLW-T, Cincinnati, is Strand Theater will close for a endying a hoop-la talent push this face-lifting job early in June, with summer, via a promotional tie-up with Coney Island, local amusement park. WLW-T entertainers the reopening. will make a series of regularly scheduled personal appearances at the park, beginning May 19.

Park authorities are constructing with a straight picture policy or a permanent stage on the mall for continue with stageshows. The the WLW-T shows, and will hold fact is that the old battle between special promotions for the visiting exhibitors and distributors is flarstation artists thruout the season. Ing greater than ever. The exhibs was backed up by The Los AnWLW-T's Mel Martin makes the are well aware that, as bad as geles Daily Mirror columnist Jane first p.a., followed by Ernie Lee, grosses are, they're still better at Palmer who, in answer to a gal's into the liquor industry, auto-Neal Burris and Judy Perkins.

R-B's \$2-MIL GATE

Garden Draw Dips, But Road Looks OK

NEW YORK, April 12. - As has reportedly bested in its last nearly as could be determined by two appearances here. a preliminary audit today, Ringling Bros.' and Barnum & Bailey Circus will have played to 875,000 Easter holiday period was lost and persons when it ends its 33-day (65 performance) Madison Square Garden appearance here tomorrow night. The figure represents a deweek was braintrusting its most cline of about 45,000 from last Big Show to include the entire year. The gross handle, pyramided holiday period in its New York by the continuing record \$6 top, is expected to fall just short of

10 Million for Skelton on NBC

NEW YORK, May 5 .- Red Skel-In the event a bankroller took ton's long-term pact with Procter & Gamble, inked this week, calls the net would contribute something for the comic to tee off his video to the cost of the program. Last series via film this fall in the 10 season when Prudential Playhouse p.m. Sunday slot on the National competed against Berle, reports Broadcasting Company, currently held down by the Dave Garroway show for Congoleum. The Skelton-P&G deal is said to run seven years, and will net the comic close to \$10,000,000 over that length of Tuesday slot on alternate weeks time, according to Skelton himself. next fall in accord with the wishes Initial airer is skedded for September 30, with Tide the product and Russell M. Seeds the agency.

At the same time it signed Skelton, the soap firm decided to drop two radio stanzas on the Columbia (Continued on page 5)

Vaude Kisser

Kicked Again?

NEW YORK, May 5. - The

Tho the shuttering will be for a

menth or so, top Warner brass has

no idea whether house will reopen

(Continued on page 36)

deficit. Last year the early exit of hockey made it possible for the run. The record for the Garden stand was established in 1949 when attendance crowded the 1,000,000 mark. It was in that year that between 500 and 600 choice \$5 and \$6 seats were added to boost the

Show execs are happy with the

results, pointing out that the entire

with it the patronage of children in excess of the indicated gate

potential performance take by nearly \$3,000 to an estimated maximum in excess of \$30,000.

Matinees Strong

Matinees have been strong from the start, with the ones scheduled for the last half of the run mostly approaching sellout proportions, Night houses have been somewhat lighter, but enough strong ones have been recorded to maintain the high average. Since cut rates for moppets do not apply to night sessions, it takes fewer ducat sales to rack up grosses comparable to afternoon takes.

Top circus execs reportedly had some misgivings as they readied the Garden preem, and were prepared to settle for a substantial dip in business. The \$6-\$1.50 scale was maintained, however, and it was soon apparent that the demand was for the better seats, as do some quick recalculation in the

Via Eighth Donaldson Awards

NEW YORK, May 5-With an- | Eighth Annual Donaldson Awards | tives of all branches of legit show

other Stem legit season wound up are already in the works. The business, comprises Nanette Fab-

(The Billboard clocks a Broadway eligibility lists comprising casts ray, for the actresses; Dennis King,

season from May I to the following and credits for all Broadway pro- for the actors; Agnes DeMille and

are being printed, along with the

ballots which enable everybody in

the theater to vote their choices

for achievement accolades in 27

categories. Nearly 10,000 ballots

to the voters later this month.

and booklets will be distributed

This year's committee, composed as usual of prominent representa-

(Continued on page 43)

HIT PARADE'S GONG RINGS UN-CERTAIN SONG

NEW YORK, May 5.—Exit of American Tobacco's Lucky Strike Hit Parade from the airlanes (The Billboard, May 5) for the summer has caused a flurry of speculation in the music business. Show leaves its National Broadcasting Company slot July 14-this being the first time in its 16year history that it is scheduled to go off. Many pubbers feel Parade is a definite help in sparking sheet sales-these pubbers claiming that orders come in on Monday immediately after a tune makes the show. Other pubbers claim the show's effect on sales is exaggerated and claim to be thankful for a respite.

In some areas of the country it's claimed that customers often ask for the No. 1 tune regardless of title. The program has also had an effect on some pubbers' contractual relations with writers-some pacts specifying a bonus for the writer in the event a tune makes the show.

Niteries Can't Pass HCL Bite

expensive shows and passing the added cost on in increased minimums or cover charges had better

NEW YORK, May 5.—Cafes which are figuring on putting in Park Biz Up (Continued on page 36)

CHICAGO, May 5.-Sock weekend (28-29) business that topped corresponding 1950 time by from 20 to 200 per cent was reported by operators.

succession of optimistic predictions as to what the year holds for parks.

Sunny weather coincided with the opening in many areas, and even those places which had rain indicated prospects were bright.

Schott, president-general manager of Cincinnati's Coney Island, who told of a 200 per cent increase over last year's corresponding week-(Continued on page 48)

Hoods Invade

WASHINGTON, May 5 .- The Senate Crime Investigating Committee, in its formal report to Congress this week, sounded a penetration into legitimate business." Urging legitimate enter-"has had before it evidence of hoodlum infiltration in approximately 50 areas of legitimate business enterprise."

It's a Dizzy Dervish Act and No Hold Barred

All Show Business Involved; Giants **Battle for Keeps**

NEW YORK, May 5 .- Following hard on the heels of the Lurie-Warner Bros., Columbia Broadcasting System-American Broadcasting Company maneuverings revealed last week, two other unconfirmed but persistent rumors were circulating in show business late this week.

One was to the effect that the Levy brothers, Ike and Doc, im-

For possible effects of the Warner-Lurie negotiations on the music industry, see story in Music Department.

portant stockholders in CBS, were planning to sell their web holdings, with the idea of pouring some of the proceeds into the production of original video films to be made and distributed thru their Official Films, Inc.

The second revolved about a little known tube, called the Geer, which is reputed to enable film (Continued on page 42)

20% to 200% Over Last Year

major Midwest and Southern park The big week-end, which in many instances marked the opening of the funspots' season, sparked a

Most optimistic was Edward L.

Benny Booked for Illinois State Fair

SPRINGFIELD, Ill., May 5 .-Jack Benny and his troupe, includword of warning against "gangster ing Rochester (Eddie Anderson), have been signed for two night grandstand shows at the Illinois prises to keep vigil against the State Fair here, August 10-19, menace, the Committee said it Hubert W. Elliott, fair's general manager, announced this week.

> The Benny show, which will include a name band and a prominent gal singer, will be in for the (Continued on page 51)

Sister's Peel the fate of flesh in the balance for

Pillar Okays

April 30), preparations for the ductions of the 1950-'51 season

HOLLYWOOD, May 5. - This town is becoming so strip conscious that it is even reflected in an advice-to-the-lovelorn column. And strangely enough, burly is upheld in this usually staid pillar of emotions and heartbreaks.

Art of stripping Thursday (3)

(Continued on page 41)

50 Businesses

(Continued on page 39)

(Continued on page 42)

Billboard Backstage

By JOE CSIDA

issue I did a piece about the request my customers to form their Countess De Vaulchier, who, among other interesting experiences, claimed to have had a restoration job done on her face via a secret process of one Edward Martin Bergen. I reported that the countess said she was 54 years old, and that her face indeed was wrinkleless, tho it had a glossy, slightly unnatural pinkness. promised to do another piece on the subject if enough readers indicated they cared. They did. The letters are still dribbling and drabbling in.

Some of the clients got the impression from my first essay that I was going to reveal the secret formula. I hate to disappoint such customers, but that was never my intention. I merely meant to, and did, ask the countess to deliver as much evidence as possible to support her claims for Mr. Bergen's process. The reasons for my caution must be obvious. I don't want to tout an operator who claims to be able to remove permanently all wrinkles from aged skin without plastic or other surgery, unless I'm 1000 per cent certain he can do it.

You're On Your Own

I want to make it clear right here that, while I have no reason to question the countess's honesty -she has been consistently charming, eager to serve, and remarkably energentic-I cannot guarantee her, Mr. Bergen or his work. This is not to say that I do not believe he can do what the countess says. It is simply to say that the countess has given me all the evidence she was able to unearth, and it falls somewhat short of being completely doubt-proof. Swift's publicity around 1920. Sid, show this to grandma. Let

here (with comment where I feel Bridgeport lady, "I could not find it from there. I gotta go to work.

Way back in the February 3 | it's necessary), and respectfully own conclusions.

Before, During and After

(1) The countess gave me a set of some dozen photographs of her head and shoulders. One purported to show her as she was before Mr. Bergen perpetrated his process upon her. This reveals a much-wrinkled face. All but one other photo in the set show the countess enduring the various steps in the treatment. In some she wears a mask of what appears to be mud. In others her entire head is wrapped up like a mummy's. And a final photo shows the unlined, smooth face which the countess displayed to me in person, the only face I have ever personally seen her wear. I was not present when any of the photos were taken.

The Lady From Bridgeport

(2) On her first visit to my office the countess said an elderly lady who writes a column called Of People and Places for The Bridgeport Post knew the Madame Helen Swift, who passed the secret formula on to Mr. Bergen. (According to the countess.) In truth this lady, Anne Whelan, did 1950, in which she says she met

myself employed by her, despite her sophisticated charm."

Miss Whelan, according to the countess, was also to support the story that Madame Swift rejuvenated the features of Lillian Russell. About this, Miss Whelan wrote me: ". . . I know little about Lillian Russell. . . . I remember that Madame Swift told me she had done the face of Miss Russell, and probably her photograph was used in the spread she showed me in The New Work World, of which Harriet Hubbard Ayer was the beauty editor. I don't remember the date. It is all so vague, and because of this intangibility I want no publicity about it. . . .

. I have also ascertained that on January 1, 1951, Edward Martin Bergen, of 9 East 67 Street, New York, was granted a temporary license for "the practice of hairdressing and cosmetology," by the division of licenses of the Department of State of the State of New York. The license number is 5735, and it expires July 23, 1951.

Sid Walton's Grandma

A few days after my original column on the countess appeared, Sid Walton, a news commentator on WOR, New York, good-humoredly chided me on the air for a piece in The Post on June 18, having done the piece. Said Sid: ".... Joe, she (the countess) came Mr. Bergen. "I am obliged," she to me about a year ago. I turned wrote, "to say that, in the case of the story down because I never did a representative show business an elderly woman, whose skin was see proof. I went to her apartwrinkled and aged, he made an ment. I went to the doctor's office. amazing job. . . . It seems he has I listened and I listened. . . . I succeeded to the secret of the late | didn't see nothin'. I'm not sayin' Helene Swift, who functioned in you got stuck, Joe, but-if you Pint Parade by Charlie Tobias, New York in the '80s and '90s." | see any proof will you please let Miss Whelan then relates that she me know? My grandma is dyin' was considering handling Madame to know if there's anything in it." I offer the countess's evidence "But skeptic that I was," says the her and the rest of the clients take

FROM HUNGER, **BUT STRICTLY**

NEW YORK, May 5.—In a real belt-tightening move, the National Broadcasting Company this week eliminated all press department expense accounts. This leaves the web flacks with nothing more filling to hand newshounds than food for thought.

Webs Pledge Top Talent for TV 'Pint Parade'

NEW YORK, May 5 .- Show business's own drive to help the American Red Cross get blood contributions from the several segments of New York's entertainment world (The Billboard, April 14) is reaching the point of actuality. The drive, which is to be capped by an all-star TV show at midnight May 29, has been dubbed Pint Parade. The show will be produced by Marlow Lewis, who will be aided by a selected staff of writers, directors, engineers and star performers drawn from a pool of all the webs.

The drive, being organized by committee led by Radio Corporation of America staff Veepee Manie Sacks and Tex McRary, this week was handed a theme song tabbed veepee of the Songwriters' Protective Association. Tobias has agreed to turn over all moneys, if any, earned by the song to the Red Cross. Song is skedded to be recorded and will be pressed on acetate dubs to be shipped to deejays locally as a tie-in with the blood collection drive.

Set for the TV show to date are Gloria Swanson, Eddie Cantor, Frank Sinatra, Steve Allen and Tony Martin. The remainder of the show will be whipped into shape by next week. Plans for publicity campaigns thru newspapers have been set up and the participating webs have agreed to make use of spot announcements and scripted plugs for the drive on a regular basis beginning next week up to the May 29 capper.

Rug for La Baker

NEW YORK, May 5. - The National Association for the Advancement of Colored People has set Sunday, May 20, as Josephine Baker Day, with festivities calling for a motorcade thru Harlem, a luncheon, and a "salute of stars" climax at the Golden Gate Ballroom, Lindsay H. White, president New York branch of NAACP, has of the day, with Mrs. Charles Buchanan, chairman, and John Hammond co-chairman.

Guest celebrities scheduled to attend include Billy Eckstine, Benny Goodman, Noble Sissle, Ella Fitzgerald, Jose Ferrer, Judy Holiday, Jimmy Daniels, and others. Tickets and information are obtainable at the office of the New York branch of NAACP.

Index

	_
Burlesque	38
Carnival	54
Circus	52
Classifed Ads	62
Coin Machines	70
Fairs and Expos	51
Fair Dates	
Final Curtain	42
General Outdoor	43
Honor Roll of Hits	16
Legitimate	39
Letter List	68
Magic	38
Merchandise	62
Music	9
Music Charts	16
Music Machines	75
Night Clubs	36
Parks and Pools	48
Dings for Ditchmon	
Pipes for Pitchmen	66
Rinks-Arenas	40
Roadshow-Rep	41
Routes	46
Salesboards	69
TV-Radio	4
Vaudeville	36
Vending Machines	71

London Dispatch

By LEIGH VANCE

LONDON, May 5.-Showmen demanded last week that the Festival of Britain Pleasure Gardens should open on schedule regardless. Rain which turned the site into a sea of mud, plus strikes and constant newspaper criticism have all helped to throw the organization into a tizzy, delayed opening date 14 days. Angry showmen contended that thousands of dollars a day would be lost if the Gardens did not open.

The Amusement Caterer's Association came out with a plan for roping the fun fair off from the rest of the park. "We are supplying all our equipment with no cost to the government," they say. The amusement park is probably the only place in the Festival which will show any profit. Don't turn it into a loss before it starts." Say the Festival organizers: "Sorry. The postponement stands until we can with confidence alter our views."

BBC Has Idea To Help

Televised Sports . . .

Idea to counteract big drop in other sporting takes when top events are being televised is put forward by the postmaster-general's TV sports advisory committee. Plan is to "stagger" starting times, play off ordinary games at usual hours, bring on the big events after they have finished. British Broadcasting Corporation estimates an average viewer audience of around 2,000,000, reckons another million would come within the network when the new station at Holmes Moss, Yorkshire, opens next year.

Top Flick Men Ready To Fight High Tax . .

Motion picture men are launching an all-out offensive against the budget increase in entertainment (Continued on page 41)

^aParis

By ART ROSETT

PARIS, May 5.—Mistinguete was the topic of conversation in the dressing rooms, offices and clubs thruout Paris last week: Consensus was that the Lady with the Glamour Stanchions of the Last Century received a bum shake in America. Debate waxed hot and heavy in the bars, with American theatrical people siding with the viewpoint of the American press, announced that Dr. Ralph Bunche and the French giving out in horwill serve as honorary chairman rified, shocked, sentimental manner at the callousness of the Americans in refusing to accept past and present performances on an equal basis of admiration. One famous French producer was doing his best to stir up trouble in French-American relations by going around with a handful of American press clippings on the Mistinguete flasco. But at this writing, neither France nor America appear to be making diplomatic representations. Nor has the subject cropped up in the big four meeting under way here. A French theatrical star grudgingly admitted "You Americans are honest anyway!"

Ted Lawrie in 'Baby' Flick, Boyer Megging

Ted Lawrie, whose contract as the singing star at the Club Lido ends in June after a two-year run, got a break last week. Ray Ventura inked Ted to a picture musical which starts shooting June 10 in Monte Carlo. Pic is tentatively titled Baby Beats the Band. Using the same sets, American and French actors will work before the camera turning out French and English versions. Shooting time is slated to take eight weeks, John Boyer directing. Lester Fuller is in Paris finishing up the shooting script in English, and will assist in that version.

Americans in Paris in The Swim and Chips .

As often in the past, a batch of Americans are making good here. Lobo, American singer, has been (Continued on page 41)

Copyrighted mate

Washington Once-Over

By BEN ATLAS -

WASHINGTON, May 5.-Look Finkelstein Steals for imminent changes at Federal Communications Commission, Act on Copyrights . . . dwarfing this week's shake-up. House judiciary subcommittee

Commission's announcement of on copyrights and patents got And D. J.'s Dilemma . . . creation of a new broadcast bu- some unexpected chuckles out of reau suprised nobody, but the this week's hearing on a bill to switch of Curtis Plummer from extend the Copyright Act to cover chief engineer to head the new recordings of poetry and prose. bureau was wholly unexpected, Chief honors went to Herman even to FCC insiders. Plummer Finkelstein, general counsel for show business in New York lately is competent and a good choice, the American Society of Authors, is that folks can't get in to see but most FCC-ers had been taking Composers and Publishers. Finkel- the shows." . . . Russell O. May, it for granted that the job would stein regaled the committee with D. C. radio engineer, is being go to another top-flight staffer, anecdotes such as one about mentioned among prospects to sucassistant general counsel Harry Stephen Foster's granddaughter, ceed Curtis Plummer as FCC chief Plotkin. It's reliably learned that who was elected to ASCAP and engineer if commission goes out-Plotkin got only two votes from was sent royalties on Foster's side for a choice. . . . Jack Blume the seven-man commission- music long after it was in the pub- resigns May 15 as FCC hearing Chairman Wayne Coy's and Com- lic domain. "If her checks did examiner to become partner in a missioner Frieda Hennock's. Plot- not come around on time-tho newly organized firm with former kin is now figured to become as- those works were in the public FCC Chairman James Lawrence sistant chief of the new bureau, domain-she would dun us ahead Fly and Peter Shuebruke. . . . Ed but there's no certainty. Biggest of everybody else," said Finkel- Sellers is resigning as FM director question mark in FCC's immediate stein amid howls of laughter. The at National Association of Radiofuture is Chairman Coy's status. ASCAP counsel really brought Television Broadcasters to join President Truman's deadline for down the house when, after de- Carl Byoir Associates. . . . Justice sending Coy's renomination to the livering a particularly extensive Department is wondering what to Senate is almost at hand. There's answer to a committee member's do with its official list of subsome conjecture that Mr. Tru- question, he said apologetically, versive organizations as result of man is delaying because of possi- "You know, after having spent 25 Supreme Court reversals this week bility of a Senate squabble over years working on copyright law, I on three cases involving subam like the fellow who all you versive groups.

have to do is stick a pin in him and he talks on forever."

Harbach Fun, May Job

Otto Harbach, ASCAP president, got a mirthful hand from National Press Clubbers at a luncheon here this week when he Harlem Rolls Out quipped, "Only thing wrong with

Picture Business

HOLLYWOOD, May 5 .- Biggest | venture was never discussed." question mark here at week's end was whether (and how) Louis B. Mayer fits into the Louis Lurie syndicate's purchase of Warner Bros. Despite all reports to the contrary, he told us that Louis B. Mayer, it will be remembered, was Mayer "was not being considered, picked up by the TV cameras in but Sol Lesser will take an active part in the company's operations." Lesser, it was learned, joined the syndicate with a \$1,000,000 invest-

Coy's confirmation.

Lurie said Jack Warner will hold the production reins for some time, but his successor was not known at this time. He couldn't say how long Warner will remain with the company ("I hope he stays forever"), but discounted all rumors that Mayer will be his man.

long time," Lurie said, "think he's thru and Mayer's Metro exit has has been called to testify before a fine man, but the matter of his finalized.

However, trade seers remembered L. B. Mayer's surprise visit to San Francisco a few weeks ago. Reason, of course, was to be among the dignitaries to greet Gen. Douglas MacArthur upon his arrival welcoming the general and was even cornered by TV to express his viewpoints of the tele industry. While Mayer is notably strong in Republican politics, many contend there was more to his Frisco hop than merely to greet the homecoming General.

Final plans for acquisition of controlling interest in WB were approved during that trip, they contend, but Lurie and his syndicate as well as Mayer must keep feels is this country's security. In-"I've known Louie Mayer for a mum until the WB deal has gone cidentally, earlier reports that she

leaving MGM to join us in this According to latest reports, not materialized.

Mayer and Lurie will meet again in Chicago over the week-end.

Flare-Up Brewing In MPA Member Ranks . . .

There's a flare-up brewing within the ranks of the Red-fighting Motion Picture Alliance. Clash will come between the opposing camps headed by Hedda Hopper and Roy Brewer. Brewer's group, which is in the majority, feels that former party-liners who realize their past mistakes and co-operate with the House Un-American Activities Committee should be welcomed back into the film fold. Hopper, on the other hand, claims former pinks endangered national security and their careers should be considered subordinate to what she the House committee so far have

Tokyo Mushi Mushi

By RALPH KRZYZAK

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

TOKYO, May 5.—The Radio Regulatory Commission has granted provisional licenses to 16 projected commercial radio companies out of the 41 that applied. Commercial broadcasting is expected to start this fall, breaking the quarter century monopoly held by the Japan Broadcasting Corporation. Two of the stations are in the Tokyo area; two, in Osaka, the balance spread over Japan's other three islands.

JSRAC Gets Rights To American Tunes . . .

By an agreement signed between the American Society of Composers Authors and Publishers and the Japanese Society of Rights of Authors and Composers in Tokyo recently, latter became custodian of the copyrights to about 1,450 tunes by leading American cleffers. JSRAC intends to assess a fee of 400 yen (about \$1.10) for every five minutes of public performance. But it is doubtful whether American songs will be used in local picture production. Thomas P. McNamara, resident ASCAP rep, signed the agreement with Kembel Masuzawa of JSRAC. This was the first international agreement of this kind to which Japan was a party since the end of World War II. Prior to the conclusion of this pact, Janese sponsors of commerical musical programs had been depositing fees for U.S. music with the U. S. Army's Civil Information and Education Section. Negotiations are in progress now for similar agreements with leading European societies.

Jap's Gallup Sez Natives Prefer Foreign Films

Japanese flim audiences perfer foreign pictures to those of Japanese origin, reports Yomiuri Shimbun, the Gallup poll of Japan. The report, recently published here, showed that 41.6 per cent favored foreign films against 31.5 per cent for local flicks. About 20 per cent of those asked were indecisive and 6.7 per cent gave no answer. The survey also disclosed that 14.6 per cent of the Tokyo population goes to the motion pictures once a month; 22.5 per cent, twice a month; 20.2, three times, and 11.2, once a week. Destination Moon is currently breaking records here.

Machiko Kyo Wins Best Actress Award .

Machiko Kyo has been presented the best actress award by the Eiga Sekaish (Screen World Publishing Company) for her performance in Swareu Seiso (Deceptive Gala (Continued on page 41)

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

Roger S. Littleford Jr.

William D. Littleford E. W. Evans Pres. & Treas. Lawrence W. GattoSecv

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

Managers and Divisions

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

W. D. Littleford, Gen. Mgr. Eastern Division 1564 Broadway, New York 19, N. Y Phone: PLaza 7-2800 M. L. Reuter, Gen. Mgr. Western Division 188 W. Randolph St., Chicago 1, III. Phone: CEntral 6-8761

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

F. B. Joerling, Gen. Mgr. Southwest Division 390 Arcade Bidg., St. Louis 1, Mo Phone: CHestnut 0443 C. J. Latscha Advertising Director K. Kemper . . Advertising Mgr., New York M. L. Reuter . . . Advertising Mgr., Chicago

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



Vol. 63

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

FCC Counsel Calls Richards Brief "Sham"

WASHINGTON, May 5.-General counsel Benedict Cottone of the Federal Communications Commission Monday (7) will file final findings in the G. A. Richards case, demanding that the FCC reject renewal applications of Richards' three stations-KMPC in Los Angeles, WJR in Detroit and WGAR in Cleveland.

The Cottone document, which is expected to be one of the hardest hitting and most outspoken ones ever filed by the FCC's chief counsel, will ask for dismissal of a motion by Richards' counsel, Hugh Fulton, in which Fulton has called for expunging all oral testimony based on disks and transcript gathered by the FCC from Radio Reports, Inc. It was learned that the general counsel's filings will assail the motion as "a sham and frivolous, scandalous and scurri-

Filing of Cottone's findings will bring to a climax the current phase of the three-year-old Richards proceedings. Next step will be an initial decision by the hearing examiner. The FCC itself would then rule, subject to a possible court test by Richards if the final decision goes against him. This eventuality has already been hinted by Richards' counsel.

The Cottone findings are expected to parallel in length the 418-page proposed findings filed last Monday by Richards' counsel. The document defended the reputation of the three Richards stations and charged that the FCC failed to show that Richards had ordered slanting of news, as alleged by the FCC, and failed also to show evidence of news slant-

Fulton challenged the FCC counsel's procedures, charged that the FCC failed to define its issues, called the Commission's allegations vague. "The issues did not specify what private views of Mr. Richards were to be made the subject of inquiry at the hearing," the proposed findings by Fulton contended. "The issues are so broad that it is difficult to imagine any question which would not in some (Continued on page 41)

Senate To Act On "Voice" Cut

WASHINGTON, May 5 .- Senate action is due early next week on the House-passed 90 per cent slash in the Voice of America's \$97,000,-000 supplemental appropriation. The bill was sent to the floor this week by the Senate Appopriations Committee which approved the House action by a vote 10 to 9. The House had voted the cut on recommendation of the House Appropriations Committee which, after exhaustive closed-door hearing, criticized the Voice for "mismanagerment."

Considerable debate is expected to precede the Senate's vote on the supplemental outlay, but it appeared that the Senate will go along with the House. Some ob-servers saw just an outside chance for an upset because of considerable pressure being exerted quietly on Capitol Hill by State Department emissaries there. If the Senate approves the slash, the bill goes to the White House, Altho President Truman has sent two messages to Congress urging passage of the entire outlay, it is considered unlikely that he would veto a bill containing the pared outlay inasmuch as his veto would kill all other outlays in the supplemental appropriation measure. The bill contains provisions for supplemental funds for several agencies beside Voice of America.

Review Index

Record	Rev	view	s						31
Classical	R	eviev	VS.						20
Album I	Rev	iews.							34
Legit R									
Night C	ub	Rev	iew	rs.					37
Radio R	evie	ws.							6-7
Televisio									

Vaudeville Reviews...... 37

Highlight Reviews

LEGIT

Fine Cast Brightens ANTA-Wilson Confusing "Little Blue Light"

It is conceded that Edmund Wil- is said—nothing particularly proson is a first-rate literary critic voking comes out of it. and writer with ideas. He has ideas | Wilson's gloomy outlook is focused himself up against a sinister aplenty for The Little Blue Light, on the state of the world in the organization on its way to world which ANTA is sponsoring as the "not too distant future," with the domination via a global employninth offering of its current play Reds on the far right of conserva- ment agency set-up. He must series at its New York ANTA Play- tism and minority pressure groups either quit or get liquidated by a house. However, it seems that, making liberalism a tough row to blue light which reacts to exin writing a play, he has more or hoe. His protagonists are a crusad- plosion from emotional stimulus less put his own critical faculties ing, liberal editor and his neurotic of its victims—a neat gadget which on ice. It is this reporter's view wife, a swish expatriate who leaves an executioner on hunk that drama serves no potent writes horror stories and pins his as far as an alibi is concerned. purpose unless it can be under- faith to the old school tie, an Around this idea is woven a deal stood by the rank and file of at assistant who goes over to the of talk-some of it admittedly least average intelligence. Wilson other camp, and a symbolic witty-spotlighting an affair behas written an esoteric, confusing gardener who changes his nation- tween the wife and the handsome mixture of satire, melodrama and ality with each scene and remains assistant and the latter's selling symbolism, which can put 90 per to philosophize on the vanity of out to the enemy. Also, there is cent of an audience into mental hoping for anything decent to come a natural conflict between the

when all is said—and a great deal the wandering Jew.

Briefly, the editor sets out to combat pressure groups, but finds kinks just trying to keep up. And out of humanity. He is, of course, swish and the wife, since the (Continued on page 39)

TELEVISION

Lee Cobb in Excellent Portrayal Of That Painting Bum in TV Bow

By JERRY WEXLER

The widespread notion that Lee | melodramatic in the soap opera | and months, the overweening J. Cobb is a superb actor was style. Here is a man who walks out maleness, the inner strength which pleasurably confirmed in his TV on a wife with whom he had never made all the people he met his debut as Charles Strickland, the indicated any dissatisfaction, takes eager servants. He is, despite all Gauguin protagonist of Somerset over the wife and studio of an un- this, completely sympathetic. Maugham's The Moon and Six talented hack painter who admires Pence, presented on the new hour- him to the point of queasiness, length version of the Somerset walks out on the mistress and land role could be fatuous and the fleeting work hours and days

Convineng Job

At the same time, with very Maugham Theater Monday (30). drives her to suicide, leaves a little show of actual paintings, Cobb, with his beautifully under- sailor who befriended him to bleed, Cobb achieved the difficult feat played naturalistic style, conveyed perhaps to death, in a Marseilles of persuading one that Strickland to the last detail the character of dive. Women, friends, like food was a genius. (A large failing of the 40-year-old business man who and shelter, are merely commodi- many books and plays about artists walked but of a conventional mid- ties necessary for the physical and is that the audience is told that dle-class life to "do what he had spiritual well being he needs in the protagonist is a genius, and is to do"; that is, to become the order to be able to paint. Cobb asked to accept this evaluation greatest painter of his era and to brought out all of Strickland's without proof.) The constant point the way for the non-repre- obsession for paint, the contemptu- close-ups showed Cobb's face and sentational course of modern art. ous disregard for love, comfort, body expressive and subtly mobile, In the wrong hands, the Strick- rest, the burning impatience with the expressions and movements al-(Continued on page 7)

FILM

Pinza's and La Turner's Talents Wasted in MGM's "Mr. Imperium'

By LEE ZHITO

propriation of talent and Techni- the throne and her back to the place. color, will have to bank heavily on States. She becomes a glamorous career thru no fault of his own. to his beloved and, during a renterrupted if only briefly.

of a musical but none of its saving throne, she to the sound stages nor is there great sales potential qualities. Film hardly utilizes and they live happily ever after. Pinza's great voice. Instead, the This dull, well-worn plot al- of the tunes. Songs are presented basso portrays a European prince lows neither Pinza nor Miss Turner in an off-the-cuff manner sans the

Metro - Goldwyn - Mayer's, Mr. | ner) visiting the Continent when | if aware that this one is not for the marquee power of co-stars movie queen. Twelve years later,

young American girl (Lana Tur- talents. Pinza tries hard, but as number.

Imperium, an unfortunate misap- his father's death sends him to him, appears awkward and out of

Those lured to the theater by the Pinza name expecting to hear Lana Turner and Ezio Pinza to while she's working on a picture a few operatic arias or a healthy make it at the b. o. Picture offers (whose plot, incidentally, concerns selection of fine songs will find no little help. As Pinza's pic debut, an American girl who falls in love Enchanted Evening in store for it may jeopardize the basso's screen with a king), he comes flying back them. Score offers three Harold Arlen-Dorothy Fields tunes and While Miss Turner is too well dezvous at Palm Springs, offers Augustin Lara's standard, You Beestablished to suffer from one poor to play the part of the king in her long to My Heart. Arlen-Fields film, it's disappointing to see her film. But before fade-out time pennings include Andiamo, Let Me climb as a competent actress in- both agree for the second time that Look at You and My Love and My affairs of state are above affairs Mule. Andiamo is the best of the Imperium has the flimsy plot of the heart. He goes back to his three, altho none hold hit promise in the RCA Victor album version who is about to fall in love with a an opportunity to display acting weight of a movieland production

NIGHT CLUBS

Legit's Mary McCarty Wraps 'Em Up in Radisson's Flame Room

By JACK WEINBERG

Mary McCarty, out of Bless You | pleases, from the moment she | Miss McCarty's accompanist, at All as a solo, puts on a 30-minute takes the floor. twice nightly stanza which is the best the Radisson's Flame Room in Minneapolis has had in many a moon.

top material, vivacity and graciousness-with the result that the a fine job fc. dancing and cuts the Estimated budget last show \$1,250. audience is hers, to do with as she show in top shape, with Billy Roy,

Miss McCarty's routine consists of comedy situations and take-offs, with a couple of serious numbers

thrown in for pacing. But it's the The gal has sock selling ability, Flaming Youth costume number that hit hardest. Eddie Camden's 7-piece ork does

(Reviewed Monday, May 4)

Capacity, 150. Shows, 8:15 and 11:30. Minimums, \$1.50-\$2. Management, John Daniels Jr., general manager; Harvey McKinley, room manager; Martha Hamilton, booking; Marjorie Lundberg, publicity. Estimated budget this show \$1,500.

Communications to 1564 Broadway, New York 19, N. Y.

Columbus Discovers TV But Gives It a Genuine Whirl

By DEAN A. MYERS

COLUMBUS, O., May 7 .- Television, which wasn't even formally programed four years ago by Ohio State University's Institute for Education by Radio-Television, was the paramount topic at this year's sessions, which marked the 21st year of the conference and a significant change in its name to include the new medium. TV got its foot in the door at 1949 sessions

TV Mail Order Still Clicking, Says Persky

NEW YORK, May 5.-In comparison with figures six months ago, "TV mail order sales are three times as expensive to buy now," according to Les L. Persky, account exec for Production Services. "But the market is still alive and clicking," he added. Disputing promoter Harold Kaye's statement that the video mail order business is headed for the junk pile (The Billboard, April 21), Persky pointed out that his agency this month launched a \$175,000 TV advertising campaign for Hometest, mail order distributors of household appliances and furnishings.

Persky agreed with Kaye's contention that TV mail order sales are "tougher to make now," due to unethical video pitchman practices which have soured the public on all mail order products. However, the exec claims Hometest has solved the problem, via a plan to kinescope live TV pitches over WPIX, New York, using those that pull particularly well here on other TV stations across the coun-

50 three-minute kine pitches by WPIX announcer John Tillman, and the plugs have been utilized over WKRC-TV, Cincinnati, via sponsorship of a nightly half-hour movie show. Similar deals have been made with video stations in Philadelphia, Detroit, Boston, New Haven, Conn., Chicago and Indianapolis.

In Philadelphia, where Hometest is currently grossing about \$80,000 in TV sales monthly, the firm is reaffirming its faith in video mail order sales appeal by shelling out \$5,000 a week for time over WFIL-TV, Philadelphia. In the past 40 months Hometest has spent over \$150,000 with the station.

O. G. Retains Amateur Hour

NEW YORK, May 5.-Old Gold this week decided to keep its Amateur Hour radio stanza on the American Broadcasting Company American Broadcasting Company and signed a renewal with the web Boyd Leaving AM, effective May 20. Lennen & Mitchell is the agency.

The new contract calls for adding 55 stations to the line-up, bringing the total to the full ABC web of 290. Reports have it that to hold the show against the biz of the National Broadcasting Company, ABC had to toss in the addiional stations as well as reduce its ime costs to conform with the rate cuts at NBC and Columbia Broadcasting System.

Dancer Asks \$20,000 From Lennen, Mitchell

NEW YORK, May 5 .- Ten-yearold dancer Helen Ufholz has filed suit against Lennen & Mitchell, ad agency, in Federal Court asking for \$20,000 as additional value of her services in various commercials. The complaint alleges that the agency had agreed to pay reasonable value for her services, but had paid only \$5,000 to date. Miss Ufholz, thru Elizabeth Ufholz as guardian, claims that her services in religious audio-visual work. were worth in excess of \$25,000.

between April 10, 1949, and Feb- of Los Angeles as of April 25 by munism in Hollywood. ruary 1, 1951, she performed for the Rt. Rev. Francis Eric Bloy, commercials on the Old Gold bishop of the diocese. Boyd has Amateur Hour, Stop the Music and made application to enter a semiin a film plug.

with a pre-Institute general meeting, was installed in the regular and during this year's sessions was the constant pre-occupation of all registrants and speakers.

Educators, broadcasters and speakers discussed TV from all angles, including the medium's relation to educational broadcasting, the public interest, holding audiences, planning and producing youth discussions, agricultural broadcasting, steps ahead for educators in new medium, writing and production, politics, news and education. All these were formally programed. Radio talk was definitely in the minority.

Rallying cry for educators in television was sounded at Saturday's (5) banquet meeting by Frieda B. Hennock, Federal Communication Commission member and leader in the fight for educational TV channels, who said present proposed allocation of slightly over 200 channels for education is not enough. The Commission's third notice, she said, in her opinion, "did not go far enough in providing the necessary minimum of 500 channels required for a workable, nationwide system. The Mills insisted on keeping discus-last chance to secure them is at sions on a "why" basis and first hand. Even the proposed reserva-

tions are not now permanent, and parties may come in to challenge program for first time last year, and delete them. One thing is clear —this warning I must make—the fight for educational television is by no means over. It has just begun."

14 Rounds To Go

She called education's victory in the reservation of a number of channels only a preliminary one and pointed out that there are 14 more rounds in this title bout. Miss Hennock urged the educators to make sure proposed allocations are made permanent and extended; to continue the fight thru the May 7 deadline for filing comments, the May 22 deadline for counter-comments, and the days to follow June 11, when city-by-city hearings begin.

Saturday afternoon panel on television writing and production read like a who's who of TV. Ted Mills, TV production director from Chicago, directed from a Homeric 10-page outline a producer's panel composed of Fred Coe, Ralph Levy, Bernard Proctor and Worthington

Pop Chart

(Continued on page 8)

CBS Arms Against 250G Ettlinger Suit

Implications Wide; Writer Worked on Audition Script Changed to "Miss Brooks"

tuted by writer Don-Ettlinger for of contractual obligations. services he performed in connection with Our Miss Brooks. The suit has manifold implications in that altho Ettlinger has no contractual rights in the program, it is his claim that he was repsonsible for the initial development of its characters and situations and thereby blueprinted its success.

Free-lancer Ettlinger was hired by CBS to write the audition script of the then titled Our Miss Booth (Shirley Booth was to be the star). When she moved out of the picture it was retitled Our Miss Brooks for Eve Arden. The network claims that Ettlinger's audition script which was revised for Miss Arden at the direction of veepee and program director Hubbell Robinson is considerably different.

Wide Ramifications

agreement stated he was to write the program if it were successful. But his suit goes beyond writing fees, since he feels that his con-

TV for Priesthood

HOLLYWOOD, May 5. - Mal Boyd will abandon the radio and TV fields to undertake studies leading toward the priesthood in Boyd, 27, has been active as a TV packager, radio contact man for film producers and ad agency radio producer, and more recently was part of P. R. B., Inc., firm comprised of Mary Pickford, Buddy Rogers and Boyd engaged in radio-TV packaging.

Boyd founded Television Producers' Association and served two terms as the org's first prexy. Body since has become the National Society of Television Producers after merging with New York's Independent Television Producers' Association.

He intends to retain his membership in various TV trade groups while preparing himself for the priesthood. Eventual plan is to

nary this fall.

NEW YORK, May 5.—The Co- tribution insured the success of the lumbia Broadcasting System Mon- situation comedy. Were the court day (7) will begin its defense of to uphold him, it would legally a \$250,000 damage suit in the New entitle writers to a part of a pro-Hometest has already completed York State Supreme Court, insti- gram they help create, regardless

Indicative of the importance with which CBS views the suit is the fact that it is using its heaviest legal artillery to battle Ettlinger's attorney.

BB PROMPTS ROGERS' TEST

NEW YORK, May 5.—As a direct result of a recent Billboard review (April 28) of Buddy Rogers' daytime video show over WOR-TV here, the station has scheduled a special evening audition of the program for a prospective sponsor Thursday (10), according to Mike Jablons, the show's coproducer.

Jablons says the Product Advertising Corporation requested the nighttime test after reading The Billboard's recommendation that the show be moved into an evening period for stronger sponsor appeal. The agency will be standing by to check rating and audience reaction Thursday when Rogers stages the special show from 7:30 to 8 p.m., with composer W. C. Handy as guest. Rogers, who also emsees DuMont's Cavalcade of Bands, which is sponsored by one of the agency's clients, will do the special evening airer in addition to his regular WOR-TV daytime stint.

Kuklapolitan Yearbook Set

CHICAGO, May 5.-Burr Tillstrom Monday (30) introduced his new Kuklapolitan Courier Year-Company network. The book is a three pages of contributions, and will be used. sketches about each of the charac-

so far are to sell it only to people Jimmy Durante, as well as femsee who write in and to by-pass book- Tallulah Bankhead. Further plans stores and newsstands. Tillstrom await acceptances. Ettlinger. Former Judge Samuel with his four sponsors or the Rosenman will handle the case for agencies, but all the sponsors and the network. George Hourwich is their products are mentioned in (Continued on page 8)

published the book and, with Beulah Zachary, producer of the show, supervised details of gathering material, getting the book together and handling printing and distribution. There is no tie-in

CONGRESSIONAL KUDOS

TV Gets 'Major Credit' In Crime Probe Report

WASHINGTON, May 5.-Pres-ous consideration of many new Ettlinger was dismissed after his new heights on Capitol Hill as re- "the possible invasion of the rights man said the demonstrations will initial scripting chore, the his sult of the Senate Crime Investi- of privacy-a claim which was continue, but not on a scheduled gating Committee's formal acco- raised by several witnesses who basis. The signals were not telecommittee's interim report to Con- screened altho they did not object from the National Broadcasting TV, unparalleled in any previous congressional document, glowingly gave video "a major part of the credit" for the committee's public impact.

"Television can undoubtedly be a tremendous power for good; as a means of public education it is superb," said the committee in its report. The report recommended the Protestant Episcopal Church. that a "code of congressional procedure should be worked out" for TV's use in the future.

"The committee recognizes that a major part of the credit for the vital impact of this committee's most recent hearings on the public was due to the televising of the sessions," stated the report. "Never, prior to that time, had a congressional hearing received such a public airing or viewing, nor before such a huge audience. It has been estimated that the hearings in New York were watched by upward of 30,000,000 persons."

TV's role in special events coverage here is expected to feel major effects from the committee's comments. The comments have utilize his TV and pic experience come amid House Un-American Activities Committee's ban on TV Boyd was admitted as a postu- and newsreels in covering the cur-The young terper claims that lant for holy orders in the Diocese rently recessed hearings on Com- frequency reservations were pro-

Many New Factors

The committee noted in its report that use of TV "involves seri- commercial education whenever hearings on June 11.

Schlitz Books Films for 46 **ABC-TV Outlets**

NEW YORK, May 5 .- For the first time, film will be programed on an extended network-46 stations-when Schlitz fills its Pulitzer Prize Playhouse slot with 13 movies this summer on the American Broadcasting Company's facilities. The largest network of old films previously was five stations on ABC.

Schlitz also is going out and buying its film package from different distributors so as to put together the strongest possible show. It reputedly is paying 15G a film, considered a record price for one sponsor. The client, thru its agency, Young & Rubicam, . feels that if it attempted to program a live show of similar quality, it would have to put up at least the same amount of dough.

Big Show Ends Run Until Fall

NEW YORK, May 5. - This week's edition of The Big Show wraps up the first season of the National Broadcasting Company's muskkudoed extravaganza even as book on his Kukla, Fran and Ollie plans were being laid for the fall show on the National Broadcasting resumption September 29. First three shows, skedded to be taped 64-page, offset printed, spiral- in London, Paris and Berlin, call bound book containing more than for ferrying a load of American 100 pictures about the show and the talent to those cities, along with characters, a straight story of Till-|chief writer Goodman Ace and strom and how Kukla, Fran and producer Dee Engelbach. Local and Ollie came into being, four songs, G.I. talent in those cities also

Invitations are being extended for the junket to Fred Allen. The book will sell for \$1. Plans Portland Hoffa, Judy Holliday and

RCA Begins TV Color Tests

NEW YORK, May 5.-Radio Corporation of America Wednesday (2) began transmitting color TV signals from the Empire State Building. Observers claim that reception of the signals on black and white sets demonstrated to interested sponsors that the current set owners would not be lost as an audience should RCA color become commercial.

Advertisers, however, will not be allowed to buy time for RCA color until the Supreme Court decision on color decides which system tige of TV and radio is soaring to factors," and listed as one of these should prevail. An RCA spokeslade to TV-radio this week in the refused to have their faces cast on WNBT. They were sent gress. The committee's boost for to the broadcast of their voices Company's experimental outlet, (Continued on page 8) KE2XJV, using Channel 4.

FCC Weighs Proposals For Video Allocations

WASHINGTON, May 5 .- Fed- | the educators want to put them to eral Communications Commission found itself bogged down more uncomfortably than ever as referee of a pitched battle between industry and educators over reservation of educational TV channels as communications poured in by the hundreds today on the eve of Monday's (7) deadline for comments on the Commission's proposed new TV allocations plans.

Educational institutions and related groups, headed by the Joint Committee for Educational TV, staged a mass pressure movement in the last-minute filing, outnumbering industry comments substantially and sounding the clarion for at least as many TV channel reservations as proposed by FCC, and even more channels if they can be spared. Most of the educators regretted that no very high posed. The Commission's plan from Channel 5 to 3. proposed reservation of approxi-

use. Several institutions indicated readiness to start TV as soon as the freeze is lifted.

From the industry side, a big batch of comments opposed educational TV channel reservations of any kind. Some offered the concession that reservations might be okay if a deadline were stipulated: the proposition was made that the reserved channels be made available for commercial use if educators failed to occupy them after a stipulated time. Also from the industry side, a number of stations affected by proposed commercial channel switches in the VHF range surprisingly offered no opposition to the switch despite the fact that shifts would cause them some expense and other inconvenience. For instance, WSYR-TV, Syracuse, registered no objection to a switch

All parties will be given until mately 10 per cent of the TV ultra- May 22 to file replies, and the high frequency spectrum for non- present timetable calls for start of

Samuels Joins Wm. Morris TV

NEW YORK, May 5.—Frank Samuels Friday (4) resigned his post as vice-president of the American Broadcasting Company's Western division to head an expanded television department for the Hollywood office of the William Morris Agency. Samuels buttoned up the deal with Abe Lastfogel, WM partner, who was here this week.

Indications are that, with the addition of Samuels, the Morris office plans to put into effect a plan whereby its agents will take part in actual TV time sales far Set 'Sea Hound' more than had been the practice in radio. Samuels is known as a crackerjack salesman who served in that field thruout his career in that field thruout his career ABC Saturday Slot trative post for ABC. He is understood to have recommended to ABC that Don Tatum, Don Lee at- of The Sea Hound as a weekly torney, take over as his successor, adult radio adventure drama has and Ernest Felix as general man-

Fatima May Drop "Stork"

this week were that Liggett & AM stanza will take a tape re-Myers would drop Stork Club at the end of its current cycle. The authentic sound qualities. TV program is on the Columbia Broadcasting System's web Tuesdays and Thursdays, 7:45-8 p.m.

The opinion is that the cigarette company is dissatisfied with the rating that the Sherman Billingsley stanza has racked up. When compared with the Perry Como Show the sponsor feels the program is not pulling its weight. If the program were canceled it would represent a considerable loss to the web, since its packaging dibuild another cub room at the day in a surprise House vote for a

Skelton Inks 7-Year

TV Deal With P&G

WJBK DRAWS CONFESSIONS

DETROIT, May 5.-Acting as a public finger of conscience, WJBK, Detroit, was responsible for two young hitrun auto killers surrendering to the authorities, according to statments by Detroit police officials. An especially outrageous fatal accident was publicized hourly by the station in newscasts and given vigorous commentary by the jockeys.

Result was a public attitude that influenced the youths to decide to turn themselves in.

As AM Series for

NEW YORK, May 5 .- A revival been set by the American Broadcasting Company. The show, packaged by Eugene Jordan, wound up a career as a kidstrip some four years ago. Show goes into the 8 p.m. Saturday slot May 19, replacing Shoot the Moon, which is being dropped.

Unusual angle on the show is its adaptation of an idea much utilized on TV. Where the visual medium has used film clips of ac-NEW YORK, May 5 .- Indications tual locales for authenticity, the corder to various places to capture

CBS IN CROSSCURRENTS OF SALES, CANCELLATIONS

Summer Dog Days Seen Ahead of Net, Altho Some Slots Will Be Gobbled

cellation this week of Frank also is that a few will present gave Jean Carroll a one-shot try-Sinatra, Early Wrightson and a 15-minute weekly segment of Garry Moore, by Bulova, Masland and Junket, respectively, has brought to a total of two and one half hours the time dropped by sponsors on the Columbia Broadcasting System's TV network. Another 30 minutes is likely to be discarded soon by Nash. On the positive side, however, one half-hour slot was sold to Arrid for alternate week sponsorship, the Ladies Home Journal has bought six 15-minute segments of Garry Moore for a special promotion, and Pepsi-Cola has picked up the Sinatra slot for a new half-hour show starring station clearances available and Faye Emerson.

Others which recently went under the client's axes were Bigelow-Sanford's Bigelow Theater, and General Mill's two half-hours of Betty Crocker. Nash Motors already put the skids under its Airflyte Theater, this slot being the one which was sold to Arrid. Now Nash-Kelvinator is virtually certain to cancel Star of the Family.

Peddling Problems

will be little trouble in peddling work can now experiment with

which they claim won't be too hard to move are the Bigelow slot, Sunday 6-6:30 p.m., and the Betty Crocker periods, Tuesdays and Thursdays, 3:30-4 p.m.

But many may be vacant, especially during the dog days. Garry Moore now will have a wide probability is, according to in-open across-the-board 1:30-1:45 siders, that clients will have to strip. Corn Products will shift | buy what's available. into the Junket time Thursday afternoons 1:45-2. CBS it is believed, may have difficulty selling the Friday night 10-10:30 period now occupied by Nash-Kelvinator, because of limited similar trouble with the half-filled Thursday 10:30-11 p.m. seg for the same reason.

Bulova's cancellation of Sinatra presents a different problem. The network has to decide whether it wishes to pay the singer another 300G a year for his radio and TV services. The considered belief is that it will let Sinatra go in the direction of the American Broadcasting Company, which is making overtures to him.

The opening up of so many time While the trade feels that there slots has a virtue in that the net-

NEW YORK, May 5.-The can- | some of the time slots, opinion | TV sustainers. CBS last week problems. Among those periods out; next week it does the same for a new Goodson-Todman package called It's News To Me, which features John Daly.

But because of the Federal Communications Commission's freeze, the web still is facing a buyer's market, and come next fall the

NBC Awaits First Reaction To Rate Cut

NEW YORK, May 5.—Affiliated stations of National Broadcasting Company were being watched carefully for reactions by the web this week, following the longawaited adoption of a radio rate cut. NBC President Joseph Mc-Connell spoke directly to the affiliates via closed circuit Thursday (3), to break the news to them personally and to request them to put the slash into effect July 1, when the Columbia Broadcasting System rate revision also takes effect. Similar action is expected

directly from the American Broad-

casting Company. The NBC affiliation contract provides that stations must receive 90-day notice from the web on rate changes. McConnell requests that the August 3 effective WASHINGTON, May 5.-A full- Rep. E. E. Cox (D., Ga.), ganization. The commission said date necessitated be waived in gineer has not yet been deter- per cent cut from 8 to 10 p.m. This mined. The Broadcast Bureau will differs from the CBS slash only embrace five divisions-an aural in that the CBS 15 per cent re-(Continued on page 8) | ductions went to 10:30 p.m.

The sponsor, however, will retain the time for its Fatima division. The opinion is that the cigarette. FCC Faces Capitol Hill Fire as Slash Is Voted, Red Probe Nears

scale Capitol Hill battle over Fedpriation. The cut, engineered by

was voted significantly soon after a new Broadcast Bureau will be favor of July 1. The cut, approved eral Communications Commission's Rep. Bernard W. (Pat) Kearney established June 4 with Curtis B. by the NBC Stations Planning and policy, issues and personnel is in (R., N. Y.) indicated readiness to Plummer, present chief engineer of Advisory Committee in an all-day vision spent about 75G alone to the making, touched off late Fri- press for passage of a bill for a FCC, as head of the new bureau. session, calls for a 10 per cent refull-dress inquiry into FCC by Plummer's successor as chief en- duction from 1 to 8 p.m., and a 15 Stork Club for the show's emana- \$575,000 slash in the FCC's appro- House Un-American Activities Committee. Kearney is a member of that committee.

At the same time, the House Interstate and Foreign Commerce Committee prepared to strike still vised version of the McFarland bill to reorganize the commission. Chairman Wayne Coy, of FCC, has strongly opposed the McFarland bill. The House committee is expected to insert some modifications, but not enough of them to

The Capitol Hill developments came as the FCC announced it was putting into effect a long-heralded major step in its functional reor-

make the bill palatable to Coy.

another blow at FCC. The committee is expected to vote a remittee in the McFarland bill THREE-PLY SWIRL

NBC-TV's Wednesday Night Show Faces Fall Shifts on Talent, Format, B. R.'s

Broadcasting Company TV executive this week revealed that a wide-open status exists with regard to next fall's plans for the Wednesday night Comedy Hour. The situation is considered extremely fluid as to format, talent and the sponsor line-up, with

changes likely in all three. Motorola, for example, will reach a decision next week as to whether to return as one of the bankrollers in the fall. Of the other two sponsors-Norge and Pet Milk-the former's sponsorship is also shaky for the same reasons as Motorola's; both clients have production problems caused by shortages of materials, which may be further accentuated as the defense program steps up its production pace.

The talent problem is caused by format and origination considerations. All of the four most active sored by General Mills, into a difcomedians, Ed Wynn, Danny ferent time slot out of 9 to 9:30 Thomas, Jimmy Durante and Jack Fridays. The slot following Mil-Carson, are said to prefer to work lionaire is open on alternate weeks, from the Coast. This means that and CBS has had several offers NBC-TV must set up facilities for

NEW YORK, May 5.—A National | filming or pay a heavy tariff for

The web also is said to be considering cutting the 8 to 9 p.m. time to make two half-hour slots. The Comedy Hour, tho prestige and ratingwise a good investment, has been a great expense to NBC-TV. Several web execs see a less pre-

tentious line-up as necessary in a

period when the network may start cutting some costs.

CBS Seeks To Shift TV Slot

NEW YORK, May 5.-Columbia Broadcasting System this week was engaged in a concerted effort to move the alternate week Live Like a Millionaire video show, spon-(Continued on page 8)

Y&R on Hunt For Levers, GF Fall TV

Continued from page

NEW YORK, May 5.-Young & Rubicam this week began to search the telepixing. However, indica-for fall daytime TV programs for tions are that P&G favors combinfor fall daytime TV programs for Lever Bros. and General Foods. ing all its TV film operations un-The latter client now programs der one roof, and is expected to MBS Negro Seg Bert Parks on the National Broadcasting Company's video network Mondays, Wednesdays and Fridays, 3:30-5 p.m., but Parks is unwilling to go across the board because of his heavy work load. The agency therefore is looking for a stanza that would complement him.

Lever Bros. probably will watch Herb Shriner closely this summer when he replaces Arthur Godfrey's Talent Scouts on TV for its Lipton's tea division over Columbia Broadcasting System. In the event he performs capably he may be moved into an across-the-board daytime video strip for another product in the fall. Otherwise the search will continue.

Baker as emsee.

Broadcasting System, Skelton's talent to be tied up to long-term a.m. series, and The FBI in Peace contracts which protect the web or and War. Skelton will do no radio | bankroller involved from loss of at all next year, according to a top | the personalities services. Others P&G official. P&G also moved to who are known to be working on add to its daytime TV line-up with | similar deals are Jimmy Durante, the addition of another video soap Eddie Cantor and TV producer opera. This one, to be titled The Max Liebman. Search for Happiness, is to be built

Another aspect of this deal is by the Biow Agency, with no net- the likelihood that other talent work or time slot decided as yet. with some Hollywood commit-Skelton's pacting highlights a ments who previously have held continuing trend, paced by Milton aloof from video now may think Berle's 30-year deal with NBC, for seriously of taking the plunge. The heavy loot to be obtained over long periods, with resultant gains, may become too inviting to turn down. Skelton himself set a precedent last year when he talked Metro-Goldwyn-Mayer into a contract permitting him to do TV, the first such pact at the studio.

> Skelton favors using film on TV as it permits him freedom to continue making theatrical films. The Seeds agency intends to farm out throw all the biz in favor of Frank Wisbar, who is producer-director of P&G's Fireside Theater. Latter will continue for the bankroller as a film series, and P&G's Beulah is slated to be done via film next fall, with Hattie McDaniel, radio's in TV, too.

> P&G also sponsors The First for Drene, and has parts of two Moore show. No changes are contemplated in this line-up at present. The Skelton deal marks the first plugging of Tide with its own TV show.

Garroway's future is still uncer-General Foods, also thru Y&R, tain. The Chicagoan was huddling Ruth Brown, Dinah Washington, is considering a show titled Who's with NBC execs this week on a Little Willie Littlefield, Joe Lig-Who to replace The Goldbergs this possible deal for his show to be gens, Pee Wee Crayton are set for summer for its Sanka division. sustained at another time slot subsequent shows. All programs Audience-participation stanza is a should a new sponsor not show up, will be transcribed here and in Y&R-built show, produced by Les- now that Congoleum definitely has New York. Don Lee is specuter Lewis and would feature Phil given up both program and time lating with the show on a local slot.

MORENCY TAKES HEALTH CHAIR

HARTFORD, Conn., May 5. -Paul W. Morency, vice-president and general manager of WTIC, Hartford, has been named Greater Hartford chairman of the Mental Health Campaign being conducted during May.

Morency heads the Affiliates' Committee, which is seeking to prevent further downward movement of network rates.

Don Lee Options

HOLLYWOOD, May 5. - Don Lee Broadcasting System, local Mutual Broadcasting System affiliate, has optioned what is believed to be the first all-Negro radio program in this area. Audi-Beulah, taking over the title role tion package was set up by Walben Productions and features top names in the rhythm and blues Hundred Years, soap opera, par- field. Asking price on a national ticipates in Kukla, Frank & Ollie hook-up is \$6,000. On a local openend basis, it is being peddled for other daytime video shows, the \$300 on a 13-week pact. Half-hour Kate Smith show and the Garry show is packaged on a one-shot deal for \$810. Guy Ward will produce-direct.

> Dry-run platter had r. & b. attractions Roy Milton, Camille Howard, Jimmy Witherspoon and Emsee Leonard Reed. Talent like basis only.

Your Top TV Sales Opportunity



A STEINMAN STATION



Florian ZaBach Show

TELEVISION—Reviewed Saturday (28), 11 to 11:15 p.m. Sponsored by Vim-Hallicrafters over WCBS-TV, New York, thru the Frederick-Clinton Company. Producers, Dick Kissinger and Syd Rubin; director, Rick Leighton. Cast, Florian ZaBach, Dolores Hawkins. Announcer, Bill Lazar.

This youthful fiddler, who got rolling via TV, has been booked steadily in vaude for the past few months, first at the Strand and now at the Roxy (where he seems to be becoming a house attraction). He should develop a tidy following on this video stanza of his own. He certainly has the earmarks of a triple-threat man as far as the fem viewers go-a handsome, all-American boy appearance, a flashy style with his violin and, perhaps most important, a definite personality which apparently does things to the female glandular structure.

away from the Hot Canary number drugstore chains on the shows, which shot him into prominence, and on his stanza he uses it as his theme. On this show, he also bowed a pay phone telling wife local tidthru a bit of a Bach violin Sonata, bits. Then he went to table and went into a "hot gavotte" and wound up with Smoke Gets in Your Eyes. In each case, he made Medina is blessed with the usual heavy use of facial expression, physical assets of movie stars but which came thru with good effect.

Cameras Adroit

work also aided the stanza. Closeups of ZaBach's fingerwork on the fiddle and bowing technique heightened interest. Good camera angles brought in a guitar and bass accompaniment, yet kept ZaBach the center of attraction.

Chirper Dolores Hawkins dealt out a neat version of Get Happy, and like ZaBach, offered effective and variegated facial expressions. The well-endowed chick, who formerly warbled with Gene Krupa's band, seems a live prospect for more video work, combing appearance and voice in a pretty pack-

Bill Lazar's commercials for Vim stores and Hallicrafter TV sets (28), 1:30-2 p.m. EST. Sponsored stressed the technical qualities of by Toni thru Foote, Cone & Beld the receivers and the time payment | ing. Producer, Roger Brackett. Diplan available at the shops.

Sam Chase.

City at Night

TELEVISION - Reviewed Wednesday (25), 10-11:15 p.m. PST via KTLA, Hollywood. Sponsored by Santa Fe Railroad. Agency, Les Burnett. Produced by Klaus Landsberg. Announcer, Ken

Each Wednesday night one of KTLA's remote units picks up a facet of L. A. life after dark. Subjects picked are seldom as dramatic as the show's title implies, but often prove timeworthy. Topics are never disclosed in advance, a device which builds a good curiosity hook for the audience and also leaves show's sked flexible.

On show caught KTLA moved into the L. A. Trade-Technical Junior College to show viewers the many trades that can be learned free of charge. Announcer Ken Graue, who competently handled tour of the school, brought viewers into the various classes for a glimpse of the trade training available to the public. At times when local defense plants are short-handed, the program, which stimulated interest in machine shop courses, had public service undertones.

students and instructors in the various classes. KTLA's Klaus Landsberg, who still holds the production reins on his pet shows, revealed his fine hand in this one by keeping interest alive in never allowing the show's pace to lag. If a topic or subject being interviewed threatened to turn dull, Graue and the camera soon switched to a more interesting target.

Commercials, utilizing film slides, were handled in good taste. Unique camera juggling was used in taking Graue and lenser aboard a moving elevator, shooting the announcer and person he's interviewing while elevator hopped five floors.

Lee Zhito.

TELEVISION PUNCH LINE GAGS

Laffable punch line gags about television that you'll want to use in your routine. Send one dollar for T.V. Punch Line File.

New York 2, N. Y. 216 Clinton St.

Television—Radio Reviews

Visiting Celebrities

TELEVISION-Reviewed Tuesday (24), 7-7:15 p.m. CST. Sponsored by American Vitamin Association thru Schwimmer & Scott via WGN-TV, Chicago. Producer, Al Suretow. Director, Don Cook. Cast, Tony Weitzel, Marty Hogan

As part of their vitamin onslaught in Chicágo, American Vitamin Association has taken the 7 to 7:15 p.m. slot on WGN-TV Tuesdays, Wednesdays and Thursdays for an interview show. Weitzel Daily News columnist, conducts Tuesdays, Marty Hogan Wednesdays and Sun-Times columnist Irv

Kupcinet Thursdays. Opener with Weitzel was competently handled. Vitamin com-ZaBach probably never will get pany is co-operating with Chicago and set was a Stineway drugstore interior, opening with Weitzel on conducted an interview with Pat Medina, British movie star. Miss in addition has a refreshing candor. Weitzel came up with usual stock Adroit production and camera- questions. "What is your favorite role?" and "How do you like Chicago?" Miss Medina confounded the audience by giving honest answers. Chicago is a city in which she happens to be, she had no particular favorite role. She seems far smarter than most movie stars, and would be a good bet for guest shots on network shows when and if she hits New York. Commercials, by Hogan, were okay. Hogan went to drug counter, ordered prescription, plugging drugstore, and then went into a spiel on his vitamin pills. Jack Mabley.

Alias Jane Doe

RADIO - Reviewed Saturday rector, Robert Shue. Conception, Kay Phillips. Radio adaptation, John Michael Hayes. Cast: Kay Phillips, Tudor Owens, Frank Cady, Eric Sinclair and Bob Cole.

This is the kind of a half-baked concoction that perpetuates phony juvenile impressions of journalism. Add an almost non-existent connection with reality, and it offers little in the way of drama as to limit its chances of success. Alias Jane Doe is the story of a girl reporter who has the unique ability to change voices and personality according to the assignments her little brain devises.

On the program heard, her gimmick was becoming a taxi dancer complete with chewing gum and psuedo-Brooklyn accent. As could be expected, one of her dancing partners turned out to be a killer, and after a wild auto ride he was killed and she got her story. Even formula can be persuasive if it is handled well, but this show, with its slow pacing, bad writing and adolescent concept only drags out its existence.

Poor Voices

And the voices, too, instead of being fresh and having some memorable character are part of the adolescence of the rest of the program. As the girl news hound, Kay Phillips has a smooth, almost too cultured delivery which would be better for announcing. Bob Cole's portrayal of Casanova, a Graue ably interviewed both drug clerk, is another in the long line of stereotypes of Homer in Henry Aldrich.

> The show also has a mystery name singing voice contest which should help get listeners because of the prizes. The Toni plugs could capitalize even more on its jingle. Otherwise the product claims to have a new wonder neutralizer for permanents. Leon Morse.

Frank Bishop

RADIO-Reviewed Tuesday (1) 4:30-5 p.m. EST. Sustaining via WOR, New York. Producer-writercommentator, Frank Bishop.

Frank Bishop (Tom George), successor to Dean Cameron's across-the-board spot on WOR, New York, is essentially the same type of homey philosopher. However, Bishop's show is sparked sharper style completely. The or less steer the major in and out ment. with a few sweet-stringed musical sweetness and light approach of of the commercials, with Miss Masegs (recorded), and the commentator himself views life with a more jaundiced eye than his predecessor.

Peabody Awards

TELEVISION—Reviewed Thursday (26) 1:30-2:15 p.m. Sustaining via ABC-TV, New York.

The first telecast of the 11th annual George Foster Peabody award presentations was notable in that it featured four distinctly different, tho equally standout brands of speaker showmanship. Sock quartet included Jimmy Durante, Ronald Colman, scripter Don Quinn and news commentator Elmer Davis.

By spotting them judiciously thru the 45 minute broadcast, ABC made the show far more palatable for listeners than the usual dull award dinner. True, the airer had its share of wordy addresses, but the aforementioned foursome more than compensated for their boresome brethen. Durante, who re-ceived the committee's TV entertainment award, walked off with first honors. His acceptance speech was simple, sincere, funny and touching. "Heartwarming" is an overworked adjective for the 'Schnozz," but, in this case, it's still the most apt. As always it "ain't" what he said but the way that he said it.

In contrast Colman was suavely gracious and beautifully tonguein-check in his acknowledgment of the Peabody kudos for Halls of Ivy as the year's best radio drama series. The one-time Academy Award winner pulled his biggest laugh via a reference to the show's sponsor Schlitz as "The beer that made the Colmans famous." However, Don Quinn, who scripts Ivy, topped him in the quip department. In tribute to the multiefforts of the show's production staff, Quinn deadpanned "With the execption of one time-honored occasion, conception has never been considered a solo effort."

ABC's Davis, who chalked up radio reporting this year, maintained that the housewife has befriend, since it's easier for her to listen to the radio while doing the dinner dishes than dally with TV. He closed with a sly suggestion that radio newscasters bone up on domestic service requirements.

Camera work was competen and wisely concentrated on closeups of the major speakers. ABC which also rebroadcast the affair over its AM web Thursday night snagged several honors for its Metropolitan Opera broadcasts; Saturday at the Zoo, a children's video program, and a special award for the web's "courageous stand in resisting organized pressure" during the Gypsy Rose Lee Red Channels set-to.

Other radio awards went to CBS's Hear It Now; WABF-FM, New York, for its musical programing; NBC's The Quick and the Dead (educational). International understanding citations went to Radio Free Europe, WNYC (for its United Nations coverage; Mutual Broadcasting System and United Nations Radio for The Pursuit of Peace series. Public service winners were WBBM for race relations documentaries; and 'he free public library program of WFPL-FM, Louisville, Ky.

In the TV division, DuMont's Johns Hopkins Science Review show grabbed the education award. NBC's Zoo Parade was listed in the children's category, and a special award went to The Providence Journal for "a most exacting, thoro and readable checkup of broadcasts by Walter Winchell, Drew Pearson and Fulton Lewis June Bundy.

tones, Bishop voiced his opinions of glamour grandmothers (thinks most of them got that way by spending more time with a mirror than with offspring), aggressive women shoppers (he's agin 'em), amateur Freudians (agin them) too) and capricious housewives who change the furniture around. Bishop followed up each disgruntled remark with a "however," but the gripes sounded much more sincere than his afterthought sops for the sensitive.

surface amiability anyway, Bishop daytime radio commentators has son handling the interview portion begun to pall lately anyway, so, who knows, maybe Bishop can be-Speaking in gruff, the kindly housekeeping set. June Bundy.

American Forum of the Air

TELEVISION-Reviewed Sunday (29), 1:30-2 p.m. over the National Broadcasting Company's TV network. Presented by Bohn Aluminum and Brass thru Zimmer-Keller, Inc. Producer, Joe Browne. Director, Sherman Hildreth. Announcer, Ray Michael. Chairman, Theodore Granik. Panelists: Senators Estes Kefauver, Alexander Wiley, Lester Hunt and Charles Tobey.

With the entire country still awaiting the report of the Kefauver committee, the most publicized congressional investigation of our era, the American Forum of the Air undoubtedly scored a great coup by presenting the ringmaster and his assistants on TV the Sunday before the document was due. Hampered by the fact that they could not disclose actual details of the report, the legislators confined themselves to generalities. They stated that shyster at-

torneys in cahoots with criminals should be disbarred, that gangsters were steadily infiltrating into legitimate businesses, that there should be tighter tax laws and that the wire services should be prevented from aiding gamblers. When it came to TV, as could be expected, they grew lyrical and were unanimously in favor of using the medium for good government, by which they meant pointing the inquisitorial lens at malefactors.

Senator Tobey Speaks

Altho the lurid, juicy subject of crime partially accounted for the popularity of the proceedings, just as important was the performances given by the acts. Limited by the absence of witnesses, Senator Tobey, however, still continued with his pontificating. He tongue-lashed the televiewers by his third Peabody award for ace claiming that "the human heart was desperately wicked" and that it was their responsibility to curb come the radio news man's best racketeers and their political henchmen.

> There was a mood of conviviality among the committeemen, especially Kefauver. To a question from the audience about his political future, he denied having any presidential ambitions. When the four other senators nevertheless assured him of their moral support in the event he should change his mind, he smiled modestly and gave the impression he might reconsider, if artfully persuaded.

Shadow Cast

But there is no doubt this program is getting a larger audience because of its preoccupation with events which cast a shadow over everyone's future or lack of it. The new sponsor, Bohn Aluminum, delivered an institutional commercial which pointed out what Communism would do to this country if Americans did not defend their Leon Morse.

International Chef

TELEVISION-Reviewed Monday (23), 12-12:30 p.m. Sponsored by Hearn's Department Store and various food participating clients via WPIX, New York, thru Furman & Feiner agency. Produced by Dick Bell and Videocast Productions. Director, Mike Meltzer. Cast: Major George Haig, Dick Bell and Madeline Mason.

About 90 per cent of this cookery stanza adds up to commercial time. in one way or another. Either the products get a straight spiel, or Major George Haig, the "Interna-tional Chef," shows how they can be used in the dishes he prepares. Even the guest policy plugs the bankrollers. On the show caught, the guest was a Miss Gordon from the Gordon Wheat Germ Company, one of the participating sponsors, who described the life and times of the wheat germ.

The good major, who hails from Armenia and has a faint and not unpleasant accent in his speech, is billed as "a frequent consultant to the army on field cookery." He seemed to know his field, within the limits of preparing dishes with one or more of the sponsors' products included. Dick Bell, AM and Since the acid shines thru his TV chief of the agency placing the business, serves as emsee, with the might be smart to switch to the aid of Madeline Mason. They more

Camerawork is strictly convencome a Henry Morgan of the tional, and there's little in the ride for their money. stanza in any direction to mark it

of the show.

Treasures of New York

TELEVISION - Reviewed Saturday (28), 12-12:30 p.m. Sustaining via WNBT, New York, Producer, Alan Handley. Director, John Chapin. Commentator, John Kieran.

Treasures of New York takes televiewers on a weekly excursion to the city's many museums, libraries and other public buildings under the gentle tutelage of John Kieran. That the program is vastly effective can be attributed to the gray-haired ex-sports columnist whose simple, yet knowing style, breathes life into subjects and buildings surrounded with the mold of disinterest. A great deal of this disinterest is bound to be curtailed, however, because of this

On the program Kieran took the viewer on a trip to the main branch of the New York Public Library. With the camera his companion, the commentator roamed practically from one end of the building to another and unearthed interesting facts; the library contains 3,500,000 books; there are 825,000 words in the English language and quizzical New Yorkers ask about 10,000,000 questions a year from librarians.

Rare Book Visit

Kieran's visit to the rare book room was productive of such literary treasures as the Gutenberg Bible, the first book printed in the Western world, and two of the earliest examples of printing-an Assyrian clay cylinder and a small pagoda. Afterward, a film showing how to use the main reading room of the library was screened as part of the show.

This program sets a high standard for mature programing which combines public service and entertainment. It should help drown out some of the cries of educators that the medium is ducking its public service assignment. But for increased audience potential a better time period is an obvious neces-Leon Morse.

Divided City

RADIO-Reviewed Tuesday (1) 10:30-11 p.m. EDT. Presented by the Columbia Broadcasting System in co-operation with Crusade for Freedom. Narrator, Bill Downs. Producer - director - writer, Ralph Backlund.

Listeners undoubtedly came much closer to understanding the insularlike existence of the embattled West Berliners and their continuing struggle against the encroachments of Communism thru Divided City, a Columbia Broaddasting System domumentary produced with the co-operation of Crusade for Freedom.

The story was told thru voices of natives of West Berlin. And there was also the sharp oral counterpoint of their opponents shouting "Amie (American), go home." But the audience heard Ernst Reuter, the Socialist mayor of the city, talk on freedom, heard snatches of music from its night life, heard the roar of its subway and learned of some daily problems such as the cost of living.

Then they were introduced to the work that radio in the American sector (Rias) is doing. Part of the now famous Pieckowitz und Pinsel satirical show was broadcast. Equally impressive was the other dynamic program which beams warnings into the Eastern sector of Berlin and puts the finger on pro-Commie spies there.

Divided City had two minor faults. Former Maj. Gen. Roy W. Barker of Crusade for Freedom decided to make a speech at the end. This was totally unnecessary and only repeated points made much more effectively earlier. The program, too, began with an unusual intro which used street noises and voices instead of the customary music and verbal title. The idea has merit in that it strives to entice the listener into the proceedings before he can dial away. More striking and startling sounds, however, might be a better employment of this technique.

Producer Ralph Backlund performed his chore with distinction. And the voice of CBS correspondent Bill Downs guided the audience thru the different parts of the city. Crusade for Freedom might consider making a film out of Divided City. Its basic idea is strong enough for visual treat-Leon Morse.

as outstanding in any way. But those sponsors certainly get a solid

Sam Chase.

Copyrighted material

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Danger

CBS-TV, Tuesday, 10-10:30 p.m.

The Killer's Scarf, a tale of circus folk, was televised directly from Madison Square Garden, where the Ringling Bros. and Barnum & Bailey Circus is the current tenant. The entire action took place on the lower floor, the back-yard area, where animals and performers stay when not in the ring. Atmosphere was instilled early in the show, when one of the leads took a walk around the area, the camera deftly picking up tigers, giraffes, elephants and performers in the background. Audio element enhanced the impression, giving all the stray noises and echoes of the locale. And to finish off the effect, Tony Mottola's guitar music kept all proceedings in the proper circus spirit.

That the local color achieved by such on-the-spot dramatic shows has immense appeal is, after this, beyond dispute. But the effect on dramatic impact remains hazy. Altho Juliette Bridgman's script was nothing but a rather hackneyed triangle, whatever potential suspense it had seemed somewhat vitiated by the background.

Of Tigers and Scarves

The story was about a pretty young acrobat in love with the young wild animal trainer and up a tiger with a scarf belonging | Overcoat. to the trainer with the intention of jeapordizing the latter's life and act. But when the gal, wearing the scarf, gets too near the cage, the old fellow rushes to the rescue and gets the cat's paw in his own face instead.

The outcome happened very fast, and it wasn't clear just how the old fellow got those horrid scratches on his face or how he broke his neck.

the gal. Ray Danton as the trainer and Gregory Morton as the guardian were all right. And Stanley Prager as a hot-dog man gave changing with easy transitions. adequate comic relief.

It's ironic that there is no wild animal act with the Ringling show Gene Plotnik this year.

It's Fun To Know

CBS-TV, M-F, 4:30-5 p.m. DST While purporting to help kids enjoy their hobbies, the series is on more or less educational lines two days a week. Mondays, under the title "The World and You," the

show takes up current events, and Wednesdays, when the title is "Why?," it deals with scientific

On the Monday show caught, an army colonel visited the show. He explained to seven school kids the order of ranks from private to general, demonstrating the chevron or brass for each grade He also showed pix of some key weapons, and on a blank diagram filled in

the organization of an army. On the Wednesday show George Gillespie, an instructor at the Greenville School, talked about time measuring methods from sun dials to clocks. He showed a specimen of the former and drew a blackboard diagram of the basic principle of the latter. He also showed an interesting film about Swiss watch makers.

The second half of both segments were devoted to quizzing groups of school children. Dorothy Clock, moderator of the current events show, flashed a pic of General MacArthur and asked the kids to identify him. But the questions gradually got tougher, until she had the young ones telling what's happening in Iran. The kids on Gillespie's show were also firstrow-first-seat caliber. They answered questions about the red rain in China and why the time is different in California and New York.

Mrs. Clock's session handled a couple of controversial questions, too, namely the Bevan-Atlee dispute, and are brothers and sisters a blessing or a curse.

Both Gillespie and Mrs. Clock seemed to have studiously endeavored to key their personalities to the occasion, treating all matters tenderly and with charm. But both fail to have the situation from apto use the medium for what it is lacking.

Ada Leonard's Search for Girls

KTTV, Hollywood, Thursday (26), 8-9 p.m.

This all-girl show is dangerously close to being dull. Now that Miss Leonard is sporting a sponsor, Western-Holly ranges, it's time the show starts cooking on the front burner and does something about hypoing its pace.

Show presents four talented gals each week and lets studio audience pick its favorite. Fem who holds the top spot for the greatest number of weeks out of the 13-week cycle gets a movie contract (part in a Lippert film), a mink stole and a gown. Weekly winners receive only a gown.

Greater attention should be devoted to type of talent presented. For example, on tonight's show two out of the four were classical performers which slowed things considerably. Show's drive also is hampered by overuse of announcer Jack Slattery. Batoner-femsee Leonard handles the show well on her own. One particularly corny bit which also helped slow the pace found Slattery bundled in an overcoat complaining of a bad head cold. What seemed like a natural set-up for Grove's Fourinto a rather unnecessary and long beloved by her guardian. The build-up for Miss Leonard's fem Hotel Statler, Washington June guardian, in a jealous rage, stirs ork version of Button Up Your

> It's really not the girls that make the show dull, but the way they're presented. Show's top factors include interesting camera Leonard's considerably improved at the dinner will be turned over agency, with John Reynolds as work, fine spotlighting and Miss Lee Zhito. band.

Somerset Maugham Theater

Anne Marno was refreshing as Monday, 9:30-10:30 p.m., NBC-TV Continued from page 3

The rest of the cast was firstrate, performing with skill and sympathy the roles of foils to the Nietzschean Strickland. Direction and production were high grade. The settings were not creditable or especially credible, particularly the congeries of whole-grain cereals that passed for Tahitian decor.

And now those Tintair commercials, and the unbelieveably crass tag line, "Nature isn't always right, but Tintair is!" This gem, the repigmenting of a "society girl's tresses during the show, the dreamlike irrelevance of pitchlady Joyce Matthews' endless interruptions of the play to sell dyes -the whole sordid business couldn't be more vulgar and discouraging without resort to actual pornography.

Mutual's Checks Pay WMID Rent

ATLANTIC CITY, May 5.-The Mid-Atlantic Broadcasting Company, operating WMID here, has made an assignment of its monthly check from the Mutual Broadcasting System to the city in order to pay an arrearage of approximately \$2,500 in rent on its studios in the city-owned Convention Hall. This was revealed by city hall records showing correspondence between municipal officials and the radio station over to present the ship captain with delinquent rent payments which citations for delivery abroad to started last August. In January of this year, WMID agreed to make monthly payments on the arrearage, as well as keeping up on the from the Mothers of Paris for her current rental of \$200 a month. The first assignment was made as of April 1, prepared by the city's legal department and signed by Richard Endicott, president of Mid-

Mutual will go to the Atlantic City as a part of the income of the auditorium. The studios were origilater sold by the city.

Gene Plotnik.

Air Checks

Brief but important radio news

Stations Liable for Ad Libs in Michigan . . .

Radio stations were denied relief from liability for unrehearsed comment over the air under Michigan law by vote of the Michigan Legislature. The lower House killed a bill which would have exempted stations from such liability by an 18-45 vote, taken just before the official legislative D, Dayton, O., and WLW-C, Codeadline for the current session.

Vadeboncoeur Exec Job Nixes WSYR Gabbing . . .

E. R. Vadeboncoeur, veepee and general manager of WSYR, Syracuse, has dropped his daily news commentary show, aired over the station for the past 12 years under the sponsorship of P. Lorillard Company. Vadeboncoeur Program, Biz Notes canceled his air stint because of "increasing pressure" of his exec duties covering both AM and TV operations of the Central New York Broadcasting Corporation. Robert Nelson has taken over by National Broadcasting Comthe news series.

Truman May Attend NARTB Dinner Meet . . .

President Truman has been invited to an inaugural dinner for National Association of Radio 2. . . Union Pacific, heretofore Way Cold Tablets plug developed and Television Broadcasters' new utilizing only TV spots, took its prexy, Harold Fellows, at the initial tele program ride when Hotel Statler, Washington June it kicked off "Singing Rails" on 5. NARTB said the White House Hollywood's KTSL Sunday (29). has indicated that Truman is Half-hour Western musical seg likely to attend. In commemoration of the late John J. Gillin Jr., president and general manager of WOW, Omaha, funds Ranch Hands. Biz was set by the raised from a fee of \$20 a plate to medical research at Creighton University, Omaha.

CBS Readies New Ginger Rogers TVer . . .

Columbia Broadcasting System last week was developing a radio show built around Ginger Rogers. ways fine-grained, smooth and Program probably will be ready for programming next fall from the Coast. No details are available as to its format.

News of People And Productions . . .

William H. Weintraub Agency. New York, has upped TV producer Paul Munroe to executive director of radio and TV production, and named Theo Gannon, of the agency's radio department, director of radio and TV program development. . . WOR. New York, Prexy Ted Streibert went along for the ride Tuesday when WOR-Mutual commentator Cedric Foster embarked on a three-week overseas broadcast tour. Foster will broadcast from Tel-Aviv, Istanbul, Athens, Belact as air subs for Foster while | Montague, will move from 9 p.m. he's en route. He returns to the Friday to 8:30 p.m. Saturday. U. S. May 22.

William J. Kennedy, ex-Batten, Barton, Durstine & Osborn, has joined Ted Bates & Company, New York, as a radio-TV time buyer. . . . Thomas K. Carpenter, director of radio and TV commercials for Kenyon & Eckhardt, New York, appointed veepee and copy director of the agency. . . Legit-TV actress 'Peggy Wood meets with the American Mother's Committee aboard the U.S. luxury liner, American, Monday (7) British and French mothers of 1951. Miss Woods also will be the recipient of a special award

portrayal of "Mama" on TV. An appeal for donations to the Red Cross blood bank aired over WDFR-FM, New York, pulled around 35 bottles of "O" type blood during the recent drive. The assignment of checks from The same appeal was carried on all New York City stations, but Convention Hall Advisory Board none obtained more than six donors during the two-day drive. WFDR is sending out promotion nally created in the big hall for a gimmicks (typed on bottle labels municipal radio station, then tags) about the feat, as proof of known as WPG. The station was the FM station's audience impact. A 17-year-old polka radio show, pearing awkward. The shows are obviously a cinch to produce. The tion or an intimate quiz session, bury, Conn. The polka ork leader Rumors that Anthony has refused tion-business trip. . . . An 11same folding doors make the back- the camera just catches it as it also has switched to a new time to sign a union contract because hour marathon cancer crusade Haven, Conn.

Short Scannings

Brief but important video news

Survey Reveals 518,000 Sets In WLW's Television Area . . .

According to a survey released by Don Miller, head of the Crosley Broadcasting Corporation research department, 518,000 TV sets were reported in the WLW television area (WLW-T, Cincinnati; WLWlumbus, O.) as of April 1. A breakdown places 250,000 sets in the WLW-T area, while 125,000 are found in the 45-mile area surrounding Dayton. Columbus and stanza. the 45-mile area served by WLW-C account for 143,000 sets. The April 1 figure is an increase of 18,000 over the number of sets in the WLW television area as of March 1

From Hollywood .

"Public Prosecutor," first of the TV film series to be produced and now being peddled open end pany, will be carried by Hollywood's KLAC-TV bankrolled by American Vitamin Association Series of 26 half-hour whodunnit episodes was produced by Jerry Fairbanks, with NBC lending a moneyed hand. Series starts May will feature Kirby Grant, thrush Jane Davids, backed instrumentally by Don Shaw and the Caples Company, Los Angeles KTSL account exec. . . . Jerry Fairbanks' hour-long "American Legion Wrestling" films were sold this week to WDAF (Kansas City, Mo.), WFIL (Philadelphia) and KING (Seattle).

Boston Air Comics Plan N. Y. Fling

NEW YORK, May 5.-Two Boston comics, Bob Elliott and Ray Goulding will bring their nonsense routines to New York, taking over a full hour on the Saturday night radio schedule of the National Broadcasting Company following an audition this week. The Bob and Ray Show, which has been airing over WHDH, Boston indie, includes madcap antics such as take-offs on soap operas, direct reports from imaginary correspondents and similar material, with the two lads playing all roles. The show goes into the 9:30 to 1:30 p.m. slot when Colgate's Dennis Day and Judy Canova shows begin their summer vacations.

Other summer changes at NBC include a revival of the science fiction stanza, Dimension X, with grade, Berlin and Paris. Nelson a new time slot not yet set. The Churchill and Lester Smith will Monty Woolley show, Magnificient Dangerous Assignment and Man Called X, which fill the 8:30 to 9:30 time Saturday, move to the 9 to 10 time Friday as part of a mystery line-up.

KFI-TV Remains Locked With TVA

HOLLYWOOD, May 5 .- Stalemate still marked the Television Authority-KFI-TV initial contract negotiations as the union's strike at the Earle C. Anthony station moved into its second month. While TVA continued to tighten the screws of union pressure, station still refused to yield to its demands. TVA is increasing pressure on remaining KFI-TV sponsors to leave the station. Altho station admits to a business loss of over 50 per cent (The Billboard, May 5) feeling there is that there's a long fight ahead.

At TVA, following a board meeting late yesterday, union spokesman said that there were indications a strike settlement may occur next week, but refused to by KFI.

N. Y. Ford Dealers Sponsor "Boston Blackie". . .

Ford Dealers of New York last week canceled their "Tales of the Black Cat" series on WCBS-TV, New York, because the show had run out of film and moved over to WNBT, where they pur-chased "Boston Blackie." WCBS-TV meanwhile sold that Tuesday night 10:30-11 slot to R. & H. Beer for "Battle of the Boroughs," an audience participation ~

Case Heads C-E TV Staffs: Townshend to New York . . .

W. H. Case, director and senior vice - president of Campbell-Ewald, has been appointed to head the agency's creative and television staffs for all offices. Frank W. Towshend, vice-president, has been named manager of the New York office. Case will continue to make New York his headquarters, but will devote more of his time to the supervision of the DuMont Laboratories, Inc., account with which he has been closely associated for years. Townshend has been assistant general-manager in the Detroit office of Campbell-Ewald.

United Features Starts TV Film Distribution . . .

United Features Newspaper syndicate last week decided to go into the distribution of TV film programs. Nationwide sales staff of the org will be utilized first on Dick Dunkel's "Football Ratings."

KLAC News Director Back To Army With Van Fleet . .

James MacNamara this week left his KLAC radio-TV news directors' post to join Gen. James A. Van Fleet's public relations staff in Korea. He will be replaced by Eddie Lyon. Former KMPC news head and currently KFWB news staffer, MacNamara is returning to the Army at the General's request as a major. He had served with Van Fleet in Europe during 1942-45. With the station since 1938, he returns to the Army Tuesday (8).

By Way of Personal Mention . . .

The expectation that Bell Telephone's microwave system may be equipped to handle coast-tocoast TV by the fall of 1951, came closer to fruition last week when construction work was completed on the last of 107 radio relay stations and the first phone call by microwave came thru. . . . Wiere Brothers in New York for six weeks of guest appearances on TV shows here. . . . TV and the film business will co-operate in a search for talent when Universal and "Hollywood Screen Test" scour 11 cities in a six-week talent hunt in connection with the movie firm's "Hollywood Story." Winners will be brought to New York and appear on the TV show with the winner being screen-

Charles Ballon has been retained to handle the legal business of the Radio and Television Director's Guild. ... Robert Stevens celebrates his third anniversary as TV producer of "Suspense" shortly. . . . Announcer Rex Marshall has snapped up the Greenwich, Conn., home of Kingsley Horton, recently ap-pointed CBS radio-TV Pacific Coast chief. . . . "Cameo Theater" will replace "Fireside Theater" this summer for Procter & Gamble and DeSoto is considering "It Pays To Be Ignorant" as sub for Groucho Marx. . . . Iowa State College last week was granted \$260,000 by the fund for adult education to develop and produce educational TV programs.

Zippo Lighter is beginning an advertising campaign that will make use of TV spots in 30 key cities thruout the country. . . Tom Carson has joined Benton & Bowles as supervisor and coordinator of all Procter & Gamble time buying activity. . . . The Delaware State Senate defeated a bill to ban TV in vehicles by a "Victor Sembruski's Polish state basis for this except that vote of 12 to 4. . . . DuMont head Eagles" is aired from 9 to 10 more pressure will be brought on of engineering, Rodney Chipp, off ground for all. There is no attempt | can, and efficiency at all ends is (10-11 a.m.) over WAVX, New station was for sale were denied over WHAS-TV raised \$11,130 Saturday (28).

"RADIO'S HERE TO STAY"

Pulse Figures Show Indie Ratings Rise as Nets Dip

NEW YORK, May 5.—Altho network radio listening in New York has been hard hit by TV during the evening hours, a survey made by The Pulse, Inc., shows that indie radio stations here not only are holding their own, but actually have increased their audiences over the past two years. It is of particular interest, in view of the current battle over radio rate cuts, to note that, while network radio audiences here job of public relations than Voice proper approach to foreign thinkdeclined an average of 32 per cent, the independent stations chalked up a 10 per cent average increase.

Commenting on the figures, which compare radio listening in New York during the months of January, its request for a \$97,500,000 budget | content, cannot be honestly decided 1949, 1950 and 1951, General Manager Norman Boggs, of WMCA, local indie, said that "the radio industry is slashed 90 per cent, to \$9,533,939 at this time. It remains paradoxinot network broadcasting, but it is made up of many independent stations. So long as the independent (The Billboard, April 14). In argual call that an org with a \$1,500,000 stations continue, as shown in these figures, to deliver more listeners for the advertisers' message, then | ing the point, it is brought out that | allocation should outdraw Voice

Boggs also said that the AM indie is "not afraid of TV," tagging video as just "another medium that can't replace the independent radio station." Other indie station execs also showed elation over the findings, which they said bear out their contention that, despite tele more indie AM listoners are tallied then AFRS. ings, which they said bear out their contention that, despite tele, more indie AM listeners are being exposed fense, is beamed directly at the GI is far and ahead of present Voice to the messages of sponsors on those outlets.

Following is a breakdown of The Pulse's survey:

TO	DTAL IN	DEPENI	DENT A		TOTA	L NET	WORK A	AUDIENCE	- 20	
Time	1949	1950	1951	'51 vs. '50	'51 vs. '49	1949	1950	1951	'51 vs. '50	'51 vs. '49
7:00 p.m. :15 :30 :45 8:00 p.m. :15 :30 :45 9:00 p.m.	14.3 14.4 12.6 11.4 11.1 11.0 10.6 9.3 9.1 9.5	13.0 13.4 11.5 11.2 9.8 9.8 10.0 9.6 8.6 9.4	13.9 13.5 13.7 13.5 12.0 11.7 11.2 10.6 10.3 10.1	+ 7% + +19% +21% +22% +19% +12% +10% +20% + 7%	- 3% - 6% + 9% + 18% + 8% + 6% + 14% + 11% + 6%	18.8 18.1 20.4 20.6 33.3 32.6 35.2 34.7 39.1 37.9	15.8 15.4 19.7 18.9 24.7 24.8 25.3 25.0 28.2 28.2	14.1 13.4 18.9 18.2 20.4 20.1 21.2 20.9 21.8 21.3	-11% -13% - 4% - 4% -17% -19% -16% -16% -23% -24%	-25% -26% -7% -12% -39% -38% -40% -40% -44%
:30 :45 10:00 p.m. :15 :30 :45	10.3 10.2 9.8 9.4 9.5 7.7	9.7 9.4 9.2 8.9 9.3 8.3	10.6 10.2 10.7 10.5 10.8 9.6	+ 9% + 9% + 16% + 18% + 16% + 16%	+ 3% Even + 9% +12% +14% +25%	35.5 35.3 28.1 26.6 18.3 16.9	27.3 26.8 19.2 18.8 13.4 12.6	20.6 20.8 18.5 16.8 12.5 11.6	-25% -22% - 4% -11% - 7% - 8%	42%41%34%37%32%31%

Additions to Videodex National Ratings Charts for March

NEW YORK, May 5.-The following five Sunday TV shows were erroneously omitted from last week's Videodex listing of daytime shows, which bore the March national ratings:

Program	Net	Time	Sponsor	Agency*	Videodex Rating	Homes Reached (000's)	No. of Cities
Super Circus	ABC	Sun. 5-6	Canada Dry Peter Shoes M&M, Ltd.	Mathes HH&McD Esty	25.9	2758	51
Gabby Hayes Show	NBC	Sun. 5-5:30	Quaker Oats	S&M	13.5	1319	42
Versatile Varieties	CBS	Sun. 11:30-12		Gibralter	8.1	734	34
Magic Slate	NBC	Sun. 5:30-6	Derby Foods	Needham, Lou	is		
TS SEECHT VETTE VETTE VETTE STATE	A150 MARCH 250	10747514170 113034700343250	CORNEL AND MICHAELING	& Brorby	6.6	413	16
Ranger Joe	ABC	Sun. 12-12:30	Lehn & Fink	Lamb & Keen	5.1	287	16

*The names of advertising agencies for which abbreviations are used are as follows: HH&McD-Henri, Hurst & McDonald

Hence, the actual order of weekly daytime shows with their March ratings should be: (1) Super Circus, 25.9; (2) Big Top, 24.2; (3) Zoo Parade, 20.9; (4) Gabby Hayes Show, 13.5; (5) Meet the Press, 11.4; (6) Versatile Varieties, 8.1; (7) I Cover Times Square, 8.0; (8) Two Girls Named Smith, 7.4; (9) Magic Slate, 6.6; (10) Ranger Joe, 5.1; (11) Theater of Romance, 5.0; (12) Bob Considine, 2.6; (13) Faith for Today, 1.4, and (14) Susan Adams, 1.3.

Columbus Discovers TV SPADE COOLEY

Continued from page 4

inspected commercial television in Republican and Democratic naan attempt to find out what makes popular entertainment popular and then explored new avenues of approach to TV which can or should be popular. Mills listed the following points of popularity for variety-comedy shows: Action, familiarity, sex, comedy, name guests and theatrical excitement. Popularity of news and special events, with the notable exceptions of Kefauver and MacArthur type programs, were limited by the infrequency of live news-worthy events sufficient to warrant sending out crews; the fact that spot news can, at best, be covered by still photos, and lack of universality of appeal in sports. He pointed out that these events do have reality, conflict, action and information on their credit side.

In the field of drama he listed a strong story, simplified characters, conventional settings, simple dialog and familiarity as the points which make this an extremely popular program type. As to how to inject high quality into TV productions, Mills felt that Coe and Miner had used camera and lighting board as creative instruments, and many another director hasn't used them sufficiently in that manner. He urged increasing elimination of theater television, with its fixed cameras on ramps; increased emphasis on behind-the-camera team of writer, director and cameramen, and increased use of theatrical techniques of lighting. Television has borrowed too heavily from radio and film techniques, Mills feels. He wants an attempt at "pure" television in the commercial field.

Politics and TV

In another Saturday afternoon session the burning topic of poli- week 9-10 p.m. program. Live Like tics and broadcasting was dis- a Millionaire is an audience-par- lation and became too heavy an gressional procedure should be for its judicious approach to a new cussed, with the radio heads of the | ticipation show.

tional committees on hand as speakers. Edward T. Ingle, the GOP man, declared that a candidate who ignores radio, and more especially television, is inviting "po-litical suicide." He said a political broadcaster must make use of "new techniques and fresh ideas if he is to survive in this highly competitive specialized field of mass communication."

On the Democratic side, Kenneth D. Fry urged the broadcasters to help build better political programs. He pointed out that the broadcaster is partially responsible for the public interest in politics and he should share with the politician the building of programs in that sphere.

For the first time in its 15-year existence, American Exhibition of Educational Programs made no awards to national networks. Dr. Keith Tyler, Institute director, pointed out that Peabody Awards were functioning in that area, and hereafter the Exhibition would make its awards only to regional and local stations.

CBS Seeks Shift

Continued from page 5

for the full hour slot, were General Mills to vacate.

But the breakfast food company is stubbornly resisting network pressure and unless CBS-TV can come up with a time period as acceptable, it may find General Mill's intransigent. If successful, CBS not only would be able to sell the time, but it also would probably 000 books. Tillstrom decided to maintain the dramatic mood set publish the book after his freeby Ford Theater, the alternate distribution newspaper, the Kukla-week 9-10 p.m. program. Live Like politan Courier, hit 200,000 circu-

HOBBLES HOPPY

HOLLYWOOD, May 5 .-For the first time since Hopalong Cassidy galloped into local TV channels he slipped from the No. 1 rated show spot, unmounted, according to Tele-Que, by Spade Cooley. Tele-Que's April 1-7 rating gives Paramount's KTLA the dominant position in the L. A. area with the top five shows and seven of the top 10. American Broadcasting Company's KECA-TV holds two of the top 10, while National Broadcasting Company's KNBH scores only with Texaco Star Theater. Columbia Broadcasting System's KTSL doesn't show up in the first 10.

Here's how L. A.'s top 10 stack up: Spade Cooley..KTLA 14.3 Hopa' ng Cassidy....KTLA 43.9 Ina Ray Hutton KTLA 42.1 The movies 37.8 (Sunday)...KTLA Harry Owens. .KTLA 35.8 The Lone Ranger....KECA-TV 33.5 Fireside Theater....KTLA 31.8 Texaco Star TheaterKNBH 31.6 The Ruggles .. KECA-TV 29.5 Charlie Chase Comedy....KTLA

Kuklapolitan

Continued from page 4

the text and represented in at least one picture.

First printing order was for 10,expense,

GOOD WILL BUILDER

AFRS Tops "Voice's" **Public Relations Job**

overseas mail, reports from foreign Just where Voice seems to have countries and servicemen's views failed as far as establishing a link are any criteria, then Armed between this country and other Forces Radio Service, with its comparatively meager operating budget times. Whether it's poor manageof \$1,500,000, is doing a far better ment, too much extravagance, imof America. Voice this month saw ing or structually weak material overseas, while Voice, guided by of America programing. the State Department, specializes cases, succeeding to penetrate the Iron Curtain countries, Facts General Mills in propaganda, seeking and in most Iron Curtain countries. Facts brought to light this week show that AFRS, with its listening audience of 90,000,000, is actually reaching the area. The reaching the areas Voice does and is achieving the results sought by Radio From TV Voice bigwigs.

An estimated 88,000,000 foreign civilians are known to eavesdrop on AFRS broadcasts. While AFRS two and a half hours sponsorship programing is such as to inform of the Betty Crocker TV show on and educate the American GI away the Columbia Broadcasting Sysfrom home, it is found enjoyable to citizens who completely ignore Voice programs. Hundreds of letters arrive weekly at the AFRS office here, telling personnel how "wonderful it is that America thinks enough of its fighting men to give them shows, music, news and sports highlights." This sentiment is borne out by visitors to other countries who, while AFRS broadcasts are not skedded in newspapers, have no trouble locating the AFRS shows due to the that one of the new shows will be popularity of these shortwave and platter segs with European and General Mills package, with a pos-Asiatic citizenry.

tain satellites as is witnessed by just signed with the web. Both jamming and garbling of news- series will be aimed at fem listencasts. Music, strangely enough, is ers, with one spotted at 9 or 10 accepted by Stalin and his aides a.m., and the other around noon. which only accentuates that old chestnut about music being the international language.

How AFRS manages to retain its foreign interest with a budget many times less than Voice, is not known, AFRS maintains 54 overseas stations and 46 hospitals that carry its programs in this country. Local AFRS office has a complement of 185. Civilians are em-ployed in all AFRS offices, includand outside Tokyo are 200,000watters, largest in the world. With adequate shortwave facilities, AFRS 200,000-watt transmitters

FCC Faces Capitol

Continued from page 5

facilities division, a hearing division and a rules and standards division. This will mean abolishment of separate broadcast divisions now under the general counsel, chief accountant and chief engineer, and the transfer of their personnel to the new bureau.

The FCC appears to be in for a series of pot-shots of growing intensity from Capitol Hill. Whether the Senate will go along with the House-passed cut in appropriations is problematical, and the cut itself is not viewed as crippling altho it is unwelcome to the Commission. The gesture itself, however, is seen as significant in view of numerous related developments. Furthermore, the slash, if finally enacted, could imperil some of the FCC's activities. Previously voted by the House Appropriations Committee was a minor \$250,000 slash from the Commission's proposed \$6,300,-000 budget for the 1952 fiscal year, and the new cut would bring the nick to sizable proportions.

HOLLYWOOD, May 5 .- If | can beam to anyplace in the world. nations, has been rehashed many

NEW YORK, May 5.-General Mills, which recently dropped its the Columbia Broadcasting System, this week signed to sponsor two daily 15-minute radio shows over the Liberty Broadcasting System. The programs will be aired over 200 Liberty stations in the Southwest and Southeast, mainly in non-TV markets, beginning next month, and the web expects this coverage to be increased later in the year.

General Mills' agency, Dancer-Fitzgerald-Sample, Inc., indicated a Liberty package and the other a sibility that the Liberty vehicle AFRS is reaching into Iron Cur- may involve Mickey Rooney, who

WXYZ-TV Set **Five For Year**

DETROIT, May 5. - American Vitamin Associates this week signed a 52-week contract to sponsor five shows over WXYZ-TV ing stations in all parts of the here, marking what is believed the world. AFRS outlets in Munich biggest long-term time sale in local air history.

> The firm will plug its Thyavals and Orvita products on the following video shows—semi-pro softball, Leo Carrillo's Dude Ranch, American Dairy, Wedding Bells and Hail the Champ. Bypassing agencies, the deal was placed with WXYZ-TV direct.

POWER CUT OFF, **BUT NOT WBUD**

MORRISVILLE, Pa., May 5. —Local Station WBUD proved itself a quick change outlet Wednesday morning (2) when city officials decided to cut off the station's power to facilitate a civic construction job. Altho he was only given a 15-minute advance notice of the impending shut-off, Manager Fred Walker kept the station on the air, via a speedy change-over to the transmitter site elsewhere in the city. Walker moved one announcer, 40 records and complete commercial copy over to the transmitter in 12 minutes flat. As a result, WBUD had only 20 seconds of dead air, altho the power shutoff lasted more than an hour.

Congressional Kudos

Continued from page 4

over wireless radio." "This broad | things, to insure the continuing legal question has already been the subject of considerable learned debate: there will undoubtedly be more before a final adjudication is made by the courts," continued the report.

"In addition to the legal implications," continued the committee statement "our committee sees in television a medium which raises whole new or intensified issues of public policy insofar as casts of the hearings by the respec-

tivities is concerned. committee feels that code of conworked out so as, among other problem."

dignity and maximum effectiveness of legislative proceedings which might be televised as well as to preserve the constitutional rights of citizens; nevertheless our committee commends the television industry which devoted so much time at a considerable cost to our committee's proceedings.

"The dignified and restrained handling of the television broadthe screening of congressional ac- tive stations and networks involved, and their personnel, speaks "It is for that reason that the most highly for the public spirit of this relatively new medium and

Morris Signs BMI Pact for Meridian

Guarantee Reported Near 100G; Papers Drawn, Like Richmond Pact, Non-Excl.

(Buddy) Morris this week finalized arrangements with Broadcast .Music, Inc., to set up a BMI affili-Music.

The deal is for three years, calling for advance guarantees reportedly in the vicinity of \$100,000 a year. Negotiations have been going forward for over a year and were first reported in The Billboard March 18, 1950.

The BMI-Morris deal is significant in that it is the second major

Col., Dec. Sign Slew of Texas H. B. Talent

CHICAGO, May 5. - Practice started by Fred and Wesley Rose, Acuff-Rose, Julian and Jean Beerbach of seeking out new h.b. and Western talent for diskeries and, in the case of Fred Rose, actually cutting sessions for diskeries, has extended to Dallas where recording op Jim Beck has inked a lot of talent to Columbia and Decca. Beck started his venture when he made the first disks by Lefty Frizzell, However, since Frizzell's rise, the young warbler has switched to manager Jack Starnes, Beaumont, Tex.

During the past month, Beck has set the following with Don Law of Columbia: Billy Walker, the Travellin' Texan, formerly with Capitol and Ray Price, 25-yearold Dallas warbler.

Decca has taken the following from Beck: Curley Lipham, Artesia, N. M., radio chirper; Leo Teel and his Teelbillies, h.b. comedy band; Mack McCray and (Continued on page 35)

Weighs Sale of J. J. Robbins Log

NEW YORK, May 5. - Jack Robbins is considering offers for his J. J. Robbins & Sons catalog, and if a sale goes thru may retire from the music business.

Ownership and operation of the Robbins half-interest in the Words & Music catalog (co-owned with Cork O'Keefe) will in any event remain in the Robbins family, with Jack's son, Buddy

Robbins has had offers from several publishers, with E. H. (Buddy) Morris reportedly showing a definite interest. The last quotation on Robbins's asking price is said to be \$135,000, payable on a long-term basis. The catalog includes two musical scores from Magdalena, by Heitor Villa-Lobos, and Gentlemen Prefer Blondes, by Leo Robin and Julie Styne. Both (Continued on page 35)

Pubbers Get Pension Plan

NEW YORK, May 5 .- Representatives of the Music Publishers' Contact Employees met with a publishers' committee Tuesday (1) and submitted a suggested pension plan for contact men The pubber committee, consisting of pension plan for contact men The pubber committee, consisting of Louis Bernstein, of Shapiro-Bernstein: Abe Olman, of the Big Three, and Jack Bregman, of Bregman, Vocco & Conn, indicated that they would bring the plan before the Music Publishers' Protective Association at an early date for industry consideration.

The plan, offered by insurance

NEW YORK, May 5.-E. H. guarantee deal in recent weeks which does not bind the publisher to BMI exclusively. The other such pact is the one which Howie ate firm to be called Meridian Richmond signed a month ago. Morris, who has a combined availability rating of 3,050 points in the American Society of Composers, Authors and Publishers for his Morris, Mayfair and Melrose catalogs is, of course, one of the larger ASCAP indies, and would not be expected to soft-pedal ASCAP activities for the new BMI venture. He is required, under the pact, to maintain staff in New York and Hollywood, and plans to add personnel in Chicago.

"Spaces" Up First

Jack Lee, Morris contact man, will be professional manager for Meridian, with Sidney Goldstein as Coast rep. The first plug tune will be I Like the Wide Open Spaces, which Morris acquired on a one-year deal from Charley Wicks and Ken Murray, and the Columbia disking by Laurie Anders and Arthur Godfrey which is showing flash action. The next activity is scheduled for Sunshine Kisses, acquired from Roy Ostfeld, son of the late Jack Ostfeld. Morris also plans to build a standard and educational department in Meridian, and to go in for adapting European tunes on a considerable scale.

Morris is the first publisher with a heavyweight ASCAP catalog to some years back.

"IF" IS MOCKIN' SELVIN, HORTON

MUSIC

Communications to 1564 Broadway, New York 19, 4, Y.

NEW YORK, May 5 .- Ben Selvin, general manager of Southern, publisher of Mockin' Bird Hill, and Vaughn Horton, writer of the ditty, dropped in at the Silver Dollar Diner in Dover, N. J., for a bite. While ensconced in a booth, Selvin looked at the tunes on the wall box, selected Mockin' Bird and dropped in his nickel. What came out was Shapiro-Bernstein's If. After this aggravating episode Horton tried it. He plunked in his nickel. Out came If. Selvin and Horton examined the wall boxes in the other booths. All operated perfectly except their own.

They left a note with the waitress to relay to the operator, asking the latter to rectify the error. George Pincus, profound proponent of If, hasn't been to Dover in a long while.

Haynes Signs Musso to Pact

HOLLYWOOD, May 5. - Don Haynes stepped back into the p.m. business this week by inking Vido Musso to a long-term pact, Haynes dropped from the music picture following his split with Tex Beneke. Musso will be built as a Benny Goodman-type swing band.

Booking Corporation for three days at the Oasis, beginning June 11. Chirp Mary Ann McColl will go with the ork. Tho Haynes has access to the Glenn Miller book, jump arrangements.

Speculation Rife on Warner Music Biz

However, Lurie Says Studio Transfer Will Not Change Pubbing Structure

Louis A. Lurie told The Billboard stated there would be no change that the projected switch in War- in the management of the music ner Bros.' ownership would leave firms should the proposed deal be the Warners' music publishing in- finalized. "I've known Herman terests unaffected, a strong under- Starr, Warner's music chief, for current of speculation was rife many years and have complete among upper-echelon music industry brass. Lurie, San Francisco do a fine job." showman financier, who heads the syndicate negotiating for the War-

Victor Brass Tour Studies Dealers' Biz

NEW YORK, May 5.-RCA Victor exec and a. and r. personnel will embark on a series of visits to dealers thruout the East beginning Monday (7) and extending into June. The purpose is to learn the status of the dealer end of the business at first hand, to find what the dealers want and to see how Victor merchandising and are entitled to make written depromotion is faring.

Plans call for all the brass from Musso was booked by Associated division manager Paul Barkmeier and national sales manager Larry Kanaga on down to make the trips. Charley Grean and Steve Sholes will go out on the junkets for the a. and r. staff, but their visits go BMI since Lou Levy went in Musso is expected to pass it up for will be local and short because of the press of recording duties.

NEW YORK, May 5. - Altho ners' 24 per cent stock holdings, confidence in him to continue to

> Lurie was reached on the Coast. He is expected in New York Monday (7) for further negotiation.

> In New York the question of the moment was what would be the final disposition of the Warners' music holdings. Warner's brass were loathe to discuss the matter, (Continued on page 35)

SPA Fortifies Songwriters On Parodies

NEW YORK, May 5.—The Songwriters' Protective Association this week notified members that they mand on publishers to take action against infringers who parody tunes without permission. Meanwhile, letters were sent out to publishers who signed the basic agreement requesting them to make it a practice to get permission from the writers before authorizing

These notifications were spurred by an alleged increase of parodies on pop tunes. Some time ago, the SPA canvassed the pubbers on their practice concerning parodies, and found that "in nearly all cases" the consent of the publisher was asked before a parody was made. It was also ascertained that most publishers okayed parodies only after an authorization from the

The letters to the writers points out that paragraph 15 of the SPA contract (new form) obliges the publisher to bring suit where a parody constitutes infringement.

Warren Exits MGM; Teams With Mercer

HC LYWOOD, May 5.-Harry Warren will leave Metro-Goldwyn-Mayer in July, concluding a seven-year relationship and confirming a story in The Billboard (January 20) Cleffer will freelance until he and Johnny Mercer materialize their idea for a musical comedy By leaving MGM, Warren folds the pubbery bearing his name which, with the studio, he was co-owner.

During his stay at the Culver City lot, Warren penned tunes for such flickers as Harvey Girls, (Continued on page 35)

BMI Brass To Tour Midwest

NEW YORK, May 5.-Broadcast Music, Inc., execs take the road in two weeks for a series of four Midwest programing clinics. Carl Haverlin, prexy; Bob Burton, veepee in charge of publisher relations, and Glenn Dolberg, director of station relations, will make the junket, along with Richard M. Park, program director of WNEW, who will be a guest speaker Burt Squire BMI's Chicago field rep, will be chairman of the clinic sessions, whose purpose is an ex-change of ideas and orientation on

Meetings are set for Springfield, O., May 15; Milwaukee, 16; Indianapolis, 18, and Ann Arbor, Mich., 21. The sessions are under the auspices of the respective State broadcasting associations.

BMI is sending an exhibit of musical Americana along on the be financed by the employers.
MPCE's current contract with publishers has until 1952 to run, but has provision for the adoption at and thruout his stay with the firm any time of a plan acceptable to served as its Gotham rep. Duties guest conducting shots with the dising efforts with his visits in the will not be a part of the clinic material.

Low-Price Disks Push Aneda In Dealer and Distrib Activity

priced disk labels, both pop and classical, are beginning to make strong headway as more record cheaper waxings. Signposting the disk volume is now on the low-

NEW YORK, May 5.-The low- | Martin Company, Chicago, took on | business in the field is still being

that of Paul Sklar, record departretailers and distributors acknow- ment manager for the Ludwig ledge the tremendous promotional Baumann department store here, possibilities inherent in the who reports that 70 per cent of his of the low-priced business in LP

the distribution of Eli Oberstein's done by department, chain and Royale disks (nee Varsity).

Typical of the new attitude is record retailer is slowly starting to see the traffic building potential **Bulk of Business**

Among the labels doing the bulk 45 or 78 records are Remington, inroads being made by the low-priced lines. A single ad promotion by a local appliance chain drew preciation and Herman Lubinsky's retail stores and large indie distributors now carrying the lines. This dealer placed an \$8,000 order for week, for example, the James H. low-priced LP disks. While the big back into the field with the new Halco Company; and Joe Molien, ex-Buffalo area record distributor, is also setting up a low-priced disk operation. Kidisk firms like Simon & Schuster, Peter Pan, Voco and Lincoln have already proved successful in their own low-priced

The Ludwig Baumann experience has been so good that, according to Sklar, the store "has lar priced records for the present." Decca Prexy Milton Rackmil The store carries the Varsity-told The Billboard that the disk- Royale, Remington and Tops lines in 1950 Net earnings for the first ery's second quarter got off to a and promotes sales via direct mail three months of the year totaled flying start. The firm's month of and newspaper ads. Sklar claims \$314,375 as compared with \$311,- April wound up with a 20 per cent that a \$260 ad draws about \$3.000 056 earned in the first quarter of increase in volume, tho earnings, in mail and phone orders-90 per again because of the upped tariffs, cent of the orders for pop or semiwere only slightly higher than classical music. Apropos the latter (Continued on page 35)

Decca Quarter Up 3G Over '50, Despite Tax

NEW YORK, May 5. - Despite rate. In 1950, the taxes paid for ords' first quarter earnings were the tax bill came to \$301,348. approximately \$3,000 greater than those accrued in the same period last year. Earnings for both years are equivalent to 40 cents per share on the 776,650 shares of capitol stock outstanding.

The diskery's gross for the first quarter period of this year was up bigger volume and the raise in retail prices down the speed line both at Decca and thruout the industry. The near identical quarter's net earnings for both 1950 and 1951 are attributed to the increased tax

Cap for South

Rivers, Capitol Records' New York program of operetta and musitopper, will leave his disk post to comedy music for the International return to his home to become cus- Rotarian Convention. Soloists will brokers, Seligson & Shields, would tomer contact and public relations be Lisa Kirk, Kiss Me, Kate star;

the burden of an additional 9 per the first quarter totaled \$190,647. cent tax levy this year, Decca Rec- During the same period this year practically given up selling regu-

those of last April.

for a bracket of reasons: Slightly Romberg Barnstormer Set; Victor To Tie In Promosh

on tour.

The first date is scheduled for Convention Hall in Atlantic City May 29, at which Romberg will HOLLYWOOD, May 5.-Walter conduct his own orchestra in a

(Continued on page 35) New York Philharmonic at Lew- various cities.

NEW YORK, May 5 .- Sigmund | isohn Stadium, New York: the Romberg is set for a spring and Robin Hood Dell Orchestra at early summer concert tour on Robin Hood Dell, Philadelphia, and which he will appear both as guest the Denver Symphony at Redrock, conductor and as conductor of an Denver. Final selection of soloists orchestra selected by himself. for these dates has not yet been Romberg has also engaged a num- | made, but is expected to be anber of soloists to accompany him | nounced shortly Tour is booked by the Harry D Squires Agency.

Romberg will also make guest appearances at openings of summer performances of his own operettas-The Desert Song in Kansas City in June, and The Student Prince in the Hollywood Bowl in

Copyrighted material

Summer Outlook in Midwest Brighter for Location Orks

band and combo picture thru mid- play cast every two weeks. summer appears strong, despite the fact that bad weather has dented the box office since February. Check of leading ops and booking offices indicates that good weather in June and July may still build one of the biggest postwar buying years.

The Edgewater Beach Hotel Boardwalk expects to ink in names. The spot is pitching to Jerry Gray, Russ Morgan, Xavier Cugat and other top-priced packages. The Martinique Gardens, outdoor section of the indoor dancery-eatery, will use semi-names to start, but, in addition, op Tony DeSantis is working out a deal with Danny Goldberg, show impresario, for a theater-in-theround to play once nightly in the garden. DeSantis will use his band inside until 11 p.m., when the nightly legit performance ends. Goldberg is reported dickering for

Morgan Forms Own Agency

HOLLYWOOD, May 5 .- Future Russ Morgan bookings will be handled by Russ Morgan Enterprises, created this week by the orkster. Morgan's current pact with Associated Booking Corporation expires July 1. Firm will limit its activities to Morgan.

Casino Gardens, Santa Monica, Calif., slated to start June 25. Mordirector-artist in Allied Artist's garden. musical, Disk Jockey.

A new outdoor spot is opening at Crystal Lake, resort in Central Michigan. The Palladium, operated by M. R. Winkelman, will use orks for six-day week, opening May 30, with two weeks by Ray Pearl. R. J. Marin, Detroit percenter, is exclusive booker.

The Schroeder Hotel, Milwaukee, which has tried name acts during the past 10 weeks, is reportedly readying a July 1 closing for the Empire Room, which, heretofore, has used semi-name orks thru the summer. Walter Schroeder, owner, has been one of the leaders of the hotel field trying to erase the 20 per cent cabaret tax and, with the recent dearth of business, is rumored ready to shutter the room. The Mayfair Room, of the Blackstone here, will close as usual in July, but first will test higher priced orks, with Leo Reisman's crew starting May Since the room renewed bands about six months ago, they've been | 21). using close-to-scale bands.

Word from the Muehlebach Hotel, Kansas City, Mo., which has vacillated between price policy from a \$3,000 top to \$1,500 weekly, indicates the hostelry ops are setting a \$1,100 weekly budget for early summer. Hotel has told bookers they want smaller orks and are currently using Don Mc-Grane with eight men. Indications are that the Claridge, Memphis, will continue thru the ABC's final work for Morgan is summer with its semi-name orks a tentative two-week date at the and small act budget, while the Peabody will probably use its usual expanded summer budget gan is currently doubling as music with the opening of its roof

The Aragon and Trianon ball-

CHICAGO, May 5.-Location | a top name in legit to head up a | rooms here, long hubs of the Midwest location scene, will mix old favorites with some new names. At the Trianon, Chuck Foster opens Tuesday (8), followed by Billy Bishop, doing a fast return June 19, while the remainder of the summer is wide open. At the Northside Aragon, Russ Carlyle makes his bow Tuesday 8, with Dick Jurgens in June 23, Ray Pearl, July 28, and Eddy Howard, August 14. The Pearl booking marks the first time a McConkey ork is playing for the Karzas ballrooms. The Howard and Jurgens bookings scotch talk that the ballrooms were attempting to cut talent nut by playing lesser names.

Jazz Outlook

The jazz picture, which appears bright, has the Associated Booking Corporation dominating the picture with its vast array of hep talent. Org also books for Billy Show's office in the hinterlands, and now stretches from Chicago to Denver (The Billboard, April

Ops are set for the next two months and budgets are consistently high. Henry Green has rebuilt his Flame Club, St. Paul, following a fire which razed the (Continued on page 35)

802 Pacts All Indie Stations

NEW YORK, May 5.-Local 802, American Federation of Musicians, this week concluded pacts with local stations WHOM, WMCA and WMGM, calling for the maintenance of the status quo on musician employment and scales. The new contract holds for two years. This makes four Class B indies under the wire, the local having settled the status quo.

Charles Iucci, 802 secretary, expects to conclude pacts with the remaining indie outlets shortly.

Leeds Renews **English Pact**

NEW YORK, May 5. — Leeds Music Corporation has renewed for 10 years its pact with Leeds, Ltd.,

Sal Chianti, Leeds exec, has been overseas several weeks working on the deal. Details were not known at press time.

Hendler-Woods **Pact Fontanes**

NEW YORK, May 5 .- The Fontane Sisters this week entered into a personal managership agreement with the Herb Hendlermarks a departure for the office, Smoky. The pubbery, which has Burl Ives on Columbia, and George which has heretofore operated already shipped 250,000 copies Siravo on Mercury. Richmond inonly in the band field, with the since March 1, sent out letters to forms the dealers that customers Ralph Flanagan and Buddy Mor- 2,000 dealers and 500 syndicate have been complaining that some

TV show on CBS.

EDITORIAL

Old Ethics Never Die

American industry generally makes a fetish of maintaining the confidence of the consumer. The motivation behind this is sound. Once the consumer loses faith in a product, that product

Some segments of the music industry make no effort to foster consumer confidence. Rather, they gamble with it and kick it around-to whatever degree is permitted by law. Such morally questionable practices are often noticeable in the merchandising of versions of public domain tunes.

Several cases in point occurred this week. Folkways, the publisher of the Weavers' best-selling version of Old-Smoky, was forced to apprise dealers that unscrupulous jobbers were flooding the market with other versions. (See separate story.) The same is true of such tunes as Brown Eyes and Old Soldiers Never Die. Legally, it's tough to buck this practice. But from a moral point of view, the implications are clear.

The obligation of the jobber is to ship that version which sparked the excitement. This is no more than fair to the publisher who had the ingenuity and promotional ability to work up a new arrangement, line up the records and bring the song to life. This is also the fairest way to treat the dealer, whose customers hear the disk and who come into the shop and request the tune. The customer knows nothing about the vagaries of the publishing business. He just knows he wants the version he hears over the air. For the dealer to give him a sheet gotten up by a scavenger publisher, and purchased at cut rates by the jobber, is to strike a body blow at consumer confidence. The buyer takes the sheet home, tries it on his piano and finds it isn't what he thought it was after all.

It was also bruited about that jobbers themselves are considering taking a flier in the publishing of p.d. tunes. This is not exactly new, and it's legal, but when the jobber does it he jeopardizes not only public confidence but also publisher confidence. It's tough to try to stop the practices of some vest pocket publishers; but it's rough to see pubbers themselves considering killing the goose that laid the golden egg.
In the over-all sheet music picture, these shenanigans may

not mean too much. But they are part of the total answer to why more dealers don't carry sheet music and why more people don't buy it.

NEWS REVIEW

N. Y. Swing Revival Is Like Old Times

NEW YORK, May 5.—It was like (3) and stirred up the biggest burst the heyday of big band swing in of spontaneous word-of-mouth its strike against WINS some weeks New York this week, more so per- buzz that's been heard about a ago, with the station returning to haps for the trade's inner sanctum band in this city in many moons. than for the general public. This The difference in the band lay in was a week in which, for the first drummer replacement Louis Belltime in five or more years, a guy son, sax replacement Willie Smith was able to pick up on big bands and Juan Tizol, sax, who returned led by peers of the kingdom of to his old chair to pick up where swing—Benny Goodman, Duke Lawrence Brown left off. This was Ellington and Count Basie.

> was made by Ellington. Duke came to town to show off his new band. opened at Birdland here Thursday

the swingingest, danciest Effington Noisiest appearance of the trio heard by most in a decade.

Goodman's big band appearance was made in a recording studio, For the first time since he's been Columbia's, on East 30th Street. in business he was without Johnny | Benny dusted off some never be-Hodges in the lead alto chair and fore played 10-year-old "new" Sonny Greer on drums. The band Fletcher Henderson arrangements

(Continued on page 35)

Richm'd Guards 'Smoky'; Jobbers Eye P. D. Hits

Howard Sam Richmond pubbery excitement and has been recorded this week took steps to protect its by the Weavers on Decca, Vaughn Bernie Woods office. The pact Folkways edition of On Top of Old Monroe on Victor, Percy Faith and stores apprising them of the fact of the editions being sold do not The Fontanes wax for Victor and they are often paying as much for conform to the version being feaare regulars on the Perry Como other versions as for the Folkways tured on disks and radio and edition. The latter, of course, is credited in the trade papers.

NEW YORK, May 5. - The the version which created the

Another fillip was added to the situation when it was learned that Willard Alexander, Vaughn Monroe's personal manager, this week asked Ben Edwards, publisher of one of the Smoky versions, that he desist from using Monroe's picture and name on the sheet music. Alexander pointed out that the Edwards edition does not have the same lyrics as the version recorded Returns from the theater and by Monroe. Edwards agreed to

Jobbers To Turn Pub?

Meanwhile, the success of Smoky and Beautiful Brown Eyes, and current excitement over Old Soldiers Never Die, all of which are now being printed in numerous versions, has given rise to much speculation and gossip. It was reported that some jobbers were considering the advisability of printing up their own versions of

Profit margin for jobbers is very small on sheet music generally, responding period of the previous but a jobber who prints up his own brought in a return of \$1,048,833.23 fiscal year. Yield so far this fiscal version of public domain material can do so at about 3 cents per vious month's, while the federal pointed out. Pubbers, however, tobacco tax yield of \$112,852,788 feel that such a move means was over \$7,000,000 below the taking an unfair advantage of the publishing fraternity.

OLLEGES BRUSH NAMES FROM HAIR

Prices Too Heavy for California Schools; Local Crews Get Gravy

adhering to the national trend of UCLA has also experienced such colleges giving name maestri the forms of disinterest as drunkeness brusheroo (The Billboard, April and last-minute cancellations, 14), Southern California colleges Local bands have no prob this week expressed extreme unhappiness with nationally known bands and their agents.

University of California at Los Angeles and University of Southern California, two schools with a total of 32,980 students, are in most | tion, told The Billboard that concases being forced to draw from tacting a booker or leader is next local combos, having neither the to impossible. School budgets money nor means of contacting orks being so limited (UCLA is reor their agents. Smaller schools have even rougher times, relying on orks known no further than the colleges' immediate vicinity. As in instances all over the country, schools are losing money as the result of the "snub," finding it hard to draw dancers to paying functions and almost equally as hard to fill auditoriums for free affairs.

At UCLA, various student orgs work with a limited budget. For monthly recreation dances, held in the women's gym (capacity, 2,500), a budget of \$1,700 is allotted, covering a year which ordinarily engulfs seven dances. Recent Mardi Gras events gave about \$1,300 for the entire dance-carnival, a small

TEMPO TIE-UP ON MacARTHUR

HOLLYWOOD, May 5. -Tempo Records this week completed arrangements with the Hollywood Citizen-News and a Vallejo, Calif., newspaper for the papers to offer diskery's platter of General MacArthur's speech and Old Soldiers Never Die at cost as a public service to its readers. Tie-up is simi-lar to The Chicago Tribune-Mercury promotion via the MacArthur waxing. Tempo disks, on its subsid Theme, are being sold at 49 cents. Identical waxings, on Theme, retail in the the stores at 85 cents.

Citizen-News sold 500 records, the first week. Vallejo reports sales equally as well. Newspapers bought the disks at cost from Tempo's Irving Fogel, neither parties incurring a profit,

HOLLYWOOD, May 5.-Closely | portion of which went for the ork,

Local bands have no problem. Orks of Don Ricardo, Carol Wax and Chuck Cabot, to name a few, find steady biz at colleges. Combos get anywhere from \$150-\$375 per dance. Jeanne Brauer, of UCLA's University Recreational Associaportedly \$40,000 in the red this year), it is only on rare occasions that bands of top name quality are able to play for students.

USC's dances are handled thru various orgs and approved by the dean of students. Money is appropriated from grosses or by the groups sponsoring the event. This school has been more successful than any other in booking names,

(Continued on page 35)

Radio-TV-Phono Excises Rise From 4 Mil to 23 Mil

WASHINGTON, May 5 .- Show-|same period the previous year.| biz tax receipts were up and down last month, according to Bureau of Internal Revenue's latest report. The excise on radio, TV and phono sets soared four times yield, and increases of less sensational proportions were registered musical instruments taxes. But declines were shown in the yields from levies on theater and concert admissions, cabaret admistobacco.

The tax on radio, TV and phono sets brought a return of \$23,390,-351.55 to Uncle Sam last month, last month, compared with \$625,- year is \$31,576,306. yield of \$4,210,125.79. Yield from fiscal year's start were \$7,996,this tax since the start of the fiscal year last July 1 is running

with the previous month. Disk tax \$19,736,533 below the \$284,572,464 yields for nearly a year were figure for the corresponding period higher than the previous month's showing consistent gains until of the previous fiscal year. March, but the April return was \$675,547.92, an increase of \$78,in collections from the disk and 020.46 over March's \$597,527.46. Reflecting a heavy sales volume,

The tax on musical instruments 217.90, a gain of \$1,601,717.97 over at \$82,881,326.55, which is \$53,407- returns for the same period the 218.65 above the figure for the previous fiscal year.

This smashing increase is attrib- concert admissions tax slumped Alexander's pitch. uted largely to the new TV excise. to \$25,757,924 last month from Disk tax receipts were back on \$33,048,575 the previous month. the plus side last month, compared So far this fiscal year the yield is

Less sharp was a decline registered last month in the yield from the federal excise on admissions to cabarets and roof gardens. Last receipts from this tax since the month's 3,143,000 yield from this fiscal year's start has reached source fell \$475,741 below the pre-\$5,291,483.06, a gain of \$1,083,- vious month. However, returns public domain tunes. sions, coin-operated devices and 875.67 over the corresponding since the start of the fiscal year period of the previous fiscal year. are \$342,253 ahead of the cor-

a staggering increase of \$19,180,- 953.10 the previous month. Re- 225.76 over the previous month's ceipts from this tax since the tax on coin-operated devices last tion and, legally, there's nothing month was \$40,953 below the pre- wrong with the practice, it's previous month's return.

Decca 21343



DECCA 48209 (78 RPM) and 9-48209 (45 RPM)

NEW RELEASES-SINGLES

Mister And Mississippi MILLS BROTHERS and
SONNY BURKE AND HIS ORCHESTRA
Wonderful. Wasn't It Decca 27579 and *9-27579
My Kinda Love ARTIE SHAW'S GRAMERCY FIVE and JUNE HUTTON
Dancing On The Ceiling (He Dances On My Ceiling)

From Musical Production "Evergreen" Decca 27580 and * 9-27580

His Eye Is On The Sparrow

BILL KENNY OF THE INK SPOTS

and THE SONG SPINNERS

The Gentle Carpenter Of Bethlehem Decca 14564 and *9-14564

By And By (When The Morning Comes) JIMMIE DAVIS

When They Ring Those Golden Bells Decca 14563 and *9-14563
God Please Protect America SUNSHINE BOYS QUARTET

Se Quema La Barandilla

Everyone Is Welcome Decca 46316 and *9-46316
(In The House Of The Lord)

Sirva Vino, Tabernero TRIO JOHNNY RODRIGUEZ

BEST SELLERS

*Indicates 45 RPM Version

POPULAR

On Top Of Old Smoky

The Weavers And Terry Gilkyson
Talking by Pete Seeger
Across The Wide Missouri

Decca 27515 and *9-27515

Moonlight Bay BING And GARY CROSBY With Matty Matlock's All Stars
When You And I Were Young Maggie Blues

The Hot Canary FLORIAN ZABACH
Jalousie Decca 27509 and *9-27509
Diane TOMMY DORSEY AND HIS ORCHESTRA

Sweet Adeline Tommy Dorsey and His Orchestra

Vocal Chorus By Jack Leonard And Ensemble

Decca 27539 and *9-27539

The Syncopated Clock

The Waltzing Cat Decca 40201 and *9-40201

Happiness GUY LOMBARDO AND HIS ROYAL CANADIANS
Always You Decca 27516 and *9-27516

(Based On Tchaikovsky's "Romance")

Mockin' Bird Hill RUSS MORGAN AND HIS ORCHESTRA
Flying Eagle Polka Decca 27444 and *9-27444

Sparrow In The Tree Top BING CROSBY And ANDREWS SISTERS
With Vic Schoen And His Orchestra
Forsaking All Others Decca 27477 and *9-27477

It Is No Secret BILL KENNY Of THE INK SPOTS And THE SONG SPINNERS
I Hear A Choir Decca 27326 and *9-27326
Too Young PATTY ANDREWS With VICTOR YOUNG AND HIS ORCHESTRA
Gotta Find Somebody To Love ANDREWS SISTERS With VIC SCHOEN

The Kissing Song RUSS MORGAN AND HIS ORCHESTRA
Let's Waltz Just Once More Decca 27538 and *9-27538
Bring Back The Thrill DON CHERRY

With Chorus and Orchestra Directed by Dave Terry
I Apologize Decca 27484 and *9-27484
May The Good Lord Bless And Keep You BING CROSBY
With KEN DARBY SINGERS
A Perfect Day Decca 27404 and *9-27404

Quizas, Quizas, Quizas BING CROSBY WITH THE BANDO DA LUA Maria Bonita Decca 27536 and "9-27536 I Won't Cry Anymore EILEEN WILSON At The Close Of A Long Long Day Decca 27546 and "9-27546 Beautiful Brown Eyes EVELYN KNIGHT With THE RAY CHARLES SINGERS That's How Our Love Will Grow Decca 27485 and *9-27485 Pretty Eyed Baby JANE TURZY AND HER TRIO I Cried Myself To Sleep Decca 27479 and *9-27479 I Remember Mama ANDREWS SISTERS

My Mom Decca 27537 and *9-27537
Sacramento HOAGY CARMICHAEL And GORDON JENKINS
AND HIS CHORUS AND ORCHESTRA
My Resistance Is Low

My Resistance Is Low Decca 27540 and *9-27540
*Indicates 45 RPM Version

BEST SELLERS

COUNTRY

Kentucky Waltz ERNEST TUBB And RED FOLEY The Strange Little Girl Decca 46311 and *9-46311 With Anita Kerr Singers Hobo Boogle RED FOLEY 'Heska-Holka" (Pretty Girl) Decca 46304 and *9-46304 With The Sunshine Trio I'm Moving On #2 LONZO And OSCAR Give Me An R C Cola And A Moon Pie Decca 46312 and *9-46312 (And Play "Maple On The Hill") Old Soldiers Never Die Peace In The Valley Decca 46319 and *9-46319 With The Sunshine Boys Quartet Poison Love BILL MONROE On The Old Kentucky Shore Decca 46298 and *9-46298 Steal Away RED FOLEY Just A Closer Walk With Thee Decca 14505 and *9-14505 With Jordanaires The Prisoner's Song BILL MONROE Kentucky Waltz Decca 46314 and *9-46314 Chew Tobacco Rag SPADE COOLEY The Rhumba Boogle Decca 46310 and *9-46310 Blue Eyes Crying In The Rain SALTY HOLMES Harmonica Boogie Decca 46313 and *9-46313

*Indicates 45 RPM Version

BEST SELLERS

SEPIA

Shenandoah Waltz

Beautiful Brown Eves

Weak Minded Blues LOUIS JORDAN Is My Pop In There? Decca 27547 and *9-27547 Sending Up My Timber MARIE KNIGHT On Revival Day Decca 48203 and *9-48203 Investigation Blues JOEY THOMAS AND HIS BAND There Ain't Enough Room Here To Boogie Decca 48210 and *9-43210 I'd Rather Drink Muddy Water GRANT JONES (And Sleep In A Hollow Log) When The Deal Goes Down Decca 48192 and *9-48192 *Indicates 45 RPM Version

EDDIE ZACK

Decca 46302 and *9-46302

Names Muscle in On CAP REPORTS Private Dance Field

and lesser known orks are being port an increase in requests for slowly and methodically pushed known orks from private groups from one of their last strongholds and that in most cases such dates -private dances. Moving in on pay almost twice as much as onethe lucrative field are name bands, | nighters. whose bookers are just now taking advantage of the lush market which not too long ago was a haven for the new band or small

Bill Would Add Material For Copyright

NEW YORK, May 5 .- Hearings were held in Washington this week on a proposed new bill which would give recognition to recording and performing rights in literary material such as poetry, novels and short stories. Under the present copyright laws, record and performing rights are protected only for music and plays and certain other such limited categories as lectures and addresses.

Appearing in favor of the bill were Herman Finkelstein for the American Society of Composers, Authors and Publishers; John Schulman for the Authors' League (Schulman is also counsel for Songwriters' Protective Association) and Arthur Farmer for the Book Publishers' Council. A spokesman for the National Association of Radio and Television Broadcasters opposed the bill. However, diskeries which since the advent of LP have been dipping more and more into this royalty free material did not appear.

Both the copyright office and the Justice Department suggested that recognition of recording and performing rights be limited to disks and performances for profits, and that non-profit uses be royalty

The bill was introduced several weeks ago by Congressman Joseph R. Bryson, of South Carolina, chairman of the judiciary subcommittee.

E.T.'s Hypo Air Competish With Diskers

NEW YORK, May 5 .- Competition between disk and transcriptions for play over radio stations is being highlighted again. The latest indication is a plan by Associated Program Service to contact jockeys personally in order to urge upon the latter the advantages offered by library services.

The general feeling of transcription companies is that the diskery and publisher facets of the music business have pre-empted the attention of the jockeys via prolonged promotion and romancing., Transcription companies, however, claim their repertoire is now measurably stronger than in pre-World War II days, when name artists made e.t.'s under assumed names owing to pressure of radio sponsors. E.t. talent now waxes sans phony monickers. Additionally, e.t. firms offer a station exclusively of material.

NAMM Skeds Confab Talks

NEW YORK, May 5 .- The National Association of Music Merchants has scheduled a series of business sessions for the July 16-19 convention and trade show in Chicago. The upcoming NAMM meeting is the association's 50th anniversary show. Among the topics set for discussion during the convention are "the business outlook," "the production outlook" and "the promotion outlook" for band instruments, pianos and radio-TV. A special sales clinic will be devoted to problems of floor and counter selling. Merchandising forums will include records. sheet music, accessories and instrument repairs.

per cent of the exhibit space in recording of the great documents the Palmer House has already been of democracy, such as the Gettysassigned.

HOLLYWOOD, May 5 .- Combos | combo. Coast booking outfits re-

A poll by The Billboard of Coast booking offices reveals that a gradual move is on to bring in the private affairs such as civic group dances, union conventions, seasonal meetings, fraternity and sorority functions and welfare org socials. A Music Corporation of American spokesman said this week that his office was building up the casual department to create a wider scope for these locations. MCA booked Frank DeVol at the University of Southern California's prom this month. Carlos Molina and Ada Leonard, thru Molina-Dega Agency, are making the rounds of firemen's balls, Jonathan Club and other city

Other leading bookers, General Artists Corporation and Associated Booking Corporation, are utilizing the intimate dance and find that is both more satisfying and monetarially encouraging. Even rhythm and blues bookers are cashing in on the market. Ben Waller Enterprises asks and gets \$750-\$1,000 for smallie dates, whereas a onenighter on the road will gross only \$500 against a 50-50 gate split. Waller properties Roy Milton, Joe Liggens and Charles Brown recently played Southern university dances, State conventions and other such events. Reg Marshall Agency gets good results from Chamber of Commerce, Rotary, Kiwanis, army camp and union affairs. Marshall operates nationally but does best in the East and South.

Entrance into what was originally the combo field by name 484,372. In addition, 182,593 TV ork can now play cocktail lounges, ter, RTMA said. burly houses and, until name bands see the necessity to play college dances, school socials.

AFRS Reviving **V-Disk Service**

HOLLYWOOD, May 5. - Secretary of Defense, thru Armed Forces Radio Service, is reacti-vating a World War II G. I. service, Armed Forces Records, formerly known as V-Disks. As was the case with V-Disks, AFR will act on servicemen's requests, cutting singers and bands on any tune. During the last war top orks sent hundreds of special waxings overseas, many of which were never released commercially in this or any country.

AFRS here will supervise the physical production of the revitalized program, under the guidance of Capt. Mark Azzolina, in charge of the local AFRS Music Transcription Library. Waxings will be issued on 12-inch vinylite pressings, on 78 r.p.m. First shipments are skedded to go June 1.

Claims Red Line Penetrates Music

NEW YORK, May 5 .- Tex Ritter, cowboy singer who has militantly fought Communists via etchings of anti-Communist songs, states that the Red movement in the United States tries to inject its propaganda not only into films and plays but also into tunes. Artists and recording companies cutting such tunes, says Ritter, often are innocent of the intent of such music. "That," continued Ritter, "is the great tragedy-they (the Commies) slip their propaganda into our national life without our knowing it.

Folks songs, Ritter points- out, have been an especial target of the Reds, and folk singers have gotten mixed up in the Commie movement. "Some folk singers embraced the movement-others were it and without becoming Communists themselves," he said.

Ritter advocates cutting of rec-According to NAMM execs, 95 ords opposing Communism and the burg Address.

GOING ANNUAL

HOLLYWOOD, May 5. -Capitol will abandon its quarterly report system in favor of an annual statement to stockholders. According to Prexy Glenn Wallichs, the disk biz is too seasonal for anyone to gain a true picture via a quarterly statement and, inasmuch as company is not required to make such reports, will henceforth sum its biz picture once a year.

TV Sets Up 37% To Radio's 27% From '50 Period

WASHINGTON, May 5.—Despite defense cutbacks, production of TV sets soared 37 per cent in the first quarter of this year over the corresponding period of last year, while radio set output rose 27 per cent, the Radio-Television Manufacturers' Association reported this week. RTMA added, tho, that preliminary figures for the second quarter foretell declines below the corresponding period of last year. The greatest proportion of last year's record TV output was manufactured in the last two quarters.

RTMA reported 4,235,597 radios and 2,199,669 TV sets manufactured in the first quarter of this year. This compares with estimates of 3,343,600 radios and 1,-605,200 TV sets, respectively, in the corresponding 1950 period. The quarterly radio output included 2,-603,532 home sets, 302,190 portables and 1,329,875 automobile radios. Radio sets with FM reception facilities were estimated at

The quarterly production report revealed that 95 per cent of all TV sets manufactured had picture tubes of 16 inches or larger and that 3,672 sets were equipped with picture tubes 22 inches or over.

Production in March, which covered a five-week period, amounted to 1,720,079 radios and 874,634 television receivers. RTMA reported. This compared with an output of 1,349,500 radios and 686,600 TV receivers in March,

Victor Waxes 'Make a Wish'

NEW YORK, May 5.-RCA Victor this week recorded the original cast album of the score from Make a Wish, the new Broadway musical with words and music by Hugh Song Book Ready Martin, which met with a mixed reception following its opening a couple of weeks ago. Victor earned the right to cast recording with an investment in the show which ran somewhere between \$15,000 and \$20,000.

The show album was cut in four Center. Fifteen selections were recorded, including two ballet instrumental pieces, by the cast which is topped by Nanette Fabray and Harold Lang. Show is co-Styne. The recording of the album was supervised by Victor musical director, Hugo Winterhalter.

The earlier package was Call Me musical editor to Gershwin, Rodg-

S. & S. To Issue 10-Inch Big Golden Disks in Fall

children's records. The release ington. date is set for September, when the label will issue eight 10-inch disks under the Big Golden label. The retail price of the new line will be \$1.05, including excise tax. Meanwhile the firm will continue to press its Little Golden disks, retailing at 25 cents. Distribution of the Big Golden line will be thru regular record distributors and direct to key retailers. Distrib discounts will be the same as for major labels, rather than the current Little Golden discount.

Injection Pressing Big Golden disks will be pressed via the injection molding process using the polystyrene plastic and packaged in high-gloss, heavystock, four-color envelopes. The first 10-inch release will include Mickey Mouse, Donald Duck, two Alice in Wonderland disks, titles taken from the best selling Little Golden books and some original kiditties written by Rube Goldberg, Cliff Friend, Alec Wilder, Margaret Wise Brown and Sylvia Fine. Distributors have already been set for such territories as

Union Loses Last Philly Radio Pact

PHILADELPHIA, May 5.—The tracts with radio stations here expired this week, with KYW, local National Propositional Propositio National Broadcasting Company link, finishing out the term of its binder calling for the employment of a studio orchestra. As in the orks does not leave the little guy receivers with FM audio circuits of a studio orchestra. As in the too many opportunities. The small were produced in the same quar- case of WCAU, Columbia Broadcasting System station, which dropped its studio band at expira- story of the Andrews Sisters will tion of contract, KYW will keep be filmed by Lou Levy, gals' manon maestro Clarence Furhman as ager, who is planning the pic as an staff musical director, plus the indie venture. Levy took extensive Tony DeSimone Trio for the livemusic chores as they are.

> At WCAU, Dave Stephens was continued as musical director with the film into the movie. the Tommy Ferguson Trio added for musical shows primarily on WCAU-TV.

stations and at least two of the independents engaged studio musicmakers. At WFIL, where Norman Black was the house maestro, he carries on as musical conductor and handles the shows originating on WFIL-TV. WIP, with no TV ties, was the first to drop the house band several years ago, and has carried on without any live music

Rodgers and Hart For S. & S. Imprint

NEW YORK, May 5 .- The Simon & Schuster book publishing firm is four sides for RCA Victor here. readying the release of a 256-page volume containing 46 songs written by Rodgers and Hart. According to execs of the book company, sessions split between Thursday it took almost eight years to set (3) and Friday (4) at Manhattan up deals with the various sheet music publishers of the Rodgers and Hart music. The tome, Rodgers and Hart Song Book, will retail for \$7.50 and is a follow-up to the book firm's previous issues of produced by songwriter Julie Gershwin, folk songs and Gilbert and Sullivan collections.

The Rodgers and Hart collection reprints both words and music of The album has been marked for the songs written by the team rush release and will probably be from 1925 to 1942, contains a foremarketed within a couple of weeks. word by Oscar Hammerstein II, It will be issued on six 12-inch 78 an introduction by Dick Rodgers, r.p.m. disks, the same number of full-color and black and white 45 r.p.m. platters and on a single drawings and indicies of Rodgers 12-inch long-play platter. This and Hart shows and songs. The marks Victor's second original cast vocal and piano arrangements albuming of the current season, were written by Dr. Albert Sirmay, ers and Arthur Schwartz.

NEW YORK, May 5. - The metropolitan New York, New Eng-Simon & Schuster book and kid- land, Maryland, Virginia, West isk firm has finalized its plans Virginia, Illinois, Wisconsin, Infor the release of a line of 10-inch diana, Minnesota, Iowa and Wash-

Plans for the Little Golden sixinch line include the release of the first two albums in the label's history. Albums will contain four records and sell for \$1. Both are Christmas packages. The label will also issue six titles in September and nine in October. No Little Golden releases are planned for the rest of the summer or for the November-December period. The catalog of 25-cent disks is now over 60.

Pollack Sells **Jewel Waxery** To Lubinsky

HOLLYWOOD, May 5.-Herman Lubinsky, Savoy Records topper, Friday (4) bought out Jewel Records from orkster Benny Pollack for an undisclosed sum. Deal includes 150 masters, some of which are waxings of Kay Starr and Boyd Raeburn,

Transaction gives Lubinsky additional power for his rhythm and blues label, especially with the Kay Starr cuttings, where the gal sells equally as well in the white and r. and b. fields.

Pollack will serve as Lubinsky's artist-repertoire rep on the Coast and will also record a series of Dixieland sides for the label.

HOLLYWOOD, May 5. - Life footage of the Andrews' recent personal appearances via newsreel cameras and intends to incorporate

Pic, tagged with a working title of The Story of the Andrews Sisters, would deal with the sisters' At one time all the four network life from the time they broke into show business from a little town in Iowa, thru one-nighters and their Hollywood and Broadway successes. Levy is in New York, where he is expected to work out plans for the pic.

Prado OK'd by **Newark Local**

NEW YORK, May 5. - Perez Prado, whose application for a union card was turned down by Local 802, American Federation of Musicians, three weeks ago, was granted a card by the Newark local last week and yesterday cut The Cuban mambo king waxed his own arrangements of Syncopated Clock and three L-A tunes. He recorded with New York side-

Prado was due to return to Mexico this week-end for a two-week engagement, after which he is expected to return here for a benefit one-nighter in Chicago and then back to New York for a location stand, not yet specified.

McConkey in Staff Shift

CHICAGO, May 5 .- McConkey Artists' Corporation this week juggled its personnel, when Len Fisher, head of the act department for the past year, left to establish his own office at 127 N. Dearborn. Fisher will double between revue and act production and booking. Phil Levant, MCA's location band skedder, will head the act department, while Bill Black, road manager for Henry Busse's ork for the past five years, takes over Levant's post. Max No-velle is joining MAC's New York office to head up the act division. Nick Belcastro joins the new Fisher office to handle sport show

Dick Hoffman, with the Charley phono market severely. At least stopped placing any private label ager, joined the Paul Marr office, (Continued on page 35) turned to the air corps as a captain.

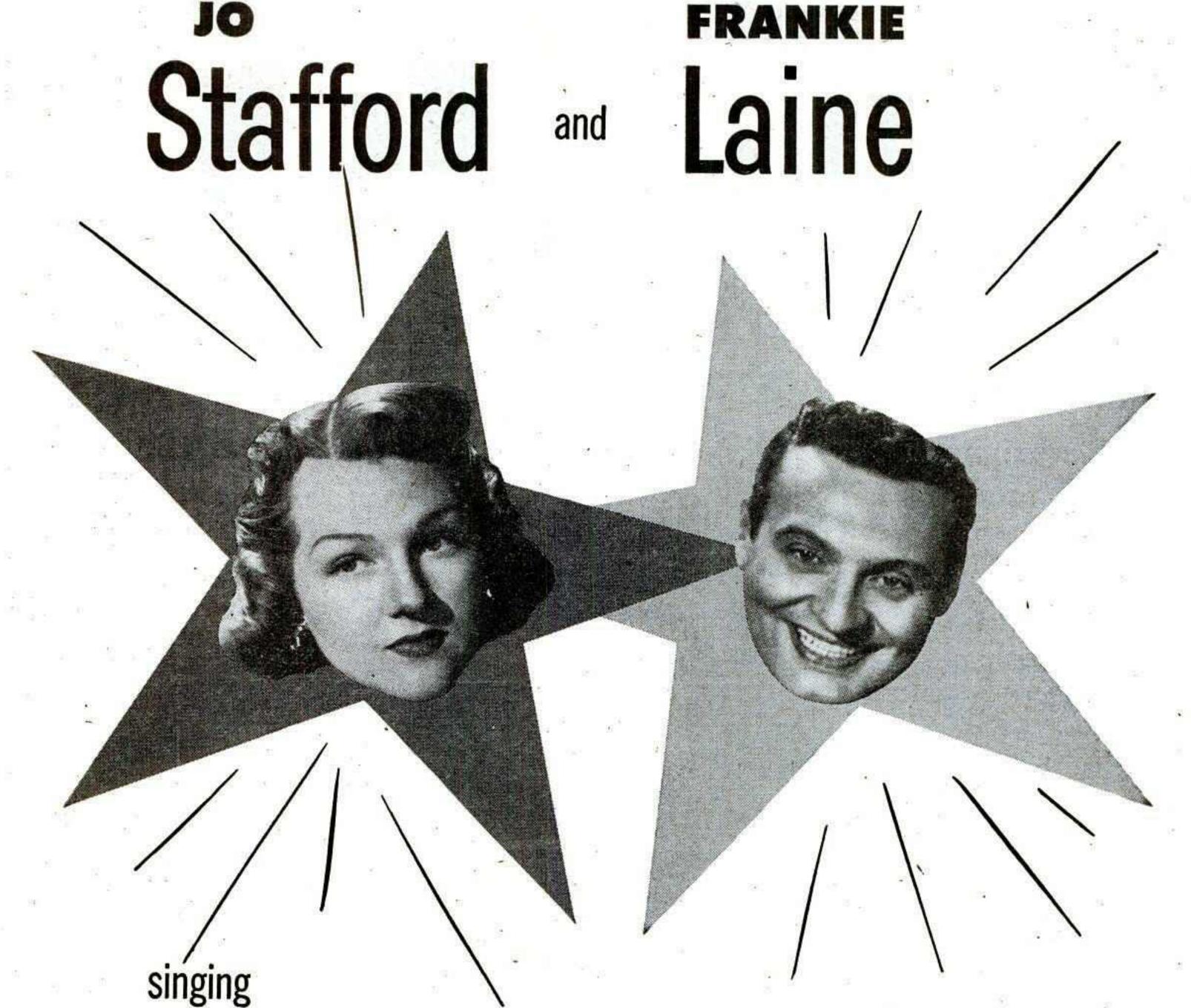
TV-Phono Merchandising

made among key dealers in this

NEW YORK, May 5.- Despite | area and syndicate store buying ofhigh-pressure merchandising fices. Manufacturers, buying ofembraced by it without knowing schemes, promotions, trade-ins or fices and distributors are being sales, television set sales at the bombarded with requests for adretail level are continuing to fall vertising money, rebates, cancellaoff. The no-buying doldrums has tions and switches. Department Hogan office during the war and also hit the phonograph and radio- store chain buying offices have since that time a local theater manthat's the result of a spot check orders and are now attempting to replacing Eddie Baetzel, who re-

www.americanradiohistory.com

Paired for the first time-these great Columbia Stars



"Pretty Eyed Baby"

and

That's the One for Me

With Paul Weston and His Orchestra Carl Fischer at the Piano 78 rpm 39388 • 33½ rpm 3-39388 • 45 rpm 4-39388

COLUMBIA OF RECORDS

First, Finest, Foremost in Recorded Music

NAMM Nominating Unit Set for July Vote . . .-

Ray S. Erlandson, president of the National Association of Music Merchants, last week named a committee to prepare a slate of 16 nominees from which the members will elect eight to director-Longview, Wash., and includes Arthur A. Birge, Hollenberg Com-Chenoweth & Green Music Com-Southern California Music Company, Los Angeles; Robert P. Isbell, Jordan Piano Company, Washington; Rollin Mettler Jr., Mettler Piano Showrooms, New Haven, Conn., and James A. Terry, Terry's Music Store, La in Chicago July 17.

Philly's Turners Hall Sold for Healthery . . .

many years, has been sold. Opweek-ends, with sponsored dances and shows during the week, the four-story building was sold to Samuel Hartz to be modernized and used as a health center. Ball- adapted from a "Fledermaus" room is also used during the day-University. Purchase price not announced, but property is assessed at \$230,000.

Sha, Jap Pub Firm, Richmond Close Deal . . .

Publisher Howard S. Richmond and Sogaku Sha, Japanese publishing firm, have concluded a deal whereby the latter gets exclusive sales rights to Richmond's by Magna there. "Hop Scotch Polka" and "Good Night Irene."

Continue Talks of AFRA and Diskeries . . .

American Federation of Radio Artists and diskeries continued their negotiations last week for a contract covering AFRA memexec is redrafting some of the points already agreed upon. Another session is set for Thursday Sid Lipman. . . . The winning ent roster with half a dozen talent

Miss Mark Opens Shop For Music Research .

Ottalie Mark has set up an office in the Paramount Theater Building to service the music business and other interested parties with data and source material on public domain and copyrighted music. Miss Mark has worked in music research for Warner Bros., Broadcast Music, last week. It's called "Irving." Inc., and other organizations.

New York

George Atwood, bass player formerly with Kay Carter, Texas band leader, has replaced Ed Gordon in the Gene Krupa orchestra. the Prom Ballroom, St. Louis, Minn., May 10 thru 13 and Buckeye Lake, O., May 26 thru 29. It's also set for Steel Pier, Atlantic City, for one week beginning August 24. . . . Norman Granz, Jazz at the Philharmonic impresario, narrowly escaped injury recently



AMERICAN MUSIC, INC. 1576 B-oy N. Y. • 9109 Sunset Blvd Hollywd

COME OUT AND KISS ME

DAVE STREET * THE PAULETTE SISTERS

"Broadway Open House" ••BROADWAY RECORDS GRAMERCY MUSIC CO., 1619 B'way, N.Y.C.

Music as Written

ships. Nominating committee is Wichita, Kan. . . . Raymond Chicago headed by Ted Korten, Korten's, Dempsey is in his fourth month as featured pianist at the Hotel Governor Fenton, Jamestown, pany, Memphis; L. A. Chenoweth, N. Y. ... Don Grimes orchestra, now in the Town and Country pany, Enid, Okla.; L. E. Fontron, Room of the Neil House, Columbus, O., closes there June 6 and June 8 opens at the Van Cleve Hotel, Dayton, O., for four weeks.

Promotion, tie-in on Evelyn Knight's Decca disking of "The Lollipop Song" was arranged Crosse, Wis. Elections will be held with the candy department of Childs' Restaurant chain in New York. Windows of nine Childs' spots show the chirp's picture, the disk, plus a flock of Childs' lollipops with the slogan, Tops Turners Hall, serving as a dance in Pops. Elle Kofler arranged hall in North Philadelphia for the deal. . . . Evelyn Savage, formerly an a. & r. assistant at erating as a public dance hall on London Records, now working with Morty Palitz at Decca.

Regent Music is publishing 'Music in My Heart," a pop waltz theme, with records set at time as a gymnasium by Temple Columbia, Mercury, Coral and London. . . . Buddy and Bernyce Robbins had their second child, a boy, at Doctor's Hospital April 30. He's named Gary Edwin. . . . Charley Green leaves for the West Coast next week to do some recording dates with staffer Henri Rene. . . . Shapiro-Bernstein has acquired American rights in "Mary Rose," one of England's top 20 tunes, published

The Kermit Goell's had their second child, a girl, Julie. . . Former contact man Leo Jacobs has set up as a disk promoter, with offices at the Hotel Abbey. Guy Mitchell opens a week at the Latin Quarter in Boston Monday (7). . . . Mindy Carson goes into the Olympia Theater, deejay in the contest to select tunes for the forthcoming Frank Sinatra flick, "Meet Danny Wilson," will get a spot in the flick.

Mills Music has engaged Ted Kohler to set lyrics to two Duke Ellington tunes, "Creole Rhap-sody and "Creole Love Call." Irving Mills is due here in June to spend six weeks in New York.

Sam Weiss' partner and brother, Irving, picked up the ings. Vic Damone's induction date is May 10. The singer, who has a couple of MGM flicks in the can, is busy slicing up a sizable backlog of Mercury recordings. Benny Goodman planed back to his Coast home for three weeks prior to embarking on a two-Room of the Hotel Edison Thursday (3).

Remy Van Wyck Farkas, London Records' classical a. & r. chief, was married last week to when his car overturned outside Donna Kreamer. Pierre Bourdain, Farkas' assistant, entered the army. . . . Jim Bray, Vega Records' vice-president, is in New York on business. . . . Ex-band leader, Ted Black, took over as professional manager of Paull-Pioneer. . . Bruno G. Ronty, president of Colosseum Records, LP indie, is prepping a European weeks and is set for a series of TV shots on "Cavalcade of Stars"

'TATTOOED LADY' GETS MAN DITTO

DETROIT, May 5. - The Tattooed Lady has produced a male rival in a certain Eastern city, as the result of some territory - jumping, Jack Brown, head of Fortune Records, learned this week. Fortune's disk, regularly handled by an authorized distributor, proved tempting to a rival who secured stock from another territory and was giving opposition coverage. The two distributors met up and the unauthorized one is sporting a black eye as a souvenir of Lady.

Natt Hale is handling promotion activities for the Sampson Company, Columbia Records distributor. . . . Leo Reisman opens his first engagement in years at the Blackstone Hotel's Mayfair Room. . . . Eddie Hubbard, WIND, d.j., presented Gen. Douglas Mac-Arthur's aide, Col. Sidney Huff, with a gold-plated copy of Herb Jefferies Coral waxing of "Old Soldiers Never Die." The General asked for shellac copies to be sent to his New York hotel. Joel Cooper, Tell Music distributor chief, in promotion in this area. . . . Hank Pollock, vet sales rep with Mercury, will remain as Morry Price's assistant in sales, tho Mercury's other regional reps

sales and d.j. contact. Jane Turzy, whose disking of "Pretty-Eyed Baby" on Decca is joined McConkey Artists' going strong in the Midwest, fol- Agency's band location departlowing sale of the master to ment. . . . Victor Young checked Decca by Bill Putnam, of Uni- into Republic to cleff his 260th versal, is now booked by Mutual pic score. Flicker is "Wings Over Entertainment. She's currently at the Amvets' Club, Mason City, Ia. . . . George and Lenore Devine, of Million Dollar Ballroom, Milwaukee, visiting with Tom Devine, ex-Indianapolis terp op, at Redondo Beach, Calif., following their trip to Hawaii. . . . Tim Gayle, personal manager of Lorry Raine, who left London recently, do a Bing Crosby radio show ... has turned over two masters, "Sometime, Somewhere" and "Why Cry?" for current release to London First tune is by Bill Palmer, a Pennsylvania d.j. . . .

Coral Adds to Folk and R&B

Millan. Miss Dee co-cleffed the subsidiary, this week amended its current hit "Too Young" with country and rhythm and blues talinkings. Coral artists and repertoire topper Jimmy Hilliard inked a trio of country and Western artists from the Eastern hills, singer Dewey Ritter, instrumentalist Rusty Keefer and writer-arranger Vaughn Horton. Horton also is responsible for the Pinetoppers' instrumental unit, a top Coral at-traction. Hilliard also inked the Marlin Sisters to a waxing paper for both pop and country record-

Coral's r. and b. recording man, Teddy Reig, inked blues shouter Al Jackson, who is half of the comedy team of Patterson and Jackson. Jackson formerly re-corded for the Roost label. Reig also signed Mabel Scott, thrush and pianist, who last recorded for King Records and at one time made a dent in the field via her Elevator Boogie and Boogie Woogie Santa Claus on the now defunct Never Been Kissed. Exclusive label.

Tempo Inks Laines For Foreign Trade

HOLLYWOOD, May 5. - With an eye to the foreign market, Tempo Records this week inked Papa Jack Laine's Children, New Orleans jazz septet, to an exclusive three-year disking pact. Label feels disks will be more salable in Europe than in this country and will kick off special promotion to push the sides on the Continent. recording trip this summer. . . . Group cut an initial 22 sides, part of which is earmarked for June rethe Ruban Bleu May 16 for two lease. This is the diskery's first such issues since it waxed the Doc such issues since it waxed the Doc Evans combo a year ago. Pact and "Cavalcade of Bands" video calls for a minimum of 12 slicings a year. Tempo will release on all speeds, in both album and single

Jazz combo was formed recently at the instigation of Dr. Edmond Souchon, founder of the New Orleans Jazz Club, Featured on the waxings are Sherwood Mangiapane, bass-tuba; Tom Brown, trombone; Harry Shields, clarinet; Stanley Mendelsen, piano; Johnny Wiggs, cornet; Ray Baduc, drums, and Souchon, guitar-banjo. Included in the 22 disks are such standards as I'm Forever Blowing Bubbles, Just Jazz, Savoy Blues, St. Louis Blues, Sweet Sue and Oh, You Beautiful Doll.

Tempo's Irving Fogel received the 22 masters via tape and will The award assigns their tune, process them here and in Phila- Just a Record on the Phonograph, \$3.50 and \$3.85 respectively.

Max Targ. of Targ & Dinner, music house, is prexy of newly organized Americans for Music in Israel, which plans to send music library materials to Israel.

Hollywood

King Perry launched a 10-day Canadian tour Thursday (3) in Vancouver. . . . David Rose conducts' the Compton (Calif.) College Symphony May 17, his first guest shot of the year. He'll front eral asked for shellac copies for two of his cleffings, "Masked waltz," and "Flying Horse."...

Harold Simmert is assisting Hazel Scott, currently at the Captain's Table, did a recital May 6 at Philharmonic Auditorium. . . Preliminary auditions are being held for the Guild Opera Company's "Carmen," to be presented late this year. Carl Ebert is genare splitting their time between eral director. Group is sponsored by the County Board of Supervisors. . . . After five years as p. m. for Henry Busse, Bill Black the Pacific.". . . Reg Marshall Agency is back at the Crossroads of the World after an 11-year absence. . . . Cormac Records' new offices also houses Argyle Recorders, Artists Records, Mactric Music Publishers and Fabor Robison. . . . Cass County Boys last week planed to San Francisco to Ezio Pinza leaves for Europe Thursday (10) following cutting a "Voice of America" program with Jo Stafford. . . . Ginny Simms' returns to the screen in "Disk Jockey," Allied Artists-Maurice Duke feature. . . . Ahead of sked spinning by Midwest disk jockies accounted for the early release of Spike Jones' "My Daddy oldies. . . . Due to the current success of Martin-Lewis, Paramount is rushing processing of "The Stooge" to such an extent

Banner Issues Yiddish Pop Disks

NEW YORK, May 5. - With foreign language diskeries continuing to translate American pop hits for their specific audiences, Banner Records has come up with one of the more intriguing of the translated versions. Label had issued a Yiddish version of The Syncopated Clock as Die Shiker Ticker. Ditty is sung by Seymour Rechtzeit. Jerry Morse did the translation.

Label also has issued Yiddish language versions of You're Just in Love, Would I Love You? and

Browne Heads Up Fran, Fanny Firms

CHICAGO, May 5.-Fran Allison, Fran in Kukla, Fran and Ollie, and Aunt Fanny, of the Don Mc-Neill Breakfast Club ABC seg, this week set up two publishing firms, Alton Music, Broadcast Music affiliate, and Midway Music, American Society of Composers, Authors and Publishers' subsid.

Heading both firms is Ted Browne, vet music man here, last with Southern Music and Len-Art, rustic music pubbery. Plug tunes currently being worked on are A Thousand Times and Saturday Night Waltz. Firms will shoot at pop and rustic music catalogs. Browne is currently working on a deal with Leonard Keller, the pubbery's prexy, to take over some songs from the Len-Art catalog.

Cleffers Get "Record" Returned on Default

NEW YORK, May 5.-New York Supreme Court Justice Samuel Dickstein this week confirmed an arbitration award to the effect that a contract of January 7, 1948, between Record Music Corporation and tunesmiths Alice D. Simms, Les Cahan and J. Fred Coots be canceled by default.

The award assigns their tune, delphia. LP album will have 12 back to the writers, with the Rectracks, retailing at \$4.85. Three- ord Music Corporation paying \$25 pocket 45's and 78's will go at arbitration costs. The arbitrator was Howard L. Olech.

that all song pre-recordings are made with piano only. Ork accompaniment will be added after final editing and dubbing. Music director is Joseph J. Lilley. . . . Lyn Murray penned 40 minutes of music for the 91-minute United Artist release, "The Prowler." Twenty-three minutes of this is under-scoring remaining time going to original songs.

Walter Gates, former name

Philadelphia

band arranger bowing as a new maestro at the Hotel Warwick, is the son of Dr. Walter Grigatis, well-known concert musician here. . . . Mrs. Charley McDonald, wife of the York, Pa., movie exhibitor, was signed to sing with Herbie Collins. . . Columbus Sortez, Embassy Club maestro, sold his "It's News to Me" to Leeds Music. . . . Harry Dobbs, former Latin Casino bandsman who suffered a stroke last year, is back in harness again—playing club dates. . . . Joe Stern has booked a season's return for Bob Kay at the Harlequin Room at Atlantic City's Ambassador Hotel. . . . Jean Harrison joins Ted Forrest's unit at Ciro's for the vocal chores. . . . Charley Ventura adds Gene Kutch, former 88-er with Tommy Dorsey and Raymond Scott. . . . Ed Curry, piano-vocals at the Wedge, cut two sides for the local Keystone label—"I'm All Out of Dreams" and "Tell Me More." . . . Princess Louise, the Indian chanteuse, joined Ross Raphael's band at the Two-Four Club. . . . James E. Myers, head of Myers Music, closed a deal with Tom Gindhart and Ed Khoury to become sole selling agent for their Chateau Publications catalog. . . Sigmund Romberg and Andre Kostelanetz are among the guest conductors set for the Robin Hood Dell open-air summer concerts this coming season, with the impressive list of soloists including Oscar Levant for an all-Gershwin program July 16. . . . Drummerboy Johnny Jones is debuting a new combo at the 820 Club. . . . a contract covering AFRA members on disks. Negotiators are still apart on scales affecting small groups, but are making headway. Frank Reel, AFRA Simple State of the disks of the season of the disks. Negotiators are still apart on scales affecting small groups, but are making headway. Frank Reel, AFRA Simple State of the disks. Negotiators are still apart on scales affecting small groups, but are making headway. Frank Reel, AFRA Simple State of the season of t sponsible for the revival of the placed Mickey Orner at the drums for maestro Columbo Cortez at the Embassy Club. . . . Ostrow Music, with Decca to wax, has taken "I'm Sold on You" by Ragtime Smitty, Zodiac Room's 88er, and Joe Shuster.

Detroit

The Knapp Family have just cut Mary Sarlow's new "Song of the Fair" and "Waltzing in Dreams" for release on a West Coast label. . . . Margaret Whiting has been picked as vocal star of the Motor City's 250th birthday festival, being celebrated July 24-26. . . . Clayton A. Perry, who cut the first releases in the new Fiddle Art series, is recovering from a serious eye-gland infection. . . . Randy Hankins and his band have cut "The Little Brown Shows" and "Running From the Blues" for a new Fortune label release.

Hartford, Conn.

Mary Mayo, Capitol Records artist, was in Hartford last week contacting disk jockeys. . . . City Manager Henkle, of New London, Conn., has been authorized by the Ocean Beach Park Board, which supervises Ocean Beach Park, New London, city-owned-andoperated situation, to negotiate for the rental of the park's recreation hall for use by orchestras during the approaching summer season on Sunday nights. The board has indicated that between 15 and 20 Sunday evenings will be available.

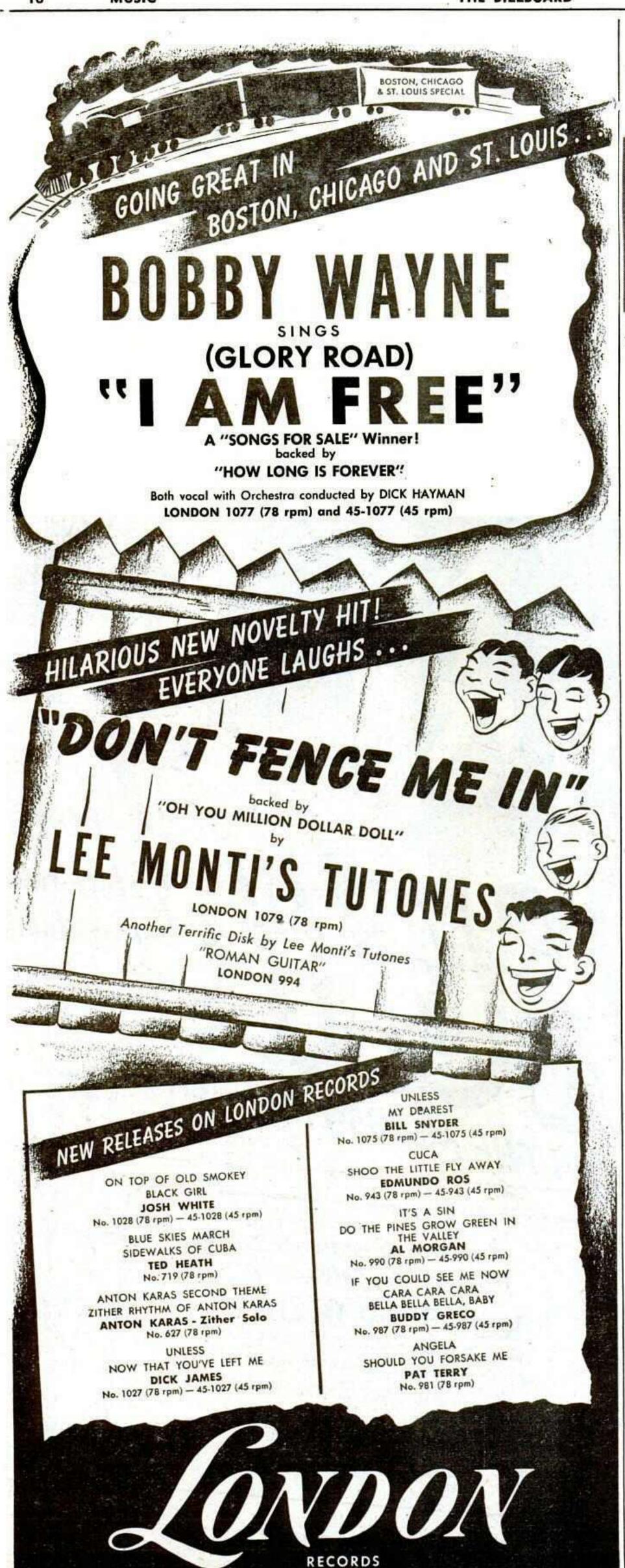
COL., DECCA 1ST WITH TELEGIFT

NEW YORK, May 5.-Columbia and Decca were the only diskeries represented on the first album list issued this week by Telegift, a national corporation set-up to promote gift-by-phone orders via a tie-up between Western Union and local department stores across the country.

LP albums slated for heavy promotional push by more than 3,000 wire offices thruout the country include: Oscar Levant's Chopin Piano Music, Col.; the Met's Die Fledermaus, Col.; Guys and Dolls, Decca: Bing Crosby's Jerome Kern Album, Decca; Frank Luther's Children's Corner, Decca, and Basil Rathbone's Treasure Island, Col.

Copyrighted material





HOROR 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 2, 3, 4.

Last | This Week | Week

1. 1. Mockin' Bird Hill

. By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; 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.

(No information on electrical transcription libraries available as The Billboard goes to press.)

2. 2. How High the Moon

. . By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)

RECORDS AVAILABLE: C. Brown, Aladdin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, Z. Elman, MGM 10332.

ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard.

3. 3. On Top of Old Smoky

By Pete Seeger-Published by Folkways (BMI)

RECORDS AVAILABLE: G. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P Faith-B. Ives Col 39328: Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612

(No information on electrical transcription libraries available as The Billboard goes to press.)

4. 4. If

By Robert Hargreaves, Stanley Damerell and Tolchard Evans-Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: P. Como, y 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 Fotine, WorldP Vincent Lopez, Thesaurus; Mindy Carson, Associated

8. 5. Sparrow in the Tree Top

. . By Bob Merrill—Published by Santly-Joy (ASCAP)

RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrews Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen, Mer 5597, (45)5597X45.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Dick Jurgens, Associated

6. 6. Would I Love You

By Bob Russell and Harold Spina—Pulished by Walt Disney (ASCAP)

RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159, (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Piels, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490:

M. Davis, Coral 65048; S. Rechtzeit, Banner 2589.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coccanut Grove Ork, Standard.

5. 7. Be My Love

By Sammy Cahn and Nicholas Brodzky-Published by Miller (ASCAP) From the MGM film, "Toast of New Orleans."

RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Lanza, V(45)19-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352: L Brown-C Butler Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith,

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus: Bob Eberle, World; George Wright, Associated

8. Too Young

. By Sid Lipman 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.

(No information on electrical transcription libraries available as The Billboard goes to press.)

10. 9. I Apologize

(Appeared first in 4/21/51 issue)

. . . By Al Hoffman, Al Goodheart and Ed Nelson—Published by Crawford

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.

7. 10. Aba Daba Honeymoon

. . . By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)
From the MGM film, "Two Weeks With Love."

From the MGM film, "Two Weeks With Love."

RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-C. Carpenter, MGM 30282, (451K-30282; H. Carmichael-C

Dailey, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205; F. Fisher, Dec 27510

ELECTRICAL TRANSCRIPTION LIBRARIES: Music Hall Varieties, Thesaurus

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

apitol Buyers Guide DEALERS! OPERATORS! DISC JOCKEYS!

COMING UP FAST!

	78	45
	rpm .	rpm
"MR. ANTHONY'S BLUES," "COOK'S TOUR"	9539400 B	K VERREIN
Ray Anthony	1502	F1502
"DREAM," "HALLS OF IVY"		
The Voices of Walter Schumann	1505_	F1505
"IT NEVER HAPPEN' TO ME," "HE'S ONLY		
WONDERFUL" Peggy Lee	1513_	_F1513
WONDERFOL FEGGY LCC	1313_	_11313

HOT SELLERS!

POPULAR

"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN'	0.5	×
BLUES" Les Paul and Mary Ford	_1451_	_F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole		
"MOCKIN' BIRD HILL," "CHICKEN REEL"	all all and	
Les Paul and Mary Ford	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO"		
Stan Kenton	_1480_	_F1480
"WHEN YOU AND I WERE YOUNG MAGGIE BLUES," "TILL WE MEET AGAIN" Margaret Whiting		
and Jimmy Wakely	_1500_	_F1500
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A	STORES.	
LONG, LONG DAY" Jimmy Wakely	_1393_	_F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"		
Les Paul and Mary Ford	_1316_	F1316
"COME BACK, MY DARLING," "THEN YOU'VE NEVER		
BEEN BLUE" Kay Starr	_1492_	F1492
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ"		
Tennessee Ernie	_1470_	_F1470
"LITTLE CHILD," "RED SAILS IN THE SUNSET"		50.T41/17/106
Nat "King" Cole	_1468_	_F1468
"MR. ANTHONY'S BLUES," "COOK'S TOUR"	+	
Ray Anthony	_1502_	_F1502
"BYE, BYE BLUES," "TOM'S TUNE"		
loe "Fingers" Carr	1484	F1484

"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT		
"R C COLA AND MOON PIE," "BEER DRINKING	_1295_	F1295
BLUES" "Big Bill" Lister	_1488_	F1488
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin	1508	F1508
"IT'S ALL THE SAME TO ME," "FALLING RAIN		
"WHERE IS YOUR HEART TONIGHT?" "THOSE THINGS	_14/6_	F14/6
MONEY CAN'T BUY" Hank Thompson	_1444_	_F1444
"THE HOKEY POKEY," "JUMP ROPE BOOGIE" Cliffie Stone	1496	F1496
"I LOST MY GAL FROM MEMPHIS," ONE WAY		
"I'LL FLY AWAY," "WE WILL RISE AND SHINE"	_14/5_	_114/5
James and Martha Carson	_1415_	_F1415
"HOT ROD RACE," "WALKIN" WITH THE BLUES" Ramblin' Jimmie Dolan	_1322_	_F1322
"DON'T KINDLE THE FLAME," "THIS SUSPENSE IS KILLIN' ME" Bucky Tibbs & Deuce Spriggens	1477	F1477



Week ending MAY 12, 1951

Hot Sellers based on **Actual Sales Reports**

THE BIG ONE TO WATCH!

The BIG song of the year

TENNESSEE

sings



on Capitol 78 rpm No. 1521

on 45 rpm F1521

THE NOISE SONG

RELEASES ON

Sharkey's Southern Comfort

She's Craing for Me



BLUETAIL THE RED FOX by Tex Ritter

and

16 rpm No. CAS-3100 \$1.16

Face of the Paris

Copyrighted material

74 rpm No. CCH-266 53.36 + 45 rpm No. CCF-266 52.90 +	33V ₃ rpm No. H-360 \$2.85 45 rpm No. CA	SF-3106 \$1.85
POP	G AR	78 45
TENNESSEE ERNIE	MR. AND MISSISSIPPI " SHE'S MY BABY	1521 F1521
RAY ANTHONY	HERE'S TO YOUR ILLUSIONS THE MAN AND THE SET	1522 #1522
JO STAFFORD, and GORDON MacRAE	NIGHTS OF SPLENDOR (Neopolitan Nights) WHEN IT'S SPRINGTIME IN THE ROCKIES	1523 F1523
MEL TORME	THE WORLD IS YOUR BALLOON WITH Conducted by Sed Fellow (I'M SENDING YOU A) BUNDLE OF LOVE With Conducted by Joe Lipense	1524 #1524
ROBINSON	THE DONKEY SONG = BABY BLUES	1526 F1326
YOGI YORGESSON	A LETTER FROM HARRY == ALL POOPED OUT	1531 <i>r</i> 1531
for For		
JOHNNY PECON	GOOSE POLKA	1527 #1527
WESTER	K FOIR	
HANK THOMPSON	I A'IN'T CRYIN' OVER YOU HANGOVER HEART	1528 #1520
ROY HOGSED	SHUFFLEBOARD SHUFFLE POCO TEMPO	1529 F1529
JAMES & MARTHA CARSON	(I'M GONNA) SING SING SING SHINING CITY	1530 #1530

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

to see a

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

. . . Based on reports received May 1, 2 and 3

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 through 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.

Weeks	SITIO Last e Week	This	
	1	1.	HOW HIGH THE MOONL. Paul-M. Ford
10	5		MOCKIN' BIRD HILL P. Page
6	4	3.	ON TOP OF OLD SMOKY T. Gilkyson-Weavers-V. Schoen Dec(78)27515; (45)9-27515—BMI
18	3	4.	IFP. Como
12	2		MOCKIN' BIRD HILL L. Paul-M. Ford
4	9	6.	SOUND OFF
9	12	7.	APOLOGIZE B. Eckstine MGM(78)10903: (45)K-10903-ASCAR
21	6	8.	BE MY LOVE
14	7	9.	WOULD I LOVE YOUP. Page
4	27		TOO YOUNG Nat (King) Cole
			YOUNG MAGGIE BLUES Bing & Gary Crosby Dec(78)27577; (45)9-27577—ASCAP
2	21	12.	JEZEBELF. Laine
4	15	13.	ON TOP OF OLD SMOKY V. Monroe
3	17	14.	MOONLIGHT BAY
15	10	15.	ABA DABA HONEYMOOND. Reynolds-C. Carpenter
11	13	16.	BEAUTIFUL BROWN EYES R. Clooney
6	28		SPARROW IN THE TREE TOP
3	20	18.	SEPTEMBER SONGS. KentonCap(78)1480; (45)F-1480—ASCAP
1		19.	ON TOP OF OLD SMOKY P. Faith-B. Ives
5	16	20.	MOCKIN' BIRD HILL
7	14	21.	WOULD I LOVE YOUD, Day-H. James
3	-	21.	LOVELIEST NIGHT OF THE YEAR .M. LanzaV(78)10-3300; (45)49-3300—ASCAP
		23.	WHEN YOU AND I WERE YOUNG MAGGIE BLUESM. Whiting-J. Wakely
5	26	24.	NEVER BEEN KISSEDF. Martin
17	23	25.	IF
15	-	26.	BE MY LOVE
11	11	27.	SPARROW IN THE TREE TOP G. Mitchell-M. Miller
8	-	28.	WOULD I LOVE YOUH. O'ConnellCap(78)1368; (45)F-1368—ASCAP
1	-	29.	ROSE, ROSE, I LOVE YOUF. Laine
1	_	30.	DOWN THE TRAIL OF ACHIN'
			HEARTSP. Page

• Engla::d's Top Twenty

	OSITIO Last	1 This	1	
		k Week		merica
5	1	1.	MOCKIN' BIRD HILLSouthernSouthern	
5 15 9 13 8 20	5	2.	ROSE, ROSE, I LOVE YOU	
15	2	3.	TENNESSEE WALTZ	
9	3	4.	THE ROVING KINDLeedsHollis	
13	4	5.	MY HEART CRIES FOR YOUMorrisMassey	
8	5	6.	BE MY LOVEFrancis DayRobbins	
20	7	7.	PETITE WALTZ	
14	8	8.	SEPTEMBER SONGChappell, LtdCrawford	
10	10	9.	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	
3	11	10.	SPARROW IN THE TREE TOP Cinephonic Santly-Joy	
16	9	11.	IFShapiro-Berr	nstein
4	13	12.	MARY ROSEShapiro-Berr	
14	12	13.	I'LL ALWAYS LOVE YOU Chappell, LtdFamous	CONTRACTOR OF
12	16	14.	C'N I CANOE YOU UP THE RIVERLeedsLeeds	
2	19	15.	SO IN LOVE Chappell, Ltd Harms	
2	19	16.	SHOT GUN BOOGIE	
12 2 2 3	18	17.	DADIM DADOM (RAINY DAY RE- FRAIN)	
21	14	18.	I LEAVE MY HEART IN AN ENGLISH GARDENSun Music, Ltd	
7	15	19.	PENNY A KISS, PENNY A HUG Leeds Shapiro-Berr	estein
15	17	20.	NEVERTHELESS	

*Publisher not available as The Billboard goes to press.

VOX JOX

Gripe Bag

Dennis Murphy, KGGF, Coffeeville, Kan., asks, "Do other spinners have to battle record companies, distribs, retail dealers and listeners to spin rhythm and blues and some religious tunes on a pop show? If I wasn't Irish, bull-headed and from Missouri, I'd quit!" . . . Tom Gadwa, WPCF, Panama City, Fla., has a bone to pick with diskeries that send him platter promotional material, sans the platter. "Do they actually expect us to promote a disk which we have to buy with funds from a rather limited record budget?" asks Gadwa. . . . Station WVBR, Ithaca, N. Y., hasn't received a Decca disk for "well over a year, altho the demand for their artists is high," according to Ell Duell. . . . Bob Watson, WSB, Atlanta, recently heard from a former listener, Private Robert Simmons, now in the Korean theater, who reported a "lack of good music for the troops."... On the subject of "would - be - songwriters," who send "audition" disks to d.j.'s, Pat McGuinness, WJNO, West Palm Beach, Fla., pens, "How about wising these birds up to stop sending us instantaneous disks which are no good because they lack quality in their recording process. Anyway, most stations use only Broadcast Music, Inc., and American Society of Composers, Authors and Publishers licensed disks. Frankly, I haven't received one over the years that ever became a top record. Those of us who despise the payola racket hate these letters where a would-be composer hints a lot of things if you'll really pitch his disk."

Ad Lib Cuttings

Robin Seymour, WKMH, Dearborn, Mich., who recently rechristened himself "Boy Needle" (playing, that is), is sending members of his Robin's Needle Fan Club a sewing needle threaded with "robin red" colored thread. . . . Brad Phillips, WINS, New York, and frau Pinky celebrated their 10th wedding anniversary last month. . . . Buddie Kae, WTAQ, La Grange, Ill., says his 21-year-old partner in platter-spinning, Ralph Kae, "falls in love with a new female vocalist every week, but his latest heartthrob, MGM's Debbie Reynolds, has been part of his kilocycle romance for nearly three weeks.". . Rod McKuen, KROW, Oakland, Calif., sends out weekly copies of a list of the most requested records on his "Rhonda Vou With Rod Show." Rod says he'll mail copies of the poll to music publishers and record companies "on request."

Next Question

. Mercury (78)5579; (45)5579X45-ASCAP

If any d.j.'s have a copy of an old Bluebird record by Vaughn Monroe, "Salud, Dinero Y Amor," you might send it to Jerry Strong, WINX, Washington, who's looking for same. "Pulled it out of an old file," writes Jerry, "played it once and was flooded with calls. Playing it every day now, but my copy is wearing out!"... Al Vickers. WCPS, Tarboro, N. C., is hunting for "a copy of Willie Kelly's Corona disking of 'Collegiate.'" "Send it C.O.D.," says Al, "but, to avoid duplication, contact me before mailing."... "Lucky" Len Ross and "Wild" Bill Carberry, KRUX, Phoenix, Ariz., would like to know "exactly who composed 'My Heart Cries for You.' Some labels list them as Carl Sigman and Peter Mars. Others say Sigman and Percy Faith."

Preems

Ted Oakes has moved from WSLB, Ogdensburg, N. Y., to WGAT, Utica, N. Y. . . . Bill Doak, KATL, Houston, elevated to promotion - special events writing and production. He retains one platter (Continued on page 22)

• Best Selling Sheet Music

. . . Based on reports received May 1, 2 and 3

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.

The Park Park To the	SITION	Water Committee of the	
	Week		Publishers
12	1	1.	MOCKIN' BIRD HILL (R)Southern
16	3	2.	IF (R)Shapiro-Bernstein
19	2	3.	IT IS NO SECRET (R)
6	3	4.	ON TOP OF OLD SMOKY (R)Folkways
24	5	5.	TENNESSEE WALTZ (R)
9	5	6.	SPARROW IN THE TREE TOP (R)
8	8	. 7.	BEAUTIFUL BROWN EYES (R)
13	7	8.	MAY THE GOOD LORD BLESS AND KEEP YOU (R)Pickwick
11	9	9.	WOULD I LOVE YOU (R)
3	13	10.	TOO YOUNG (R)Jefferson
20	11	11.	BE MY LOVE (F) (R)Miller
10	10	12.	ABA DABA HONEYMOON (F) (R)Feist
7	12	13.	I APOLOGIZE (R)Crawford
1	-	14.	LOVELIEST NIGHT OF THE YEAR (F) (R)
1	-	15.	OLD SOLDIERS NEVER DIE (R)Publisher Undetermined

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 fies) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31.

N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted: no radio broadcast utilizing this information may be aired. Infringement will be prosecuted

(Beginning Friday, April 27, 8 a.m., and ending Friday, May 4, 8 a	.m.)	
Aba Daba Honeymoon (F) (R)	. Feist-	-ASCAP
Across the Wide Missouri (R)	. Revere-	-ASCAP
Always You (R)St.	Nicholas-	-ASCAP
Be My Love (F) (R)	. Miller-	-ASCAP
Bring Back the Thrill (R)	Maypole-	-ASCAP
Gotta Find Somebody to Love (R)	. Duche	ss-BMI
How High the Moon (R)	Chappell-	-ASCAP
I Apologize (R)	rawford-	-ASCAP
I Love the Way You Say Goodnight (R)	Remick-	-ASCAP
I Whistle a Happy Tune (M) (R)	Illamson-	-ASCAP
If (R)Shapiro-B	ernstein-	-ASCAP
It's a Lovely Day Today (M) (R)	Berlin-	-ASCAP
Love Me (R)	Music-	-ASCAP
Loveliest Night of the Year (F) (R)	Robbins-	-ASCAP
Make the Man Love Me (M) (R)T. B	Harms-	-ASCAP
May the Good Lord Bless and Keep You (R)	lickwick-	-ASCAP
Mockin' Bird Hill (R)	outhern-	-ASCAP
My Inspiration (R)	oldmine-	-ASCAP
My Prayer (R)Shapiro-B	ernstein-	ASCAP
Never Been Kissed (R)	Paxton-	-ASCAP
On Top of Old Smoky (R)	Folkwar	S-BMI
Once Upon a Nickel (R)	Valando-	-ASCAP
Penny a Kiss (R)	ernstein-	-ASCAP
Sound Off (R)Shapiro-B	ernstein-	-ASCAP
Sparrow in the Tree Top (R)	ntly-Joy-	-ASCAP
Too Late Now (F) (R)	Feist-	-ASCAP
Too Young (R)	lefferson-	-ASCAP
We Kiss in a Shadow (M) (R)Wi	liamson-	-ASCAP
What Will I Tell My Heart? (R)	Iw-	-ASCAP
When You and I Were Young Maggie Blues (R)		ASCAP
Where the Red Roses Grow (R)	Famous-	-ASCAP
Would 1 Love You? (R)	Disney-	-ASCAP
You're Just in Love (M) (R)	Berlin-	-ASCAP
	-53000000000	-0.85

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 gets 20 points.

	No. 1522/1527/1525 No. 1722 No. 1723	
	(Week of April 26 to May 2)	
1.	Would I Love You?—Disney	115
2.	When You and I Were Young Maggie Blues-Mills	100
3.	Aba Daba Honeymoon—Feist	95
4.	If—Shapiro	95
5.	It's a Lovely Day Today—Berlin	80
6.	Too Young—Jefferson	80
7.	Hello, Young Lovers-Williamson	60
8.	How High the Moon—Chappell	60
9.	I Apologize—Crawford	60
10.	On Top of Old Smoky-Folkways	60
11.	Happiness—Simon House	55
12.	Love Is the Reason—T. B. Harms	55
13.	Never Been K.ssed—Paxton	55
14.	Across the Wide Missouri-Revere	50
15.	I Whistle a Happy Tune—Williamson	50
16.	Syncopated Clock—Mills	45
17.	Beautiful Brown Eyes-American	40
18.	I'm Late—Disney	40
19.	My Inspiration—Goldmine	40
20.	You're Just in Love—Berlin	40
21.	Jalopy Song—Regent	35
22.	Oh, Marry, Marry Me—Finburgh	35
23.	Sparrow in the Tree Top—Santly	35
24.	Use Your Imagination—Chappell	35
25.	Get Out Those Old Records—Lombardo	30
26.	Hot Canary—Leeds	30
27,	Marrying for Love—Berlin	30
28.	Mockin' Bird Hill-Southern	30
29.	Destination Moon—Fisher	25
30.	You and Your Beautiful Eyes—Paramount	25



BY KEN MURRAY, ROYAL FOSTER and CHAS. WICK

KEN MURRAY and LAURIE ANDERS (The Glamour Cowboy)

* Recorded by

ARTHUR GODFREY and LAURIE ANDERS-Columbia

JIMMY WAKELY—Capitol

ART LUND-MGM

Other Top Notch Recordings Coming Up

MERIDIAN MUSIC CORP.

1619 Broadway, N. Y. JACK LEE

Middle West Representative BENNIE CAIRNS

1606 N. Argyle Ave., Hollywood SIDNEY GOLDSTEIN

• Best Selling Pop Singles

. . . Based on reports received May 1, 2 and 3

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

7	1	1.	HOW HIGH THE MOON L. Paul-M. Ford
7	2	2.	Walkin' and Whistlin' Blues Cap(78)1451, (45)F-1451—ASCAP ON TOP OF OLD SMOKY Weavers-T. Gilkyson
12	4	3.	MOCKIN' BIRD HILLP. Page
5	5	* 4.	I Love You Because
13	3	5.	MOCKIN' BIRD HILLL. Paul-M. Ford
4	8	6.	Chicken ReelCap(78)1373; (45)F-1373—ASCAP SOUND OFF
22	6	7.	Oh, Marry, Marry Me V(78)20-4113; (45)47-4113—ASCAP BE MY LOVE
11	9	8.	1'II Never Love YouV(78)10-1561; (45)49-1353—ASCAP I APOLOGIZE
18	7	9.	Bring Back the ThrillMGM(78)10903; (45)K-10903—ASCAP
4	11	10.	Zing Zing—Zoom ZoomV(78)20-3997; (45)47-3997—ASCAP WHEN YOU AND I WERE
1450	aliaka		YOUNG MAGGIE BLUES Bing & Gary Crosby Moonlight Bay
2			Moonlight Bay
7	13	12.	SYNCOPATED CLOCKL. Anderson
14	12	13.	The Waltzing CatDec(78)16005; (45)9-16005—ASCAP ABA DABA HONEYMOON D. Reynolds-C. Carpenter
14	17	14.	Row, Row, RowMGM(78)30282; (45)K-30282—ASCAP WOULD I LOVE YOU
5	13	15.	Sentimental Music Mercury(78)5571; (45)5571X45—ASCAP LOVELIEST NIGHT OF THE YEAR. M. Lanza
11	10	16.	SPARROW IN THE TREE TOPG. Mitchell-M. Miller Christopher Columbus Col(78)39190: (33)3-39190:
1	-	17.	ROSE, ROSE I LOVE YOUF. Laine
2	29	18.	ON TOP OF OLD SMOKY V. Monroe
1	200	19.	Sha!! We Dance?V(78)20-4114; (45)47-4114—BMI OID SOIDIFPS NEVER DIF V Monroe
4	15	DEVINE	Love and DevotionV(78)20-4146; (45)47-4146—BMI MOONLIGHT BAY Bing & Gary Crosby
36.	-	- 1	When You and I Were Young Maggie Dec(78)27577; (45)9-27577—ASCAP Blues
7	16	21.	HOT CANARY F. Zabach
3	20	22.	Jalousie Dec(78)27509; (45)9-27509—ASCAP SEPTEMBER SONG Cap(78)1480; (45)F-1480—ASCAP UNLESS E. Fisher-H. Winterhalter
2	25	22.	UNLESS E. Fisher-H. Winterhalter
10	19	24.	I Have No Heart V(78)20-4120; (45)47-4120—ASCAP BEAUTIFUL BROWN EYES R. Clooney
9	21	25.	
2	27	25.	Foresaking All OthersDec(78)27477; (45)9-27477—ASCAP UNLESS
10	24	27.	MOCKIN' BIRD HILLPinetoppers
10	22	28.	Big Parade PolkaCoral(78)64061; (45)9-64061—ASCAP WOULD I LOVE YOU D. Day-H. James Lullaby of Broadway Col(78)39159; (45)4-39159;
1	_	29.	(33)3-39159—ASCAP
4	-	30.	Ever True Evermore Mercury(78)5579; (45)5579X45—ASCAP
100			

P Best Selling Classical Titles

. . . Based on reports received May 1, 2 and 3

Week	2 2000000000000000000000000000000000000	Best Selling 33 1/2 B P W
1	1.	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductorV(33)LM-1127
5	2.	Bizet Carmen, Paris Opera Comique Soloists, Cluyten, conductorCol(33) SL-109
2	3.	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna Philharmonic Ork, Vienna State Opera Chorus
2	4.	Offenbach: Tales of Hoffmann, Royal Philharmonic Ork, Sir Thomas Beecham, conductorLondon(33)LLP-A-4
=	4.	Verdi: Aida, M. Caniglia, Gi Li Beniamino, E. Stignani, G. Bechi, I. Tajo, T. Serafin, conductor
1	1.	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor V(45)WDM-1506
2	2.	Caruso (Treasury of Immortal Performances), E. CarusoV(45)WCT-11
3	3.	Toast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor. V(45)WDM-1395
4	4.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteux, conductor
5	5	Offenbach: Tales of Hoffman, Royal Philharmonic Ork, Sir Thomas Beecham conductorLondon(45)LGF-78
-	5.	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork V(45)WDM-1020
5	5.	Grand Canyon Suite, NBC Symphony Ork, A. Toscanini, conductorV(45)WDM-1038

• Advance Classical Releases

Francisco Ork-Pierre Monteux, Cond. (1-12") V (33)LM-1131

Chabrier: Espana Rhapsody for Orchestra Album-Berlin Philharmonic Ork-Hans Schmidt-Isserstedt, Cond. (1-10") Sibelius: Finlandia) Cap (33)H-8138

Chopin: Four Scherzi Album-Arthur Rubinstein (1-12") V (33)LM-1132

Gershwin: Highlights from Porgy and Bess Album -Rise Stevens-Robert Merrill-Robert Shaw Chorale-RCA Victor Ork-Robert Russell Bennett, Cond. (1-12") V (33)LM-1124

The Great Caruso-Mario Lanza (1-12") V (33)-LM-1127

Berlioz: Symphonie Fantastique Album - San | Mozart: Sonata In D and Chabrier: Three Romantic Waltzes Album-Amparo & Jose Iturbi (1-12") V (33)LM-1135

Ravel: Piano Concerto in G Major Album-M. Haas Hamburg NWDR Symphony Ork-Hans Schmidt-Isserstedt, Cond. (Stravinsky: Capriccio) (1-127) Dec(33)DL-9515

Stokowski Conducts Bach Album (Vol. 1)-Stokowski Ork (1-12") V (33)LM-1133 Stravinsky: Capriccio for Piano and Ork Album-Monique Haas-Rias Symphony Ork-Ferenc Fricsay, Cond. (Ravel: Piano) (1-12") Dec(33)DL-9515

Verdi: Highlights From Don Carlo Album-Blanche Thebom-Jussi Bjoerling-Robert Merrill Italo Tajo (1-12") V (33)LM-1128

DEALER DOINGS

News and Chatter

Sam Braverman, record buyer for the Neisner Bros.' chain, is back in his Rochester, N. Y., office after a buying trip to New York. . . . Barnard Carey, . former disk clerk in the A. Harris department store, Dallas, now record buyer for the Lakewood Record Shop, Dallas. Lakewood shop was recently purchased by Charles Mundy. . . . Jim McCain and Montgomery Haines are the new owners of the Chestnut Hill Record Shop, Philadelphia. . . . Renee Manola's Carlisle Record Shop, Carlisle, Pa., recently opened a sacred record department.... D. A. Elkin, Archie's Record Shop, Richmond, Va., has purchased two more disk stores in that city. . . . Meyer Music, Eau Claire, Wis., has issued its own recording of "My God and I" sung by the St. John's Lutheran Church choir. . . . Liberal Radio Service, Liberal, Kan., has shifted all disk stock from behind counter to set up self-service racks.

29th Anniversary

Taylor's Music Store, Philadelphia, shop in the Germantown section of the city, received special attention from the Germantown Courier newspaper in marking the 29th anniversary of the music-record shop. Taylor's started with 300 square feet of floor space and now occupies three floors totaling 18,000 square feet of space. Frank Taylor, who originally opened the shop, is still at the helm. Taylor also operates a music school staffed with six instructors and run by Lou Schrader, musical director at the Stanley-Warner Theaters for many years.

Dealer Gripes

"Seems like many distribs hate to let go of our money. It takes months to get a check for credits due us."—The Music Box, Hillsdale, N. J." . . "New releases are slow in selling. People are asking for the old standards. They have us coming and going-don't know what to order lately."—Nu Life Radio Shop, New York. . . . "Advance releases are still getting to the juke box operators and disk jockies too far in advance. We've never even heard or seen a line about some of the stuff being played on the air."—University Co-Operative Society, Austin, Tex. . . . "Why did Capitol reissue the best of Stan Kenton and three months later withdraw them?"-Disc & Needle, Minneapolis.

A Miracle?

After being in the record business for 10 years, Stewart D. Williams, Hackettstown, N. J., reports that the first Decca salesman to ever enter his shop showed up a few weeks ago. A week later the shop was visited by an RCA Victor representative for the first time in five years. The third week was marked by the breaking of the word "Columbia" in a neon sign. Says Williams, "Guess the sign couldn't take two miracles in a row."

Trade Talk

"We need a complete catalog listing of all 45-r.p.m. albums just as the 331/3 catalog issued by Schwann."-Li'l Pal Avalon Shop, Houston. . . . "Dixieland jazz is once again popular down here and children's records are consistently good sellers."-Magee Radio, Bethesda, Md. . . . "We need more sacred selections on 45 r.p.m. Not good religious music, but the kind of corn that is so popular in mountain areas." - Haynes Company, Charleston, W. Va. . . . "If we could only get the record companies to cut down on releases to give us a chance to clear old stock, it would help us all a great deal."-W. N. C. Book Store, Canton, N. C.

Best Selling Children's Records

. . . Based on reports received May 1, 2 and 3

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

1. TWEETY PIE (One Record) TAUT I TAW A PUDDY TAT (One Record) Mei Blanc......Cap(78)1360; (45)F-1360 CINDERELLA (Two Records) BOZO ON THE FARM (Two Records) P. Colvig-B. May......Cap(78)DBX-3076; (45)CBXF-3076 LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Cap(78)DAS-80; (45)CASF-3001; (33)HX-3065 5. LITTLE WHITE DUCK (One Record) HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record) B. Boyd......Cap(78)CBX-3075; (45)CBXF-3075 BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig..... 9. BUGS BUNNY MEETS HIAWATHA (One Record) 14 10. LITTLE WHITE DUCK (One Record) D. Kaye..... Dec(78)27350; (45)9-27350 BUGS BUNNY SINGS (Two Records) 61 12 12. HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R Brooks....Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059 2 15 13. TEDDY BEAR'S PICNIC (One Record) F. DeVolCap(78)CAS-3083; (45)CASF-3083 PETER COTTONTAIL (One Record) 15. BUGS BUNNY IN STORYLAND (Two Records) M. Blanc-A. Livingston... Cap(78)DBX-3021; (45)CBXF-3022; (33)HX-3063-K DAFFY DUCKS MEETS YOSEMITE SAM (One Record)

Best Selling Pop Albums

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

Best Selling 331/3 R.P.M. Week Week 1. VOICE OF THE XTABAY LULLABY OF BROADWAY MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza-RCA Victor Ork......V(78)DM-1506; (33)LM-1127 CARNEGIE HALL JAZZ CONCERT, Vol. I and II GUYS AND DOLLS Original Cast......Dec(78)DA-825; (33)DL-8036 7. ROYAL WEDDING 8. TWO WEEKS WITH LOVE YOUNG MAN WITH A HORN 9 10. CALL ME MADAM E. Merman-D. Haymes-E. Wilson-G. Jenkins....Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304 10. MacARTHUR'S HISTORICAL SPEECH O. MacArthur.....V(78)P-317; (33)LPM-5 Best Selling 45 R.P.M. 2 1. LULLABY OF BROADWAY (Four Records) VOICE OF THE XTABAY (Four Records) M. Lanza-RCA Victor OrkV(78)DM-1506; (45)WDM-150e 4. SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza......Col(78)MM-850; (45)A-850 ROYAL WEDDING (Four Records) TOAST OF NEW ORLEANS (Two Records) Original Cast......Dec(78)DA-825; (45)9-203 TEA FOR TWO (Four Records) 10. OKLAHOMA J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon-J. Blackton, Director......

...... Dec(78)DA-359; (33)DL-8000

Classical Reviews

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

BERLIOZ: SYMPHONIE FANTASTIQUE-San Francisco Symphony Ork, Pierre Monteux, Cond. (1-12") RCA Victor LM-1131

This eminently successful re-recording is a glowing rendition of the heroic Berlioz tone poem. Monteux elicits a live, tingling performance from the ork, which gets a real opportunity for display in the five variegated movements of the symphony. A fine recording of an enthralling and popular work, this should be a solid seller.

BEETHOVEN—SONATA NO. 7 IN C 75 MINOR, OP. 30, NO. 2—Jascha Heifetz, violin; Emanuel Bay, plano RCA Victor (33) LM-60

One of the composer's finest violin-piano sonatas is beautifully recorded on this disk. Competitive waxings are, in part, on 12-inch disks; only the Szigeti-Horszowski version being a 10-inch LP. The airy and melodically beautiful work is here played with Heifetz's usual and distinctive virtuosity. Well-recorded and neatly packaged, the disk is a good catalog addition.

BEETHOVEN: Sonata in E Major, Op. 109, and Sonata in A Flat Major, Op. 110; Jorg Demus, piano Remington (33) RLP-199-29

These late sonatas chronologically followed the remarkable "Hammerklavier" sonata in composition. Unlike the "Hammerklavier," these popular sonatas are expressively lyrical pieces. They are played with an apparent understanding and in

76 sound lyric style by Demus, a young mid-European planist who has been making something of a reputation here via an increasing number of independent label recordings. His performances, on this \$2.19 disking, would be competitive on grounds of merit rather than price if the competition was there. As it stands, these sonatas are available apart in a single recording each-Leonard Shure's excellent A Flat for Vox and Backhaus's compelling E Major for London. Beethoven fanciers will find both the Demus performances and the price more than satisfactory. The piano recording is good if a bit on the dull side. The Remington LP surfaces have improved to a point of favorable comparison with higher priced products.

SIBELIUS: Symphony No. 1 in E Minor, 73 Symphony Orchestra Victor (33) LM-1125

This too neglected symphony is as powerful and surging a personal musical statement as has been made by any modern composer. Unfortunately, the work has been unlucky in the recording studios. This is the first new recording of it in some years. Stokowski's fiery temperament is perfectly suited to the alternately lyrical and stormy work. His eading will stand as the best available. The recording of Stoky's house symphony is brilliant, close-up the not as resonant as it might be. . The LP competition is on Capitol, an aged etching but a sound and enthusiastic reading conducted by Tor Mann.

(Continued on page 78)

Trade Reaction: The Best Record of Dennis Day's Brilliant Career

"A TRINKET OF SHINY GOLD" backed with

DENNIS DAY on RCA Victor 20-4140 (47-4140)*



THIS WEEKS

YOU'RE ON THE AIR—AND HOW!!!

fluence in promoting recorded music and getting the public to buy

records, invariably ends up with

radio heading the procession. In

some reports radio gets 80 per cent

of the votes! It's no wonder then

that the record manufacturer who

wants to give retailers the kind of

support that brings in the greatest

return concentrates plenty of adver

RCA Victor, the acknowledged

leader in all phases of record adver-

tising, really stepped on the radio

accelerator when last Saturday it

sponsored its first network disc

lockey show over the NBC coast to

coast web. The show, titled MUSICAL MERRY-GO-ROUND, is the

'irst disc jockey show of its kind

with a format covering the entire

But the MUSICAL MERRY-GO

ROUND IS ONLY one RCA Victor

adio show Any dealer reading this

column will be particularly pleased

o learn that the records he carries

are going to be supported in the

tuture with not 1, not 2, not 3, not 4

not 5, not 6, not 7, not 8, not 9, not 10

SUT 11 RCA Victor radio shows, ali

You're on the air-and how. And

(1) Musical Merry-Go-Round (every

(2) The Stars Review the Hits (every

Music You Want (nightly classical

Time (children's records, 185 stations)

Fiedler (Network, every Monday plugging classical and semi-classical

rector's Playhouse (Network, every

Network, every Friday) . . (8) The

Magnificent Montague (Network

Harrison Show (Network, every

(5) Boston Pops with Arthur

(4) Kiddy

(10) Rex

(6) Screen Di

(7) The Man Called X

(9) The S64 Question

(1) The Phil Harris Show

slugging RCA Victor records.

Sat. — 8 p.m. NBC Network)

nere is the list of shows:

week, 250 radio stations)

program, 210 stations)

(Network, every Sun.)

Network, every Sun.).

merchandise)

Thursday)

every Sat.

Wed.) .

ising dollars on radio

ield of music

Every survey that sets out to find what media exerts the greatest in

This week's

New Keleases ... on RCA Victor

Ships Coast to Coast, Week of May 13

POPULAR

DENNIS DAY

Mister and Mississippi A Trinket of Shiny Gold

20-4140-(47-4140)*

TONY MARTIN with Henri Rene's Orchestra

I Get Ideas Tahiti, My Island

20-4141-(47-4141)*

BOB DEWEY and His Orchestra

Somebody

Let's Gather 'Round the Parlor Piano

20-4142-(47-4142)*

VAUGHN MONROE and His Orchestra

Old Soldiers Never Die

Love and Devotion 20-4146—(47-4146)*

COUNTRY

HOMER and JETHRO

That Texas Land

King Size Baby

21-0468—(48-0468)*

THE OKLAHOMA WRANGLERS

Warm Beer and a Cold. Cold Woman If I Should Need You

21-0469-(48-0469)*

BLUES

BIG BOY CRUDUP

Roberta Blues

Behind Closed Doors

22-0126-(50-0126)*

RHYTHM

STEVE GIBSON and the Original Red Caps

I'm To Blame Sidewalk Shuffle

22-0127-(50-0127)*

POP-SPECIALTY

JOHNNY VADNAL and His Orchestra

Loretta-Polka My Heart Is True-Waltz

25-1196—(51-1196)*

*45 c.p.m. cat. nos.



indicates records which according to actual sales, are recognized hits. The trr'" 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.

Old Soldiers Never Die/Love and Devotion

Vaughn Monroe ... Sound Off/Oh, Marry Me

Be My Love

Have No Heart/Unless Eddie Fisher and Hugo Winterhalter Ork 20-4120-(47-4120)

On Top of Old Smoky/Shall We Dance

The Loveliest Night of the Year 3

Never Been Kissed 0

0 Rhumba Boogie

Hank Snow

0 If/Zing Zing—Zoom Zoom

Perry Como (Sigmund Romberg) (Mitchell Ayres)

Kentucky Waltz 9

Would I Love You 0

Tony Martin Rose. Rose. I Love You 0

......20-4135 (47-4135) Buddy Morrow Ork . Down the Trail of Achin' Hearts

0 0

Lonesome/Poison Love

There's Been a Change in Me

0 Eddy Arnold

Coming Up...

The Retailers Pick, Billboard, May 5th

The Retailers Pick, Billboard, May 5th

issue: the Dick Jockeys Pick. Billboard

Hello. Young Lovers

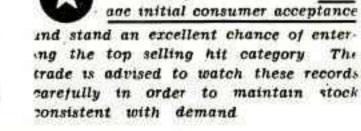
We Kiss in a Shadow

May 5th issue

Perry Como

Perry Como

......21-0412-(48-0412 indicates 'ecords which nave enjoyed better than aver age initial consumer acceptance ind stand an excellent chance of enter-



Three-Cornered Tune

Dinah Shore 20-4107-147-41071* The Disk Jockeys Pick, Billboard, May 5th issue

Good-By, G.I. Al

Eddie Fisher 20-4100-(47-4100) Disk Jockeys Pick, April 14th issue, Bill



MISTER AND MISSISSIPPI

20-4112-(47-4112)*

The stars who make the hits

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly infldenced by the report of a single store.

NEW YORK

Best Selling Pop Singles 1. TOO YOUNG

- Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
- 2. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451
- ASCAP (Walkin' and Whistlin' Blues) 3. MOCKIN' BIRD HILL
- P. Page, Mercury (78) 5595, ASCAP (I Love You Because)
- 4. SYNCOPATED CLOCK (45)9-16005 2. VOICE OF THE XTABAY L. Anderson, Dec(78)16005, ASCAP (The Waltzing Cat)
- 5. I APOLOGIZE
 - B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)

Best Selling Albums

- 1 KING & I
 - D. Shore-T. Martin-R. Merrill-P. Munsel-Al Goodman Ork, V(78)K-30, (45)WK-30, (33)-LK-1022
- 2 GUYS AND DOLLS Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036
- 3. SOUTH PACAFIC Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

CHICAGO

Best Selling Pop Singles

- 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451
- ASCAP (Walkin' and Whistlin' Blues) 2 TOO YOUNG
- Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
- 3. ON TOP OF OLD SMOKY Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)

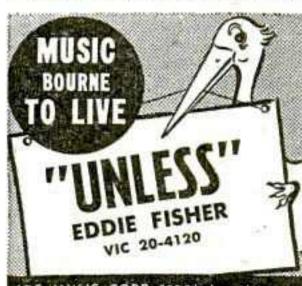
I WON'T CRY ANYMORE"

Col.-Tony Bennett Cor.-Georgie Auld Dec.-Eileen Wilson Jub.-Dick Brown

Mer.—Dinah Washington MGM—Billy Williams Roost-Immy Scott



"NEVER BEEN KISSED"



ABC MUSIC CORP. 1997H Ave, NY 19 NY



4. I APOLOGIZE

- B. Eckstine, MGM(78)10903, (45)K-10903 2. CALL ME MADAM ASCAP (Bring Back the Thrill)
- 5. BE MY LOVE
 - M. Lanza, V(78)10-1561, ASCAP (I'll Never Love You)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork (45)5595X45 M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
 - Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
 - MacARTHUR'S HISTORICAL SPEECH D. MacArthur. V(78)P-317, (45)WP-317, (33)LPM-5

LOS ANGELES

Best Selling Pop Singles

- 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1459 5. IF ASCAP (Walkin' and Whistlin' Blues)
- 2 BE MY LOVE
- M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- ON TOP OF OLD SMOKY
- Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
- F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
- MOONLIGHT BAY Bing & Gary Crosby, Dec(78)27577, (45)-9-27577 (When You and I Were Young Maggie Blues)

Best Selling Albums

- 1 MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
- VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- MacARTHUR'S HISTORICAL SPEECH D. MacArthur, V(78)P-317, (45)WP-317,

DENVER

Best Selling Pop Singles

- MOCKIN' BIRD HILL L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- ON TOP OF OLD SMOKY Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
- HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451
- ASCAP (Walkin' and Whistlin' Blues) BE MY LOVE Lanza, V(78)10-1561, (45)49-1353
- ASCAP (I'll Never Love You) Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom)

Best Selling Albums

- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
- ROYAL WEDDING F. Astaire-J. Powell, MGM(78)MGM-70,
- (45)K-70, (33)E-543 BOZO ON THE FARM
- P. Colvig-B. May, Cap(78)DBX-3076, (45)- 2 ON TOP OF OLD SMOKY

PITTSBURGH

Best Selling Pop Singles

- Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
- 2 SOUND OFF V. Manrae, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry, Me)
- HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin and Whistlin' Blues)
- MOCKIN' BIRD HILL L. Paul-M. Ford, Cap(78)1373, (45)F-1373
- ASCAP (Chicken Reel) MOCKIN' BIRD HILL P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best Selling Albums

- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
- 2 VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244, 1 HOW HIGH THE MOON (33)H-244
 - MacARTHUR'S HISTORICAL SPEECH D. MacArthur, V(78)P-317, (45)WP-317, 2 TOO YOUNG (33)LPM-5

PHILADELPHIA

Best Selling Pop Singles

HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)

- 2. ON TOP OF OLD SMOKY Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
- 3. TOO YOUNG Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
- 4. MOCKIN' BIRD HILL P. Page, Mercury(78)5595, (45)5595X45

ASCAP (I Love You Because)

5. SOUND OFF V. Monroe, V(78)20-4113, (45)47-4113 2 ASCAP (Oh, Marry, Marry Me)

Best Selling Albums

- 1. VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035 (45)49-1353 3. KING AND I
 - D. Shore-T. Martin-P. Munsel-Al Goodman Ork, V(78)K-30, (45)WK-30, (33)LK-1022

BOSTON

Best Selling Pop Singles

- 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
- 2. MOCKIN' BIRD HILL P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
- 3 ON TOP OF OLD SMOKY
- Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri) 4 SOUND OFF
- V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
- Como, V(78)20-3997, (45)47-3997 ASCAP (Zing Zing-Zoom Zoom)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
- 2. MacARTHUR'S HISTORICAL SPEECH D. MacArthur, V(78)P-317, (45)WP-317,
- (33)LPM-5 D. Shore-T. Martin-R. Merrill-P. Munsel-Al Goodman Ork, V(78)K-30, (45)WK-30, (33)-

NEW ORLEANS

Best Selling Pop Singles

- Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
- 2 HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
- B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)
- 4. BE MY LOVE M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- Comp, V(78)20-3997, (45)47-3997

ASCAP (Zing Zing-Zoom Zoom)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
- 2. MacARTHUR'S HISTORICAL SPEECH D. MacArthur, V(78)P-317, (45)WP-317, (33)LPM-5
- 3. VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244,
- (33)H-244

DALLAS-FORT WORTH

Best Selling Pop Singles 1 HOW HIGH THE MOON

- L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
- Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri) 3 MOCKIN' BIRD HILL
- L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- 4. MOCKIN' BIRD HILL P. Page, Mercury (78)5595, (45)5595X45
- ASCAP (1 Love You Because) 5. BE MY LOVE M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)

Best Selling Albums

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

ATLANTA

Best Selling Pop Singles

- L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
- Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl) 3. LOVELIEST NIGHT OF THE YEAR Lanza, V(78)10-3300, (45)49-3300
- ASCAP (La Donna E Mobile) ON TOP OF OLD SMOKY Weavers-T. Gilkyson, Dec(78)27515, (45)-

www.americanradiohistory.com

9-27515 BMI (Across the Wide Missouri)

Best Selling Albums 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M. Lanza-C. Callinicos, V(78)DM-1506, (45)-

5. WHEN YOU AND I WERE YOUNG MAGGIE

9-27577 ASCAP (Moonlight Bay)

Bing & Gary Crosby, Dec(78)27577, (45)-

BLUES

WDM-1506, (33)LM-1127 MacARTHUR'S HISTORICAL SPEECH

- D. MacArthur, V(78)P-317, (45)WP-317, (33)LPM-5
- 3. MOZART: DON GIOVANNI M. Stabile-G. Grob Prandl-H. Konetznl-A. Pernerstorfer-H. Handt-H. Heusser-A. Poell-Oskar Von Czerwenka-Vienna State Opera Chorus & Vienna Symphony Ork, Swarowsky,

conductor, Haydn Society, (33)HSLP-2030

WASHINGTON, D. C.

Best Selling Pop Singles

- 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
- 2. ON TOP OF OLD SMOKY Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
 - Nat (King) Cole, Cap(78)1449, (45)F-1449
- ASCAP (That's My Girl) SOUND OFF V. Monroe, V(78)20-4113, (45)47-4113
- ASCAP (Oh, Marry, Marry Me) MOCKIN' BIRD HILL P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

Best Selling Albums

1. CALL ME MADAM

(33)H-244

- E. Merman-D. Haymes-E. Wilson-G. Jenkins, Dec(78)A-818, (45)9-166, (33)DL-8035 2. MacARTHUR'S HISTORICAL SPEECH D. MacArthur, V(78)P-317, (45)WP-317,
- (33)LPM-5 3. VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244,

ST. LOUIS

Best Selling Pop Singles

- 1. SOUND OFF V. Monroe, V(78)20-4113, (45)47-4113 3. ASCAP (Oh, Marry, Marry, Me)
- HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 4. BE MY LOVE ASCAP (Walkin' and Whistlin' Blues)
- 3. OLD SQLDIERS NEVER DIE V. Mcnroe, V(78)20-4146, (45)47-4146 5. ON TOP OF OLD SMOKY (Love and Devotion)
- 4. I APOLOGIZE B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill) 5. WHEN YOU AND I WERE YOUNG MAGGIE
 - Bing & Gary Crosby, Dec(78)27577, (45)-9-27577 ASCAP (Moonlight Bay)

VOX JOX

show, a Saturday airer. . . .

Continued from page 18

Al Bryant, d.j.-engineer, is new at WDKD, Kingstree, S. C. Robert Hawkins, KWJB, Globe, Ariz., has a new show for Hudson cars.... Jack Davis has left WQUA, Moline, Ill., after three and a half years with the station. . . . Bob King, ex-WSOY, Decatur, Ill., is now piloting the "night watch" at WMBD, Peoria, Ill. . . . Chuck Dulane, WGAY, Silver Spring, Md., has switched from sports to a morning show, featuring the top 30 Billboard tunes. . . . John Woods has taken over the morning platter session on WTAG, Worcester, Mass., replacing John Wrisley, who has moved to WFGM, Fitchburg, Mass. . . . Bill Curtis has resigned his platter spinning chores at WDGY, Minneapolis, to become an account exec at WLOL, Minneapolis. . Serwin has left WFGM, Fitchburg, Mass., to become radio and entertainment director of U. S. Army post, Fort Derens. Mass . . . Al Rock, WOTW Nashua, N. H., is with the army Al Vare, ex-WAOV, Vincennes, Ind., is new staffer at WIRE, Indianapolis, Ind. . . Jack Larkin, WLIN, Merrill, Wis., upped to acting studio manager post. New staffers at same station are Buck Leverton and Steve Marstrom. Bill Lester, KOY, Phoenix,

Ariz., has a new hour show

Wednesday evenings for a local auto dealer. . . Frank Martin

has taken over "Music Hall" at

WFTR, Front Royal, Va., re-

placing Jim Derrick, who treks

south for his health. . . . Ben

Turnbull and Bob Bartlett have

both left WOLF, Syracuse, N.

Y. . . Bob Fulmer, ex-

WMRF, Lewiston, Pa., has

moved to new post at WTTM,

Trenton, N. J.

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
- 2. VOICE OF THE XTABAY Yma Sumac, Cap(78) CD-244, (45)CDF-244, (33)H-244
- 3. MacARTHUR'S HISTORICAL SPEECH D. MacArthur, V(78)P-317, (45)WP-317,

DETROIT

Best Selling Pop Singles

- 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451
- ASCAP (Walkin' and Whistlin' Blues) 2. ROSE, ROSE, ROSE F. Laine, Col(78)39367, (45)4-39367, (33)-
- 3-39367 ASCAP (Jezebel) 3. ON TOP OF OLD SMOKY Weavers-T. Gilkyson, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
- 4. MOCKIN' BIRD HILL P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

5. TOO YOUNG Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

- 1. VOICE OF THE XTABAY Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
- 2. LULLABY OF BROADWAY Doris Day, Colt78)C-235, (45)B-235, (33)-CL-6168 3. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork

M. Lanza-C. Callinicos, V(78)DM-1506, (45)-

SEATTLE

WDM-1506, (33)LM-1127

- **Best Selling Pop Singles** 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
- 2. SOUND OFF V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
- MOCKIN' BIRD HILL L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
- V. Monroe, V(78)20-4114, (45)47-4114 BMI (Shall We Dance?)

Best Selling Albums

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

BOB MERRILL'S LATEST NOVELTY

2000000000

SANTLY-JOY, INC.

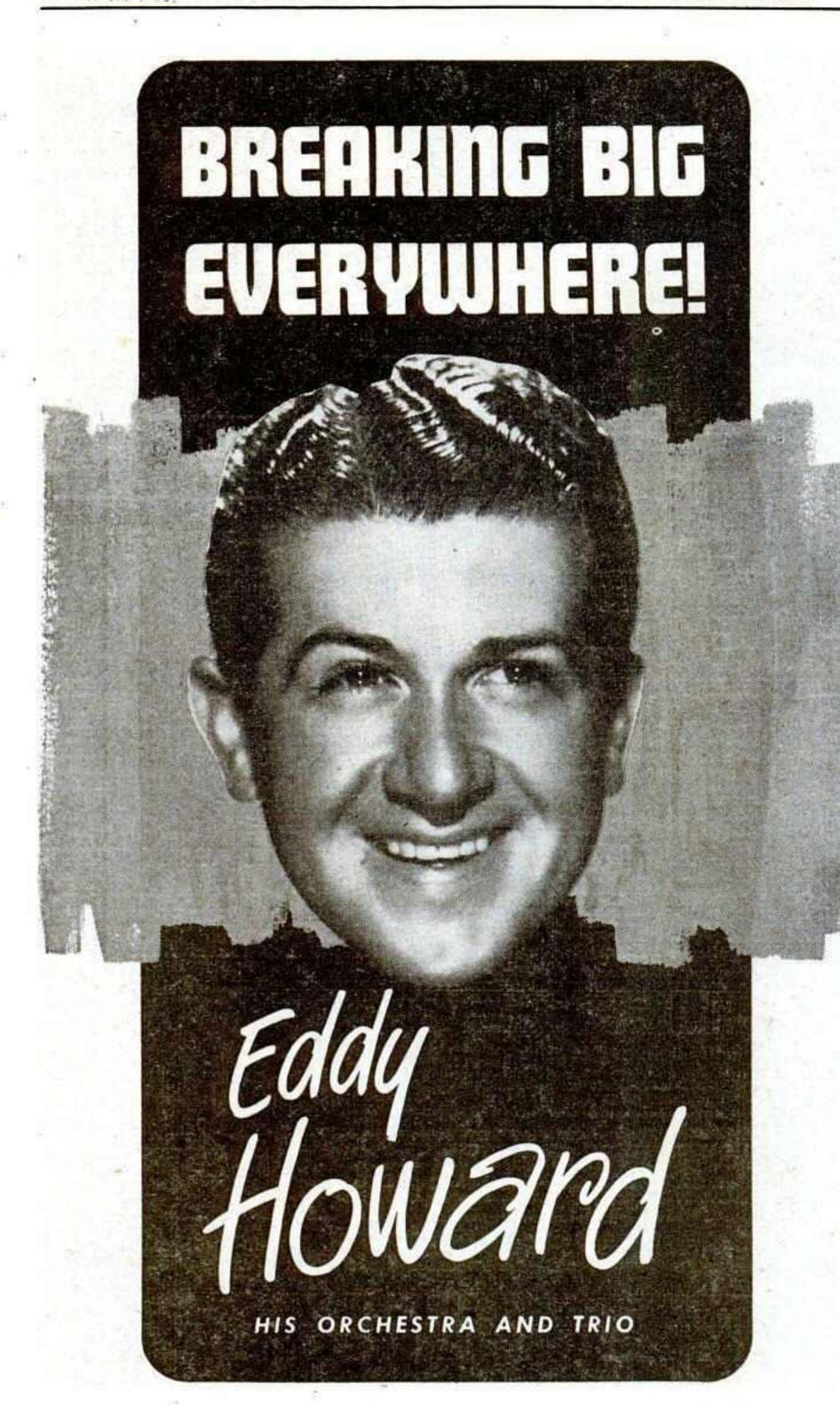
1619 Broadway, New York 19, N. Y.





Copyrighted material





THE STRANGE LITTLE GIRL

COUPLED WITH

WHAT WILL TELL MY HEART'

MERCURY 5630-X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

www.americanradiohistory.com

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Records

. . . Based on reports-received May 1, 2 and 3

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

Weeks	SITION Last Week	This	
6	1	1.	HOW HIGH THE MOONL. Paul-M. Ford
6	2	2.	ON TOP OF OLD SMOKY T. Gilkyson-Weavers
12	5		MOCKIN' BIRD HILL P. Page
12		4.	MOCKIN' BIRD HILLL. Paul-M. Ford
17	4	5.	IF
11			ABA DABA HONEYMOON D. Reynolds-C. Carpenter
13	6	7.	WOULD I LOVE YOUP. Page
8	10		I APOLOGIZE B. Eckstine
9	8	9.	SPARROW IN THE TREE TOP Bing Crosby-Andrews Sisters Dec(78)27477; (45)9-27477
3	16	10.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES Bing & Gary Crosby
-			YOUNG MAGGIE BLUESBing & Gary Crosby Dec(78)27577; (45)9-27577—ASCAR (R. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30359; M Whiting-J. Wakely, Cap 1500)
9	12	11.	BEAUTIFUL BROWN EYES R. Clooney
			(Jesse Rogers, V 21-0454; Billy Walker, Col 20798; Eddie Zack, Dec 46302; Art Mooney, MGM 10924; Lisa Kirk, V 20-4062; Arthur Smith-Del and Don, MGM 10914; A. Smith and His Dixie-Liners, Cap 1426; J. Wakely-Les Baxter, Cap 1393; D. Drew-L. Douglas Ork, Mer 5370; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130)
19	11	12.	BE MY LOVE
9	13	12.	BEAUTIFUL BROWN EYES J. Wakely-L. Baxter Chorus Cap(78)1393; (45)F-1393—BM
4	15	12.	TOO YOUNG
10	9	15.	SPARROW IN THE TREE TOP G. Mitchell-M. Miller
11	13	16.	MOCKIN' BIRD HILLPinetoppers
2	22	17.	MOONLIGHT BAY
2	26	18.	SOUND OFFV. Monroe
2	17	19.	DOWN THE TRAIL OF ACHIN' HEARTS
			Mercury(78)5579; (45)5579X45—ASCAI
4	19	19.	METRO POLKAF. Laine
			(Alonzo & Oscar, Dec 46299; Russ Morgan, Dec 27528; Marlin Sisters, London 995; Pinetoppers, Coral 64074; Whoopee John Wilfahrt, Dec 45131; L. Welk Ork, Coral 60405)
2	28	21.	ON TOP OF OLD SMOKYV. Monroe
5	27	22.	MOCKIN' BIRD HILLR. Morgan
1	-	22.	ROSE, ROSE, I LOVE YOU F. Laine
			(Buddy Morrow, V 20-4135; Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; Art Lund, MGM 10978)
2	23	24.	HOT CANARY F. Zabach
- 72			(Percy Faith, Col 39329; Ella Fitzgerald, Dec 27578; P. Weston-Paul Nero, Cap 1495; J. Garber-P. Nero, Cap 1430)
1	_	24.	UNLESS E. Fisher-H. Winterhalter

1408; Ann Blyth, MGM 30352; P. Faith Ork, Col 3-39192; Ethel Smith, Copyrighted material

... V(78)20-4120; (45)47-4120-ASCAP

...Dec(78)27449; (45)9-27449-ASCAP

Mercury(78)5586; (45)5586X45-ASCAP

...V(78)10-3300; (45)49-3300-ASCAP

(Les Baxter, Cap 1493; Dick James, London 1027; Guy Mitchell, Col 39331;

(Cowboy Copas and R. Wright, King 919; E. Hawkins Ork, Coral 60313; Pee Wee King, V(45)48-0407; M. Larkin and His X-Rays, Regal 3303; Fontane

Sisters. V 20-3979; J. Stafford-P. Weston Ork, Col 39065; Anita O'Day, London 867; Guy Lombardo, Dec 27336; S. Kaye, Col 39113; Les Paul, Cap 1316; T. Tucker Ork, MGM 10364; J. "Schoolboy" Porter, Chance 1103; Gov. Gordon Browning, Mer 6310; Spike Jones, V 20-4011; Seymour

(Fred Waring, Dec 27507; Anne Sheiton, London 937; Helen O'Connell, Cap

IF G. Lombardo

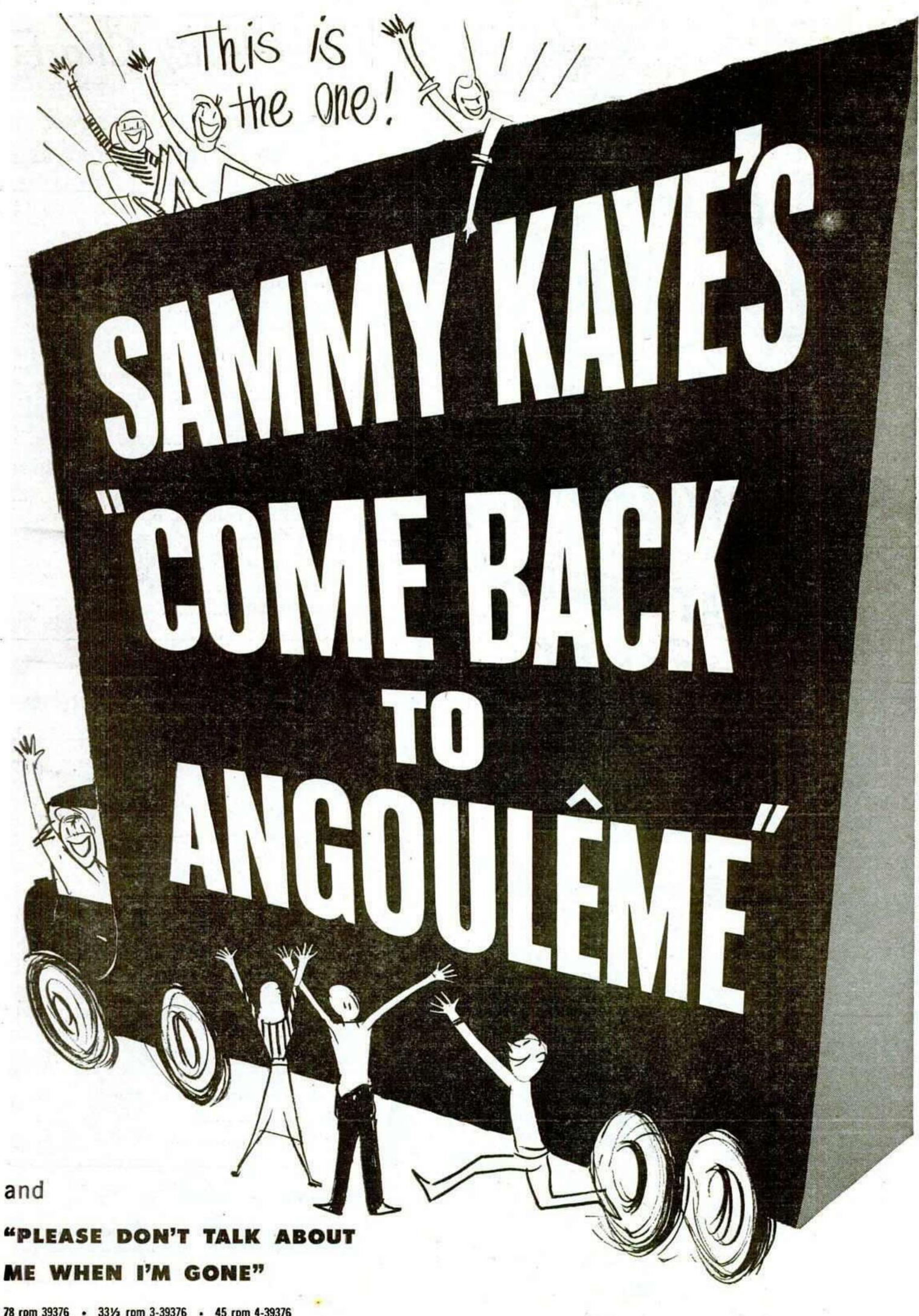
Rechtzeit-Sam Medoff, Banner B 2586; Jo Stafford, Col 39129)

- 28. LOVELIEST NIGHT OF THE YEAR.M. Lanza

7 21 28. ABA DABA HONEYMOONR. Hayes-K. Kallen

G. Jenkins, Dec 27594)

Dec 27583)



78 rpm 39376 • 331/s rpm 3-39376 • 45 rpm 4-39376

COLUMBIA OD RECORDS

First, Finest, Foremost in Recorded Music



 Most Played Juke Box Folk (Country & Western) Records

. . . Based on reports received May 1, 2 and 3

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 Westerr records

Weeks to date		This	
10	1	1.	RHUMBA BOOGIE Hank Snow
5	2		KENTUCKY WALTZ E. Arnold (45)48-0444—BMI
21	4	3.	SHOTGUN BOOGIE Tennessee Ernie
8	4	4.	A STATE OF THE PROPERTY OF THE
2	7	5.	I WANT TO BE WITH YOU ALWAYSL. Frizzell
13	3	6.	MOCKIN' BIRD HILL Pinetoppers
9	8	7.	
1	-	8.	HOBO BOOGIE
1	-	9.	
1	-	10.	DOWN THE TRAIL OF ACHIN' HEARTS
			Coming Up
limited	d num	ber of	nere in numerical order show signs of increasing popularity according to a questionnaires from dealers (operators, disk lockeys) but do not have strength to elling (most played) category.

• Best Selling Retail Folk (Country & Western) Records

1. MY BABY'S JUST LIKE MONEY.....

2. STRANGE LITTLE GIRL......

3. ON TOP OF OLD SMOKY.....

. . . Based on reports received May 1, 2 and 3

Col(78)20799, (45)4-20799, (33)3-20799

.Dec(78)46311, (45)9-46311

R. Foley-E. Tubb.....

Weavers-T. Gilkyson.....Dec(78)27515, (45)9-27515

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

10		1.	RHUMBA BOOGIE Hank Snow
10		1.	You Passed Me By V(78)21-0431; (45)48-0431—BMI
5	3	2.	KENTUCKY WALTZ E. Arnold Million Miles From Your Heart .V(78)21-0444; (45)48-0444—BMI
18	2	3.	THERE'S BEEN A CHANGE IN ME. E. Arnold
9	6	4.	COLD, COLD HEART Hank Williams
22	4	5.	SHOTGUN BOOGIE Tennessee Ernie
2		6.	I WANT TO BE WITH YOU ALWAYSL. Frizzell
2	211	7.	STRANGE LITTLE GIRL Cowboy Copas
8	8	8.	You'll Never See Me Cry King(78)951; (45)45-951—ASCAP POISON LOVE
2	10	8.	BLUEBIRD ISLAND H. Snow
44	9	10.	I'M MOVIN' ON H. Snow

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

pe	e listed in test selling (most played) category	
1.	I. ON TOP OF OLD SMOKY	Weavers-T. Gilkyson
1		Dec(78)27515 (45)9-27515
2.	2. HOBO BOOGIE	R. Foley
		Dec(78)46304, (45)9-46304
3.	3. STRANGE LITTLE GIRL	. Tennessee Ernie
		Cap(78)1470, (45)F-1470

Advance Folk (Country & Western) Record Releases

Blues Is Bad News-Skeets McDonald (Scott Git) Cap 1518 Boogie in Minor-Merle Travis (Deep South) Cap Dead Letter File-Monte Hale (My Last) MGM

Do the Pines Grow Green in the Valley-Smiley Burnette (I Can't) Cap 1520 Don't Tell Me Goodbye-Dolph Hewitt (Tear Drops) V 21-0462

Forsaking All Others—Gene McGhee (A Picture) MGM 10966 Honky Tonk Blues-Eddie Marshall (A Hundred) V 21-0459

Hundred Ways to Break a Heart, A-Eddie Marshall (Honky Tonk) V 21-0459 I Can't Be Honest With You-Smiley Burnette (Do the) Cap 1520

www.americanradiohistory.com

Kentucky Waltz-Bill Monroe (The Prisoner's) Dec My Last Will & Testament-Monte Hale (Dead

Letter) MGM 10964 Picture of You Smiling, A-Gene McGhee (Forsaking All) MGM 10966 Deep South-Merie Travis (Boogie in) Cap 1519 Prisoner's Song-Bill Monroe (Kentucky Waltz)

Ridin' Down the River-Zeke Clements (In the) MGM 10965

Square Dances Vol. 1 Album-Woodhull's Old Tyme Masters-Floyd Woodhull (4-7") V(45)-WDC-36 Tear Drops on the Roses-Dolph Hewitt (Don't

Tell) V 21-0462 When the Morning Comes-Jimmie Davis (When They) Dec 14563

When They Ring Those Golden Bells-Jimmle Davis (When the) Dec 14563 Copyrighted material

CAPITOL RECORDS





FROM THE TOP OF

Mockin's Bird Hill

SOUTHERN MUSIC PUBLISHING CO.
NEW YORK, N. Y.

on 78 rpm No. 1373 on 45 rpm No. F1373



LES PAUL & MARY FORD



Singing Star of the **Garry Moore Show**

Heard Daily on CBS-TV by over 3,000,000 Listeners

Creates a New Hit

THE WONDERFUL NEW TUNE THAT'S WINNING ITS WAY INTO THE HEART OF ALL AMERICA!

backed by

Voices and Orchestra under direction of

HAL KANNER

Bibletone

#770-78 RPM #770-45 RPM

DISTRIBUTORS

Send for Samples NOW!

*Published by Picadilly Music, Inc. (BMI), Ed Kassner, Pres.

DIDLLIUNL IILUUIIDO, INU.

New York 3, N. Y.

THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

- By JOHNNY SIPPEL

Artists' Activities

The Stanley Brothers (Columbia) are now at WSAZ, Huntington, W. Va. . . . Lester McFarland. the Mac of Mac and Bob, is starting a new 10-minute show over WLS, Chicago. Bob Gardner, his longtime partner, is leaving the station to work under the sponsorship of the Christian League for the Handicapped.... E. B. Marks Music has assigned Larry Norrett to cover Nashville area for the firm, according to pubber Frank Kelton. . . . Cousin Lee, WCOJ, Coatesville, Pa., and WDEL, Wilmington, Del., is opening Brandy Wine Park, near Coatesville, this summer. The folk music park will probably use traveling names. . . . Charlie Monroe (Victor), now at KWKH, Shreveport, La., reports that Jimmy Martin, his fiddler, and Martin's frau, Little Wilma, who also works with the ork, are expecting in June. . . . The Beaver Valley Sweethearts, WLS, Chicago, may go with Victor.

Buddy Starcher, formerly with Columbia, has left Apollo, Pa., to become station manager of WMBM, Miami Beach, Fla. . . . Earl Songer, of Taylor Center, Mich., has inked with Fortune diskery. . . . Jimmy Skinner and Carl Butler are set for Eastern park dates in June by Lou Epstein, Skinner's manager. . . . Al Myers and Johnny Spies, members of the Georgia Crackers, 2. MILLION MILES FROM YOUR HEART...... E. Arnold..... WHKC, Columbia, O., are operating a music store, part of which is a disk department, run by Bob Newman (King). . . . Wilma Lee and Stoney Cooper (Columbia) are operating disk shop in Wheeling, W. Va., where they're heard over WWVA, Wheeling. . . . Lee Moore is replacing Uncle Tom George at WWVA, Wheeling, on the all-night disk show. George went to New York to do radio and TV work. . . . Cherokee Sue and Little Jon Graham have switched from WWVA to WPDX. Clarksburg, W. Va. . . . Hank Harral, who is on Star-Talent label, has moved from KTFY Brownfield, Tex., to KWFT, Wichita Falls, Tex.

Tommy Faile is doing vocals with Arthur (Guitar) Smith, who has just made a TV film for Blue BOBBY CRECORY (His Cactus Cowboys) Ridge Productions, Inc. Ben Mc-Kinnon, Smith's p. m., has joined WBT, Charlotte, N. C., to work on the sales staff and handle the Crackerjacks. . . . Bob Newman, of the Georgia Crackers, WHKC, Columbus, O., is now doing a 45-minute d, j. shot daily. The Georgia Crackers will open their G-Bar-C folk music ranch May 13. They have added a dance floor. Art Young and Dona Lee, WKBW, Buffalo, have an offer to do a Canadian web show for a meat packing sponsor. . . . Gene Johnson reports that he has taken over as manager of a new artists' bureau set up at WWVA, Wheeling, W. Va. Johnson formerly operated his own independent booking office in Wheeling, but spent the last year in Iowa. The new agency will represent all WWVA talent. Johnson has added Cowboy Phil and the Golden West Girls to the station's talent.

Rome Johnson, folk artist who records for Abbey Records, recently did guest shots on Pee Wee King's two shows on WAVE-TV, Louisville. Johnson also appeared with King in a benefit program at New Middletown, Ind.

BILL CARLISLE
A Dollar Ain'

Disk Jockey Doings

Joe Johnson, WPAQ, Mount Airy, N. C., reveals that Carl Story (Mercury) and his Rambling Mountaineers are working a daily seg on the station. Story has taken a leave of absence until next fall from Knoxville. . Jack Gardner, WBIP, Booneville, Miss., is starting a country music remote from a local department store. Vernon Keith Wroten reports a good phone call pull from MONTE HALE a mystery voice gimmick, in which he records the voice of a prominent local citizen and gives \$100 in merchandise for the cor-

rect identity over WBIP. Ken Kribbs, WROL, Knox-(Continued on page 30)

Country & Western Records Most Played by Folk Disk Jockeys

. . . Based on reports received May 1, 2 and 3

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.

Weeks | Last | This to date Week Week

to bate	Ascer	ARCCK	-
9	3	1.	COLD, COLD HEART H. Williams MGM(78)10904; (45)K-10904—BMI
11	2	2.	RHUMBA BOOGIE Hank Snow
5	6	3.	I WANT TO BE WITH YOU ALWAYSL. Frizzell
18	1	4.	THERE'S BEEN A CHANGE IN ME. E. Arnold
29	8	5.	I LOVE YOU A THOUSAND WAYSL. Frizzell
8	5	6.	MOCKIN' BIRD HILL Pinetoppers
13	7	7.	POISON LOVE
1	-	8.	KENTUCKY WALTZ E. Arnold
20	4	9.	SHOTGUN BOOGIE Tennessee Ernie
3	9	9.	STRANGE LITTLE GIRL Cowboy Copas
			Coming Up
R	ecords	listed	here in numerical order show signs of increasing popularity according to a

limited number of ouestionnaires from dealers (operators, disk jockeys) but do not have strength to

1. DON'T STAY TOO LONG...... E, Tubb

3. MY BABY'S JUST LIKE MONEY.....L. Frizzell......

Country & Western (Folk) Record Reviews

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

LABEL AND NO.

be listed in best selling (most played) category.

ARTIST

Make That Dream Come True

that's part country and part pop.

also with a strong recitation bit.

Waltz of Virginia

COMMENT TUNES

Col(78)20799, (45)4-20799, (33)3-20799

40--40--40--40 GREGORIAN 2201-Tin Pan Alley type waltz ballad gets a reading

69--68--68--70

38--38--38 There's Dust on the Trail Weak chanting on another semi-pop listed as country and Western HANK WILLIAMS Howlin' at the Moon 84--84--83--84 MGM 10961-Williams has another potent disk in a rhythmic reading of an original ditty with a fine lyric. 80--80--79--80 A typical country weeper given a decided lift by Hank's fine chanting. CHUCK OAKES (Chuck Wagon Boys-Danny Richards & Sylvia)

FORTUNE 711-Boy-gal duet sing it pretty on a nostalgic country Hey! It's Chuck's Boogie
Accordion and steel goes highlight; a good, rocking country boogie. 68--70--66--68 TOMMY DUNCAN (His Western All-Stars) Mississippi River Blues 80--80--80--80

INTRO 6013-Duncan, on slight echo, chants with heart on this slowrock Southern blues, with combo turning in an easy swinging backing. 73--73--71--75 Sick, Sober and Sorry Lively novelty tune with comic overtunes is projected with gusto. ANDY PARKER (and The Plainsmen) 78--78--78 Dust of a Rose

INTRO 6015-Waltz throbber gets a semi-pop go from Parker and a mellow-blending male group. Tune and performance are above par. 62--64--62--60 Hangman's Guns Western historical type epic is well presented, but material is not especially for records.

62--62--62 A Dollar Ain't a Dollar Anymore FEDERAL 10006-Warbler chants a so-so topical Jingle, with harmonic assistance on tag. Not much drive in performance. Where There's a Will There's a Way 55--55--55

Carlisle doesn't project on this routine ballad offering. RAY MELTON (Country All-Stars) She Hit the Ceilin' 68--68--68 BULLET 733-Melton and crew get off a country novelty of good caliber. Performance could have had more zing to do justice to material. I Love Every Little Thing You Do

68--68--68 Melton chants easily on an okay ballad. ANITA CARTER 50--50--50 I'm Crying

VICTOR 21-0461-Thrush drags on a slow, dull torch side. Right Way, Wrong Way
Novelty tune is catchy, but Miss Carter is weak. 57--57--57 78--78--78

Hase gets feeling and presence into an effective torcher, with added punch from an interpolated recitation 80--80--80 My Last Will and Testament Another warm, heartfelt job by Hale on a striking, poetic tearjerker,

(Continued on page 81)

Copyrighted material

Best Selling Retail Rhythm & Blues Records

. . . Based on reports received May 1, 2 and 3

			are rhythm and blues records that sold best in stores according to The Billboard's
Company of the Compan	n and	· Contract of the contract of	ry among a selected group of retail stores, the majority of whose customer's purchase
13	1	1.	BLACK NIGHT C. Brown
12	2	2.	Once There Lived a Fool LOST LOVE
3	9	3.	TEND TO YOUR BUSINESS J. Wayne
. 1	-	4.	ROCKET 88 J. Brenston Chess 1458—BMI
4	8	5.	I WILL WAIT Four Buddies
1	120	5.	WEAK MINDED BLUESL. Jordan
3	1	7.	LET'S ROCK AWHILE A. Milburn
19	9	8.	ROCKIN' BLUES J. Otis-M. Walker
7		8.	DO SOMETHING FOR ME Dominoes
9	4	10.	DON'T TAKE YOUR LOVE FROM
27	_	10.	ME
			TO LOVE

Most Played Juke Box Rhythm & Blues Records

. . . Based on reports received May 1, 2 and 3

			are rhythm and blues records most played in juke boxes according to The Billboard's
			ey among a selected group of juke box operators whose locations require rhythm
THE STATE	ues rec		ecraphysican graph
14	1	1.	BLACK NIGHT
2	3	2.	Savov 769-RMI
13	4	3.	LOST LOVE P. Mayfield
5	6	3.	
4	5	5.	TENNESSEE WALTZ BLUES S. McGhee
20	2		ROCKIN' BLUESJ. Otis-M. Walker
2	8	7.	I APOLOGIZE
1	-	7.	HOW HIGH THE MOONL. Paul-M. Ford
1		9.	WHAT WILL I TELL MY HEART A. Hibbler
1	=	10.	

Advance Rhythm & Blues Record Releases

Am I Blue?-B. Johnson Ork (My Reverie) Dec, Just Like Two Drops of Water-Red Mack (Mr. 27567 Bumble Bee Blues-Johnny Williams (Prison Bound) Swing Time 266 Booging 'Round With the Blues-Happy Johnson

(You'll Always) Mer 8223 Don't Tell Me-H. Lance (Dream Awhile) Col

Double Trouble Blues-Lowell Fulsom (Good Woman) Aladdin 3088 For the Rest of My Life-Bell Hops (It Would) Dec 48208

Good Night Darling-Lonnie Johnson (Fallin' Rain)

King 4450 Got My Shipyard Job Again-Frank Ervin (High School) Mer 8225

High School Baby-Frank Ervin (Got My) Mer Honeysuckle Rose-The Ellingtonians (Star Dust)

I'm From Texas-Lee Graves (Sixty Years) Mer

I'm Hurt-Oscar McLollie (Tears in) Mer 8227 It Would Take a Million Years-Bell Hops (For

CLOSELY!

Big) Mer 8217 Kinda Sick, Kinda Worried-Charles Norris (Let's Get) Mer 8221

Let's Get a Little Taste-Charles Norris (Kinda Sick) Mer 8221 Mr. Big Head-Red Mack (Just Like) Mer 8217

My Gal-Peppy Prince (Rompin' and) Mer 8220 Night Fall-Maurice King (Good Daddy) Col 39330 Nightless Lover-Percy Mayfield (What a Fool) Specialty SP-400

Prison Bound-Johnny Williams (Bumble Bee) Swing Time 266 Rompin' & Stompin'-Peppy Prince (My Gal) Mer

Sixty Years and a Day-Lee Graves (I'm From)

Star Dust—The Ellingtonians (Honeysuckle Rose) Mercer 1965

Tears in My Eyes-Oscar McLollie (I'm Hurt) Mer What a Fool I Was-Percy Mayfield (Nightless

Lover) Specialty SP-400 You'll Always Have the Blues-Happy Johnson

(Booging 'Round) Mer 8223

SOON A REAL SMASH! Savoy #783 "IUNGLE MAMBO" Featuring GAUCHO and His Orch.

SENSATIONAL! #785 "RED, RED "BOOGIE WINE" GRUNT"

MILTON BUCKNER and His BEALE ST. GANG

WILL TOP 'EM ALL COAST TO COAST "BRING BACK "I MUST BE OUT MY LOVE" OF MY MIND" Featuring ELMER WARNER

*THIS ONE CAN'T MISS! LOOK FOR IT! "GOD WILL TAKE and "I'M GOING TO WALK CARE OF YOU" Featuring THE GAY SISTERS

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

RHYTHM AND **BLUES NOTES**

By HAL WEBMAN-

Bill Shaw's Artists Corporation last week inked a pair of term booking papers with Paul Williams and Floyd Dixon. Williams is remembered for his original slicing of "The Hucklebuck" for Savoy and has been booked thru the Gale Agency for the past couple of years. Dixon is a blues singing plano player, noted for recordings on Aladdin and Modern including the hit, "Telephone Blues." Dixon has been packaged with Johnny Moore's Three Blazers for a coming tour. SAC also has a working agreement with blues hollerer Joe Turner, who just finished slicing his initial wax for the Atlantic label. Turner was set for the agency as part of a Helen Humes package along with Hal (Cornbread) Singer's ork. Thrush Humes is a Universal Attractions' artist. The Humes-led package kicked off its tour Friday (4) in Cincinnati and will continue on thru Columbus, Akron, Lexington, Louisville, Knoxville, Nashville, Atlanta and Memphis.

Arnett Cobb, who was in the hospital with a back ailment for almost two years, has had a relapse and will be out indefinitely. . . . Tiny Grimes will bring his rocking Highlanders-the guys are garbed in Scotch kilts-into the Apollo Theater in New York for their first appearance there during the week of May 11. . . . Johnny Hodges with his unit of former Ellingtonians is skedded for an eight-day stay at the Riviera nitery in St. Louis beginning June 30. . . : Flip Phillips Quintet, featuring tramist Bill Harris, have been booked for a couple of weeks into the Blue Note nitery in Chicago beginning June 1 and will follow that with a twoweeker at the Colonial Inn, Toronto, beginning June 18.

SAC one-night department topper, Jack Archer, was thrown by a horse Saturday (28) and broke an ankle. He's coming to work on crutches these days. . . . Amos Milburn, Paul Williams and Joe Morris bought regular passenger busses for their contingents. . . . Clay Williams, a boy singer

recently discovered on the Robert

Q. Lewis Show, was inked to a Jubilee waxing contract. Charles Brown and Roy Milton's band, a package just put together for a Ralph Weinberg promoted Southern tour of 25 dates, scored a \$4,600 gross on the preem date in Fayetteville, N. C., Tuesday (1). . . Roy Eldridge and his group have been set for an indefinite run at the plush New York Eastside nitery, The Embers, beginning May 7. . . . Ruth Brown is slated to come into New York shortly for an operation. . . . The Riviera Club in St. Louis will feature a blues vs. bop concert program for week beginning May 19. Featured in

and Ivory Joe Hunter. Specialty Records this week contracted Prof. J. Earl Hines, gospel and spiritual singer, to a five-year disking pact. Hines was featured with the St. Paul Choir. Aladdin's initial Billie Holi-

the battle will be Charlie Parker

day sides are "Be Fair to Me" and "Detour Ahead," in the stands next week. Thrush is backed by Tiny Grimes Sextet. . . Hillbilly singer Ed Hazelwood became Aladdin's newest Western attraction when he was inked this . . Modern's Joe Bihari leaves Hollywood Sunday (13) for the East on a sales promotion junket, following brother Saul's three-week sales trek. . . . Hefty sales are reported from Swing Time's newest releases by Ray Charles and Lowell Fulson.



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

82--82--80--84

74--76--74--72

76--76--76

78--78--78

MAURICE KING (Wolverines-Bea Baker)

Good Daddy COLUMBIA 39330-Thrush registers with a vibrant, strong vocal on this up-blues with combo jumping in back. Disk may have sleeper

Night-Fall Ellingtonian color instrumental featuring a big-toned alto on a slow

pretty original. Interesting, but not commercial as flip, JOEY THOMAS ORK (Freddie Jackson)

Investigation Blues DECCA-48210-Jackson chants a slow blues with a topical slant. He warbles strongly and with projection, combo plays fine in back. There Ain't Enough Room Here To Boogie

(Joey Thomas) Leader Thomas takes over the mike for a novelty vocal on the goodrock theme. Tune has a catchy rhythm pattern and repeating riff.

ELMER WARNER Bring Back My Love 65--65--63--67 SAVOY 784-So-so bary warbling job on a ballad taken at very slow, almost painful tempo

I Must Be Out of My Mind 61--61--60--63 Warner gets off an indifferent slow blues PEPPY PRINCE 60--60--60

Rompin' and Stompin' 50--50--50 Monotonous attempt at a good rocker doesn't get off the ground.

JOE BLACK (Boogie Woogie Boys) Fish Grease Boogie 82--82--81--83 CORAL 65051-Jump blues in the Freddy Mitchell formula swings up a storm, with a hard-hitting boogie piano fronting for solos and a

MERCURY 8220-Routine blues chant at medium tempo, routine combo

driving beat. Sleepy Time Creep 76--76--76 Slow after-hours blues plano highlights this moody blues, with tenor solo co-featured in an effective side.

Tops in Their Field! AMERICA'S FAST SELLING R & B LINE!



#2 TENNESSEE WALTZ BLUES by Stick McGhee #926

DON'T TAKE YOUR LOVE AWAY by Joe Morris and Laurie Tate

TEARDROPS FROM MY EYES by Ruth Brown #919

JOE TURNER #939 After My Laughter Came Tears

THE CLOVERS #934 Don't You Know I

STICK McGHEE #937 One Mankey Don't

IOE MORRIS

and His Blue Cavalcade #940 Midnight Grinder

THE CARDINALS #938 Shouldn't I Know

RECORDS 301 W. 54th Street, New York



Advance Record Releases

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

POPULAR

All or None-Dave Thomas (The Little) Magic | Forever Begins Today-Ida Gardy (Spring Will) AC-011 All Pooped Out-Yogi Yorgesson (A Letter) Cap

(1-12") 1531 Am I to Blame?-Artie Wayne (If It) Coral 60457 Any Old Time-Roberta Quinlan (I'll Be) Mer

Because of You-Tony Bennett (I Won't) Col

Candid Camera Man-Virginia Hale (That's My) Crystal 330 Can't Get Out of This Mood-Al Jelane (What Is)

Carousel 2002 Caring-Johnny Parker (When are) Cap 1516 Charm of Your Beautiful Dark Eves-Frankie Yankovic (Just Because) Col 39350

Circus On Parade-Bud Brees (March Time) Beacon 9133 Corner to Corner-Frances Wayne (Didja Ever?)

London 1076 Cupid Shot an Arrow-Scotty Harrell (Home 13)

Crystal 316 Dancing on the Ceiling-Artie Shaw-June Hutton (My Kinda) Dec 27580 Didja Ever?-Frances Wayne (Corner to) London

1076 Difference of a Kiss, The-Smith Bros. (I Don't) London 989

Do the Pines Grow Green in the Valley?-Al Morgan (It's a) London 990

Elia, With the Polka Dot Umbrella - Gene Schiller (Just Go) Rondo 261 Ely Polka—Frankie Yankovic (Way Up) Col 39351 |

Forgetful-Dick Thomas (I Had) London 952 Francesca—Xavier Cugat (Mambo No. 5) Col

Maestro MRS-3397

Getting To Know You-Bing Crosby (I Whistle) Dec 27589

God Bless America-Gene Autry (Old Soldiers) Col 39405 Good Night, Cincinnati-Art Mooney Ork (Sarah

Kelly) MGM 10969 Hello, Young Lovers-Bing Crosby (Something Wonderful) Dec 27588

He's Only Wonderful-Peggy Lee (It Never) Cap

Holy Smoke-Arnett Cobb (Lunar Moon) Col 39369

Home Is Like Heaven to Me-Scotty Harrell (Cupid Shot) Crystal 316 I Don't Know Whether I'm Coming or Going-

Smith Bros. (The Difference) London 989 I Had Someone Else Before I Had You-Dick Thomas (Forgetful) London 952

Like the Wide Open Spaces-Laurie Anders-A. Godfrey (Love Is) Col 39404 Like the-Wide Open Spaces-Art Lund (Rose

Rose) MGM 10978 I Like the Wide Open Spaces-Jimmy Wakely

(Old Soldiers) Cap 1534 (1-12") I Want To Be With You Always-Al Russell (No More) Col 39385

Whistle a Happy Tune-Bing Crosby (Getting to) Dec 27589

******************* ATTENTION-DISK JOCKEYS AND OPERATORS



PAUL MONDAY

"Dearest Mother" (For Mother's Day) "Happy Birthday to You" (For Every Day) Peacock #1569

"Irene's Boogie" "If You Were Mine"

Peacock #1570

Like \$\$\$ in the Bank CLARENCE "GATEMOUTH" BROWN

Rocks Them Again With

"Justice Blues" "I Live My Life"

Peacock #1568

A NATURAL



GREAT-GREAT-GREAT-SPIRITUAL STYLIST

SISTER JESSIE MAE RENFRO

With Soul-Sings

"Rock of Ages" ("Hide Thou Me") "A Wonderful Savior" Peacock #1571

Original "Five Blind Boys"-Jackson Harmoneers Makers of "Our Father" **Now Present Another Master Recording**

"In This World Alone" "Old Ship of Zion"

Peacock #1552

Phones: OSage 3-9461 . ORchard 7861



4104 LYONS AVE. HOUSTON 10, TEX.

The integrity and experience of



THE WORLD'S TOP ENGINEERS

BEHIND YOUR LABEL!



Your idea . . . Your market . . . Your product—

RCA's facilities . . . experience . . . dependability . . .

A complete service in the manufacture of every type (and speed) of record

... RECORDING .. PROCESSING

. PRESSING

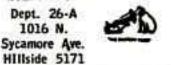
. SHIPPING & HANDLING

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

NEW YORK Dept. 24-A 630 5th Ave. JUdson 2-5011

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

HOLLYWOOD Dept. 26-A 1016 N. Sycamore Ave.



If It Hadn't Been for You-Artie Wayne (Am I),

Coral 60457 III Barkio-Spike Jones (My Daddy) V 20-4125 I'll Be There With Bells On-Roberta Quinlan

(Any Old) Mer 5640 I'm Late-The Caucus Race-Richard Hayes-

Roberta Quinlan (The Unbirthday) Mer 5639 I'm Yours to Command-Sonny Burke (Sweetnin' Stuff) Dec 27576 It Never Happens To Me-Peggy Lee (He's Only)

Cap 1513 It's a Sin-Al Morgan (Do the) London 990

Just Because Frankie Yankovic (Charm of) Col Just for Love's Sake-Guy Lombardo (Evertrue)

Dec 27584 Just Go On Your Merry Way-The Encores (Ella With) Rondo 261

Lady of the Nile-Jan Garber (Never Again) Cap Let's Say a Prayer-The Larks (My Reverie) Apollo

Letter, The- Lou Dinning-The Wanderers (Rose, Rose) Cap 1532 (1-12")

Letter, The-Tommy Tucker (My Ohio) MGM 10970 Letter from Harry, A-Yogi Yorgesson (All Pooped) Cap 1531 (1-12")

Little Church Around the Corner, The-Dave Thomas (All or) Magic AC-011 Lonely Dreams, Lonely Lips, Lonely Heart-The Stargazers (The Whistling) London 1011

Love and Devotion-Vaughn Monroe (Old Soldiers) V 20-4146 Love is the Reason-A. Godfrey (I Like) Col 39404

Love is the Reason — Lisa Kirk (Sad and) V 20-4134 Loveliest Night of the Year-Ethel Smith (The

Syncopated) Dec 27583 Lunar Moon - Arnett Cobb (Holy Smoke) Col Mambo No. 5-Xavier Cugat (Francesca) Col 39349

March Time-Paul Taubman (Circus on) Beacon Maria Christina-Al Trace (Why Go) Mer 5637 Maybe I Never Loved You-Dorothy Claire (A

Rollin') MGM 10971 Mr. and Mississippi - Mills Bros. (Wonderful Wasn't) Dec 27579

Mr. and Mississippi-Patti Page (These Things) Mer 5645 Mr. and Mississippl-Tennessee Ernie (She's My)

Cap 1521 Moon Was Mellow, The-Frances Langford (Red Sails) Mer 5636 My Daddy is a General to Me-Spike Jones (III

Barkio) V 20-4125 My Kinda Love-Artie Shaw-June Hutton (Dancing on) Dec 27580

My Ohio Heaven-Tommy Tucker (The Letter) MGM

My Reverie-The Larks (Let's Say) Apollo 1184 Never Again-Jan Garber (Lady of) Cap 1515 No More Dreams-Al Russell (I Want) Col 39385

Old Soldiers Never Die-Gene Autry (God Bless) Old Soldiers Never Die-Vaughn Monroe (Love and) V 20-4146

Old Soldiers Never Die-Jimmy Wakely (I Like) Cap 1534 (1-12") On a Train Goin' Nowhere-Emma Lou Welch (Somewhere on) Rondo 262

Paradise-Kitty White (You're Tired) Dec 27571 Penquins on Parade—Dud Brees (Toyland Jubilee)

Pick Up Truck-Tiny Hill (Two Letters) Mer 5635 Pretty Eyed Baby-Jo Stafford-Frankie Laine (That's the) Col 39388

Red Sails in the Sunset-Frances Langford (The Moon) Mer 5635 Rollin' Heart, A-Dorothy Claire (Maybe I) MGM

Rose, Rose I Love You-Lou Dinning (The Letter) Cap 1532 (1-12") Rose, Rose I Love You—Gordon Jenkins- (Unless)

Rose, Rose I Love You—Art Lund (I Like) MGM

Sad and Lonely—Lisa Kirk (Love is) V 20-4134 Sarah Kelly from Plumbnelly-Art Mooney (Good Night) MGM 10969

She's My Baby-Tennessee Ernie (Mr. and) Cap Silver Bell-Ken Griffin (Waltz of) Col 39261

Singing a Happy Song-Bob Chester (Take Back) RFD-5077 Someday-Vic Damone (You Gotta) Mer 5638

Something Wonderful-Bing Crosby (Hello Young) Somewhere on Skidrow—Emma Lou Welch (On a)

Sound Off Chant-Mark Warnow (Stars and) Cap

Spring Will Come Again—Ida Gardy (Forever Begins) Maestro MRS-3397 Stars and Stripes Forever-Mark Warnow (Sound Off) Cap 1517

Sweetnin' Stuff-Sonny Burke (I'm Yours) Dec Syncopated Clock-Ethel Smith (The Loveliest)

Take Back Your Heart-Bob Chester (Singing a) RFD-5077

Tell Me That You Love Me-Noro Morales (My Love) Dec 27548 That's My Weakness Now-Virginia Hale (Candid Camera) Crystal 330

That's the One for Me-Frankie Laine-Jo Stafford (Pretty Eyed) Col 39388 These Things I Offer You-Patti Page (Mr. and)

Tin Sandwich Boogle-Madcaps (Who'll Take) Dec Tom's Tune—Georgia Gibbs (I Wish) Cap 5644

Toyland Jubilee-Bud Brees (Penguins on) Beacon Twilight Rhapsody-Ralph Flanagan (Very Good)

Two Letters-Tiny Hill (Pick Up) Mer 5635 Unbirthday Song, The - Richard Hayes-Roberta Quintan (I'm Late) Mer 5639 Unless-Gordon Jenkins (Rose, Rose) Dec 27594

Very Good Advice - Ralph Flanagan (Twilight

Rhapsody) V 20-4133 Waltz of the Roses-Ken Griffin (Silver Bell) Col Way Up the Hudson-Frankie Yankovic (Ely Polka)

Col 39351 What Is This Thing Called Love?-Al Jelane (Can't Get) Carousel 2002

When Are You Gonna Go Home?-Johnny Parker (Caring) Cap 1516

1 Won't Cry Anymore—Tony Bennett (Because of) | Whistling Mailman, The—Benny Lee-Stargazers | Louis Armstrong Story Album, Vol. 4—(Armstrong (Lonely Dreams) London 1011 Who'll Take My Place-Madcaps (Tin Sandwich)

Why Go Home?-Al Trace (Maria Christina) Mer

Wonderful Wasn't It?-Mills Bros. (Mr. and) Dec You Gotta Show Me-Vic Damone (Someday) Mer

You're Tired of Me-Kitty White (Paradise) Dec

POPULAR ALBUMS

Let's Dance Again With Flanagan Album-Ralph Flanagan Ork (3-7") V(45)WP-311-Dancing in the Dark; Dancing on the Ceiling; Let's Face the Music and Dance; I Won't Dance; Save the Last Dance for Me; I'm Dancing With Tears in

Raymond Scott and His Ork Album-(1-10") (33) MGM E-549

Rhumba With Noro Morales and His Ork Album-(1-10") (33) MGM E-537 Tangos for Two Album-Harry Horlick Ork (1-10") MGM(33)E-566

INTERNATIONAL

Beautiful Eyes-Ernie Benedict (Dancing Shoes) V (45)51-1195 Dancing Shoes Polka-Ernie Benedict (Beautiful)

V (45)51-1195 Dziwaczny Zegar — Ed Wojcik (Zakochany) Dec

Dzwonki Dzwonia Polka-W. Dombkowski (White) Dec 45134

Jewish Folk Song Album—Anna Shomer Rothenberg (2-10") Banner (78) 8-105 Jolly Oberek-Eddie Cronet (The Pal) Coral 60433

Never Been Kissed-Seymour Rechtzeit (Would) Banner 2589 Pal Polka, The-Eddie Gronet (Jolly) Coral 60433 Syncopated Clock-Seymour Rechtzelt (You're)

Banner 2588 White Donkey, The-W. Dombkowski (Dzwonki) Dec 45134

Would I Love You-Seymour Rechtzeit (Never)

Banner 2589 You're Just in Love-M. Kressyn-S. Rechtzeit (The Syncopated) Banner 2588

Zakochany Kanarek-Ed Wojcik (Dziwaczny) Dec

HOT JAZZ

All of Me-Illinois Jacquet (Pastel) Mer 8941 Bed Spring Boogie-Red Julian (New Hole) Inter-

national 955 Blues My Naughty Sweetle Gives to Me-Lu Watters (Tin Roof) Mer 11077 Bright Blues-Flip Phillios (But Beautiful) Mer

But Beautiful-Flip Phillips (Bright) Mer 8938 Cuba Libra-Nelson Alexander (Cubano) International 960

Cubano Boogle-Red Julian (Cuba) International Leap Frog-Charlie Parker (Relaxing) Mer 11076

New Hole in the Wall-Red Julian (Bed) Interna-Pastel-Illinois Jacquet (All) Mer 8941

Rabbits Blues-Johnny Hodges (Something) Mer Relaxing With Lee-Charlie Parker (Leap) Mer

(Rabbit's) Mer 8937 Tin Roof Blues-Lu Watters (Blues) Mer 11077 Zing Went the Strings of My Heart-Red Norvo (September) Discovery 147

September Song-Red Norvo (Zing) Discovery 147

Something To Pat Your Foot To-Johnny Hodges

HOT JAZZ ALBUMS

Louis Armstrong Story Album, Vo. 1—(1-12") Col(33)ML-54383 Louis Armstrong Story Album, Vol. 2—(1-12")

Col(33)ML-54384* Louis Armstrong Story Album, Vol. 3-Armstrong-Earl Hines (1-12") Col(33)ML-54385

FOLK TALENT AND TUNES

Continued from page 28

ville, has dug up an oldie, "Hoot-in' Manny Papa," by the Buchan-an Brothers on Victor, which he reports is hitting hard in his area.
. . . Dave Walshak, KCTI, Gon-

zales, Tex., back on the job after a six-week leave. . . Ramblin'
Lou promoted Hank Williams and a Grand Ole Opry unit on his shows over WJJL, Niagara Falls, N. Y., April 25. He's doing three hours daily.

Peanut Faircloth, WNEX, Macon, Ga., has booked Lefty Frizzell for a local date May 11. . George (Cowpoke) Wells, WKAN, Kankakee, Ill., is booking name guests for the weekly Hayloft Jamboree. . . . Rocky Rauch, KTLN, Denver, has opened a combination roller rink-ballroom where he uses his Western Serenaders and has one night of square dancing. He wants travel-ing names to contact him. . . . Carl Swanson (Mr. Sunshine).

WRUN, Utica, N. Y., left May 1 on the Queen Mary for a month in England and the Continent. He returns in June. His 11-year-old daughter will do some of his replacement shows.

Favorites) (1-12") Col(33)ML-54386

New Stars-New Sounds (Vol. 1) Album—Eddie Shu Quintet-Joe Roland-Wild Bill Davis (1-10") Mercer (33)LP-1002 - Two Pair O' Shu's: Flamingo; Waltzin; the Blues; Half Nelson; Sally Is Gone; Dee Dee's Dance; Things Ain't What They Used To Be; Make No Mistake

New Stars-New Sounds (Vol. 2) Album—Oscar Pettiford-Serge Chaloff (1-10") Mercer (33)LP-1003-Pettiford: Perdido; Oscalypso; Take the A Train; Blues for Blanton; Chaloff: Chicksaw;

Bopscotch; The Most; Chasin' the Bass Zoot Sims Quartet Album — Zoot Sims-Jerry Wiggin-Kenny Clark-Pierre Michelot (1-10") Discovery (33)DL-3015-Don't Worry About Me; Crystals; Tenorly; Night and Day; I Understand;

Slingin' Hash Billy Strayhorn Trio Album—Billy Strayhorn-Duke Ellington (1-10") Mercer (33)LP-1001-Cotton Tail: C Jam Blues: Flamingo: Bang Up Blues: Tonk; Johnny Come Lately; In a Blue Summer

RECORD DEALERS! Make Extra Dollars

in Record Sales

at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real gogetter for extra record sales and profits—and at a low cost of only 25¢ a week.

You get an eye-catching, attention-getting, full color 14"x22" display card, plus an attractively printed list of America's top ten songs as pub-lished in The Billboard Honor Roll of Hits for each week that you sub-scribe. All you do once a week is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple . . easy to handle . low in cost . a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You find yourself using them in all your record booths, on your counter and even in your show windows because they pay
off and PAY OFF BIG!

YERMIE STERN

545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service Enclosed is my \$1 which I understand covers the first four weeks' service I will be billed thereafter at the rate of 25r per week payable monthly for as long as I

continue to use the service.

ANOTHER BIG ONE COMING UP The LARKS SINGING BINGY CARUSO'S "LET'S SAY A PRAYER" LARRY CLINTON'S

CITY..... STATE.....

Get on this one now. Even Greater Than Their HOPEFULLY YOURS" Apollo #1184)

APOLLO RECORDS

'MY REVERIE"

457 West 45th St., New York 19, N. Y. SERBERHERERE TEMPO Daring CYNTHIA LEE

> "6 OR 7 TIMES" backed with

P134 On Theme's 85¢ Quality Record

RECORD CO. OF AMERICA \$540 Sunset Blvd., Hollywood 46, California

Shellac-Vinylite-Flex
78 RPM-45-33 1/2 L.P. Test Pressings Free Small or Large Quantity. Labels—Processing—Masters SONGCRAFT, INC.

WANTED—MASTERS

National Recording Co. will purchase good recordings of standard tunes-Fox Trots, Waltzes, Rhumbas, Polkas, etc. Send Samples.

BOX 7181, STATION G Los Angeles 37, Calif.

Copyrighted material

Record Reviews

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

Records are rated four ways: (1) over-all; (2) as to their How Ratings Are Determined value for disk Jockeys; (3) for retailers, and (4) for operators Each rating is an 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

Following are the maximum points that may be earned by a record in each The Categories ni 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 trecord 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.

AR	TIST	
LABEL	AND	NO.

TUNES COMMENT



		 ٠
	W-52	
ADIII	AD	

POPULAR	
BOB CHESTER ORK (Alan Foster) Take Back Your Heart RFD 5077—Sprightly comball spots Foster, gang chanting, rinky plane, and Dixle orking. Okay lightweight novelty.	68686670
Singing a Happy Song Foster sounds lugubrious rather than happy on this so-so waltz novelty— orking is weak.	56545660
JO STAFFORD AND FRANKIE LAINE (P. Weston Ork) Pretty Eyed Baby	88898789

That's One for Me	8687868
Just a shade less effective is this reading of an r and b novelty. But this	
too is a potent swing novelty, something a bit different, and could	
prove highly profitable.	

COLUMBIA 39388—A powerhouse talent coupling works out with extreme

effect on this swinging reading of a "sleeper" ditty. Bound to draw heavy

ARTHUR GODFREY (Chordettes and Mariners) Love Is the Reason COLUMBIA 39404—A sprightly light bouncer from "A Tree Grows in Brooklyn" is done neatly and skillfully by Godfrey and his radio-TV	81837981
I Like the Wide Open Spaces (with Laurie Anders)	84858484

(with Laurie Anders) This TV-initiated povelty hasn't the over-all potency. Nevertheless it has something of in it and could pick up a tidy bit of action.	a 'Pistol Packin' Mama''	
GENE AUTRY		20 122 22 122
Old Soldiers Never Die		868785
COLUMBIA 39405-Autry, aided by a chorus	and ork conducted by Carl	
Cotner does a forthright job with the	MacArthur-inspired revival.	id.
Included is a patriotic narrative. Should d	o a quick but hefty sale,	

Cotner does a forthright job with the MacArthur-inspired re	3.7333.16
Included is a patriotic narrative. Should do a quick but hefty	sale,
God Bless America	8385838
Autry does a typical forthright Job with the Irving Berlin anthe	

TONY BENNETT (Percy Faith Ork) I Won't Cry Anymore COLUMBIA 39362—A competent etching of a pleasant new ballad, but	67686666
nothing exceptional, Because of You	67686666

Likewise, an adequate performance of a neat new b	allad with nothing
special to offer.	TTON
ARTIE SHAW'S GRAMERCY FIVE-JANE HU Dancing on the Ceiling	76797574

DECCA 27580—Shaw reels off some neat clary while Miss Hutton warbles the oldie in handsome style. Shaw's Gramercy Five provides an even beat for dancers	e e	
My Kinda Love Both Miss Hutton and Shaw shine on this tasty slicing of a fine torcher.	82858280	LO

viding		CHI CONTRACTOR		lo and in p a very usa
item				

Wonderful, Wasn't It	79827878
DECCA 27579—Burke's swing band backdrop is much too heavy for the airy harmonies of the brothers. The boys do their best with the light	
Mister and Mississippi	808080

GUY LOMBARDO & HIS ROYAL CANADIANS Evertrue Evermore	838383
This likely folkish item is treated as a dance ditty here; it just doesn't come off the the disking is generally a genial one. May get a piece if the song connects	8080
Mister and Mississippi	808080

GUY LOMBARDO & HIS ROYAL CANADIANS Evertrue Evermore	838383
DECCA 27584—This promising bouncer is handed a typical fluffy dance	
reading by Lombardo. Kenny Gardner sings it and the twin pianos take a lick. Should do okay in the large Lombardo circle.	
Just for Love's Sake	79807978
Kenny Martin contributes a handsome vocal chorus on a neat dance	F 17

Kenny Martin contributes a handsome vocal chorus on a neat dance slice of a pleasing new balled.	79807978
HERB JEFFRIES (D. Haxard Ork) A Beggar in Love CORAL 60456—Jeffries fashions his warmest effort in some years on	83848382

	CORAL 60456-Jeffries fashions his warmest effort in some years on	
	this new ballad, written in the old Columbo vein. Some splendid Ted	
	Nash tenor sustains the intimate feel. A likely item.	
1.	Il Never Know Why	74757375
	Another pleasant go by Jeffries tho he's not as effective with this promis-	

Another pleas	ant go by Jeffries th	ho he's not as effective with	this promis-
ing and prett	ty ballad as he is o	on the topside.	
SPIKE JONES	City Slickers)	263	3

M	VICTOR 20-4125—Another in the Jones series of kiditty material etch-	79817977
111	lings. This one's not up to the quality of previous tries. Barkio	73757372
	This is typical Jones satire-a lampoon of the familiar coloratura piece, "Il Bacio." It has its few yorks but, again, it's below Jones'	

This is typical Jones satire-a lampoon of the familiar coloratura piece, "Il Bacio." It has its few yocks but, again, it's below Jones' standards.

I Wish, I Wish	83848184
MERCURY 5644-Miss Gibbs makes a promising debut on Mercury with	previous control and a state of the first
a spirited bounce performance of a catchy dity on the order of "I Said My	
Pajamas. ' Has a nickel-catching quality.	
Tom's Tune	88888788
This range seguel to "Sam's Sono" has the same infectious qualities in	

11 7 (2011) (1	has the same infectious qualities in spotting Miss Gibbs in another Tive	88888788
PATTI PAGE (Joe Reisman Ork These Things I Offer You		878787

PATTI PAGE (Joe Reisman Ork)	100
These Things I Offer You	1
MERCURY 5645-Patti does a superb, Intimate Job with a lilting new	
Benjamin-Weiss ballad which could blossom. A strong side which is bound	Ê
to do well for the sizzling Miss Page.	
Mister and Mississippi	

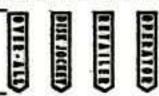
Mister and Mississippi (Jack Rael Ork)	929491
Here's the sure-fire side, the one that's bound to keep Patti's fabulous streak of nits intact. It's a super performance of potent material and includes Patti doing a trio with herself on the infectious chorus. Should	

KEN CARSON (Hal Kanner Chorus & Ork) Wondrous Word (of the Lord)	727272
cludes Patti doing a trio with herself on the infectious chorus. Should be a big one.	
streak of nits intact. It's a super performance of potent material and in-	9
Here's the sure-fire side, the one that's bound to keep Patti's fabulous	0

BIBLETONE 770—Carse clapper, with effective					spiri	ted	hand-	
Hometown, U. S. A. A likely, ditty extelling rendition.	the	simple	American	blessings	gets			656565

LABEL AND NO. ARTIST

COMMENT TUNES



The Party of the P

POPULAR

ı	EE MONTI'S TUTONES Oh, You Million Dollar Doll	6363616
	SHARP S 30-Soft-voiced warbler, unison chant on the tag line,	0303010
	and accordion-rhythm combo do a so-so light bounce with a good oldie.	Y
	Too much mediocre instrumental work, not enough vocal here.	
	Don't Fence Me In	8586838
	Treatment utilizes odd quitar sounds perhaps inspired by Les Paul.	

Don't Fence Me In	85868385
Treatment utilizes odd guitar sounds, perhaps inspired by Les Paul. Different and weird enough item—might catch attention.	
VIC DAMONE (George Siravo Ork) You Gotta Show Me	78807578
MERCURY 5638-The Pied Pipers join Vic in a breezy slice of a light	

MERCURY 5638-The Pied Pipers join Vic in a breezy slice of a light	
beat ditty. Siravo's orking keeps the beat swinging airily.	
Someday	78807579
An exceptionally fine ballad, with a poetic lyric, draws a good Damone go	
the he is not helped interpretively by the arrangement, which has too	
many holes and fulls to keep the side interesting. Damone fans	

will help sell a reasonable quota.	A 16
BROADWAY BR 1004-The Broadway Open House TV warbler does a	848484
Come Out and Kiss Me	

tractive arra	ngement, v	rith fine wor					
This Is No L Workmanlike	aughing deal on	Matter an oldie bi	allad, but	not likel	v to make	any	676767

AL JELANE (Clark McClellan Ork) What Is This Thing Called Love? CARQUSEL 2002—Attempt at a lush disking doesn't come off.	626262
Warbler does a worthy job, but arrangement—big ork beguine—doesn't have the class it pretends to. Can't Get Out of This Mood	686868

Warbler does a worthy job, but arrangement—big ork beguine—doesn't have the class it pretends to.	
Can't Get Out of This Mood	686868
Jelane again shows a warm flair for a ballad ta quality ditty by	FR 188 S
Frank Loesser and Jimmy McHugh), and ork doesn't overreach as	

on flip.	
JAN GARBER ORK (Roy Cordell) Never Again CAPITOL 1515—A lesser-known isham Jon typical medium bounce treatment from and trio doing okay on vocal chores. Pret tinguished.	Garber, with Roy Cordell
Lady of the Nile	70707

 impact.	
MARK WARNOW ORK (Glenn Darwin) Sound Off	7073706
CAPITOL 1517—Re-issued disking by the late Mark Warnow has a military opening and ending and a bluesy middle. Not likely to	
Stars and Stripes Forever	6567656

5	Band and chorus rendition of the Sousa fave, with a patriotic lyric, done a la Radio City Music Hall.	070703
	JOHNNY PARKER (Sid Feller Ork) When Are You Gonna Come Home?	62646260
-	CAPITOL 1516—Parker undersings a featherweight little waltz ditty. His quality is okay, but he doesn't project enough, and the orking is pedestrian	t.
5	Caring Again, a good try is vitiated by weak orking. Tune is a fair ballad, and	66686664

the warbler projects better.	
JIMMY WAKELY (Sid Feller Ork) I Like the Wide Open Spaces CAPITOL 1534—Wakely hands a typical Western-pop reading to the novelty ditty hyped via the Ken Murray TV show. This could get a little action among Wakely fans	7578727
Old Soldiers Never Die The p. d. melody popularized via General MacArthur's address to Congress is sung by Wakely and chorus in a semi-dramatic vein. MacArthur's voice,	78797

from the radio tapes, provides the intro.	
OU DINNING (The WANDERERS-Don Robertson Ork) The Letter	8880808
CAPITOL 1532—One of the Dinning Sisters, Lou, gets top billing here, as she handles the series of verses while the rest of the trio and male	
Rose, Rose, I Love You Lou Dinning on this side is absorbed into the typical Dinning trio sound.	7577737

Reading of the Oriental flavored ditty is a little too relaxed.	
INAH SHORE-TONY MARTIN (Henri Rene Ork) I Wish, I Wish	8585858
VICTOR 20-4126—As a follow-up to the team's previous clicks as a wax duet, Martin and Miss Shore hand a light, frothy reading to an attractive novelty ditty. Tin-piano sound backing adds to the airy quality.	
The Kissing Song The currently active novelty gets a bouncy rendition from the wax team and the Rene ork. Based on a section of Offenbach's "Gaite Parisienne," the melody has that familiar sound that often breeds hits.	8384828

VICTOR 20-4124—Alternating verse and chorus waltz novelty serves to introduce on wax the Mr. and Mrs. Team that's familiar to radio listeners. The ditty is cute and performance good. Mrs. Harris is particularly effective. Possibilities	76777575
Okay Harris type material doesn't figure to break for a hit after pre- viously waxed versions of the same ditty didn't get much action.	TQ:

PHIL HARRIS-ALICE FAYE (Walter Scharf Ork)

SONS OF THE PIONEERS (Larry Russell Ork) Baby, I Ain't Gonna Cry No More VICTOR 20-4131—The Western group tackles a pop-Western ditty for	74757373
smooth hunk of wax that could bridge the market. Daddy's Little Cowboy Western switch on the Daddy's Little Boy or Girl ditties adds up to a listenable disking by the flick group.	72737171
BUDDY MORROW ORK Rose, Rose, I Love You VICTOR 20-4135—The swingy, march tempo waxings of the Oriental	888888

listenable disking by the flick group.	
BUDDY MORROW ORK Rose, Rose, I Love You VICTOR 20-4135—The swingy, march tempo waxings of the Oriental	888888
flavored novelty sounds like an entremely likely disk as the Morrow band and gang sing vocal combine on a stirring reading. (What Can I Say) After I Say I'm Sorry With Morrow leading on a dulcet-toned trombone, the band comes up with a danceable rendition of the old standard.	76777575
DAVE THOMAS (Jimmie Tucker Ork) The Little Church Around the Corner	525252

with a danceable rendition of the old standard.	
DAVE THOMAS (Jimmie Tucker Ork) The Little Church Around the Corner MAGIC AC 011—Poor balance between ork and voice obscures what	525252
sounds like an attractive pair of Thomas baritone pipes. Ditty is typically Tin Pan Alley, tho undistinguished.	
All or None	484848

-	break recording-wise. Orking is stilled	
Ì	LILY ANN CAROL (Morty Kraft Ork) Blame It On Yourself	72 7
1	ROBBIN HOOD 107-The sexy-voiced Miss Carol, ex-Louis Prima chirp,	131
•	sells an okay new ballad via some good emotional tricks.	

If I Can't Have You All To Myself Tin Pan Alley type ditty gets a one slow and one fast chorus treat- ment from the chirp and a bouncy Kraft orking.	7173697
SMITH BROTHERS	(8)

The Difference of a Kiss	1313131
LONDON 989-The Smiths, a carbon of the Ames, do a tidy job with a	
catchy little bounce schmaltz ballad.	
	717070 -7
The group does another schmaltz ballad in direct stiye and in two tempi	

(Continued on page 76)



FOLK-WESTERN

* HAWKSHAW HAWKINS RATTLESNAKIN' DADDY HATE MYSELF 944 and 45-944*

MOON MULLICAN WITHOUT A PORT OF LOVE THE LAMP OF LIFE (IS BURN-

* WAYNE RANEY I LOVE MY LITTLE YO-YO I'VE DONE AND SOLD MY SOUL 939 and 45-939

* COWBOY COPAS THE STRANGE LITTLE CIRL YOU'LL NEVER EVER SEE ME

(with Kathy Copas) 951 and 45-951 IF YOU BUT CARE IF I SHOULD COME BACK 937 and 45-9370

* ZEB TURNER CHEW TOBACCO RAG NO MORE NOTHIN' (BUT CET-TIN' YOU OFF MY MIND) 950 and 45-950°

* SHORTY LONG GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE **JUST LIKE TWO DROPS OF** 953 and 45-953°

* BOB NEWMAN LONESOME TRUCK DRIVER'S LEFTOVER HASH 945 and 45-945*

POPULAR

15106

* RUBY WRIGHT WALTZ OF THE WIND PICTAILS ON PARADE

* JOHNNY LONG SOCIABILITY NOTHIN' ELSE WILL DO

SEPIA-BLUES

* TINY BRADSHAW TWO DRY BONES ON THE PANTRY SHELF BRAD'S BLUES

* LUCKY MILLINDER CHEW TOBACCO RAG GEORGIA ROSE

4449 and 45-4444 WYNONIE HARRIS **IUST LIKE TWO DROPS OF** WATER TREMBLIN

* EARL BOSTIC SEPTEMBER SONG



THE DOMINOES SIXTY MINUTE MAN I CAN'T ESCAPE FROM YOU

 LITTLE_ESTHER I'M A BAD, BAD GIRL DON'T MAKE A FOOL OUT OF 12023

DELUXE

* ROY BROWN SWEET PEACH GOOD MAN BLUES

* LEE RICHARDSON AS TIME GOES BY JUST CALL MY NAME



3312



phiddles . . .

while

sends . . .

THE IMPER

the PHIL HARRIS-AL ICE FAYE duet...

allices

first recording in . . . years

b/w

"POSSIBILITIES"

(78 RPM) 20-4124 (45 RPM) 47-4124



RCA VICTOR Records





The Billboard Picks

In the opinion of The Biliboard 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.

Frankie Laine-Jo Stafford......

A bang-up duetting of an attractive new novelty ditty is this first teaming of Laine and Stafford. Tune was launched via the Jane Turzey Trio disk on Decca 27479 some weeks ago, and has since picked up steam via Al Trace's job on Mercury 5609. Flip on the Laine-Stafford item is another zippy duet worth attention, "That's the One for Me."

TOM'S TUNE ... The follow-up to "Sam's Song" gets a sock projection from Miss Gibbs and orking on her Mercury debut; should do especially well on jukes.

I LIKE THE WIDE OPEN SPACES..... Laurie Anders-Arthur Godfrey...

The Western yock tune inspired by Miss Anders' inspirational "acting" on the Ken Murray TV show gets a zany duet from the lass and Arthur Godfrey, and has plenty of steam in back of it from the Murray airer.

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

1. OLD SOLDIERS NEVER DIE	ighn MonroeVictor 20-4146
2. ROSE, ROSE, I LOVE YOUBut	ddy Morrow OrkVictor 20-4135
3. PRETTY EYED BABYAl	Trace
4. MIXED EMOTIONS	emary ClooneyColumbia 39333
5. STRANGE LITTLE GIRL Edd	ty Howard Mercury 5630
6. BECAUSE OF RAINNat	e ColeCapitof 1501

The Retailers Pick

PICKS that have appeared or 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. HELLO, YOUNG LOVERS
2. MISTER AND MISSISSIPPI Patti Page
3. WE KISS IN A SHADOW
4. MR. ANTHONY'S BLUES
5. SONG OF DELILAH
6. WE KISS IN A SHADOW
7. I AM FREE London 1077

• 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

Lomorrow's nits will be:
1. JEZEBEL
2. UNLESS
3. I HAVE NO HEARTVictor 20-4120
4. PRETTY EYED BABY
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES Margaret Whiting-Jimmy Wakely
6. EVER TRUE—EVER MORE
8. WHAT WILL I TELL MY HEART? Eddy Howard Mercury 5630

The Country and Western Disk Jockeys Pick

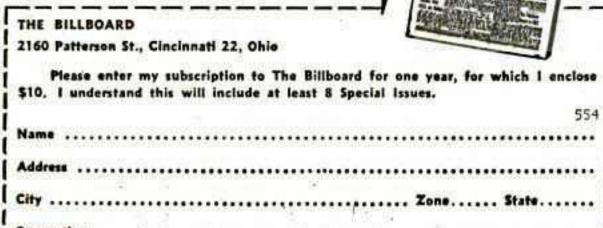
PICKS that appear for thee consecutive weeks or three times within a six-week period will not be repeated below. Bared on a weekly survey among them on what the Country & Western Disk

Jockeys think tomorrow's hits will be:	
1. HOWLIN' AT THE MOON	Williams
2. MY BABY'S JUST LIKE MONEYLefty	FrizzellColumbia 20799
3. I CAN'T HELP IT	WilliamsMGM 10961
4. A MILLION MILES FROM YOUR HEART Eddy	Arnold

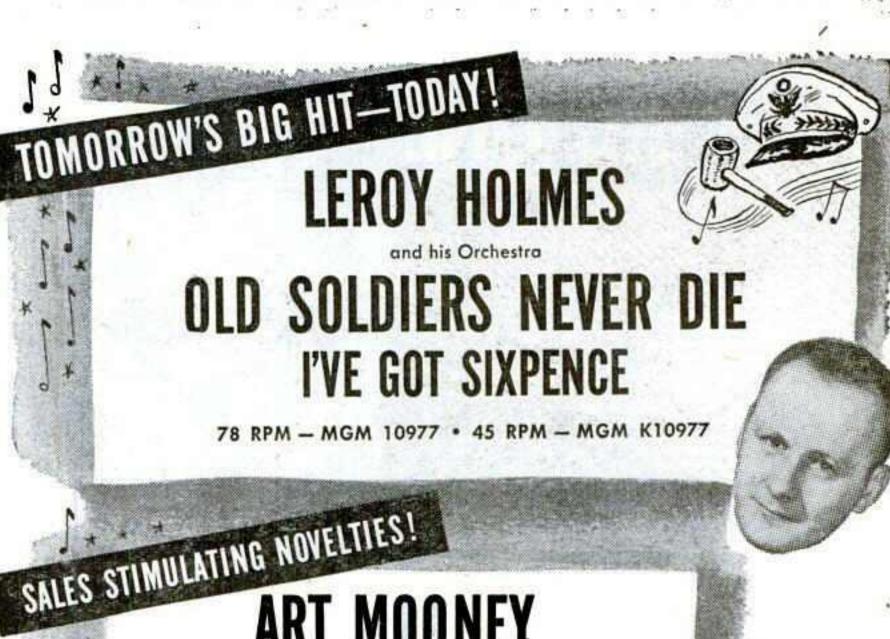
Subscribe Now! ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues



SHOOL WARRY TO HAVE



ART MOONEY

GOOD NIGHT CINCINNATI SARAH KELLY FROM PLUMBNELLY

78 RPM - MGM 10969 • 45 RPM - MGM K10969

NEW PLATTER FROM T.V. STARS!

BILLY WILLIAMS QUARTET YOU MADE ME LOVE YOU

78 RPM - MGM 10967 • 45 RPM - MGM K10967

TOMMY'S BIGGEST EVER!

TOMMY TUCKER

STOLE YOU FROM SOMEBODY ELSE SHE MADE A MONKEY OUT OF ME

78 RPM - MGM 10935 • 45 RPM - MGM K10935

M-G-M BEST SELLERS!

BILLY ECKSTINE

BILLY ECKSTINE

DEBBIE REYNOLDS and CARLETON CARPENTER FRED ASTAIRE and JANE POWELL HANK WILLIAMS

LUKE THE DRIFTER -

JANE POWELL

FRANK PETTY TRIO

BRING BACK THE THRILL I APOLOGIZE I'M YOURS TO COMMAND

WHAT WILL I TELL MY HEART ABA DABA HONEYOON ROW, ROW, ROW THE LIAR SONG TOO LATE NOW

DEAR JOHN COLD, COLD HEART JUST WAITIN'

MEN WITH BROKEN HEARTS OCEANA ROLL

BY THE LIGHT OF THE SILVERY MOON MARCHETA WHEN I LOST YOU

MGM 30316* MGM 10904* MGM 10932* MGM 30281*

MGM 10927*

MGM 10903*

MGM 10944*

MGM 30282*

OLD

SOLDIERS

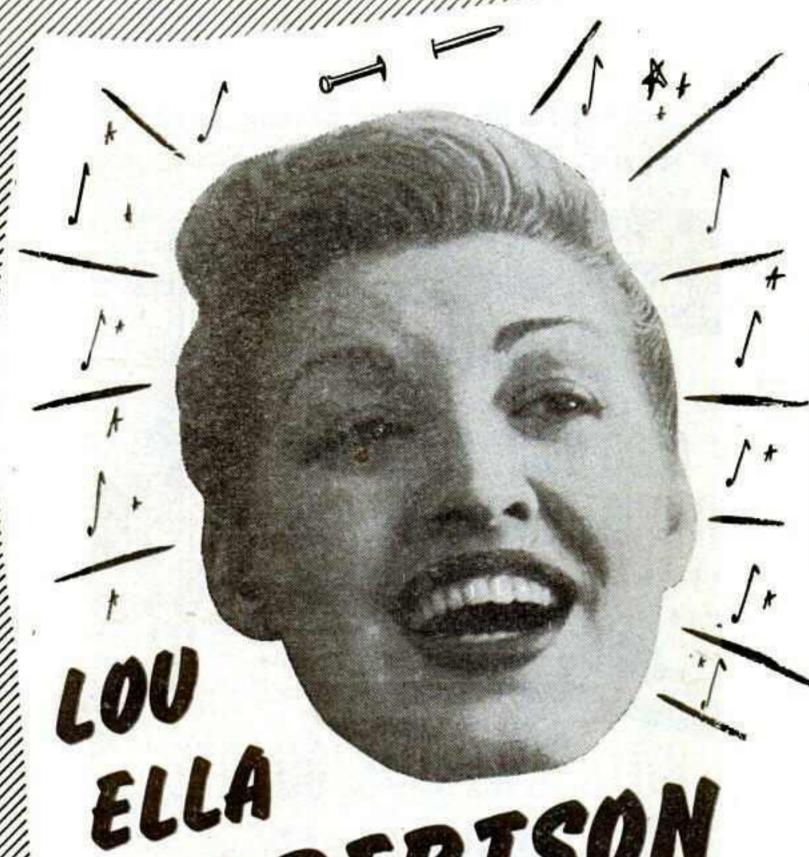
NEVER

DIE ...

*Also Availble 45 RPM

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





ROBERTSON and The Wanderers with Orchestra Conducted by Don Robertson



ROSE, ROSE I LOVE YOU 78rpm 1532 · 45rpm F1532

> MIG US PAT QUE RECORDS HOLLYWOOD

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

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

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

POPULAR

FLANAGAN — Raiph Flanagan Ork, 80 | ZOOT SIMS QUARTET (1-10") Harry Prime, vocals (3-7")

RCA Victor (45) WP-311 I'm Dancing With Tears in My Eyes, Save the Last Dance for Me, I Won't Dance, Let's Face the Music and Dance, Dancing on the Celling, Dancing in the

Here is a collection of six familiar standards which are typical of the dance medleys tossed out on one-night stands. That each of the tunes has the word "dance" in the title is only a reminder that the Flanagan band has been successful in purveying dance music. As singles, there is little in the collection that might step out into the hit class. As a collection for the terp set, this is a first rate package. Harry Prime does fine on "With Tears in My Eyes" and "Save the Last Dance for Me." Arrangements are typically Flanagan-Miller.

JOCKS JUKES Okay disks for dance For terp locations.

SONGS FROM "THE KING AND I"-Al Goodman Ork-Henri Rene Ork, Dinah Shore, Robert Merrill, Tony Martin. Patrice Muncel (5-7)

V (45) WK-30

Overture, Shall We Dance, I Have Dreamed, I Whistle a Happy Tune, Something Wonderful, My Lord and Master; Hello, Young Lovers; We Kiss in a Shadow, Getting To Know You, A Puzzlement. Victor has assembled an all-star recording cast in an effort to cash in on the newest Rodgers-Hammerstein click and to attempt to head off the original cast albuming of the show score, issued by Decca. The rich effort was made probably because the show's stars, Gertrude Lawrence and Yul Brynner, are not much in the voice department and on the theory that a good portion of the population would prefer pro singers to show performers. At any rate, the result is a slick rundown of the greatest portion of the score. The orchestrations, by Al Goodman and Henri Rene, are faithful to those done for the show by Robert lussell Bennett. The star singers are in top form for this chore. Martin's duets with Miss Muncel are the musical highspots. Dinah's "Whistle a Happer Tune" is strong enough an effort to be worthy of single merchandising. Generally, this is a happy project. Tho it probably won't head the original cast job over the counter, the album

JUKES Fine pop spinner If made available singly, the show's top pops are well done, especially Tune."

should provoke a handsome sale.

THE KING AND I-ORIGINAL CAST ALBUM-Gertrude Lawrence, Yul Brynner, Dorothy Sarnoff, Doretta Morrow, Larry Douglas (1-12") Decca (33) DL-9008

Overture: 1 Whistle a Happy Tune; My Lord and Master; Hello, Young Lovers; March of the Slamese Children; Puzzlement; Getting to Know You; We Kiss in a Shadow; Something Wonderful; Sha'l I Tell You What I Think of You; I Have Dreamed; Shall We Dance.

The new Rodgers-Hammerstein smash hit has been transferred to the record in more than satisfying style. The only failing in the set was the inability to capture the fire of Yul Brynner, the King, doing his song monolog, "A Puzzlement." Of course, the magic of Brynner lies in the visual rather than audible aspect of his performance. Aside from this, Decca did quite a splendid job of projecting Gertrude Lawrence's performance. Miss Lawrence, hardly a singer, is all sweetness and saleswoman in handling her several assignments and her job certainly will serve to recreate visions of the show to any who buy the set for the purpose of sustaining memories of it. Of course, the greatest portion of the customers fall into the latter category. The Rodgers-Hammerstein score is a magic one. It is uncompremisingly theatrical, yet it is musically beautiful and literate. Miss Lawrence's job with the material "Shall I Tell You What I Think of You" alone is worth the price of the album. Doretta Morrow, Dorothy Sarnoff and Larry Douglas, the singing voices of the show, round out the set with splendid readings of the rich ballads in the score. In musical popularity this may not be a "South Pacific," but it should enjoy a long and sizable sale nevertheless.

His Square Dance Music—Calls by Law-SQUARE DANCES—Carson Robison and rence V. Loy (1-10") MGM (33) E-557

Obviously the market for this disk is restricted to the barn dance set-not inconsiderable these days. The the package does not include written instructions or dance patterns, the calls are clearly given and the Robison dance tempo is bright. Well recorded and nicely packaged, the disk could be easily merchandised-particularly with the aid of Robison's name value.

JUKES Not suitable.

JOCKS C. and W., dance shows could use some

RAYMOND SCOTT AND HIS ORCHESTRA (1-10")

MGM (33) E-549 Two Guitars, Huckleberry Duck, Manhattan Serenade, Tired Teddy Bear, Rub-Dub, Jackrabbit, Estrellita, Coming Down To Earth.

This is an instrumental collection by Raymond Scott's big band and is well suited to attract dance | recordings will be confined to Armstrong admirers music buyers. Selections include several of the and collectors, the difference is not likely to be well-known Scott originals which were hits when marked. At any rate, Columbia is to be comoriginally recorded. Packaging and recording are mended for undertaking this project and following

JUKES Not suitable.

JOCKS Dance segs on Saturday night could use rates a handsome share of the kudos. Mark this

these.

Don't Worry About Me; Crystals; Jenorly; Night and Day; I Understand; Slingin' Hash. Zoot Sims probably is the most underrated tenor man in the jazz business. He is considerably more versatile an instrumentalist than many betterknown tootlers. In this set, Sims is afforded an opportunity to shine on his own. He blows here in the "cool" style, a development of the Lester Young school. His work here is typical of the guy, soft-spoken but considered, artfully conceived and swinging. Perhaps these recordings will help bring Sims some of the attention he deserves in his field. The good recordings were made in France while Sims was there as a member of the Benny Goodman Sextet. The foursome is rounded out with Jerry Wiggins at the piano, drummer Kenny Clarke

Singly, the standards Modern jazz segs will do where jazz will want this LP.

and bassist Pierre Michelot.

RHUMBA WITH NORO MORALES (1-10") MGM (33) E-537

110th Street and Fifth Avenue, Lagrimas Negras, El Sopon, Ponce, Isia Verde, The Peanut Vender, Chen Chen Co.

The vet L-A orkster presents an eminently danceable and listenable rhumba program here, made up of his better single disk releases. Two of the sides are piano and rhythm, the rest are full ork. The former are light, deft and pleasant. The latter show good coloration, some with vocals to further the exotic mood, and the beat is excellent. While mambo is the thing with the more sophisticated terp set, there's still a large market for the less wild rhumbas, a proven product for many years now.

JUKES Not suitable.

JOCKS All sides okay for pop-Latin segs.

BILLY STRAYHORN TRIO WITH DUKE ELLINGTON AND STRAYHORN AT THE PIANOS (1-10") Mercer (33) LP-1001

Cotton Tail; C Jam Blues; Flamingo; Bang-Up Blues; Tonk; Johnny Come Lately; In a Blue Summer Garden: Great Times,

Mercer Records, operated by Duke Ellington's son,

presents in this package quite a novel jazz offering. The Duke and his sidekick arranger-composer, Billy Strayhorn, were put together to reproduce their own approach to four hand plano jazz, something usually reserved for private parties and personal kicks. Duke and Strayhorn, as a team unique in music for the remarkable unanimity of musical object between them, have produced eight selections which are far and beyond fundamental jazz or even fundamental Ellington. Actually, this is living room doodling of an extremely intricate type, replete with insight and a mutual understanding of purpose. Collectors of Ellington will not want to miss this. It is suitable for modern collectors

> JUKES Not suitable.

JOCKS Super stuff for literate jazz spinners.

"THE LOUIS ARMSTRONG STORY"-In

Louis Armstrong and Hot Five; Louis Armstrong and Hot Seven; Louis Armstrong and Earl Hines; Louis Armstrong Favorites. Columbia (33) ML-54383-4-5-6

Columbia inaugurated a new jazz series, "The Golden Era Series," with a real splash by deciding to lead off with a treasury of Louis Armstrong. Spread in the microgrooves of four 12-inch LP's, the diskery has put together 48 of Louis' most memorable recordings, these products of his near-legendary beginning period between 1925 and the early thirties. To begin with, Columbia's engineers have done a remarkable job of rerecording the old Okeh masters. They have brought up the levels, cleaned most of the grit and noise of the old masters, have given the recordings-particularly of Louis's work-an astounding close-up presence so that details which were hardly audible on the originals can be heard now; in short, they have made realistically brilliant entities of items which one normally takes for granted will be musty and weakened from age. The recordings which they worked with are the cream of the Armstrong crop from the particular periods in his career that they were preserved. Volume One deals with the original Hot Five and such classics as "Heeble Jeebles," "Muskat Ramble," "Struttin" With Some Barbecue," "Corney Chop Suey," etc., and such master compatriots of Louis's as Kid Opry, Johnny Dodds, Johnny St. Syr and Lil Hardin. Two moves a couple of years to the Hot Seven and the superb "Potato Head Blues," "Wild Man Blues," etc. Three delves into the original mating of Louis with the driving piano style of Earl Hines and "West End Blues," the remarkable plano-trumpet "Weather Bird" slicing, "Basin Street Blues," etc. The final volume houses a collection of Louis's most commercially successful recordings of the 1929-31 period and, as it is titled, those most generally marked as favorites in his repertoire including "I Can't Give You Anything But Love," "Lazy River," "Confessin"," "If I Could Be With You," "Ding Dong Daddy," etc. It will probably be this last volume which will have the greatest individual appeal of the four. But, since it is likely that the market for these

thru in so splendid a manner. The master of

the project, George Avakian, who selected the

recordings and wrote the excellent liner notes,

up as a historic release for jazz collectors.

Colleges Brush

Continued from page 10

having had Paul Neighbors, Charlie Barnet, Frank DeVol, Russ Morgan and David Rose, but at fees highly unreasonable for school functions.

Smaller schools, such as Los Angeles City College, Loyola, Pepperdine and Pasadena City College, have budgets proportionately lower Bradley, Lou McGarity, Cutty than the major colleges. What Cutshall, Hymie Schertzer, Peanuts band, they say, can we get when Hucko and Bobby Haggart. The a name ork can make as much as five times what we could afford in one night? Some schools have even played groups composed of South Camp Meetin'. students to combat the high prices

concentrating on school dates. None organization which wrote jazz hisof the institutions of learning give any door split, therefore eliminating a considerable portion of an here. Unlike Ellington and Goodork's take. With the two big schools' enrollment of almost 33,-000, plus thousands of others in the small college as potential record buyers and future dancers as a working audience, bookers and bands alike are obviously overlooking a lush market, it is figured If bigwigs in the music biz would take the time to consider the schools, and possibly give them a cut in guarantee plus additional availability, students are of the feeling that the band biz could be tions with the sextet. hoisted to the level if once occupied on the campuses. In one instance, a gal in charge of selecting bands had never heard of Ralph Flanagan or Ray Anthony.

Low-Price Disks

Continued from page 9

figure, he believes that the pop LP field is still virgin territory for low-priced records: All-time best selling LP disks in the store are Strauss waltzes, piano solos, Hawaiian tunes, polkas and gypsy music. First "classical" work on the store's best seller list is a collection of Tschaikovsky themesin 25th place. In the past two years, the store has sold over 2,000 low- execs of Music Publishers Holding priced Strauss albums on LP and Corporation pointing out it was be-

78 speeds. result from two-column listing in on." which the entire ad is a coupon so that mail order customers have little doubt that the Warners' Ninety-four per cent of these little trouble in checking off their music ventures would continue. At were 16 inches or larger. Sales wants. Disks are sold singly for \$1.25 or in multiple packages of five for \$5.79 or 10 for \$11.39. Results show that three out of five orders are for the five-record catalogs. In a sense this is jumppackage. Sklar points out that the ing the gun, for it presupposes typical Ludwig Baumann customer is in the lower to middle income bracket, earning from \$3,000 to \$5,000 a year. Their buyer also claims that street-floor disk shops should not have to spend as much

money for advertising and direct

mail as he does in a 10th-floor record department.

Regulars Not Hurt Meanwhile, the business done by the low-priced lines has not appreciably affected the regular priced labels. LP albums retailing from \$10 to \$25 are selling well, tho in most cases at 30 per cent etc. discounts. Many of the stores promoting the sale of low-priced LP and 45 albums are, in fact, doing within the society. Changes in the so in order to combat the discount set-up of MPHC could have farselling prevalent in the larger reaching effects not only within markets. Whether these stores will MPHC, but in the entire music continue to feature the cheaper disks is dependent upon the continuance of current 30 to 40 per cent discounts on almost all LP records.

Rivers Leaves

Continued from page 9

which in the past included artistrepertoire and promotion, will be absorbed by a. and r. man Dave Dub Dickerson, who has been Cavanaugh and flack Dick Linke.

Since Cavanaugh was switched band. Beck is also handling manto Cap's New York headquarters, Rivers concentrated most of his time on promotion and artist relations. Linke, who returns to Cap Jubilee, aired weekly over WACO, after a two-year absence, will han- Waco, Tex., featuring a regular dle promotion and share artist relations chore with Cavanaugh. Rivers bow-out becomes effective June 1.

Warren Exits

Continued from page 9

Ziegfeld Follies, Yolanda and the Thief, Barkleys of Broadway, Summerstock, Texas Carnival, Pagan Love Song, Belle of New York

and his current pic, Skirts Ahoy. Warren came to California 19 years ago to compose tunes for Warner Bros. 42d Street. Flick was so successful he stayed there for eight years. Prior to moving five years ago, subsequent to sell- cent duet date with Art Lund. Miss to MGM, he was with 20th Cening his Robbins Music catalog to Garretson has a short-term experitury-Fox. Warren Music (ASCAP) Loew's; that catalog is one of nine mental paper. She has sliced her will retain all interests in songs which rank second to Harms' in initial pair of etchings, My Little already pubbed by the cleffer and the American Society of Composthe studio.

• Continued from page 10

man faves. He had a truly crack band made up of top studio musicians, most of whom at one time or another had played with the swing king. These included Chris Griffin, Billy Butterfield, Will selections included such delicacies of the swing era as King Porter Stomp, Wrappin' It Up and Down

Basie, who has been working with a sextet for over a year, re-Booking agencies locally are not turned to the same type of 13-piece tory in the late 30's. The band is on display at the Strand Theater man, Basie's crew is stripped of vet Basieites. But the spark still lies in the rhythmic drive of the band and on the tenor sax wings, today in the persons of Wardell Gray and Lucky Thompson. Basie's band is due to take a fling at a few experimental one-nighters to judge its current potential.

If the reaction is positive he will keep the band together. If not, he'll be back working nitery loca-

There are those in the trade who acclaim the appearance of these three bands showing in a single week as evidence of the rebirth of swing More practical minded tradesmen, however, mark it up as a nostalgic coincidence.

Columbia Records, which holds the waxing papers on all three of these bands, is preparing an experimental release to judge the public's current interest in big band swing. The release, slated for the latter part of this month, will include sides by Goodman,

Speculation Rife

· Continued from page 9

yond their jurisdiction. Herman Best ad result obtained by Sklar Starr stated "the company will go

> press time, however, it was learned that at least one large indie was 608,396 tubes valued at \$16,064,interested in the possibility of purchasing one of the major Warner that the new owners would be willing to consider changes in the present structural line of Music Publishers Holding Corporation.

Many quarters considered it doubtful that new owners would tamper with what has been a successful operation for many years. MPHC's annual royalty take from the American Society of Composers, Authors and Publishers is estimated as about a million dollars apart from income accruing from mechanicals, sheet music sales,

Warners constitutes the single most powerful publishing entity business, and particularly ASCAP.

Col., Dec. Sign Continued from page 9

His Melody Macks, Wichita Falls, Tex., band; Jack Rowe and His Wichita Mountain Boys, who formerly operated as the Rowe Brothers on Columbia; Clay Allen and his Cimmarron Playboys, and working a Dallas nitery with a

agement duties for the attractions. Beck and Charlie Wright, Dallas flack, are operating Big State house cast, plus travelling names. They plan four similar shows in other Texas towns by summer.

Weighs Sale

· Continued from page 9

of the latter are under contract to Morris, hence part of his interest in obtaining the catalog. Also in-Franklin and Hamilton catalogs, a considerable amount of Latin- the Music TV show, and special American and modern jazz originals and a quantity of educational son, material.

ers. Authors and Publishers.

of old (middle 30's) Benny Good- Basie, Ellington and Harry James All but Ellington already have etched material for the release and the Duke is slated for a session in the coming week. The four-disk release will be given a full-blown pop disk promotion treatment. Disks will be sent to a full roster of deejays, an uncommon occurrence with band releases both at Columbia and other diskeries as Hal Webman

TV-Phono Merchandising

• Continued from page 12

switch inventory from one store to another in an attempt to move even a few TV sets in some scattered markets. During the past week there were a fair amount of sales made in such varied markets as Pittsburgh, Akron and Birming-

N. J. Bills Would Insure TV Set Owners' Service . . .

Proposals were before the New Jersey State Legislature this week to make sure that television set owners don't get a raw deal on service contracts. One requires that service contractors file a bond with the State as a guarantee. A second bill would limit a person or firm's monthly withdrawal from a fund which they would set up with money paid in advance for service and installations.

84% of TV Tubes Are Reciangular

Eighty-four per cent of all television picture tubes sold to receiver manufacturers in the first quarter of 1951 were rectangular in form, the Radio-Television Manufacturers' Association has reported. The report showed a total of 1,822,793 TV receivertype cathode ray tubes, valued at \$49,892,454, were sold during There is little doubt of this, and the quarter to manufacturers. to manufacturers in March totaled 425, of which 75 per cent were rectangular tubes 16 or 17 inches

Victor TV Sets In 27% of Homes . . .

A survey of TV set ownerships taken in New York during January by Pulse, Inc., came up with the following results: RCA Victor sets were found in 27.2 per cent of the homes, 11.6 per cent owned Admiral sets, 10.1 per cent Philco, 5.7 per cent DuMont, 4.3 per cent Zenith, 4.1 per cent Emerson, 3.9 per cent Motorola, 3.7 per cent Crosley and 3.6 per cent General Electric. Results were obtained from 1,000 homes, 48.3 per cent of which owned video

Radio-TV Trade Notes And Jottings . . .

General Electric announced that it would guarantee set prices to distributors for the next four months. . . Wilcox-Gay Corporation leased a new manufacturing plant in Burbank, Calif. . . The same company reported

the largest quarterly earnings (\$355,787) in its history. Philco chartered the Queens of Bermuda for a cruise for 2,200 set dealers. . . . Stromberg-Carl-son introduced a new radio-phono combination, the Woodstock. Du-Mont's annual financial statement showed a gain over last year's with profits for 1950 reaching \$6,900,788 after taxes. . . Emer-

son dropped list prices from \$15 to \$145 on the entire line. Company President Ben Abrams stated that the reductions would be for a period of 60 days or

MGM Signs Up 2 New Thrushes

NEW YORK, May 5 .- MGM Records has inked thrushes Marion cluded in the Robbins firm are the Morgan, former Harry James canary and currently on the Stop material singer Marjorie Garret-

Miss Morgan earned her contract Robbins started the firm about as the result of her efforts on a re-Bimbo Dan on Bamboo Isle and Walk, Jimmy, Walk.

New York Swing Revival Dorsey Casino For Unveiling

HOLLYWOOD, May 5.-Tommy Dorsey's Casino Gardens relights May 29 with the orkster going in on a six-day week sked. The Ocean Park dancery has been dark since last Memorial Day, at which time it ran for a week, shuttering for lack of biz. Prior to last year's stint, Gardens had been closed for eight months.

Russ Morgan has a tentative date at the terpery June 25 for two weeks. Booking materializes only if T.D. decides to take other dates rather than work the entire summer season. Dorsey is currently at the Shamrock Hotel, Houston, where he will be until his reopen-

Whether Dorsey will be able to beat the transportation problem will be a major factor in determining his success. Gardens is on the ocean, some 20 miles from Los Angeles and even farther from such points as East Los Angeles, Pasadena, Long Beach and surrounding cities

Sinatra Gets Stay On 47G Judgment

NEW YORK, May 5. - Frank Sinatra this week moved that the \$47,000 default judgment won against him by the National Apparel Shows be vacated, claiming that the summons was not served on him. New York Supreme Court Justice Samuel Dickstein, declaring that conflict cannot be determined by affidavits, designated Bernard Nemeroff, a lawyer, as referee to hear and report on that

Stay of judgment was continued pending that determination.

Summer Outlook

Continued from page 10

spot early this year. The Silhouette Club, local bistro, which has been on a low budget kick, is just finishing a successful 10 days with a Louis Jordan vaude package of 33 people. Gross indicates that Joe (The Hat) Saletta may continue with a higher budget. The Hi Note has Bill Darnel currently, with Billie Holiday to follow, both with supporting jazz combos. Frank Holzflend, Blue Note op, intends to keep the talent nut between \$2,500 and \$5,000 per week thru the summer. The Stage Door, Milwaukee, is also using name combos, with George Shearing, la Holiday and Gillespie set in May and June.

NATIONAL HITS!!

"THE SYNCOPATED CLOCK "LOCK THE BARN DOOR"

National #9152 Also available on 45 RPM



Write for LATEST CATALOG NEW RECORDS 500 Different "Standards"

and Hit Tunes

\$85.00 per 1,000

1/2 with order, balance C.O.D also SPIRITUALS

674 10th Ave., New York 19, N. PLaza 7-0636

Over 1,000 Satisfied Customers

Empty Records Albums

2-4 pockets 10 12"—7000@6cts ea.

Records-all leading brands, Single and Albums. Considerable reductions-Excellent for return priv-

Loubriel Trading Co.

440 Tenth Avenue New York 1, New York

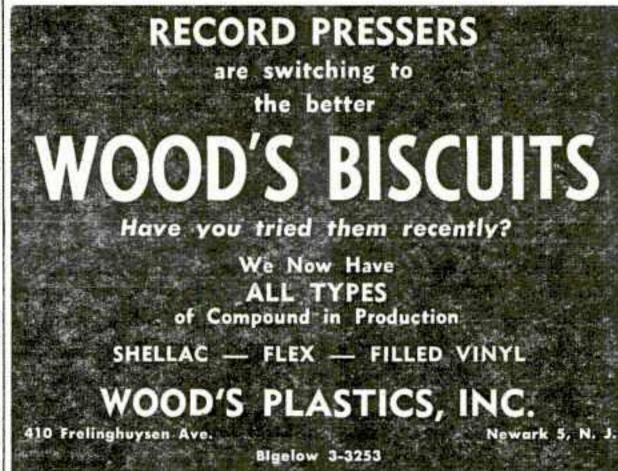
For Manufacturers of Phonograph Records MASTERS MOTHERS STAMPERS

Low rates, complete processing, daily an express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship . high fidelity reproduction mirror-like

fidelity reproduction mirror-like appearance to your plates. Write today tor our rate card.

RELIABILITY - QUALITY RECORD PRESSING Originators of the NON-SUIP FIREX (Pat Pending) Research Craft Co. 1037 NO. SYCAMORE ST. LOS ANGELES 38, CALIF

Billböard





52 BIG ISSUES

Including 8 Special Issues

THE BILLBOARD	一个中的国际的社会中国的
2160 Patterson St., Cincinnati 22, Ohio	20012-7
Please enter my subscription to The Billbox \$10. I understand this will include at least 8 5	The state of the s
	557
Name	
Address	······································
City	Zone State
Occupation	

WHEN YOU HELP THE AMERICAN HEART YOU ARE BUILDING A GREATER AMERICA Communications to 1564 Broadway, New York 19, N. Y

NITERIES CAN'T PASS HCL BITE TO CLIENTS

OPS Rules Clubs, Cafes May Not Fix New Cover Charges for Talent

Continued from page 1

Office of Price Stabilization.

last week when it was forced to a nightly cover on all tabs in addi- the plan. tion to the week-end \$2 cover now in effect, Hotel figured that the extra bite would enable it to pay the Hartmans their regular salary and still give the room a profit.

The Hartman deal was set some months ago but along came the

Gypsy To Do **British Date**

NEW YORK, May 5.-Gypsy Rose Lee will do her first British date when she opens at the London Palladium August 27. Date was set by Charlie Yates, now in England with Bob Hope.

In addition to Miss Lee, Yates has also set Chuck Brown, Sugar Chile Robinson and the Nelson Sisters.

Horne, Shear Ink Hampton for Oasis

HOLLYWOOD, May 5.-Jerry Horne and Les Shear, who last month purchased the Oasis for \$60,000, this week pacted Lionel Hampton for a two-week date beginning July 16. They also instituted several new policies with the hottest jazz spots in this area.

Usual opening night for acts has been switched from Friday to Mon-His All Stars opening May 14. Oasis today began its afternoon dances and is planning Sunday jam sessions, similar to one held at the Toddle House and Royal

Armstrong are Dinah Washington,

lation was felt by the Hotel Pierre than the highest point during the or food, and sometimes to add a past quarter, or those in effect pre- cover charge. Some preformers' beg off on the hiring of Paul and Korea. Rather than go thru all the deals call for getting all the covers Grace Hartman due to open May red tape necessary to prove its on a percentage deal rather than 1. The original plan was to place need for the hike hotel dropped straight salaries. With the OPS

> prices than in the previous quarter, will be enforced on a national basis. Basically, the regulation call for statements of gross sales doesn't refer specifically to enter- for the previous quarter, or the tainment, it applies only to food calender year 1949, or the period prices. But, according to Sol Lieb- from June, 1949, to June, 1950, man, district enforcement director called the pre-Korea period. of OPS, it will effectively stop any

It has become a custom in recent fore any decision is granted.

light of the ruling made by the OPS which went into effect April | years for cafes which buy un-1, and the hotel discovered that it usually expensive attractions to First effect of ceiling price regu- couldn't raise its prices any higher raise their minimums, either liquor regulations in effect this will no According to the local division longer be possible without formal application showing breakdown in longer be possible without formal individual costs.

OPS information required will

In addition to gross the applitab hikes for the foreseeable cants will have to include charges for individual items on menus be-

THING IN N. J.

DELAIR, N. J., May 5.— Generally, the nitery owner will safeguard the name of his spot. But in the case of Issy Bushkoff, the protection sought is for the name of his show. For the second year Bushkoff has been doing big business at his new Town Tavern here, drawing heavily from neighboring Philadelphia, with a show billed as Creole Follies. Regardless of the acts brought in, the show's billing has remained the same-and to good financial returns. As a result, Bushkoff has had the show's name registered for the entire State, to prevent any of his Jersey cafe colleagues from adopting same.

Walter's LQ for Dallas

DALLAS, May 5 .- Lou Walter's Latin Quarter Revue has been booked here for the Majestic Theater to do a week's engagement starting June 20. Following its local engagement, the package will tour the Interstate time in key Texas cities.

THE NAME'S THE COAST AGVA WARNING ON **INSURANCE**

Acts To Be Pulled If Niteries Don't Meet Union Demand

HOLLYWOOD, May 5.-Acts not receiving insurance coverage while performing at local niteries will be pulled by American Guild of Variety Artists here if club owners and agents don't come thru with the mandatory premiums. Some 46 night club spots in this area and Las Vegas, Nev., fall under local AGVA purisdiction. At press time, close to 30 clubs failed to agree on AGVA's insurance terms.

Pulling of the acts is the result of guild's crack-down plans set forth last month (The Billboard, April 28). Irvin Mazzei, assistant Coast chief, has given ops and agents until Friday (11) to agree on payment terms. Whoever directly pays artists' salaries is responsible for the premium. Policy calls for \$1 a day per artist, for less than three days' work; otherwise, on a weekly basis, it's \$2.50 per artist.

Niteries beefing loudest are those who employ a large number of acts, such as the Colony Club and Biltmore Bowl. In the instance where a private org purchases a package from an agent, the agent must pay the weekly premiums. Clubs like Ciro's, Mocambo, Cocoanut Grove, who use one or two acts, will pay only \$2.50 or \$5 per week. Eddie Rio, Coast topper, is currently in Las Vegas advising clubs there of the seriousness of the affair.

Lido Books In Initial **Blade Show**

NEW YORK, May 5.-The Lido, Paris, will have an ice show this spring, in addition to its regular show for the first time in the club's history, according to Rene Fraday, director and coproducer of the Lido. Acts hired for the club are guaranteed a year's work and are paid half in francs, half in dollars.

Pierre Louis Guerin, owner of the Lido, has also just bought the legit house, the Empire, which will open October 10 with a revue headed by Maurice Chevalier and Suzy Delair. Choregraphy will be by Donn Arden and Ron Flet-

For the Lido preem, spot will feature Frakson, the Piero Brothers, the Charivels and Dick Smart. Show will also have eight boy skating dancers, bought by Fraday in the U.S., 16 English girl dancers, eight French showgirls and an American skating act to be set.

American performers hired for the Lido are permitted to double into theaters after they've been with the show at least six months.

Spot operates on a seven-day two-show-a-day policy. The first show with four productions goes on at 11:15 p.m. and breaks at 12:45. The next show with only one production, starts at 1:15 and breaks at 2 a.m. Room closes at

Unlike most American clubs, the Lido doesn't use the star system. Its main emphasis is on productions which are lavish and extensive. Club with its 800 seating capacity and 200-bar capacity has to do \$2,000 nightly to break even. This figure is made without any difficulty, according to Fraday, even tho the same show runs for about a year.

Lido's average drink check is \$5; with dinner the average check is about \$9. The average bar take can be applied to four people.

GOOD OLD SUMMERTIME

Miami Hotels Spark Drive To Keep Shows Going All Year

By JOE MARTIN

MIAMI BEACH, Fla., May 5. -For the first time in its colorful history this has become a yearround show town. Ordinarily May 1 would signal the closing of the Gold Coast hotels. This summer at least nine swank hostelries will be open. New hotels staying open are the Sans Souci, Casablanca, Nautilus, Sea Gull and Saxony. an eye to making the club one of Older ones out for the summer dollar this year are the Roney Plaza, Sea Isle, Kenilworth and Sea View. Most will continue to day, with Louis Armstrong and use acts. Basis for the optimism is the terrific business racked up last summer against the so-so winter season just experienced.

Despite the high hopes there are some ops who take a more pessioom.
Skedded for the club following mistic view. They point out that the Beach will have available about 3,500 more hotel rooms this year May 28; Stan Kenton, June 18, than it had in 1950. One such and Hampton and Louis Jordan. hotelman is Walter Jacobs, who No date has been set for Jordan. will shutter the Lord Tarleton and

get set to open his Pike, N. H., re-| competition. If the hotel interests sort. Even if tourist traffic is high are successful in getting further it will be spread out among a much changes made in zoning laws the larger group of hotels.

names—even in this name-crazy dates ready to push thru zoning town — were a little sad. Only laws which would permit hotels to Jimmy Durante and Martha Raye run beyond the present 1 a.m. Of did sock business. Prices, in gen- added interest is that Sheriff ICER PAREE eral, are off from those of a year ago. Semi-names can find work for around \$400 to \$500, locals for \$200. Acts down here on vacation are often besieged with job offers, celebrity nights serving as show

At times this past season it looked as the there was either a shortage of inexpensive acts or a plethora of agents. Many an act who booked himself had to brush off five agents who swore, "I put in a good word for you."

In sum, the wind-up of the first winter season in which hotels were permitted to use acts showed the cafes suffered plenty from the

cafes stand to take an even bigger Talent-wise, the picture looks beating from here on in. Upcoming rosy for inexpensive and semi-name acts. Experiences with big see the hotel men backing candi-Jimmy Sullivan is back in office. Many ops remember the town was wide open during most of Sullivan's previous reign.

Tradesters point to one more business deterrent - the "extras" extracted from nitery customers. Many a hotel room operates with a la carte menus and beverageonly minimums as high as \$3.50 a person. And with super-service calling for the maitre d', two captains and a waiter at each table, the tip tab runs as high as \$7 or \$8 a couple. Originally the hotels put minimum charges on outsiders only, giving guests the benefit of reduced tabs, but within a few weeks minimums were slapped on all comers.

Extra Added

Brief but important night club-vaudeville news

Cincinnati

Cecile Sanker Lindsay, who has dance lines in Buffalo, Chicago and Philadelphia clubs, has a new group, comprising Jean Maysen, Nora Ford II, Rosalind Smith and Lennie Lathrop, at the Tic-Toc Club, Milwaukee. Margo Good, singer, following a return at Al Morgan's Glenn Rendezvous, Newport, Ky., has joined WLW's television staff. . . With Al Morgan on the road, the Morgan nitery has closed its dining room until his return, with all show activity in the meantime centered in the spot's cocktail lounge. New show has Nancy Wright, singer; Johnny O'Leary, comic, and Kahn and DePinto, novelty turn. . . Toby Nevious (Grandpappy Doolittle), formerly with WLW, is the current feature at the House of Rinck. . . . Leon Harvey, former Columbus, O., broker, who recently opened an office in San Antonio, has inked a pact to represent the Gus Sun Agency on outdoor attractions in the South-

Miami Beach, Fla.

Copa City shuttered May 2. Reopens in mid-June with Josephine Baker. . . . Singing-comedienne Christine Nelson into Bar of Music May 9. . . . Carol Channing vacationing here. . . . Ciro is \$1.50 a person. Spot operates still have to come off the top, and 000) slipped to \$13,000 for a stage- Rimac's Revue opens at the Capi- on a no minimum or cover, but New show will bow May 14 the distribs will still object. The show headed by Maxie Rosenbloom tol, Washington, May 17, and makes a flat charge of 4,000 francs featuring Patti Moore and Ben quick solution will be to drop plus Double Crossbones. Previous tours Canada during June and (about \$11.50) for a bottle of Lessy, with the Doubledaters. flesh. Whether the exhib or the week's figure was \$15,000. New July. . . . Thrush Frances Lager champagne, the purchase of which Gray recently bought out his distrib will win out is still to be show has 10 acts, headed by Archie added to Michael Selker's ork at is obligatory. One bottle of wine the Versailles Hotel.

Strand May Give Vaude Black Eye Stem Combo, Closing for Facelift, in

Line To Cut Flesh for High Film Cost

Continued from page 1

the combo houses than they are in addressing a Paramount company the straight pic theaters. But what meeting, urged that some arrangelicks them is the film rental per- ments be made to have 10 weeks of centages.

killed vaude. The basic reason is a year the investment would be that distribs were chiefly responsible. In the old days when a flat turned down as ridiculous rental could buy a top flicker, flesh flourished. When percentages went except that producers would like into effect, the headaches began, new properties, but distribs who A house having to pay 55 per cent | are holding on to high film rentals for a film had to cut somewhere, make any flesh continuance or re-The logical place was in the stage vival well nigh impossible. productions.

are well aware that they need new ease the rental situation, if, as and performers. They're also aware when new owners take over. But that the most fertile fields are the that, say insiders, is hardly likely. stages. Some years ago, Charles They point to the selling away of Freeman, then with Paramount, in

Band Box Closes For Face-Lifting

Gray's Band Box will shutter Sun- a tougher time getting Paramount day (6) for eight days to undergo pictures remodeling and redecorating. Move follows Gray's taking in Sammy Lewis, ex-owner of Slapsy Maxie's easier. Cost of the stageshow will as a partner.

former partner, Max Gold.

vaude. He argued that if the pro-Everybody has reasons for what ducers would find only one Gable worthwhile. The suggestion was

The situation continues today,

The rumored sale of the Warner The boys who make the flickers theaters to outside interests may pictures by Loew's and Paramount from their own theaters to other houses of higher film rentals. The Capitol, for example, is now playing a Republic picture, while its own company's product goes to the Music Hall. And ever since United Paramount Theaters came into HOLLYWOOD, May 5. - Billy existence, the theaters are having

When the Strand reopens its picture rentals will probably not be seen.

Stem Combos In Dismal Dip

NEW YORK, May 5.—The latest excuses for the protracted box office decline is the weather-in the 70's-and the ball games. This "reasoning" is considered the chief excuse why the six Stem combo houses took it on the chin last week. In any case, the sum total last week was \$358,000, a slight rise from the previous week's

Radio City Music Hall (6,200 seats; average \$138,000) dipped normally to \$117,000 for its third week with Jacques Cordon, Nino the mutt and Father's Little Dividend. It opened with \$137,000.

Roxy (6,000 seats; average \$70,-000) did a dim \$52,000 with Gene Marvey, Florian Zabach and Follow the Sun.

Capitol (4,627 seats; average \$70,000) counted a dismal \$25,000 for its tee-off with Bullfighter and the Lady, plus Gordon Jenkins and Pat Henning.

Paramount (3,654 seats; average \$61,000) was the big one this week, getting \$83,000 for its preem with Frank Sinatra, Dagmar, Joey Bushkin ork and Forbidden Past.

Strand (2,700 seats; average \$45,-000) exited with \$28,000 for its third and final frame with Gordon MacRae, Buddy Lester, Tony Pastor and Only the Valiant. Bill started with \$60,000 followed by \$54,000. New bill has Count Basie ork, Thelma Carpenter and I Was a Communist for the FBI.

Palace (1,700 seats; average \$15,-Robbins, plus Santa Fe.

Bill Miller's Riviera, Fort Lee, N. J.

(Tuesday, May 1)

Capacity, 1,025. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller, Booking, non-exclusiive. Publicity, Seth Babits Dreyfus & Delynn. Estimated talent budget this show, \$8,000.

The club had one of the biggest openings in its career. Cars bumper-to-bumpered almost to Washi gton Bridge. Red-faced traffic cops blew whistles, brakes shrieked and fenders clashed as the parking boys roared fish-tailed Cadillacs to and from the lots. Inside the big room the bedlam was bigger tumult backstage than it repeated. Every now and then customers let their voices dwindle to a minor roar. More often it was gabble-gabble superimposed on bellows even when the performers were on. In short, it was a typical Riviera kick-off heightened by mid-summer weather.

The preem had Billy Daniels on top, with Paul Winchell in the feature position. Around them were the Boliana Ivanko Four, small table. Lolo and Lita regisballet dancers Nanci Crompton, tered nicely with some comedy production singers Sherry Stevens and Clark Ranger and a 14-girl line produced by Donn Arden and Ron Fletcher working to songs and music by Benny Davis.

The show moved, with girls going thru paces in a spirited fashion. The biggest build-up was sight bits with their vocalizing for the opener set to Davis's Bless to impress as a fine turn wellthe Beautiful Girls, a catchy tune suited for the bigger houses. The that might be able to make it. But trio ran thru Get Happy, Missisthe biggest eye-appealer was the sippi Mud. Aba Daba Honeymoon finale, a harem-painted silver lame and a medley in which they piped number set to a Latin tempo which in high-pitched fem voices. While had Pupi Campo and a girl out in their saxophone tootling was so-so,

New Winchell Tricks Paul Winchell with dummy Baron and Bernay, cafe ball-Jerry Mahoney has acquired a room team, opened fast but failed fresh following via his Speidel TV to maintain the pace despite some show. For his first cafe date in well-timed and executed spins. years. Winchell came in with a Burton and Janet's characterizalot of new things-an illusion bit tions of movie names was sock mashowing Mahoney goofing, a very terial for the Palace crowd. The funny walk-on, a kind of Eastern Groucho Marx-Mae West routine potentate number and a Brooklyn was the best among Walter Wingirl thing with the dummy in drag, chell, Charlie Chaplin. Greta All these were different and genu- Garbo, Katherine Hepburn, Jimmy inely amusing. But if he opened Durante and Veronica Lake. The big he didn't sustain too well. One Theron Troupe, well - costumed of the reasons may be improper French trick cyclist turn of five timing. Working to cameras and stacked gals and three men, built working to customers with drinks to a solid finish both with their in their hands is a lot different, cycling and comedy The boy is one of the few ventriloquists with a genuine sense of farce plus a dash of hoke. The portion of the audience that looked and listened yocked it up. The rest of them, all apparently with private table comics, kept atalking.

Billy Daniels with Benny Payne on the piano, hit 'em with standards, show tunes and oldies for varying results. When Daniels made like a Charles Boyer groaning out low notes, the fems swooned, while some of the males jeered good naturedly. Basically, however, Daniels is one of the few singers who knows what to do with his hands. In fact, he's one of the best sight singers around. Benny Payne's contribution is superb. His piano-harmonics make Daniels, but equally important is the twopart singing Payne comes in on to give Daniels those paramount finishes that pull so big

The Boliana Ivanko Four opened slowly with their adagio acros and built to some of the finest tricks seen in a long time. The three boys and a gal have top finishes to already big tricks, tho they obviously need a big floor to work on. The gal is handled daringly as she goes thru on flying splits, deep back-bends and booker, Harry Mayer. Show played breath-taking fold-up, seguing into a rope-jumping (?) routine which was tremendous.

Nanci Crompton, a cute brunette ballerina, bounced around in tation. There's the return to the pretty fashion. Her circus pony big-band ranks of Count Basie bit to a catchy musical arrangement was a complete delight.

vens and Clark Ranger were adequate in their roles.

in excellent fashion. Pupi Compo's Latin outfit jammed that circular floor for the hip-throwers.

Bill Smith.

-On RCA-Victor Records-

MONTANA SLIM

(Wilf Carter)

America's No. 1 Attraction for Parks—Fairs—Celebrations—Theaters

2005 Paramount Theater Bide NEW YORK CITY LAckawanna 4-9469 Earle Theater Bidg, PHILADELPHIA, PA, WA 2-4677 and 2-3172

Night Club-Vaude Reviews

Palace, New York

(Thursday, May 3)

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.

The house's second anniversary show, while offering plenty of entertainment, figures to create a of 10 acts, totaling 31 people and runs over 80 minutes. For the customer, the net result is a fast-moving show.

The show opens with Ferdinand and Jerry in their familiar, studied balancing turn. The boys went off to a good mitt after a hand-tohand on a free-rolling board balanced on a wooden tube atop a based on Lolo's clown shoes bit and spinning six saucers on a long table. The gal serves only to dress up the act.

Song and Sax

The Weidlers combined enough a fast mombo for a solid finish. their clever instrument switch was good for a big mitt.

Rios Work Hard

The Rio Brothers worked hard, but didn't sell their usual tumult until a closing three-horse Mexican bit. The slow-motion encore drew nicely, but their precision, eccentric terping didn't register. Leni Lynn, ex-flick chanter, had some trouble staying in key, but sold well with a specially arranged El Cumbanchero, Archie Robbins, in the next-to-closing slot, didn't do as well here as he has in the bigger Stem houses. Some of his material, particularly the TV commercial bit, was a little too slick for this house. He wound up ahead anyhow. The Elna Laun Dancers, four boys and three girls, looked like a sock act for the better clubs, tho they worked for only 5 minutes nary. In addition, he's a looker, at the show caught. On the strength of their sensuous Caribbean routine seen here, they're almost in the okay set of pipes, pleases with a Jack Cole class.

Pic, Sante Fe. Joe Martin.

Strand, New York (Thursday, May 3)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five week-ends. Warner chain by Count Basie ork.

Deft production has made the current bill a fast moving presenand the return to show business of Bill Bailey, brother of Pearl Bailey Productions singers Sherry Ste- and an expert hoofer. Bill is rounded out with thrush Thelma Carpenter, impressionist George Walter Nye's band cut the show Kirby and the Orioles, a vocal

group making its Broadway bow. Basie's 13-piecer gets things off to a leaping start with a flying Every Tub, returns to produce Howz It Boogie and generally provides expert and spirited musical support for the acts. Basie's a polished and amiable emsee and his band, as in its heyday, is a

theatrically exciting musicrew. Bailey, who turned preacher and retired from the business, has made an apparently glorious return. He is an agile tapster of the Bill Robinson school, mixing his taps with idle, amusing chatter. It's the kind of hoofing act that will please on any variety bill.

Thelma Carpenter opened the show with her class thrushing. Gal is a terrific saleswoman. To boot, (Continued on page 38)

Olympia, Miami

(Wednesday, May 2)

Capacity, 2,170. Prices, 62 cents-\$1.03. Four shows daily. House booker, Harry Levine. Show played by Les Rhode's band.

Mel Torme headlines current show, but the biggest hand on show caught went to harmonicist Stan Fisher. Audience wouldn't let Fisher off stage, according him as resounding a round of applause as does out front. The bill consists any star that's played here in many months.

Interesting to note that when Fisher walked on stage he was met by stone-cold crowd. Only when he finished his first offering -Liszt's Hungarian Rhapsody-did the customers open up. And they didn't stop their applause until he mouthed Slaughter on Tenth Avenue, Roumanian Rhapsody, and an unbelieveable medley consisting of Sugar Blues (with comic interludes), La Vie en Rose, and Tiger Rag. Fisher must be doing this weird medley solely for kicks, the he gets away with it in as neat a style as any performer could

While Torme sold in a capable manner, he got only an okay hand. Best of his routines is his caricature of Como, Eckstine, Sinatra, Haymes and Laine, Combined his comic vocalizing with patter that drew some laughs and a fair hand. Received but slight applause for straight-singing of Careless Hands and You'll Never Walk Alone.

Bill opens with the Ciro Rimac Revue, a lively Latin song-anddance exhibition by Rimac and a trio of assistants. They punched out an effective tango and followed with a samba, rumba, conga and just about everything in the book from south of the border.

Novelty portion of show was filled by Duke Art Jr., with his lad, he filled the bridges with pat-

Slate Brothers and Sandra execute series of quickie impressions plus flock of broad comedy lines for an act better suited to night clubs than vaudeville,

Pic, Lullably of Broadway. Herb Rau.

Roxy, New York (Wednesday, April 25)

Capacity, 6.000. Price policy, 50 cents-\$2. Four shows daily; five, week-ends. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Paul Ash's house

The weak on box-office heft, the show stacks up as a fair hunk of entertainment. Top billing goes to Florian Zabach, young fiddleplaying emsee held over from the previous show, who has some local following in the wake of his long run at the Strand, his TV show and a hit Decca disk of Hot Caaffable and adept with the violin.

Gene Marvey, possessor of an repertoire of Falling in Love With Love. La Vie En Rose in French and a medley of operatic arias. His experience adds much to his chanting via a relaxed demeanor and selection of material. He registered better at show caught than any other act.

Jay Marshall worked his usual material in his usual manner, taking time to convince the house that he was kidding. Finishing with his ventro bit using a gloved hand for the dummy and went off to an okay mitt.

Fred and Susan Barry exhibited a graceful ballroom terp act that is far better suited to class nighteries than to vaude houses. Musical background was first-rate, but the usual lifts and spns failed to impress. Team's best routine was the closing Lullaby number.

The house line drew the usual mitts for a bright polka routine. Pic. Follow the Sun. Joe Martin.

Oriental, Chicago (Thursday, May 3)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes'

Putting most of the blue chips on the pic. The Great Caruso, with Mario Lanza, the house has a short but sweet three-acter on stage. Headliner Gloria DeHaven Unlike many of her celluloid sis-(Continued on page 38)

Copacabana, New York

(Thursday, May 3)

Capacity, 610. Price policy, \$3.50-\$5 minimum, Shows at 8:30, 12 and 2:30. Operators, Jule Podell-Jack Entratter. Booking, non-exclusive. Publicity, George Evans office. Estimated budget this show, \$11,000.

With the team of Dean Martin and Jerry Lewis back for their fourth year, this time an eightweeker, the joints' pumping again to the same tempo started by Durante. Martin and Lewis drew the customary yocks as they went thru material and ad libs for an insane 50 minutes. Lewis's contrived adolescent shricking complaints at Martin's equally contrived heckling got hysterical response. Lewis's air of injured innocence, coupled with Martin's patronizing, mixed in with some mad chatter kept the jammed room in a bedlam. The basic formula is the same except that Martin now throws his songs away in favor of buffoonery. It's funny, but Martin can sing and a sacrifice of three minutes for a straight song wouldn't be amiss.

There's no point in wondering why a fine team like Martin and (Continued on page 38)

Ciro's Hollywood

(Friday, April 27)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hover. Press. Rogers-Cowan. Estimated budget this show, \$5,500. Estimated budget last show, \$4,000.

Sophie Tucker continues to pull SRO biz. Grand Dame of the saloon singers appears more youthful, works harder and delivers better with each time around, and this one-her 46th year in the biz-is "mud-sculptures." A personable no exception. In typical Tucker studded crowd.

> To match her dazzling outfit, Sophie came armed with a new assortment of characteristically spicey material which she delivered with the same old zest. Time has in no way dimmed her knack of swaying an audience from tears of nostalgia to tears of laughter. Yocks rolled with the double entendres in such selections as Mr. Siegel, Make It Legal, Horse-Playing Papa, You Can't Deep Freeze a Red Hot Mama, How Do We Old Gals Do It?, Make Him Say Please. among others, contrasted by Sabbath Lights in Yiddish and a serious offering, There's So Much To Do. Only an artist with la Tucker's talents can get away with mixing

> the naughty with the religious. Ted Shapiro warms the same old Steinway, supporting Sophie in excellent fashion both with his keyboarding and patter. Ray Whittaker's group lends an instrumental assist to the background and provides terp-worthy tunes. Whittaker also adds to the entertainment as warbler, pianist and Hammond organist, and impresses with his first strip trip. Lee Zhito.

Alameda, San Antonio

(Friday, April 27)

Capacity, 2,500. Price policy, 9 to 60 cents. Three shows daily. Ignacio Torres, house booker. Show played by Melvin Winters and his band.

The current bill shapes up into a neat package. Perez Del Rio, as emsee, keeps things moving along. Tho again his all-Spanish spiel makes it hard for the non-Spanish speaking element to savy The film is also Spanish language; only outstanding feature of the bill is that all the performers sing, joke and speak English.

The two Belmont Brothers open smartly with a juggling routine done with phosphorus and brightly colored hoops and pastel disks. The reflection of the lights on these disks was good flash. They closed with the disks being thrown around the stage outlined in fire with the stage and house

The Calverts Sisters both blondes, made a nice appearance. The crowd went for their singing of The San Antonio Blues.

Uncle Willie

· Uncle Willie, Negro cafe act, did a nifty tap dance routine and then came back to panto to several puts this into the good bracket, records, best of which was Mule Train, which got yocks. Good, (Continued on page 38)

Lorry, Copenhagen, Denmark

(Wednesday, April 18)

Capacity, 800. One show nightly. Price policy, no cover, no minimum. Manager, Martin Ostergaard. No exclusive bookers.

Ten-piece orchestra under the direction of Aage Juhl Thomsens is a major drawing card at this spot. Ork is heavy on strings (5), plus saxophone-clarinet, trumpet, trombone, piano and drums. Thomsens leads with violin, and cellist doubles on sax-clarinet.

Band, on a movable platform, starts the show off with a concert program of Danish and American numbers up center of the large stage. Moved off-side for the show but back for selections between each act. Rigging and props are set up in a very leisurely manner by two stagehands. Ork leader stooges for the acts, leads a community sing and clowns with considerable showmanship.

Current show is not particularly strong. Opens with excellent singing by Franz Grabowski, who delivers all his numbers in perfect English. Used show tunes. Off to a good hand.

Violetta and May possibly saw Al Trahan's act some years back as their act is based on similar lines. Fem member, in evening gown, leads off with a classy violin solo. Male partner, in full dress, does a dead-pan entrance and pulls a series of hoary comedy gags while getting set to play grand piano on stage. Ends by tapping a few sour notes and mugging, while fem plays a second violin number. Winds up with a couple of fairly good acro bits while exiting.

Next number is an extraordinary slack-wire routine by Atie, who ruins the effect of exceedingly difficult and dangerous tricks by lack of showmanship. Works at least three times higher than normal for a slack-wire act and starts off with a series of tricks, using wooden shoes. Ends by removing fashion, she strutted on furred and shoes, shirt and trousers, sans any besequined to outshine the celeb- trick gadgets, then put them back (Continued on page 38)

America's Newest Comedy Find

and Theaters From Coast to Coast.

2005 Paramount Theater Bldg. NEW YORK CITY LAckawanna 4-9469 Earle Theater Bldg PHILADELPHIA, PA. WA 2-4677 and 2-3172

COMEDY MATERIAL

for All Branches of Theatricals GLASON'S FUN-MASTER "The Original Show Biz Gag File" NOS. 1 THRU 35 @ 1 00 EACH (SOLD IN SEQUENCE ONLY)

ALL 35 FILES FOR ONLY \$25 (reistue), \$2.00 per copy.

GIANT CLASSIFIED ENCYCLOPEDIA

of GAGS #1. Price \$250, worth over a
thousand. No C O. D.'s.

PAULA SMITH 200 W. 54th St., N. Y. C. 19, Dept. BB





NIGHT CLUB-VAUDE

International Brotherhood of Ma-

Stark, with photography by

book will be sleights as demon-

strated by Dai Vernon, John

Scarne, Bert Allerton, Leo Horo-

witz, Emil Jarrow, Francis Mann

Carlysle, Slydini, Dr. Daley and

Ross Bertram. . . . Jerry Fontaine,

South and West with his panto

impression act, has enrolled in

in Hollywood. . . . Al Munroe, De-

typewrites: "Have read recently

the Magician and his new show.

things about George Marquis and

his performance. I hope that this

is the time that Marquis has

started himself surely on his way

to the high place in magic he

should occupy in this country.

Certainly there are not many in

sight to carry on with a big show,

and Marquis is one man who can

do so, if he will, and I am quite

Dr. Mysto, magician and

certain that such is his aim now.'

spook show operator, is at his

headquarters, Route 1, Box 36, Clarksburg, W. Va., mending

from a recent knee operation.

"Dagmar, the spookologist, per-

formed at Robinson Grand Thea-

ter here at midnight, April 21," writes Mysto. "Unfortunately,

that happened to be the day of

my operation and I didn't catch

CHING LING AND SOO (Mr.

formerly had out the Dr. Judge

mental act, have been working

Texas, Alabama, Mississippi and

Florida since last August, and

currently are holding forth for

two weeks at the George Wash-

ington Hotel, Jacksonville, Fla.

During their recent engagement at the 5 O'Clock Club, New Or-

leans, they enjoyed visits from

Dr. Silkini, George Pearce, Card-

no and Tucker Key, the last

named better known as Ali Bama.

Everyone in New Orleans meets

at Leo Jacobs' Rex Magic Shop,"

writes Hewitt. "Most popular

chap to ever hit New Orleans was

Andy Furlong, who now manages Holden's Magic Company in

New York.". . . J. C. Walter, in

show business over 50 years and

an intimate friend of the late

Harry and Bess Houdini, died

May 1 at his home in Oshkosh,

Wis. In recent years he had been

a columnist for The Linking Ring,

Conjurors' Magazine, The Sphinx

and Tops magic mags but due to

illness has been inactive the last

three months. Deceased was the

father of Curt Walter, who with

his wife, Carol, presents a magic

turn. Broken-wand services were

held over the casket by Judge

Frank W. Carter, of Eagle River,

Wis. . . . Blackstone the Magician

has been set by Arnie Prager, of

McConkey Artists Corporation, to

present his 20-people unit at the

Wisconsin State Fair, Milwaukee,

August 18-26, and the Los An-

geles County Fair, Pomona, Calif.

September 14-30, doing two shows

daily. . . Julien J. Proskauer,

past national president of the

Society of American Magicians;

Richard C. Richards, first vice-

president, Magicians' Guild of

America, Inc.; Richard DuBois,

national president, SAM; Walter

Coleman, president, International

Brotherhood of Magicians; War-

ren Simms, past national presi-

dent of both the SAM and MGA,

and Harry Rozon, of New York

Ring 26, IBM, appeared in an

hour's program before the New

York Advertising Club May 2 in

a sort of preview of the coming

hi-jinks at the combined conven-

tion of the IBM and SAM in New

York May 27-30. Proskauer em-

and Mrs. Bill Hewitt), who

am hearing many new and nice

TOMMY GARRETT, magical Ky., where his intimate card emsee, is in the midst of a work has elicited considerable four-week stand at Louis Prima's praise in the Cincinnati dailies. 500 Club, New Orleans. He re- . . . Lucille and Eddie Roberts recently cut up a few jackies over turned their slick mental magic a few drinks with Tucker Key, to the Roosevelt Hotel, New Orwho was appearing at the Show leans, Friday (4) for a four-week Bar in the Crescent City. . . . stay. . . . A book on sleight-of-Charles Carts, young French hand being published by Stars of trixster, winds up a fortnight's Magic, Inc., is slated for release a nice series of balancing routines, stay Thursday (10 at Beverly at the joint convention of the So-Hills Country Club, Newport, ciety of American Magicians and



SELAN'S World's Largest Creators of Hair Styled Pieces Write for Our Hair Goods
are all expertly
made of the finest first quality
HUMAN HAIR
Write for our
FREE CATALOG
and WHOLESALE PRICE
LIST on latest
style Hair Pieces

Waterfalls Braids
 Chignons Pageb o y's Top Curis
 Switches Transformation Wigs
 Toupees.

SELAN'S HAIR GOODS CO 32 N. State St. Dept. 1, Chicago 2, III.



WANTED

OUTSTANDING COCKTAIL UNITS

Singles Trios

Instrumental Comedy

GOOD BOOKINGS FOR THE RIGHT ATTRACTIONS

Forward Full Details and Photos.

BOB BENNETT AGENCY

1600 Chancellor Street Philadelphia 3, Penna.



News items, advertisements from U.S. newspapers and magazines. BURRELLE'S PRESS CLIPPING BUREAU Telephone: 165 Church St., BA 7-5371 New York 7

WANTED Experienced Chorus Girls PALACE THEATER

327 Main Street

WANT MAN OR WOMAN

Buffalo, N. Y.

Experienced in Club Date Field, Capable of taking full charge of Convention Service. Handling Club Dates and Convention Models in Chicago. Unlimited earning possibilities. Very interesting work. Give full details,

BOX 442, The Billboard 188 W. Randolph St. Chicago

Comic Singles — Emcees Tennessee Schmaltz A yock-laden talking bit suggested by the

song hit, Tennessee Waltz. Good for five or six minutes of laughs with a high quota of bellies. Price tagged at \$1.00. you can't go wrong!

JACK W. SPRINGER 20 West 22nd St. New York 10, N. Y.

WANTED Exotic Dancers and Strips

Be a booster for

MILTON SCHUSTER 127 North Dearborn St. Chicago 2, III.

> Minstrels' Costumes & Accessories CIRCULARS FREE

seed the proceedings.

Dance-COSTUMES→Clowns For all other occasions. Get in touch with

THE COSTUMER

238 STATE ST. SCHENECTADY 5, N. Y.

Lorry, Copenhagen

 Continued from page 37 on again. Uses no net or safe-

guard. Band leader Thomsens, with the aid of screen slides, leads the audience in old-fashioned songfest. All in Danish, but such old tunes as The Bowery, Ta Ra Ra De Boom

De Ay and Rudolph, the Red-Nosed Reindeer are easily recognized. Three Vindobonas are a typical

trio of European equilibrists doing climaxed by socko trick with understander flat on his back with legs straight up while partners go gicians in New York May 27-29. into a hand-to-hand stand on his

Works is being edited by George feet. Closing act is Nazarro, who imi-George Karger. Included in the tates various musical instruments in mediocre fashion but does a better job in a gangster bit complete with police whistles, sirens and Tommy guns. Best bit is a really funny gag in which a fringed square of white cloth is twirled who has been working TV, into a sort of loose cord, with a niteries and dude ranches in the couple of knots, which to the accompaniment of a screechy Arabian melody he puts thru a hithe Ben Chavez College of Magic larious muscle dance, with bumps and head wiggles. This bit netted him a couple of bows.

troit newspaperman - magician, House well filled, with everyin your column about Marquis body eating or drinking. Prices only slightly more than in middlebracket restaurants and no attempt to push consumption. Service effi-

cient and food excellent. At the end of the show the band drops its string instruments for trumpet and sax and swings out with fairly late American dance tunes. Customers climb to the roomy stage for two-hour session of dancing. Same band works the entire evening, starting at 8 o'clock and winding up at two in the morning, with only brief pauses for rest. Ted Wolfram.

Strand, N.Y.

Continued from page 37

her selection of material is top drawer from the opening Who Cares? to her closing Big Wide, Wonderful World.

Kirby, one of the most exacting impressionists in the business, went thru his near-standard rundown of Cagney, Bogart, Lorre, Inner Sanctum, Joe Louis, Nellie Lutcher, etc. His razor-sharp im-

personations won a solid reception. The Orioles, a top r. and b. group via their Jubilee recordings, are just about as unmusical and sloppy an act as has been seen hereabouts. Their poor man's Ink Spots routine nevertheless seemed to win the audience.

Pic, I Was a Communist Spy for the F. B. I. Hal Webman.

Oriental, Chicago

Continued from page 37

ters, the gal has talent plus a rhythmic song delivery. She socked across rhythm tunes and novelties, throwing in one ballad for pacing. She's strong on animation, which makes her a threat on the novelty material. Got swell mitting for her

Roger Ray could score as an exceptionally fine comic if he dispensed with his last seven minutes of the hoary "guzzlers' gin" routine. Up to that point, his satirical approach to the average marimba act had them yocking. At times his act lags, for his stories between punch lines are too lengthy, but over-all he socked home. A session with a capable writer could iron out most of the wrinkles.

The Clark Brothers drew good opening hands for their standard precision and solo cleating. Boys have the basis for a good routine in their short encore bit in which they do some showy stepping to a slow blues, a vehicle not used normally for tap background.

The Sherman Hayes stage band contributed a fine full-band scoring of Louis Armstrong's Strutting With Some Barbecue.

Johnny Sippel.

Alameda

Continued from page 37

too, was his take-off of Red Ingle-Jo Stafford record of Temptation. Next to closing was the top dance team, the Proctors, who opened with a dance to jungle rhythm and then some nice acro-

with his standard act.

Melvin Winters and his band did an overture and finale and played for the various acts in smart fashion.

Pic: Duena y Senora. Barry Stanley.

Burlesque Bits

29 at the Moulin Rouge, New away March 18, were shipped to Orleans, and opened May 4 for Fort Wayne, Ind., the home of four weeks at the 2 O'Clock Club, Baltimore. . . . Tom Barrett, 81year-old dancer, formerly in in association with Jack Rubens. burlesque, died in St. Clair Hos- Warren's partner, is carrying on pital, New York, April 30, of a the operation of the Gayety, Tofractured skull and spine injuries ledo. . . . Larry Norman, Joe Desustained when struck by a hit- Rita, Bert Carr, Wauneta Bates and-run driver on his way home and Sherry Shannon opened May from the Palace Theater, New 3 for two weeks at the Palace, York, where he was appearing Buffalo, after which all, except with the Barkleys. . . . Connie Carr, will work clubs thru the Dawn, parade girl, at the Empire, summer. . . . Paul Shipton, owner Newark, is a daughter of Connie of the Red Feather, Los Angeles, Nash, of the Nash Twins, and was smacked with a \$2,000 damformer chorine at the Hudson, age suit last week, resulting from Union City, N. J. . . . Al Rio, for- a mishap last November when a merly on the Hirst Circuit, is customer was allegedly hit in the staging the shows at Paul Hilde- mouth with a linking ring during brand's Holiday Manor, Phila- the Mignon magic act. Gal mysdelphia nitery. . . . Sammy Price | tic was swinging the rings when has taken over the Gaiety, Oklahoma City, and installed his own show, with principals booked switched to an all-colored revue, thru Milt Schuster. Unit is do- following county orders to change ing four 40-minute stints daily its strip show. plus a Saturday midnighter. The cast has Betty Jo Morgan, fea-tured; Arleen Moody, Tarana, Ted Blair, and Monic and Price. Sam Nudelman and wife, Candy, after a season at the Empress, Milwaukee, for Cy Walker, have joined the Royal American

Show for the summer. FRANCES PARKS, producer the last nine years at the Gayety, Detroit, was a week-end (April 28) visitor in New York to see Meyer Harris, electrical contractor. She also visited her daughter, Blaze Fury, and son-in-law, Tommy Timblin, who were playing the Hudson, Union City, N. J., that week. . . . Chuck Callahan will be associated with Charles C. (Doc) Morris in handling public relations for Indian Point, N. Y., this summer. Hirst unit, headed by Jack Rosen and Harry Levene, folded April 28 at the Hudson, Union City, N. J., with the comics going to the Roxy, Cleveland, for two weeks, starting May 11. Pat Burns, straight man, has left for Chicago to rejoin his wife, Pat Robbins, at the Follies. .

Marilyn Drake, new burly strip, moved to the Troc, Philadelphia, where she joined "The Peek" show along with Blaze Fury and Tommy Timblin. Tina Nix, the other strip, migrated to Newark. . . Bob Ridley, house singer, now a comic, has teamed with Jess Mack, straight man.

Frank X. Silk always looks forward to a week in Philadelphia, as it means another opportunity to visit his 90-year-old mother, Mrs. Margaret F. Silk, who resides there. . . The ashes of the

Copacabana, N. Y.

· Continued from page 37

Lewis resort to gent's room humor so often. Weak comics do it for obvious reasons. There's little excuse for a top act to resort to it.

The DeMarco Sisters, in their first big-time cafe date, made a real impression. The five brunettes bubbled youthfully and sold a routine that was almost made to order for a Copa crowd with a tumult act like Martin and Lewis on top. Kids started it off with a special, I'm Late, and followed it with six published tunes, among them a calypso, a bouncer, a nostalgic a cappello barber shop arrangement of When You Were Sweet Sixteen and wound it up with Little Girl From Little Rock. When the gals finished there was no doubt how they did. They were

The Mayo Brothers' hoofing act seemed lost here. Two good looking lads working on a platform, showed solid cleating ability but little salesmanship. Their chatter was fair but was barely audible, which may have been a good thing. They can dance and do sensational tricks. But if they want to talk they'd better get material in keeping with their hoofology.

The productions (3) were rife with beautiful girls in gorgeous outfits, put thru their paces by Producer Doug Coudy. Bob Millar, a young, attractive boy singer, and Rita Constance, a pretty redhead, did justice to some good songs written by Bob Hilliard and Professor Backwards closed big Dave Mann. Among them, Mary Anne and a samba, Say It in English, got the best returns.

> Mike Durso cut the show. Fernando Alvares's band did the Latin stuff. Dick Stabile fronted the band for Martin and Lewis and also worked in the act.

ESSICA ROGERS closed April, late Warren Irons, who passed his widow, Mrs. Pearl Irons, who one broke from the bunch. . . . Dolly's Bowery, Los Angeles, has

WALKATHON

Starts Tuesday, May 22 Skateland Arena—3,000 Seats 3420 Fleet St., Highland Town

In the very heart of Highland Town—this spot was Geo. L. Ruty's biggest show. This is the first show in this section since 1940. A half million walkie people waiting for the grand opening. Sponsors for every team, Excellent floor money. This show goes around the clock. You know and I know that is the only type show that wins, Kids and promoters alike will win the money here. Can use amateurs and old timers. Help wanted in all departments.

Kansas City Plamor has been contracted to follow. Contact immediately.

Phone - Wire - or Write JERRY GREEN OF ROLAND LEHMAN Producer Manager

Mayfair Hotel, Charles & Mt. Royal Ave., Baltimore, Md.



CLINTON HOTEL

10th below Spruce

200 outside rooms from \$2. Special weekly rates. Housekeeping apart-ments. Newly renovated. New tile baths. Beautiful air conditioned cocktail lounge. Walking distance of all theatres.

PHILADELPHIA, PA.

PHOTOS in MILLIONS B a 10-54, Postcord-24, lowers, 20: 30-52, 30: 40-53. POSTCORD - 17, 8 s 10-12f is Write for FREE sample & List 88 MOSS PHOTO SERVICE 350 W 50 N Y

WANTED EXOTIC DANCERS BOOKING 10 WEEKS IN FLORIDA SAMMY CLARK AGENCY

540 West Avenue Miami Beach 39, Florida

ACTS WANTED Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Also want OUTDOOR ACTS for Fairs, Outdoor Celebrations, etc. Write, wire, come in!

RAY S. KNEELAND 751/2 W. Chippewa St., Buffalo 2, N. Y.

SULLINE I

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

Schell Scenic Studio 581 S. High Columbus, O.

Sides and Asides

Projected Productions And Casting Calls . . .

Oscar Serlin disclosed last week that he has retired as a legit producer and that his office is no longer accepting scripts. Serlin went on a sabbatical in December, 1949, and enjoyed his freedom so much he decided to prolong his leave from things theatrical indefinitely. He still re-ceives revenue from the stock rights to "Life With Father," which he sponsored on the Stem. and from the distribution of the film. . . . New York opening of "Courtin' Time" will probably be postponed due to the fact that Lloyd Nolan, who stars in the musical, is suffering from a bad throat. To give Nolan the needed rest. Alfred Drake, who is staging the show, may sub for him on week-end performances during the tryouts. But Drake would not take the part in New York. Opening had been set for the National, May 16.

Helen Hayes may star in "Much Ado About Nothing," to open next season's series of the American National Theater and Academy. Other possibilities for next season at the ANTA Playhouse: "Hedda Gabler," starring Tallulah Bankhead, and "No War in Troy." starring Deborah Kerr. ... ANTA Playhouse will shutter for renovations for about a month after the closing of "Getting Married," 10th production in the current series. has replaced Edward Platt in the already published, and should be cast of "Stalag 17." Reason show a must for tyro as well as vet will be unveiled at a matinee is strawhat producers. This year the to enable producer - director authors have included articles by Jose Ferrer to be present. Ferrer experts on such matters as pubspends his evenings starring in licity, basic technical require-"Twentieth Century." Robert ments for strawhat operation, Preston will succeed Ferrer in arena staging, summer theater that show after June 2. . . . "Billy accounting, college-community Budd" has been cited as the best theater, and Actor's Equity advice play of the season by the Outer to summer players. The Equity Circle of Drama Critics, an or- rulings governing stock have been ganization of aisle-sitters working brought up to date. A particufor out-of-town papers. Guy larly interesting feature is a debate Spaull has left the cast to take of the mooted value of the star part in ANTA's "Getting Mar- system in summer theater by ried." Winston Ross has taken over the role he vacated, and

Broadway Opening

THE LITTLE BLUE LIGHT

Owened Sunday, April 291

ANTA Playhouse

A play by Edmund Wilson Staged by Albert Marre. Settings and lighting by Lester Polakov Stage manager, Paul Foley General manager, Jack Schlissel. Press representatives. Bill Doll and Dick Williams. Presented by Quintus Productions (Peter Cookson, Hume Cronyn, Joe Mageee Martin Manulis, Brattle Theater

The Gardener Martin Gabel Arlene Francis GandersheimBurgess Meredith Ellis Peter Cookson

Continued from page 3

former has firmly attached himself to the editor. Anyway, they all get blown up, leaving the forthcoming production, My L. A., gardener to advise the audience thus confirming an earlier story that he will stick around on the slim hope that humanity may get Musical, based in part on The Los better.

No Chance on Stem

However, while Light wouldn't have a remote chance in Stem commerical competition, a reporter commends ANTA for giving an opportunity to see some very fire acting. Burgess Meredith's pansy author is the best thing he has Productions. Sets will closely done in years. He never lets the character's effeminacy get out of hand-a portrait that is always amusing and never nauseous. Melvyn Douglas puts bite into the fighting publisher, and Arlene Francis is giving one of her best performances as the vacillating wife. Peter Cookson does well by the back-sliding assistant, and Martin Gabel adds his usual excellent contribution as the multilingual gardener. It is a brilliant Equity Council this week ancast, worthy of a far better play.

best to pull Wilson's diffusions ing replaces Ruth Richmond, who into focus, and Lester Polakov has resigned the post last Februdreamed up a couple of appro- ary due to illness. Irving has been priate sets of a macabre country a member of Actors' Equity headhouse where these matters take quarters staff for the past two place.

Thomas Noyes has taken the part Ross had. Charles Nolte, who plays Billy, has been promoted to third billing.

Junior division of The Lambs is preparing a revue which it hopes to show the club early in June or next September. Michael Abbott is staging it. It will be recalled that "Stalag 17" got its start at a private showing of this sort. . . . The Interstate Theater Circuit has tentatively booked "The Member of the Wedding" for 1951-1952. . . . Pasadena (Calif.) Playhouse will present five George M. Cohan stage hits (Continued on page 40)

BOOK REVIEW

Silo Saga Okay for Vet & Tyro, Too

The 1951 supplement to Blueprint for Summer Theater by John Effrat and Richard Beckhard (John Richard Press, \$1.50) is available. The current book is the third of a follow-up series, since the authors published their first handbook on silo lore in 1948.

As usual, their new supplement includes a variety of new features which make it a valuable, even . . Frank Maxwell necessary, addition to the volumes prominent players and producers.

In addition, there is a list of new plays presented in the barns last summer, together with trade paper reviews of most of them. There are photographs of sets of 20 plays, which should be of great help to local scene crafters, and finally, Chorus Equity this week inof course, the complete listing of stock companies, both winter and summer, which will be in operation in 1951.

Blueprint.series is a real working necessity for any group, amateur or professional. It is heartily recommended both as a spotlighting of production pitfalls for Artists over the production. beginners and an annual record for experienced hands.

Bob Francis.

Jolson Mgr. With 'My L.A.

HOLLYWOOD, May 5. - Lou this week was signed by My L. A., jurisdiction. Ltd., as general manager for the in (The Billboard, March 17.) Angeles Daily News columnist Matt Weinstock's book My L. A., is skedded to hit the boards here sometime in June.

Epstein is currently engaged in a consultant's capacity until the show opens. Producers this week assigned the building of movable sets and hand props to Centaur follow familiar local landmarks, such as Pershing Square, Hollywood and Vine, and Farmer's Market.

Chorus Equity

NEW YORK, May 5.-Chorus nounced the appointment of Ben Albert Marre's staging does its Irving as executive secretary. Irvyears.

BROADWAY SHOWLOG

LEGITIMATE

Communications to 1564 Broadway, New York 19, N. Y.

Performances Thru May 5, 1951

DRAMAS	
Affairs of State 9-25, '51 (Music Box)	255
Bell, Book and Candle11-14, '50 (Barrymore)	199
Billy Budd 3- 3, '51 (Biltmore)	99
Darkness at Noon 1-13, '51 (Royale)	129
Gramercy Ghost 4-26, '51 (Morosco)	12
Season in the Sun 9-28, '50 (Cort)	252
The Autumn Garden 3- 7, '51 (Coronet)	69
The Country Girl 11-1, '50 (Lyceum)	203
The Happy Time 1-24, '50 (Plymouth)	535
The Moon Is Blue 3- 8, '51 (Henry Miller's)	68
The Rose Tattos 2- 3, '51 (Martin Beck)	105
The Taming of the Shrew 4-25, '51 (City Center)	13
Twentieth Century12-24, '50 (Fulton)	153
MUSICALS	
A Tree Grows in Brooklyn. 4-19, '51 (Alvin)	20
Call Me Madam10-12, '50 (Imperial)	236

Gentlemen Prefer Blandes. . 12- 8, '49 Guys and Dolls 11-24, '50 (46th Street) Kiss Me, Kate..........12-30, '48 Make a Wish 4-18, '51 (Winter Garden) South Pacific 4- 7, '48 (Majestic) The King and I..... 3-29, '51 (St. James) CLOSED

(Century) (Opened 12-21 '50) The Little Blue Light 5- 5, '51 (ANTA Playhouse) (Opened 4-29, '51) COMING UP

Out of This World..... 5- 5, '51

(Week of May 6, 1951) Stalag 17..... 5- 8, '51 (48th Street) Dream Girl 5-9, '51 (City Center)

Equity Bans

NEW YORK, May 5 .- Governing bodies of both Actors' and structed their members to sign no contracts to appear in Fledermaus. or any adaptation thereof such as Rosalinda or The Bat, unless such a contract is the standard Equity agreement. The move is the result of a jurisdictional dispute with the American Guild of Musical

The Equity stand is that the Associated Actors and Artistes of America has never rescinded the union's jurisdiction over opera in English, light opera, operetta, musical comedy and revues. Ac- High Button Shoes. cording to an Equity spokesman, a 1939 agreement concluded between AE, CE and AGMA specifically defined Fledermaus as operetta by mutual consent and con-Epstein, late Al Jolson's manager, firmed its assignment to Equity's Liberty, August 6, and The Merry

may be mailed them.

The Billboard

1564 Broadway

Donaldson Awards.

out and mail it today.

and return it to The Billboard today.

Donaldson Awards Committee

New York 19, New York

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

theaters for all players appearing on Broadway at that time,

In May, ballots and instructions are delivered by hand to the

In order to get ballots to players not appearing on Broadway,

Make certain of your vote for the Donaldson Awards, the

Please forward ballot and eligibility list for the Eighth Annual

Note: If you are working in a Broadway theater in May don't

Address at which mail will be sure to reach you in May

send in this coupon. If you don't expect to be working, fill it

The Billboard, sponsor of the Donaldson Awards, would like to

have the names and addresses of such players so that ballots

theater's own selections of its "bests." Fill out the coupon below

8TH DONALDSON AWARDS

Theater Again To Honor Its Own in 27 Categories

Continued from page 1

Jerome Robbins, for the dancers; | a scroll, are given annually in Russel Crouse, for the producers; Robert Coleman, for the critics; Louis Simon, for Actors' Equity; Ben Irving, for Chorus Equity; Oliver Sayler, for the press agents and managers; John Effrat, for the stage managers; Morrie Seamon, for the treasurers; John McDowell for the stagehands; Frederick Fox for the scenic designers, and Robert Byrne, for the costume designers. Representing The Billboard on the committee are Roger S. and William D. Littleford, publishers; Joseph Csida, editor-inchief, and Robert Francis, drama editor.

Now in their eighth year, the Donaldson Awards were founded by The Billboard during the 1943-'44 season, in memory of the paper's founder, the late William H. Donaldson, a lifetime friend of show business. The purpose was to establish a system of awards which stemmed from no hand-picked group; but which would be the expression of the opinion of the theater as a whole. The honors, which consist of a gold key and

categories covering practically everything in play writing, acting and technical achievement in a Broadway legit season. Everyone working in or for the theater, from producers to staghands has a vote, and the Donaldson accolades can be called the theater's awards to its own in the truest and broadest sense. Ballots will, of course, be dis-

39

tributed direct to members of all productions currently on Broadway. However, since the committee wishes everybody to have an opportunity to file a ballot, it is urged that all who wish to vote and who will not be actively employed on Broadway during this month return the coupon printed in the Legit Department of this issue. It will insure the receipt of an eligibility list and ballot.

Conn. Okays Bard's Theater

HARTFORD, Conn., May 5.— The Connecticut State Legislature has passed a bill permitting the establishment of a Shakespearean theater at Westport, Conn.

Concurring with the House, the Senate has authorized incorporation of the American Shakespearean Festival Theater and Academy.

The estimated cost of the project, which is the pet of Theresa Helburn and Lawrence Langner of the Theater Guild, is between \$350,000 and \$500,000. J. Kenneth Bradley is acting as attorney.

Foy "Charley" To Open Texas Summer Fair

DALLAS, May 5.-Eddie Foy Jr., with the original Broadway cast of Where's Charley? will open the 10th summer season on June 11 of the State Fair Musicals. Shows will be staged for the first time in the air conditioned State Fair Auditorium. Up to the present season they were done alfresco as the State Fair Starlight Operettas. Foy also opened the season last year in

Other musicals skedded for fortnightly summer bills are Song of Norway, opening for two weeks June 25; Texas Lil' Darlin', July 9; I Married an Angel, July 23: Miss Widow. August 20.

Atl. City Hotel Concerts for "In-Round" Silo

ATLANTIC CITY, May 5 .-While civic interests are trying to revive legit here on a permanent basis, the Westminster Hall in the beach-front Hotel Chelsea is being reconverted into a "theater-in-theround" for operation this coming season. Beginning the last week in June for 10-week season with guest-star policy, Martin Shamberg, manager of the Chelsea confirmed that only "minor details" remain to be worked out before the actual signing of a contract with a new co-producing team of Don Gibson, New York actorproducer Don Swan Jr., who has been operating a summer theater near Baltimore for 14 years, and Mrs. Frances Oliver, producer of radio and television shows in Baltimore.

Rep will consist of comedies or other light material, with the show roster including Joan Blondell in Happy Birthday, Cesar Romero in Strictly Dishonorable. Marsha Hunt in Design for Living and Veronica Lake in The Voice of the Turtle. Seating arrangement for what was the hotel's meeting room for convention gatherings and banquets provides for 600 customers. Tariffs will be scaled down to popular levels.

C. E. Indie Group Files Ticket

NEW YORK, May 5 .- For the first time in the history of Chorus Equity, dissatisfaction with the regularly nominated official slate has brought about the filing of an independent ticket.

Running independently for election at the org's annual meeting June 8 will be: For recording secretary, Pat Rogers; for council (three years), Betty Jane Keating, Paul Lyday, John Schmidt; for council (one year), May Muth; for executive committee (three years), John Dorrin, Betty Jane Keating, Paul Lyday, May Muth, Robert Neukum, John Schmidt, Norval Tormsen; for executive committee (one year), Jeff Warren.

NEED AN IDEAL SUMMER REHEARSAL SITE FOR JUNE 15TH TO SEPT. 15TH OR PART??? 20,000 Sq. Ft.-Air Cooled-Dressing Rooms—Excellent Sound System -Microphones-Organ-Record Players -2 Complete Lighting Systems, 110 G 220 Volt Power-Glass Enclosed Control Booth-Snack Bar-20 minutes from

MR. O'NEILL METROPOLITAN AVE. REALTY CO. Virginia 7-0038 127-25 Metropolitan Ave.

Attention Producers, etc.

Times Square, Call

Richmond Hill, N. Y. Copyrighted material

Eastern P'kway Crowned NY RSROA Race Champ In Chi; Pushes

ern Parkway Speed Club of Brooklyn is the first champion of the and juvenile Henry Abrami, newly formed metropolitan interrink roller racing league of the Roller Skating Rink Operators' Association, following a season of six regular meets in its own Eastern division and a "world series" victory over the Western champ, Shore Rollerdrome of Asbury Park, N. J. Eastern went unbeaten thru its regular season; then took Shore, two to one, in the series.

In the wind-up, each club won on its home track, with Eastern taking the decider, 230 to 150, on the huge 12-lap surface at Victor J. Brown's New Dreamland Arena, Newark, N. J. In this match, the champs won five events against three for the Jerseyites.

Three Eastern Parkway skaters went thru the world series with

Water Follies For St. John

SAINT JOHN, N. B., May 5 .-Appearance of Water Follies of 1951 at the Forum here May 15-19 has been announced by C. A. Beatteay, president of the Rotary Club, sponsoring group.

Show was presented at the local raceway last year. This year's program calls for 11 water and 10 stage acts. Names include Emile Arena here, currently in the fourth Hotte, Montreal, top Canadian diver; Barney Cipriani, Florida diving star; Roger Nadeau, New England titleholder, and Eddie Mullane and Norma Dean, New York divers.

Special features will be the Vinson Twins, Minnette and Jeanette, Chicago, in synchronized swimming numbers; Bob McFadden, impersonator; Marion Sisters, acro dancers; Martha Ann Bentley, ballerina; Rose and Laden, comics, and the Massives, hand balancers.

RSROA Adds 2 Members

DETROIT, May 5. - Two operators have been added to the membership roster of the Roller Skating Rink Operators' Association, it was reported this week at RSROA headquarters here. They are Charles Dancause, operator of Rex Roller Rink, Lowell, Mass., and Donald Kirtley, owner of Skateland Roller Rink, El Paso.

Will Pay Cash For PORTABLE RINK

Steel building preferred. Consider tent also. Give full particulars.

KEYS ROLLER RINK

Follansbee, W. Va. 1000 Main St.

WE BUY AND SELL New and Used Rink Roller Skates

Advise make, size, condition and quan-tity. Also best price JOHNNY JONES JR. Agents for Chicago Roller Skates PITTSBURGH, PA. 51 Chatham St.

CHICAGO

4427 W. Lake St.

Shoe

NEW YORK, May 5. - The East- unbeaten records: Junior Betty Klein, juvenile Betsy Stockfeder

> Eastern Parkway, coached by Roland Cioni, who was world professional speed skating champ from 1914 to 1934, is the same club that has finished on top in every recent RSROA national, Northeastern re-gional and New York State championship meet. Prior to that, Cionicoached Park Circle clubs were perennial winners in the same

Playoff Dates In AOW Hockey Slated for May

ELIZABETH, N. J., May 5. -Atlantic Roller Hockey League (sponsored by the America on Wheels chain of rink) playoffs for the Jack Edwards challenge trophy are slated to get under way Tuesday (8) at Bayonne (N. J.) Arena with league-leading Bayonne meeting the third-place entry from the Florham Park (N. J.) Rink, Two days later the second-place team from Reading, Pa., clashes with the representative of Twin City

Winners of these contests, said Jack Edward, AOW director of hockey and racing, will meet later on a date to be decided, with the winner of two out of three matches Fair Park here. claiming the 1951 cup.

Bayonne with a 7 won and 1 lost record; Reading, 6 and 2; Florham, Park, 4 and 4; Elizabeth, 4 and 5, and Paterson (N. J.) Recreation Center, 0 and 9.

Hi-Hat Rollaway Prepped for Bow By Mrs. Whitney

LOWELL, Mass., May 5. - Hi-Hat Rollaway, New England's newest roller rink, and reportedly one of its finest, will be opened May 14 by Mrs. Esther Whitney, former operator of Rex Roller Rink

Mrs. Whitney chose a former night club to house her latest operation. Construction was started last September, but because of material shortages it was necessary to postpone the debut several times.

What was formerly the main dining room has been turned into the rink lobby, featuring special lighting fixtures and decorations. A separate room contains a snack bar with booths seating 50 people. Also installed for skaters is a TV set. The air-conditioned, soundproof building has a 70 by 170foot skating surface. Over-all decorative motif is knotty pine walls with cove and ceiling lighting.

Charles Belanger, Hammond organist, will occupy the 40-foot stage. Doris Bizier is the profes-

Skates

For the Coming

Season

A large variety from

Beginners' Low Price

Outfits to Custom

Built Dance Skates

Chicago 24, III.

Wolak Shutters Tape-Sound Co.

CHICAGO, May 5. - Joseph Wolak, co-owner and manager of Roller Dome Rink here, announced the May 1 closing of the rollery so that he can devote full time to his Wolak Sales Company, a firm dealing in sound systems and tape recording equipment. He plans to re-enter the skating rink business

Established in 1943 as Skateland, the rink was renamed Roller Dome in 1947 when Wolak bought into the business. Since that time he has established some operating procedures there that have been successful. For the past three years Wolak has been offering special Thursday night sessions, from 6 to 9, for children under 16. He also has been a pioneer in Chicago in a program aimed at drawing adult trade, permitting parents to skate on Thursday nights for the price of the admission tax. Wolak also claims to be the only operator in the city using a Rink Cote floor, the 80 by 125-foot plastic surface having been laid two years ago.

18G Facelifting At Dallas Spot

DALLAS, May 5.-An \$18,000 revamping program has been completed by Sammie Bert in his Cotton Bowl Skating Rink at State

Latest league standing shows lumber for which was obtained skates, properties and decorations, before the Korean war brought on building restrictions. A new paint job has brightened the interior.

> Rink also has installed 250 steel lockers in the lobby. Customers bring their own locks and get use of the locker free.

Rose Hamlin, professional, has been added to the staff and is giving private lessons. Bert plans to start a racing program soon.

Eveleth, Minn., Tax Levy for Aud Rink Held Illegal

ST. PAUL, May 5. - A 10-cent municipal tax enacted by the city council of Eveleth, Minn., to help pay for an artificial ice floor installed in the city-owned Hippodrome was ruled illegal here Tuesday (1) by State Attorney General J. A. A. Burnquist.

M. H. Greenberg, city attorney of Eveleth, in asking for the opinion, pointed out that the Hippodrome was rented out to the public, for the Shrine indoor circus and similar events.

The 10-cent tax voted by the Eveleth city council was to be imposed on each admission sold in connection with any entertainment or use by the public of the Hippodrome. Receipts from this assessment were to go toward retiring revenue-bearing bonds issued to finance installation of the ice floor.

Burnquist, in voiding the city ordinance relative to the admission tax, did so on two points. First, he said there was no State law under which such an assessment may be made. Second, the home rule charter of Eveleth specifically limits taxation for municipal purposes to levies of property.

Even if State or city regulations were such that an admissions tax could be levied, Burnquist ruled, such an assessment would be unconstitutional because it would be levied against admissions to public entertainments held in the Hippodrome and not imposed upon admissions to public entertainments held elsewhere in the city. This, he said, would make it discriminatory.

called Riverside Roller Rink.

Rube Events Set for AOW

ELIZABETH, N. J., May 5.— Latest events scheduled for all rinks in the American on Wheels chain are "hayseed" parties, to be staged by General Manager William Schmitz on staggered nights so that patrons may attend more than one party at the rolleries in their general area. Patrons have been asked to attend in rube costumes.

The AOW schedule sets May 16 held at Capitol Arena, Trenton, N. J., with Friday (18) the night for Boulevard Arena, Bayonne, N. J.; Mt. Vernon (N. Y.) Arena, and Hackensack (N. J.) Arena. Twin City Arena here and Paterson (N. J.) Arena kick the hay around on Sunday (20). In AOW's Southern district the arenas at Bladensburg, Md., and Alexandria have set their events for Friday (25), while National Arena, Washington, has scheduled a Saturday (26) party.

Johnston Spot In Erie Wiped Out by Blaze

ERIE, Pa., May 5. - Twelfth Street Skating Rink was destroyed by fire recently, thus eliminating Erie's only downtown skating location and the only major rink in the area. There will be no skating in Erie for some time unless someone can construct a new building in a hurry, as the city has no vacant to convert these youngsters into buildings with the required floor space.

by A. O. Johnston for many years. | queen. In addition, there is in-Biggest item was a maple floor, All equipment, including music, formation which can be sent to was destroyed. The rink was in a second floor location. The entire building was gutted in the fire which was started by lightning. Ten fire companies fought the Receives Six Bids blaze, but the highly inflammable roof was swept away in two hours. For Season Dates The blaze was discovered about 2:30 a.m., by the night watchman. No one else was in the building.

Due to the popularity of skating in Erie, the city would probably support a portable rink this summer. No plans have been announced by the operators.

Loss involved in destruction of the building and rink was estimated in excess of \$2,000,000.

Jim Stephen Injured In Fall at Hazelton

DETROIT, May 5. - James Stephen, operator of Arcadia Roller Rink, Hazelton, Pa., was seriously injured recently when he fell from the roof level as a ladder slipped away from him on the concrete, reports Robert D. Martin, secretary of the Roller Skating Rink Operators' Association.

In the fall Stephen incurred the break of a small bone in the spine and for some time will be confined in the Hazelton State Hospital. During the hospitalization period James King is substituting for Stephen at the rink.

Sides and Asides

Continued from page 39

for its 17th annual Midsummer Drama Festival kicking off June 28. Slated are "Seven Keys to Baldpate," "A Prince There Was," "The Tavern," "Pigeons and People" and "Broadway Jones.". . Little Theater of Eagle Rock, Calif., moved to the old El Patio site last week. Theater will be named after its producer, Edward Sartu. . . . Emmett Callahan has been pacted as manager for the Los Angeles company of "Guys and Dolls." . . . Eve Arden and Brooks West will tour with a stock company of "Here Today," starting next month in Olney, Md. Actress did sellout biz last year on her eight-week junket. Sigmund Miller, a radio-TV

writer never before represented on Broadway, has sold his "One Rodamaker in at Greene Bright Day" to Howard Lindsay and Russel Crouse. The team GREENE, Ia., May 5. — Jack saw the play at Margo Jones' Rodamaker, of Charles City, Ia., Theater '51 in Dallas in March. has leased a plot here on which It's a two-set production calling to set up a portable skatery, to be for a cast of 12. Lindsay will take a leading role.

Aranson Preps Free Handbook For Operators

PITTSBURGH, May 5.-Milton Aranson, owner of the Johnny Jones Jr. Company, a leading distributor in the roller rink field, as the date for the first party, to be has turned author, and the product of his labor is a 24-page booklet, 101 Roller Skate Facts. The book is rolling off the press, and it will be distributed without cost to rink operators thruout the country as an industry service.

> While factual in scope, the booklet contains many valuable operating suggestions. For instance, Aranson has interesting ideas on publicity. In the booklet, he suggests that the youngest and oldest skater be photographed as a contrast in age. He advises operators to tie in important public officials at events the rink stages. The booklet also devotes a chapter to charities, and how they can yield good will.

Aranson has listed time-honored business stimulants, such as free refreshment nights, beginners contests, high school nights, all request nights, amateur contests and lucky apple parties. There is a sound treatment on the subject of street skaters and how customers. Holidays, always business getters, are treated, as well Rink was owned and operated as the subject of picking a rink local columnists and radio stations.

New Canton Aud

CANTON, O., May 5.-Altho the new city auditorium here is not skedded for completion until September and rental fees have not been set, at least six shows have requested dates for the 1951-'52 season, Harold K. Williams, service director, announced.

Attractions which have made requests include Holiday on Ice; the Rodgers - Hammerstein songfest, Oklahoma; Oscar Levant, Skating Vanities and a Shrine circus.

Others who are interested but are waiting for rental figures are Icecapades, Xavier Cugat, Gene Autry, Johnny Weissmuller's Watercade and Judy Canova.

Manager for the aud will be announced sometime after July 1, according to Mayor Nichols.

Althoff, Heitzman Build

MANCHESTER, Ia., May 5. -Clete Althoff and Dick Heitzman have started construction of a roller rink here having a 115-by-50-foot maple floor.

PORTABLE RINK FLOORS

Oldest and largest manufacturers in the world. We lead, others follow. Due to war conditions we are building portable rink floors only. Northern Rock Hard Maple used.

BILT-RITE FLOORS & RINKS Rt. #7, Box #91, Tyler, Tex. Ph.: 2-7131

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself.

BEST BUILT FLOORS AND RINKS

Largest manufacturer of Portable Skating Rinks. Don't buy a worn-out, off-size, home-made Skating Rink and get stuck. Start the season right and buy a new standard factory-built No. I maple interchangeable Skating Rink from us. New complete Rinks for immediate delivery.

GOLD BROS. 409 N. 5th St. Longview, Texas Phone 2443-W

ORDER

Maple flooring now Write for prices. Wholesale Rink Supplies. Agents tor Chicago Roller Skate Co.

WARNOCO 1403-47 2nd St. Greeley, Colo.

Manufacturers of all kinds of Roller Skates

ROLLER SKATE CO.

Keep Your Shoes White With

CHICAGO SHOE SOAP-25c Per Jar or \$1.80 Per Doz.

Drivin' 'Round the Drive-Ins

paign's kick-off buffet supper at Roosevelt Boulevard, just outside Conn., Drive-In, managed by Drive-In, Vineland, N. J. rently pending before the State by winter storms. Legislature at the State Capitol, Hartford. The measure, House tising agency ran the drive-o-cast Bill 1613, would prohibit the disk jockey shows at the Spot, building of any outdoor motion is in the Navy. Also in the Harpicture theater off any State road risburg, Pa., area, the Silver without a permit from the State Spring Drive-In opened with an Both of the boys get together and Traffic Commission. The meas- enclosed playground with a sur- have sessions after work which ure, however, would not apply to face covering of sand. Prior to last until dawn. Their admirers any drive-in now in operation or in actual course of construction. Drive-In, the nine-acre parking . . . An agreement was completed plot was paved with dust-free Fight Manager Has Bar; recently by 20th Century Theaters, subsidiary of Famous Players Canadian Corporation, with W. B. Herman covering the operation of three drive-in theaters in Canada. This brings the total number of ozoners being operated by 20th Century to nine, plus one other now under construction. . . . Secretary of state has issued a charter to Skyway Amuse-ments, Inc., 509 Cherry St., Chattanooga, to operate open air theaters. The corporation may issue 2,000 shares of \$100 par common stock and begin business on \$1,000 capital. Incorporators were Moses Lebovitz, Abe and Joel W. Solomon and Robert Lebovitz.

corporations and two individuals, ings to be erected. Damages of \$3,750,000 are asked. The corporation, operators of the Twin Drive-In Theater, charged that it has been prevented from obtaining first-run films until after several weeks for exhibition in its theater, or any satisfactory arrangements for the use of films and has been forced to rent unsatisfactory films for its theater from the pic outfits. S. & S. also charged that there had been a conspiracy among the defendants to damage its business. An injunction against these alleged practices was asked. The suit was filed by Jerome and Robert A. Goldman. Named defendants were Loew's, Inc.; Warner Bros.' Distributing Corp.; Warner Bros.'
Pictures, Inc.; Radio-Keith-Orpheum Corp.; RKO Radio Pictures, Inc.; Universal Pictures
Co., Inc.; Universal Film Exchanges, Inc; United Artists Corp.; Paramount Pictures Corp.; Paramount Film Distributing Corp.; Columbia Pictures Corp.; RKO Midwest Corp.; Cino Theater Co.; Greater Cincinnati Theaters, Inc.; Southern Ohio Theaters, Inc., and Maurice White and Robert J. Libson. . . . Post Park Drive-In, which opened in Houston recently Cinematograph and Allied Techunder management of Jack Groves, has a 530-car capacity and a two-price structure. Grove sells two tickets-one 50-center for parking and a quarter ducat for admission per person. . . . George L. Western has been named manager of Twin City Drive-In, Rosenberg, Tex. The new 310-car capacity Rice Drive-In was opened recently at El Campo, Tex., by Frels Theaters, Inc.

APPEALS have been filed in Reading (Pa.) Common Pleas Court against tax assessments on Mt. Penn and Reading Drive-Ins. Bookings for the open-airers are being handled this season by Fabian Theaters. The Reading Drive-In re-opened with Eugene Plank as manager. He got off to a fast start by offering free prizes, including tires, radios and batteries, for patrons, and free candy for all children At the Mt. Penn, Melvin Katz, formerly manager for Warner Bros.' Thea-Harry Clay Bondurant, manager- had a radio station license."

JENRY L. NEEDLES, Hartford operator of the Caldonia Park-In, district manager for Warner in Franklin Township, and Theaters, has been named to the Richard McCool, owner of the campaign advisory committee of Cross Keys Drive-In, Hamilton the two-week fund drive for the Township, were fined \$50 and Hartford Symphony Orchestra, costs for each Sunday showing Willard B. Rogers, president, violation last year. . . . Spots re-Will Rogers Drive-In Theater opening in the Philadelphia area Corporation, emseed at the cam- included the Lincoln Drive-In, on the Hotel Bond, Hartford. . . . the city; Family Drive-In, Clifton The Lockwood-Gordon-Rosen cir- Heights, Pa.; Ridge Pike Drivecuit has reopened its Danbury, In, Roxborough, Pa., and Delsea Jack O'Sullivan, and the Tor- Prior to opening, Thomas M. Kerrington Drive-In, managed by rigan, owner, and Blair Smith, Les Brown. Both theaters oper- manager, of the Harrisburg, Pa., B. Amos. . . . Dr. G. Albert Hill, overhauled, including the refresh-Connecticut highway commis- ment stand, play area and parksioner, has approved a bill cur- ing surface, which were damaged

Harve M. Hanish, whose adverthe re-opening of the Keystone macadam by Max and Sam Chapman, owner-manager. . . . Abe Sunberg, manager of the Lincoln Drive-In, Philadelphia, was recovering from a recent illness.... Jack Weiss, who managed openairers in up-State Pennsylvania, is now manager of the Chester Pike Drive-In, Chester, Pa.

HENRY KUPCHUNOS has been named manager of the East Windsor Drive-In Theater, South Windsor, Conn. . . . Rogers Corner Drive-In Theater has resumed 1951 operations at Pleasant Valley, Conn. . . . Authority for open-ing a new drive-in theater 500 feet west of the West Haven-New Haven, Conn., town line has been & S. AMUSEMENT CORPO- awarded by Col. Edward J. RATION, charging violations Hickey, State Police Commissionof the Sherman Anti-Trust Act, er. He said he would issue a here. One owner offered Sugar restraint of trade, filed suit in Bowl Outdoor Theater Corpora-U. S. District Court, Cincinnati, tion as soon as the corporation Tuesday (1) against 15 motion complied with State statutes govpicture distributing or exhibiting erning design and safety of build-

London Dispatch

By LEIGH VANCE

Continued from page 2

the cheaper seats, is not yet in force, may yet be averted. Campaign will be headed by J. Arthur Rank, head of the Odeon and Gaumont circuits, and Sir Philip Warter, chief of Associated British. They intend to employ posters, screen publicity and lobbying of members of Parliament.

Anthony Asquith Raps Distribs' Profits . . .

Next director to come up for a black-eye from the exhibitors is Anthony (The Browning Version) Asquith. Presiding at the annual conference of the Association of nicians, he said the combined trading profits of the British industry looked like being six times the-production losses, accused the distributors of taking too much

FCC Counsel

Continued from page 3

manner be relevant to such an inquiry.

"They placed no limitation at all upon the type of evidence that commission counsel could offer and afforded no guide to the examiner as to what evidence should be admitted. An inquiry into the political, social and economic views of an individual encompasses practically every phase of human Hokkaido to Sappro, a distance thought. Furthermore, inasmuch as the political, social and economic views of an individual may change from time to time and the issues in this case are not limited has the task of keeping them playto any specific time, an inquiry of ing, has a staff of four Japanese ters in Pottstown, Pa., came in as new manager. . . . The two drive-ins near Gettysburg, Pa., opened for the season and, after their first Sunday showings, State police filed charges against them.

The two determination of Mr. Richards' views for the past 25 years during which time he has been a stock-holder in a corporation which has by telephone, Ryan coaching the had a radio station licenses."

Paris

- By ART ROSETT

Continued from page 2

working at the Schubert Restaurant on Boulevard Montparnasse for the past four years. Parisians flock to give him a big mitt for his blues and folk songs done in headline style. . . . Guentin Foster and Dick Allen are readying an act which is slated to open in London at the Empress sometime in June. Dick plays the piano while both of them sing special-lyric numbers. This department caught the act the other night, and it looks great. The boys work well together, and their material is funny. . . . There are bebop pianist Eddy Peiffer, and jazz pianist Eddy Barnard. Peiffer works with Django Reinhardt at the Club St. Germain De Pres. Eddy accompanies Babe Wallace in his nightly singing stint, are musicians.

Sugar Ray Romanced . . .

Dick Edwards, fight manager of Bobby Dawson, recently opened the Ringside Bar here. Place is slanted to attract the fight fans, with a regulation ring set in the middle of the floor. Dick plans to have the fighters work out while the customers sit around eating and drinking. Opening night drew a crowd of celebrities, with the Peters Sisters being awarded the "ringside medal of merit." Dick says this award will be made an-

Barbara Holt, of London musical comedy act of Wilson, Kepple, and Betty, recently married John Schaller . . . Sugar Ray Robinson is being deluged with offers from entertainment people begging sonal appearance nightly for two weeks. . . . Dick Collins, young Irishman emseeing the show at the Club L'Aiglon, is engaged to Nadga Aetes, Turkish dancer, who doubles between the Casino De Paree and L'Aiglon. . . Frank Schilde, towering Dutch guitarist, working at L'Escale, claims he sings in 18 different languages. We heard him sing in Russian, Hebrew, Italian, and English. . . . Annebelle Ross, wife of drummer Kenny Clark, and neice of Ella Logan, is fast garnering a reputation as a thrush of no mean caliber around Paris. She recently closed at one of the better clubs here because she was stealing the show away from the fem tax. The tax, which mainly affects singing lead, who complained about it to the management. Annebelle is currently working on her first picture assignment. . . . Jeff Davis, pianist, works six hours a day at the Paris Conservatory of Music, and then does a four-hour stint in a night club. . . . Present plans of the Guerin-Fraday producing team call for opening the Empire Theater here in September with a show designed to steal the reputation of the Folies Bergere.

Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 3

Dress), in which she played a geisha who cares only for money. Born in Osaka 26 years ago, she has been heralded 'n the local photo magazines as the Jane Russell of Japan.

Williams Puts Seeburgs In Japan Army Bases . . .

R. C. Williams, Inc., has just completed installation of juke boxes in all Eighth Army Post Exchange snack bars running from about the same as from Portland, Me., to New London, Conn. All installations use the Seeburg 100 Select-o-matic. Johnny Ryan, who G.I. with the help of a manual.

www.americanradiohistory.com

Roadshow Rep

New Mexico where he recently finished a five-month tour with White. . . . Diamond-Tooth Billy his hall unit. "I had a fair win- Arnte's "Carolina Follies," which ter," he writes, "but the weather played theater and school dates bothered us very much and in in the Carolinas the past winter, several spots the halls were too cold to show in. However, I'm going back there with a store show which I'm getting together. Plan to make a few stops in West Kansas and Oklahoma. Harry Stromfield, who has been with me all winter, is in Boise City, Okla., and will join me in Kansas later. I have a tent in Hooker, Okla., but will let it lay there because I can't see where there is any money with tent shows at current labor and food prices.... J. A. Cauley advises from Pendleton, Ore., that he will have a platform show in Southern Oreto know what has become of the bunch that was with the Rosalie Nash show, particularly Chic Pallette. Cauley says that he's been doing okay with store and platform shows. He recently added some museum items and a new trailer.

DR. H. M. HARDING is vacationing in Boston after a sixmonth trek that took his solo show across country and back. Harding says that he met several cne-man shows and a few smallcast units and that all seemed to be doing okay. Doc adds that you can be certain to get results if you have the stuff to work with. . . . Robishaw Bros. are in Western Canada and moving toward Ontario and lower Canada where they will present their clarine store and hall show during the violin. summer. They report that business in Minnesota and the Dakotas was only fair. Flesh and pix make up their presentation.

. Floyd Bailey has been workng to good business around Texarkana, Ark., with a platform show. He plans to play West Texas most of the summer. Bailey formerly had a tent show. . .

N. N. Cooney left Florida recently for Arkansas where he will open a platform show and move into territory which he played last year. He presented feature pix during the winter to good business in Eastern Texas. . . . Clint Talbot has been playing to good returns in Montana with a hall show of three people. He says that he'll move into Northern Colorado for the summer. Talbot met George Hamilton, who has his one-man show going well. Hamilton at one time was with

HAPPY KELLEMS, well-known clown, letters from Evansville, Ind., that he put aside the grease paint the past winter in favor of producing a minstrel show for Servel, Inc., of that city. After opening with the first part, Happy used the olio and old-time afterpiece, sticking to the traditional minstrel routine thruout. He says he played to two packed houses. Among visitors was

Pillar Okays

Continued from page 1

the Harley Sadler show.

inquiry about what to do since her parents found her peeling in a local bistro, compared burly to office work and stripping to scanty bathing suits. Result? More gals will probably turn a financial eye to stripping and more parents will undoubtedly.hide Thursday's copy of The Mirror

M. CAMERON has returned Skeets Mayor, formerly with to Fort Wayne, Ind., from Lasses White's minstrels. Kellems dedicated the afterpiece to will hit the road under canvas May 15. Cast includes Gilbert Scott, trombone; Smiley Walker, trumpet; William Wayman, trombone; Lawrence Robinson, sax; Bubba Myers, piano; Ben C. Truesdale, drums; Sallie Strain, Maggie Daniels, Carrie Scott and Belle Davis, chorus. Single chores are handled by Ola Scott, and blues vocals by Julia Myers. Arthur Conners is the comic, assisted by H. B. Scott, emsee. Arnte is featured.

IIMMY N. GALE, managing-director of the Empire Players gon. Cauley inquires as to why for the past two years, is at his more of the old-timers don't write home in New York recovering to the rep department. He'd like from a foot infection. Gale was forced to leave Al Renton's Side Show on Penn Premier Shows because of the infection, but he has completed arrangements for the Empire Players' opening in New Jersey May 11. In addition to Gale, the org's line-up includes Lillian Fox, leading woman; Dale Emery, leading man; Timmy Gale, juvenile; Jimmy Heins, second lead; Pat Harriman, characters; Josephine Clark, characters; Johnny Clark, general business; Bobby Fairchild, property boy; Albert Reynolds, advance agent, and Georgia Emery, ingenue Canvas boys are John Meyers, boss canvasman; Bill White, Lasses White and Honeychile Jackson. Band line-up includes Jim Jackson, piano; Lasses White, saxophone; Billie Sum-mers, drums, Hal Fairmount, clarinet, and Harrison Peters,

ROADSHOWMEN

Plan now. Write for 21st Edition Catalog. "Just Off the Press." Rental Rates as low as \$4.00 first

> MANSE FILM LIBRARY 2514 CLIFTON AVE. CINCINNATI 19, OHIO

Lowest Rates on 16MM. FILM Rentals More than 700 Westerns and Features to choose from. One low price-none higher.

Advertising paper loaned free. ACE CAMERA SUPPLY

35MM SOUND ATTRACTIONS

"Body Beautifui," "Guilty Parents,
"Race Suicide, "Reefer Madness," "Human Wreckage, "Wages of Sin." The
above titles are box office dynamite.
Also have a complete library of 16MM
Sound Features and Shorts MINOT FILMS

Millbridge, Maine

Go into the Show Business. Make oig money. We furnish Sound Projectors and Films. Small weekly rates No experience is necessary Write

SOUTHERN VISUAL EQUIPMENT CO.

(Dept 8-1) Memphis, Tenn 686 Shrine Bldg

FRANK SLOAN

WANTS MINSTREL SHOW MUSICIANS AND PERFORMERS Would like to hear from all those who worked for me before. Opening May 22nd. Write-don't wire

FRANK SLOAN, c/o Carolina Theatre
P. O. Box 364, Sanford, N. C.
P.S.: Would like to know present address
of "Kumar" Novelty Act, with the
"Creole Coquettes" Feb., 1950.

Subscribe Now!	
52 BIG ISSUES	



	- L
THE BILLBOARD	HOUSE Ministers
2160 Patterson St., Cincinnati 22, Ohio	ALL STREET, ST
Please enter my subscription to The Billboard for one year, for	which I enclos
\$10. I understand this will include at least 8 Special Issues.	, 54
Name	,
Address	

City Zone State

Occupation

The Final Curtain

ARTHUR-Selina M.,

85, mother-in-law of thesp Gene Lockhart, April 30 in North Hollywood, Calif. Survived by huband, Edmund; daughters, Mrs. Gene Lockhart, Mrs. Florence Watson and Brenda Arthur, and a son, Harold. Interment in Holy Cross Cemetery, Los Angeles.

BALL-Samuel Lynch,

59, concert planist and teacher, May 1 in Los Angeles. He soloed with the Chicago and Detroit symphony orks. His widow, Helen, and son, Jack W., survive. Burial in Forest Lawn Memorial Park, Glendale, Calif.

BARRETT-Tom,

81, a member of dance acts since 1874. May 1 at St. Clare's Hospital, New York, after being struck by an auto April 29. He had been appearing at the Palace Theater with The Barkleys. He formerly was a member of the Marlboros, and was a member of the Actors Pund of America and National Variety Artists. His late wife, Maybelle Barrett, also was a dancer. Survived by a son, Frederick, who danced with his father several years

58, composer, planist and until recently on the staff of the Panama National Conservatory, April 2 while on a vacation at Nice, France. He studied plano in Vienna and Paris and resided in France for 30 years. Two brothers sur-

BERRY-W. H.,

\$1, leading British comic for over 20 years May 2 at his home in Herne Bay, England. He began his career in 1890 in a London pub, and in 25 years on the stage appeared in 40 London hits. His last stage appearance was in a 1935 revival of "A Waltz Dream."

BILLINGSLEY-Floyd M.,

60, third vice-president of the International Alliance of Theatrical Stage Employes May 2 following an operation in San Francisco. He became a movie projectionist in Austin, Tex., in 1906 and went to the West Coast a few years later. He joined San Prancisco Operators Local 162 in 1918 and was its business agent almost continuously since 1929 He became an IATSE veepee in 1931. He was a delegate to the San Francisco Central Labor Council for the past 17 years and served on the World Trade Center Authority since 1947 by appointment of California Gov. Earl Warren.

BLOOD-Archie,

46, assistant to his brother George, superintendent of Ringling-Barnum circus dining department, in Sarasota, Pla. April 16. He joined R-B in 1937, annually supervising the feeding of R-B winter quarter personnel until the show left for its opening date and coming on when the circus opened under canvas. In addition to his brother, he is survived by his widow. Shelia. Interment at Bradenton,

BOWEN-Mrs. Emma Lucy Gates.

70, former well-known soprano, April 30 at Salt Lake City. She went to the Royal Conservatory of Music in Berlin at 16 to study voice and piano. At 17 she sang in the Royal Opera House at Berlin and toured Germany and France. Two years later she sang in the Royal Opera House at Kassell, Germany. She also toured Austria, Holland, Switzerland, Belgium and the Briish Isles.

COE-Harry Murray (Dec Murray),

58, old-time med showman, Side Show manager and talker, recently in Philadelphia of a heart attack. He was last with the World of Mirth Shows, and for the past two years had operated around Philadelphia and New Jersey parks with games and popcorn. He was once a partner in the Drew & Murray Shows. Survived by his widow Pearl.

COZBY-A. W. (Doc)

outdoor showman for many years, April 16, Long Beach, Calif. At various times he was associated with E. W. Weaver, St. Louis Amusement Company, Jack Hampton, J. Stanley Roberts, Frank West Mann & West, Survived by two brother, N. B. Cozby, Long Beach, and R. S Cosby, San Antonio.

DEVERS-Alonzo,

elephant trainer with Mills Bros.' Circus, May 3 in Greenville, O., of a heart attack. Devers entered show business in 1922 and had been with Sells-Floto, Cole Bros. and Ringling Bros. and Barnum & Balley circuses. Survived by his widow. (Details in Circus Department.)

ELLINGER—Desiree.

57, who played the lead in "Rose Marie" in New York in 1925, April 30 at her London home. Born in England, she studied in Brussels and Paris, making her debut in London in 1916 in "Pagliacci." She was with Sir Thomas Beecham's opera company for three years, taking lead roles in "Madame Butterfly," "Faust," "The Marriage of Pigaro," Seraglio" and "Carmen." From 1919 until 1925 she appeared in Shakespearean productions and musical comedies. Durin New York in "The Wild Rose,

Marriages

ADLON-DEYERS-

Lawrence Adlon and Lien Deyers, ex-European film thesp, recently in Las

McCAULEY-WENZ-

Jerome McCauley, director of musical programs for the Columbia Broadcast-Wenz May 5 in Philadelphia.

PARIS-BROWN-

and composer, and Nancy Findly Brown, non-pro, in Philadelphia May 1.

STEPHENS-DIEHL

David Stephens, orchestra leader at WCAU and WCAU-TV, Philadelphia, and Virginia Diehl, vocalist with his orchestra, Apri 29 in Reading, Pa.

"Cherry Blossoms" and "Kiss Me." After returning to England she played the London stage until 1935 and then made concert appearances thruout the country. She also took part in a French version of "Show Boat" presented in Paris.

FOSTER-Harry,

37, emsee and comic, April 29 in Beverly Hills, Calif. His last date was at the CLC Club in Los Angeles. During World War II he toured with the USO. Survived by a brother and a sister. Interment in Hollywood Cemetery, Hollywood.

GALLIGAN-JAMES J.,

maintenance engineer at Station WICC, Bridgeport, Conn., for the past 18 years, April 23 in that city. Burial April 25 in St. Michael's Cemetery, Stratford, Conn.

GIOVANNETTI- Eugenio. 65, Italian playwright, May 2 in Rome.

KISSNER-Heinrich,

well-known German horse trainer and equestrian coach, recently in Gelnhausen, Germany. Among those he coached was Cilly Feindt, featured high school rider with the Ringling-Barnum circus for three seasons.

LEE-Linds Eleanor.

19, daughter of pic director Roland V. Lee, April 29 in Santa Monica, Calif. She also leaves her mother. Burial in Forest Lawn Memorial Park, Glendale, Calif.

LeROY-James G.,

rep and dramatic actor, recently in Chicago of cancer. He had trouped with the Ralph Dunbar light opera company, the Stewart Walker, Guy Beach and Oscar O'Shea stock companies and the Christy Obrecht rep show. He was also associated with the late J. B. Rotnour for 10 years. Crematory services in Richmond, Ill.

LIENHARD-Rudolph,

71, pioneer member of the old Cleveland Symphony Orchestra and one of the city's top violinists, April 27 in that city. A sitser survives.

MALANGA-William (Bibs)

61, concessionaire, April 28 in Washington. (Details in Carnival Department.)

MARIN-Edwin L.,

45, vet movie director, May 2 in Hollywood. Marin entered the film industry en 1919 as an assistant cameraman at Paramount-Famous Players studio Long Island, N. Y. He went to Hollywood in 1926 as an assistant director for First National, now Warner Bros., and in 1932 started directing for Universal, Monogram and other companies. He was under contract to MGM from 1934 to 1941. During that time he directed the "Maisie" series with Ann Sothern. In 1948 he returned to Warner Bros. and was under contract there when he died. His recent pictures for the studio included "Raton Pass" and "Colt .45," with "Fort Worth" awaiting release. He also spent five years with RKO studios. Survived by his widow, Ann Morris former actress; three sons, his father, two brothers and two sisters.

Births

HILDEBRAND-

A son, Paul III, to Mr. and Mrs. Paul Hildebrand Jr., April 28 in Fitzgerald-Mercy Hospital, Philadelphia. Father is manager of the New Look night club in that city and son of Paul Hildebrand, owner of the Holiday Manor pitery there.

A son, Mark Stephen, April 11 in Detroit to Mr and Mrs. David Korman. Father owns a Detroit theater circuit.

A son to Mr. and Mrs. Joe Morhaims April 30 in Los Angeles. Pather is in the publicity department of Hollywood's National Broadcasting Company office.

A daughter, Linda, to Mr. and Mrs. Reginald Smith recently in Corona, Long Island, N. Y. Father was formerly a featured organist at Station WENY, El-

MUELLER-Gerda,

German actress, April 26 in the Russian zone of Berlin. She specialized in Shakespearean and classical roles and won the National Prize, the Soviet zone's equivalent of Russia's Stalin Prize.

OLSON-Chris,

55, manager of the Girl Show on the Monte Young Shows, May 1 of a heart attack in Ogden, Utah. He was a member of the Pacific Coast Showmen's Association for many years. He leaves his wife. Burial May 4 in Ogden.

POIRIER-Edward (Slim),

former ride foreman with various carnivals, April 23 in Chicago of injuries sustained in an auto accident. He leaves his wife, the former Pat Hilyard, performer and brother of Jimmie Hilyard, entertainer; four sisters, Viola, Pamela, Virginia and Mrs. Laura Veilleux, and his parents, of Providence. Burial in Providence.

TELESZ-Stanley G.,

40, April 29 in an airplane crash near Fort Wayne, Ind. He was assistant manager of Michigan State Fair in 1949, and had various show business connections. It is understood he was acting as booker for "Grand Ole Opry" on the trip which resulted in his death. Survived by his widow, Marie.

TISHMAN-Sam.

56, partner in the New York talent agency, Tishman & Berger, May 4 in that city. He was in show business for 45 years and in that time booked and operated theaters and worked as an agent. Survived by his widow, two brothers and five sisters.

WACHTER Stewart William, Pennsylvania ride operator, April 5 at

St. Petersburg, Fla. Survived by his widow and a son.

magician and performer and a veteran of 50 years in show business, May 1 at his home in Oshkosh, Wis., after a three-month illness. He was the father of Curt Walter, who with his wife presents a magic turn known as Curt Walter and Carol. In recent years the deceased had served as correspondent for various magic magazines.

WARD-Mrs. Lucy Daly,

73, actress and widow of actor John (Hap) Ward, May 2 in New York. She first appeared on the stage with her brother, Dan Daly, on Broadway in musical comedies and later supported the team of Ward and Vokes in musicals under the management of E. D. Stair.

WHEELER-Raymond H.,

59, showman for many years, first as an acrobat and aerialist and later as a trainer of dogs, horses and monkeys, April 17 in Hayward, Calif., of a heart ailment and asthma. Wheeler had also worked as a clown and gained some recognition as a wrestler. Survived by two sisters, Mrs. Belle Hammond and Mrs. Maud Rawles, both of Hayward Burial in Evergreen Cemetery, Oakland,

80, former president of the Showmen's Guild of Britain, April 14 at Lowestoft, England. He was a pioneer of the Guild and took a large part in reconstruction and organization of the group after World War I. He was chairman of the London section for many years and in 1929 became president of the group. He resigned in 1931 before completion of his term. Until 1939, in conjunction with Charles Cullen and John Swallow, he ran the annual Christmas New World's Fair and Circus at the Royal Agricultural Hall, London.

Divorces

CARSON-

Jack Carson, radio-TV comic, from Kay St. Germain, radio-nitery singer, April 30 in Los Angeles.

KRASNA-

Ruth Krasna, stage actress known as Ruth Frazee, from Norman Krasna, pic writer-director-producer, May 2 in Los

Hoods in 50 Businesses

· Continued from page 1

banking and finance, garment industry, juke boxes, cigarette vending machines, gaming machines, laundry and dry cleaning, real estate, hotels, restaurants and night clubs, focd products and unions.

The Committee, headed by Senaing three years in America she appeared tor Estes Kefauver (D., Tenn.), declared that "one of the most perplexing problems in the field of organized crime is presented by the fact that criminals and racketeers are using the profits of organized crime to buy up and operate legitimate enterprises."

The Committee noted that there is a large turnover and in which problems of accounting and control are difficult." "Thus," stated the report, "even when the ing System in New York, and Ellen ill-gotten gains of a racketeer or degree of its taxes."

mobile and trucking business, and who now wish to earn an transportation, steel, oil industry, honest living by going into some type of legitimate enterprise," the Committee states that it nevertheless objects "the extent to which gangsters and racketeers continue to pursue their vicious careers and invest the spoils of their illegitimate activity in legitimate enterprises." The Committee warned that methods used by racketeers to achieve success in the criminal world may sometimes be used by them to gain success in the legitimate business investments.

"There can be little doubt that the public suffers from gangster penetration into legitimate busi-'gangsters and racketeers have an ness," stated the report, citing as affinity for enterprises in which effects the following: Higher prices, unfair trade practices, shoddy merchandise, consolidation of crimitions.

gangster are invested in a legiti- infiltrated" industries given by the mate enterprise there is no assur- committee included advertising, newspapers, oil industry, paper for TV by paying royalties to vir-John Kenneth Paris, night club planist ance that the government will not amusement industry, appliances, products, racing and race tracks, tually every union involved, the be defrauded to a considerable automobile industry, baking, ball- ranching, real estate, restaurants film side is largely up in the air. rooms, bowling alleys, banking, (taverns, bars, night clubs), scrap Pointing out that there was no basketball, boxing, cigarette dis- business, shipping, steel, surplus objection to "the sincere efforts tribution, coal, communications sales, tailoring (haberdashery), of men with criminal records who facilities, construction, drugstores television, theaters and transporhave seen the error of their ways and drug companies, electrical tation.

Radio, TV, Films Whirling In Fast Industry Evolution

Continued from page 1

in Princeton, N. J.

All these devolpments, and others for the moment unrevealed, are considered by top trade observers to mark the greatest evolution in the upper strata of show business since the advent of radio itself and/or the introduction of talking pictures.

The evolution stems from several primary and secondary causes. Most generally recognized, of course, is the advent and progress of television, with its already

marked effects on the radio and motion picture industries, among others. Also important, as corollary reasons, some stemming directly or indirectly from TV's

Age and Taxes

progress, are the following:

(1) The increasingly high corporate and individual taxes on income. Rugged individualists and free enterprisers of the likes of the men who contributed so substantially to building both the radio and film industries are loathe to continue the backbreaking work of making an extra million when only a small percentage of said

million may be retained. (2) The advanced age of some of these same rugged individualists. The Warner brothers (Harry, Jack and Albert), for example, are all past 60 and don't figure to have the same urgency and energy they possessed in 1905 when they started their empire with a 90-seat theater in Newcastle, Pa. Same goes for other trade toppers.

(3) The government's successful divorcement proceedings against the major film exhibitorproducers, forcing them to eventually divest themselves of either the exhib or production phases of their businesses.

(4) The decline of network radio as a major source of revenue.

in the television network picture. Costs include facilities, program-Commission freeze, the critical international situation, etc.

Varied Motives

Direct results of the above factors vary, of course, from company to company within both radio-TV and motion pictures, and within companies from individual executive to executive. Ed Noble, chairman of the board and major stockholder of ABC, for example, has been involved in dickering for the sale of his web for some time now with numerous show business and Warner trio started to put out feelers for unloading their entire 24 per cent of the company (both exhibition and production ends, either one) back about the end of 1950, when the government decree that they must divorce themselves from one phase or another became final. Even now, with Louis Lurie, San Francisco realtor, and a syndicate waving a \$25,000,000 bank roll at the Warners, they seem to be holding the door open for other bidders. CBS, as reported in The Bill-

board in recent weeks, has borrowed another \$15,000,000 and

equipment, florists, food (meat, sea food, dairy products, groceries, cheese, olive oil, fruit), football, garment industry, gas stations and garages, hotels, import-export business, insurance, juke box and coin machine distribution, laundry and nals into powerful political posi- dry cleaning, liquor industry, loan and bonding business, gambling The complete list of "hoodlum equipment manufacturing, Nevada gambling houses, news services,

makers to turn out color produc- | latched on to a set and tube manutions at about half the cost at facturing business (Hytron-Air which a Technicolor production, for King) in addition to the Remingexample, could be canned in the ton-Rand industrial video deal past. The Geer tube, to which made some time ago. Paramount Technicolor, Inc., holds the rights, Pictures' efforts to move one way and in which Radio Corporation or another have been somewhat of America is said to be interested, stymied by the still apparently is undergoing stringent experi- clouded issue of whether or not mentation at the RCA Laboratories they own a "controlling interest" in the DuMont operations.

A Complex Deal

While the CBS-ABC deal, if it ever materializes, would be an extremely complicated one, and while it is questionable whether such a deal would get FCC approval, the deal makes considerable sense from the CBS viewpoint. (Incidentally, some quarters report the deal may be a merger, rather than an outright purchase.) Above everything else it would give them, in one fell swoop, the five owned-and-operated video stations in key markets, which they aren't in too favorable a position to grab off otherwise. At the moment they own only WCBS-TV in New York and a Los Angeles station, KTSL, plus 45 per cent of a Washington station, WTOP-TV. The Los Angeles market is probably the toughest in the country for video, with KNBH, National Broadcasting Company ownedand-operated station there, being the only one of its five o.-and-o., which isn't making money.

If the CBS-ABC deal works out, of course, it would become necessary for CBS to unload several o:-and-o. radio stations, since they'd have over the FCC limitation of seven, and several o.-ando. video outlets, since they'd have more than the five the FCC permits. This situation has given rise to some speculation about a third party being involved somewhere in the CBS-ABC maneuverings. Some reports even have it that the Warner Bros. may be interested in buying a couple of profitable radio and/or video stations, with part of the proceeds of their sale to Lurie or whoever else makes the deal with them.

What a Mutual?

Another interesting facet, further pointing up the evolutionary (5) The fact that the advent of quality of the present situation, is video has thrown heavily financed the effect a CBS purchase of the radio executive and equally ABC operation would have on the heavily financed film toppers into fourth network, the Mutual Broadconstant dickering and negotiation casting System. There is considerwith one another, and caused each able belief that elimination of to eye the other's preserves in the ABC, thru a purchase by CBS, search for that slight future edge. would put Mutual in the strong-(6) The tremendous cost and est position in its history. This, say general uncertainty involved in some observers, would come about building into a dominant position as a result of Mutual picking up a large number of good, present ABC affiliates, in markets where ing, et al., and uncertainties stem CBS now has more than satisfrom the Federal Communications factory affiliations. Such additions to the large list of Mutual's present wee-watter coverage would enable the web to deliver perhaps the strongest circulation it has ever achieved.

Battle of Giants

Otherwise the radio-television side of the evolution seems to be settling down to a continuing struggle between the industry's old adversaries, CBS and RCA-NBC. In this battle the latter corporation seems, at least temporarily, to have several imporoutside financial interests. The tant advantages. They have well-established, huge profit-making set, tube, transmitter and other manufacturing enterprises, while CBS is just beginning to feel its way into these fields. They have long associations and connections with important Hollywood film figures, thru the activities of their theater division, which for years has been selling and leasing cameras, sound equipment, seating, carpeting, et al., to the film people. They have already made a major share of their investment in building the television network (including owned - and - operated TV stations), while CBS still has to do the major part of its video web-building job.

> On the motion picture side of the evolution, the situation seems slightly more confused. Between Phonevision and Skiatron, and the general reluctance of major film producers to commit themselves one way or another on television, add such bold independent moves as that recently made by Bob Lippert to get post-1946 films released

> The only certainty is that an evolution of the first magnitude is in progress. The Lurie-Warner, CBS-ABC situations are only two parts of this continuing evolution.

Fate of Transit Fair To Be Decided May 15

the transcript of two nights of public hearings available, a decision on the application of the World Transportation Fair to be staged here has been promised for May 15. The event is seeking a permit to operate at the Santa Anita Race Track here.

First hearing on the application of Ira W. Curry for the WTF was held before the city council Tuesday night (1) with a five-hour session following Wednesday. Opposition to the permit was made by the Arcadia Residents' League. Following the second meeting, Councilman J. A. Schmocker motioned that the transcript be made

Brooks Offers Settlement in AGVA Claim

PORTLAND, Ore., May 5. — Monte Brooks, whose Monte Brooks Attractions here was ruled unfair by the American Guild of Variety Artists recently in Hollywood, has June 3 Texas offered to pay Huey the Clown (Kyle) a total of \$550 to settle his \$825 claim against him. Brooks said the settlement was offered "in spite of my convictions and my attorney's advice."

terchange of letters he contracted for two clowns to do bits at fairs moter, announced here Wednesday and issued contracts for \$275 per week. He said he received pictures The track, which measures a mile showing two clowns and assumed and a 16th, is located halfway bethey were both men. The agent tween Dallas and Fort Worth. said Kyle was to do five minutes | Winkley, who has a three-year he did not see the second clown, at the plant, named Dave Speer Upon appearance, Brooks main- business and promotion manager tains, Kyle's partner was his wife for the premiere. Fred O'Neil and the performance consisted only and Chet Junkin were granted of the levitation bit, taking less than 90 seconds.

In answering AGVA's unfair charge, the agent further claimed year. Kyle asked a second chance to appear under the assumption his wife who, it was said, had never performed before, would be less nervous. The presentation was "not for family consumption," it was May License

Kyle is seeking three weeks' salary amounting to \$825. Brooks' offer of \$550 is based on the fact that had the two clowns worked four weeks, the total received would have been \$1,100. He contends that had the original partner, Bernie Griggs, appeared, Kyle State Legislature and is in the would have received \$550 for his hands of the Senate Ways and four weeks' work. Kyle was paid, the agent declared, for a week and payment of additional \$275 would make the \$550 offered.

Commenting further, Brooks stated:

"I have offered Kyle his money any time he cares to fulfill his contract and present the act he guaranteed to deliver in our corre-spondence."

Tri-State Blast Causes 3G Damage

LOVELAND, O., May 5. - An explosion destroyed two buildings of the Tri-State Fireworks Manufacturing Company near here Thursday (3), doing damage estimated by Arthur Rozzi, firm president, at \$3,000, and injuring four employees, none seriously.

Police officials said the blast apparently was caused by spontaneous combustion in a drying building, which was wrecked, and fire spread to a near-by building, which also was leveled. About 100 employees were at work in other buildings of the firm.

Shreveport, La., Signs Chitwood

SHREVEPORT, La., May 5. -The Joie Chitwood Auto Thrill Show will stage three matinee pro-

ARCADIA, Calif., May 5.-With | available to the individual councilmen for study. The next council meeting is set for May 15, at which time a decision is expected.

> The fair management has filed a complaint in Superior Court to enjoin enforcement of an ordinance that has been the basis of the hearings. The action claims the city law unconstitutional. The ordinance 737 extends the scope of the regulation to include licensing of expositions such as the WTF. Basis of the complaint is the fact that this amendment was passed after offices of the fair had been set up at the race track and moneys spent and contracts signed.

The complaint sets forth expenditures of \$120,174.65 between the signing of the lease agreement for use of Santa Anita March 22, 1950, and passage of the amendment November 21, 1950. Liabilities on contracts are said to total \$500,000.

The suit names as defendants the mayor and city councilmen, the city attorney, chief of police, city judge and John Does. Shatford & Shatford, attorneys, are representing the fair.

Winkley Sets Track Opener

CHICAGO, May 5-A 250-mile stock car meet opens the season at Brooks claims that thru an in- Arlington Downs race track June 3, Frank Winkley, auto race pro-(2) on his return from Texas.

and at the time of the performance lease to stage all motorized events concession privileges.

Plans are to run a half dozen motor events at the track this

Mass. Solons Rainmakers

BOSTON, May 5.-A bill which would penalize artificial rainmakers, who work without licenses, \$1,000 has been filed with the Means Committee.

The bill would create a threeman board which would see to it that only qualified meteoroligists engaged in cloud seeding. Rep. Howard Russell, who filed the n:easure, said that the step would be necessary because divergent interests would attempt to secure types of weather favorable to their individual enterprises.

Scheduled to appear before the New Hampshire Legislature is Dr. Wallace E. Howell, who seeded clouds over upper New York last year. New Hampshire ski slopes have been barren of snow for the past three seasons with a resultant high loss to resort interests in the

Vonderheid Buys Burling Bros. Org

WAPWALLOPEN, Pa., May 5 .-Henry L. Vonderheid, former concessionaire with the James M. Cole Circus, announced from his home here this week his purchase from E. C. Burlingame, of New Martinsville, W. Va., of Burling Bros.' Circus, with which Vonderheid plans to play sponsored dates exclusively, starting about June 1. Quarters will be maintained in New

Vonderheid plans to move the show on 12 trucks and eight trailers. Three light plants will be carried. A new big top is expected being contracted.

Cole Org Goes To Barn; Plans Still Pending

Biz Equals 1949; No Decision Made On Future Stands

CHICAGO, May 5.-Cole Bros.' Circus will be shuttled back to Peru, Ind., quarters after ending its Chicago run Sunday (6). Whether it will work as a unit again this season has not yet been decided.

Bill Horstman, veepee, said there was no indication as to when the decision would be made. He said he believed it was unlikely that the show would be parked in Peru all summer and that the coming hiatus would allow time for deciding what type of show would be put out. But, also, he said he not not know whether the org would be used at

Returning to the barn at this time was seen as no indication of the show's future plans. From the first, execs have said no decision would be made on the season until after the Chicago run, where it fulfilled its primary function of supplying a spring date for the Chicago Stadium.

Tentative Dates Set

Some groundwork is believed to have been done for stands elsewhere but apparently these are tentative arrangements and no billing or other advertising has been done. Whether the show trouped or not, the layover would be required.

Business for the circus in Chicago was light and could not be compared with that done last year

(Continued on page 52)

Newhall Rodeo Pulls 20,000

NEWHALL, Calif., May 5. -With the weather in a quick change from sunny to rain, an estimated 20,000 fans attending the 25th annual Newhall-Saugus Rodeo at Bonelli Ranch were drenched Sunday (29). It was the second of the two-day event at which over 300 cowboys participated.

Fans stuck out the weather with the contestants riding wet ponies and bulldogging in mud. Rain, hail and lightning hit the area soon after the grand entry.

Winners were: Team roping, Buc Sorrells and Olin Sims; wild cow milking, Gene Rambo; steer wrestling, Dan Poore; calf roping, Clark Henson; saddle bronk riding, Ross Dollarhard; bareback bronk riding, Jack Buschbom, and Brahma bull riding, Bob Maynard.

Stanley Telesz, '49 Detroit Exec, Killed in Crash

DETROIT, May 5. - Funeral services were held here this week for Stanley G. Telesz, former assistant manager of Michigan State Fair, who was killed in an airliner crash near Fort Wayne, Ind., April

As assistant manager of the State fair, Telesz was instrumental in bringing the atomic energy exhibit to the 1949 event. Since then he had been doing publicity work here.

Chi Fair Service Center Refunds 18G

CHICAGO, May 5 .- The Midwest Petroleum Marketers Association, operators of the Oil Industry Service Center at last year's Chicago fair, announced this week that \$18,282, or 11.5 per cent of, sponsors funds has been refunded.

The project carried the industry grams at the Louisiana State Fair for the opening stand. The pur- story to 800,000 fair visitors at a summer. First race was Wednesthis year, W. R. Hirsch, fair man- chase included all stock and the cost of 17 cents per person, ac- day night (2). ager, announced. Pact was signed Side Show. Vonderheid's conces- cording to Raymond Shaw, as- Grandstand track has been enhere by Hirsch, with Leo Overland sions will be on the midway, and sociation president. The service larged and a \$10,000 improvement \$250,000, a constant figure for the representing the show.

In air calliope will be used as a center was backed by 19 oil comprogram has been completed. Garden date over the past 10 years.

Dates will be October 25, 26 and bally. Staff and personnel are now panies and five allied associations. Track was rebedded, lights were Six matinees and six night shows. or committees.

R-B Draws 875,000 In 65 Garden Shows

Execs Happy Despite 45,000 Dip; Gross Is Again Near \$2 Mil Mark

· Continued from page 1

seats were unavailable at the Garden box office several days in advance of the first Monday showing. This did not indicate a sellout, however, since many of the choice ducats were in the hands of brokers with turnback privileges. A city law, resulting from past abuses, prohibits sale of cheaper ducats thru brokers or at premium prices.

Fluctuating Pace

Pre-opening mail order sales were exceptionally good, but boxoffice sales did not at first keep step. Attendance later picked up and it looked as tho the 1950 marks would be broken. A number of hot days during the past two weeks, admittedly bad for arena shows, may well have hurt the gate.

show will play the Garden next week indicate that the sale will top 1950. Advance for the date, which draws from half of the New

Copenhagen Gives 2 Orgs **Big Returns**

COPENHAGEN, May. 5 .- Business in the early season for several shows has proved that this city is a natural for circuses, with the Moreno and Benneweis orgs the latest to cash in on the bon-

Circus Moreno was organized last year and offers a modest program in a big top seating 1,500 persons. Nico and Alex, clowns, are the drawing cards. They are backed up by a 12-person midget troupe, Gretha Frisk, trapeze: Three Lesters, trampoline; Reni's football dogs; Kragh's bears; Stewos, rope spinning and knife throwing; Alhar Troupe, oriental fakirs, and Miss June and two boys in a horse parody.

Moreno used little advertising for the three-day stand which ended April 22 but did top busi-

Circus Benneweis, which closed a 12-day stand here today, features a big top suspended from four metal masts extending thru the canvas and a capacity of 3,000. Ticket prices range from 45 cents to \$1.15, and the show carries a seven-piece ork.

Program includes Octave de Pessemier, Liberty horses; Sonny Benneweis, Roman riding; Ricardo, sea lions and elephants; Two Leopardos, hand balancing; Williams Trio, tumbling; Claus Fuhrmannek, de Pessemier and Benneweis in Trio, clowns; Blondy Hartley girls cyclist, and Two Canters, perch act, strongest on the bill. La Fay, vet Danish clown, fills in between acts.

Dallas Contracts Aut Swenson Unit To Stage 16 Shows

DALLAS, May 5.—The Aut Swenson Thrillcad has been signed for 16 performances in front of the grandstand at the State Fair of Texas here, October 6-21, with five matinees and eleven night performances skedded. Stock car and midget auto racing will be presented on two nights and one afternoon when the thrill show will not perform.

W. Henry Watson, midget car race promoter, will present the Thrillcade. Watson and Jim Frattone, formerly of Philadelphia, have teamed up to present stock car racing in front of the grandstand each Wednesday night this

added and a guard rail was built, are slated.

in the past. Five dollar side arena | England States, indicates that the usual five big days are practically assured.

After Boston the show will start its under-canvas season in Washington. Planned economies, the cutting of the train and elimination of the menagerie top, will probably stick despite the encouraging showing here.

Blackstone Set for Two Reports from Boston where the

CHICAGO, May 5.—Blackstone the Magician has been set to play the Wisconsin State Fair, Milwaukee, and Los Angeles County Fair, Pomona, Calif., Arnie Prager, of McConkey Artists Corporation, an-nounced this week.

The 20-people troupe will do two performances daily.

Negotiations are under way for additional outdoor dates, Prager

Dot Packtman Ends 25th Yr. With Hamid

NEW YORK, May 5.-Dorothy Packtman, office manager of the George A. Hamid & Son agency here, celebrated her 25th anniversary with the talent firm April 26.

Miss Packtman gained her introduction to show business as an employee of Frank Melville, show booker. She remained with him until he began to concentrate on real estate and sold his agency business to the firm of Wirth &

She joined the Wirth & Hamid firm and remained with Hamid when he bought out his partner, Frank Wirth, and set up the agency in his own name.

Miss Packtman has received a number of mementos in honor of the occasion.

Beatty Rep Discussing **Tokyo Date**

HONOLULU, May 5. - Clyde Beatty will play the Hawaiian Ishigh-school riding; Polo Rivels lands and Tokyo next winter if present negotiations between the in web routine; Eddy, comic Matsuo brothers, amusement promoters in Hawaii and Japan, and V'alter White Jr. are completed.

White, president of Commodore Productions, Hollywood, is here with his wife, Shirley Thomas, producer of the Clyde Beatty Show on radio. According to plans made at the meeting, Beatty would make the deal if dates can be arranged so as not to conflict with Beatty's movie and television commitments.

Hub Papers Give R-B Strong Billing

BOSTON, May 5. - Advance publicity for Ringling-Barnum circus' May 8-13 stand at the 13,-909-seat Boston Garden is heavier than last year, with The Boston Globe leading the way.

The Hub newspaper sent reporter K. S. Bartlett to New York to preview the show and write a series of feature stories on top acts. First on the list, with juggler Veronica Martell the subject, appeared April 20.

Local stand is expected to gross



BULGY, The Whale

A First Attraction with the

patrons at Shows or Parks-great or smallthe unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade-winning impressive earnings in its field.

sturdy alloy cast cars and simplicity of control assure a high grossing, economical,

Phone, wire or write for additional details about this sensational money winning ride.

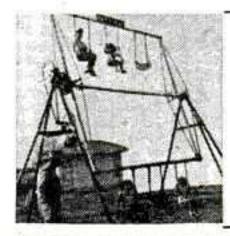




Proven BEST

Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

NEW KIDDIE RIDES! . PONY & CART RIDE • FIRE ENGINE RIDE ... 0 ... AIRPLANE RIDE · ROCKET RIDE • ELEPHANT RIDE SPEED BOAT RIDE · AUTO RIDE MINIATURE TRAINS KING AMUSEMENT CO. . MT. CLEMENS, MICH.



LOOK UP AND OVER

Newly designed eight passenger Kiddie Ride—only \$548.00 less motor; \$590.50 with electric motor, F. O. B., Wichita Falls. One-third down, balance, C. O. D. Satisfaction guaranteed. Interested, better hurry.

HALL'S KIDDIE RIDES 1407 North 9th St., Wichita Falls, Tex.



Chairplanes, Ferris Wheels, Boat Rides, Ocean Waves, Trailer

Mounted Jeep and Fire Engine Rides.



SPRINGVILLE.

LOOK! PARKER DOES IT AGAIN

New Kid Rides for your Theatre Drive-In and Kiddle Park. We now offer a complete package unit for your location, consisting of one or a dozen rides. For particulars write

C. W. PARKER AMUSEMENT CO.

World's Leading Manufacturer of Amusement Devices

LEAVENWORTH, KANSAS, U. S. A.

Note: This is a completely new idea and | Note: We built our first Kiddle Rides in pian of operations. Another first for Parker. 1918.

The TILT-A-WH(RC Ride



Prominently

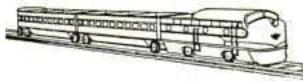
* Attractable * Popular

* Profitable * Enduring ★ Practicable ★ Modern

SELLNER MFG. (O.

Faribault, Minnesota





MINIATURE STREAMLINERS

MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes 12 and 20 inch gauge. Prompt de-

WRITE TODAY FOR FREE ILLUSTRATED CIRCULARS AND PRICES. WILLIAMS AMUSEMENT DEVICE CO., 2820 NO. SPEER BLVD., DENVER 11, COLO.

EWART RIDES ARE TOPS IN PERFORMANCE

dult Rides-Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides-Ferris Wheel, Street Car. Rocket. Airplane. Chair-o-Plane. Auto, Flying Horse. Write for catalog. Bank terms.

H. E. EWART CO.

COMPTON, CALIFORNIA 707 E. GREENLEAF STREET Phone: NEmark 1-0808-NEvada 6-1976

CLOSE-UPS: JOHNNY J. DENTON

Tennesseean Stayed With It In Lean Years To Build Show

By HERB DOTTEN

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

OHNNY J. DENTON, ownermanager of the Johnny J. Denton Shows, has staying power. That, plus conservative chancetaking, has enabled him to build one of the better carnival truck shows, acquire some substantial assets and dip his toes into the iceskating show business.

Considering that some of his early money-earning years fell during the depression '30's and that his later years were interrupted by a two-year hitch in the army, that's quite a record, for Johnny is only 35 years of age.

Denton's rise was anything but

steady. Not only was his progress slowed by his wartime service and the depression years, but it was his way to learn the hard way-by trial and error. His formal schooling ended with his graduation from high school in Knoxville, where he was born November 17, 1915. At the time he finished



JOHNNY J. DENTON

high school Johnny attached little importance to formal education, because for him then there was a pressing need to make a buck.

Works Thru School

Even while in school he had in his out-of-class hours worked in a drugstore. Shortly after getting (Continued on page 58)

Out in the Open

Boonville (N. Y.) Fair, was in- Drivers unit were used as comjured recently by a trotting horse mercials on the show, which is he had purchased only two days previously. He sustained a broken hip and bruises when kicked by the animal, which was frightened by the noise of a barn roller door.

The J. F. (Irish) Horans were guests of Vinton Freedley, director of "Showtime, USA," CBS-TV seg, at a party Sunday night (29). Other guests were Rise Stevens, Joan Bennett and Harvey Stone.

Biz Holds Up For Duggan's Hagen-Wallace

> ASHFORD, Ala., May 5-Hag-an-Wallace Circus scored good business at its opening in mid-April and, in general, held to that level thru the first three weeks.

The new show moves on eight semi-trailer units and two straightbed trucks with trailers. Big top is an 80 with two 30's and one 40. Side Show uses a 40 with two 20's and the org also carries cookhouse and pit show tops.

Concessions are mounted in one custom-built trailer which handles all but the novelty stand. Big show ticket boxes are topped with large plastic umbrellas.

Dub Duggan, son of the late W. F. Duggan, is owner and manager. His general agent is Charlie Campbell, and Al Porter is business manager. Howard (Billy) Sheets is equestrian director. Other staff members include Eddie Mellon, superintendent; John Styles, Side Show; Mayo Jordan, boss canvasman; William Lapierre, Side Show canvas; Matt Laurish, menagerie and ring stock; Bill Hill, concessions, and John Rogers, bill car.

Program
Display 1—Spec; 2—riding dogs and monkeys; 3-swinging ladders, Ann Teeter, Dorothy Hill and Phillis Newman; 4-three pony drills; 5-clowns; 6-Dorothy Hill, aerial; 7—clown ball game; 8— Chiki Roberts, Mary and Matt Laurish and George Geddes, dogs; 9-Dorothy Hill, high jumping horse with flame finish; 10-clowns; 11-George and Bessie Geddes, web and bar act; 12-concert announcement; 13-Pat Gillette, Phyliss Newman and Lucie Gillette, cloud swings; 14—baby elephant, presented by Matt Maurish and Mary Mellon; 15-clowns; 16-Wayne Newman, Liberty horses; 17-O'Donnells and Martels, knockabout tumbling; 18-Wayne G. Newman and Company, white horse troupe; 19-clowns; 20-menage horses; 21-aerial ballet featuring Lucie Gillette in her dive to a breakaway bar

Band, Side Show I. B. Duncan, band leader and first trumpet; Lee Carr, trumpet; C. Smith, bass; C. Anske, drums; Al Burlingame, trombone, and Bob Hill, baritone. J. L. Young plays the calliope during the show and C. Anske fills that role in the down-

In the Side Show, Styles has Herbert Rowe, animal lecturer; George Getgood, fire; Junior Dumas, comic; Eddie Moll, swords; John Stykes, vent and magic; Beverly Stykes, illusion and sword box; Marie O Day, petrifled girl; Grace Ponda and Billy Lapierre, tickets. Bill Loveless and Smokey Bland have the pit show.

Romeyn Vaughn, manager of Films of Horan's Lucky Hell sponsored by Dodge.

> Herman Blumenfeld, of the George A. Hamid & Son talent agency, is back at his desk after a few days absence occasioned by a mild attack of flu. . . . Bill Powell caught the Carl Hagenbeck Circus and visited with owner Lorenz Hagenbeck, in Hamburg, Germany, April 29.... Sid Schectman, formerly associated with the Bert Nevins tubthumping firm, is handling publicity for Fairyland Park, new Long Island moppet playground.

Rube Liebman returned to the Barnes-Carruthers Des Moines office Wednesday night (2) following a three-day visit in Chicago. Eddie Allen. manager of the Barnes-Carruthers No. 1 unit last year, visited the Barnes Chi office, April 30, coming in from his Hollywood, Calif., home.

Raymond A. Lee, who retired earlier this year as Minnesota State Fair secretary, is convalescing in a Long Prairie, Minn., hospital following a heart attack. Lee was stricken April 20 at his Long Prairie home. He will be confined in the hospital for some time.

Dalton, Ga., Event Ups, Premium List

DALTON, Ga., May 5 .- For the second straight year North Georgia Fair will hike its premium list. This year the annual will offer prizes of \$1,400 compared with \$1,200 last year and \$800 the previous year.

A livestock exhibit barn will be built adjacent to the current exhibit building and new rest-room facilities will be installed.

Liberal, Kan., Sets Building

LIBERAL, Kan., May 5.—Five State Fair and Race Meet here will use its new 250-foot exhibit building at this year's fair, August 29-September 3, Charles E. Kulow, secretary, announced. Attractions will include running horse races each afternoon, thrill show, horse show and Corky's Corral radio show as the night feature.

Santa Ana Seeks Bids For Plant Improvement

SANTA ANA, Calif., May 5.-In a move to make the facilities of the Orange County Fair available thruout the year, bids for rehabilitation and alterations to the main exhibit building have been asked, R. M. C. Fullenwider, secretary-manager, said.

The project is budgeted at over \$70,000 and highlights the master plan for developing the 175-acre tract, formerly a part of the old Santa Ana air base.

ATTENTION PARK MEN!!!!!

Consider a No. 16 BIG ELI Wheel for your park this Season. The most depend-able of all Amuse-ment Park Rides. vestmentyear



after year. For long life and certain net profits The No. 16 is without a doubt one of the most beautiful rides you can have in your park. Get a high Ride that adver-tises your park and gets money every day. Ground space required is 38 feet width by 38 feet depth. You cannot afford to be without one. Don't wait longer, write for details today.

ELI BRIDGE COMPANY Builders of Dependable Products
Case Avenue Jacksonville, Illinois



HAND CAR RIDE

- * Up to 320 rides per hour. * Self-operated, practically no main-
- ★ Low operating cost, little depreciation. Patent #1955667, Design Patent 161308, Send for literature and prices.

HODGES Amusement & Mfg. Co. 1415 W. Pruitt St., Indianapolis 23, Ind.

NEW LOCATION CLARK MFG. CO.

4801 WEST SHORE BLVD. NORTH TAMPA 3, FLORIDA

Manufacturers of

* TOM THUMB STREAMLINERS * KIDDIE FERRIS WHEELS

* KIDDIE BOAT RIDES

16 BIG ELI SEATS FOR SALE

Excellent condition. All newly painted.

Plastic covers. JOHN E. MILLER Forest Park Highlands St. Louis, Mo.

FOR SALE

5 Male Ostriches, hatched and raised by F. W. Anderson, age 4 years old; extra fine stock, \$600 each, FOB, St. Augustine, Fla. Also have 6 Rock Pythons. hatched and raised, 5 feet, \$100; 6 feet, \$125 each, FOB.

Casper's Ostrich & Alligator Farm P.O. Box 266, St. Augustine, Fla.

The New Walk-Thru With The Modern View

A real money maker for Parks, Fairs, Carnivals, Storerooms, Showrooms, etc. Ease of handling and low cost operation plus its great money-making potentialities make this show a must for every midway.

Designed and manufactured by

JONES, YOUNG and COMPANY

P.O. BOX 488 NEWARK, OHIO

Other Shows now in production. Free literature upon request.

CHAIR STAND SEATING

For Sale—Used Wooden Chair Stand Seating 30 rows high, 4,000 to 6,000 seats. Write

P. B. DORSEY

1701 PARK RD., WASHINGTON, D. C.

CARPET GOLF

Exclusive County Rights Under U. S. Patent. Blue-Prints, Photos, etc.

R. W. DAVIS, Patentee

Gerton, N. C.

No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 eards, \$3.50; 50 cards, \$4, 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, =3, same weight as ±1, in Green, Red, Yellow @ \$6 per 100. DOU-BLE CARDS, No. 1 Size, 5½x4½, 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 M a r k e r s.

.15 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Mas-ter Board; 3-piece layout for.... 15.00 Thin, Transparent Plastic Markers, Brown, ¼ inch. Per M Featherweight Thin Bingo Sheets, 1.00

Ping Pong Balls, weight, 90 x. 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 W. Jackson Blvd. Chicago 4, Illinois



WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES

In addition .o 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

When you are west of the Rockles see us first 24-Hour Service

A. UNGER CO., Inc.

105 Golden Gate Ave. at Jones St. SAN FRANCISCO, CALIF.

New Chevrolet CARS AND TRUCKS SPECIAL FINANCE PLAN FOR SHOWMEN GET OUR PRICES FIRST JOHN BUNDY REPRESENTATIVE Hauss-Standard Chevrolet 1325 STATE ST. EAST ST. LOUIS, ILL.

600 VOLT ELECTRIC

3300 teet to Reci. 2 Conductor #14 gauge. Black Mica, Braided Cover. heavy Rubber insulated, 7 Strand Tinned Copper. U. S. Gov't replacement cost \$250.00 per reel. Our price F.O.B. N. Y. \$66.00 per 3300 teet reel. Have bank wire funds to Chase vational Bank, N. Y. Payable against R.R or truck bill of lading and certified invoice for your purchase! 'mmediate shipment.

ZINC TRADING COMPANY

244 Riverside Drive New York 25, N. Y MO 6-3438

STEEL OR WOOD folding or Non-Folding

F () () ()



Fair Dates

The following corrections and additions to the list of Pair Dates were received during the week ended May 4.

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.

ARIZONA

Prescott-Yavapai Co. Fair Assn. Sept. 21-23. Alice Townsend.

ARKANSAS

Imboden-Lawrence Co. Fair Assn. Sept 26-29. Austin Stovall.

COLORADO

Calhan-El Paso Co. Fair Assn. Sept. 14 16. Fred C. Wagoner. Yuma-Yuma Co. Fair. Aug. 9-11. Frank Herman

GEORGIA

Blakely-Early Co. Pair & Peanut Festival. Oct. 29-Nov. 3. Chester Clardy. Milledgeville-Middle Georgia Fair. Week of Oct. 9. Paisley Davis. Vienna-Dooly Co. Fair. Oct. 1-6 W. V. Harvard.

IDAHO

Emmett-Gem Co. Fair Assn. Aug. 15-17. Walter Smoke.

ILLINOIS Pecatonica-Winnebago Co. Fair Assn.

KENTUCKY

Sept. 7-9. Marion Hilpert.

Lebanon-Marion Co. Fair Assn. Aug. 22-25. John W. Hickey. Nicholasville-Jessamine Co. Lions Club Fair. Aug. 6-11. Richard Taylor.

LOUISIANA

Clinton-East Feliciana Parish Fair Oct. 18-20. W. D. Magee. MASSACHUSETTS

Weymouth-Weymouth Fair. Aug. 12-18. Milton Danziger, S. Weymouth.

MICHIGAN

Ludington-Western Michigan Fair, Aug. 28-Sept. 1., Irving L. Pratt, Scottville,

MINNESOTA Wheaton-Traverse Co. Agrl. Assn. Sept.

6-9. A. W. Vyc. NEW HAMPSHIRE

Keene-Cheshire Fair, Aug. 23-26, Clifford H. Coles, West Swanzey, N. H.

ошо

Hickville-Defiance Co. Agrl. Fair Aug. 21-24. S. G. Blesser.

OKLAHOMA

Hobart-Kiowa Co. Free Fair. Sept. 13-15. J. W. Remple, Gotebo, Okla.

PENNSYLVANIA

Elizabethtown-Kiwanis Farm Fair. Sept. Millersburg-Millersburg Farmers' Assn. Sept. 6-8. Robert F. Hoke.

SOUTH CAROLINA

Columbia-S. C. State Colored Fair. Oct. 29-Nov. 3. Mrs. H. G. Reese. (Continued on page 50)

COMING EVENTS

ARKANSAS

Fort Smith-Ark.-Okla. Rodeo. May 26-30. A. D. Murphy. Chamber of Commerce.

CALIFORNIA Burbank-Burbank on Parade. May 16-20. Archie Bell.

Chowchilla-Chowchilla Junior Fair, May 10-13. H. V. Eastman. Hayward — Hayward Rodeo at Rowell Ranch. May 19-20. Cecil Jones.

San Diego-Home Show, May 13-20. Jim Wilson, 362 Spreckels Bldg. Sonora-Mother Lode Rodeo. May 12-13. C. B. Mathews.

INDIANA

Indianapolis-509-Mile Auto Race. May 30. W. Wilbur Shaw, 729 Capitol Ave.

IOWA Pella-Tulip Time May 10-12. Robert C.

Lautenbach.

MICHIGAN

Holland-Tulip Time Festival. May 16-19. Lawrence A. Wade, 31 W. Eighth St.

NEVADA

Las Vegas—Elks' Helldorado & Rodeo. May 10-13. E. J. Glibreath.

NEW JERSEY

Camden—S. Jersey State Fair & Expo. May 24-June 2 S. Burgdorf.

NEW YORK

Mattydale-Third Ward Men's Club Celebration. May 17-26. George Mundy, 103

Breman Ave., E. Syracuse. OHIO Cincinnati-Home Show at Music Hall.

May 12-20. John A. Naz. OKLAHOMA

Enid—Tri-State Band & Music Festival May 10-12: Milburn E. Carey. Tulsa-Tulsa Home Show, May 10-13, Mrs. George Wilder, 1035 Hunt Bldg.

PENNSYLVANIA Devon-Horse Show & Country Fair. May 24-30. Ward Sullivan, 1218 Arch St.

Philadelphia. TENNESSEE Memphis-Cotton Carnival. May 9-12. Milton Schmith, 547 N. Main St.

UTAH Richmond-Black & White Day, May 18-19. Milton Webb. Spanish Fork-State Livestock Show. May 7-12. Glen R. Larsen, Vernal-Junior Livestock Show. May 25-

26. L. L. Cook.

VERMONT Hartland-Sportsmen Show. May 26-30. Mrs. Ruth Adams. White River Junction,

WASHINGTON Waitsburg-Rays of Real Sport. May 26-27. Herman Gohlman

Toronto, Ont .- Canadian Int'l Trade Fair. May 28-June 8. Irene Fink.

R-B Undecided On Canada Tour

NEW YORK, May 5.-Chances of Ringling-Barnum repeating its Canada tour of last year seemed slim this week as a result of show executives conferences. However, a glimmer remained that the show would play the western part of the nation to the north.

Gloomy factors are Canada's heavy excise taxes and the fact that the Big Show, as usual, is loaded with foreign talent. Regulations make it difficult for nationals of countries once at war with Canada to enter or leave the nation. R-B had some trouble along these lines last season and is not anxious to repeat.

Still in the works is the issue of whether the Pennsylvania Railroad will permit the show to use tubes under the Hudson River to make a jump in June from Newark, N. J., to a Long Island location. The move was sweated out successfully in 1950. Unless the road gives consent the jump will involve a ferrying and specialtrain routine that will up the cost by several thousand dollars.

Charter Speedway Firm

MADISONVILLE, Ky., May 5. -Madisonville Speedway, Inc., capitalized at \$10,000, has been granted a charter by the secretary of state. Incorporators listed were Glenn Walker and Mr. and Mrs. Marion Walker.



REFRESHMENT STANDS

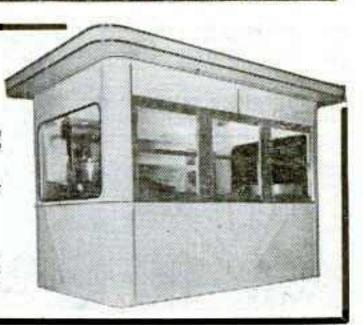
Mounted on steel channel base, Size to specification. Fully equipped if desired. Lifetime construction.

We build, equip and deliver to your location.

Price on request.

CALUMET COACH CO.

11575 S. Wabash Ave., Chicago 28, III Phone: WAterfall 8-2212



Mighty Hard To Get-But We've Got Em! While they last-all sizes of copper kettles and furnaces for candy apples! Also-supplies and equipment are still available for popcorn, floss, peanut and snowball sales if you act now!

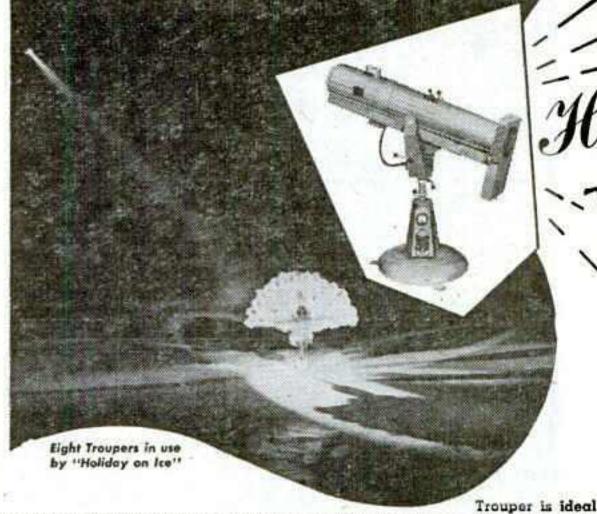
POPPERS SUPPLY CO., Inc., of Phila.

1211 North 2nd St

GArfield 6-1616

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

Philadelphia 22, Pa



Hit'em with TROUPERS and they
SPARKLE!

Trouper is ideal for travelling shows. Mounted on casters, it's easily portable and readily disassembled for shipping. Ice shows, theatres, arenas, circuses and coliseums have The high efficiencies of the Trouper are largely attained been quick to appreciate the sharp, dazzling snow-white spot projected by the Strong Trouper High Intensity Arc by the optical system which utilizes a silvered glass Spotlight. Drawing only 10 amperes from any 110-volt A.C. reflector and a two-element variable focal length lens convenience outlet, the Trouper makes the use of heavy system. The automatic arc control maintains a constant rotating equipment unnecessary. With an adjustable, selfarc gap, free from hiss or flicker. A trim of carbons burns regulating transformer an integral part of the base, the one hour and twenty minutes at 21 volts and 45 amperes.

THE NEW STRONG TROUPERETTE INCANDESCENT SPOTLIGHT

. . for small theatres, schools, night clubs, TV studios and industrial shows, where physical dimensions and price are factors and where the tremendous light volume of an arc lamp is not necessary.

PROJECTS FAR MORE LIGHT THAN ANY CONVENTIONAL INCANDESCENT SPOTLIGHT This increased brilliancy is made possible by a variable focal length objective lens system. a 51/4-inch silvered glass reflector and Fresnel lens used with a standard 115-volt, 1000-watt prefocused projection type bulb.

As contrasted to the conventional incandescent spotlight, with which the spot size is varied solely by irising, to result in substantial light loss, the Trouperette utilizes all the light through most of the spot sizes.

61/2 TIMES BRIGHTER HEAD SPOTS

Sharp edges from head spot to flood. Horizontal masking control can be angled at 45 degrees in each direction. Fast operating color boomerang accommodates six slides. Height-adjustable mounting stand.

Can be plugged into any 110-volt convenience oultet.

See any of the Following Dealers or Use Coupon for obtaining Literature

Albany, N. Y .- National Theatre Supply Co.; Albany Theatre Supply Atlanta-National Theatre Supply Co. Atlantic City - Boardwalk Film Enterprises

Baitimore—J. F. Dusman Co.; National Theatre Supply Co. . Boston-J. Cifre, Inc.; National Theatre Supply Co. Buffalo-Dion Products; National Thea-

Auburn, N Y .- Auburn Theatre Equip-

tre Supply Co.
Charlotte—National Theatre Supply Co.;
Standard Theatre Supply Co.
Chicago — Abbott Theatre Equip. Co.;

Chicago — Abbott Theatre Equip. Co.;
Gardner Jansen, Inc.; Hollywood Stage
Lighting Co.; Midwest Stage Lighting
Co.; Droll Theatre Supply Co., Inc.;
National Theatre Supply Co.
Cincinnati—National Theatre Supply Co.
Cleveland—National Theatre Supply Co.
Dallas—Hardin Theatre Supply Co.; Modern Theatre Equip. Co.; National
Theatre Supply Co.
Denver—National Theatre Supply Co.;
Graham Brothers Graham Brothers

Des Moines—National Theatre Supply Co. Detroit—National Theatre Supply Co. Forty Fort, Pa. — V M. Tate Theatre Supplies Greensboro, N. C. - Standard Theatre Supply Co. Southwestern Theatre Equip

Indianapolls - National Theatre Supply Kansas City, Mo.—Shreve Theatre Sup-ply: National Theatre Supply Co. Los Angeles—J. M. Boyd; C. J. Hoizmuel-ier; National Theatre Supply Co.; Pembrex Theatre Supply Corp. Louisville—Falls City Theatre Supply Co Memphis—National Theatre Supply Co. Milwaukee — National Theatre Supply Co.; R. Smith Co.

Minneapolis Minneapolis Theatre Sup-ply: National Theatre Supply Co. New Haven National Theatre Supply Co. New Orleans National Theatre Supply Co. New York City—National Theatre Supply

Norfolk-National Theatre Supply Co. Oklahoma City-National Theatre Supply Co.; Oklahoma Theatre Supply Co. Philadelphia — Blumberg Brothers; National Theatre Supply Co.
Pittsburgh — Allas Theatre Supply; National Theatre Supply Co.
Sait Lake City—Inter-Mountain Theatre Supply Co.

San Francisco — C. J. Holzmueller; National Theatre Supply Co.; W. G. Preddey Theatre Supplies

Seattle — B. F. Shearer Co.; National Theatre Supply Co.

Sigux Falls-American Theatre Supply Co.
St. Louis — City Electric Co.; National Theatre Supply Co.
Toledo—Theatre Equipment Co.
Westerly, R. I.—G. H. Payne Motion Pic-

ture Service Canada—Dominion Sound Equip., Ltd. Montreal, Quebec General Theatre Supply Co. Toronto, Ontario General Theatre Supply Co. Saint John, N. B.

General Theatre Supply Co. Vancouver, B. C. General Theatre Supply Co.

Montreal, Quebec General Theatre Supply Co. Winnipeg, Man. Perkins Electric Co., Ltd.

Montreal, Quebec Perkins Electric Co., Ltd. Toronto, Ontario Sharp's Theatre Supplies, Ltd, Calgary, Alta.

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"
64 CITY PARK AVENUE TOLEDO 2, OHIO Please send free literature on the . . Strong Trouperette Incandescent Spotlight; () Strong Trouper Arc Spotlight

CITY & STATE

化工具工作用 医病性性 中國 经收益 化二甲醇 不在 不可能得到 不一分 电压力 计一 多 再 如 中 明 中 明 不 中 一 一 多 再 和 中 明 中 一 一

BETTER FLOSS MACHINES ... ALWAYS! CONCESSION SUPPLY CO.





"The man who owns a model 120 is our best advertiser." Concession offers the only floss machine on the market with direct drive variable shied motor . . . Production second to none. Look them all over ... then bu ... Concession Model 120 ... \$295.00. Write for complete catalog of Concession Equipment and Supplies.

CONCESSION SUPPLY CO. 3916 SECOR RD TOLEDO 13. OHIO

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.

D. M. KERR MFG. CO. SHOW

CHICAGO, ILLINOIS

Phone: WAbash 2-3033-4-5-6

1954 W. Grand Ave.

Chicago 22, III.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Sweetwater, Tex.; Snyder 14-19.

A. M. P.: Marion, Va.: St. Paul 14-19. American Bazaar: Williamstown, N. J.; Hatboro, Pa., 14-19. American Beauty: Brookfield, Mo.; Boone-

ville 14-19. American Eagle: Saltilio, Tenn.; Humboldt 14-19.

Baker's United: Huntington, Ind.; Plymouth 14-19. B. & C. Expo.: Olean, N. Y. Beam's Attrs.: Carrolltown, Pa. Bee's Old Reliable: Corbin, Ky., 11-19.

Belle City: (No. 29 & W. Capitol) Milwaukee, Wis. Bernard & Barry: Niagara Falls, Ont. Can.; Sault Ste. Marie 14-19.

Big Four Am .: Ramsey, Ill. Big State: Brady, Tex. Blue Grass: Tell City, Ind. Bogle, F. C.: Arkansas City, Kan.; El

Dorado 14-19. Buck, O. C.: Menands, N. Y. Burdick's: Ballinger, Tex. Burke, Harry: Kentwood, La. Burkhart: Fredericktown, Mo.; Roodhouse, Ill., 14-19.

Capital City: Dalton, Ga.; Dayton, Tenn., 14-19 Casey, E. J.: Norwood, Man., Can., 9-26.

Cavalcade of Amusements: Montgomery, Cavalcade of Fun: Gratiot, Wis., 10-13; Monroe Center, Ill., 17-20. Central States: Hays, Kan.

Cetlin & Wilson: Baltimore, Md.; (Upper Darby) Philadelphia, Pa., 14-19. Chanos, Jimmie: Winchester, Ind. Cherokee Am. Co.: Neodesha, Kan., 7-10;

Broken Arrow, Okla., 11-12; Claremore Coleman Bros.: Norwich, Conn. Coney Island: Soddy, Tenn.

Cote Am. Co.: Utica, Mich. County Fair: O'Neill, Neb. Crafts Expo.: Sonora, Calif., 8-13. Crafts Fiesta: Ridgecrest, Calif., 8-13; Shafter 15-20. Crafts 20 Big: Van Nuys, Calif., 9-13; Burbank 16-20.

Crescent: Ladysmith, B. C., Can., 7-9; Duncan, B. C., 10-12; Victoria, B. C., 14-26.

Dan-Louis: Irvington, Ky.; Brandenburg 14-19. DeLuxe: Thompsonville, Conn.; Ansonia

14-19. Delta Am.: Wesson, Miss. Dickson United: Ravia, Okla. Dobson's United: Willernie, Minn., 7-21. Down River Am. Co.: Ann Arbor, Mich.; River Rouge 14-19. Drew, James H.: Oak Hill, W. Va.

Dumont: Bristol, Pa. Dyer's Greater: West Frankfort, Il.; Carbondale 14-19.

Eastern Am. Co.: Westbrook, Me. Eddle's Expo.: Neville Island, Pittsburgh, Pa.; Aliquippa 14-19. E. & B. Am .: (St. Pauls Place & 3d Ave.) Bronx, New York, N. Y.

Advertising in the Billboard Since 1904 ROLL OR

FOLDED 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 GOC PER ROLL

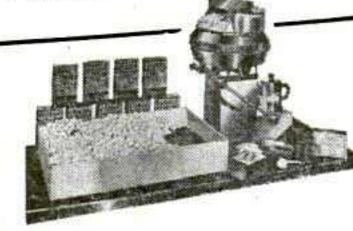
WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Nost Show Name of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Buy Cretors, Buy the Best for MAXIMUM POPCORN PRODUCTION

Cretors All Electric **GIANT 48**

Pops 18 oz. of raw corn per popping. This efficient unit comes with thermostat controlled popper. Comes with double bottomed receiving tray that separates popped kernels. Popper stands 27" high, with stainless steel base. Write for complete information.



C. CRETORS & CO.

Cas fuel unit also available at slightly lower cost.

602 W. Cermak Rd. Chicago 16, III.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors-Individually Designed

JIMMY MORRISSEY ALL-STATE TENT & AWNING CO. 300 E. 9TH ST (Phone: HArrison 6867) KANSAS CITY, MO

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

ELECTRONIC GAMES, Greensburg, Pa.

Popcorn, Snow Cones, Candy Apples, Cotton Candy

Our 1951 Catalogue listing a complete line of supplies for the above items will be mailed to all of our customers about April 15th. If you bought from us last year, you will get one automatically. If you do not get one, a postal card request will bring it to you. A lot of Concession Items will be scarce this year—line up with a company

GOLD MEDAL PRODUCTS CO. 318 E. THIRD STREET

CINCINNATI 2, OHIO

Ferris, Carl D.: DuBois, Pa. Ferris Greater: Las Vegas, Nev., 10-14; Yermo, Calif., 18-20. Pidler's: East St. Louis, Ill.

Pleming, Mad Cody: Waycross, Ga.; Jesup 14-19. Francis, John: East St. Louis, III. Garden State Rides: (Edgemont Park)

Berlinsville, Pa., 7-21. Gayland: Calgary, Alta., Can. G. & B. Rides: West Union, W. Va. Gem City: Nashville, Tenn.; Hopkinsville, Ky., 14-19.

Gentsch, J. A.: Winona, Miss. Georgia Am. Co.: Murphy, N. C.; Waynesville 14-19.

Gladstone Expo.: Sturgis, Ky. Gold Bond: Peoria, Ill. Gold Medal: Cumberland, Ky. Golden Nugget .: Ely, Nev., 9-13. Gooding Am. Co., No. 1: Columbus, O. Gooding Am. Co., No. 2; Waynesburg, Pa. Gooding Am. Co., No. 3: Marion, O. Gooding American Expo.: Massillon, O. Gooding Greater: Beckley, W. Va. Gooding Park Attrs .: Toronto, O. Grand American: Moberly, Mo.; Kirks-

ville 14-19. Granite State: New Bedford, Mass.; Syracuse, N. Y., 17-26. Great Lakes: Plainwell, Mich., 12-19, Great Zenith: East Providence, R. I. Greater Dixieland: Mansfield, La.; Coushatta 14-19.

Greater Midway: Smoaks, S. C.; Charleston Groves Greater: Alexandria, La. Hannum, Morris: Harrisburg, Pa.; Lebanon

14-19. Happy Attra .: Wadsworth, O .; Barberton 14-19. Harrison Greater: Ayden, N. C.; Plymouth

14-19 Heart of Texas: Stanton, Tex. Heller's Acme: Garfield, N. J., 9-20. Hennies: Little Rock, Ark. Heth, L. J.: North Birmingham, Ala.; Huntsville 14-19.

Hill's Greater: Tucumcari, N. M. Home State: Huron, S. D., 11-19. Hottle, Buff: Ponchatoula, La., 7-20. Imperial: Urbana, Ill. Imperial Expo.: Reno, Nev., 7-21. Inland: Stockton, Mo. Interstate: Greeneville, Tenn.; Big Stone

Gap. Va., 14-19. J. & B.; Ettrick, Va. Jollytime: Waverly, Va.; La Crosse 14-19. Karras Greater: St. Joseph. Mo. Kile, Floyd O: Denham Springs, La. LaGasse Am. Co., No. 1: Lawrence, Mass.; No. 2: Lowell, Mass. Lane, Sammy: Warsaw, . Mo.; Greenfield

14-19. Lawrence Greater: Frederick, Md. Leader: Edmonton, Alta., Can., 14-19. Lee United: New Boston, Mich.; Garden City 14-19. Lewis, Ted: East Brunswick, N. J.

Lone Star: Hartwell, Ga. Magic Empire: Gallatin, Tenn. Manning, Ross; Bayonne, N. J.; Hoboken 14-20. Marion Greater: Lancaster, S. C.

Martin United: Sierra Madre, Calif. Marks, John H.: Philadelphia, Pa. Meeker: Spokane, Wash. Merriam's Midway: Webster City, Ia.; Boone 14-19.

Merryland: Albion, Mich.; Howell 14-19. Polack Bros. (Eastern): (Lobo Stadium) Midway Expo.: Washington, Kan. Midway of Mirth: Troy, Mo.; Bowling Green 14-19. Midwest: Spanish Fork, Utah. Mighty Hammontree: Johnson City, Tenn.

Mighty Hoosier State: Franklin, Ind.; Connersville 14-19. Mighty Page: North Wilkesboro, N. C. Migrothy, Curly; Northcarrollton, Miss.,

Model: Nocona, Tex. Model Shows of Canada: Kitchener, Ont., Can. Moore's Southwestern: Holdenville, Okla.;

Okmulgee 14-19. Motor State: Rochester, Mich. Mound City: Collinsville, Ill. Mound City, No. 2: Bonne Terre, Mo. Myers: Atlanta, Ga. Nelson, George W.: Marshalltown, Ia.,

7-10; Sioux Rapids, 14-19. Nessler Greater: East Alton, Ill New England Am.: Framingham, Mass. North American Circus Midway: Stamford, Conn.; Westerly, R. I., 14-19. Page Bros.: Waverly, Tenn.; Portland

Palmetto Expo.: Dawsonville, Ga. Pan-American: Huntington Park, Calif., 9-13; Monrovia 15-19. Paul's Am. Co.: Beebe, Ark.

Peck Am. Co.: Brownsville, Tenn.; Alamo 14-19. Penn Premier: Morrisville, Pa.; Burlington 14-19.

Pioneer: Towanda, Pa. Playland: (66th & Harvard) Cleveland, O., 11-19

Playtime: Webster, Mass.; Quincy 14-19. Powelson Greater: Osceola & Oakland Park) Columbus, O.; (Parsons Ave.) Columbus 14-19. Prell's Broadway: South Richmond, Va .: Bridgeton, N. J., 14-19.

Reid, King: Glens Falls, N. Y. Robertson & Caler: Macon, Ga. Rocco: St. Paul, Minn., 11-19. Rockwell: McPherson, Kan. Rose City Rides: Fordland, Mo.; Gideon

Royal American: Memphis, Tenn. Royal United: Sioux Palls, S. D. Royal Midwest: London, O. Royal Crown: Hamilton, O. San Valley: Spiro, Okla. Schafer's Just for Fun; Carthage, Tex. Siebrand Bros.: Santa Fe, N. M. Skerbeck: Stephenson, Mich., 15-20. Smith, George Clyde: Altoona, Pa.; Nanty Glo 14-19.

Snapp Greater: Columbia, Mo. Southern Valley: (Rodeo) Hope, Ark.; Bald Knob, 14-19. Standard: Edgemont, S. D.; Newcastle, Wyo., 14-20. Star Am. Co.: Judsonia, Ark,

Star-Lite: Moline, Ill., 11-19. State Fair: Scott City, Kan.: Liberal 14-19. Stephens, C. A.: Clintwood, Va.; Pikesville, Ky., 14-19. Strates, James E.: Johnstown, Pa.; Harris-

burg 14-19. Sunset Am. Co.: Hannibal, Mo.; Galesburg, Ill., 14-19. Tassell, Barney: Kenbridge, Va.; Orange

14-19. Tatham Bros.: Athens, Ill. Thomas Joyland: Gary, W. Va. Tidwell, T. J.: Pt. Morgan, Colo.; Casper,

Wyo., 14-19. Tivoli Expo.: Fayetteville, Ark.; Webb City, Mo., 14-19.

WANT FOR BARDEX MINSTRELS

Assistant Manager and Patch to join immediately. Please state salary. Wire

MILTON M. BARTOK Care the Show, Wilmington, N. C.

Evans United: Higginsville, Mo.; Huntsville | Tri-State: Stilwell, Okla. Turner Bros.: Decatur, Ill.: Urbana 14-19.

20th Century: Manhattan, Kan.; Lawrence Twin City: Mountain Home, Ark. United Expo.: Paris, Tex. United States: Maiden, N. C.

Veterans United: Worthington, Minn., 12-19. Virginia Greater: Fords, N. J.; Fairview

14-19. Virginia State: Chilhowie, Va. Vivona Bros.: Jersey City, N. J.

Wallace Bros.: Memphis, Tenn. Wade, W. G.: Benton Harbor, Mich.; Kalamazoo 14-19. Wade, W G., No. 2: Vernor Highway & St.

Jean, Detroit, Mich. Wallace Bros. of Canada: Windsor, Ont. Can.; Brantford 14-19. Wallace & Murray: Albemarle, N. C.; Mount

Airy 14-19. West Coast: Pittsburg, Calif., 8-13. West Coast Expo.: Chowchilla, Calif., 8-13; Angels Camp 17-20.

Wilcox, Dick: Sanford, Me. Wilson Famous: Havana, Ill.; Bloomington Wolfe Am.: Buena Vista, Va.

Wolf Greater: Maple View, Minn.; Litchfield 14-19. World of Mirth: Wilmington, Del., 7-16. World of Pleasure: Battle Creek, Mich.; Lansing 14-19.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beers-Barnes: Cleveland, Tenn., 7: Benton 8: Etowah 9: Englewood 10; Athens 11; Madisonville 12.

Beatty, Clyde: Ventura, Calif., 8: Santa Barbara 9; Oxnard 10; Glendale 11; Mojave 12; Bakersfield 13; Hanford 14; Visalia 15: Fresno 16: Modesto 17: Palo Alto 18; Monterey 19; Watsonville 20. Biller Bros.: McKeesport, Pa., 7: Charleroi 8; Follansbee, W. Va., 9; Ambridge, Pa., 10; Aliquippa 11; Rochester 12,

Capell Bros.: Moberly, Mo., 7; Brookfield 8: Trenton 9; Princeton 10; Unionville 11; Milan 12. Cole & Walters: Lincoln. Kan., 10. Gainesville Community: Abilene, Tex., 11-12,

Hagen Bros.: Delaware, O., 8; Mt. Vernon Hagan-Wallace: Huntsboro, Ala., 7: Union Springs 8; Notasulga 9; Prattville 10; Wetumpka 11: Dadeville 12: Lafayette 14.

Kelly-Miller: Fredonia, Kan., 10. Kelly & Morris: Marion, Ind., 8; Alexan-dria 9; Richmond 10: Union City 11; Connersville 12; Urbana, O., 14; St. Marys 15; Bellefontaine 16; Defiance 17. King Bros.: Bluefield, W. Va., 7; Hinton 8; Ronceverte 9; Clifton Forge, Va., 10; Harrisonburg 11; Winchester 12; Cumberland, Md., 14.

Mills Bros.; Galion, O., 8; Lima 9; Van Wert 10; Ottawa 11; Findlay 12; Monroe, Mich., 14; Wyandotte 15; Mt. Clemens 16; Oxford 17; Dearborn 18; Ann Arbor

Longview, Tex., 11-12; (Bear Club Stadium) Waco 16-19. Polack Bros. (Western): (Auditorium)
Oakland, Calif., 10-20.

Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 8-13; Washington, D. C., 15-20. Robinson, Don: Clayton, Ga., 8; Helen 9; Young Harris 10; Haynesville, N. C., 11; Franklin 12.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Ice Capades of 1951 (Pan-Pacific Auditorium) Los Angeles, Calif., thru June 3.

Brandon's Winter **Event Nets \$7,942**

BRANDON, Man., May 5.-Net profit of \$7,942 for the Brandon Winter Fair, a new high, was reported by S. C. McLennan, manager.

Admissions contributed \$15,889 to the gross receipts and grants and donations \$11,020. Total expenditure was \$25,675, largest being \$10,217 in prizes.

Calif. Solons Nix Tulelake Event

SACRAMENTO, May 5.—Lacking one vote, the Assembly Agriculture Committee turned down for the second time the proposal to establish a State-sponsored fair in Tulelake, Siskiyou County. The vote on the measure, Bill 2484, by Assemblyman Lester Davis, of Plumas County, was 10 to 5. Eleven votes were needed for passage.

Hamid Adds Three Quebec Annuals

NEW YORK, May 5 .- Joseph H. Hughes, field representative of the George A. Hamid & Son talent agency, this week announced the signing of three additional Quebec fairs. They are Richmond, Ayercliff and Cookshire.

You're safer from fire Hameproofed (FLAMEFOIL TENT FABRICS Approved by Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities. Flamefoil is fireproofed, resistant to water, weather, mildew. Manufactured under patents No. 2,014,176 and 2,299,612. Others pending.

Write for samples and name of negret applies. PHILADELPHIA TEXTILE FINISHERS, INC. Ford and Lafayette Streets Norristown, Pa



YOU GET NATION-WIDE SERVICE WHEN YOU ARE

WITH

Insurance Man ULU 21. St. Petersburg, Fla.

Phone 7-5914

The Showman's

ALL SIZES NOW IN STOCK

Also have material to make. All

colors dyed. Also Flame, Water and Mildew treated ducks. "CHEXFLAME" Underwriters Ap-

proved Finish. WRITE TODAY S. I. JESSOP

GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 2315-21 W. Huren CHICAGO 12 Chicago's Big Tent House Since 1870

CEMTRAL Canvas Company

> 516-518 EAST 18th ST. Kansas City 6. Missouri Phone: Harrison 3026

HARRY SOMMERVILLE

FOR SALE NEW SIDE WALL

7x100 Feet\$63.00 8x100 Feet 72.00 MAIN AWNING AND TENT CO.

CINCINNATI, O.

230 MAIN ST.

Heavy Cards, Special Cages, Blowers, Transparent Markers. Write for bulletin Amusement Industries, Box 2, Dayton 1, 0.

Shooting Galleries

and Supplies for Eastern and Western Type Galleries. Write for Circular.

H. W. TERPENING

137-139 Marine St., Ocean Park, Calif.

GIVE TO THE

RUNYON CANCER FUND Copyrighted material

Talent Topics

By CHARLIE BYRNES and JIM McHUCH

Speedy Babbs, Globe of Death St. Elizabeth's Hospital, Covington, Ky., April 19 after undergoing a kidney operation, left Cincinnati Wednesday (25) by plane for Pontchartrain Beach Park, New Orleans, to launch his 1951 season and his 23d in the business.

... Robert Hardy, formerly of the for Fisher Body Company, Deworker on automobile bodies.

Si Otis will take his trick mule, Abner, to Las Vegas, Nev., for the Helldorado Days, May 10- the Charles Zemater Agency, Chi-13. Following that date, they return to North Hollywood, Calif., in New York June 11. . . . Mrs. to prepare for an Eastern trek of Kuri Oranto, of the Oranto fairs, parks and celebrations. Gene Holter, who had his two zebras on the Clyde Beatty Circus visit with her mother. . . . Dod during the Los Angeles engagement, also is set to play the Helldorado Days. In addition to the ing Company's "Super Circus" TV zebras. Holter will have his zebu bull as a feature of the parade.

Buddy and Jean, roller skating duo, were the subjects of a feature yarn, complete with pictures, in the April 24 issue of The Homewood (Ill.) Star. They recently purchased a new home in that Chicago suburb. . . Asia Brothers, hand balancing-acro, were featured in a circus stint on the Tuesday night (24) Milton Berle-NBC-TV show.

Charlie Wild, of Delores Dogs, arrived in Chicago Wednesday (26) following a three-month va-cation in St. Petersburg, Fla. . . . Kayletta, high performer, is the real Sportsmen's Show, May 3-6. free act on Harry Burke Shows,





BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies. O. BOX 7803, Fair Park, Dallas, Tex.

ASTRO FORECASTS

All Readings Complete for 1951 Crystal Balls Imported

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bounds in Heavy Gold Paper Covers Good Quality Paper, sample 20 HOW TO WIN AT ANY KIND OF SPECU-PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions Lucky Num-

bers, etc.
Sign Cards, Illustrated, Pack of 36 . . . 15¢
Graph Charts, 9x17. Sample 5¢. Per M. . \$7.50
MENTAL TELEPATHY. Booklet of 21 p. 25¢
Shipments Made to Your Customers Under
Your Label. No checks accepted C.O.D. 25%
Deposit Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
19 West Jackson Blyd. CHICAGO 4, ILL
Send for Wholesale Prices.

met to the to

Talent booked for the John free act, who was released from Billsbury Circus in Greenville, S. C., the week of July 9, includes Eric Fillmore, juggling, and the Milos, high performers. Booking was handled thru Charles Zemater, Chicago. . . . Aerial Sny-ders, high act, will be the free attraction at a church festival in Chicago, starting May 10. The Rose Midgets, and now working Milos open at another Chicago church celebration, May 17. . . . troit, was the subject of a per- Skylarks, high act, have left Peck sonality sketch by Vera Brown Amusement Company, where in the Tuesday (24) edition of The they were the free attraction. Detroit Times. Hardy's size They have been signed to play makes him an ideal door trim a Chicago church celebration opening May 24.

The Phillips, perch, who are being imported from Germany by cago, sail from Hamburg to arrive Troupe, planes to Germany the last week in May for a month's Dodson, monkeys, followed his stint on the American Broadcastprogram, Chicago, Sunday (22), with several club dates in the Windy City.

Joe Page, roly-boly and juggling, was in Chicago, Thursday (26) from his St. Louis home. Great Smetona, high act, will be in the line-up at the vet circus in Oklahoma City the week of June 30. . . . Great Curran is the free act with LaCross Amusement Enterprises. Daring Madisons, sway pole, are with Canadian Crescent Shows.

Lang Troupe, teeterboard, followed their Norfolk Shrine engagement with four days at Mont-

Set for the United States Air playing still dates in Louisiana. Base show at Geneva, N. Y., July . Miss Luxem, high act, has 1-4, are the Flying Melzores, flybeen signed to play the Veterans ing act: Captain Jimmy Jamieson. of Foreign Wars celebration, high dive, and the Gretonas, high Pittsburgh, the week of August 6. wire.

> George Hanneford Family, riding act, and Tom and Betty Walter, high perch, have been signed for Eaton County Fair, Charlotte, Mich., August 28-Sep-

tember 1, by Henry H. Lueders. Flying Melzoras, high act, have been booked for the Wayne, Mich., Annual Home Coming, the week of July 29.

Irah Watkins' chimp act, which recently played the St. Louis Police Circus, is booked into Palisades (N. J.) Park for a July date.

The Florida Trio, pantomimists, who played fairs for several seasons under the George A. Hamid & Son banner, are playing Leon Block, band leader. dates in London. . . . The Sensational Denvers, knife throwing act featuring a stunt which has the girl and target covered by a paper screen, are being imported from England by Stanley W. Wathon for a series of dates bevinning in July.

The Four Cathalas, ladders, leave to play Canadian dates following their close with Cole Bros.' Circus in Chicago. Opening engagement is set for May 17 at the Casino Theater, Toronto. Happy Kellems, also with Cole, heads for his Evansville, Ind., home to do some minstrel work, while Mike Kocuik, of the Malko Troupe, flyers, is slated to stop off at his Bloomington, Ill., home prior to launching his outdoor season.

Jimmie Adams, horses and At Estavan, Sask. whips, is with the 10th Infantry Division, Fort Riley, Kan. He's working his rope act in shows around camp. Adams also is taking a two-month course in leadership school there. . . . Romano Trio, acro, recently closed at the Latin Quarter, New York. . . Val Valentine, juggler, is playing San Antonio theater dates.

play the American Broadcasting Company's "Super Circus" TV show, Sunday (20) in Chicago. He'll be the free attraction at Ponchartrain Beach, New Orleans, for two weeks starting July 29 and will follow with two weeks at Dallas State Park. . . Landon's Midgets, who return to the U.S. from Puerto Rico June 8, have been booked into Ponchartrain Beach for two weeks,

Milos also are set to play the Davenport, Ia., home.

starting July 1.

Texas Spotty For Plunkett; Weather Hurts

THE BILLBOARD

Family Produces Ring-Stage Combo; Starts 10th Week

HEREFORD, Tex., May 5 .- Going into its 10th week, Plunkett's Stage Show & Circus Combined has found West Texas business spotty but okay, Capt. Fuzz Flunkett said this week.

High winds, dust storms and freezing weather have been encountered but only two days have been lost, he said. Theft of a truck, which contained the Side Show canvas, forced sidewalling for a week until a new top was obtained.

Big top is an 80, with three 30's and Side Show is a 50 with 20 and 30-foot middle pieces and a 115-foot banner line.

The performance combines circus acts with the family's stageshow.

Program

Display 1-Band; 2-Dance by Jerrie, Snooks, Charlene, Gloria, Marie, June and Billie Plunkett; 3-Dogs, Captain Plunkett; 4-Menage horses, Jerrie and Corkey Plunkett: 5-Comedy Scene, Chubby Swain and Corkey Plunkett; 6-Single traps, Billie Plunkett; 7-Comedy juggling, Fuzzy Plunkett; 8-Stroblite dance number by the seven Plunkett girls; 9-Pick-out pony, Captain Plunkett; 16-Comedy, Chubby Swain, Jim Plunkett and Bob Waegner.

Display 11- Riding Act, Corkey and Jerrie Plunkett, Sonny Noel and Larry Carden, featuring a somersault by Corkey; 12-Trained Seals (3), Captain Plunkett; 13-Flying ladders, Barbara Howard; 14-Comedy, June and Snooks Plunkett, Bob Waegher and Chubby Swain; 15-Trained stallion, Sonny Noel: 16-Congo, trained chimp, Captain Plunkett; 17-Concert announcement; 18-Sky ballet, Billie, Charlene, Jerrie and Gloria Plunkett; 19-Elephant act, Marie Plunkett; 20-Trampoline, Pat. Larry, Corkey and Jerrie Plunkett; Concert-Musical comedy with the seven Plunkett girls and Chubby Swain.

Roster

manager; Jack Reflogal, 24-hour agent and banners; Jim Plunkett, general manager; Charlene Plunkett, front door, treasurer; Snooks and Billie Plunkett, bookkeepers; Capt. Fuzz Plunkett, animal and stock superintendent; Corkey Plunkett, lot superintendent; Sonny Noel, boss canvasman; Valentine Garcia, assistant canvas boss; Jim Plunkett, front door; Jerrie Plunkett, tax box; Kennedy Swain, reserved seats; June Plunkett, school teacher and reserved seats; Bob Waegher, concessions; Larry Carden and Jimmy Ryan, concession assistants; Marlyce and Barbara Howard and Pat and Larry Plunkett, butchers; Curley Ray, boss props; Gus Matthews and Bob Young, props assistants; Willis Casey, animals; James Tefteller, ring stock; Jimmy Ryan, electrician; Jim Welsh, assistant; Delman Sharp, mechanic: James McCown, carpenter; Mrs. Jack Reflogal and Robert Reflogal, cookhouse: Kennedy Swain, announcer, and

Side Show

Rusty Howard, manager and openings; Jim and Corkey Plunkett, ticket sellers; William Hendrix, ticket taker; Charles Sances, canvas boss; Bobby Parker, canvas assistant; Bill Fee, lectures, birds and monkeys; Chief Rain-in-the-Face Jr., fire eater, and Harry Hilliard, magic,

Lethbridge, Alta., Builds 5G Show Ring

LETHBRIDGE, Alta., May 5. --Work has started on a \$5,000 show and sales ring and a large concession booth at the Lethbridge Exhibition grounds.

A new chain link fence also is being erected. Concession booth will be 112 feet long.

Construct New Barn

ESTEVAN, Sask., May 5.-This city's town council is having a barn built on the fairgrounds to house horses of farmers who come into shop during the winter.

In the summer the barn will be available for fair board use.

Don Fransero, trapeze, set to week of July 9; Grant Park, Ill., cele, July 29, and Colom, Ill., the week of August 13. : . . Al and Virginia Hustrei, high act with Cole Bros.' Circus in Chicago, came in for a big publicity break in the April 30 issue of The Chicago Tribune, in a feature story, with three pictures of the duo. Attractive Virginia also was featured pictorially in several other Chicago newspapers.

Ella Ardelty came into Chicago Tuesday (1) from New York for Happy Harrison's dogs and her stint on the Sunday (6) ponies, and Three Milos, high act, "Super Circus" TV stanza. . . . are bocked to play the Detroit Larry Griswold, high dive, was Police Circus, August 4. The a recent Chicago visitor from his

Consess contributed descriptions for columns of a second section

31 in Ringling Garden Band

NEW YORK, May 5. - Members of Merle Evans's 31-piece band on Ringling-Barnum this year include:

Cornets, James Ille, Bob Frascola, Frank Sering, Jack Carroll, Joe Browning, Otis Jones and Joe Thorne; flute and piccolo, Max Ring; clarinets, Everett Gavin, Howard Johnson, Fred Dini, Frank Sullivan, Nick Altroth, Charles Kardasen and Louis Fantilli; baritones, John Horak and Gene Morse; horns, Emil Stango and Frank Siminer.

Trombones, Lew Bader, Bill Tobias, George Roye and Andy Grainger; basses, Johnny Evans, Tommy Tompkins and Albert Corrado; drummers, Rex Ronstrom, Kenneth Baldwin and Ed Rubsan; organ, Clarence Woods

Girl Personnel

This year's girl line-up includes Babs Graham, Martha Henderson, Fannie McClosky, Jeannie Kruse Bonnie Forbes, Peggy Shepard Rose Alexander, Dorothy Durbin, Kay Burslem, Yvette Kohl, Margie Lawson, Mary Jane Miller, Liz Johnston, Dolly Copeland, Laura Mae McKenzie, Rusty Parent, Jeannie Sleeter, Juanita Soto Airos, Marion Seifert, Norma Wright, Elsie Jung, Jan La Lanne, Margot Margas, Emma Castro, Nina Unus, Sally Marlowe, Fay Snyder, Esther Chaney, Ann Mace, Erma Pushnik, Rose Romig, Rosa Wong and Rita Reich-Schroder.

Others include Beverle Page, Charlotte Bell, Dolores Murphy, Delores Baldwin, Ferris Anderson, Ann Towne, Claudeen Flanagan, Nancy Holmes, Carolyn Randall, Marion Hill, Ana Delmonte, Bobbie Dubriel, Delores Seitzs and Pat Warner.

3 German Bulls **Burned to Death**

Ed Plunkett, general agent; Bessie when the railroad car in which Excel Mfg. Corporation press; Cleo Plunkett, brigade they were being transported from Wolfburg to Helmstedt caught fire.

MAKE \$100.00 A DAY

On Candy Floss



ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Avenue Nashville 4, Tenn.

SIGNS



and Blue. Size 171/2"x231/2".
Price, \$2.95 Pr. Pd. P.P.
DEALER BUSINESS SOLICITED. SNOW CONE MACHINES and Other Concession Equipment.

FRANK & FRED EDWARDS

P. O. Box 7306



metallic finish, gleaming nickel trim, elec

DEPT B-512 MUNCIE, INDIANA

PEANUTS . POPCORN . SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

corn Machines-Cotton Candy CATALOGUE!

Five Sizes Boxes - Complete | Cones - Candy Apple Equip-Line of Supplies — Midway ment & Supplies — Fresh Marvel Candy Floss Machine— Roasted Peanuts — Attractive Snowflake Snow Cones - All Circus Bags - Candy Floss Makes Ice Shavers-Star Pop- Supplies. SEND FOR FREE

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER

231 M. Second St. Philadelphia 6, Pa.

TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa.

ED BERG 1261-63 E, Sixth St. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 46 Years

. a 31/2¢ Profit on a 5 Cent Sale! The Multiplex

IN THREE SIZES: GAL. It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

exclusive! Draws any size drink continuously without turning lever off-10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side

Also DISPENSERS for COCA-COLA. ORANGE, OTHERS

4325-B Duncan Ave. Manufacturers: MULTIPLEX FAUCET CO. St. Louis 10, Mo.



52 BIG ISSUES -

Including 8 Special Issues THE BILLBOARD Please enter my subscription to The Billboard for one year, for which I enclose

2160 Patterson St., Cincinnati 22, Ohio \$10. I understand this will include at least 8 Special Issues. | City Zone State Occupation

Communications to 188 W. Randolph St., Chicago 1, III.

Early Week-End Biz Sparks High Hopes In Midwest, South

Pre-Season Takes Top Last Year; Spending, Attendance Increase

Continued from page 1

scored an attendance of 20,000, started at 6 p.m. chalking up a 10-year high that was twice the normal turnout for Batt, operator of Ponchartrain pre-season week-ends.

was three and a half times that of joyed perfect weather and went last year's opening, when rain off with a bang. Receipts were up marred the day, and Moonlite 50 per cent, he declared. This Gardens Ballroom did twice the boost was scored altho per capita 1950 business. Per capita spending showed a small gain.

Elmer and Leo Haenlein, operators of Zoo Park, Columbus, O., predicted 1951 will be their best season in a decade "if the weather behaves." Opening Sunday (29), their receipts were 20 per cent better than last year, despite dis-

Kid Unit Take Equals '47 Top At Rocks' Spot

NEW YORK, May 5 .- Kiddieland business at Rockaways' Playland here over the April 28-29 week-end was singled out by the management as nearing the record take for the spot made July 4, 1947. Over-all biz for the two days was excellent.

It was claimed that a new mark might have been set in the moppet adjunct if a Sunday evening thundershower had not put a damper on activities. The Bowl-o-Game unit also did well,

Reshuffling of rides at the park saw a kiddie Fire Engine and a Roto-Whip substituted for Sky kiddieland. The latter were moved to the midway where a Ferris Wheel was shifted 40 feet to permit construction of an entrance.

Coin Bronks Set

Management planned installation of four mechanical horse rides for this week-end. Movement of the device can be regulated and it is planned to give patrons a minute and a half on the steeds for a dime. The ride has enjoyed considerable success in department stores.

Also set for this week-end was a beautiful tall gal contest, with the means to get to the spots. event restricted to fems six feet and over. King-sized stripper Lois De Fee will act as emsee. Judges son Saturday (28) to better takes will be film player Edith Fellows and local model agency head morning Sunday (29). Sherry Carson. The contest is planned as an annual.

Live Fishing Is New Game At Edgewater

has made a big bid for retention midway opening a big splurge, of the lead among major parks here with front-page photos and stories this season, with expenditure of Sunday. Heavy rain Sunday morn-\$75.000 for new equipment. A new ing ended about noon and good drive-yourself boat ride is in op- weather for the rest of the day eration and a new Pretzel is being boosted attendance. installed.

New in the games line-up is a live fishpond which appears to have a strong draw, altho it is still in the novelty appeal stage. The For Dallas Flash idea was borrowed from a recent

sports show here. used, and this is being replaced by for neon signs to flash Ed Meek's a concrete installation. Pond is two miniature train lay-outs at the stocked with live trout and patrons State Fair of Texas summer midget 15 minutes fishing for 35 cents. way. The streamliner now bears Equipment is furnished and the Texas Chief name and the loco prize is the fish they catch.

Calif. Spot Chartered

SACRAMENTO, May 5.—Batter Up, Inc., has been granted a char-Palo Alto, Calif.

end. With ideal weather, Coney | persal of the crowd by rain which

From New Orleans, Harry J. Beach, said his opening week-end, Schott reported ride business Saturday and Sunday (28-29), enspending was down. Fireworks and good weather this time compared to poor weather and no pyros in 1950 made the difference, Batt said.

At Wichita, Kan., weather was rough, but Joyland Hillside, which opened for week-end business Easter Sunday, has found that spending is up this year and that crowds are excellent when weather is right. R. G. Langenwalter, promotion manager, was optimistic about the outlook.

Rain Trims Pitt Crowd

Two week-ends of rain tempered A. B. McSwigan's outlook at Kennywood Park, Pittsburgh, Originally, the spot was to start its killed the day and this week-end was counted as the bow.

A substantial afternoon crowd came Sunday (29) despite threatening weather and illustrated that money was not so tight as last year. But an electrical storm broke loose at 7 p.m. and sent the spenders home. McSwigan reported his picother years in the park's history, expanding defense program. and he opined that the season's prospects are much brighter than recent Pittsburgh weather.

Detroit park men revealed more optimism after the week-end, which they looked on as the first real test of the season. Jefferson Beach opened Friday (27) to enough patronage to encourage ops. This came despite the opinion that Fighter and boat devices in the Jeff Beach's location is a handicap early in the season. Walled Lake, with two week-ends' experience, reported people seem to have money to spend and Edgewater, winding up a month of operation, has been doing considerably better than it did in the comparable time

> Detroit's two-weeks-old transit strike has had little adverse affect, park men there agreed. If the strike has hurt, it has been on Sunday afternoons, they said, and otherwise patrons have found

> The State Fair of Texas summer midway. Dallas, launched its seathan last year, altho it rained all

> Supt. Fred Tennant Jr., said a free-spending crowd included many soldiers from nearby army camps. Crowd was sparse Saturday afternoon, but picked up considerably after dark. Money-wise, both week-end days were far better than 1950, Tennant said.

Midway got benefit of crowds at the Sports Show in auto building and even had a few patrons from Metropolitan Opera in audi-DETROIT, May 5.-Edgewater torium Dallas papers gave the

Railroad Antes 2G

DALLAS, May 5.-The Santa Fe Originally, a rubber pond was Railroad has chipped in over \$2,000

Go-Round was not ready for the manent units have been rebuilt. opening Saturday and Sunday One of three bath houses is to be tive committee was increased to 10 ter to operate an amusement park (28-29). Horses and other doodads rebuilt this spring. in Santa Clara County with au- had arrived from Carsonia Park, The park theater will open late elected were Reilly, Townsley, the one-time amusement pier has thorized capital of \$25,000. Direc- Reading, Pa., but the operating in June under the direction of Guy Fredriks, Fleischmann, Walter A. been undergoing repairs for the tors are Carlos Monsalve, J. R. Gil- mechanism did not arrive until Palmerton. The skating rink and Draper, Louis F. Schlueter, Albert past two years, following the rebergh and Frank Lee Crist, all of Monday (30). The ride replaces bowling alleys continue year-round H. Huneke, Leo J. Moelder and moval of the pier theater and ballone burned here last fall.

NO GAS CUT

Crowd-Lure **Events for** Old Orchard

OLD ORCHARD BEACH, Me., May 5.-Local concessionaires and the Chamber of Commerce have received assurance from the Office of Price Stabilization that there will be no gasoline rationing in New England this summer.

Russell E. Ross, CC's executive director, received the information from Michael DiSalle, OPS director thru Maine Sen. Margaret Chase Smith. She told Ross that DiSalle gave assurance that no steps are contemplated by the government to restrict tourist activity this season.

Ross, in his first year as exec director, has worked out a program of events designed to make the season a good one. A band concert Decoration Day (30) marks beach's official opening. A Youth on Parade Day for York County will be sponsored on National Children's Day June 9. It will feature a soap box derby and the selection of a junior prince and princess.

Special Events Set

Other promotions include a pyro display July 4, an open parade to the Canadian Legion Convention preview season April 22, but rain | August 18, the first annual local horse show August 25 and "Royalty for a Week-End" Labor Day.

Special rates and other inducements will be offered conventions, outings and school groups. Canadian cash is expected to make up a large share of this year's take, and a nearby race track also is expected to keep dollars moving. nic bookings exceed those of all Another favorable factor is the

N. E. Summer Confab Set for Playland, Rye

RYE, N. Y., May 5.-Arrangements have been made to hold the 22d annual summer meeting of the New England Association of Amusemen, Parks July 24 at Playland here.

Col. Allan E. MacNicol, Playland director, is completing preparations for the meeting. Day will end with a picnic supper outdoors. Association officials see a turnout exceeding the usual 200 persons, as invitations will be sent to all Eastern park and beach

Whalom Starts Week-End Play, Adds Features

FITCHBURG, Mass., May 5. -Whalom Park started week-end operations Saturday (28) and will continue part-time operations until Decoration Day, May 30, when a daily schedule starts.

Henry G. Bowen, president, and James J. O'Malley, new manager, announced the addition of a hook and ladder fire engine. Plans call for further enlarging of the kiddie section, which is slated to incorporate the present bus terminal

A heating system has been installed in the ballroom to make possible year-round operation, if business warrants,

Bowen said that almost \$250,000 plugs Santa Fe's Grand Canyon had been spent by the park and Route. Meek has converted the concessionaires in rebuilding since steamer to compressed air power. the hurricane of 1938 and the fire The fair's replacement Merry- in 1944. With few exceptions, per-

operation.

Hot Weather Swells N. Y. Area Grosses

NEW YORK, May 5.—Temperature rose to 79 degrees April 29. tan area reaped an early season bonanza despite a thunderstorm that struck that evening. The warm weather continued thruout the week and night play was strong.

Rockaways' Playland, on Long Island and Palisades Park, directly across the Hudson River from Gotham, were the only funspots operating. Both reported sizable takes for so early in the season. Rockaways drew an estimated 100,000. At Palisades

Coney Island had 250,000 visitors and all rides, excepting those at Steeplechase Park, were operating. State-operated Jones Beach drew 35,000, while the Bronx Zoo had 43,000 visitors.

Banner Year Predicted for Atlantic City

ATLANTIC CITY, May 5. -Mayor Joseph Altman declared the device Thursday (3). this week that most of the \$7,000,-000 in luxury tax monies has been channeled into the salvage of the resort's Boardwalk and beach.

Speaking at the installation of other Boardwalk Association offi- Crabbe, one-time aquatic star, to fers at the Traymore Hotel, Mayor instruct swimmers at the spot's Altman predicted that June busi- pool. ness "will leave money in your cash registers" as the month blends scheduled for Sunday (6), with into July and a banner season newsreel coverage expected. Also ahead. He based his forecast on set for Sunday is the third annual the Lions International and American Medical Association conventions set for June, and made his estimate on the public's desire to seek an avenue of escape in vacations "during periods of emergency such as we have now."

In support of his pledge that future luxury tax monies would go into resort improvements, the mayor told the Boardwalk merchants: "Someone has said that our resort has a rundown appearance. That is probably true, altho it does not apply to the Boardwalk or our hotels. Maybe our side avenue structures are dilapidated, but why not?-business, the city, the people have done nothing in 30 years to improve it until the luxury tax came along I feel this tax is the city's salvation."

Glaser, assuming 'eadership of the association for another year, told nembers: "We are not a policing organization, but an organization which endorses a policy of business which will have our customers returning." Other officers installed were Harry Simons, first vice-president; Ella Packer, second vice-president; Sid Hartfield, treasurer, and Emilio Tripician, secretary.

Townsley Elected Cincy Zoo Prexy, Succeeding Reilly CINCINNATI, May 5. - E. W.

Townsley, treasurer of the Cincinnati Zoological Society, was named Society president Wednesday (25) by trustees, succeeding James A. Reilly, who retired after filling the post for 20 years.

During Reilly's regime about \$3,000,000 was spent for zoo improvements, including new buildings and acquisition of a widevariety of animals. He remains a member of the board of trustees and the executive committee. Townsley has made a number of trips to Africa to secure specimens.

Gerritt J. Fredriks was reelected first vice-president and secretary, and Julius Fleischmann was renamed second vice-president. Clem H. Bayer, business manager of The Cincinnati Times Star, was elected treasurer, succeeding Townsley. The execu-Max Palm Jr.

Thunderstorm, which finished the day, struck at about 7:30 p.m. high mark for the year, and amuse- Traffic clogging all roads leading ment spots thruout the metropoli- to the city was reduced to a crawl,

Biz Continues Record Pace

NEW YORK, May 5.-After a week of daily operation capped by a solid week-end, April 28-29, Irving Rosenthal, co-owner with brother Jack, of Palisades (N. J.) Park, more than ever is certain that a good year lies ahead, with patrons' slack purse strings fostering the belief.

The long-awaited Rotor ride was in action and reaction was favorable, Irving said. In the future, celebs appearing at Palisades will be induced to try the device for publicity purposes. Charge for the ride is a quarter on weekdays and 35 cents on week-ends, with the sum good for either a ride or a bystander spot in a gallery accommodating several hundred persons. Newsreels were expected to film

Promotions Begin

Irving said that TV cowboy Buster Crabbe, who had appeared at the park the preceding week-end, again proved a strong lure. An at-President Henry J. Glaser and tempt may be made to secure

Annual triplets contest was reouting and photo contest, which the park works thru a tie-up with the Peerless camera stores of this city. Stores distribute tickets to Palisades entitling patrons to admission, parking, door prizes, rides and acts, with \$1,600 offered in prizes for the best photo taken at the park for the day. Peerless annually plugs the deal thru large ads taken in the mass-circulation New York Daily Mirror.

Double-Header Train Planned For Chi Spot

CHICAGO, May 5.-Arthur E. Fritz's Kiddieland scored capacity business Sunday (29) with a break in the weather. The gross, Fritz said, was better than any day's bus' .ess in April last season or

Fritz said he expected delivery in a few days of an additional steam-style miniature locomotive and that he planned to use it with his other steamer for a doubleheader train with 12 cars. The double-header would be in addition to his miniature streamliner. New locomotive is a Wagon r model.

Business in general this spring, like last year, has been limited by weather, Fritz reported. However, with warm, clear weather holding up this week, the outlook brightened.

Begin Razing A.C. **Garden Pier Units**

ATLANTIC CITY, May 5.-Another step in the renovation of Garden Pier started this week when workmen began demolition of the two remaining buildings. The city, which will place 300 benches there for the summer, has a long-range program under which the one-time Boardwalk eyesore eventually will be turned into a public park. This summer the pier will serve as a pavilion.

Taken over by the city for nonwith the election of Bayer. Re- payment of taxes several years ago,

room.



FOR SALE COMPLETE ARCADE WITH PARK LEASE

63 Machines; Rotaries, Diggers, Photo matics, Guns, etc. Or will trade. What have you?

FRED NOLAN

Moxahala Park S. Zanesville, Ohio Ph. 2-8252-2-7671

FOR SALE BOWL-O

Automatic Bowling Alleys. We are overstocked and offer these nearly new games at \$500.00 off list.

DON LUTES

Pittsfield Mass.

Telephone: Pittsfield 5521

NEW LIBERTY PARK

UNION ROAD & WILLIAMS ST. BUFFALO 25, N. Y. Tel.: Humbolt 6065.

Can place immediately several experienced Ride Operators for Merry-Go-Round, Flying Scooters, Ferris Wheel, Bubble Bounce and Kid Rides. Permanent location, no tear downs.

F. PERCY MORENCY

HORSE SHOWMAN—RODEO SHOWS THRILL SHOWS—CIRCUS

CONTACT

PAGELAND BEACH, INC.

PAGELAND, S. C. Two Car Races Per Month

FOR SALE

8 expertly trained Ponies and Double Track Movable Ring, 16-Passenger Portable Kiddie Ferris Wheel, 24-Passenger Kiddie Gasoline Train and Track, 25-Passenger Kiddie Boat Ride, large Popcorn Machine, Lights and Fixtures. All equipment new last season. Other business requires full time. Better than \$12,000 invested. Will sacrifice for \$9,000 or sell separately. J. D. ARMSTRONG, 8643 Hadley, Overland Park, Kans.

The custom built to order line. Steam, Diesel, Gas. Amusement and industrial types. Track gauges, 12" to 36"; portable, permanent. Up to 300 passenger cap. Light rail. Trade-in: accepted Photos and details, \$1.00.

IRON HORSE LINES

Proven money-maker. A must for resort hotels, driving ranges, kiddielands, pools, drive-ins. 15,000 sq ft. area. Exclusive design. Up to 200 players an hour. Modern, scientific, attractive Order now. Write for literature.

HOLMES COOK COMPANY 302 State St New London, Conn

MINIATURE TRAIN FOR SALE

Steam type engine, gas powered, 14 in. gauge, four cars seat 32 adults, 1200 ft. rail and ties. Also Wurlitzer Band Organ, dual player. Write for price and photo

A. D. SHARPE 55 North Sierra Madre Blvd

Pasadena California

Building suitable for Kiddie Show or Kiddie Zoo in Jarge Kiddie Park in the heart of Coney Island, New York. Will rent or make any deal suitable for both parties. Telephone: Esplanade 2-5306

TONY GARTO 2075 Shore Parkway, Brooklyn, New York COURT STUDIES FRITZ TAX CASE

CHICAGO, May 5.—Judges of the Seventh U. S. District Court of Appeals this week took under advisement the Arthur E. Fritz tax case. A decision is expected within two months.

In the suit, the Bureau of Internal Revenue appealed a lower court decision. The lower court had ruled in favor of Fritz, Chicago kiddieland operator, holding that the 20 per cent admission tax was not collectable on tickets for Fritz's rides.

Vet Op Takes Summit Lake Concessions

AKRON, May 5 .- Louis Wish, concession games operator at Edgewater Park, Detroit, for 20 years, also will take over concessions at Summit Lake Park here this year. Evan Brewster, president-manager of the park company, continues direction of the park.

Opening is set for May 26, with and earlier trial week-end run a possibility.

Wish is installing long and short range shooting galleries and a new Skee-Ball alley. Concession structures are being redecorated and lighting is being increased. Units ing the free ride gimmick accesinclude an 18-hole miniature golf sible to kids in practically every course.

Wish's son, Don, will manage the Tommy (Paddles) Reisner, Ralph film will be shown nightly to in-Lewis and John Carrigan.

Louis Wish remains at Edgewater with a staff including Harry Currie, manager; Mrs. Curry, Jack Wish, Louise (Frenchy) Brown, Tim Galo, Charles Schimmel and Frankie Kay. He has added several games and is installing a new Skee-Ball unit at Edgewater.

Jackie Morris Gets Exec Job At White City

NEW YORK, May 5. - Jackie Morris has joined White City Park, Worcester, Mass., in an executive capacity, it was announced here this week. The funspot is owned and operated by George A. Hamid, New York talent agency head.

Morris will assist Sam Hamid, manager, and also work on crowd building promotions. He has had a number of years experience with his father, Charles (Doc) Morris, veteran promoter who last week announced that he had joined Indian Point Park, Peekskill, N. Y., in a promotional capacity after having been retired for several

Slayton Resort **Ups Dance Prices**

SLAYTON, Minn., May 5. -Valhalla Resort started its season Tuesday (1) and anticipates better grosses this year, according to Owner George Lamm. He began operations here last year and has refurbished the layout in

preparation for his first full season. Fireworks displays, contests, school days and city days will be staged The spot books carnivals for special events, including July 4. and at other times operates a

roller rink, beach and dance hall. Bands are booked for weekly and bi-weekly ballroom dances, and square dance groups are scheduled about twice a month. Dance tickets will be boosted to \$1 for men and 75 cents for women this year. Last season the rates were 85 and 50 cents. Skating will be priced at 50 cents rather than 44 cents this time. Lamm pointed out that the cost of bands

has increased sharply. John F. Lamm is dance and advertising manager. James L. Lamm is general manager.

Van Duzen Opens

KENOSHA, Wis., May 5.—Frank for week-end business today and City, Mo., for his Wornall Road switches to daily operation June kiddieland there. The Consolver Van Duzen. Eugene Turner is as- 6 with Hodges equipment. The firm stine is secretary.

Kid Spot Ops, **Nut Firm Plan** TV Deal in L.A.

THE BILLBOARD

LOS ANGELES, May. 5 .- Six, and possibly eight, kiddie parks in this area are being promoted by the Circus Foods Company, makers of circus peanuts, for the Uncle Archie's Kiddieland Day, May 26, over KNBH-TV. Each park will receive two spot announcements during the next couple of weeks and the program, Uncle Archie's Komedy Klub, will spotlight kiddie park amusements each day, Monday thru Friday, from now until the scheduled event.

The deal, set by J. J. Kilian, Circus Foods representative in this area, includes Dave Bradley's Beverly Park, Mrs. Rockwell's Kiddieland, Uncle Bei. (Moss's) Kiddieland, Lucas Kiddieland, Suker Kiddieland and Harry Cooper's Kiddy Town. The parks are located here, at Van Nuys and Ocean Park.

Admissions Gimmick

In return for the promotion, which will cost nearly \$2,000, the peanut company has arranged for kids to present empty 5-cent peanut wrappers for free rides in 'e parks. The spots participating are spread over a wide area, maksection.

While each park will be given Summit Lake concessions. Men two plugs during the three weeks, 130 E. DUVAL STREET moving with him from Edgewater the program is also featuring a include John (Smitty) Smith, visit to the parks. A two-minute crease interest in this type of entertainment. Uncle Archie's Komedy Klub, featuring Archie Presby, was selected by the nut firm because of its appeal to moppets under 12, the top age to which the kid parks play. The show also has featured Uncle Archie theater parties for other products and has been well received. The kids were allowed free entrance to a Saturday morning movie upon presentation of a wrapper of some

In making the deal with the park owners, it is agreed that all children presenting wrappers will be treated as paying customers. The park men have accepted the promoti n, believing that it will bring new faces to their lots. As they are permanent installations, the video advertising is expected to result in repeat business.

TV Presentation

The television presentation is Monday thru Friday from 6:05 to 6:30 p.m.

Use of the Archie show marks the second time that the company has used video to promote entertainment and also its products. Last fall the Jim Hawthorne show, featuring a chimp, was used to appeal to older children.

Wrappers accepted in lieu of cash for rides will be checked as a test of video's coverage.

Eastwood Denied Permit To Reopen

DETROIT, May 5. - Hopes for reopening Eastwood Park dimmed last week when the city council at East Detroit voted unanimously against issuing a license to Jack Dickstein for operation of the spot.

Dickstein, former manager of Edgewater, had formed a company to take over the shuttered funspot if the permit had been granted. No legal test of this latest action is anticipated.

Eastwood, now closed for the third consecutive season, is the subject of an intricate series of lawsuits which still are pending and are expected to remain unsettled for months.

Orders Crimp Hodges Indpls. Installations

INDIANAPOLIS, May 5.—Ride installations by Hodges Amusement & Manufacturing Company, maker of the Kiddie Delight Hand Car, in Kiddieland Park here have been late owing to the rush of making deliveries to other spots, reports V. F. Hodges, general man-

Recent deliveries have included Van Duzen's Playtime Park opens a shipment to A. N. Rice, Kansas 15. New to the spot's ride line-up brothers, operators of the Sport is a Kiddie Fire Truck built by Center, Wichita, Kan., opened May sistant manager and Hazel Van Al- expects to make four deliveries to other spots the following week.



DON'T CONFUSE OUR NEW 1951 SKEE BALL ALLEYS WITH OLDER TYPES OR IMITATIONS.

REG. U S. PAT OFF

Unique play features make Skee-Ball the best skill game for any Park, large or small. Arcade and Resort everywhere.

they'll play again and again. A 15 ALLEY OPERATOR REPORTS \$64,000 GROSS

AT 5c PER GAME. CAPACITY 80 GAMES PER HOUR.

5c or 10c COIN SLOTS ARE OPTIONAL.

For the operator-Profitswithout headaches.



IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE-

PHILADELPHIA TOBOGGAN CO.

PHILADELPHIA 44, PA. AMUSEMENT DEVICE MANUFACTURERS

COASTERS - LAFFING FIGURES - FUN HOUSE STUNTS

KIDDIELAND FOR SALE

Immediate delivery. All rides bought new and used one season only and in excellent condition.

Allan Herschell Sky Fighter and Boat Ride, Bisch-Rocco Street Car, Theil Airplane Swing, Travers Auto Ride and Jeep Ride, Parker Merry-Go-Round, Tom Thumb "Special 30" Train with 550 feet track, Fly-Hardwood "Little Chief," 2 Downey Light Towers. animated Clown Faces, Monkey Ticket Seller, Candy Floss Machine. \$40,000.00 value. Write or wire your best offer. A marvelous opportunity to get a complete set-up of hard-to-get rides. All in good condition and ready to go.

L. E. GUTHRIE, PLA-MOR, INC.

3127 Main Street

Kansas City 2, Mo.

YOU TOO CAN GET IN BIG MONEY WITH GREYHOUND RACE

(Ready For 1951 Delivery) 12 UNIT GAME COMPLETE \$3,540.00

Greyhound Amusement Device Co., Inc. 1124 Surt Avenue Brooklyn 24. N. Y ESplanade 3-6810



MINIATURE STEAM TRAIN

GROSS \$2,500 TO \$15,000 A SEASON Burns coal for normal steam operation. Can also operate on compressed air. Make real money m any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauts from 15 to 80 kids and adults every trip. Ask your customers which trains they like BEST.

OTTAWAY AMUSEMENT CO. Mfrs. Miniature Steam Trains WICHITA 2, KANSAS

High Quality

KIDDIE RIDES

ROTO WHIP - SPEED BOATS - PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

WANT 3 MAJOR RIDES

Good Permanent Location. Operation 6 months yearly Must have good equipment. Reply:

BAYONNE KIDDIE LAND

852 Broadway, Bayonne, N. J.

Steeplechase Sets New Tix Sked for Bow

NEW YORK, May 5.-Manager James J. Onorato announced that May 19 marks the start of daily operations at Steeplechase Park here, and that ticket strips offering admission and eight rides for 70 cents will be in effect this season.

Admission to the spot will be a quarter. Thursday has been selected as bargain day, when 12 rides may be had for 70 cents. Steeplechase will go with the same ride line-up as last year.

Name Rock's Moppet Spot After TV Seg

NEW YORK, May 5. - Tie-un between Rockaways' Playland and National Broadcasting Company has led the funspot to rename its moppet division Rootie Kazootie Kiddieland, in connection with the Rootie Kazootie kid TV show presented Saturdays locally over WNBT. Details again were arranged by Dick Geist for the park and Te- Cott for the station.

Rootie features a main and three sidekick puppets, with the live end of the show provided by Big Todd Russell. Rockaways will be worked into the show script and WNBT will foot the bill for revamping the kiddie park. Russell and the puppets will visit the park, while Rockaways will plug the TV show over its public address sys-

Thru another part of the deal, children viewers at the studio will take part in contests during the program, with prizes consisting of ride tickets.

Vancouver Opens May 24 | sort business in Atlantic City.

VANCOUVER, B. C., May 5 .--Happyland Park here will open May 24 for week-end business and hold off on daily operation until August 2. L. C. Thomas is president, Marion M. Ross is manager and James W. Robertson is superintendent.

KC Fairyland Adds Kiddie, Major Rides

KANSAS CITY, May 5. - Remodeling of 80-acre Fairyland Park has been completed, and Harry Duncan will launch his 19th year as manager Saturday (12). Topping the new attractions is a kiddieland with Sky Fighter, Whip, Boats, Horse and Buggy and Auto Racer.

New in the major ride classification are a Fly-o-Plane, Octopus and Magic Carpet in the Funhouse. Concession stands have been renovated. The ballroom this season will be reserved for private parties.

A series of Parent-Teachers' Association picnics starts Monday (14). A record number are scheduled this season for public and parochial schools.

Plan To Extend N. J. Luxury Tax To All Shore Spots

TRENTON, N. J., May 5.-Legislation extending provisions of the luxury tax enabling act to all municipalities bordering on the Atlantic Ocean and classified as summer or seaside resorts was introduced this week in the State Legislature by Sen. Stanley Herbert, of Monmouth County. While Atlantic City is presently the only munici-pality in the State imposing a luxury tax under the law, Herbert's measure indicates that other resorts are considering it.

Asbury Park, Monmouth County's largest resort, was reported as considering inauguration of the tax last year, but the matter has not yet been submitted to the voters as is required under the act. The law permits the municipalities after approval at a public referendum to impose the tax on hotel rooms, liquor, amusements and cigarettes. As such, it has proven one of the have more convention best unofficial barometers of re- 1952 than this year.

Atlantic City's municipal government as a means of raising funds for capital improvements after that resort was hard hit by the 1944 hurricane. First law was passed in 1945, but was declared unconstitutional by the State's highest

Don't Miss Out . . . Act Quickly for

YEARS of BIG MONEY

with Bowl-O **BOWLING ALLEYS**

Protected by U. S. Patent No. 2,536,538

The tremendous earning power and permanent player appeal of BOWL-O Automatic Bowling Alleys have been PROVED during more than 2 years of actual use. BOWL-O locations now include such choice parks and arcades as



WANT TO BOOK OR LEASE

Ferris Wheel, Chairplane and other Major Rides. Also some Hanky Panks, No gambling. Next to Plattsburg Beach, Montreal's playground. No competition.

PLAYLAND PARK

the second of the second

25 Charlotte St., Plattsburg, N. Y.

PER HOUR

Tel.: Norman Dame 317

2 YEARS!

Gilmore Gets **Crescent Post**

RIVERSIDE, R. I., May 5. Harold D. Gilmore, who recently resigned as manager of Whalom Park, Fitchburg, Mass., has taken over the managerial post at Crescent Park here.

Gilmore served at Whalom for a number of years and participated in the vast refurbishing program that has been accomplished there in recent years. He is well known to members of the New England parkmen's association, in which he is active, and the National As-sociation of Amusement Parks, Pools and Beaches.

Chas. Miller Moves Spot

LA GRANGE, Ill., May 5. -Charles Miller, of Miller Amusement Enterprises, will move his kiddieland to suburban Fox River Grove this season, and is making preparations for a May 19 opening.

The new spot will open with five rides, including a Merry-Go-Round, new Kiddie Scooter, Autos and Chairplane. In addition there will be photos, popcorn, candy floss and skill games.

A. C. Convention Outlook Bright; **Bell Re-Elected**

ATLANTIC CITY, May 5 .- Altho fewer conventions are listed for Atlantic City this year than last, the resort faces a bright future in the convention field, says Albert H. Skean, convention bureau manager. In a report to the bureau's annual stockholders' meeting this week at the Ambassador May 8 Meet Set ing this week at the Ambassador Hotel, Skean said the resort will At Ocean Beachhave more convention business in

good for 1955, too.'

Ezra C. Bell was re-elected bureau president; F. Fisher White, Jack Lippincott and Arthur Yon, vice-presidents; Park Haverstick, treasurer; Mrs. Clara Adams, secretary, and Mrs. Louis St. John, executive committee chairman.

While painting a rosy picture of the resort's convention prospects, Skean declared that Atlantic City not only hasn't lost ground in the convention field, but actually is showing definite gains.

Eastwood Ops Lose In Federal Court

DETROIT, May 5.-Ruling that the courts cannot force a city "to have an amusement park whether it wants one or not" was handed down Thursday by Federal Judge Frank A. Picard, with Eastwood Park losing another round in its battle for existence. The issue is in both Federal and State courts, and Judge Picard's ruling was based upon the transaction by which the park was taken over by Tower Realty, Co., after the city of East Detroit had turned down the original owners on a license application to continue operation. This apparently disposes of the issue in the Federal Courts unless the issue, already taken once to the Circuit Court of Appeals, is again carried higher.

Meanwhile, a new legal front was opened with ruling expected this week-end in Michigan Circuit Court at Mount Clemens, over the city's recent denial of an application made thru Jack Dickstein to open the park.

Dickstein pointed out that Judge Pickard's ruling applied to the transaction about two years ago, and not to the recent move in which Dickstein purchased the principal stock of Tower Realty from the families of the former owners of Eastwood.

A. C. Arena Ends Year With 351G

PHILADELPHIA, May 5. -City-owned Convention Hall ended last year with a cash balance of \$351,507, according to an audit troller's office. The audit, covering a six-month period, shows July 1.

During the six months, receipts amounted to \$476,633, and expenses were \$494,412.

Morris Gets **Indian Point Outing Post**

PEEKSKILL, N. Y., May 5. — Charles (Doc) Morris, veteran promotion man, was chosen this week by Ed Kelmans, operator of Indian Point Park here, to handle promotional activities at the spot.

Morris did much to build Palisades (N. J.) Park business over a period of several years. Work al-June.

Pyro Displays, Contests Set At Galveston

GALVESTON, Tex., May 5.-Pleasure Pier starts operations June 15 with the first of three pyro displays. The other shows are set for July 4 and Labor Day, the spot's finale. Giveaway merchandise contests will be staged in the Marine Room, dance hall, twice a

Jack Mankey, manager, said the concession area, which last season was styled after a Western town, this season will have an Old South motif. The switchover carried a \$1,000 price tag, Mankey reported. Storm Curtails

Service men will be admitted to the pier at reduced prices. Ride, game and food prices will be unchanged. Mankey believes that the opening of two new industrial plants here will lead to improved business.

Mildred Holmes is secretary and Christie Mitchell handles public relations.

HARTFORD, Conn., May 5. -"Prospects for 1953 also look Members of the Ocean Beach Park Act originally was sponsored by good," he said, "and it looks even Board, which controls the citybetter for 1954, And it looks pretty owned-and-operated Ocean Beach Park, New London, Conn., have agreed to meet May 8 to organize for the summer.

The term of H. Fremont Alderson, chairman, expires at that time, as do committee assignments he made while in office.

Fair Dates

Continued from page 45

Lancaster-Lancaster Colored Fair Week of Oct. 15. William G Clinton TENNESSEE

Fayetteville-Bi-State Negro Fair. Aug. 23-

25 L M Donaldson.

WASHINGTON

Goldendale-Klickitat Co. Fair Assn. Sept. 7-9 Charles Gronewald

CANADA

BRITISH COLUMBIA

Abbotsford-Central Fraser Velley Fair. Sept. 7-8 L J. Kettle. Chilliwack-Chilliwack Agrl. Assn. Aug. 15-16. M. G. LeBreton. Cloverdale-Cloverdale Agri. Assn Sept. 14-15. H. E. Lock. Coombs-Arrowsmith Agrl. Assn. Sept.7-8. A. J. Mason, Hilliers, B. C. Duncan-Cowichan Agrl Soc. Sept. 5-8. W. R. Barker Gibson Landing—Gibson Agrl. Soc. Aug. 31-Sept. 1. Mrs. M. LeFeuvre. Haney—Maple Ridge Agri 14-15. J. P. W. Greenhill Assn. Sept. Invermere—E. Kootenay Agrl. Exhn Aug. 31-Sept. 1. Mrs. A. R. Coy.

Ladysmith-Ladysmith Agrl. Assn. Sept. 19-20. Rev. C. McDiarmid. Langley Prairie—Langley Agri. Assn. Sept 11-12. J. K. Rewers, Miner, B. C. Lillooet-Lillooet Fair Assn. Sept. 13-14. F. E. Wilson.

Mission City-Mission & Dist. Agrl. Assn. Aug. 16-18. James Muir. Nanaimo-Nanaimo Agrl. Soc. Sept. 13-15. Lois Morgan. Port Alberni-Alberni District Fair. Aug. 23-25. James Sawyer.

Prince George-Prince George Agrl. Assn. Aug. 31-Sept. 3, Mrs. R. B. Carter. Port Moody-Port Moody Fair Assn. Sept. 6-7. J. D. Spence, Ioco, B. C. Quesnel—Cariboo Agrl. Assn. Sept. 7-8. Mrs. B. Magnuson, Bouchie Lake, B. C. Saanichton-N. & S. Saanich Agrl. Assn. Sept. 1-3. E. Oakes.

South Burnaby-South Burnaby Agrl. Assn. Sept. 21-22. Mrs. J. C. Bellinger. Williams Lake-Williams Lake Fair Aug.

30-31. Patricia Renner. SASKACHEWAN

Assinibola-Assinibola Agrl. Fair. July 10.-11. Walter McMorine. Carnduff-Carnduff Agrl. Soc. July 26-27, W. A. Frith. just completed by the city comp- Davidson-Davidson Agrl. Soc. July 18-19. P. A. Okerstrom. Gravelbourg-Gravelbourg Agrl. Soc. July

12-13. Mrs. M. L. Dorais \$369,291 cash balance on last Radisson-Radisson Agrl. Soc. July 31-Aug. 1. J. R. Ibbotson. Shaunavon-Shaunavon Agri. Soc. July 25-

26. A. M. Sanburn. Swift Current-Swift Current Agrl. Soc. July 2-3. M. E. Dodds.

A CANADA CANADA

Riverside Adds Monkey House

AGAWAM, Mass., May 5. -Riverside Park here added a Monkeyville to its Kiddieland last week, with 10 simians installed in a metal cage containing a small house, tree and other fittings.

Park went into nightly operation last week-end after opening March 31 for week-ends only, with stock car races as the highlight. Outing ready has been launched to interest three industrial firms in bargain (2) with a least high reheal group ticket outings at Indian Point in (3), with a local high school group visiting the park. Manager Ed Carroll opened the midway for the afternoon.

Play Started At Clementon

CLEMENTON, N. J., May 5. -Clementon Lake Park opened for the new season last week. Operations will be confined to weekends until the end of the month. with all rides running.

Free attractions, featuring thrill acts, again will be brought in with the start of daily schedules. Weekend dancing will return to the park's dansorium. In the meantime, a heavy schedule of organizational and group picnics is being arranged by the park.

Westview Opener

WESTVIEW, Pa., May 5. - A severe electrical storm at 6 p.m. Friday (27) dispered Westview Park's opening-day crowd.

Prior to the storm, a good turnout was on hand. Three of the four parking lots were filled. Park officials said spending has increased over last year's level because of increased employment in the area.

Picnic Shelters Added

CHESTERTOWN, Md., May 5 .-Tolchester Beach has put \$2,000 into picnic shelters in preparation for its new season, which opens June 10 on a daily basis, Ralph McGinnis, manager, said he expects business to be about the same as last year and that proximity of Camp Mead, army base, would have little effect

FASCINATION

50 Unit Brand New Game

Will rent or on percent-

Available immediately. Contact:

HERMAN RAPPS

185 Montague St., Brooklyn 2, N. Y.

MINIATURE GOLF COURSES

Outdoor Bowling Alleys

Two Big Money Makers Designed and Built by

ARLAND

America's Largest Builder From Coast to Coast

444 Brooklyn Ave., New Hyde Park, N. Y.

BOARDWALK CONCESSIONS FOR RENT

Openings for Guess Your Weight. Guess Your Age, Speed Boats.

KEANSBURG AMUSEMENT COMPANY **KEANSBURG, NEW JERSEY**

FOR SALE

Hi-Ball Ride, good condition. Will sacrifice. Located at South Beach. Staten Island.

L. JOHANSEN

278 Watchogue Rd., Staten Island, N. Y Telephone: Gibraltar 8-0830

35 Miles From New York LAURENCE HARBOR BEACH, N. J. Has a new asphalt walk—needs Kiddle Rides—Carousel, Ferris Wheel, etc. CONCESSIONS

Decoration Day to Labor Day Season.
Phone Matawan 1-2226, Write
LAURENCE HARBOR, P. O. Box J
P.O. BOX J
Nick Dionisio—Frank Fratangelo

FAIRS-EXPOSITIONS

N. Y. Events Report Gate, Gross Losses

nine county and town fairs in New grandstands, \$295,470 for conces-York State last year drew a total sion and midway privileges and paid attendance of 989,883, re- \$72,344 in county aid. ports the State Department of Agriculture and Markets.

in turn was 91,918 under the 1948 premiums paid to exhibitors. by national manufacturers is figure. Attendance at fairs is Checks for \$477,340.64, representlargely governed by weather, the ing State aid to 1950 fairs, were department pointed out, and numerous fairs in 1950 suffered from rainy days.

Attendance figures are from the department's annual combined financial report of town and county annuals. The State fair is not included. The report shows that 49 fairs took in \$2,439,363,65. Those receipts also cover the \$462,804.13 which the State paid to fairs as reimbursement for premium money paid to exhibitors. The limit of State aid money to any one fair is \$10,000. Seventeen events received less than the limit.

Chalk Up Losses

repairs, \$104,000 for printing and considerable attention. advertising and \$46,500 for insurance, among other items.

Spokane Org Leases Plant For 35 Years

SPOKANE, May 5.-Revival of Spokane Interstate Fair moved a step closer this week when officials and Rose have been signed to proof the annual, headed by Frank Davidson, president, completed negotiations with the county for a 35-year lease on the 90-acre fair-

The corporation, which owns 12 lots in the grounds, has agreed to spend \$100,000 on buildings in the next 10 years. Long-range plans include nearly \$500,000 worth of buildings, Davidson said, but the Jersey State Fair and Exposition. first project will be to raise \$150,-000 for fencing, water, sewerage, electrical facilities and erection of 10 buildings for livestock and agricultural displays. Plant rental is \$1 per year.

ATTENTION! FAIR SECRETARIES CONTACT **ERNIE YOUNG**

AGENCY FOR YOUR 1951 GRAND STAND SHOW

203 N. Wabash Chicago, III

THE MALKO TROUPE

Flyinng Trapeze Artists AMERICA'S NEWEST, SENSATIONAL FLYING ACT A flying return act accomplishing twisters, doubles, pirouette returns and

blindfolded passing leaps. Currently COLE BROS.' CIRCUS Chicago Stadium Thanks to Sam Levy

Playing Parks, Fairs, Circuses and Indoor Events. Now Booking Summer Dates.

MICHAEL KOCUIK P. O. Box 332 Bloomington, III.

98th OGLE CO. FAIR, INC.

Sept. 1-2-3-Day and Night

Can use a few Concessions, no Rides. Concessions must operate under Illinois law. Now booking Free Acts. Can't use Slap Stick or Clown Acts. Concessions, write to GEORGE A. CHASM, Oregon, III. Free Acts, write to

E. D. LADERS, Secy., Oregon, III.

ALBANY, N. Y., May 5 .- Forty- money, were \$662,468 at gates and

The Department of Agriculture and Markets inspects all fairs, The official count is a decline of helps them in an advisory capacity 101,824 from the 1949 total which and audits the amounts of mailed this month.

South Jersey

CAMDEN, N. J., May 5 .- South Jersey State Fair and Exposition will open its 10-day run here May While they took in \$2,439,363.65, 24 with all space in the exhibit the fairs paid out \$2,472,186.96, departments sold to leaders in the thus incurring a deficit. Heaviest mercantile and mechanical fields. disbursements were \$582,595 for Because the grounds are located premiums and harness horse race in the heart of the city and fronted selling possibilities offered by fairs purses. Payments on notes ran by State Street, the entrance is are cited, second and attractions third. They lined with flags representing 48 spent more than \$155,000 for per- States. The illuminated archway manent improvements, \$61,500 for has been erected and is attracting

Bulldozers are leveling the grounds, and exhibit tents will be Largest items among the re- erected in a few days. Practically ceipts, in addition to the State aid all space on the 720-foot-long midway has been sold, with thousands of tickets already being distributed Midwest Loop by merchants who are participating from Philadelphia, Camden and other points. About 70 of the Opens Space churches affiliated with the Council of Churches of Camden County have been allotted space. Various Sales Push other civic and fraternal organizations are participating.

> Special emphasis has been placed on the parking facilities. Cooke vide the free attractions since no grandstand is being used.

A tie-up was been made with Gerber and Freed, Langhorne track operators, for the distribution of free merchants' award tickets to patrons at all their events. Pat Purcell, Langhorne publicity chief, will announce at every performance the forthcoming South

In addition, the annual is utilizing 3,000 streetcars in Philadelphia for inside signs; dash cards are being used on the streetcars of Philadelphia and Jersey and 24 sheets are being used within a radius of 75 miles.

Saskatchewan Hikes Aid \$\$ For Building

REGINA, Sask., May 5. - The Saskatchewan government has raised its maximum to Class A and B fairs for permanent improvements in buildings for junior agricultural activities.

Increase is from \$5,000 to \$10,-000 on a 50-50 basis, matching expenditures of the fairs on such accommodation.

Saskatchewan's Class A fairs are Regina and Saskatoon. Class B are Estevan, Weyburn, Moose Jaw, Yorkton, Melfort, Prince Albert, Lloydminster and North Battleford.

The Regina Exhibition already has made use of the grant system in renovating two buildings to house farm boys' and girls' camp entrants during the fair. Work is to continue this year under the increased grant.

Weyburn, Sask., Sets New Buildings

WEYBURN, Sask., May 5. -Weyburn Agricultural Exhibition here has completed new youth and service was created by Leonard exhibit buildings, Royal Schultz, Traube Associates. secretary-manager, announced.

be fireworks and horse racing. Godin, head of Interstate Fire-Wallace Bros.' Shows of Canada works Manufacturing & Display will provide the midway while Company, Inc., Springfield, Mass., the Gus Sun-Irving Grossman of-fice will stage the grandstand show. who is sending the material to annuals in the U.S. and Canada.

SOUND MEDIA

Business Mag Relates Fairs' Selling Value

NEW YORK, May 5 .- The fairly recent recognition of annuals as important sales promotion media pointed up in an article titled Fairs: More Than Midways Now in the May 5 issue of Business St. Paul Gets Week.

National makers of consumer goods are aware of the fact that more and more city people are going to fairs and that farm people attend with plenty of money in their pockets, interested in buying the same things as the city folks. the article says.

While farm equipment manufacturers are said to be the biggest buyers of exhibited space, the electrical equipment manufacturers. including radio and television builders are reportedly vying for equal space.

Thirteen Midwest fairs, from Minnesota to Texas, provided the necessary figures for drawing the conclusions. Several specific examples of the low-cost promotion-

manufacturers is the chance to meet a cross-section of their customers face to face, to demonstrate their product under favorable conditions, and to build prospect lists cheaply," the article says.

CHICAGO, May 5. - First shot in a campaign to increase national exhibits at member fairs of the Middle West Fair Circuit was fired this week with the mailing of 1,000 two-color brochures by May & Woodhouse, publisher's representatives here, who are handling the deal for the circuit.

An additional 7,000 copies will be mailed this fall when the campaign for 1952 exhibitors gets under way, Ira S. Woodhouse said.

The brochure is 22 by 17 inches and folds to 81/2 by 51/2 inches. All member fairs of the circuit are listed and several photographic shots of the various fairs are included.

Fairs included in the mailing piece are: Ozark Empire Fair, Springfield, Mo.; Wisconsin State Fair, Milwaukee: Missouri State Fair, Sedalia; Iowa State Fair, Des Moines: Minnesota State Fair, St. Paul; Nebraska State Fair, Lincoln; State Fair of Louisiana, Shreveport; Kansas Free Fair, Topeka: Kansas State Fair, Hutchinson: Ark-Okla Free Fair, Fort Smith, Ark.; Oklahoma Free State Fair, Muskogee: State Fair of Texas, Dallas and Oklahoma State Fair, Oklahoma City,

Ad Mat Service Supplied to Fairs By Hamid, Godin

NEW YORK May 5. - With the start of the fair season still more than two months away. George A. Hamid & Son this week went well past the 100 mark in servicing annuals with special mat material for their local advertising. The "Fair Time" mats are institutional in character, plugging fairs as a great American habit and providing one line, "featuring Hamid talent" in each of three styles.

Each of the 100-plus fairs has been provided with 10 mats and a supply of instruction proof sheets. The Hamid office started distribution of the service as far back as February, to catch fairs desiring to use the set-up in early deadline premium books, since the mats are also appropriate for such publications in addition to newspaper and other advertising. The

Another large distributor of the New attractions this year will service to his fairs is Joseph J.

ILLINOIS ANNUAL **INKS JACK BENNY**

Show To Include Rochester, Name Ork; Gal Singer Set for Final Two Days

Continued from page 1

special show pitched to kids on slated for two-a-day performances the opening night of the fair.

New this year to the attraction

Okay To Set Own Financial Policy

ST. PAUL. May 5.-Two laws affecting the Minnesota State Fair were enacted by the State Legislature which wound up its 90-day session here with an extra day's meeting April 24.

Chapter 489 provides that the State Agricultural Society, which operates the Minnesota State Fair. be able to draw its own budgets and allotments and encumber its own funds without gaining ap-"The big advantage to national proval from the State Commissioner of Administration as required by the State's Reorganization Act of 1939. The same law also provides that the fair board may go ahead with construction of new buildings without approval of the commissioner.

Under Chapter 253 the secretary of the State fair board is designated as the agent upon whom legal process may be served in any action against a non-resident operating a show, exhibition, performance or licensed privilege at also will be a grandstand feature the fair, if the legal proceedings is an outgrowth of such an operation.

Mich. Senate Okays Board For Detroit

DETROIT, May 5. - First step in divorcing the Michigan State Fair from Department of Agriculture control was taken this week with the passage by the State Senate of a bill that would set up an independent bi-partisan

The bill, now awaiting action in the House, would also remove appointment of the fair's manager from the governor and give this authority to the board. Both major political parties would have equal representation on the body instead of the present system whereby the governor appoints five members annually.

Brother Timothy Renamed to Board At Napa, Calif.

NAPA, Calif., May 5.-Brother Timothy, of Christian Brothers' vineyards, producers of grapes for wines and brandies, was reappointed to the board of directors of the 25th District Agricultural Association fair here.

He was first appointed in February, 1950, and under the terms of his new assignment made by Governor Warren, will serve until January, 1955.

Glenbush, Sask., Event Erects \$1,800 Building

GLENBUSH, Sask., May 5. -Agricultural Society here is erecting an \$1,800 frame building at the fairgrounds which can be used in winter to house curling rinks. Livestock section of the exhibition prize list is being revised.

Autry already has been set for a bill will be Hollywood On Ice, in a huge, circus-type top on the midway. Other top attractions will be a grandstand revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, in for five nights, and the WLS Barn Dance, a fixture on the first Saturday

Two radio shows, Johnny Olsen's Ladies Be Seated, scheduled for five broadcasts, and Share the Wealth, set for one day, also have been signed. Hennies Shows again will supply the midway attractions.

Fair this year for the first time may stage its own AAA auto and motorcycle races, two of its strongest crowd-pullers. J. E. (Buck) Kidd, veteran local promoter, has staged the motor speed events in recent years. Kidd also staged post-fair big car races at the plant in the past but Elliott indicated that the fair may stage these, too.

Besides auto and motorcycle races, the fair will again offer six afternoons of harness racing and one of quarter-horse racing.

Mineola Sets Acts, Rodeo

MINEOLA, N. Y., May. 5 .-George A. Hamid & Son will supply Mineola Fair with Janet's Dog and Pony Circus and Ferdinand the Bull, J. Alfred Valentine, fair president, announced this week. Westcott Circle W Ranch Rodeo at the fair, September 11-16.

Valentine also appointed Lester Leachman head of the cattle exhibits. Robert J. Bohaty, superintendent of the old auto and antique exhibits, has revised the department to include 27 new



CARRUTHERS

Produces more Shows than any other Fair Production Agency

Find out for yourself

BARNES-CARRUTHERS Theatrical Enterprises. Inc. 159 N. Dearborn St Chicago 1. III

DALBEANIE

OF THE WAGON WHEEL FAME with the

Greatest Show on Earth . . .

Copyrighted

RINGLING BROS.

Thanks to Pat Valdo

WANTED

Carnival with Rides and Concessions for ANNUAL 4-H AND F. F. A. FREE FAIR July 14, 15 and 16

GILMANTON COMMUNITY CLUB Gilmanton, Wisconsin

CONCESSIONAIRES - EASTERN ILLINOIS FAIR

BIG CAR RACES ROYAL CROWN SHOWS JOIE CHITWOOD'S AUTO DAREDEVILS SOCIETY HORSE SHOW

Anticipated Attendance-65,000. July 29 thru August 3. Write E. A. MOHR, Secretary ALLERTON, ILLINOIS

Communications to 188 W. Randolph St., Chicago 1, III.

Cole Plans Unsettled; Org Returns to Peru

Continued from page 43

when Bill Boyd was the draw. However, Horstman said that biz ance here was Julie Rand Allen, was about equal to the 1949 level, who had been scheduled to take when the Wirtz Enterprises oper- over the Wirtz-owned cat act ated as Barnes Bros. Altho a dayby-day comparison showed sharp variations, the total was the same, he stated.

Saturday (28) brought a poor turnout, Horstman reported, but Sunday (29) showed exceptionally profitable business. Crowds thru the week ranged from small to nearly half of the stadium's 18,000 capacity. The Thursday (3) matinee was good.

Still Buying Equipment

Horstman confirmed that the show still was purchasing equipment for future use, including a semi-trailer tractor which arrived Thursday. As yet, neither of the Cole Bros.' trucks has been lettered.

Weather this week was hot and in sharp contrast to the show's first several days here. Execs reasoned that the sudden change to good weather worked against the indoor show.

Three matinees were hyped by attendance of children brought in under a cut-rate price agreement with a religious group. Several bus loads were brought on each occasion.

Press Work Tops

Outstanding this week was Cole Bros,' newspaper publicity, which was under the direction of Herb Pickard. Pickard was brought on late and was crowded out of the papers during the first week by news on General MacArthur. Nevertheless, he landed some space then and hit his stride over the week-end (28-29). One of two major Sunday hits, a splash in The Tribune, rated as the biggest member Dr. William M. Mann, break the Cole-Barnes org has reaped here in years. It, as well as much other press matter, featuring Virginia Hustrei, and its storyphoto combination ran to about five columns in a prominent loca-

King Turnouts Okay Despite Weather, Jump

WHITESVILLE, W. Va., May 5. -King Bros.' Circus made a tough mountain jump and drew rain all afternoon and evening here Wednesday (2) but played to two three-quarter houses. Matinee was an hour late because of the jump from Logan and one circus seat truck was damaged when it was forced off the road. Lions Club was auspices at this spot.

King scored three-quarter houses at Paintsville, Ky. (24), where weather was sunny and warm. Junior Chamber of Commerce was the auspices at Portsmouth, O. (26), where a straw house of kids was on hand for the matinee. Rain there at noon halted by show time but resumed at night, when the house was three-quarters filled.

Alonzo Dever, Vet Bull Man, Dies in Ohio

GREENVILLE, O., May 5,-Alonzo Dever, 44, for 25 years an elephant trainer, died here Thursday (3) of a heart ailment. He was stricken after the elephant act at the matinee of Mills Bros.' Circus and died before reaching a hospital.

This was his first season with Mills as elephant superintendent. Most of last season he was with the Cole & Walters Circus. During several previous seasons he was with the Clyde Beatty Circus. He had been with Cole Bros. a number of years and earlier had been show had a three-quarters mati-Robinson, Robbins Bros. and youngsters from the federal In-Ringling-Barnum shows.

He was a native of Arkansas, where funeral services were to be filled the top.

Not making any public appearworked by Terrell Jacobs. Jacobs continued with the animals thruout the Chicago run. He is scheduled to head a circus unit on the Strates Shows, and that org is adding five cars to transport the Jacobs equipment,

Circus Fans Set Events for 25th Meeting

WASHINGTON, May 5. - The 25th annual convention of the Circus Fans Association of America (CFA) will be held here Thursday (17) thru Saturday (19) in conjunction with the Ringling-Barnum circus local six-day stand ending Sunday (20). Convention headquarters will be the Shoreham Hotel.

CFA President James B. Tomlinson, of Portland, Me., will officiate at meetings, and convention chairman is Melvin D. Hildreth, local attorney and past prexy of

Tentative program for the gathering is reception of delegates and registration at the hotel thru facilities supplied by the Washington Board of Trade on Thursday. Luncheon will be held at noon at the Washington Zoo, with chairman of the local James E. Copper Top, acting as host. After a business session, an inspection of the zoo will be made.

Set City Tour

Scheduled for Friday is a tour of Washington, Alexandria and Mount Vernon, with a visit to the Library of Congress to see historic circus posters and lithographs. Tour also will include the Capitol, Folger Library and the Mellon Gallery. A Koo Koo Klub meeting will be held that night at the

Saturday, members and their guests will attend the evening performance of R-B, followed by a supper party and dancing at the hotel. Guests will include movie players engaged in filming the Big One.

C&W Elephant **Escapes Mire**

CALDWELL, Kan., May 5.-Cole & Walters' Circus elephant gave show personnel a tense time here Tuesday (24) when a river bank on which she was standing gave way and the bull became deeply mired in mud.

Wally Ross, bull man, had taken the herd to the river for watering. Other morning activity on the near-by show lot came to a halt as employees went to the elephant's aid. An attempt was made to drag the elephant out and later a crew attempted to dig a passageway. The bull finally came out and elephants, Tiebor and Pickard, under its own power.

William Roddy Joins Ringling **Publicity Staff**

announced that William M. Roddy has been added to the Ringling-Barnum press staff. The addition day, Saturday and Sunday (27-29). of Roddy boosts the department strength to five, the strongest it has been in several years.

Roddy recently closed with the Ballet Russe after fronting for the organization for five years. In a in Hopalong Cassidy pictures; Don career bridging nearly 50 years, Roddy has been associated with fancy riding; Ben Petty, impalmost of the major railroad circuses ment, and Sylvester Brun and with the exception of Ringling-Barnum. He was a car manager stop Thursday (26) proved only for the Sells-Floto Circus and served in promotional capacities with the John T. Robinson and Hagenbeck-Wallace circuses. He has also done considerable hall show work. He is a native of Larned, Kan.

was necessitated by the "fast trouping" of recent years which made it difficult for agents to keep up with the Big Show, not to mention staying ahead of it.

Roddy will serve as a story man, along with Allan Lester and Frank Braden. A. J. Clarke will continue ahead of the show.

Big Press Coverage

Butler and his staff closed their headquarters here yesterday after scoring a near record volume of publicity for the Big One's Madison Square Garden run. The big press was secured despite the competition of the Kefauver crime investigations, General MacArthur's homecoming and the Korean war.

advance of the opening when they were most needed. Clips from the national wire and photo services indicate that possible future patrons in every section of the country were made aware of the start of a new Ringling tour.

Few national popular periodicals missed carrying circus features based on the Big One and its personnel. New York is important in this respect, since it facilitates national exploitation which has a beneficial box office effect thruout the season.

St. Louis Biz Continues Big In Last Days

ST. LOUIS, May 5.-Final days of the Police Circus here saw the show still riding the crest of top business that has held up from the first. Show winds up Sunday (6).

Producers of the show were Voorhees and Fleckles, Chicago. Mickey Sullivan sat in as guest conductor of Caesar Oldani's orchestra. Leo Hamilton was equestrain director and Joe Brennan handled announcing chores. George LaSalle and Joe Coyle were producing clowns.

Talent-heavy program included Keller's wild animals, Triska Troupe, Harold Barnes, Buschbaum's horses, Kelly-Miller horses seal acts, and the Antaleks.

KELLY-MILLER SNARES GOOD CROWDS IN OKLA.

assisted Al G. Kelly & Miller Bros.' Circus in tabbing a half house for the matinee and a three-quarter house at night here Tuesday (2).

Good business marked the first several days of the org's new season, but rain damaged some matinee business and softened several and soft lot interferred with the lots.

At Anadarko, Okla. (26), the dian school. A night house estimated at 1,300 persons nearly

Each show at Hobart, Okla. (27), bus, Kan., Monday (7).

PERRY, Okla., May 5. - Good drew approximately 80 per cent of weather and dismissal of schools capacity altho failure of the wheat crop in that area was reported. Rain battered attendance down to the one-quarter mark for the matinee at Kingfisher, Okla. (30), but had no affect on the night house, when the top had 90 per cent of capacity, altho the rain continued weather of the year.

with the Hagenbeck-Wallace, John nee which included about 100 tonga, Okla. (29), was for a three- day stand, which resulted in six ance at the matinee was about a quarter house.

Elephants and horses which Earlier, the Gray show played to was jammed to capacity.

Week-Ends Hold Strong For Beatty Near L.A.

Clyde Beatty Circus returned to sellout. this area briefly Thursday (3), playing East Los Angeles, and moved back again over the week-NEW YORK, May 5 .- Roland end for top business in the envi-Butler, department chief, this week rons. Week-ends continued heavy, with full houses following a sevenshow schedule in San Diego Fri-

In Escondido the show picked up Jack Sherry for its wrestling act as well as a Wild West Show. Featured in the Western turn are Randy Brooks, who played Lucky and Hope McLennon, trick and Barbara Beebe, Business at this passable, with half houses both afternoon and night because of showers.

Triple-Day Run

The triple-day run in San Diego opened with a light matinee and a full night house. The second Butler said enlarging the staff day's schedule was two matinees, with the follow-up one getting a half-house because of rain. Despite a downpour that night the tent was filled to capacity. The Bros.' Circus, working under Lions org was set for two afternoon shows Sunday, but the first performance dwindled to a threequarter house when rain dispersed followed Milledgeville, Ga. (30), the midway gathering. The continued torrents sent about 3,000 and night show was an overflow. people scampering for shelter off the grounds. The closing performance was a three-quarter house because of cold and windy weather.

> The show was late getting under way in Oceanside Monday (30) and had only about a quarter Rogers had scored the best take

omecoming and the Korean war. The big hits came early and in **Business Off** In S. Georgia

CLEVELAND, Tenn., May 5 .-Beers-Barnes' Circus opened to a winner but the two weeks which followed gave spotty business, Gene Christian, general agent, reported. Org opened April 17 at Vienna, Ga.

Weak territory was in Southern Georgia, where weather was bad, he said. Fayetteville (25) and Hogansville (26) were good but 12 other days were poor. Christian said opposition between Beers-Barnes and Don Robinson Circus at Buena Vista and Blakely, Ga., soured biz for both. Robinson played three days ahead of Beers-Barnes. Christian pointed out that his route could not be changed because of the large number of towns contracted by Robinson, Pawnee and Rogers circuses.

By the end of April, he said, the four shows had fanned out and there was little likelihood of route conflicts in the next several weeks.

Beers-Barnes, playing under auspices, expected to find business better in Northern Georgia. It will make Cleveland, Tenn., Monday (7) and Athens, Tenn., Friday (11).

Show played a Ruritan Club date in Cave Springs, Ga., April 28. Beers-Barnes this season has an endorsement of the national Ruritan headquarters and will play a number of dates under auspices of local clubs.

Jimmie MacInnes returned with a camel and buffalo purchased from Kelly-Miller. The bison Beers-Barnes had last year was given to the Athens, Ga., zoo along with a performing bear. Harry Holmes is doing two turns in the performance. Org started the year with a new big top, and an 80, with three 30's.

Gil Gray Signs Long-Term Pacts

MUSKOGEE, Okla., May 5. performance. It was the first bad Gil Gray Circus was contracted for Monday (30), under auspices of The matinee-only stand at Wa- here following its recent three- as the Co-operative Club. Attend-

made the St. Louis Police Circus a week of big business at Tulsa and will rejoin Kelly-Miller at Colum- signed with the Shrine there for a here and lot and weather condifive-year term.

LOS ANGELES, May 5. - The house. The night send-off was a

Joe Esqueado Falls

In San Diego Joe Esqueado, of the Flying Esqueados, fell in the net at the end of the act. Chipping a vertebrae, he was ordered out of the turn for a week. Because of the accident, both the high wire and flying acts in which he participated had to be eliminated.

At Riverside Tuesday (2) the show played to a half house at the matinee and a near-capacity crowd at night. Matinee only was sponsored by the American Legion.

Georgia Spots Treat Rogers To Okay Biz

CORDELE, Ga., May 5.-Rogers Club-auspices, had a half-house matinee and three-quarters night house here Tuesday (1). The stand where matinee was near capacity

Si Rubens, owner, said the gross in Milledgeville was better than that yielded there a year ago. He reported the two days at Augusta was disappointing but that in Batesville, S. C., the day before, of the season so far.

From Milledgeville, several troupers visited in Macon. Harry Villeponteaux and wife Sundayed with his sister. George and Pauline Penny took delivery on a new trailer in Macon. Enoch Bradford, who recently joined as superintendent, added six men to the big

Biller Draws Full-Top Biz In W. Virginia

EAST RAINELLE, W. Va., May 5.—Biller Bros.' Circus attracted two near-capacity houses here Friday (27) with an assist from the weather. Matinee was delayed 30 minutes to allow time for youngsters to arrive after schools were dismissed early.

A rain that continued all afternoon and until shortly before the night show killed business at Covington, Va. (26). Both shows there were for one-third houses. Night show was held up 45 minutes. The date came at an off-time so far as paydays at the major mills were concerned. King Bros. was billed for May 10 at Clifton Forge, Va., 12 miles away.

Mills Org Draws Light Attendance In Ohio Stands

TROY, O., May -Rain marred business of Mills Bros.' Circus here Wednesday (2), but the show had little difficulty in moving off of the soft lot. Matinee was a half house, made up largely of school kids dismissed early from classes. Night house drew about 300 persons. Top tickets went for \$3. Auspices was the Troy Fish and Game Association.

At Hillsboro, O. (29), the show attracted a one-third house for each show altho schools were out. Farmers were reported reluctant to leave their fields in good weather.

CINCINNATI, May 5.-Having played to uniformly good biz since making its debut in Columbus, O., April 15, Mills Bros.' Circus was here on the Carthage Fairgrounds the next three years by the Shrine | the Sertoma Club, formerly known full houses at the city auditorium. quarter house but at night the tent

It was the show's first appearance tions were ideal.

Dressing Room Gossip

Polack Eastern

The Langs left to fulfill previous bookings but will return later. Mr. and Mrs. Don Fosgate entertained the writer, and Mr. and Mrs. Foster recently. Slivers and Jo Madison had a CFA Tent named after them in Charleston, W. Va. Robert Roberts, of the prop department, is being visited by his wife from Hagerstown, Md. Alama Michael's mother and sisters are visiting from New Jersey. Berg's Hollywood Marineland seals have joined from the West Coast.

C. S. Taylor and brother visited the show in Norfolk. Dr. Karland Frischkorn visited and during the night performance Nate Lewis and the writer were made life members in the Circus Historical Society. Bobo Barnett is whipping the clown band into shape. George La Salle left for St. Logis but will return later. Carleton Smith entertained clown alley at a buffet lunch. Ted Deppish is clowning at a park in Akron. Alma Michael has a new car. The Shrine held a party for members and showfolk at the home of Mr. and Mrs.

WANT 3-PHONE MEN-3

For Shrine Circuses in Pueblo and Colorado Springs

C. V. BADGER

530 S. Tejon, Pueblo, Colo. Phone: 10207

5th Annual

MID-WEST PONY SALE

May 25th & 26th, 1951, Eldora, lowa May 25th & 26th, 1951, Eldora, lowa 200 Hackney, Welsh, Harness Show Ponies and Shetlands will be sold on May 25th, 200 Shetlands will be sold on May 26th. Registered and Grade Ponies—Silver Dapple Eight Pony Hitch Show Harness and Wagon will be sold on May 25th. This will be a wonderful place to This will be a wonderful place to purchase a matched group of young Lib-erty or future Trick Ponies that are only broke to lead and have never been spoiled. K. E. REISINGER & SONS, ELDORA, IOWA.

2 PHONE MEN—2" That Can Cut It

Enlarging my crew to handle bigger and better towns. This is a Mills Bros.' Circus crew. Work best sponsors, no lay offs. Want gentlemen; drunks, save your time. MY MEN STAY WITH ME. If you want steady work until November 15th, write, wire or phone ADVANCE. 15th, write, wire or phone ADVANCE PROMOTION AGENT, MILLS BROS. CIRCUS, Circus Headquarters, 205 Main St., La Fayette, Indiana. Phone 4045.

WANTED

Verne Corriel, please wire. Man to work Liberty Ponies, or can place Pony Drill. Can place Family Act. Also would like to hear from Bareback Rider, Ticket Sellers, Elephant Men, Cage Men, Working Men in all departments. Can place Talker for front of Show. Manager for

TERRELL JACOBS WILD ANIMAL CIRCUS PERU, INDIANA

WANT PHONEMEN

Terre Haute, La Fayette and Kokomo book, U.P.C., banners. Top commissions pay daily. Wire only.

T. OR J. TERRELL Terre Haute, Ind.

General Agent who knows how to book under auspices; Family Act doing three or more. Concert open. What have you? Candy Butchers, useful Show People write. Show under new ownership. Cook-house open.

BURLING BROS.' CIRCUS HENRY L. VONDERHEID, Owner & Mgr New Martinsville, West Virginia

WANT PHONEMEN

For Mills Bros. Circus. No waiting, no delay, pay every day. The following towns to play from here: OMAHA, LINCOLN, NEB.; FT. WAYNE, IND.; PITTS-BURGH, PA. Others to follow. If you want to make money, come on. Contact

H. R. MARTENEY Omaha, Neb.

TIGHTS by KOHAN 17 EAST 16 STREET NEW YORK 3, N. Y.

WANTED

Long season. No advances.

HAGAN-WALLACE 3-RING CIRCUS Answer as per route

Herman Nowitskys following the Saturday night show. Karl Cartright visited in Norfolk. He is working on a high striker at the beach for the summer. Jo and Slivers Madison gave a spaghetti dinner in their new trailer for Dorothy and Bill Kay and the writer.—HENRY KYES.

Kelly-Miller

Big show band members are Charles Cuthbert, director; Paul Bolton, Rusty Bader, Howard Stratton, Jack Evans, Herb Cliffguard, Dick Kriel, Russell Harrison, Carl Berggren, Billy Todd, W. A. Stevens and Mrs. Howard Stratton. The new all-steel bandstand with built-in calliope and speaker makes a flashy appearance.

Lowell Kriel, tramp clown, keeps the kids happy with his come-in antics. The Maurillos, casting act, garners laughs with their aerial acrobatic comedy turn. Show mechanics are laying bets on how often the Crosley clown car goes in and out without a break-

Clown alley thought they lost Ernesto, midget clown, the other night on a muddy track but found he was walking in a rut. Charles (Peanuts) McGehee keeps the giraffe show filled with customers. R. O. Scatterday manages to get

school kids out for the matinees. Jack L. Davis, pie car chief, turns out some delicious and varied menues. Mr. and Mrs. Don Whitney, of the concession department, returned to their Lamar, Mo., home because of Mrs. Whitney's illness. Visitors included Mr. and Mrs. Portis Sims, Mr. and Mrs. Verne Brewer, Mr. and Mrs. Art Henry, all of the Gainesville show: Bob Stevens, Stevens Bros.' Circus; Buddy Wamsley, Oklahoma insurance auditor; Honest Bill Newton, circus op; Archie Marshall, formerly of 101 Ranch show and now with the sheriff's department at Perry, Okla., and William T. Randolph, Gladewater, Tex.-EDDIE

Clyde Beatty

The two-day stand in Long Beach, Calif., was enjoyed by Len Keeler. His daugther and grandchildren live there. George and Rusty Vasoldi, who were with the show last season, also make their home there. At El Monte, the Sky Dusters spent the day visiting friends on the show. Bob Lorraine visits when his picture work permits. Mr. and Mrs. Fred and Mr. and Mrs. Frank Ringler have been guests of Clyde Beatty. Johnny and Milonga Cline purchased a new trailer in El Monte.

Carmen Caudilla, Jerry De-Wayne, Dorothy Brown and Milonga Cline, have been on the sick list. Emmett Kelly visited the dressing room to renew acquaintances. Rand Brooks and his troupe of Wild West stars joined for the concert. Hope Mc-Clennon is a new member of the aerial ballet. Jerry Dean visited in a navy uniform.

Norman and Shirley Carroll kept Dorothy Herbert, Rand Brooks and the writer busy on radio and television in San Diego. Recent visitors were Mr. and Mrs. Al Moss, Ed Golda, C. T. Grady, Mrs. Pat Graham and sons, Mabel and Esther Katz.—LAURENCE son.—MILDRED WELBES. CROSS.

Polack Western

Sunny California hasn't been living up to its name, and Jack Joyce's camels have been making good use of their raincoats. Walter Clausen has a new Maylayan bear cub which will make its debut in San Francisco, Frieda Wiswell sported a flashy paint job after the funny Ford number. Whodunit?

Harry Dann's French poodle, Soude, has a Dutch clip, thanks to Claude Arwood's artistry. Bumper Watson has made the marine corps football team. Dixie Hebert handled promotion of the Stockton date. Justus Edwards has kept our radio stars on the go. with spots everyday of the engagement.

Recent visitors included Dr. H. Gallup, Honey Shyretto Hebert, Mrs. Dixie Glasgow.—SUSAN and Martin Boode, Johnny and Vivian | CAROL CAPELL. Promotion Managers. Plenty good towns and auspices. Tickets and banners Joyce Cook, Mrs. Joyce Irving, the Poodles Hanneford family, the authored a book entitled "Father Fishbacks, Hap Henry, Lou John-Owned a Circus." He is the son son and personnel of West Bros.' of the late John Evans. Dorrance Circus.—HARRY DANN.

Ringling-Barnum

THE BILLBOARD

Last week's gossip didn't appear because the writer flew to Sarasota, Fla., to attend her stepfather's funeral. Annual show was given at Bellevue Hospital, with clowns, elephants and a number of acts working. The morning show for orphans and underprivileged children also was presented. Arthur Godfrey's TV show had a number of the personnel as guest stars. Arky Scott had one of his elephants there, with Godfrey doing the foot-in-the-face trick. Faye and Billy Snyder did a trap routine and then Billy held Godfrey for a routine of his own. Jimmy Armstrong sang to accompany one of the cat acts. Chaludis also worked and Doc Henderson appeared and presented Godfrey with his new book, Circus Doctor, by Doc and Richard Taplinger.

Columbia Broadcasting System televised the Danger program, The Killers Scarf, in the menagerie with the following taking part: Felix Adler, Jimmy Armstrong, Frankie Saluto, Dave Murphy and Doc Henderson. Frankie Saluto had a large picture in The Inquirer, along with Emmett Kelly and Otto Griebling. Ernie Burch and Albert White were presented with a cake for their First-of-May party. All the clowns participated. Antoinette Concello celebrated her birthday and the girls presented her with a basket of flowers.

Nina Unus celebrated her birthday with a party. Del Graham also celebrated a birthday. Agent Stanley Wathon visits frequently. Madeline Parks has been working in the menagerie. Udo Kurka is show's mailman. Visitors included Mr. and Mrs. Charley Jones, Bill Day, Mr. and Mrs. Jim Hoye, Ralph Holt, Eddie Stinson, Bill Ballentine, Murray Burt, Lillian Witmak, Flo Erickson, Mr. and Mrs. Ward Shafer, Helen Curtis, Henry Van Loon, Benny Cristiani, Bea Konyot and Charley Fredericks.-MARY JANE MILLER.

Rogers Bros.

Show gave Augusta, Ga., its first circus parade in 20 years. The newly born monk in the Wild Life show has been christened Major Guinsberg by Owner Si Rubens. Carlos Anchia took an unscheduled bow when he under estimated the distance he was sliding from cradle to double trap bar and landed in the ring.

Fragments-Enoch Bradford is the new superintendent. Snookie Morales, her husband and child are visiting the show. Harry Villeponteaux's wife worked in the grease stand one night. When Frank De Riskie visited in Columbus, Ga., he got the bug and climbed into Mary Carlton's traps to give her a few pointers. Stan Reid, Mrs. Engesser and daughter and Frank Ketrow were recent visitors.—BILLY BARTON.

Cole & Walters

Mike Malas is recuperating from an injury sustained on Hamid-Morton Circus. Frank Ellis left for Raum's Cavalcade of Stars. Kansas City and Emporia, Kan.

Visitors included Mr. and Mrs. Leo MacKenzie, Doctor Cooper, Mr. and Mrs. Al Banard, Fred and Betty Leonard, Mr. and Mrs. Julian West, Mr. and Mrs. Montana Earl, Fred Stafford, Mr. and Mrs. Ross McKay, Clara Walker, Mrs. James Redwine, Richard Dean, Beverly and Mrs. Richard Childers, Gayland Ashley, Mr. and Mrs. Pete Buckingham, Mark Anthony, Bob- Moody, Tom Crawford, Harry Bonby Kay and mother, and Tommy sell, Paul Van Pool and R. Hodg-

Biller Bros.

Show encountered much rain last week but no performances were lost. Sam Snead, professional golfer, visited in Lewisburg, W. Va. Fay Avalon, clown is doing Shrine officials from Houston and the come-in. He also does a number with Tommy Whitside in the last walkaround.

Velma and Bert Morey are doubling in the Side Show with their dog act. Chester Gregory is proving a good draw in the Side Show -IRA GASKILL.

Capell Bros.

Show had two good houses in Fulton, Mo., April 29. Mexico. Mo., was passed up because of high winds and soft lot. Norma Capell is learning the cloud swing. Visitors included Mr. and Mrs. H. Conley, the Larry Breedens, Red Reader, Willie Rawls, Mr. and Merle Sprague, Bert Martin, Ted Mrs. Howard Y. Bary and Mr. and

> Sherlock Holmes Evans has is the publishing company.

Under the Marquee

When George A. Hamid, New York talent booker, was interviewed on the April 27 "We, the People" TV show in regard to his book, "Circus," Helen Haag's chimpanzees were used as background. The Haag chimps have been with the Hamid-Morton Circus, which opened in Memphis February 10, and rejoin the show when it reopens in Montreal.

New York Daily Compass gave a full-page pix-and-text spread in its May 4 edition to the idea of George A. Hamid and Bob Morton, operators of the Hamid-Morton org, thru which free instruction in performers' arts would be given in the cities played by the show. Pictured were Zilda and Gisette Zoppe, of the bareback riding family, and Peaches O'Neill, who was shown training her 2-year-old daughter for trapeze work.

Rev. Edward S. Sullivan, circus priest, has been named pastor of All Saints Church, Roxbury, Mass., and left Sacred Hear Church, Gloucester, Mass., April 25, to assume his new duties. . .

F. A. (Babe) Boudinot, general agent, Ringling-Barnum circus. headed for Philadelphia, Tuesday (8), in preparation for the show's stand there late this month. He planned to return for a final day in New York, Wednesday (9).

E. W. Adams, of Atlanta, caught the Rogers show at Decatur, Ala., and Don Robinson, at Villa Rica, Ga. He also saw the King Bros.'

Big Ruth, lead bull of the Ringling-Barnum circus' herd, is spotted in an illustrated article by Juliet Bridgman which appears in the May 5 issue of The Saturday Evening Post.

Harry DeDio Jr., 10-year-old son of Sadie and Harry DeDio, dog act, was awarded the runnerup slot in Columba Broadcasting System's recent "Grand Chance Round-up" TV show competitions. Harry Jr. worked three dogs and juggled the devil sticks. He was presented with seven U.S. Savings Bonds. Show marked the first time he worked solo,

Visitors at the St. Louis Police Circus included Ethel Robinson, Chicago booker; Viola McLeod. Polack Bros.' Chicago secretary: Nellie Vaughn, Thearle-Duffield Fireworks, Chicago; Mr. and Mrs. Wally Fernandez; Edna Curtis; Mrs. Cavanaugh; the Charley Zematers, Chicago; Bill Nelson, Jack Lehr and Jack Leontini, of the Packs office; Bertha Cooper; Bernice & Brock: Billy O'Neill; Charles Lamont; Carl Troyner, and Mrs. Fred J. Staneliff.

JoJo Lewis, clown with the St. Louis Police Show, has signed for the Tom Packs Circus and later will play fairs with Jack

Mary Jane Miller, of the Ringling show, was in Sarasota, Fla., recently because of the death of her stepfather, Archie Campbell. Campbell operated the Florida Trailer Headquarters in Sarasota.

Visitors at the Cole show in Chicago included L. A. Dawes, of Peru, Ind.; Nat Green, Ringling-Barnum; R. M. Harvey; the Macchinos; the Gretonas; the Emil Pallenbergs Sr.; H. J. McKay, Oklahoma City; Frank Wissenger, Peru; Henry French; Albert Fleet; Edna Curtis; Orrin Davenport; Bob Halvie, Peru: Lorne Russell; Dr. H. H. Conley; Ed Davis: Clem Butson, English circus producer; John L. Andrews, producer of Houston and Fort Fort Worth. Clyde Wixom, Detroit, visited en route home from Rochester, Minn.

The Hodgsons (Robert, Caroline and Carol), aerial act, have moved from Galveston, Ind., to Kokomo, Ind. Carol, who finishes school this year, will do her rolla bolla on a high table this season. . . . Thomas R. Pop-lin, who has left Biller Bros.' (Continued on page 69)

ACTS WANTED

FOR MY 1951 FAIRS & CIRCUSES

ERNIE YOUNG

203 N. WABASH CHICAGO 1, ILL.

CAN PLACE

2 more real Promotional Men or Women - Banners, Tie-Ups, Taps, Tickets, etc. Good ones only. Good berth for hustlers. Can also use good Rodeo with opening spec. and complete program. No collect wires.

CHARLES KYLE

104 Judson Ave., New Haven, Conn.

WANT **Promotional Directors**

Plenty towns. Good auspices. Drunk limbs, stay where you are. If you can't produce, do not answer. This is no fi-nance corp. Want Boss Canvasman, Side Show People, Seat Butchers, Workingmen, come on. Marion, Ind., May 8; Alexandria, 9; Richmond, 10; Union City, 11; Connersville, 12; Urbana, Ohio, May 14; St. Mary's 15; Bellefontaine, 16; Defiance, 17. BILL MORRIS

KELLY & MORRIS CIRCUS

WANTED **Colored Musicians**

Performers and Girls. Join on wire. Center, Texas, May 11: Jefferson, Texas, May 12; Minden, La., 14; Magnolia, Ark., 15. Milt Robbins, Mgr.

PHONEMEN BOOK UPC TICKETS

Strong Auspices-Polio. Wire or Call

HARRY PEEBLES 1103 North Blackwelder Oklahoma City, Okla. Phone 5-0466

Wonderful Proposition for GOOD SCALE MAN AT SUMMIT BEACH PARK, AKRON, O.

Large Kron Platform Scale. Works for 25¢, 50¢, \$1.00. THREE SHIFTS WORK-ING. Call LOUIS WISH

UNiversity 4-8498 Address 18620 Ardmore St., Detroit, Mich.

BUD DECKER

PHONE

Orlando, Fla.-7527

CAPELL BROS. CIRCUS WANTS

Boss Canvasman, also Mechanic. Circus People, contact. Address

H. N. "DOC" CAPELL, MGR. Per Route

TWO PHONEMEN

Mills Bros, gate; good auspices. Pay daily. No drunks. No collect calls.

HAL MYERS Oshkosh. Wis.

WANTED

More Trick Riders and Trick Ropers, Cowboys, Cowgirls, Acts. For my Number One and Two Unit. Have for sale—White Arabian Mares, also Colts by their side, priced reasonable. (Lightfoot, answer.)

Steele's Attractions LONDON OHIO

30 CHIMPANZEES

WANTED

STATE ALL FIRST LETTER.

P. O. Box 154 Thousand Oaks, Calif. TONY GENTRY

Strates Adds 5 Cars To Haul Terrell Jacobs Circus Unit

Added Rail Units Up Total to 45, **Boost Transport Costs About 13G**

James S. Strates, owner of the Parker, who recently bought the only 45. Since the tariff for 45 announced that he was adding five cars to his train for a total of 45. The unit will be used to transport equipment for the Terrell Jacobs Circus which will soon join as a featured back-end presentation.

The four flat and one steel box

Hannum Beats Cold To Score **Record Preem**

COLUMBIA, Pa., May 5.— Seven-day stand here ending April 28 gave the Morris Hannum Shows the biggest opening date in the org's history, with all hands reporting plenty of freespending patrons despite a few cold nights and rain late Saturday

Strong drawing card was advertising which pointed out that Morris Hannum would be the last show to play the 20th and Greenwood lot before Greyhound began construction of a new bus terminal there.

Leola's Side Show scored a record take, while Katzie's four-ride kiddle adjunct did capacity business. Suicide Simon, free act, was Shows, now in the eighth week of start. injured but is recovering rapidly. its season, is finding spotty biz in Two Saturday matinees brought solid returns, with the second, featuring a bicycle giveaway, proving the biggest.

Biz Continues Okay for Marks

ESSEX, Md., May 5. - Aided by warm weather, business continued top drawer for the John H. Marks Shows at this Baltimore suburb stand. A Little Dipper purchased from the Allan Herschell Comand did capacity biz.

Personnel includes Allan Travers, general agent; Crawford De- O'Brien is now in charge of front orge, billposter, and Joe Samara, gate tickets. Whitey Pelley, busi-Diesel engineer. Herry Weiss has ness manager, has returned from

PHILADELPHIA, May 5.- | car were purchased from Bob | now owns 46 cars, but will move shows bearing his name, yesterday Johnny J. Jones equipment in is the same as for 50, it is conpartnership with Sam Solomon | ceivable that four cars may be The sale gives credence to an earlier report that Parker and fixed cost, if conditions warrant. Solomon will sell much of the Jones equipment.

> Strates said Jacobs will present a circus performance featuring his well-known cat act in a big top used by the showman last season on the Royal American Shows. Jacobs, who has appeared on many circus bills, including the Cole Bros. presentation which shutters tomorrow in Chicago, has also trouped with the World of Mirth

> Topping the 40-car bracket will jump railroading costs 11 to 12 per cent, or about \$13,000 on the season, Strates said. Increasing the train size will lead to contingent costs, since more personnel and equipment will be needed he said.

> Strates' action is unique in that the trend in railroad show circles is to cut rather than add cars because of pyramiding costs. Strates

Georgia Spotty For McSpadden

WASHINGTON, Ga., May 5 .-J. R. McSpadden's Lone Star Georgia. After good weeks in Milledgeville and Thomson, the secretary; Beeman Yancey, busiorg had disappointing results in Sandersville last week.

Emile (Sol) Solomon has been made general agent, succeeding Johnny Caruso. R. M. McSpadden bought a new Chevrolet. His mother, Mrs. Myrtle McSpadden, secretary, will leave shortly for a physical check-up in Chicago.

Curley McFarland joined . with bingo. Red Neck Eaves joined with two concessions. C. M. Willis is another new operator. John Conway, cookhouse owner, was winner in litigation growing out pany arrived in time for the date of an accident in Macon the week before opening, receiving judgment for damages sustained. Peggy a trip thru the Carolinas.

HENNIES OPENER BEST SINCE 1948

First Gate Tops '50 by 25 Per Cent; Lash Larue To Join at Little Rock

HOT SPRINGS, May 5 .- Hen- | cent above the '50 Hot Springs nies Shows in its first week-end opener. under new co-owners J. C. Mc-Caffery and Paul Olson, racked up business here that topped any similar period of the past two years. Attendance at the Friday night (27) bow was an estimated 25 per

Bibs Malanga Dies in D. C.

WASHINGTON, May 5 .- William (Bibs) Malanga, 61, wellknown Eastern concessionaire, died here April 28 following a heart attack. He had been in ill health for several years. Malanga left New York a few weeks previous to join the James E. Strates Shows here.

In show business for about 40 years, he was a member of the National Showmen's Association, New York, where he served as sergeant-at-arms. Survivors include his widow, Mary; three brothers, Dan, Joseph and Robert, Rock Livestock Exposition. and five sisters.

tery, Hartsdale, N. Y.

B. O. (Button) Grantham's Monkey Show, hyped by a chimpanzee escape story that broke in wire services and area newspapers, topped the midway on opening Saturday.

The shows will be expanded at its first road spot, Little Rock, when Irwin Miller's minstrels and Lash Larue and his Western show will join. Two additional rides and several concessions will also be added there.

Co-Owner McCaffery left before the bow for his Miami home with one arm in a sling as the result of a broken wrist. Olson served as host at the opener which was attended by Judge Ryan and Harry Simdar, the later president of the Hot Springs Showmen's Associa-

Other visitors over the week-end included Mr. and Mrs. Charles McDougall, en route to join the Royal American Shows at Memphis; Mr. and Mrs. Benny Field, and Sen. Clyde Byrd, of the Little

Olson hosted a number of Hot | Org has been chartered to oper-Services were conducted here Springs orphans Saturday after- ate a carnival in Fresno County.

and in New York, with interment noon (28) and in addition to free Authorized capital stock is 2,000 at the NSA plot in Ferncliff Ceme- rides the kids were given ice shares, no par value. Dias and cream and popcorn all around.

acquired to take advantage of the

In joining the show Jacobs will move his equipment on three system flats and a box car. A load of equipment, including a front, has already arrived. Besides providing transportation for the Jacobs unit, the additional cars will make it possible to carry additional equipment. The show train has long been overloaded and the additional space is needed, Strates said.

Jacobs is the second major show addition announced by Strates in the past week, the other being a Hawaiian unit which will be produced by Ted Megaarden.

Road Opener Gives Smith Okay Takes

CONEMAUGH, Pa., May. 5.-Despite chilly weather, the George Clyde Smith Shows pulled sizable crowds opening night here in the first stand since leaving Cumberland, Md., quarters.

The lot is in the heart of town with part of the midway set up on the street. Jewel Box Casino and Harlem in Arabia shows had the best grosses. Johnny Nugent's Jungle Show did well after a slow

Staff includes George C. Smith, owner-manager; Fred DeCoursey ness manager; Hal Curtis, mechanic; F. A. Norton, electrician, mailman and The Billboard agent, and Sam Collier, sound car. Personnel includes:

Rides, Shows

Merry-Go-Bound, E. B. Gray; Chair-plane, Art Halsted; Ferris Wheel, W. R. Tucker; Kiddie Autos, Laird Johns, and Kiddle Swings, Paul Gachnour. Shows include Johnny Nugent's animals with Morris Bennett, tickets. Punhouse, William Sir-baugh. Jewel Box Casino, Leonard Rogers, manager and emsee; Bessie Dennis Elizabeth Rogers, Rosemary Bowen, dancers; Homer Bowen and George Dennis, music. Harem Revue, John Jernigan, man-ager; Jane Allen, Caldona Jones and Lu-cille Robinson, dancers.

Concessions

Gus Rigus, cookhouse; James Fay, French fries; Joe Costiball, popcorn and candy apples; O. W. Lewis, candy floss; Clinton Phillips, airplane game; Eddie Bennett, bumper; L. H. Lee, ball game; Robert Leece, cat rack; Mrs. Joe Reynolds, fish pond. Jones' bingo, Gene Snyder, man-ager; Mrs. Gene Snyder, checker, and countermen, Paul C. Ziegenfuss, John Harman Jr., Robert Sterling, Jack Minton and Luther Snyder. J. B. Handly, pea pool; Beeman Yancey, 7; Whitey Johnson, 7, and Joe Reynolds, 4.

Chas. Miller To Operate With 35 Rides

LA GRANGE, Ill., May 5. -Miller Amusement Enterprises will tour five major ride units this season in addition to a number of smaller ones for a total of 35, Charles Miller, owner, announced,

A solid route of celebrations has been laid out for the five bigger orgs, while the smaller ones will be kept busy at picnics and outings, Miller said.

Painting and repair work at quarters here is nearing completion. Nine Miller rides which had been at an Augusta, Ga., kiddieland this winter will be bought back by Jack Kelly.

Cavalcade of West **Shows Organized**

SANTA CLARA, Calif., May 5 .-Cavalcade of the West Shows have been incorporated by Paul J. Dias. Joseph P. Kelly and William J. Prentice, all of this city.

Kelly filed incorporation papers. | show titled Hi Frenchie featuring Miami Springs, Fla.

Don Franklin Org Opens for 98 Days In Ft. Worth Spot

FORT WORTH, May 5. - Don Franklin Shows opened a 98-day stand on the old Casa Manana lot next to Will Rogers Coliseum here Friday (4) and will remain off the stand on the old Casa Manana lot road until the fair season.

In the line-up here were 5 major rides, 5 kiddie rides, grab stands, candy floss, popcorn and peanuts and a few other concessions. Only other ride competition here is from the city zoo.

Royal American **Gets Siameses**

Siamese Twins, Yvonne and Yvette Prime joined with Bob Parker's Jones, who have been exhibited derby races. on the Clyde Beatty Circus midway since April 5, will open with the Royal American Shows in Memphis. The decision to move the babies, joined head-to-head, was reached here yesterday in a settlement made between Edythe Sterling (Younger) and Cliff Younger, and Lorow Bros., Miami operators of Side Show attractions on RAS.

Under the terms of the settlement, the twins will be exhibited on the carnival, with the Youngers getting a percentage of the take. When settlement negotiations were started 10 days ago it was the Youngers' plan to tour with the infants on the shows.

Both Lorow Bros, and the Youngers claimed contracts for the showing of the twins. Lorow Bros.' pact was with the mother, Mrs. Willie Jones, while that of the Youngers was with the twins, both minors, and was approved in Superior Court. With both parties the litigants, as well as the babies George Gillette and Dick Eland mother, to share in the earn-lery, of Gillette Bros.' Shows;

Schenectady **Opens Strong**

SCHENECTADY, N. Y., May 5. -Aided by warm weather, O. C. Buck Shows opened its first road date here to big crowds that continued thru Wednesday night (2). Org moved here from its Troy, N. Y., winter base opener that was a winner for all departments despite cold weather.

All equipment is up here which was impossible in Troy due to the lot. New fluorescent light towers add to the flash and a new marquee top was added here. Walter McCracken popened his Monkey Show and Campbell's new Water LOS ANGELES, May 5. - The Show preemed. Mr. and Mrs. L. L.

> Jeanette Star joined here as femsee on Roxie's Palm Beach Follies and John Carter came on as property man: E. C. Evans has been unable to join and is confined to his Columbia, S. C., home. Sidney Goodwalt has taken over the

Mr. and Mrs. Gene O'Donnell joined at Troy. John, James and Pat Parrotta arrived with their duck pond and balloon stores. Other late arrivals included Jack Stein, George Hoar, Pete O'Connell and Ambrose G. Wilder. Mr. and Mrs. Joseph Rice have the glass pitch; Larry Newman, cats; Jack Burke, dolls; Steve and Ada Zankura, pitch, and Mr. and Mrs. John Levitt, blocks. Show recently took delivery on a new Chevrolet for the use of press agent, Roy F.

Visitors included Mr. and Mrs. Art Pensault, Mr. and Mrs. Harry holding bona fide contracts, the Agne and daughter; Danny O'Consettlement makes it possible for nell, of the King Reid Shows; Whitey Beardsley, Coleman Bros. Royal American opened yester- Shows; Mr. and Mrs. Dick Murry. day but the appearance of the of the Dutchess County Fair, Jones twins was delayed because Rhinebeck, and Guy Adams. James of a final decision on the negotia- Holback is visiting his sister, Mrs. William Beldock, in Racine, Wis.

C&W SCORE 25% HIKE IN BOW BIZ

Petersburg Soars With Army, Weather, Free Spending Aiding

PETERSBURG, Va., May 5. - | Billy (Zoot) Reed. Unit scored Cetlin & Wilson Shows prepared to wind up its opening engagement here tonight on the Washington Street show grounds. Co-owners Jack Wilson and Issy Cetlin said contributing factors were the good weather lasting thruout the run, which began last Friday night (27), and the apparent plentifulness of money. Armed forces personnel from adjacent Fort Lee and nottoo-distant Camp Pickett also helped to swell the totals. The date encompassed an army, pay

All units of the show, which winters here, were in excellent shape, reflecting considerable winter quarters activity. New tops were in use by the Raynell show, Wild Life, Unborn and Monkey

Moore New Staffer

With the exception of William Moore, new concession manager, the staff remains the same, with Cetlin and Wilson sharing management, R. C. McCarter, general agent; Richmond Cox, publicity di-rector; E. K. Johnson, special agent; William Hartzman, treasurer; Whitey Walker, secretary, and Johnny Brooks, trainmaster.

Special children's matinees today and last Saturday, arranged by Cox, were lucrative. Bicycles for giveaways were promoted for both days by Cox thru local mer-chant tie-ins. The Police Club's boys, newspaper carriers and members of the Shrine were hosted on separate nights.

New Raynell Unit

Raynell has produced a new

Gate and gross increases averaging a solid week with pubic appear-25 per cent appeared likely as the ances by Reed at a number of civic gatherings helping to publicize it.

Earl Chambers has installed gasoline motors in his Monkey Speedway cars for a complete routine revamp. Earl Purtle is featuring two lions in his Motordrome. He also has three kiddle rides. Mickey Mansion is featuring in his Side Show Joseph Hilton, magic; electric woman; Henry the Pin Head: Pat Notron, headless girl; Curly, painproof man; Mil-dred, iron foot marvel; Percilla, monkey girl, and Emmett, alligator

Jack Fink has the cookhouse which was operated by Dorso and Goodman for the past several

Peter Manzi Dies in Md.

GLEN BURNIE, Md., May 5. -Peter Manzi, with the John J. Marks Shows for 15 years, died April 26 following a heart attact while shows were making a stand

Prior to his connection with Marks, he spent six years on the World of Mirth Shows. He was a member of the Richmond, Va., local of the International Alliance of Theatrical Stage Employees.

Services were held April 28, with nterment in Holy Cross Cemetery Baltimore. He is survived by his widow, Isobel, who will continue with the show, and a son, Jack, of

Let's Make Hay While the Sun Shines

BEAUTIFUL PUNKS, \$36.00 Doz. For Punk Racks, long wool,

SAME PUNK, \$21.00 Doz. Rejects, 1 inch wool, special while they last. They must be good, 1 just shipped 11 dozen to one man... OUR BUSINESS IS VERY GOOD, THIS WILL BE A MONEY YEAR! Send for Our Catalog.

RAY OAKES & SONS Box 106, Brookfield, Illinois Phone: Brookfield 8860

'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





SHRUNKEN HEADS, LONG HAIR LIKE PHOTO, PREPAID \$12.00 Male Head, short hair, prepaid \$8.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby, many others. Write for Latest Circular Showing Photos and Prices. TATE'S CURIOSITY

SHOP 3858 E. Van Buren St. Phoenix, Arizona

LESLIE'S TRAILER PARTS and ACCESSORIES Complete line of Trailer Parts and Accessories available at all times Mail orders our specialty Shipments made within 24 hours to all points in the

U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626

FOR SALE

7-Car Tilt-a-Whirl, good condition. New Power unit. Must be seen to be appreciated. In operation at Great Falls, Mont., next four weeks, \$4500.00 cash, no propositions. Write or wire

E. L. ECKER

224 1st Ave. So. Great Falls, Mont.

Midway Confab

Corp. William Patterson, formerly with the cookhouse on Great Sutton Shows, is with the army in Korea. He's with Headquarters Company, 2d Bn., APO 301, care of Postmaster, San Francisco. . . . Jimmie Annian joined Page Bros. Shows in Springfield, Tenn., with his rat game.

Granite State Shows played host to 125 orphans from three Manchester, N. H., homes Saturday morning (28). The kids were treated to free rides and refreshments and brought to and from the midway via chartered busses. . . . Dolores Hauser, who is working club dates in and around Pittsburgh, recently took delivery on a new Packard sedan.

After leaving the Linda Lopez Side Show recently at Clovis, N. M., Pinky Pepper bought a new outfit and is operating a Sex Show on the Cloverleaf Amusement Company. Louis-Louise is featured, with Jerry Marshall handling the front.

Cleo Renee, Red Tanner and Johnny Taylor have joined the Regal American Shows with their G-String Revue, featuring Talla Tivoli in her gin bath. . . . Mr. and Mrs. Joseph Lehr pen from Philly that they have had word from Mr. and Mrs. Charles Roth, concessionaires, of their arrival by boat in Sweden to visit Roth's by boat in Sweden to visit Roth's parents. The Lehrs visited Nate Lagle and his Hollywood Midget Eagle and his Hollywood Midget Show on the James E. Strates Shows when that organization played Philadelphia recently.

Funeral services were held in Miami, Tuesday (1) for Norwood D. Nelson, 51, a member of the Miami Showmen's Association, who died there April 27. . . . Al Alfredo has taken over the Side Show on Johnny's United Shows for the season.

Esther and May Spence were nightly visitors on the Morris Hannum Shows when the org played Columbia, Pa., the week ending April 28. Hannum spent much time with Pete Womback, local columnist friend of show iolks.

Don Romero pens that he was injured in an auto accident April 21 at Perryville, Md., and that after 20 years he is leaving show business. He requests friends to write to him at the White Marsh predicament next week in Johns-(Md.) Post Office.

Gean Nadreau has booked his Hawaiian Show on Royal American Shows thru Nat Rogers. Unit opened with RAS at the Memphis Cotton Carnival May 5.

EVANS'

HIGH STRIKER

A consistent money maker! Center of

attraction at Amusement Parks, Fair

Grounds, Picnics, Carnivals. Built to make

and take plenty of action. Quality built

throughout and substantially constructed

for many years of profitable operation.

28 ft. standard in 3 sections for easy

handling. Includes maul, tool-steel nickel-

SEND FOR CATALOG

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

CONCESSIONS, BINGO TENTS, RIDE TOPS.

MOTORDROMES, SHOW TENTS

California Asproved Flameproof Ma-

terials Available. Tents and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS' SHIPMENT ON MOST SIZES.

plated chaser, 2x4 braces.

CHORTENTS

playing Chicago lots with Sam Goldstein, infos that business has been okay when weather has been right. . . . Bill Hunt, formerly with Hennies Bros.' Shows and lately of Birmingham, is back on the road as publicity agent with W. G. Wade Shows in the Michigan-Indiana territory.

Andy (Diggers) Allan Jr., now

Mrs. Verna Avery, owner of Avery's Modern Shows, is opening for the season, May 11, at Clarenceville, Mich., and will play in Detroit's suburban area for several weeks. . . . Leo Lippa, retired carnival owner, who has been in poor health for several years, is confined to bed again by his doctor's orders.

Leon Long recently visited James Reid and Lorris at Wallace Bros.' Shows quarters. . . Danny McNamee, who produced radio programs in Texas for the past year, recently joined the advertising department of Campa Bros.' Circus.

Philly Stand **Gives Strates**

PHILADELPHIA, May 5.-The James E. Strates Shows are winding up a fair week of business here today at the Cottman Street and Roosevelt Boulevard lot in a residential section.

Because the location is far from ideal and the small lot made it impossible to display the shows to advantage, or even to erect all of the units, business has been about as good as expected, owner Strates said.

The weather has been good and attendance has climbed steadily thruout the run with paid admissions totaling about 6,000 Thursday (3). Strates said that spending was only average.

It was necessary to leave a Rolloplane and several kiddie units down here. The wings of all show fronts also had to be trimmed in order to squeeze on the lot.

Shows will be in an even worse town, Pa., Strates said. Manager Dick O'Brien reported from that town that the lot is barely half as large as needed. It has already been decided that it will be necessary to leave down two of the shows' four Ferris Wheels as well as lesser units.

Babcock in Europe, Show in Operation At L. A. Funspot

LOS ANGELES, May 5.-While Frank Babcock, owner of Babcock's United Shows, tours Europe in search of new types of rides, his show is operating at Lincoln Park, formerly Selig's Zoo, here. The show opened April 1 and will continue there indefinitely.

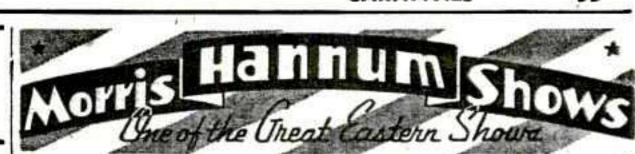
Babcock is currently in France but is expected to leave soon for the low countries. He will return in about six weeks.

According to J. C. Cones, manager-secretary, the show has nine rides. No shows are being featured at this time but they, along with concessions, will be added later. Sam Hughes is the shows' audi-

Macon Continues Good For Robertson-Caler

MACON, Ga., May 5.-Robertson and Caler Amusements did satisfactory business in its third week here and due to cancellation of its July 4 stand at Seymour, Ind., may remain in this area a while longer, Paul Robertson, coowner, announced. Shows were originally skedded to leave here June 1.

www.americanradiohistory.com



Lebanon, Pa., May 14-19

First in---heart of town---eight miles from Indiantown Gap

Fifty thousand soldiers

Big Bethlehem steel payday

SHOWS-Wild Life, Snake, Midgets, Monkeys, Illusion. Our route is terrific for Motordrome and Penny Arcade.

RIDES-Tilt, Cat, Rocket, Comet, Spitfire.

CONCESSIONS-Room for a few more Hanky Panks. One choice Wheel. Grind Store and Blower.

HELP-Capable Ride Men who drive. Come on.

FOR SALE—Blue and White Marquee, \$95.00

All replies

MORRIS HANNUM

Penn Harris Hotel, Harrisburg, Pa., now; then Wiemer Hotel, Lebanon, Pa., next week.

Pringle, Pa., May 14 to 19

First in. Largest Celebration in East. Bigger than any Fair. Want Shows of all kinds. Posing Show Operator. Motordrome, Fun and Glass House, Arcade. Johnny Rea, Dave Logan, Johnny Eck. Obrien, Leavengood. come on.

Rides not conflicting.

Concessions-French Fries, Custard, Diggers, Rotaries, Photos, Short Range, Striker, Ball Games, Jewelry, Hanky Panks. What have you?

Due to disappointment want Electrician and Lot Man. Bingo Countermen. Stretch Rice wants agents. Ferris Wheel Foreman, Second Men, Semi Drivers preferred. come on.

Dancers Wanted-Pam, Rusty, Millie, Connie and others contact Buddy Bernstel. Teddy Rogers, come on. Talkers wanted for money-getting Grind Shows.

All address Towanda, Pa., this week.

BULL SMITH, Gen. Supt.; LOUIS (STRETCH) Rice, Bus. Mgr., or MICKEY PERCELL, Gen. Mgr.

WILL SELL EXCLUSIVES

On Popcorn, Apples, Floss, Photos, Diggers, Lead Gallery, Custard, Scales and Penny Arcade. Want Ball Games, Bumper, String Game, Set Outfit, Glass Pitch, Hoop-La, Pan or Rat Game, Basket Ball, High Striker, Darts. All Concessions open. WILL PLACE BLOWER, SWINGER, BUCKETS, PIN STORE, ROLL DOWN AND TWO STOCK WHEELS. Paul Boyette wants Pea Pool Dealer, Skillo, Count Store and Peak Agents. WIRE OR PHONE

MAGIC EMPIRE SHOWS

Gallatin, Tenn., This Week; Then Per Route

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA Org broke in a new lot on Orchard Avenue, near the new National Guard Armory, a densely Worrying is like sitting in a rocker. There's a good deal of agitation without getting any-STOCK TICKETS populated area. Gaylord (Whitey) One Roll\$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
Fifty Rolls 22.00
100 Rolls 40.00 One of America's Oldest and Most Reliable Caler, co-owner, added a grocery Suppliers of Carnival and Concession Merchandise! wheel after Joe Miller left for Ohio. Skinny Lanier arrived to Write for "Early-Bird" Price List! We manufacture take over the Funhouse front, TICKETS ROLLS 2,000 EACH working in clown costume. Dick Double Coupons of every description Double Prices Wilson reported his concessions No C. O. D. Orders were big winners during the sec-Toledo (Ticket City) 2, Ohio 114-116 Erie St. UNION SQUARE . NEW YORK 3, N.Y. Size: Single Tkt., 1x2 ond week.

SPECIAL PRINTED Cash With Order Prices: 2,000 6.90 6,000 7.86 Q 8.70 % 9.60 E 8 000 10,000 6 15.50 00 20.50 00 33.00 00 133.00 00

CARNIVAL WHEELS



24"-30" 36"-42" ALL

BALL BEARING

IMMEDIATE DELIVERY

WHEEL SEND FOR CATALOG!

MORRIS MANDELL, Inc. 26 East 13th St. (Dept. W)

New York 3, N. Y. Phone ALgonquin 5-5912

GIRLS GIRLS \$75.00 a Week

For Girl Show-Hula, Rhumba, Fan and Strip Dancers. Also Talker and two Ticket Sellers. JEANIE and ED BUNCH, wire and come on. Betty and Evelyn Loraine, wire.

F. W. MILLER

Care of World of Pleasure Shows, Battle Creek, Mich., May 7 to 12; Lansing, Mich., May 14 to 19.

WANTED

MERRY-GO-ROUND FOREMAN (Littie Beauty). No drunk. Drive Semi. Man to take charge of Bingo. Good proposition. Chicago lots.

SAM MENCHIN

Phone: SUperior 7-7243

Harry Craig Shows

Girl Shows, Grind Shows of all kinds, Fish Pond, Hanky Panks of all kinds, Bingo, Hi Striker, Shooting Gallery. Agents for Bowling Alley, Penny Pitch Agents, Ball Game Agents. Stanton, Texas, now.

For Sale or Lease

Complete Carnival — Wheel, Merry-Go-Round, Fly-o-Plane, 12-Car Ridee-O, 3 Kiddle Rides, Tractor and Trailers, 10 Transformers, Ground Cable, 10 Concessions, 4 Show Tops and Insides. All booked, 12 Fairs; will carry some paper. Will sell part,

> E. MITTCHEL Emporia, Kans.

SIDE SHOW

People all departments. Revere Beach,
Boston, opens Friday, May 18.
Call for Slim Curtis & Co., Carl Holley
& Co., Albert Short, Garfield, other
Freaks, good Mental Act, Booth Worker,
Bitch Marielan College Talker, Fairs Preaks, good mental Act, Booth Worker, Friest, Britch Magician, Grinder, Talker. Fairs to follow. Address: LES NICHOLS or W. J. (BILL) O'BRIEN, Side Show Building. Phone between 6 and 7 p.m. Call the number only, Revere 8-1927.

Clarence J. Thames

Wants Girls for Girls Show, also Talker, Whitey Rogers Contact

> Care of AMP Shows Marion, Virginia.

WOLF GREATER SHOWS

Litchfield, Minn., May 14-19; then as per route. Want Operator for Funhouse. Want Operator for Roll-A-Whirl. Want Ride Help on all Rides. Want Cookhouse Help.

SHOW TOP

Size 20x40, five Banners, Toy Monkey and Mouse Circus, all in good condition.

Also will book a good Mechanical Show
or Snake Show. All Fairs and Celebrations booked for season.

Mrs. Pearl Weydt

c/o RIDES

VIROQUA, WIS.

CONCESSIONS WANTED

For REUNION, Hymera, Ind., July 19-20-21.

WM. SARGENT, Chmn.

From the Lots

Crafts Exposition

LOS BANOS, Calif., May 5 .-Shows pulled in April 30 for the annual May Day celebration. At to high winds, rain, hail and floods.

Ray (Boston) Kennedy, former griddleman, was inducted into the army at Fort Ord, Calif.

Mr. and Mrs. H. C. Harvey and Bill McMahon left to join the other Crafts' org. Peewee Costa arrived from the North Hollywood quarters to take over the Auto Skooter, J. B. Cisco came in with the Octopus. Other rides will be added from winterquarters as they are needed.

Recent visitors included J. W. Gilman and Jack Keck. Mrs. Catherine Warren spent a week on the shows with her husband, Manager Roger Warren.

Milo Anthony joined with his Side Show. Personnel includes Milo Anthony, owner-manager; Mrs. Milo Anthony, secretarytreasurer; Bob Martin, lecturer; front talker, Anthony; No. 1 box, Mr. Sulo; No. 2 box, Bill Fitch; Gellotina, girl without bones, Mrs. Ivadel Sullo; London Punch and Judy, Lano Chaney; Royal Marionettes, Carolyn Chaney; man with iron skin, Fred Johnson; sword swallower, Buddy Leroy; electric chair, Miss Nelson; tattooed man, Capt. Bob Wallis; magician, Delend; ostrich man. Hojo; Australian knife thrower, Col. Lano; lady fire dancer, Marie Lehman, and annex, Life.—VINCENT KUROPATWA.

I. T. and Carnival

NEW YORK, May 5.—Phil Isser, general manager of I. T. Shows and Carnival Shows, Inc., said that both orgs did well at their local openers April 12. Carnival org is known as the No. 2 Unit. Isidore Trebish handles the No. 1 Unit.

on the No. 2 Unit includes Al Crane, assistant manager; Louis Scherer, office manager: Ernest Sidwell, Merry-Go-Round foreman: Charles Zubillier, Ferris Wheel: Howard Bowra, Octopus; Arthur Bowra, Chairplane; Ronald DeWillers, kiddie ride foreman; L. Avery, Comet; Atlas Miller, Ridee-o: L. C. Jenkins, Whip and Rolloplane; Mary Crane, popcorn; Roy Randell, cookhouse; M. Arnauld, souvenirs; Morris Brown and Alfred Harris are in charge of all concessions on the midway. Shows play Long Island and New York

until October 12. Tom Anderson is electrician and Leo Jenks is in charge of the William Appleton is superintendent of transportation.

F. C. Bogle

INDEPENDENCE, Kan., May 5. -After two weeks of near perfect weather, shows lost opening night here to rain. Pittsburg, Kan., played two weeks ago, was the season's first winner. Because of the small lot here, the free act was set in the middle of the midway the rides set up just inside the guy lines. Octopus topped the rides, with Side Show leading the shows.

Chanute, Kan., played last week, was a homecoming for Ferd and Opal' Bogle, shows' co-owners Kiddie matinees are popular. Walter Marco has the sound truck. General Agent, Art Rich, signed midway posts for Nevada, Mo., July 4th Celebration, El Dorado Springs, Mo., Annual Street Picnic, and Butler, Mo., Fair. Chester and Blane Forbes' Kiddieland is drawing the moppets. Lee Larsen added a red fox to his animal collection .- F. C. BOGLE.

Page Bros.

SPRINGFIELD, Tenn., May 5 .-Shows lost the second Saturday night of the season here to rain. Tommy Humphrey has his new bingo finished. Harry Harris joined with his Snake Show and Buck Fortner has framed another concession. Floyd Sheink joined with his lead gallery. E. H. Broome went to Chicago on business.

Paul Pittman has a new tractor which pulls his concession semi. Blackie Wortman joined with diggers. V. M. Peach has the rolling stock and rides in good shape. Pistol Pete Truett framed another concession. Joe Richardson, is repainting his Funhouse. Joe Edwards joined with concessions. Capt. Tom Tell who has the elephant act, broke another pony for the circus. Visitors included Norman Anderson, Mack House and Ralph Wilkerson.

Royal Midwest

WELLSTON, O., May 5.-Shows moved here from Chillicothe, O., quarters under Veterans of For-Avenal, Calif., the week was lost eign Wars auspices and opened to good biz. The writer, org's ownermanager, returned from a business trip in Indiana. Org has six rides, five shows and will feature a kiddie matinee and giveaway every Saturday. Shows again will play the American Legion Street Festival in Waterloo, O., the second week in June. - ROXIE HARRIS.

Wallace & Murray

LINCOLNTON, N. C., May 5 .-Shows, owned by the writer, had a good opener here April 22. Frank Zorda joined with his Side Show.

Iry T. Knight, formerly with Lawrence Greater Shows, joined in Gaffney, S. C., replacing Harry E. Wilson, who went to Morris Hannum Shows. Knight is special agent and will handle kiddie matinees. Alan Travers, of the John H. Marks Shows, visited in Gaffney.—AL WALLACE.

Schafer's

MOUNT PLEASANT, Tex., May 5.-A stork shower was held for Mrs. Ellen Atterbury, April 25. Present were Betty Hall, Patricia Bonta, Freida Erwin, Norma Johnson, Jewell Thorpe, Toots Brown, Ann Pesch, Mary Lee, Billie Neal, Ida Bell Powell, Helen and Jeannette Schafer, Freda Hyder, Lillian Pennell, Rena Stevens, Lee Spivey, Mrs. Jim Archer, Kitty Williams and Lena Panther.

Flying Romas have joined as free act.—LENA PANTHER.

Trebish handles the No. 1 Unit. In addition to Isser, personnel The No. 2 Unit includes Al

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

WANTED AGENTS

For concessions. Those who contacted me wire at once. Huntsville, Ala., week May 14th. Also want to sell Rollo-Plane, complete with truck and trailer, \$1,000.00 cash.

HENRY HETH

Birmingham, Ala.

AMERICAN BEAUTY SHOWS WANT

Ride Men on all Rides. Also Mechanic and Electrician. Will place Shows of all kinds with own transportation. Wonderful route for Motordrome. Will place Hanky Panks not conflicting. Want capable Agents for Pan Game. Set Spindle, Hit and Miss Ball Games. WRITE OR WIRE

J. H. SHARP, Mgr. Brookfield, Mo., This Week; Booneville,

Foreman and Second Man on new 8-Tub Octopus, also Second Men on Wheel and Merry-Go-Round. Also can place sober, reliable Night Watchman. Reply JOHN HANSEN

6448 Milwaukee Ave. Chicago III. Phone: RO 9691

WANTED

Concessions of most any kind for all Celebrations. Bob Burt and Gus Yeager, come on. Opening at Oswego May 22; then Minooka, Franklin Grove and per

THIESS UNITED SHOWS Aurora, III. 356 Montgomery Road Phone 2-9473

GIRLS & MUSICIANS WANTED FOR

HAWAIIAN SHOW OPENING IAMES E. STRATES SHOWS THEODOR MEGAARDEN Penthouse 16 B 77 Park Ave. New York 16-MUrray Hill 4-2539 c/o Strates Shows after May 4

WANTED (2) RIDES

Preferably Merry-Go-Round and Ferris Wheel, for two days, July 3 and July 4. Contact

> H. R. FARNSLEY Brownsburg, Ind.

Pioneer Tabs Solid Preem

WAVERLY, N. Y., May 5.-With good weather Pioneer Shows opened their season at local quarters April 29 to a large crowd. Opening day kiddie matinee was promoted by Blanche O'Brien and tied in with a quick quiz, emseed by John Irolli and aired from the lot by a local radio station.

Rides include Merry-Go-Round, two Ferris Wheels, Spitfire, Octopus, Tilt-a-Whirl, Whip, Rolloplane and Ocean Wave. Four kiddie rides also are carried. Shows and their managers are Hollywood Revue, Buddy Bernstel; Jungle Show, Joe Glyn; Big Horse, Jim Ageny; Happy Irene Show, Mike Whiteman and Hawaiian, Mechanical and Monkey shows, Paul Mer-

Mickey Percell is org's manager, and staff includes: Mrs. Percell, secretary-treasurer; Harry Arnold, general agent; Leon Paulman, billposter and sound car; John Aitken, sound car; Blanche O'Brien, press and radio; Dan Newlin, scenic artist; Don Rogen, stock superintendent; Bull Smith, general superintendent, and Louis (Stretch) Rise, business manager.

Pan-American Org To Run Front End At Bellflower Fair

LOS ANGELES, May 5 .- Pan-American Shows, which specialize in community fairs with concessions manned by local committees, will deviate from this policy for the first time May 29. When they play the Los Angeles County Spring Fair, Bellflower, also for the first time, the concessions will be handled by concessionaires.

Pan-American, owned by Louis Goebel, with Jimmy Wood as president-manager, and William Overly, general agent, opened April 11 in Long Beach with bookings for 30 weeks. Shows also will break their 40-miler rule this year, playing Taft, Calif., late in the

At Bellflower, shows will have 12 rides and Funhouse plus concessions. Org is supplying two big tops, one 360 by 80 for commercial exhibits and the other, 120 by 80, for livestock. The fair is being held in Mayfair Park, a new lot. Ninecent kiddie rides will be a feature.

The fair is trying a new gimmick on admissions. A 25-cent ticket is good for any day of the six-day run. Children under 12 will be admitted free.

Brydon in Action; To Fly to Dallas, Spring More Shows

SPRINGFIELD, O., May 5.-Recovered from a recent abdominal operation here, Ray Marsh Brydon Sunday (13) will fly to Dallas, where he will load equipment for five shows and ship them to Lima, O., where the units will be added to the W. G. Wade Shows.

While in Dallas, Brydon will confer with execs of the State Fair of Texas, for which he will again supply the midway shows this year, a contract he has held since

Brydon's operations are under the banner of Brydon & Thomas, his associate, Ray E. Thomas, being secretary and personnel di-

Cool Weather Hits Virginia Greater

MILFORD, Del., May 5.-Cool weather here knocked business down from the mark made last year by Virginia Greater Shows. American Legion, with Oscar Moore as chairman, sponsored the

Buddy Bernstel and his revue closed here. Girl Show is under direction of Helen Ashley. Hal Roberts is expected to join soon with two concessions, while Earl Myers is scheduled to come on with a Side Show, Snake Show and Unborn Show.

Mr. and Mrs. H. W. (Hap) Arnold reported here with three concessions. Hap is back as front gate ticket taker. Visitors included BANNERS Robert Moore, Mr. and Mrs. Mitchell Lovett and son and Roy B. Jones, now with the Pepsi-Cola RT. 3, BOX 1180 Company's New York office.

BEST LOCATION

Around Hartford for Kiddie Land. 300,000 population within four miles. No parks or beaches within twenty miles.

Will book two abreast Merry-Go-Round and Kiddie Rides; will furnish lights; 25 per cent of gross or will go partnership with anyone having a set of Rides. Also room for Pop Corn Wagon with Candy Floss and Candy Apples and other refreshments. Located next to two drive-in theatres with 1500 car capacity. If interested, get in touch with

ROBERT GLOTH

4335 Guernsey St. Bellaire, Ohio Phone 275-W

HELP WANTED

Foreman and Second Man on late '47 Tilt, Second Man on No. 5 Eli, \$50, first; \$40, second. Must drive Semi. Sorry, no drunks.

LONE STAR AMUSEMENT CO. 1701 Harrison, Amarillo, Tex.

ROYAL MID-WEST

Want Digger, Lead Gallery, Glass Pitch, Cork, Bumper, Coke, Basket Ball, Mouse Game, Six Cats, Buckets. Jack Wilson, contact. Agent for office-owned Count

ROXIE HARRIS

General Delivery

London, Ohio

Concessions Wanted

Pop Corn, Floss, Snow, Novelties, Hoop-La, Bumper, String, Flah Bowl, Slats and Bottle Ball Games, Post Office. Want Wheel Foreman.

J. W. MAHAFFEY CHEROKEE SHOWS

Neodesha, Kan., to May 10; then per route

BUSINESS BRUTAL Want Tilt and Octopus Foremen, also Second Men who drive: good rides, good trucks, good pay, with rocking chair money in winter. Hanky Pank Concessions, clean Shows with own outfits, contact—join W. Frankfort, Ill., now.

DYER'S GREATER SHOWS P.S.: Spitfire, Concessions, Truck, Trailer for sale cheap.

WANTED AT STOCKTON, ILLINOIS

Concessions and Free Acts for three day and night Annual Street Celebration, July 12-13-14. 20 miles west of Freeport, Illinois, on Route 20. Sponsored by Stockton Lions' Club.

FRANK C. NIEMEYER

Secretary Stockton, III. Phone 4

CENTRAL AMERICAN SHOWS

Open May 19, 1951

Want Concessions: Hanky Panks of all kinds, Corn Game, Diggers, Pop Corn. Ride Help on Wheel, Merry-Go-Round, Flyplane, Ridee-O, Kid Rides; must drive trucks. Shows: Girl, Athletic, Monkey, Mickey Mouse.

CENTRAL AMERICAN SHOWS Emporia, Kans.

CARNIVAL WANTED

FOR LAWRENCE AND BARRY COUN-TIES THIRD ANNUAL DAIRY SHOW, Dates Sept. 14th and 15th. Contact

OLEN L. AYERS Secretary, C. of C., Monett, Mo.

LEFTY STUDEBAKER

Get in touch with

EDDIE GAMBLE

c/o Hennies Shows, Little Rock, Ark., this week.

ROGER BROS.' SHOWS

Will make good proposition. Want Shows — Snake, Illusion, Girl, Monkey, Speedway or any Show of merit. Concessions—Long Range, Fish Pond, Hoop-La or anything new. Tilt and Octopus Foremen. Open at Fergus Falls, Minnesota, May 23 to 26; then Valley City, North Dakota; Rugby, North Dakota; Dickenson, North Dakota; Williston, North Dakota; very good route to follow.

BILL CHALKIAS WANTS

Freaks to feature, Novelty Act, Ticket Sellers and Grinders who can make second openings. Snake Show Man who can handle big snakes. Also want Cook-house Help and A-1 Griddleman. No drunks. 14 bona fide Fairs. Guaranteed

c/o SNAPP SHOWS, Columbia, Mo. COLLECTION OF ANTIQUE

AUTOMOBILES For sale. Wonderful exhibit or advertising. Some electrified for use in Shows, Great attraction. Bargains.

CONSOLIDATED EQUIPMENT CO. New York City 420 Lexington Ave. MU 3-9297

Producing America's Best Carnival and Circus Side Show

THAT THAT HE C

SNAP WYATT STUDIOS

TAMPA, FLA Phone, Write or Wire



Due to disappointment, want Girl Show Manager with Girls. Have beautiful frame-up. Same man can have Posing Show, Wildlife, Monkey Show, Ray Jordon wants Talker for Glass House, Harry Clark wants Colored Musicians for Minstrel Show. Man to take charge 3 Kiddie Rides, Foreman and Second Man for Little Dipper, Second Man for Caterpillar and Ferris Wheel; all must drive semi-trailers. Tickets if we know you. Concessions-Cigarette Callery, French Fries, Scale and Age, Arcade, other Hanky Panks open. Huntsville, Alabama, week May 14th. All replies:

L. J. HETH SHOWS

NORTH BIRMINGHAM, ALABAMA

W. R. GEREN presents

MIGHTY HOOSIER STATE SHOWS

WANT: Hanky Panks, Ice Cream, Snow, Jewelry, Ball Games and any Concession working for stock. No PC or flats. SHOWS: Motordrome, Snake, Mechanical and Monkey or any Show except Girl, 25% plus tax. All replies, wire

BILL GEREN

Franklin, Indiana, now; next week, May 14-19, Connersville, Indiana, downtown. 11th & Western Avenues.

WANT-RIDE HELP-WANT

EXPERIENCED RIDE HELP ON ALL RIDES-Caterpillar, Ferris Wheel, Whip, Swings, Tilt-A-Whirl, Roll-O-Plane. Want Good Second Men. Good salary, good treatment. If you are not sober and reliable don't answer. Wire or come on-We can place you. Now playing St. Paul's Place and Third Ave., Bronx, New York. Address

E. & B. AMUSEMENTS

900 GRAND CONCOURSE

BRONX, N. Y.

MOTORDROME TRICK RIDER

14 weeks Belmont Park, Montreal, and 3 big Canadian Fairs to follow. Best of treatment and top money to reliable rider. No collect wires, please.

JANE & GOLDY RESTALL

BELMONT PARK, MONTREAL, QUEBEC

FIDDLER'S UNITED SHOWS WANT

Ride Help who can drive semis, Especially want Ferris Wheel and Tilt-A-Whirl Foremen. Will place Hanky Panks of all kinds. Want Operator for Bingo who can drive semi. Can place Shows with or without transportation. Ralph West wants Agents for Hanky Panks. Address EAST ST. LOUIS, ILL., THIS WEEK.

ROSS MANNING SHOWS

Have complete Side Show; want capable Man with Acts to take over. Also have complete Life Show. Can place Monkey Show or any Grind Show. Can place Help in all departments. Week of May 7, Bayonne, N. J. Write, wire or call

ROSS MANNING

63-45 ALDERTON ST., REGO PARK, LONG ISLAND, N. Y. PHONE HAVEMEYER 6-8624

AGENTS

Razzie, Alley, 6 Cats, Buckets, Pitch-Till-U-Win, Set Spindle, Nails, Following People, contact-Jimmie Bybee, Jack Erwin, Jimmie O'Day, Jack Shelley, Al Williamson, Leroy Jackubowski and Little Herby

DWIGHT J. BAZINET

c/o W. G. WADE SHOWS, Benton Harbor, Mich., this week; Kalamazoo, Mich., next.

TENNESSEE VALLEY AMUSEMENTS

In the Heart of Strawberry Belt, all Spring Celebrations, Want Ride Help, Wheel, Merry-Go-Round and Tilt, Stock Concessions, Neat Grab, Long and Short Range, Ball Games, Guess Age and Weight, Buckets, 6 Cats, one each Count and Pin Stores, Diggers. Lee Moss, Kenneth Christiansen, contact. Good opening for Bingo. Eddle Schultz, Kenneth Dentzler, answer. Want Sensational Free Act. Cyse O'Dells, wire. Agents—P.C. Pan, Candy Floss and Stock. Write or wire or phone.

CHARLEY CROY, BUS. MGR. THEODORE MEADOWS, MGR. WESTMORELAND, TENN., GEN. DEL

BURDICK'S GREATER SHOWS

Can place Independent Shows. Place Fun House, Snake Show, Fat Show, Use one two Girls for Girl Show. Place Octopus, Fly-O-Plane, Train. Can use good Ride Help. Cotton Candy, Custard, Lead Gallery, Hanky Pank Concessions, reasonable privilege. Nice Grab or Cookhouse, Place Agents for Count Stores, Pin Store Agents, Swinger Agents. Celebrations start in June. Ballinger, Texas, Downtown, May 7th-12th.

FIVE NEW RIDES

20 CONCESSIONS 2 SHOWS KLEIN AMUSEMENT COMPANY

SIOUX FALLS, SOUTH DAKOTA
Opening May 25 with complete Show for first Celebration. We play three Street Celebrations a week in Minnesota and South Dakota and this year we have the best route of Celebrations, Fairs, Anniversaries and Annuals in our five year showing. We book only one of a kind. Want Photos, Novelties, Basket Ball, Jewelry or other Concessions not conflicting with what we have. Have new Evans High Striker; will sell or book on show SHOWS—Will book 2 good, clean Shows. What have you?

No Grift . . . No Mitt Camps . . No Girl Show . . . No Athletic Show . . . No Liquor

MOTOR STATE SHOWS

Want Photos, Novelties, Hi-Striker and other Hanky Panks not conflicting, Ride Men and Foreman for Little Beauty Merry-Go-Round. If you lush, save your time. Want Man to take care of 2 Kid Rides. Also want Concession Agents. Come on to Rochester, Mich. Week May 8-13.

JOE FREDERICK, Mgr.

MOTORDROME OPERATOR-MANAGER

Want capable Operator for Motordrome. Completely rebuilt, ready to go. Long season of good Celebrations and Fairs. Show operates with free gate with plenty of promotion, including parades, fireworks, etc., every week. 10 Ride Show. WRITE OR WIRE

M. A. BEAM, BEAM'S ATTRACTIONS, WINDBER, PA.

Want to hear at once from Boss on Canvas. Baldy O'Neil or Bill O'Day, answer.

Need Monkey Show, Leo Cogoxxo or Miriam Winslow, reply. If Show still for sale will buy if as it was at Dallas.

Want A-1 Show Carpenter with tools. Earl Walsh, come home. George Wilcoxen or any other Artist, contact.

Due to disappointment - Midway open for Wild Life and Snake Show, George, what happened? Ray Garrison, your deal still open.

Clark Davis, Danny Watts, Debra Dawn, come to Benton Harbor, Mich., immediately.

> ALL REPLY IN DETAIL RAY MARSH BRYDON

c/o W. G. Wade Shows Benton Harbor, Mich., this week; Kalamazoo, Mich., next week.

HELP WANTED

Couples, Working People for Animal and Reptile Exhibits. Permanent Park Location until after Labor Day, Top salaries or percentage to sober and reliable Help. Parties with house trailers given preference. Write or

J. G. MILLER

General Delivery, Myrtle Beach, S. C.

Razzle Agents, Bingo Caller and General Help.

A. M. P. Shows, Marion, Va., this week; St. Paul, Va., next week.

EMSHAW RIDES

Showing in Madison, Wisconsin, May 30, 31; June 1, 2, 3.

CONCESSIONS WANTED

Write FRANK J. LONIELLO

3901 Packers Ave., Madison, Wis.

Sponsored by Madison Chapter UNICO National.

GIRLS—GIRLS

Wanted for Girl Show. Guaranteed good deal. Write

LESLIE KIESTER

Box 491

Rochester, Minn.

Calumet Concession Trailer

With extras; 8x16, practically new. \$1,200.00.

MRS. MILLER

9972 W. Grano Franklin Park, III. Gladstone 5-9748

WANTED

Man with all sorts of Small Rides to make up a Kiddieland in city of 140,000; ex-cellent location, plenty of ground, ad-joining one of the country's finest drive-in theatres. Write

JOE J. NICKOLICK P.O. BOX 4038 EVANSVILLE, IND

AVAILABLE SMALL CARNIVAL

For Celebrations-Picnics-Affairs Consisting of I Merry Go-Round, I Ferris Wheel, I Chairplane, I Boat Ride and 15 Assorted Concessions. Contact CHESTER RICHARDSON Greenville, Mississippi

MERRIAMS MIDWAY SHOWS

Can use the following Concessions-Ice Cream, Photos, Balloon Dart, Nov elties, Fish Pond. (Roger the Dodger answer.) Webster City, Iowa., now; Boone next.

FOR SALE

12'x12' Grab Stand, new. Frames and Panels, Complete, \$200.00. Never used

M. L. "WHITIE" ALBERTS

Grand Theatre Bldg. Columbus, O.

WGW

KALAMAZOO, MICH., MAY 14-19 WANTED NOW AND FOR BALANCE OF SEASON LEGITIMATE CONCESSIONS, including Ball Games, String Game, High

Striker, Custard, Photo, Novelties, Age and Scale.

Can still use GLASS HOUSE, LIFE AND WILD LIFE. Wire Now: W. G. WADE SHOWS, Benton Harbor, Mich., all this week.

AMERICAN UNITED SHOWS, INC.

Orlando Allin, Pres.

Northwest's outstanding Carnival since 1924, can place for Season of 1951, 20 weeks of Celebrations and Fairs, including 11 days at Vancouver, B. C.'s Exposition, closing Labor Day, September 3rd: Evergreen State Fair at Monroe, Wash., to follow. We hold contracts for the largest service centers on the Pacific Coast, such as Bremerton, Olympia, Tacoma, Aberdeen, Everett and Seattle.

Any new and up-to-date Ride or Show. Interested in capable 10-in-1 Show Operator: we have equipment for same. Can place Caterpillar for entire season. High class LEGITIMATE Concessions. Can place Ride and Show Help who can drive. No boozers or chasers tolerated.

BLACKY JACKSON, your superintendent job is open. Wire Danny Ferguson, care of this show, at once. All mail or wires (none collect) to

AMERICAN UNITED SHOWS, INC.

John L. Lorman, General Manager, Wilhard Hotel, 7th and Union, Seattle, Wash.

CENTRAL STATES SHOWS

With 24 Rides and Shows—24 6-50 FT. LIGHT TOWERS-6

North Platte, Nebraska, downtown location, May 14th to 19th. Can place Side Show Manager with people. I have new top and

ARCADE-Can furnish top and front, if necessary. Also want Mechanical Show or Iron Lung.

CONCESSIONS-Short Range, Novelties, Mug Gallery, or Derby. 18 of the better Fairs and Celebrations. Wire

> W. W. MOSER Hays, Kansas, May 7th to 12th.

CARNIVAL EQUIPMENT FOR SALE

50-kw, Transformer Trailer to pull behind car; beautiful 24-horse Gruner Merry-Go-Round, electric, \$2,250; No. 5 Eli Wheel, \$4,500; Street Car, \$1,000. New all steel trailer type Fire Truck ride, same in demonstrator. 8 all steel Junction Boxes and New Wire, Spillman gas driven Auto Scooter, \$4,500. Everything factory rebuilt and set up to show, 12 Flying Scooter Tubs to convert large Chairplane, \$175. Popcorn, Candy Floss, 3 Chevrolet Tractors and Trailers.

ROLL-A-WHIRL CO.

St. James, Mo. Don Ray, Phone 337; no collects.

WALT DISNEY'S IT'S ANIMATED FAMOUS CHARACTERS IT'S ANIMATED

FOR SALE \$1,500 DING OR TICKET SHOW SNOW WHITE

DWARFS

SALE \$1,500 DING OR

TICKET SHOW

10 beautiful scenes in 10 beautiful cases, depicting the activities of that famous story book tale, each case with plate glass front, about 60 feet of animated action. This exhibit can be sold to a department store for the Xmas season at the price I am asking. No photos, no correspondence, come see, bring cash, you'll buy. Will be in Winterquarters till May 22.

THOMPSON HOTEL

DICK DILLON -READ THE TOP LINE AGAIN-

EAST LIVERPOOL, O.

JOE SCIORTINO WANTS

GIRLS for GIRL SHOW. Top salaries, wardrobe furnished. State experience. Donna Lee Rogers, Sandy, Kitty, Ruth, come on. MAN to take charge of SNAKE SHOW. Show is well framed. Good proposition to right man. TICKET SELLERS for two Shows. Must be sober, experienced with canvas and drive semi. Write, wire (no collect) or come on,

JOE SCIORTINO

c/o ROYAL CROWN SHOWS, HAMILTON, OHIO

RIDE HELP WANTED FOR ALL RIDES

Apply: JOHNNY DOOLAN 3559 5. Halsted St., Chicago, Ill.

LAST CALL

LAST CALL

DRAGO AMUSEMENTS

All people booked, come in. Show opens May 12 in Kokomo, 2 Saturdays including Sunday, Will sell X on Photos and High Striker. Want a few more legitimate Concessions. Want Motordrome, Fat Show, Illusion Show, 5-in-1 or 10-in-1 on small percentage. No drunks, Show well booked best territory in Indiana. If you want a good Show, this is it. PAUL DRAGO, 1711 E. Markland, Kokomo, Ind.

BEAM'S ATTRACTIONS

Want capable Operator for Girl Show, Beautiful wagon front, Second Men for Merry-Go-Round, Caterpillar and Kiddie Rides, Need first class MECHANIC. Will book Photos, Arcade and Age. Counter Man for Bingo Good proposition for Show catering to families. Write or wire

STEVE DECKER CARROLLTOWN, PA., THIS WEEK

WEEK MAY 14TH, 69TH ST. CIRCUS GROUNDS, UPPER DARBY

PHILADELPHIA, PA.

CAN PLACE:-Dark Ride, Fly-o-Plane, Illusion Show, Fat Show, Midget Show or any show or ride that don't conflict with what we have.

WANT WOOD SHOW PAINTER.

Norman Newman, contact Charlie Sheesley immediately.

ALL HANKY PANKS OPEN. NO EXCLUSIVES.

All Address

CETLIN & WILSON SHOWS

This Week Baltimore, Md. Located Brooklyn.

MULDER CONCESSION CO.

WANT

WANT

Hartford, Michigan, Strawberry Festival, on the Fair Grounds-Six Days and Nights-Free Gate JUNE 26-JULY 1

Legitimate Wheels, Hanky Panks, Photos, Ice Cream, Cook House, Race Horse Derby, Lead Gallery, Jewelery, etc. Novelties, Carmel and Popcorn, Percentage, Diggers. Corn Game, Floss and Sno Cones have been sold. Roy Acuff and Hank Williams' Recording Stars, plus Stage Shows in grandstand, Goodings Rides, Exhibits, Queen Contest, Auto and Thrill Show.

MULDER CONCESSION CO.

1601 S. College Ave., Grand Rapids, Mich. Phone 34790.

NORTH AMERICAN CIRCUS MIDWAY

PAUL OLLIS Gen. Mgr.

featuring

JAMES T. MITCHELL Gen. Agent

THE GREAT WILNO

The Human Cannon Ball

Westerly, Rhode Island Spring Festival, May 14-19. First show in. WANT CONCESSIONS-Long-Range Gallery, Duck Pond, Pitch-Till-U-Win and Cork Gallery. Have opening for Penny Arcade. SHOWS—Operator for Girl Show with Help; Wild Life, Monkey, Motordrome. WANT Working Help in all departments. WANT Counter Man for Bingo. Can use Caller. WANT Dog and Pony Act that can double as Pony Ride. All address:

PAUL OLLIS, Gen. Mgr.

North American Circus Midway, Stamford, Conn., all this week; then Westerly, Rhode Island.



Can use legitimate Concessions of all kinds. Can use capable Ride Help who drive semis. Scooter Bill, come on. Bingo wants capable Help. Cookhouse can use Griddle Man or Man and Wife. Bob Edwards wants Hammond Organist, we have organ. Vic. have tried to contact you. Donald Boyd, Lattie Faith, Monty Novarro, contact me. Bertha Bert wants for Side Show: Freak to feature. Dickie and Nora Hilburn, Hoyt Shumacker, Ruthie LaArgo (Penguin Girl) or anyone at liberty. A-1 Magician who can emsee show. Ray Stevens, wire. Also want good Front Man. Jimmy Mason, Slim Curtis, Jimmy Davis, Casper—Midget or any Talker who can keep front hot. Can use Man and Wife as Ticket Seller and Bally Girl. Best of treatment with excellent Cookhouse. This is a motorized show, but as large and beautiful as any railroad show on tour today. Address: Nashville, Tenn., this week; Hopkinsville, Ky., following.

WANTED GRIND SHOW

For Northern B. C. and Alaska. Contact Manager.

CRESCENT SHOWS

Per route: Ladysmith, B. C., May 7-9; Duncan, B. C., May 10-12; Victoria, B. C., May 14-26.

ROBERTSON AND CALER

Want Diggers, Hanky Panks, all kinds Concessions, Swinger, Six Cat, Nails, Buckets, etc. Very reasonable privilege. Now in 4th week here. There must be a reason. Playing all proven spots. Auspices Police Department. Four more weeks here, then north to Indiana and Michigan. Booked solid. Want Ride Help. Roll-o-Plane Foreman. Second Men, must drive semis. Can use outstanding Free Act. This week, Orchard Avenue, near new Armory. P10 Nono Avenue lot next, with Troy Raines lot following. All Wire: PAUL ROBERTSON or CAYLORD CALER Macon. Ca.

CONEY ISLAND SHOWS

Want Little Beauty Merry-Go-Round, will buy for cash, book or lease same. Book Spit Fire with transportation. Want Side Show Manager with inside, have eighty-foot top, new banners, good proposition. Want Monkey Show, have top and front. Girls for Girl Show. Want Concessions of all kinds. Mitt Camp, Diggers, Bingo, Lead Gallery, Popcorn. Frozen Custard, Hanky Panks. Sixteen dollars a week. Place Pin Store and Count Store Agents and other Concession Help. Kiddy Auto Ride Foreman. SODDY, TENNESSEE, THIS WEEK

Tennesseean Stayed With It In Lean Years To Build Show

Continued from page 44

his back on the drugstore, deciding the Gold Medal Shows. This that there must be a better wayat least, for him-to make a liveli- line with the acquisition of several

This decision led him to Chicke Allen, who then had the corn game on the Rubin & Cherry Shows. A season with Allen and his operation convinced Johnny that the games concession business was for

His optimism, however, was not matched by his knowledge of the business, Johnny recounts. The year after he decided to go out on his own, choosing a rat game for his operation. The going was rough. There wasn't much spending money in circulation, and the spots he played were among the weakest. The season proved a continuous struggle to eke out enough to eat.

Frames Corn Game

Then Johnny, less optimistic but more knowing, gulped down his pride and returned to the drugstore job, only to remain with it until he had saved enough money to hit the road again. Finally accumulating enough to frame a corn game, he went out with the F. H. Bee Shows, which played Kentucky. He remained with that organization for three years, until the death of F. H. Bee.

In those three years Denton acquired much knowledge of the concession end of the carnival busi- L. J. Heth Storm ness and also absorbed no little knowledge of other phases of car-nival operations. Then with renival operations. Then with restrained optimism and considerable know-how, he teamed up with Bobbie Sickles in 1941 and the pair leased three rides and put them, along with a corn game, on the road. They played thru Tennessee and Kentucky and when the season was over had a comfortable profit to show for their venture.

year on the road, Johnny took stock of his progress. He was quietly confident that it was time Gravel Org Opens to strike out with his own show. to strike out with his own show. He lacked sufficient money, but he At New York Spot swung a loan that made it possible. The next season, '42, he unveiled his own unit, the Johnny J. of an understatement.

Came the War

Then came the war into his life. He became a G.I., a turn of events which caused him to take his show off the road and sell its equipment to Johnny Tinsley

Discharged from the amy after two years. Denton in '45 again hit the road, comeback-bent. He re- Inks Fleming Org sumed with three rides, but he built as he progressed. Now he of equipment.

R. Ward Shows. Then he changed tobacco warehouses.

his high school diploma he turned the title of his organization to switch was made because it was in better fairs played previously by Gold Medal Shows until the retirement of Oscar Bloom, the owner.

Buys Skating Plants

In 1948, by which time his truck show had won substantial money, he bought two portable ice-skating plants, each 40 by 65 feet. His first ice-skating show was a good one, artistically, but from a financial viewpoint the icer, out 10 weeks during the winter of '49-'50, encountered business that ranged from "sensational" to poor.

Reflecting on this, Johnny observes, "I didn't know anything about needed advance promotion nor did I know how to book or

route such a show."

Chances are that the experience was another chapter in Johnny's "learning the hard way." Chances are, too, that he will stay with the ice show project, resuming when he feels conditions are ripe. If he does, he will do so with vastly more background and with a greater chance of success.

Johnny, however, plans to continue with his carnival operation uppermost in his mind. He knows what he can do by staying with it.

BIRMINGHAM, May 5.-L. J. Heth Shows sustained an estimated \$10,000 damage to equipment when a windstorm hit this city Thursday afternoon (3).

Damaged in the blow were a number of tops and several show fronts, which were leveled. As a result, some of the attractions were Still mindful of his rough first unable to operate Thursday night.

CHESTNUT MEADOW, N. Y., May 5.-The Gravel Amusement Denton Shows. And he had what | Company bows here today with he now modestly describes as "a a midway expanded by purchase nice season," which is something of all equipment from the Nutmeg Novelty Company. In addition, organization recently acquired a new General Motors truck and will add two more kid rides and a new popcorn trailer. E. J. Gravel is the owner.

Quitman, Ga., Fair

QUITMAN, Ga., May 5.-The has 12 rides, books on as many as Mad Cody Fleming Shows will profour others, and owns about eight vide the midway attractions at shows, plus a substantial amount this year's Brooks County Fair, J. Pope Bass, chairman of the fair Last fall he acquired show committee, announced. The fair, fronts, light plants, light towers skedded for the week of October 8, and other equipment of the John will be held in the Johnson Street

INTERSTATE SHOWS

For Big Stone Gap, Virginia, May 14-19-Sponsored by the American Legion, Downtown Location. All joining now will be given preference at our Fourth, Galax, Va., with 17 Fairs

SHOWS-Want Side Show, will furnish 20x120 ft. top and 150 ft. banner line, if you have acts for inside. Can place Girl Show with or without own equipment. Will book Wild Life, Big Snake, Fat, Monkey, Fun House, Glass House, Crime or any Grind Shows at liberal percentage. RIDE HELP-Want Foremen for Twin Ferris Wheels and Chair-o-Plane. WANT Manager with Riders for Motordrome. Will give good proposition. WANT Show Builder that can build fronts on semis to join on wire. WANT Scenic Artist to join on wire. Can place large flashy Bingo for balance of the season. Have very good route for same. Will book Hanky Panks of all kinds. Good opening for Guess-Your-Age, Novelties, Jewelry, Ice Cream, Frozen Custard, Floss, Sno Cone, Long Range Gallery, Short Range Gallery, Penny Arcade. Can place one or two Mitt Camps. All replies to

H. B. ROSEN, Mgr. INTERSTATE SHOWS Greeneville, Tenn., this week: Big Stone Gap, Va., next week.

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

WRITE FOR FREE CATALOG!

RICH BROS'. FIREWORKS CO.

JACK NORMAN WANTS

BOSS CANVASMAN

Want the best in the country, who can put it up and take it down. To such will pay top money, and assure him the best of treatment. Address

JACK NORMAN

c/o Strates Shows, Johnstown, Pa., this week; Harrisburg, Pa., next week.

P.S.: E. R. WILLS, have a good propasition for you on this show. Wire me immediately.

FLYING SAUCER FOR SALE

Operating now and a most powerful exhibit. Engineered by a well-known aeronautical inventor. It is the original and working model. Officially called "Flying Disc Aircraft." Was demonstrated to U. S. Air Force, receiving full acclaim. Received nation-wide publicity in Paramount News Reels, television, newspapers, magazines and radio. You newspapers, magazines and radio. You hewspapers, magazines and radio. You have full season ahead, downtown locations under auspices; schools, fairs, etc. Every town gives free publicity in papers, radio. This means continuous traveling, which my other business operations will not permit. I have a \$5,000 bill of sale on this "Saucer" and exclusive use of all publicity. Will sell everything for quick sale, \$1,600. This is a BIG money maker.

M. KING 3706 West 4 St. Los Angeles, Calif

SMITH AMUSEMENT (O.

WANTS FOR PERMANENT PARK, LAWTON, OKLA, 40,000 Soldiers, CON-CESSIONS—Hanky Panks of all kinds, CESSIONS—Hanky Panks of all kinds, Snow, Candy Floss, Popcorn, Basket Ball, Buckets, Bingo. Good opening for Penny Arcade. RIDES—Fly-O-Plane, Roll-O-Plane, Pony Ride, Fun House. SHOWS—Posing Show, Girl Show, Mechanical Show, Snake Show, HELP—Tilt-A-Whirl and Ferris Wheel Foremen and Second Men (no drunks). Hedy Joe Starr, contact at once. Address:

ROLAND SMITH, Mgr. c/o Warren Hotel

Lawton, Okla.

GIRL SHOW WANTED

Due to disappointment, can place organized unit with not less than three Dancing Girls. Have magnificent outfit set up on lot, ready to go. Wire

KING REID SHOWS

This week, Glens Falls, N. Y .: next week, Bennington, Vt.

HELP WANTED

2 Merry-Go-Round Foremen

2 Ferris Wheel Foremen 2 Tilt-a-Whirl Foremen

CATTANEO AMUSEMENT

953 Webster Chicago, III.

Phone: Division 8-3058

Foremen for Rollopiane, Ferris Wheel and Kiddle Rides; also Second Men and Helpers Concassion Workers. All season around Pittsburgh.

AL BLUMENTHAL

R. D. S. Crafton, Pa. Phone: Carnegie 3955

Ticket Sellers, small Girls for Illusions, M.C., Talker "Shorty" answer, wire at once. No drunks

> L. B. MALOTT World of Mirth Illusion Show Wilmington. Del., May 6 to 12

FOR SALE

Sunshine Choo-Choo Train. Smith & Smith Airpiane Rides, good condition. Also Boat Ride All for \$2,000 Will sell transportation for Rides

R. M. CRUMLEY c.o Grand American Shows St. Charles, Mo.

Ark. Wonder Shows

Want Concessions that work for 10e. No grift or percentage. Russell, Ark., Strawberry Harvest. Here for two weeks. Concession privilege, \$10.00 per week.

Contact C. A. PIFER, Mgr.

WANTED

Frozen Custard, Root Beer. Must be first class and meet city regulations. Good spot in Kiddie Park at San Antonio, Tex.

W. R. CURRY 2803 Rollingwood Dr Austin 4, Texas

Kiddie Rides for season. A. J. SUNNY AMUSEMENTS

Help. Second Men on all Rides. Will book

3006 East 130th St., Cleveland 20, Ohio Phone WA 14679

Lansing, Mich., May 14-20

Want Funhouse, Mechanical City, Motordrome, Animal, Unborn and other worthwhile Shows.

Ride Help for 10 major Rides; must drive semis.

JOHN QUINN

Battle Creek, Mich., until May 12.

Here It is . . . The Greatest Spring Date in the East

HTUO2 JERSEY STATE FAIR AND EXPOSITION

MAY 24 TO JUNE 2, 1951 10 Nights Days

CAMDEN, N. J. FAIR GROUNDS

Can book for this date—Legitimate Gaming Concessions of all kinds. Eats and Drinks—Pitchmen and Demonstrators for Exhibit Department and Midway. We have sold exclusive: Novelties, Scales, Age and Custard.

Two million tickets being distributed by participating merchants in New Jersey and Philadelphia, through the medium of Merchants' exploitation features. One hundred prizes being awarded including an automobile. Awards made afternoon and evening. Government, State and County displays. Gigantic Free Attractions twice daily Two special children's days for city and county schools. Want Carnival Electrician, Handy Man and useful Carnival People for year round job. Address all communications to Administration Offices

South Jersey State Fair and Exposition, Inc. Broadway-Stevens Bidg., 300 S. Broadway Phone EM 5-8506

lohn H. Mohrfeld, III. President; S. Burgdorf, Secretary

PECK AMUSEMENTS

Opening Northern route May 22nd at Princeton, Ill., with nine Rides; then Rockford III., followed by a strong route of Northern Illinois and Indiana Celebrations and Fairs and 9 Southern Fairs. Out till November

WANT

CONCESSIONS: Photo, Jeweiry, Hoop-La, Ball Games, Glass Pitch, Coke, Darts, Long Range and other legitimate Concessions working for stock only. No P.C. or flats No gypsies, RIDE HELP Foremen for Octopus, Wheel, Merry-Co-Round, Comot Salary \$60.00. Must drive semi. Also Second Men. No drinking allowed

C. S. PECK

(No collect calls.) Brownsville, Tenn., week May 7-12; Alamo Tenn., week Ma-14-19; then Princeton, Ill.



WANT

WANT

High Class Lot Man who can get wagons on and off the iot and assist with detail work. Man capable of handling Jig Show Front and sell tickets. Must understand how to get front up and down. Truck Drivers for tractors who can handle big trucks to haul our own wagons Sober, dependable drivers only Mrs. Wagner wants Waiters for Cookhouse, also Grab Joint Workers.

Johnny Gresh and Jack, contact Sam Roth. Have good proposition for you Address: AL WAGNER, MGR., Montgomery, Ala., this week.

AMERICAN EAGLE SHOWS

RIDES—Will Book or Lease a #5 Wheel, or any Ride not conflicting. I have Transportation. CONCESSIONS of all kinds. Especially Want Long Range, Short Range, Ball Games, Bowling Alley, Heart Pitch, Block Pitch, Swinger, Jewelry Rat Game. Going into the Strawberries. HELP—Want Man and Wife to handle neatly framed Snake Show. Glen Hockett wants Swinger and Bucket Agents

FOR SALE

1948 Dodge Heavy Duty Tractor and Low Boy 30 Ft, Trailer, Heart Pitch, Complete with Top and Frame. Fish Pond, complete. Priced to sell. ALL ADDRESS: DANNY ARNETT, Mgr., Per Route

Greater Dixieland Exposition

Can place for the season-Legitimate Concessions of all kinds including Custard Long and Short Range Lead Gallery, Cork, Fish Pond, Dart, String, Hoop-La Hi-Striker, Slum Spindle, Clothes Pin. No Gypsies, no racket. Free gate. Place A-1 Foreman on Wheel, Help on Jenny, Tilt, Rolloplane and Octopus who drive semi D. M. Conrad wants Agents for Ball Games and Slum Stores. John McKee wants Help for Bingo. Want Funhouse and any clean Show except Girl with or without equipment. We are winning every week and have a strong route All reply JIMMIE HENSON or JOHN McKEE, Mansfield, La., now; Conshutta, La., next;

then Natchitoches, La.

NEW ENGLAND AMUSEMENT CO.

CAN PLACE

CAN PLACE

All Hanky Panks, Long and Short Range Billposter with Concession. Two Men to up and down Concessions. Two Merchandise Wheels. Ride Help. All Replies to

> HARRY KAHN FRAMINCHAM, MASS., THIS WEEK

RIDES

Will buy if priced right. Light weight; small rides preferred.

FRANK BABCOCK UNITED SHOWS LOS ANGELES 14, CALIF. 834 SOUTH MAIN ST.

AVERY'S MODERN SHOWS

Grand River & 8 Mile Road, May 11-20; Plymouth & Inkster Roads, May 26-June 3both in outskirts of Detroit, Mich. WANTED-Nice looking POPCORN WAGON. HANKY PANKS of all kinds. Small COOKHOUSE. CAN PLACE ONE OR TWO SMALL SHOWS. RIDE HELP-Must drive semis. No drunks. Mrs. Verna Avery, 528 E. Lincoln, Royal Oak Twp., Mich. Phone Lincoln 4-9076.

RIDES WANTED

Legion-Lions' Annual Celebration, July 3, 4.

Chairman

East Troy, Wis. Phone 1402

R. L. (ROSS) SINDERSON

M. R. (SPOT) MASON

Opening May 11, Moline III., Nine Days.

23rd Ave. and 41st St.

Concessions: Mug Outfit, French Fries Ball Games, Custard, a few Hanky Panks. Shows: Monkey, Mechanical, Fun House Can use Second Men on all Rides

STAR-LITE SHOWS 4000 4th Ave

Moline, Illinois

FOR SALE

At less than half original cost. Due to enlarging troupe Peaches all aluminum Sky Revue Frailer beautiful interior Accommodate eight with all home facilities. Butane apartment-size stove and ice box, marine flush toilet and septic rank, hot and cold shower, eighty gallon water tank, metal possum bellies entire rength of trailer Address

SEARLE SIMMONS General Delivery Trenton, New Jersey

WANTED AT ONCE

Ride Foremen for Merry-Go-Round, For ris Wheel, Caterpillar and Chairplane. wages \$70.00 a week to start. Will pay more if you are not afraid of work. Can also use Second Men on above rides wages \$50.00 a week. Good opportunity for the right people

PRUDENT'S AMUSEMENT SHOWS

124 Cedar Ave Patchogue, L. I., N. Y.

SANDRA LEE WANTS

Useful Side Show People, Man and Wife, Man Must Do One or Two Acts. People Who Know Me, Answer. Girl for Ulusion WIRE AT ONCE c/o

> DUMONT SHOWS Bristol, Pa., this week.

MOUND CITY SHOWS

WANTED—WANTED

Bingo Caller or Manager, Also Counter men, At Once Want Rock-O-Plane Man Also Ferris Wheel Foreman and Second Man. First Class Roll-O-Plane Man Address COLLINSVILLE, ILL., this week.

RIDES WANTED

I'wo or three Rices, such as Ferris Wheel Merry - Go - Round, Chairplane, et c., wanted for use with local Carnival, week of July 4. Contact

> FRANKLIN FIRE COMPANY Franklin, West Virginia

WANTED

Agents for Cotton Candy, Jeweiry Spin-dle and Balloon Dart, Have two spots per week for 20 weeks of Street Celebra-tions in Minnesota. No drunks Contact

C. J. ROSE

c/o Western Union, Marshalltown, Iowa, thru May 10; then Sioux Falls, Iowa. c/o GEO. NELSON SHOWS

Midway Of Mirth Shows WANTS COOKHOUSE

Also Second Men on all Rides, Address Troy, Mo., this week: Bowling Green

CALL

W. B. J. SHOWS

Opens May 19. Winterquarters Lake Swanton, Ohio. All persons contracted. come in early. Want Shows.

-WANTED---

Help for Slum Concessions of all kinds. Will book novelty Mug Outfit, Fred "Whitey" Burke and Frank Bresk, contact me immediately.

JACK POTT RUSSELLS POINT, OHIO

HELP WANTED **CRAFTS 20 BIG SHOWS**

Opening 2 More Units May 1 around Los Angeles

ROY SHEPHERD, Ride Supt. WANTS Electrician who can operate and maintain Searchlights.

Also Foremen for Merry-Go-Round Wheel and Tilt. Can use Ride Superintendent for small unit, also Women Ticket Sellers. Will place Semi Drivers and useful Ride Men in all departments. Crafts will book Pony-Go-Round for Fairs and Celebrations.

Wire, Write or Phone CRAFTS 20 BIG SHOWS, INC.

7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF. Phone: SUnset 2-3131

PHIL ISSER WANTS

for his Long Island tour, beginning with Huntington, L. I., July 4 to 9, and all season through, including the Fairs.

WANT Photo Gallery, Duck Pond, Pitch-Till-You-Win, Short-Range Gallery, Frozen Custard, Hoopla, String Game, Penny or Cigarette Pitch, Penny Arcade. Good Side Show, Novelty or any Grind Show, also Posing Show. Al Camin, get in touch with me in regards to Motordrome. Can also use Caterpillar Foreman and Second Men on all rides; must be good. All replies, write or wire

PHIL ISSER

1539 East 29th Street

Brooklyn 29, N. Y.

RINGLING BROS.' CIRCUS

Will be in Philadelphia, May 21 to 26

We have a tew choice spots left in our lot which adjoins the circus grounds. This is one of the best locations on which Ringling Bros, has ever showed. Concessioners, apply at the

HARRIS NOVELTY CO.

1102 ARCH STREET

Phone: WA 2-6970 or MA 7-9848 Or Contact

SAM TASSELL

5839 WALNUT ST., PHILADELPHIA, PA. Phone: GRanite 2-5852

ATTENTION RIDE OWNERS AND CONCESSIONAIRES

We are opening a new park at Geneva, New York, at head end of beautiful Seneca nways 3 and 20, three miles from sampson Air base, with 30,000 soldiers and WFSS. This is a permanent base. Plenty of money in this area. Civilians working at base and earning large wages. Everybody working. Ten large villages and cities to draw from within 15-mile radius, beside the city of Geneva with 25,000 population. We have 8 park-owned Rides. Will book Octopus, Tilt, Caterpillar, Boat, Buggy, Train, Looper, Dodgem, Hey Dey. Concessions—First come, first served—Penny Arcade (you know the strength Arcades near base), Miniature Golf, Skeeball, Ball Games or any legitimate Games. Positively stock only. Contact -

PETER GUELLI

76 FIELDWOOD DR., ROCHESTER, N. Y.

PHONE CULVER 2647-W

GARDEN STATE SHOWS

WANT FOR ANNUAL FAIR, Lower Providence Vol. Fire Co., Collegeville, Pa., 16 Big Nights, May 23rd thru June 2nd, Superior Tube Fairgrounds. This is one of Eastern Pennsylvania's first and finest Spring Dates. 25,000 people in 1750. Advance ticket sale, free acts nightly, free gate, free parking, cash awards nightly, 1951 Oldsmobile 88 awarded last night of fair, fireworks May 30th, farm implements, home appliances and many other exhibits, two Kiddie Nights. Well advertised for 50-mile radius.

WANT—Will sell the exclusive on Popcorn Apples, Rotaries (Nick Sullo, contact), Custard and French Fries. Want especially to book or lease Merry-Go-Round (Jack Martin, contact). Will book Spitfire or any major ride not conflicting with what we have. This is a big ride spot, bigger every year. Will book Motordrome, Monkey Show, War Show (Logan, contact), Side Show or any attraction that caters to all. Want Ride Help who can drive semi for Wheel, 2 Second Men, General Ride Help. All contact R. H. MINER, 161 CHAMBER ST., PHILLIPSBURG N. J.

WANTED

A first-class Man or Lady who can handle promotions; can use for two or three months. Open for summer attractions.

PETERSBURG FAIR, INC.

PETERSBURG, VIRGINIA

WANT LEGITIMATE CONCESSIONS

Working for stock only, Ball Game, Weight and Age, Fish and Duck Ponds, etc. Can use Ride Help. Long season. All apply

SAM TASSELL SHOWS

5839 WALNUT ST., PHILADELPHIA. PHONE GRANITE 2-5852

Week of July 2nd In heart of business district on streets, this is a red one. Want 5

Rides and 20 Concessions. No gyps and no grift-strictly legitimate. Sponsored by the retail merchants association Jubilee week and dedication of new municipal building. Contact at once

> C. J. MARTIN WAVERLY, OHIO

WANT FOR BARDEX MINSTRELS

Assistant Manager and Patch to join immediately Wire

MILTON M. BARTOK

Care the Show, Wilmington, N. C.

SUNSET AMUSEMENT CO.

Copyrighted material

Want Foreman for C-Cruise, E. H. Hardin, contact, Exclusives open Novelties, Pea Ball, Scales, Can place Hit and Miss, Milk Bottles, Basket Ball, Hi Striker, String Game. Small Crind Shows with own equipment.

Hannibal, Mo., this week; Galesburg, Ill., next.

T. J. TIDWELL SHOWS

CARNIVALS

WANT CONCESSIONS

Cookhouse on account of disappointment, Jewelry, Photo, Lead Gallery, Long or Short Range, any Hanky Panks not conflicting. Arcade Percentage Agents. SHOWS-Wild Life, Girl Show. Have top and front for good show, what have you? Ft. Morgan, Colo., May 7-12; Casper, Wyo., May 14-19; Sheridan, Wyo., May 21-26; then the big one, Billings, Montana, "Go Western Days." All answer:

T. J. TIDWELL, Mgr., per route

JOHNNY J. DENTON'S



WANT

WANT

WANT

Sell X on Custard, Novelties, Jewelry, Mug Joint, Wonder Bar and Sno Cone.

Can place nice Pony Ride and Little Dipper. Good opening for Penny Arcade. Can use Big Snake, Midgets, Unborn and Wild Life. Will place one Mitt Camp. All Legitimate Hanky Panks open.

J. P. Magee wants Cookhouse Help. Contact JOHNNY J. DENTON, Cumberland, Ky.

BAIRNIEY TASSIEILIL

WANT FOR ORANGE, VA., WEEK MAY 14

Right in Heart of Town

Then in and around Washington, D. C.; Virginia and Maryland all summer.

Concessions of all kinds. Only one of a kind on midway. No gate admission and free act nightly. P. S.: Can place Sensational Free Act. State all in wire or letter.

Also Ride Help and Second Men. Wire or write this week, Kenbridge, Virginia.

3 ABREAST MERRY-GO-ROUND

WANTED FOR NEW KIDDIE PARK

Great location on dual highway—only kiddle park in the State. 300,000 drawing. Will only consider Ride in top condition and appearance. WILL ALSO CONSIDER PURCHASE Opening May 30

Contact Immediately: TAUSTIN & GELLER, RODNEY HOTEL, WILMINGTON, DELAWARE Phones: 8-4775-6-1113

on eastern shore of Maryland. Can book Custard, French Fries, Fish Pond or any Slum Stand working for stock. Shows with own equipment. No grift or gypsies. Free gate. Prizes given away nightly. Winter quarters, Westover, Md. Ferris Wheel Foreman wanted.

JOHN KEELER

General Delivery, Princess Ann, Maryland.

HARRISON GREATER SHOWS

MAY 14-19; WITH HOPEWELL, VA., TO FOLLOW, SOLDIERS' PAY DAY, Can place Concessions of all kind. Frozen Custard, Floss, Fish Pond, Diggers, Slum Concessions of all kind open. HAVE COMPLETE OUTFLT FOR CIRL SHOW TO JOIN ON WIRE. Want Ride Help on all Rides. Want Foreman for Ferris Wheel, semi drivers. Johnny Caruso wants Agents for Skillo and Count Stores and Pin Store. Pollack wants Agents for Skillo and Count Stores. All mail and wires to

FRANK HARRISON

Ayden, N. C., this week; then as per route. P.S.: Carrie, contact Lera.

Young, Attractive, Experienced Dancers for Revue. Top salaries. Sandy, Virginia, Mary, Thelma, answer. Will wire tickets if I know you. Address:

SUNNY ALLEN c/o HILL'S GREATER SHOWS. Tucumcari. N. M., this week; then per route.

WANTED C. A. STEPHENS SHOWS

For Clintwood, Va., this week; Pikesville, Ky., follows. Concessions - Long and Short Range Galleries, Cigarette Gallery, String Games, Hi-Striker, Photos, Custard, Jack Renfro, John Perry, Jim Fennell need General Concession Help. Have for Sale-50 Kw. Fairbanks-Morse Diesel Light Plant, just

LONE STAR SHOWS

HARTWELL, GA., THIS WEEK

Want Foreman for Merry-Go-Round. Good proposition to: Man on Kiddy Rides. Can place Second Men on Merry-Go-Round, Roll-o-Plane and Tilt-a-Whirl, semi drivers preferred. Can place Hanky Panks of all kinds. Want Help for Cookhouse and Agents for Balloon Darts, Ball Games and Fish Pond. Can place Shows: Ten-in-One. Snake or any Show not conflicting. Want Electrician who knows Lewis Diesel Plants.

Address All Mail and Wires to J. R. McSPADDEN

Club Activities

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, May 5 .- The April 25 meeting was called to order by President Fred Weidmann. Seated on the rostrum were Nate Cohn, Eddie Burke, Sam Dolman and Loretta Rogers, of the San Francisco Theatrical Club; Hannah Barron and George Beveridge, of the Thespians; Joan Bauer and Lou Fechter, of the Oakland Old-Time Vaudeville Artists, and Teresa Bauer, president of the South of Market Girls.

In observation of the club's seventh birthday President Weidmann introduced all members and guests. Nate Cohn, a charter member, spoke on the club's early beginning and traced its growth to the present membership of over 600.

Messages of congratulations were read from Past President Mike Krekos, currently visiting Athens, Greece; Mary Ragan Kanthe, first president; Al St. John, secretary of Sonoma County Fair; Mike Doolin, president of Pacific Coast Showmen's Association, Los Angeles; Elmer E. Robinson, mayor of San Francisco, and Congressman Frank R. Havenner.

TRAILER WANTED

Suitable for Floss, Apples, Snow Cone and or Popcorn, with or without equip-ment. Must be neat and with plenty of glass. Describe fully and enclose picture Desired size, about ten feet at least

> CHARLES WARE Box 525, High Point, N. C.

WANTED

Specialty and Strip Dancers, salary \$75.00. Can use a good Act. Also good Talker and Ticket Sellers for Revue Dick Palmer, wire.

RITA CORTES

CAVALCADE OF AMUSEMENTS Montgomery, Ala., this week.

CAPABLE FOREMAN

Skooter Ride, first class shape. Salary. \$100 weekly Gerald Musgrove Ir..

AL WAGNER CAVALCADE OF AMUSEMENTS

Montgomery, Ala., this week.

WANT WANT SKERBECK SHOWS Open May 15th

Two or three Shows of merit. Excellent opening for small Cookhouse or Grab. Will place a few more Concessions that do not conflict. Booked solid till the snow flies in Upper Michigan and Wisconsin. Reply: EUGENE W. SKERBECK, Fairgrounds, Escanaba, Mich.; then as per route.

MOTORDROME RIDERS

Can use Male or Female Riders for 17week park season-opening May 15th Write or wire

THRILLS, INC.

Riverview Park Chicago, Illinois

WANT TO BUY

MERRY-GO-ROUND Will pay cash. No junk wanted

J. W. BYERS 3303 West Broadway Council Bluffs, Iowa

STATE FAIR SHOWS

WANT NOW—HELP FOR ALL RIDES. SHOWS OF ALL KINDS except Girl Show. (25% to office.) CONCESSIONS: Popcorn. Candy Floss. Photos, Candy Apples, Lead Gallery. Ball Games. All legitimate Concessions, come on. HAVE FOR SALE: Tilt-a-Whirl, Spitfire, Mix-Up and Fun House. Address: Scott City, Kans., this week; Liberal, Kans., next.

WANT

RELIABLE OPERATOR FOR NEW NO. 5 FERRIS WHEEL IN PARK NEAR CHI-CAGO. Permanent location. No ups or downs. Prefer middle-aged operator who is tired of the road. If you drink, save your stamps. FOR SALE: Late 1947 2-Ton Chevrolet Tractor, 2-speed rear end. Rubber like new. Big Eli 24-Ft. Semi-Trailer—one driver Address: EARL BUNTING, P. O. Box 428, Ramsey, III.

RIDE SUPT. WANTED

For small Park. Must be A-1 or you won't last. No ups or downs. All-year work. Positively no drinking tolerated. Living quarters furnished. Must know Dodgem. W. H. (BILL) ALLEN, con-

VIC HORWITZ

Detroit, Mich.

Seville Hotel

National Showmen's Association

1564 Broadway, New York

NEW YORK, May 5 .- Services for William (Bibs) Malanga, sergeant-at-arms, who died of a heart attack in Washington, April 28 after being discharged from a hospital there two days before, were held in the Capital Wednesday (2). Phil Cook represented the club and about 100 persons from the World of Mirth Shows were in attendance. Services also were conducted Wednesday (2) by Chaplain Fred C. Murray at Riverside Memorial Chapel here. Interment in the club's plot at Ferncliff Cemetery, Hartsdale, N. Y.

Among those present for local services were Vincent Anderson, John S. Weisman, Jeff Harris, Jack Seigel, Louis Elias, Ward Graves, Sam Levy, Sam Stillman, David Brown, Sam Peterson, Sam Robbins, Sam Rothstein, Al Janpol, Joseph Hughes, Morris Glass, Sidney Roemer, John Lane, Irving Pearlstone, Tom Pell, George Bovino, Jack Zupan, John Mc-Cormick, Tom Coffey, D. D. Simons, Frank Rossi, Ben Rosenberg, Frank Rappaport, Charles Davenport, Ben Levine, Edward Elkins, Ben Herman, Sam Finkel, Murray Friedland and Ethel Weinberg. From the Ladies Auxiliary came Mildred Ford, Jean Torres and Lillian Elkins.

Recent visitors included Leo Bistany, Spot Pinsonault, Arthur Campfield, Emanuel Silver, Murray Zand, William Gottlieb, Lee Lewis and Henry Kaufman. Ex-cutive Secretary Ethel Weinberg left for a brief Miami vacation.

Sam Prell showing important improvement in Lutheran Memorial Hospital, Newark, N. J. Our shut-ins are James Cox, True Perkins, Irving Udowitz and Sam (Peanuts) Weisser.

Merry-Go-Round, Octopus, or any ride not conflicting. Also Cook House, Bingo and Hanky Panks. Fred Bell, Ted Cole, contact Frank Johnson. Can use 6 or 8 Hanky Agents.

VIRGINIA STATE SHOWS Chilhowie, Va., this week.

FOR SALE

One 4 year old Heifer, 27 in. tall, 28 in long, weight 170 lbs. None smaller. One Black Angus. 2 Hogs, each with 8 feet, extra bones and joints in their legs. Also 6 legged sheep, double male. All are alive and healthy. Can also get 2 more midget cattle. Also 20x40 tent and 40,000 25- and 10- tickets. This makes a pleasing Show Reason for selling, have other business. Can be shown year around and the story with them is right.

ED PRYCE 1668 South G St. Broken Bow, Neb.

FOR SALE

Bisch-Rocco 8-Car Flying Scooter with 20 h.p. elec motor. Used only two seasons. Excellent condition. Price \$7000.00. Will consider terms

> JOHN COMFORT Nahant, Mass.

Tel.: Nahant 1-0157

WANTED

Man or Couple for Grab Joint. Also Man

for Popcorn and Apples. Salary. Yearly work. Write or wire. Come on MORT MESSIAS Care BARNEY TASSELL UNIT SHOWS

Kenbridge, Va., this week

R. W. ROCCO

Agent Who Can Build and Operate Six Cat Store Complete. Have Good Territory For Same. Can Also Use Two More Count Store Agents. (Otto. Get In Touch With Me.) WIRE OR WRITE R. W ROCCO c'a Gold Bond Shows, Peoria III., this week.

DUE TO OTHER **BUSINESS INTERESTS**

This Is a Real Buy

9 Electric Diggers in A-1 condition, plus good frame, new top and sidewalls. Canvas is perfect. Also new Trailer for transportation of same with new tires, and a 1940 Ford Panel Truck with new motor, tires and trailer hitch. These Diggers are a real money maker. Will sell com-plete outfit for \$2,200.00. Contact

RAY E. MILLER

3091/2 Park Ave. Beaver Dam, Wisconsin

QUITTING BUSINESS

For Sale-1940 International Truck and four Concessions complete with tops and hinged frames, just painted. Shelf boards, light stringers, switch boxes and lead wire all Concessions. Truck has new van body, built last fall. Motor recently overhauled and in perfect condition, 6 very good tires. This is a steal, all for \$1,000.00 or will sell separate. Also plenty of mer-

> BUCK WEAVER SWAYZEE, IND.

ATLANTIC CITY AMUSEMENT PARK

Atlantic City, N. J. Will open about June 1st. Permanent Will open about June 1st, Permanent location. No moving around.

Want Rides: Buy, book or lease Major or Kiddy Rides, Merry-Go-Round. Tilt, Ferris Wheels, or what have you? SHOWS: Can use a few clean Shows, your own outfit. Side Show, Motor Drome, Monkey Show, Minstrel Show and a few good Grind Shows. CONCESSIONS: Hanky Panks, Grab, Popcorn, Candy Floss. No grift. Write or wire prepaid. HYMIE JACOBSON, Business Agent, 1829 Atlantic Ave., Atlantic City, N. J.

WALKER OSBORN

Agents for Hit and Miss and Bottle Ball Games, Penny Pitch and Fish Pond. (Frank Simmons, contact.) Also want one Man for Nail Store. Can place a few Stock Concessions. Want Ferris Wheel Foreman and Second Men on all Rides. Useful Help, contact

MOUND CITY SHOWS #2 UNIT Bonne Terre, Mo., This Week

MINIATURE TRAIN WANTED

Either percentage or lease. Must be A-1 Also Popcorn, Candy Floss, Novelties open for New Kiddyland, Fox Lake, III.

TOMMY SACCO

203 N. Wabash Ave. Chicago 1, III. Phone: ANdover 3-6112

WANTED Bingo Callers and Counterman to join immediately. No experience needed. Want all types Concession Help, Man or Woman for Age and Scales, Ball Games, Six Cat, Hanky Pank Agents, Hanky Panks are doing well on this show. Ex-

perience unnecessary we will train you. Write or wire DANNY DORSO

Continental Shows, White-boro, N. Y.

AGENTS WANTED AGENTS Cane Racks, Set Spindle and Bucket Agents. Bruce Smallwood, answer

> loe Borgia, contact ROY T. DUFFY

c/o Penn Premier Shows

Morrisville, Pa.

WANTED CALLER FOR BINGO

M. D. AMUSEMENT CO.

302 E. Diamond Ave. Hazleton, Pa.

WANT

ATHLETIC SHOW MANAGER AND CREW

We have complete outfit. Ride Men. Foremen, Drivers, Concession Agents. People who are satisfied with just a little money, stay away. Capable hard workers always get their share of cake here. West Frankfort, Ill., now; Carbondale, next, DYERS GREATER SHOWS

FOR SALE Flying Jennie in good condition, located

at Blue Ribbon Shows, 9106 Gravelly Lake Drive, Southwest, Tacoma 9, Washington Phone Lakewood 2250, Call or write.

W. J. GERLINGS

TED DUNLAP

Wants four Agents for Cork Gallery and Pitch Till U Win. Must be able to up and down. Also one good Stock Man. 19 Fairs and three Celebrations. If you drink you didn't see this ad.

> Gladstone Exposition Shows Sturgis, Ky.

GIRLS WANTED FOR NIGHT CLUB

Strips, Hula, Rhumba or any specialty. Looks essential. Year round work. Pleasant surroundings. Girls average \$100 per week. Will teach willing beginners. Will furnish wardrobe if necessary. Contact

J. MOONEY

225 BOURBON ST., NEW ORLEANS, LA. Phone after 7 p.m., MAgnolia 0910.

JEANNE BARRON WANTS

One or two Dancing Girls, prefer couples; will place your husband on Concessions or Rides. Best working conditions and wardrobe furnished. You must observe high standard of behavior. Play girls, stay where you are. Want sober Talker for Single-O. Cold and rainy this spring, but I have not yet missed or postponed a pay day. Address:

INTERSTATE SHOWS, Greeneville, Tenn.

N PREMIER SHOWS

We Have 16 Fairs Starting July 16 Until Armistice Day.

CONCESSIONS—Can place Novelties, String Games, Hi-Striker, Hoop-La, Water Games, Photos and other Legitimate Concessions. SHOWS—Can place Animal Show, Wild Life, Arcade and others not conflicting. Al Renton can place Ticket Sellers, Fire Eater, Pin Cushion, M.C. and other good Working Acts. AGENTS—Good, reliable Agents for Buckets and other Concessions. HELP— Can place good Ride Men in all departments who drive semis. Must be sober and reliable. Especially want Wheel and Octopus Men and other Flat Ride Men. Also Kiddie Ride Help. This Show plays 16 Fairs, 8 Celebrations and only 5 more Still Dates. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

Morrisville, Pa., this week: followed by Burlington, Newton and Dover, all N. J.

KEYSTONE EXPOSITION SHOWS

Want Legitimate Concessions of all kinds, no exclusive. Want ride help for all rides, must drive Semi-Trucks.

Office wants Stock Store and P.C. Agents.

Have very good route of still dates, playing through the potato section of North Carolina, and a big Fourth of July celebration at Belhaven, N. C.

Have a two-abreast Allan Herschell Merry-Go-Round in A-1 condition for sale; can be seen at any time in operation. Wire or write

KEYSTONE EXPOSITION SHOWS

This week Kershaw, N. C.; then per route.

Experienced Ride Help who can drive; especially want Chairplane Foreman. Top salary. Can place at once Combination Electrician and Mechanic. Will book Octopus. Rolloplane, Train Ride, Spitfire or any non-conflicting Ride. Will give liberal proposition to any non-conflicting Show. Good opening for Penny Arcade. Frank Zorda wants Fire Eater, Glass Blower, any experienced Side Show Help. Salary out of office. Babe Keating, come on Jimmy James wants Dancing Girls for Revue. Elaine Sopko. contact. Want Slum Concessions to wit: Photos, Long and Short Range Gallery, Balloon Darts, Ball Games, Hoop-La, Water Games, Cigarette Gallery, any legitimate Concession. Fitzie Brown wants few more Agents. This Show is heading for the Chicago area. Al Edger and Glen, contact George Beardsley. Want at once experienced Custard Man, good proposition. Griffin, come on; can place your Glass Pitch. All replies to AL WALLACE or FITZIE BROWN, Albemarie, N. C., week of May 7th; Mt. Airy, N. C., week of May 14th. Experienced Ride Help who can drive; especially want Chairplane Foreman. Top

THEN IIIIED CHOMS "A CLEAN _ MODERN _ MIDWAY"

AMERICAN LEGION SPRING FESTIVAL, PLYMOUTH, IND., MAY 14-19; THEN V.F.W ANNUAL CELEBRATION AT BEECH GROVE, INDIANAPOLIS, ON THE STREETS: FOLLOWED BY BONA FIDE PARK AND STREET CELEBRATIONS INCLUDING INDIANA'S BIGGEST 4TH OF JULY CELEBRATION, ALL WEEK AT LINTON. THOSE JOINING NOW WILL HAVE PREFERENCE HERE.

We can place all types of clean, legitimate Merchandise Concessions. All open. Want Ball Games, Pitches, Hoop-La, Watch-La, Cork Gallery, Bumper, Novelties, Jewelry HENDRYX, held Concessions open for you, wire. Positively no money games or rackets, they will not work in Indiana. Can place Shows of all kinds with own outfits. Want Merry-Go-Round Foreman and other useful Help. Also Concession Agents. This is the best advertised Show in the Middle West and business is good

Address Huntington, Ind., all this week; then as per route.

GAIETY SHOWS

Opening May 12 for 8 Days at Seneca Falls, N. Y., Near Sampson Air Base. WANT HELP for Merry, Ferris Wheel, Skyfighter. Foreman for Chairplane and a

good Electrician.

WANT SHOWS—Have Side Show fully equipped, want Manager with own personnel to operate it. Snake Show, Illusion, etc. Want two Men to up and down Girl

Show Top.

WANT CONCESSIONS—Novelties, Guess Age and Weight, String, Basketball, Air Gun. Race Horse, High Striker, Manager to operate Ice Cream Stand, Griddle Man. Waffle, Cotton Candy, Penny Arcade, etc.

Attention all Concessioners, Ride Help, Show Operators booked with show—Lot man will be on lot Wednesday, May 9th. All answer:

ANTHONY SANTILLO 106 MADISON ST., EAST ROCHESTER, N. Y.

PHONE 534-J

VETERANS UNITED SHOWS LAST CALL LAST CALL

OPENING WORTHINGTON, MINN., MAY 12TH TO 19TH.

CONCESSIONS: Will book Novelties, Fish Pond, Hoop-La, Watch-La, String, Bumper or any Hanky Pank not conflicting with what we have. Bob Evans wants Hanky Pank Agents. Billy Pappas wants Agents for Six Cats, Roll Down, Pins and Buckets. RIDES: Will book one more Flat Ride not conflicting, prefer Spitfire or Till. RIDE HELP: Want Foremen for new three-abreast Allan Herschell Merry-Go-Round, Octopus and Chairplane; Second Men on all Rides, prefer semi drivers, INDEPENDENT SHOWS: Will book Mechanical, Animal, Monkey, Ten-in-One, Penny Arcade. Show routed through South Dakota, North Dakota, Minnesota and Nebraska.

All Replies: BOX 622, WORTHINGTON, MINN

RIDE FOREMEN WANTED FOR GOODING AMUSEMENT COMPANY

Flying Scooters, Looper, Octopus, big Eli Wheel. Can use good Second Man on all rides, must be sober, reliable and well-recommended, otherwise do not apply. Address inquiries 1300 Norton Ave., Columbus, Ohio.

BROWNIE SMITH SHOWS

Troop No. 43. First show in heart of city in over 7 years.

Concessions all open except Cook House. Need Ride Help of all kind. Good proposition to Chairplane Foreman, Mitt Camp and Bingo I have real territory All Address:

2312A CILLESPIE ST.

BROWNIE SMITH

FAYETTEVILLE, N. C.

WRITE FOR LARGE LIST

Of used Show Equipment, Rides, Tops, Concessions, Electrical Equipment Fronts, Maintenance Equipment, Transformers, Arcade. Hundreds of items all ready to use and perfect. All guaranteed.

DON RAY, ROLL-A-WHEEL CO.

St. James, Mo.

Large Variety JULY 2-3-4, 1951

16th Annual Civic Celebration

sponsored by The Appleton Junior Chamber of Commerce Write for contract, state type of concession.

No Pop Corn Stands needed. FRED FROELICH

221 W. College Ave. Appleton, Wis.

Big Opportunity for CARNIVAL MDSE. SALESMAN

One of America's largest Carnival Merchandise Suppliers, located in New York City, has opening for experienced salesman to cover Shows and Carnivals in the Eastern Section of the country. Must have car and be willing to travel for entire Carnival Season. This is a rare opportunity, with extra bonus incentive for good producer. Write in confidence concerning your experience and salary desired. Our organization knows of this ad.

BILLBOARD, 1564 BROADWAY, N.Y.C.

FOR SALE

1 25-Kw. Gasoline Generator, 440 volts A.C. current. A-1 condition. Can be used on 220 or 110 volts with transformers. 1 71/2-Kw. Transformer, new. Approximately 1000 ft. #0 Rubber-Covered Cable, A-1 condition. 1 1947 Dodge Tractor with 1947 Trailmobile Van, low mileage. 12 Tops and Frames Horse, Big Six, Color Wheel and other Miscellaneous Carnival Equipment Write to

JOSEPH PAGANO 59 Addison St Waterbury, Conn

Phone 4-0771

HOME STATE SHOWS

WANT For 12 Fairs-7 Celebrations

Opening May 12, Huron, South Daketa; fol-lowed by Pierre and Mobridge, on streets. Top salary for Ride Foreman and Second Men. Need first-class Electrician, must drive. Shows: 10-in-1 or 5-in-1. Book Pony Ride after May 26th. Girls for Slavin's Revue, answer here or Pierre, South Dakota. Concessions: Photos, High Striker, Cigarette Gallery. Write or wire Stanley Warwick. LARSEN & TRUE-BLOOD, State Fair Grounds, Huron, May 12-19; Pierre, May 21-26.

MIDWAY EXPOSITION SHOWS

Want for proven route, 2 each week and 19 Fairs and Celebrations. All Hanky Panks-Long and Short Range, Photos. American Palmistry; Harry, answer First and Second Men on Tilt, Jenny. Wheel, Mix-Up, Kid Rides. Concession Agents, Bingo Help, must drive semis Bob Horde, answer Any Grind Show Red Bishop wants Girl Show Girls. All

J. R. LEERIGHT, Mgr. Washington, Kansas, now; then per route.

WANTED

For Side Show: Freaks, Working Acts of all descriptions, Girls for Blade Box. Playing early Fairs and Celebrations in the Dakotas. Territory where performers are appreciated. Opening middle of May State all in first letter. Guarantee salary

HELEN GOLDEN **BOX 25** PORT RICHEY, FLA

BETTY AND BILL WILLIAMS OLIVER MAGNER

And other good Agents, contact

BILL BERNAUER With Gooding Park Attractions, Toronto Ohio, this week; Girard, Ohio, May 13th.

WANTED CARNIVAL

For one week either June or August Date. Drawing of 30,000 population from three cities. Auspices of American

ELWOOD M. LAPHAM 13 Lincoln St.

WANT RIDES

burg, Virginia. Last two weeks in July or first week in August. Soldier and civilian population in area, 100,000. Prefer Merry Go-Round, Ferris Wheel Chairplane and any other Rides you have. Will book Independent Shows, Candy Floss, Pop. Corn, Duck Pond No flat stands or gypsies Reply: FIESTA, P. O. Box 1144, Petersburg, Va.

Nine or Ten-Ride Show and legitimate Concessions for established KIWANIS SPONSORED COUNTY FAIR that is expanding to a Two-County Fair. Date Sept. 24th thru Sept. 29th, Write

W. D. WARTHEN Vidalia Ga.

MARKS SHOWS

MILE LONG PLEASURE TRA.

CAN PLACE FOR

THREE OUTSTANDING DATES IN PHILADELPHIA

Erie and I Streets, May 7th to 12th; 67th and Dix Streets, May 14th to 19th; then Day and Date with Ringling-Barnum Circus. CONCESSIONS: Legitimate Merchandise Concessions of all kinds. SHOWS: Crime Show. Midget, or any money getting Grind Show. Must be in keeping with this Show's standards. RIDE HELP: Can place sober and reliable Men. DANNY BOYD, EDDIE BROWN. EARL FISHER, JIMMIE WILLIAMS, please contact. Blandie Mack wants Help for Monkey Show. Coy Rathel, John McCoughlin, please answer. Mike Roman and Maxie Glynn want Cookhouse Help of all kinds. Address all replies to MARKS SHOWS, Erie & I. Philadelphia, Pa., this week.

AMERICAN BAZAAR

Williamstown, N. J., May 7 to 12; Hatboro, Pa., May 14 to 19; Collingswood, N. J., May 21 to 26; Riverside, N. J., May 28 to June 3, the big Decoration Day Celebration.

Will book Hanky Panks and Stock Wheels, Short or Long Range Gallery, Jewelry, Novelties, American Mitt Camp. Will sell exclusive Age and Scales, permanent location in wings of gate, 25% of net or \$75.00. (We pay top salaries to ride men and never miss a payday.) Ride Men wanted as Second Man on Wheel and Fly-O-Plane. Men for general work on concessions. Agents for Stock Wheels and Slum Stores. Man to take over Photo Gallery on trailer. Experienced Custard Man. Contact

GEORGE H. HARMS or BEN PAUL as per Route

The Proud Reputation

Fords. New Jersey, this week; Fairview, New Jersey, May 18 to 26, including Sunday. Have 9 Fairs. 3 Celebrations. Want French Fries, Novelties, Balloon Darts, Photos, Fish Pond, Ball Games, American Palmistry. Hanky Panks open. Want Pony Ride, Unborn (Al Schnidt, answer). Funhouse, Wild Life (Bill Provost, answer). Side Show Manager with Acts, contact. Penny Arcade. Mechanical City and New Novel Grind Show. Address

WM. C. "BILL" MURRAY

WANT

WANT DOWN RIVER AMUSEMENT CO.

Michigan's Cleanest Midway ANN ARBOR, MICH., ALL THIS WEEK

HANKY PANKS of all kinds. Jewelry, Pennants, Novelties, Penny Pitch, Hi Striker, Glass Pitch. SHOWS-Penny Arcade, Fun House, Glass House, any small Grind Show. ONE MORE FEATURE RIDE—Spitfire, Octopus, Looper, Dodgem, Caterpillar or Fly-o-Plane. RIDE HELP who can drive semis. No grift or gypsies. Permanent address:

10138 W. Jefferson, River Rouge, Mich., next week.

CARL BOHN & SONS UNITED SHOWS WANT

OPENING SHREVEPORT, I.A., MAY 10, PLAYING LOTS IN SHREVEPORT WHERE WE WILL BE SHOWING TO THE METROPOLITAN POPULATION OF SHREVEPORT WE WILL BE SHOWING TO THE METROPOLITAN POPULATION OF SHREVEPORT AND IN ADDITION TO 35,000 TO 40,000 SOLDIERS FROM BARKSDALE FIELD. First Location in Shreveport on Highway 80, across from "Club 80." Then 12 Bona Fide Fairs to follow. CONCESSIONS—Hanky Panks of all kinds. Cookhouse that caters to Show People. Ball Games, Fish Pond, Balloon Darts, Penny Pitch. Glass Pitch, Short Range Shooting Gallery, Cigarette Shooting Gallery, Popcorn, Candy Apples. Candy Floss, High Striker, Age and Weight, Photos, Diggers and Set, Will book Bingo (Privilege or Percentage). ART PRICE wants Agents for Count Stores, Pin Stores, Six Cats and Slum Skillo, Also P.C. Dealers. (Sam Spanglo, contact.) SHOWS—Girl Show with own transportation Snake Show, 10-in-1, or any Show of merit. RIDES—Will book 1 Flat Ride—Octopus or Tilt-A-Whirl. Will give party "X" with 2 or more Kiddie Rides. (Gale Fulton, contact.) RIDE HELP: Foremen and Second Men for Ferris Wheel and Merry-Go-Round. Also General Ride Help. Semi Drivers given preference. John R. Merry-Go-Round. Also General Ride Help. Semi Drivers given preference. John R. Leatherman and Norville McDonald, get in touch with us at once. All People who were with me in Leesville, La., contact me at once. All wires or replies to CARL BOHN, Mgr., or EMMITT BUFKIN, Legal Adjuster

AMERICA'S BEST MIDWAY

WANT TO LEASE, BOOK OR BUY ONE OF TWO TRAINED ELEPHANTS Johnstown, Pa., May 7 to 12.

\$3,000.00 TAKES ALL

2 Electro-Freeze, 1 E-Z-Way Frozen Custard Machines, 1 large holding cabinet for mix separate compressor. All in good condition and running at close of last season.

> CASINO ARCADE PARK WILDWOOD, N. J.

STOCK TICKETS

Double Prices.

10 Rolls ...\$ 5.00

50 Rolls .. 19.00 00 Rolls .. 37.00 Rolls are 2,000 each. Size I"x2" Double Coupons

ACE FORMS MFG. CO., INC. 45 Bleecker Street New York 12, N. Y.

PRINTED TICKETS

30,000 14.00 50,000 17.00 100,000 28.00

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

NO. BB201J270 58.00 Dozen

Ladies' Modified Model, Refail 98c NO. BB201J272 S8.00 Dozen



HEAVY SILVER PLATED FLATWARE

Fine quality low priced silver plated ware with a plating of pure silver on 18% nickel silver base metal as used for the most expensive lines. Service Plate is the ideal line to feature for sale events, country homes, camps, trailers, insti-tutions, etc. Knives have stainless steel blades

26 PIECE SET-SERVICE FOR 6 6 Dinner Knives 1 Sugar Spoon 6 Oval Soup Spoons 6 Dinner Forks 1 Butter Knie No. BB124G101 (Less Chest) 1 Butter Knife Per Set \$3.90.

32 PIECE SET-SERVICE FOR & 6 Salad Forks 6 Dinner Knives 1 Sugar Spoon Oval Soup Spoons Dinner Forks

1 Butter Knife No. BB124G106, (Less Chest Per Set \$4.75. No. BB99G201. Each \$1.00

No. BB901233

No. BB901234.

Per dozen

Per dozen

ONE STRAND

16 inch graduated lengths White finish filigree clasp

TWO STRAND

16 and 17 inch graduated lengths. White finish filigree

\$3.50

PEARL NECKLACES

Our Own Imports!! Good Quality-Lustrous Cream Color—Graduated Styles

SPECIAL!! 16 Inch Single Strand Necklace. White finish filigree clasp. No. BB90J232

. \$1.95 Dozen



6 inch high clock mounting with western motif. Highlighted bronze finish. Manual starting electric movement. 17 inches wide. 111/2 Inches high, 5 inches deep. No. 8862W788. Each\$5.75



CARNIVAL NOVELTIES

CEI	LULOID	FEATI	HER
DOLL	S WITH	FARI	RINGS
	HAT AND		
	Size AITL	CAIT	Per Gr.
	inch		\$8,40
B34N5	71/2 inch		18.00
B34N6	8 inch		21.00
B34N9	9 inch		24.00
HIC	CH HAT N	MONK	EYS
No.			Per Gr.
B38N78	4 inch		\$3.50
B38N81 B38N82	9 'nch	• • • • • • • • • • • • • • • • • • •	15.00
		TION NO	VESTIES
DANGL	נטאמט טאו	ITION NO	ACT LIED
No.		144E 4	Per Gr.
B38N71	234 inch Don		
B38N74 B38N72	4 inch Donal		
B38N73	2 inch Spide		3.25
B38N75	24a inch Spic	der	6.00

B38N80 4½ inch Hula Doll 6.00 B38N76 4½ inch Devil 6.00 B38N77 4½ inch Skeleton 6.00 PAPER PARASOLS B26N26 18 inch

RAYON FLORAL PARASOL No. B26N9 32 inch. Per doz.\$6.00 LARGE SIZE INSIDE

NOVELTY HATS

Description B45N13 12 inch Coolie Hat\$18,00 B45N14 16 inch Coolie Hat 24.00 B46N45 Hat Band, per 1000 14.00

CANES, WHIPS AND RATONS

do.	Description Per	Gr
317N8	Baton With Bell51	6.00
317N7	Swagger Cane	
317N10	Lash Whip 1	5.00
15N1	Pennant Cane, heavy	
	grade, per 1000 1	8.00
317N27		4.00
	The state of the s	

SPECIAL CHINA HEAD CANES

234 inch Spider 6.00 No. B16N110—Fine quality China Head 2½ inch Hula Doll 3.25 Canes with assorted heads: Dice Head, 4½ inch Hula Doll 6.00 Baseball Head, Golf Ball Head, Police 10½ inch Devil 6.00 Dog Head, Bull Dog Head and Horse 11½ inch Skeleton 6.00 Head, Per gross \$16.50

CARNIVAL SUPPLIES

No	Description
B21R16	Cork Gun, Each\$5.25
821R26	Corks. Per thousand 2.75
B5R7	Baseballs (Special), Dozen 1.50
B3N550	Comic Buttons 11/2 inch,
	per 1000 10.00
B46N27	Leis, per gross 2.00

HUMMER FLYING BIRD | TRI COLOR BEACH BALLS No. Per Gr. 828N84 9 inch. Per dozen 84.75 While stock lasts

25% deposit required on all orders

N. SHURE CO. CHICAGO & ILLINOIS

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



Above Watch Men's & Ladie

Neatly \$1 3.9 Above watch with gold-plated band, tie holder and cuff links. Beautifully boxed

tor New 1951 Wholesale

MUM. \$1.00 additional for samples

antee if not satisfied JOSEPH 5 S. Wabash Ave. DKUJ. Dept. B-12, Chicago 3, III.

ENGRAVERS MERCHANDISE



Send for catalog if you do not have one

191 SOUTH ST.

DEXECO, INC.

PROVIDENCE 3, R. I.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3 All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week,

ACTS, SONGS & PARODIES

A-1 FREE CATALOG! 1,135 PARODIES, Special Songs, Routines, all Specialties. Monthly "Entertainer's Informer" free too. Kleinman, 5138 Cahuenga, N Hollywood,

ARRANGING FOR BAND, ORCHESTRA-Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimates; prompt service. Val's Arranging Studio. P O Box 2169. Daytona Beach, Fla. my12

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Com-edies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 963, Chicago 90.

GAGS, WIT, LAUGHS-BY YOB NOOFFUB. former advertising, radio and head scrib-bler, presents two routines, Parisian Whim-men, \$4; Private Eyelaffs, \$2; both, \$5. Gags, Wit, Laughs, Box 74. Brightmoor Sta., Detroit 23, Mich

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. my19 ABSOLUTELY NEW—THE THING, HARM-less novelty so ghastly realistic it even frightens us; sells on sight; sample, prepaid, one dollar. Frampton Industries, Box 88, Sta. A. Columbus, O.

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; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa.

ADVERTISING-SIGN SALESMEN - CASH in! Amazing changeable sign letters stick by themselves; send name for free samples. Garry Enterprises, 6912 Hollywood, Los Angeles 28.

AGENTS-DISTRIBUTORS—SPECIAL SALT and Peppers; Shell Jewelry, Novelties and Souvenirs; beautiful boxed Jewelry Sets, genuine Coral, genuine Mother of Pearl, Italian Mosaic and wide variety of all white jewelry, and unusual imprinted souvenirs. J. J. Lastufka Co., 2510 McDill, Tampa 9, Fla.

AIRSHIP BALLOONS — BLOWS UP 40 inches; below factory price, \$3 gross, delivered anywhere, limited supply. Consolidated Mdse., 160 Fifth Ave., New York 10. ARTISTS MODELS HOLLYWOOD BEAU-

ties; the largest, most beautiful collec-tion ever offered for sale; 360 miniature poses, all different, \$1 postpaid; with agents' price Cosmo Service 370 Beach St. West Haven 16. Conn., Dept. BB14. BALLOON BARGAINS—418, \$1.65 GROSS; 312. 90r; 524 Seconds, \$1.75; 16 Paddle, \$4.75; #7 Squawkers, \$2.25; #9 Squawkers, \$3.75. Balloons, 179 Luckie, Atlanta, Ga.

BARGAINS! SAVE UP TO 50%-HOSIERY, Lingerie, Toys, School Supplies, Blades, ovelties, Carded Goods, Drygoods, Cos-Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplaines, Chicago 6

BARGAINS — SAVE UP TO 50% — BAL-loons, Combs. Novelties, Notions, Sun-dries, Specialties. Carleton House-BB, Texas City, Tex.

BIG PROFITS FROM SAUCY PIN-UP Decals! Brilliantly colored, durable lacquers. Also complete range Stock Signs. PX — Novelties, Tourists, Staples! Free samples. Box 58. Morris Hts Station.

COLORED SPIRAL SPINNERS — WEST Coast sensation will sweep nation; used car lots, service stations, etc., eager buyers; bewitching outdoor display, metal, alive with light and color; be first with them in your area and clean up; trial dozen. \$19.80: six. \$10: sample. \$2 (with details). postpaid: 1/4 deposit. Cox, Venice. Calif. COMIC BAR SIGNS-THE "SAUCY" KIND 24 different brand new fast-sellers! Sam-ble dozen, \$1 prepaid Eastern POB-971

COMIC ILLUSTRATED BARROOM SIGNS— Large size, 8½x11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian. 5138 Cahuenga, North Hollywood.

COMPLETE LINE OF PLASTICS-SCALloped Table Cloths, Aprons, Drapes, Cottage Sets; lowest prices; free catalog. Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y.

DEMONSTRATORS-ROUTEMEN - DON'T miss this hot item. Tidee Maid Thread Hox, retail \$1.49, sample, \$1 Laurene Co... West Goshen, Conn.

DIAMONDS — LOWEST WHOLESALE prices: airmail for full information Joachim-Goldenstein Diamond Club. Ant. werp, Belgium

GIRL PICTURES—BEAUTIFUL POSES: 25 assorted, \$1; no free samples. Fred C. Hine, 1314 Douglas St. Dept. 45. Omaha.

Joke Booklets, Illustrated Comic Post-cards, Party Paper, Fun Novelties for men; big assortment, \$1 postpaid, with wholesale orice. 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 experi-ence needed Electric Ad Clock Co 22? North Jefferson St. Chicago 6 1630

PICTURE POST CARDS—NO LIMIT TO message on back, \$9.50 1st 1,000; addi-tional 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. my19

PITCHMEN — \$88\$: BIG MONEY, FAST selling "Dice-a-Day." Hollywood's newest rame sensation; a fun packed novelty, easy to sell, hilarious entertainment; reveals the future day to day. For details write Morean Novelty Company. Dept H. P O. Box 8536 Hollywood 46, Calif

PLASTER OF PARIS STATUES FOR CARnival workers, all sizes, for give away prizes. Carnival workers call at Atlanta Statuary, 1819 Madrona St., Grove Park, RUBBERIZED (TRANSPARENT) COATING

prevents automobile bumper tarnish, pre-serves chrome brilliance without polishing: sells every gas station; 200% profit. Rubber Products, Station AA, New Haven. Conn.

STAG ASSORTMENT FOR MEN-ILLUS-trated Cartoon Booklets and Photos of Breath-Taking Lovelies, all \$1 postpaid. Steele, 1170-M Ellis, San Francisco. my12

SALESMEN, DISTRIBUTORS—FAST SELL-ing Jewelry Items; direct factory connec-tion. Pickering Co., B-19 Bank St., Atta-

TIES FOR SALE-MARVELOUS BUYS, can't be duplicated; \$5.50 doz., \$1 to \$1.50 seller; money back guarantee; sell stores and direct; large assortment. National Cravat, c/o Eddle Ross, 1564 Broadway. NYC. JUdson 6-9092.

WRITE QUAKER HERB COMPANY NOW for wholesale price list on Laxatives, Liniments, Flavorings, Tonics, Herbs, Salves, Cometics, Deals, Premiums. Private Labels in 3 dozen lots. 220 George St., Cincinnati, Obic.

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.

\$25 EVERY DAY—SHOW OUR BEAUTIFUL Costume Jewelry; buy from manufacturer; 1/20, 12 Karat Gold-Filled Earrings, \$4.80 doz.; Gold-Plated Matching Pins, \$4.50 doz.; beautifully gift-boxed, Gold-Plated Pin-Earring Sets, \$7.20 doz.; others from \$4; order now. Berkshire, Box 802, Pittsfield, Mass.

1,000 EMBOSSED BUSINESS CARDS, \$2.50 postpaid; two colors, Red and Black, \$3.50; catalog, 25c. Velazquez, 696 Elton, Dept. B. New York 55.

ANIMALS, BIRDS, PETS

SNAKE DENS-SMALL SNAKES: large harmless; Rattlesnakes, fixed or hot; Green Iguanas, \$10: Tegu Lizards; Gila Monsters; Giant Cuban Chameleons; Boa Constrictors; S. A. Monkeys and Rare Animals. Price list on request. Wild Animals, Inc., Silver Springs, Fla. Phone 1204. jy7

ARRIVING WEEKLY - CENTRAL South American Birds, Animals and Rep-South American Birds, Animais and Rep-tiles; we have large Fer-De-Lance Snakes for immediate shipment; large Boas, Tropi-cal Whips, Cantils, Rattiers, Iguanas, Tegu Lizards, Baby Ocelot, Honey Bears, Wild-cats. This week's special, Glant Green Chinese Dragous, \$10. Tarpon Zoo, Tarpon Springs, Fla.

BABY FEMALE INDIAN ELEPHANTS-Four available, all are tame and gentle. easily broken to wear Howdah; 44 inches tall, 50 inches tall, 52 inches tall and 57 inches tall; perfect specimens for training. Write for prices. Trefflich's, 228 Fulton St., New York.

BABY FEMALE INDIAN ELEPHANTS—4 available, are tame, gentle, easy to handle; can easily be broken; 44 inches, 50 inches. 52 inches and 57 inches tall. Trefflich's, 228 Fulton St., New York.

CATS — 1 PERFECT PAIR SUMATRA Tigers 15 months old; 1 Male Spotted Leopard, 3-4 years old; 1 Female Black Leopard, 2 years old; 1 Pair Golden Cats. The above are all forest bred; write for prices. Trefflich, 228 Fulton St., New York CHIMPANZEES FROM 3 YEARS-TAME OR

cage, from \$400; 2 Female Gibbons (white), \$250 each: pair young Mandrills, \$150 each Rare Bird Farm. Kendall, Fla. CHIMPANZEES - 10 CAGE ANIMALS.

Males and Females, perfect specimens, 30 to 70 pounds, \$450 each: Baby Chimpanzees, Males and Females, fully acclimated, anyone can handle, \$700 each; Young Chimpanzees, 17 to 18 pounds, fairly tame, gentle, \$650 each Trefflich's, 228 Fulton St., New York

CIRCUS MICE—100 VARIETIES; SPOTTED and solid colors; Naked, Bare. Caracul, Crooks and other Freaks; plenty of Dancers, \$26 per hundred; full cash with order, shipped railway express only, your expense, in special water bottle crates; return empties promptly; charge collect, for \$3 refund. S. P. Holman, Sarasota, Fla. EXHIBITORS-SHOWMEN-A NEW POLICY;

sudden service; all orders shipped same day received; Iguanas, \$12.50; Tegu Lizards. day received: Iguanas, \$12.50; Tegu Lizards. \$17.50; Agoutis, \$30; Capybaras (world's largest rodents), \$65; Giant Anteaters, \$200; Ocelots; Boa Constrictors, up to seven feet (7 ft.), \$2.50 per foot, over seven feet (7 ft.), \$4 per foot; Wooly Monkeys; Cinnamon Ringtail Monkeys, \$30; Spider Monkeys, \$35; Squirrel Monkeys, \$30; Nite Monkeys, \$30; Live arrival guaranteed. All specimens are llown direct to our compound from South America, Asia, Africa and are acclimated in the U. S. before shipment to you; thus insuring their good condition. Send twenty-five per cent (25%) deposit with order, Animal Jungle, Route #3 Box 1520, Miami 38, Florida. Phone 88-4131.

GIANT RHESUS FOR WILDLIFE SHOW, \$35; the biggest males and females in the country; mother and baby African Green Monkey, \$75. Wild Animals, Inc., Silver Springs, Fla. Phone 1204.

MONKEYS—RHESUS, YOUNG, \$35 EACH:
Cinnamon Ringtail, \$35 each: White Face
Ringtails, \$40 each; African Greens, \$30
each; Pigtails, \$50 each; Sykes, \$40 each:
Javas, \$35 each; Howlers, \$50 each; Mother
and Baby Rhesus Monkeys, 2 weeks old
nursing baby, \$100 set; 2 Mandrills, young,
\$150 each; Baboons, young, \$75 each; 1
full grown Baboon, beautiful specimen,
\$125: 1 Pair Night Monkeys, \$50 each,
Trefflich's, 228 Fulton St., New York.

OUTSTANDING HIGH SCHOOL-PARADE Horse, young, sound and beautiful; capable of top performance. Trainer, Galvin Stables, Lenoir. N. C.

PAIR COYOTES-TAME, 8 MONTHS OLD. will sell together or separate; also tame Owls; Bear Cubs; other Stock; Monkeys, Birds, Reptiles; state wants; tame Red Fox, can be led on lead. The Craft Shop, Bow-

PLENTY SNAKES. ALL KINDS—ALLIGAtors, Beaded Lizards, Squirrels. Horned
Toads, Raccoons, Ringtall 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 SLOTHS, TWO-TOED, FEEDERS, EXCEL-lent for "What-Is-It?"; we have surplus, so half price at \$25 each. Also Owl Monkeys for night shows; Spiders, Wooleys, Ring-tails, etc. Write for price list Miami Rare Bird Farm, Kendall, Fla. my12

SPECIAL ONE PERFECT PAIR ORANGutans, acclimated for one year; special price, \$5,000 pair. Trefflich's, 228 Fulton St., New York.

VERY LARGE KOREAN DRAGONS (IGU-ana), \$12.50; young Ocelots, \$60; very tame Leopard, \$550. Wild Animals, Inc. Silver Springs, Fla. Phone 1204.

1 PAIR MALAYAN SUN BEARS—ACCLI-mated, perfect, \$250 each; 1 Baby Two Toe Sloth, \$50; Snakes, African Pythons, 5 feet, \$40 each; 1 Ball Python, \$40, 4 ft. Trefflich's, 228 Fulton St., New York. 2 RUSSIAN BROWN BEARS, ONE YEAR old males, \$150 each; 1 six month old AKC registered male Chihuahua, rich tan color, beauty, \$35; also available, Wildcats; Badgers, Porcupines, Monkeys, many other Animals, Birds, Reptiles. Charone Animal Ranch, Burlington, Wis.



MOTHER KANGAROO AND TWINS!

(EXCLUSIVE WITH U. E. C.)

Plush! 61/2" high. Mechanical marvel! As mother hops, baby bounces out of pouch, lands on its feet . . and its twin is ready for a similar ride! One of many "sell-on-sightems," including the cigarette lighters you're looking for and other desirable imported novelties. Prompt delivery.

Wire phone or write.

256 Mission St. San Francisco Telephone: SUtter 1-4159-1-3756

SALESMEN: IF YOU'RE AG-GRESSIVE, HAVE A-1 REFER-ENCES AND A FOLLOWING WITH THE JOBBING TRADE, CONTACT US!

NEW BEAUTY TIES Low Manufacturer's Prices SPELL TOP PROFITS



Latest in style creations smart designs and rich, har-monizing color schemes. Fast sight sellers.

Genuine Hand Paint ed Jumbo Size Ties. \$10.50 (Formerly \$5.00 Retailers) in 3 Doz. Lots or \$9.4 S9.45 Latest Style Panel Ties (Full

Cut — Top Quality) Hy-Value. Doz. Panels. Doz. 45 59.45 NOTE: Beautiful 16-Page Catalog sent FREE on request

HOSE PRICES
MEN'S DRESS HOSE WITH NYLON
HEELS AND TOES—guaranteed
for 6 months. Doz. MEN'S ALL-NYLON FANCY HOSE. SI GAUGE 15 DENIER WOMEN'S

(Special discounts on gross lots Tie and NYLON HOSE. Doz. Hose orders.) ORDER NOW—Prepaid shipment on all orders—immediate delivery.
TERMS: Net 30 days to rated firms; unrated firms 25% deposit, balance C.O.D

I. WOLFMARK

Dept BB 931 Roosevell Rd. Chicago 8, III.

by Onelda, Ltd., Silversmiths 26 PIECE SERVICE FOR 6\$ 8.50 34 PIECE SERVICE FOR 8 All hollow handle knives. Each piece has Rogers trace-mark Rogers Anti-Tarnish Chests,

Leatherette Two-Tone\$1.75 Mahogany Winston 2.25 Mahogany Deluxe 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, com-mended by Parents Magazine. \$8.50 Complete, only . COSTUME JEWELRY

In velveteen, satin-lined jewel boxes. Matching Necklace and Earring Necklace, Earrings, Bracelet

Necklace, Bracelet, Earrings. 3.75 Immed. Deliv.—Continuous Supply 25% with order-balance C. O. D.

H. B. DAVIS COMPANY 324-E W. 26th St., New York 1, N. Y. AL 5-6664 FREE PARKING



AL 5-6664

down with guaranteed Amsco Quick Cameras. Patented features mean more profits. Obtain list of bargains New, Used Low Prices. Beautiful, Durable. Also Portable Cameras

Never a press

American Stamp & Novelty Mfg. Co. 4301 Rossmoyne, Houston 6, Tex.



POST CARDS HEN DIFFERENT! 1100 \$2 50

ALBUM # 26 mmoens 25 UP FOR JOBBERS Many Choice Terri-tories Still Open. Published by

H. K. KITTRELL CO., Inc. Box 142 Waterloo, lowa

Terrific Values and Flash in Real Fur, Plush and Plastic Stuffed Toys for Car-nival and Concession Trade. Buy Direct.

C.O.D. If

#22 12x10" real fur Scotty, asstd. colors. FREE Plastic harness! \$16.50 doz. In 6 • 11x9" Rayon Plush Scotty, essta

colors.

• 11" Stuffed Dolls, plastic material.

• sayly dressed. Pressed Masked Face.

• 15x8" Rayon Cloth Clown, gay colors. Pressed Masked Face. Each of the 3 above numbers—\$7.50 doz In gross lots\$6.50

SEND \$23.50 and receive 36 Samples Prepaid! dozen of each of the 3 above numbers)

SPECIAL! 28" Rayon Plush Bear, asstd. colors, \$27 doz, Gross lots......\$24.00

Send for FREE catalog. ACE TOY MEG. CO.

MECHANICAL TOYS

(Occupied Japan) CDECTAL

BOXERS \$4. Dancing Couple 2. Duck With Frog 2. Frog 2. Jockey and Horse 3. Naughty Dog 4. Pick Chick 1. Pig 2.	ERS \$4.80 ing Couple 2.30 With Frog 2.75 2.00 ey and Horse 3.65 ghty Dog 4.70	ITEM										DOZ.
Dancing Couple 2. Duck With Frog 2. Frog 2. Jockey and Horse 3. Naughty Dog 4. Pick Chick 1. Pig 2.	ing Couple 2.30 With Frog 2.75 2.00 ey and Horse 3.65 chty Dog 4.70 Chick 1.25 2.70 I Porter 2.50 elling Boy 3.95	BOXERS										\$4.80
Duck With Frog 2. Frog 2. Jockey and Horse 3. Naughty Dog 4. Pick Chick 1. Pig 2.	With Frog 2.75 2.00 ey and Horse 3.65 ehty Dog 4.70 Chick 1.25 2.70 I Porter 2.50 elling Boy 3.95	Dancing Coup	le .				::					2.30
Frog Jockey and Horse	2.00 ey and Horse 3.65 ehty Dog 4.70 Chick 1.25 2.70 I Porter 2.50 elling Boy 3.95	Duck With Fr	02									2.75
Naughty Dog	thty Dog	Frog					11				7	2.00
Naughty Dog	thty Dog	lockey and He	orse			1						3.65
Pick Chick	Chick	Naughty Dog		•			•			•		4.70
Pig	2.70 I Porter	Pick Chick		•	•••	٠.	•	•	٠.	٠.	•	1 25
'8	l Porter	Pla	••••	••	•••	•	••	•	• •	•		2 70
Contail Darker	elling Boy 3.95	Small Barton	• • • •	٠.	•••	٠.	•••	•	• •	٠.		2.50
Small Porrer	ting Bear	man Forrer			• • •	• •	• •		• •	٠.		
Travelling Boy	ting Bear 5.50	Lavelling po	y				• •					3.95

ANDREWS & GEORGE COMPANY, INC. 1416 Alaskan Way Seattle, Wash.

25% with order, balance C.O.D.

gross with display cards

Full 4 inch visible ink supply

BRASS TIPPED BALL PENS per gross WITH METAL CAPS & CLIPS 1/2 gross \$6.00 25% cash with order, bal. C.O.D.

DIRECT FROM MANUFACTURER IDEAL PEN CO.

New York, N. Y. 175 Fifth Ave.

WITH DISPLAY CARDS Full Pen Visible Ink Supply 1/2 GROSS_____S5

1/2 GROSS_ 25% Cash with order, Balance C.O.D.

ARTHUR LEE CO., Dept. 6512 16 Court St., Brooklyn 2, N. Y.

· ATTENTION **PAPERMEN**

JUST OFF THE PRESS—SOMETHING NEW, TIMELY AND LOW IN COST WALL MAPS with metal hanger—1951 EDITION, containing NEW map of KOREA, Sportsman map with 1951 game laws, large map of the United States maps of Europe, Asia, Formosa, Japan, etc. These maps are made up in FOUR COLORS—A REAL FLASH.

If you are working Trades, Sports or Farm publications you can't beat this low cost premium. If you need a good farm publication for Kentucky or the Southern States we can furnish it. Write for details or better still mail us \$3.00 and we will send you ten of these maps postpaid anywhere in the United States. Sample 50e.

HUFF PUBLISHERS' SERVICE (Formerly ED HUFF & SON) Box 7696 Dallas 10, Texas P. O. Box 7696

\$6 Brings Back \$38.50 640% PROFIT ON ULTRA-BLUE STOCK SIGNS



these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 1000 different slogans

-Comedy, General, Religious. Marvelous full or spare time money-maker! OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 .\$1.00 15 Samples Ultra-Blue Relig's Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 Above Samples Mailed Postpaid. 812 Broadway, Dept. 621 New York 3, N. Y. L. LOWY

BUSINESS **OPPORTUNITIES**

ADVERTISE IN 40 COUNTRY WEEKLY newspapers, 24 words, \$3.50; Texas or elsewhere. M. R. Pennebaker, Box 870, Kerrville, Tex.

AMUSEMENT ROAD TO RICHES—AUTO-matic Miniature Bowling Alley (13½ ft., 18½ ft.), can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$950 starts you; indoors-outdoors. Kingpin, Roshon, Memphis 3.

ANALYZE HANDWRITING FOR PROFIT! \$1 puts you in business, including Charts, Signs, Instructions! (Free Information!) Graphologers, POB-971, Philadelphia. my12

CALUMET COACH CONCESSION TRAILER, equipped for sandwiches and drinks; 1950 model; reasonable. Frank Vlahov, 6848 Peoria, Chicago, Ill. HU 3-2065.

FOR LEASE—AQUARIUM ON PC: OCEAN and Hiway frontage. Wanted, Kiddie Rides. Robin Reed, Delake, Ore. my19 NEW JOBS OPEN IN SELLING! SEND name, address for five free issues of Opportunity Magazine's money - making guide, listing hundreds of companies who'll pay you well, full or part-time; no experience needed. Opportunity, 28 E. Jackson, Dept. 118 Chicago 4, Ill. my19

PAPERMEN—TRADE JOURNAL, NEVER been worked; new premium, exclusive ter-ritory. Publisher, 535 Lemcke Bldg., Indian-apolis, Ind.

RED HOT MONEY MAKER—SELL FOR \$1; 1,000 cost you \$6, \$994 profit; sample in-structions, 25 cents. Ewell Farley, Box 308,

STAMP FOLDERS—FINEST QUALITY, Direct from manufacturer; lowest prices; write for sample and prices. Braun Manufacturing, 171 E. 92nd, N.Y. 28, N.Y. je2

START A VENETIAN BLIND LAUNDRY-Profit opportunity for lifetime business; new machine method; free booklet on re-quest. K. B. Co., 101 S. 44th St., Phila-delphia 4, Pa. je9 YOU FOR PRESIDENT OF YOUR OWN

Credit-Collection Agency; many who answered our ads now have their names on office doors. Franklin Credit, Roanoke 7, 4 GAME CONCESSIONS—CITY BOOMING:

thousands defense employed, Marine, Navy base; boots pouring in; long season, ill health forces sale Write Box 2581, San Diagram Calif Diego, Calif. \$250 WEEK REPORTED! COLOR-ILUS-trated Book "505 Odd, Successful Busi-nesses" free! Work at home; expect some-thing odd. Pacific-VR. Oceanside, Calif.

2,000 AUCTIONS AND COMMUNITY SALES listed, days held and all States registered. Price, \$1. Will Simpson. 2705 Jule, St. Joseph. Mo. my19

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 69 in this issue.

COSTUMES, UNIFORMS WARDROBES

BEAUTIFUL SETS OF CHORUS COSTUMES, used in Chicago's smartest nite clubs!
At close-out prices, from 4 to 18 in a set;
the bargains you have been waiting for; one
look will convince you; no mail orders.
The Costume Mart, 67 E. Lake St., Chicago,
Ill., open Tues., Wed., Fri. and Sat., 12 'til 5.

CLOWNS, BURLESK COMICS, MINSTRELS Props, Wigs, Hats, Makeup, Accessories! (Free Lists!) "Happy" Morgan's Clown Headquarters. 2404-N Fifteenth. Philadel-

\$24; Bundle Clown Odds, \$7: Red Wigs (new), \$4; Chorus Costumes; beautiful Gold Curtain (12x20), \$50; Red Curtain (14½x21), \$40; others. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—USED COSTUME BARGAINS.
Chorus, dollar up; principals, three up;
no catalog. Guttenberg. 9 W 18th St.,
N Y 11. N Y je9

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAIL-able; Candy Corn Machines; steam pow-ered Popcorn and Peanut Wagons cheap Krispy Korn. 120 So Halsted, Chicago. III.

CLOSING OUT DISPLAY SAMPLES LESS 25%; Popcorn, Snow-Cone, Candy Floss Machines; Peanut Roasters; Coleman Tanks and Stoves, real bargains; send for prices, descriptions. Popcorn Supply, 179 Luckle,

GIRL IN FISH BOWL ILLUSION (LENZ. \$20, M.O.), with free instructions to make: limited supply; Trapeze Crane, \$25. Home Construction Co., 97 Arch St., Butler, N. J.

NEW AND USED POPCORN MACHINES-Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Carameicorn Kettles, Northside Co., 509 E 4th, Indianola Iowa my12

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND-10,000 REELS, FEA tures, Shorts, Serials, \$5 reel; some \$3 reel. DeVry, Natco Projectors, \$150. Roshon, Memphis 3, Tenn.

BIRCH THEATER MODEL ELECTRIC POP-per mounted in trailer, 6 by 8 feet on rubber; opens on three sides, with counters and canopies; good used condition. Millers-burg Trust Co., Millersburg, Pa.

BUILD RIDES, CONCESSIONS FROM tested plans; \$100 Twelve Passenger Kiddle Chairplane: Auto, Boat, Airplane, \$5; free 24 plan catalog. Brill, Box 875, Peoria,

CANDY FLOSS MACHINE WITH STAND and Booster; also new Gas Balloon Unit, cheap. Write to Mrs. Mary Hunter, 1241 Melbourne Rd. 12, East Cleveland, O.

Melbourne Rd. 12, Last

COMPLETE EQUIPMENT FOR 500 SEAT

Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318

Wishash Ave., Chicago. my26

COMPLETE ARCADE — 38 MACHINES. 20x40 Top, Front, Truck, etc. Charles Fairchild, 18 So. 5th St., Fort Atkinson, Wis. CONCESSION TRAILER—EQUIPPED WITH new Cotton Candy and Gas Popcorn Machine. \$600. Wm. Chapman, 4409 Ashburner Rd., Philadelphia 36, Pa. DE 3-8267. IRA-BLUE STOCK SIGNS

100 SIGNS, 7"x11"-\$6

(Cash With Order)

Rake in orders for these fast-selling "Eye"

DROP CURTAINS—ALL KINDS, PRICED for quick close-out; free, send for new price list, sizes, colors; materials cannot be replaced for the prices. The Costume Mart. 67 E. Lake St., Chicago, Ill., open Tues., Wed., Fri. and Sat., 12 to 5 p.m.

DUE TO ILL HEALTH I AM OFFERING Carnival Concessions. Booths and Drapes for Home Shows, including Trucks. Have summer and fall bookings; business is han-dled on rental basis; do not call unless interested. Telephone Elgin 3962.

FOR SALE—PORTABLE SKATING RINK. 50 ft.x120 ft.; everything complete; used 5 months. A-1 condition. W. F. Beineke, 2024 Sherbrook Ave., Indianapolis, Ind.

FOR SALE—TRAMPOLINE, 12'x5'4' COMpit; Trampoline Net, 17x3 inch meshes; Teeter Board and Chair. Stan Kirkillos, Box 43, Newtonville, N. J.

(Continued on page 64)

STERLING DEFIES COMPETITION ON LUCITE BOX PRICES!



Phone ADams 4621

44 E. LONG ST.,

4500 WATCHES

COLUMBUS 15. OHIO

IN JOB LOT

Luminous Dial-American Made

NO CRYSTAL

Formerly used in Nash Auto on Dashboard. Cost Nash Mfr. \$2.90 ea. in large quantities. Sample mailed postage paid-\$2.90 ea. Packed in cartons of 20-\$1.50 each; 100 or more, \$1.30 each, including small imitation leather cardboard easel in three assorted colors for desk or table use.

For large lots write for prices

Terms: Post Office Money Order or Cashier's Check in full with order. No C.O.D. except to very high rated Concerns.

Emeco Sales & Mfg., Inc.

121 W. MISHAWAKA AVE.

The Novelty Sensation of the Year!

LIFE SIZE

Photographic Reproductions of

Every man will want them. Luscious

models - blondes and brunettes; all Each photo is a lovable 5 feet tall.

\$43.00 Gross \$4.00 Dozen Cash with order! Fast delivery!

JACK M. HURSHMAN 3601 Connecticut Ave.

Washington 8, D. C.

Sells on First Sight! Jolly Penguin . . wings flap, toddles, b e a k opens and closes, head moves . . . A NATURAL! 51/4" high—windup toy — plush fabric body well con-structed—fascinat-ing to watch . . . a "hot" seller! IM-MEDIATEDE-

LIVERY! \$1 Retail Send \$1 for sample. Postage prepaid with Cash. 1/3 With Order, Balance C.O.D. ARNSBURY COMPANY 1123 S.W. Washington, Portland, Oregon

ALUMINUM & GENL MDSE.

Demanded Items, 24-hour ship. guar. Walches, Appliances, Dishes, Cutlery, etc. Lower Prices! Top Profits Retail Cost
14 Pc. Al. Set (Gd Hskpg) \$49.95 \$7.90
Broiler (Ig) Infa-Red Ray. 29.95 17.50
5 Tb Dewald Radio AC-DC 23.95 16.25
26 Pc Silver Set, Serv for 6 19.95 3.75
52 Pc Silver Set, Serv for 8 32.50 7.25
6 Pc Steak Knf Set, Rack... 4.95 1.90 J'Iry, matched sets 3&5 pc, from 2.50 UNSOLD MDSE. EXCHANGED

SPENCER CO. (Perfect Co-Op.) 163-B Bleecker St. N.Y.C. 12 Tel.: GR 5-0055 New Catalog FREE! 213 Monney-Makers!

WISCONSIN DELUXE CO.

POT OF GOLD **NEW BEACON LEOPARD** DESIGN BLANKET

54x72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30

\$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid.

No. 146 TOBAS ...\$3.25 No. 144 Midway ... 3.25 145 Magnet 4.10 No. 146 Mingo 4.10 Less Than Case Lots, Add 10c Per Blanket.

For Sample Add 50¢ Per Blanket. READY FOR MAILING SOON—Our new 1951 No. 61 Catalog.

Write for your copy NOW. State business in first letter. 1902 N. Third Street, Milwaukee, Wisconsin

Shown above: Style #5 of

\$10.50 per doz. line.

WE STILL SELL AT PRE-WAR PRICES! EARRINGS & NECKLACE SETS

Direct From Well-Rated Manufacturer!

\$10.50 doz. Asstd. rhine-pearl styles in beautiful transparent top all plastic boxes, velour interior.

\$3.60 doz. Earrings of the richest and most gorgeous assortments ever assembled. Boxes: 60¢ doz.

\$12.00 doz. Asstd. gorstone and pearl styles in large bridal white satin

attractive velour

25% deposit on all C.O.D. Free delivery on prepaid

orders.

\$3.60 doz. Scatter pins. Brilliant assortment. Boxes: 60¢ doz. \$7.00 doz. Asstd. cameo lets. A very hot special. Boxes: 60¢ doz.

G WAND 631 Broadway New York 12, N.Y.

Finely detailed horse shoe case. At the base of clock two horses roaming in corral. A mounted original Western designed metal horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high by 17" long on wood base Individually boxed.

SESSIONS ELECTRIC HORSE CLOCK self-starting sweep second hand move-ment. Gold, Silver or Rose Gold Finish 6 or more, \$6.75 ea. Sample, \$7.25 ea

ALL METAL, BEAUTIFULLY DETAILED WESTERN SADDLE HORSES

Height and Dozen Price 101/2" 81/2" 61/2" 51/2" 41/2" 21/2" 524.00 \$18.00 \$10.20 \$7.80 \$4.50 \$2.25

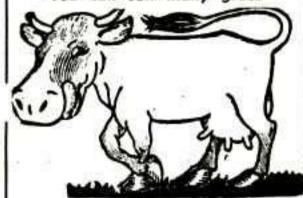
25% DEPOSIT REQUIRED WITH ORDER F.O.B. CHICAGO. WRITE FOR FREE FOLDERS-WHOLESALE ONLY



"MOO COW"

Western Noisemaker

"A Sensation at the TOY FAIR" You can sell many gross



Packed 3 doz. in carton Per Dozen \$2.50 Gross, \$29.00

25% with order, bal, C.O.D. MIDWEST MDSE. CO.

1008 Broadway, Kansas City 6, Missouri Carnival Catalog Being Mailed Out.

THE RIGHT LINE AT THE RIGHT PRICE



Guaranteed SWISS WATCHES

- · Brand New--Not Rebuilt
- Removable Pushpins Sweep Second Hand
- Assorted Radium
- One-Year Guarantee Genuine Leather
- Strap or Stainless Steel Expansion

\$3.00 EACH

STOP CHRONOGRAPHS Jeweled Movement, 2 Push Buttons

\$3.50 Each Write for our latest Price List, Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.

EDWARD A. WALDMAN CO. New York 18, N. Y 516 Fifth Ave.

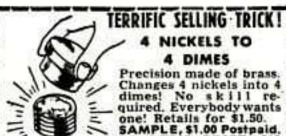


-SPECIALS-

Order Shipped Same Day Received Dart Balloons Gr. 5 .85 Gr. Swanger Canes Fur Monkey, 7 In.Gr. Feather Doll, 6 In. Doz. Baseballs, Latex Cover Doz. 2.60

25% Deposit With Order, Bal. C.O.D Send for FREE Catalog No. C51





4 NICKELS TO 4 DIMES Precision made of brass Changes 4 nickels into 4 dimes! No skill re-

quired. Everybody wants one! Retails for \$1.50.

SAMPLE, \$1.00 Postpaid.

DEALER'S PRICE—\$10

for 2 Doz., postpaid. Remit with order.

DEALERS: Ask for No. 10 Wholesale

Catalog of fast selling Tricks and Jokes. D. ROBBINS & CO. 131-B W. 42nd St.

WANT TO MAKE REAL MONEY!

You can positively make \$50.00 a day and up selling a brand new item going store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to

JOHNSON-HARTMAN Dept. BB-512 53 West Jackson Blvd, Chicago 4, III.

FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 63

FOR SALE—BLEACHER SEATS, 2,400, steel bottoms, 8 rows high, \$3,000; 10 kw. Gasoline Generating Plant, \$200. N. S. Illuminating Co., 38-10 Queens Blvd., Long Island City, N. Y. Tel.; ST-4-9553.

FOR SALE-ARCADE, COMPLETE; 62 MAchines, new top and wall; cheap; will trade for show equipment, rides, etc.; give or take difference. Fred Nolan, Moxahala Park, So. Zanesville, O.

FOR SALE—FLAT RIDE; RESEMBLES OC-topus; 12 car; loads 16' truck; good shape. \$1,500. Kiddie Auto, 8 car, \$350. Fred Nolan, Moxahala Park, So. Zanesville, O.

FOR SALE—TRICK AND BUCKING MULE: will pull cart; price, \$125. Contact Renee and Jim. R. F. D. #1, New Hope, Penna. (c/o W. Sharkey).

FOR SALE—COMPLETE SCALE MODEL Mechanical Miniature Carnival for road show exhibits, make offers. Kenneth Wagenseller, 5315 N. 27 Ave., Omaha, Neb. FOR SALE, CHEAP-1 20x90 TOP BANNER Line 2 Concession Tops, 14 and 16 Grind Show, PA, Sets, etc. Want Wrestlers, Cook-house Help. Walter Uphoff, 119 Grove-land Ave., Minneapolis.

GRUNER CHAIR PLANE-JUNIOR SIZE. Electric Motor, complete, \$300. Jiggs Johnson, Royal Blue Rides, 30 Ohio Ave... Charleston 2, W. Va.

LONG RANGE SHOOTING GALLERY ON 4 wheel trailer, all complete; 5 Automatic Rifles, plenty Shells. Sig Signor, 1445 Lagoon, Minneapolis, Minn.

LONG RANGE, SHORT RANGE GALLERIES, Custard, Airplane, Pony and Train Rides; Trucks and Semi's. Joe Kaus, Wrightsville

Sound, N. C. LONG RANGE GALLERY ON TRUCK, complete, first \$1,500 takes same. Wm. Ostrom. 254 W. Fulton St., Gloversville,

MINIATURE TRAIN AND TRACK—READY to go, \$1,150; Jones Mix Up, needs paint, set up for inspection, \$300. Wilson Operating Co., Tulsa, Okla. P. O. Box 1271. Phone

MOVIE FEATURES—16MM. SOUND: DOZ-ens of fine Westerns and Features, \$37.50 to \$47.50 each; all subjects guaranteed sat-isfactory or full refund Swank. 614 N Skinker. St. Louis 5, Mo. my12

OLD MOVIE FILMS, EQUIPMENT, POSTers, etc., bought-sold-exchanged, regardless of age or condition. Johnny Allen. 19 Demarest Place, Maywood, N. J. my12 OTTAWA MINIATURE STEAM TRAIN— 2 years old, good condition; 350 feet track, 4 coaches. Brownie's Court, Rt. 2, Franklin.

ROLLER RINK. PORTABLE TENT. 50x100 foot Maple Floor, 240 Chicago Skates. P.A. System. Pop Coolers, Concession Bidg.: all equipment. stock, insurance, etc., \$6,500. Clif Peterson, Edgerton, Minn.

SELL SNOWBALLS—\$7 BUYS ICE SHAVER that shaves into the cup and enough flavor and cups for thousand snowballs; \$2.25 buys regular shaver and flavor for 500: illustrated circulars free. Snowball Co., 9534-K Lemturner, Jacksonville 8, Fla.

SHOOTING GALLERY-15 SHELL LOAD-ing tubes, 75c dozen; \$6 100; must send deposit on c.o.d. orders. H. B. Sherbahn,

SHORT RANGE TARGETS—20 KINDS, free samples; "shipped the same day service." Fine Art Press, 115 Donald. Peoria. III.

SKATING RINK TENT-40x90. WITH SIDEwalls; used six seasons, good for one or two more; \$500. George's Skating Rink. my12 Meredosia, III. Phone 101. THREE USED CANDY FLOSS MACHINES, used Corn Poppers, Popper Kettles, Ice Shavers, Hand Rolled Candy Cones, James

Rosetter, Albany, O. TRAILER—POPCORN. CARMELCORN AND
French fries: large Calumet Sr Coach:
less than one year old; sacrifice 120 So
Halsted St., Chicago 6. Ill. my26

TRUCK-'49 FORD F8. 22,000 ACTUAL miles. new tires. excellent condition: special built for show business: formerly owned by Selden-Stratosphere Man; will sell or trade for Kiddie rides. What is your offer? James Reed. 700 Exchange Bldg. Nashville. Tenn. my12

8 CAR FLYING SCOOTER-EXCELLENT condition. 5 years old, gasoline motor power, never moved, located Harveys Lake Picnic Grounds, Penna.: reasonable price. Michael H. Yozviak, 31 Luzerne St., Lee Park, Wilkes-Barre, Pa. Tel.: 36927, 6 p.m. 16MM FILMS RENTED—LOWEST RATES:
hundreds of Westerns, Features to choose
from Rex Film Co., 812 Second Ave., Columbus, Ga my19

16MM RENTALS-LOWEST RATES QUALity Pictures: If you're paying too much, get our prices. Rogers Films. Box 3526 East Atlanta. Ga

INSTRUCTIONS BOOKS & CARTOONS

VOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; send 25-for catalog Balda. The Lightning Cartoon-ist. Oshkosh Wis my26

MAGICAL APPARATUS

AAAAA-WHOLESALE TRICK CATALOG.

10-; Jokers' Novelties, Magic. fast-selling
Specialties! (Pitchmen's Headquarters!)
Arlane Mfg Co 4462-B Germantown, Philadelphia

A BRAND NEW #23 CATALOG — MIND reading. Mentalism. Spooks, Hypnotism Horoscopes, Crystals, Palmistry, Graphology Magic: 144 page illustrated catalog. Buyer's Guide, both 50c; wholesale. Nelson Enterorises, 336-B S High, Columbus, O my 19

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog for latest tricks, 35c. Ireland, B-109, N. Dearborn, Chicago 2. SUB-MINIATURE RADIOPHONE FOR Mentalists: weighs less than pound: easily concealed: illustrated brochure, specifications, price. Nelson Enterprises, 36 South High. Columbus, O my19

MISCELLANEOUS

"BELLY TANKS," \$9.95; STEEL SIX foot, 55 pounds, or ten foot, 115 pounds; free picture Buck's Auto Parts, Merced,

GET ON TELEVISION, LEARN VENTRI-loquism; Ventriloquists Course and Talk-ing Figure, \$15 postpaid; photo, circular, Write Box 505, Keego Harbor, Mich.

NEW EXCITING BURLESQUE FILMS-Straight titles or for Panoram use, sold wholesale to dealers only. Raynor Sales Co., 608 S. Dearborn St., Chicago 5, Ill. my26

SYRUP MAVIS COLA—THE PERFECT Cola drink; ready to use; ideal for dispensers or bottlers; guaranteed perfect; quantity buyers only; 50¢ gallon, f.o.b. Atlantic City. Juice Vending Co., Maryland Ave., Atlantic City. my26

1947 1½-TON DODGE TRUCK—2 TON MOtor; actual mileage, 23,000 miles; 14 ft. all steel van body with extra side door; steel possum bellies, booster brakes, heavy duty frame, ventilating windows, spotlight, double windshield wipers, adjustable air cushion seat and fog light; full price, \$1,625. Address Box 441. Billboard. Chicago, Ill.

YOUR NAME IN BIG, BLACK HEADLINES on standard newspaper page; write 3 headlines, under 36 letters, \$1; great for lobby display. Headlines, Box 1351, Dept. 14, Hartford 1. Conn. my26

water continues a present

THANK YOU.

For the Great Response WE HAVE PLENTY OF NEW STOCK AVAILABLE AT OUR LOW PRICE 50L MacArthur Button in Stock Opera Glasses, assorted colors, GR. \$33.00.

BALLOONS

#11 Pastel Animal Print, GR... 4.50 #10 Mousenead—Inflatable Ears. GR. 6.00 #15 Mousehead—Inflatable Ears.

GR. 8.50 #15 Cat Mottled. GR. 7.50

FEATHER DOLLS

> ···· 8.00 FUR MONKEYS

Feather Backs-Bright Colors.

4" Bright Colors, GR.\$ 3.50 7" Fur Monks—Bright, GR. .. 7.00 11" Fur Monkey, fez hat, GR. .. 18.00 = 200 Jumping Monks—U.S. GR. 20.00 PARASOLS, SILK

10" 6-Rib, Crook Handle, GR. \$33.00 12" 8-Rib, Flowered, GR. 48.00 14" 8-Rib, Flowered, GR. 54.00 Tri Motor Airplane Pinwheels. GR. 18.00 Lash Whips. GR. 12.00 Batons. GR. 12.50

Write for Catalog. Same Day Service. 25% Deposit With All Orders CHARLES SHEAR 150 Park Row New York 7, N. Y



new guaranteed 17 ewel Swiss movement. Delivered with watch box — \$120 price tag. Min. order 3-\$1.50 extra for sample. 25% with order - balance

only \$1 5.95

NATIONAL DIST. CO.

421 Calumet Bldg.

Miami, Fla.

\$12.00

Sample Deck

\$2.00

HOTTEST DEAL THE WORLD Dazzling New Deck of Plastic Coated

Playing Cards with 52

ART PHOTOS in Full NATURAL COLOR

MODELS OF ALL NA-TIONS"-You've never seen anything like it. REAL art studies—in thrilling poses. Every photo different. Rush order today. You won't be disappointed!

WOLF DECK (original), \$10.50 doz. sample, \$2.00. Sample of Both Decks, \$3.00 Exclusive Playing Card Co., Dept. BM-9 1139 S. Wabash Ave. Chicago 5, III.



FOR PREMIUM USERS Nickel Plated, Exclusive New Haven compensating hair spring, makes it keep better time under extreme of heat or cold No. 775BB—in lots or 10 or more \$1,89 Ea Sample—Ea, \$1.97 Retail—\$2.95 Ea ROHDE-SPENCER CO. 223-225 W. Madison Street, Chicago 6, III

PROMPT SHIPMENTS SPECIALS

LAPBOARDS FLASH BOARDS BINGO BLOWERS Folding Tables and Chairs -Write for Free Catalog-

H. A. SULLIVAN 104-22 BLVD., DEPT. B ROCKAWAY BEACH, N. Y

DEMONSTRATORS

MAKE \$40.00 A DAY Demonstrating Silicote Auto Glaze-revo--8 ways better than any wax polish-Guaranteed or Money Back. Just wipe it on, let dry, it wipes bright. Amazing demonstration sells anyone who sees it. Send \$1.00 for sample (refundable on first order), details and discounts. QUINN MFG, CO., P. O. Box 349, Beloit, Wis.

MUSICAL INSTRUMENTS. ACCESSORIES

ACCORDION ALPHABET—NEW SYSTEM to overcome basses' trouble by temporarily coloring some accordion buttons, com-piled by the former N. Y. City public school piano teacher. Frank Pinto, 752a Madison St., Brooklyn, N. Y. Short course of correspondence mail lessons given.

ORGAN TYPE AMPLIFIERS FOR RIDES and shows; beautiful, reasonable; send for photo and description. Beebe, Box 505, Keego Harbor, Mich. my19

PERSONALS

HAVE A CHICAGO MAIL ADDRESS-ITS permanence is valuable to you; we forward your mail; average cost only \$1 monthly; information free. Schultz House, 3116 F Seminary, Chicago. my19

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS-DP Paper. Chemicals, Mounts; Photo Novelties; New and Used DP Cameras. Miller Supplies 1535 Franklin St Louis 6. Mo

COMPLETE SUPPLIES—D.P. OPERATORS
Direx and Eastman Paper, prompt service
Lone Star Photo Co. 2405 Elm St. Dallas.

DIME PHOTO OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co.. 1161 N. Cleveland Ave., Chicago, Ill.

DIRECT POSITIVE OPERATORS — WE have the new Eastman Direct Positive paper, chemicals, backgrounds, comic foregrounds, folders, glass and metal frames; write for new catalog. Hanley Photo Supply Co., 1414 McGee. Kansas City, Mo. my12

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals,
Frames, Backgrounds, Comic Foregrounds;
Cameras for indoor, complete Photo Booths,
etc.; free information and prices; we are
old and reliable since 1903. PDQ Camera
Co., 161 N Cleveland Ave., Chicago, Ill.
je30

LOW-COST PHOTOMOUNTS—3x5, \$3 100; write free samples, prices, other sizes. Penn Photomounts. 335 Woodland Ave... Glenolden, Pa.

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. my26

WE MANUFACTURE LEATHERETTE
Photo Cases and Wood Photo Albums:
send for catalog Wood Albums Co. 54
Jefferson St. Brooklyn 6 N.Y fe2

PRINTING

ALWAYS LOWEST PRICES ON QUALITY Posters; one hundred 14x22 3-color Window Cards, \$8; 500, \$34.50. Tribune Press. Earl Park, Ind.

BUSINESS CARDS PRINTED IN THREE colors, your choice. \$7.50 1,000; quantity prices, samples. Mallo Press, 767 Leith St.. Flint 5, Mich. RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid: Stamp Pads, 50c; 1,000 Business Cards, \$3 Smallwood Printery, 2715 Vine.

14x22 WINDOW CARDS THE BELL PRESS. Winton, Pa.

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS: 20. 30, 40 and 240-light book matches: bigger spot cash commissions; every busi-ness a prospect; repeats; start without ex-perience, men, women; full, part time; buy nothing; sales kit furnished. Match Corp.. Dept. D-49, Chicago 32, Ill.

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes-Uniforms, etc.; sales equipment free; ex-perience unnecessary. Nimrod, 4922-DS

NATIONAL FIRM NEEDS MAN, 30-65— List local delinquent accounts for collec-tion; \$100-\$200 comm, weekly; no selling, no collecting, no experience necessary; digni-fied, steady work; opportunity for advance-ment, higher earnings. United Financial Service, 183 Plymouth Bldg., Minneapolis 3.

SCENERY & BANNERS

FOR SALE — BEAUTIFUL OUTDOOR scenery for fairs, expositions, etc.; practically brand new, used only six days in one location; 22 pcs., 4x12'; construction is the best. Ix3" frames with masonite covering instead of canvas; 32' back piece, two wings, each 8x12 and two masking or tract pcs. 20'x12'; gorgeous scene in oil; must be pcs. 20'x12'; gorgeous scene in oil; must be seen to appreciate; paid \$850; will sacrifice. G. Phillips, 1321 Arch St., Philadelphia 7. Pa. RI-6-9914.

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest: no disappoint-ments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. my19

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W 83d St., Los Angeles 3 je23 COMPLETE TATTOOING OUTFITS—NEW Supplies, Concentrated Pelican Black; Number 11 Sharps (Milwards), \$10 per "M" Zeis, 728 Lesley, Rockford, Ill. jy21

WANTED TO BUY

BOSTON JUKE OPERATORS - STORE wants used disks; dime apiece for latest hits in good condition. Call Leon at AV

CENTER JOINT—12'x12'; SUITABLE GLASS Pitch; good condition; best price for cash L. Woodward, Box 232, Roslyn, Wash. CUSTARD MACHINE, IN GOOD CONDI-tion, preferably without trailer; must be reasonable. Jack Casper, 1201 Chemung St., Shamokin, Penna.

PHONOGRAPH RECORDS MADE BETWEEN 1920 and 1940. Dealers' stock or collections, any quantity. Jacob Schneider, 128 W. Street, NYC. je16

WANTS GOOD HOUSE CAR FOR CASH-No Trailer; must be clean; any location, will come. Ray Law, Hill City, Kan. my19 WANTED TO BUY—REMINGTON .22 GAL-gery Spatterless Shells; state quantity and price. P. O. Box 2004, Fort Worth, Tex.

WANTED TO BUY—HAMMOND TONE Cabinets, F 40 or FR 40; must be in A-1 electrical shape, late model. Coffey Realty & Insurance Co., 110 N. Court St., Mont-

WURLITZER ORGAN-DOUBLE ACTION, #150, in fair condition, and Merry-Go-Round Horses in fair condition. Rocka-ways' Playland, Rockaway Beach, New York.

12 HORSES FOR KIDDIE SIZE MERRY-GO-Round; state condition, location and low-est cash price. J. Wm. Bell, Jr., 1230 Angora Ave., Yeadon, Pa.

Sentunas il itransati a 2001 lines

SOL. GENERAL MACARTHUR BUTTONS \$17.50 per M #26 MOTTLE PADDLE BALLOOMS . . . \$6.50 gr.

CREW HATS



\$58.00 Gr SECTION OR PLAIN TOPS WHITE STRAW COWBOY

HATS......\$4.50 DOZ. We have a full line of resort hats. including Fluorescent Satin BE-BOP, JOCKEY and BASEBALL HATS

> in a rainbow of colors. WRITE-PHONE-WIRE! WRITE FOR 1951 CATALOG —JUST OFF THE PRESS!

Kim & Cioffi Phila., Pa.

SUPER DUPER MILCLIF LAZY SUSAN

Lazy Susan, 20" diameter. Scalloped Rim, well seasoned wood, transparent lacquer sets off beautiful natural grain. Large bowl, lid and 6 dishes in Forest Green glass. Glass and Susan individually packed Retails \$16.75

prepaid cash with order. MILCLIF COMPANY

Ea. Set

Lots of 6

F.O.B New York, 1/3

with order Balance

C.O.D. Sam ples \$9.50

MEN-Build a Wholesale Route



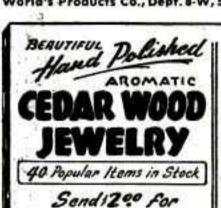
Customers Make good weekly earnings selling stores our BIG line of 200 products—all daily neces-sities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5e and 10e to \$1,00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience ally advertised. No experience needed. Get all the moneymaking facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. 8-W, Spencer, Ind.

Exciting

(() ()

We Help You Establish a Steady Route of Dealer



LEOPARD LAPEL PIN Painted in Vatural Calors 1.75 DOZ. Ondos How SAMPLE ASSORTMENT Write for Catalog No. 51 ER MFG. CO. IIG-E. WALNUT ST.





Big Profits Own your own business stamping key checks, name

plates, social secur-ity plates. Sample with name and address, 25¢. Bart Mfg.Co.

303 Degraw St. Brooklyn 2, N. Y.

WITH PLASTIC RAYON TOWELS **Powerful Quick Demonstration** Grease, ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$56.00 gross.

CLEAN UP

Send \$1 for sample package 6 Towels.
Big profits every pitch. All orders 50%
deposit, balance C.O.D.
SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

Principles of the Call State of

A SHAP THE PERSON

48.00

.75

7.20

3.95

1.10

5.40

3.95

4.32

1.25

EXCITING BUYS Necklace & Earring Set. Quality and flash. Big Seller \$24.00 Sample set \$2.45, dozen sets \$24.00 Mechanical Toys. Imported, 5 price ranges. Dozen \$1.95, \$2.75, \$3.75, \$4.20 Baby Dolls. Best buys this side of heaven. Dozen \$24.00, \$36.00 Ball Pen-Pencil Combination. Exceptional value. Gross 100 gross lots, gross 65¢. 10 gross \$7.50, gross Charms. Plastic. Big assort-ment. 10 gross \$6.50, gross. Fur Monkeys. Big flash and Sun Glasses. Army Air Force style in case. Gross \$72.00, dozen Silk Parasols. Flowered, 3 sizes. Doxen \$3.60, \$6.00. Pistol Lighters. 3 best values Dozen \$6.00, \$7.20 Table Cigarette Lighters. Assorted styles. Excellent value. sorted colors, 10 gross \$25.00. Wallets, Best value anywhere. grades. Dozen \$7.20, 18.00 \$14.40 Men's Hosiery. 3 good values Doxen pair \$2.65, \$2.95... Men's Lotions, 8-ounce and 16-ounce sizes. Tremendous value. Big bargain. Assorted. 10 gross \$144, gross..... 8-Vitamine Capsules. A new improved multi-vitamin capsule. 100 capsules . . . Shaving Cream. In tubes Close-out. Gross Telescopic Viewers. Those clever peek - a - boos with magnifying lens, with brass beaded key chains ready for your own photograph, 500

Shoe Laces. Paired, banded 1.65 and boxed. Gross laces. Deposit or Full Payment With Order Cut-Rate WHOLESALERS Since 1916 901 BROADWAY, New York 3, N. Y.

Razor Blades. First quality. 5 to a box. 100 blades 50¢.

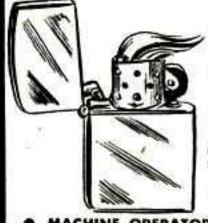
Needles, English, 20 assorted

10 gross \$11.50, gross . . .

to a package. Gross packages Pocket Combs. First quality

1000 blades

WIND-PROOF Cigarette Lighters



postage! per gross

per doz.

tinclude

50¢ for

MACHINE OPERATORS

 ARMY STORES ENGRAVERS

Famous pocket lighter with beautiful satin chrome finish and special tack-

a-loop for key chain. Order now, A real Imperial special! 25% deposit—balance C.O.D.

WRITE FOR 1951 PRICE LIST

Imperial Mase. Co. 893 Broadway New York 3, N. Y.



12 SETS FOR THE PRICE OF 1 Necklace, brooch,

bracelet, earring set. This 5 piece 24K gold plate ensemble contains 10 impressive colored center stones, surrounded by 24 full-cut sparkling rhinestones. All in a gorgeous 3iered satinlined, velveteen covered, hinged box measuring

assortment! \$39.50 \$39.50 Ea. Sample Ret. Only Dz.

Only \$4

Send \$10 for 5 assorted luxury boxed sets (Retail \$100)

Aviator's Sunglasses—the better kindgold plated, genuine rockglass, can't break. Gov't registered 20/20 lenses in leather case. 77¢ pr Minimum 1 doz.

\$10.95 horn handle 6 pc. steak sets 52. \$3.50 cleaver cutlery sets \$1. Free Catalog.

TED BURKE INDUSTRIES Dept. B-44, 10 W. 27 St. New York City

EQUIPMENT

IMMEDIATE DELIVERY!

Electric Flash Boards Electric Bingo Blowers

Wire or write for Catalog



WANT TO MAKE REAL MONEY!

You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to

JOHNSON-HARTMAN Dept. 88-55 53 West Jackson Blvd., Chicago 4, III.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word

Minimum \$3

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

BARITONE AND TENOR MAN; ALSO SEC-MEXICAN HOUSE BOY FOR SMALL FARM.
tion Trumpet Man needed immediately;
stylized hotel band; location only. Contact
Bobby Paxton, Commodore Perry Hotel,
Toledo, O.

PIANIST—ABOVE AVERAGE, FOR SEMIname band; state age, draft, if married.

COMEDIAN FOR PLATFORM MED. SHOW, open May 21; other People that know the med. business, write. Jerry Frantz. Slating-DANCERS WANTED-DANCERS FOR SUM-

mer road show; top salary and all new outfit. Write: Oscar Corbin, 927 N. Main, Kokomo, Ind.

DANCERS WANTED AT ONCE—TOP SAL-ary; \$60 Still Dates, \$75 Fairs; Hawaiian, Oriental or Strip Tease. Wire Oscar Corbin, 927 N. Main, Kokomo, Ind.

FOR GRAND STAND SHOW AT FAIRS-Strong Trumpet, Trombone, Drummer, must have show experience; full details, photo. Williams and Lee, 464 Holly Ave., St. Paul, Minn. my12

GIRL VOCALIST TO SING WITH ORCHES-tra and MC entertainments at seaside resort, 29th June to September fourth. Send pictures and information. Box C#369. c/o Billboard, Cincinnatt, O. my12 MEN OVER 21 TO DISTRIBUTE PRINTED advertising stickers; easy work and good pay. Write National, Dept. 10A. Box 6772,

Cleveland, O.

PIANIST—ABOVE AVERAGE, FOR SEMI-name band; state age, draft, if married, previous bands, permanent address. Box #C-376, c/o Billboard, Cincinnati, O. my26

PIANO OR ORGAN FOR HAMMOND OR gan chair; organ furnished; good weekly salary, annual bonus. Lee Williams, 1611 City National Bank Building, Omaha. Neb.

REPLACEMENTS FOR SAX SECTION. MUST play good clarinet; salary, sleeper bus, no lay off; others write. Buddy Bair, Box 113, Ph. 7272, Colome, S. D. my19

REPLACEMENTS FOR COMMERCIAL "Mickey" orchestra; guaranteed salary, sleeper-bus. Contact Bob Calame, 2107 N. 18th St., Omaha, Neb.

SHORT RANGE SHOOTING GALLERY Agents to travel with carnivals; must be experienced. Ralph Hunt, Box 101. Buck-eye Lake, O. Phone Hebron 3071.

WANTED-A HELPER FOR THE STATES. Spiller's Seals wants a helper, must be reliable and sober; state salary and past references. Spiller's Seals. Coney Island Park, Caracas Venezuela my26

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

ATTENTION. AGENTS AND CLUB owners; six piece well organized band; union; good library; Latin, Dixieland novelties. For details write Musician, 227 Bonnie View, Knoxville, Tenn.

AVAILABLE ON NOTICE—EIGHT PIECE club-hotel style tenor band; huge library, many doubles, well organized, thoroly professional; seeking work in representative clubs and hotel rooms or reliable agency affiliation. Box C-366, care Billboard, Cincinnati, O my12

CIRCUS & CARNIVAL

PALMIST-DESIRES WORK; EXOTIC ENchanting in an old world Gypsy way; also do half and half; carnival preferred. Rose Davis, Avella, Pa. Dial 9535

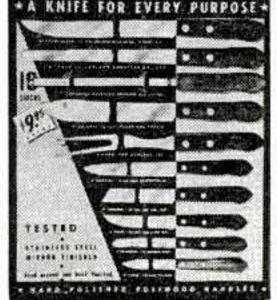
DRAMATIC ARTISTS

EXPERIENCED STOCK ACTOR—THOROLY trained, desires summer stock work, \$40 week; leads, juveniles, character; quick study, non-equity. Box #C-378. c/o Billboard, Cincinnati.

MISCELLANEOUS

AT LIBERTY—ENTERTAINER, MUSICIAN.
Magician, Horseback Rider, Physician,
Doctor, Mind Reader, Hillbillie Fiddler, Ray
Lynch, Coatesville, Penna. my19

FOR VOLUME—OFFER CUTLERY & SILVERWARE



Attractively Gift Boxed. Stainless Steet Imported Rosewood Handles. Ea. \$2.80

Amazing values in Cutlery Gift Sets and Silverware rom 2 pc to 103 pc. Write for catalog.

25% with orders-F.O.B. N. Y

THOMAS A. WOLFE, INC. Dept. BB, .133 Broadway, N. Y. C. 10



EE Rugs, \$37.50 ea. Buy DIRECT from Reliable
Importer. Glowing Oriental
reproduction extra heavy
9x12 room size RUGS! Per9x12 room size RUGS! Perto back of durable, fine selected RayonCotton Yarn to give years of Wear. Greatest
Money-Maker today! ALL SIZES, COLORS. 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free whole sale price list and catalog. 25% deposit with order, balance C. O. D. if not rated.

LO-US TRADING CO.

Dept. B-30, 1627 Locust St., St. Louis 3, Mo.

MUSICIANS

A-I ORGANIST-TWENTY YEARS' EXPErience rinks, radio, hotels, lounges. Address Organist 203 Grove St., Charleston. S. C. je2

ATTENTION! CLUBS AND COCKTAIL Lounges: Versatile trio available May 25; one girl, two men: organ, electric guitar and drums; double vocals; sober, reliable, best of references, union: unique combination: will travel anywhere, but prefer Midwest; will consider all offers; agents welcome. Write, wire or phone Gene White, 4011 Russell, St. Louis 10, Mo. Phone Laclede

DRUMMER—AGE 26, AVAILABLE IMME-diately; draft exempt, Local 10; read, cut shows, play all styles and Latins; location preferred. Dick Glerum, 704 S. Maple, Oak Park, Ill. Telephone: Village 8-2355.

DRUMMER — UNION, DRAFT EXEMPT. sober, reliable, plenty experience; do fine work with small night club and hotel com-Musician 102 Hauber St., Rocheste

EXPERIENCED LEAD TROMBONE FOR summer location or travel; cut any book, range, tone, solo work. Herbert Dir. 8 Lyons Hall, Notre Dame, Ind.

MUSIC COPYIST AND TYPIST—DELPHA Foster. Box 1323, Tulsa 1, Okla my12

ORGANIST—WITH RADIO, SUPPER CLUB, hotel experience, desires location in or near Chicago. Write Organist. Box C-379, care Billboard, Cincinnati, O.

PIANIST DESIRES WORK IN COCKTAIL Lounge; locate anywhere. Dorian, 18 Gramercy Park. So.. Room 819, New York Gramercy 5-6000. my12

PIANIST—SOCIETY, "MICKEY," COMMER-cial; can read or fake; is sober, reliable: available June 8 Musician, 1843 10th Ave., Greeley Colo.

PIANIST — EXPERIENCED; COCKTAIL lounge or tavern; Cavallaro style; travel anywhere. Box C-380. care Billboard, Cincinnati, O. SAXOPHONIST—ALTO: LOCAL 802, FOR tour or location. W. Stevenson, 213

tour or location. W. Stevenson, 213 Schermerhorn St., Brooklyn 2, N. Y. my12 TENOR SAX, CLARINET, VIOLIN-2D OR 3d chair; read, transpose, no take-off; dependable; will go anywhere for connection with organized bands working hotels and locations. Floyd Tenhoff, Library Hotel, Springfield, Ill.

TENOR SAX. CLARINET—READ, FAKE, cut or no notice. Bob Robinson. 1227 S 3d, Louisville. Ky. Magnolia 5655-W. TRUMPET—SEMINAME BAND AND combo experience; sober, congenial, degree, arrange, car; consider all. Jim Peddycord, 444 Indiana Ave., Chester. W Va. Phone 4746-J.

TRUMPET PLAYER—UNION, AGE 20. available immediately, professionally experienced, prefer summer location, but will travel anywhere: good appearance, reliable. Write: Box #C-377, c/o Billboard, Cincinnati.

TRUMPET PLAYER FOR SMALL COm-bination: good tone, M. H. Osterman. Box 352. Sault Sainte Marie, Mich.

TRUMPETER-DOUBLE FIDDLE. VOCAL ist; available for resort during summer months; not far from N. Y.; married, union, draft exempt. Philip Mancini, Hotel Bristol. South Norwalk Conn. Phone 8-9717.

WOMAN ORGANIST - OWN HAMMOND Organ, experienced hotel, cafe, dancing: can furnish Male Drummer, sober, union: anywhere now. Jessie Drong. 3532 Eucalyp-tus. Long Beach. Calif

PARKS & FAIRS

ASCENSIONS, PARACHUTE BALLOON Jumping; modern equipment for parks fairs, celebrations; always reliable. Claude L. Shafer 1041 S Dennison, Indianapolis

BIG 5 PEOPLE ACROBATIC AND BAL-ancing act; beautiful stage display. For illustrated literature, Lehmbeck Sisters At-tractions, 2015 Oliver St., Fort Wayne, Ind. CLEAN EMCEE-WORKS BETWEEN PERformers; featuring strobelite puppets. comedy magic. inexhaustible bottle; indoors. outdoors; work hour alone; agents welcome Osborne. 5223 Cedar Ave.. Philadephia. Pa

"ENGAGE" CHARLES LA CROIX, HIGH-class, outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

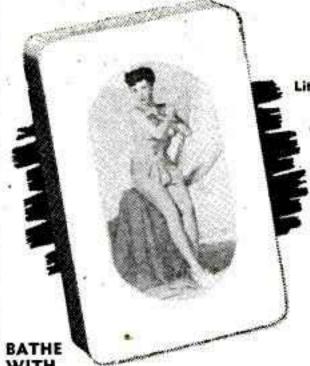
"GREAT CALVERT" — THE HIGH-WIRE act that has drawing power No collect telegrams accepted. Address 164 Averill Ave.," Rochester, N. Y. je9

SENSATIONAL HIGH FIRE DIVE ACT—
25 years of impressive results; featured
by Fox Movietone and the N. Y. Press;
available parks, fairs, celebrations. Capt
Earl MacDonald, 456 Lamphier Pl., Warren, O Tele, 45337 je2

VAUDEVILLE ARTISTS

COMEDIAN-MC-27 BARUCH PLACE, NEW York City, Zone 2. my19

New! BRAND NEW SENSATION!



FULL-COLOR, GORGEOUS ARTIST'S MODEL

Lithographed by new secret process in radiantly beautiful colors!

ON REAL

BATH S-O-A-P

THE PICTURE WILL NEVER, NEVER NEVER WASH OFF!! WHAT A GIFT! WHAT A GAG!

PACKED

3 BARS

TO

DISPLAY

BOX.

BOX IN

FULL-

COLOR

BATHING CUTIES

WITH WHAT AN AMAZING NEW GIMMICK!

Make money f-a-s-t! Get in early! This is pure. white, mild soap-REAL SOAP! For the face or BATH. Lithographed by a new secret process on each bar in gorgeous natural colors is an adorable artist's model; and the picture will never, never, NEVER WASH OFF!! Packed three bars to attractive, full-color display box. What a cutie for the bath! What a money-maker for you! HURRY, HURRY TO MAKE MONEY F-A-S-T!! Don't be late on this one!

PACKED 3 BARS TO BEAUTIFULLY LITHO-CRAPHED, FULL-COLOR DISPLAY BOX

Per DOZEN 25% WITH ORDER ORDER

(SAMPLE BOX \$2.00 POSTPAID) NO SAMPLES SENT C.O.D.

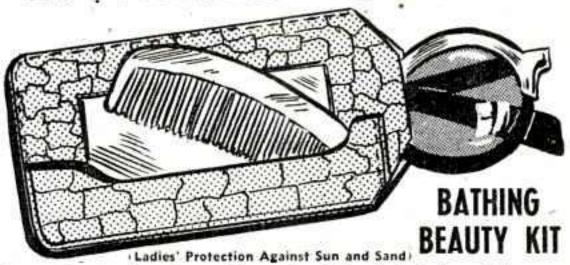
DIST. & JOBBERS LISTED IN D. & B., WRITE FOR PRICES! LEXINGTON SALES CO.

5805 NOBLE AVE., DEPT. B51

VAN NUYS, CALIF.

BATHE WITH ME

Girls Go Ga-Ga Over HOT WEATHER SPECIAL!



Set contains pair of sunglasses, mirror and pocket comb in single matching case: Sunglass frames in assortment of blue, pink, red, black, green and shell. All glasses feature beautiful gold trim. Lenses bear seal of approval label.

2.00 5% Discount Samples, \$2.00 A sure-fire seller at resorts, fairs.

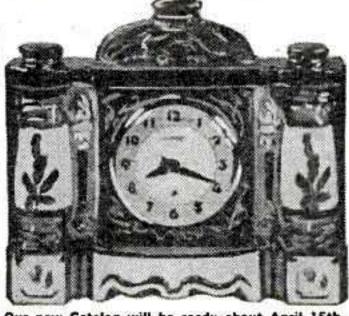
Doz.in Gross Lots. Samples, \$2.00 A sure-fire seller at resorts, fairs.

Ea. pass by! Stock up on this hot item

SPECIAL! Air Corps Type Sunglasses complete with sheath case. Pearloid sweat band and comfort pads. Lenses bear seal of approval label. \$7.80 Doz.

25% deposit with order, balance C.O.D.—No Catalogs.

AL NYMAN & SON, INC. 16 East 17th St., New York 3, N. Y



ALWAYS FIRST

LANSHIRE" GERAMIC MANTEL CLOCK

Beautifully designed in red and green marbelized effect with floral decoration heavily embossed in gold trim. Equipped with a Synchronous Precision Self-Starting Electric Clock Move-ment which carries a one year factory guarantee. Width, 10½". Overall height, 9½". Individually packaged. I M M E D I A T E DELIVERY

> DOZEN \$9.00 \$96.00

Plus 20% Fed. Excise Tax. Our new Catalog will be ready about April 15th. Get your name in now to be sure you get your copy. Please state type of business in first letter.

Cash with order or 25% deposit, balance C.O.D. 1902 N. THIRD ST. WISCONSIN DE LUXE CO. MILWAUKEE 12, WISC.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds. Whips,

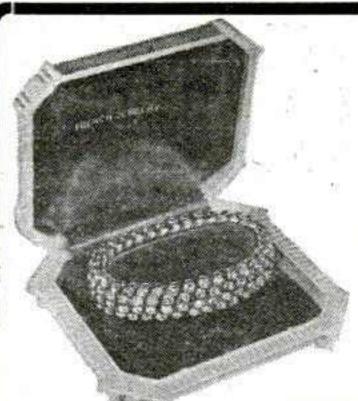
Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise. Catalog Now Ready—Write for Copy Today To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



this profitable line of merchandise this year and get your share of this business. Order early to insure complete delivery, due to big shortage of fireworks.

Write for our price list NOW

ARROWHEAD FIREWORKS COMPANY
1819 W. Superior St., Duluth 2, Minn. Dept. F 175
14, Louis Park, P.O. 84 Dept. F 200, Minneapolis, Minn.



ANOTHER TEMPLE **EXCLUSIVE** MAGNIFICENT RHINESTONE

A multi-jeweled array of simu-lated diamonds that will stop everyone who sees it. Show this inspiring piece of French Jewe elry and you'll sell it in large quantities. Stretch band. Hand-some case. Carries \$19.50 Re-tail Price Tag.

TEMPLE PRICE Only \$6.50 EA. IN Sample \$6.75 Prepaid

MILLIONS OF PEARLS ARE SOLD EACH YEAR Here Is A Great Buy **FAMOUS 3-STRAND** LA MOUR

PEARLS* High quality necklace. Graduated pearls . . . brilliant rhinestone clasp. La Mour Pearls (*simulated) are noted for rich color, lustre and long wearing qualities. Guaranteed indestructible, Beautifully boxed. Carries a \$10.00 re-tail price tag and worth it. An outstanding value. A Temple Ex-

90c EA. DOZ. Sample \$1.15 Prepaid Without Box, But Attractively

Wrapped Only 70c Each DOZ Sample 95¢ Prepaid

Federal Tax Additional If Not For Resale. 25% Deposit, Balance C.O.D.

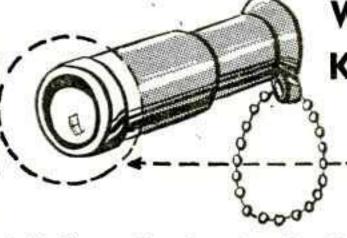
DROP IN TO SEE US WHEN IN PHILADELPHIA WE ARE NOW IN NEW AND LARGER QUARTERS

TEMPLE COMPANY

708 SANSOM STREET PHILADELPHIA 6, PA

IT'S SENSATIONAL!

FOR PERSONALIZED PHOTOS IN COLOR



WITH BRASS KEY CHAINS

> Snap - On Picture Caps - No Gluing Necessary. Perfect Magnification.

- ★ For Photographers, Concessions, Specialty Salesmen, etc.
- ★ Insert your own 35mm color film. ★ Service Men's Ideal Gift.

GROSS

1/3 with order, F.O.B. New York or Miami

100 gross or more \$ 8.40 gr. 50 gross 9.60 gr. 1 to 5 gross 10.80 gr.

PHOTO-VUE, INC. Miami, Florida Miami 2-5409
N. Y. Office—14 East 17th St.

1238 N. E. 2nd Ave.



No. 195 CRYSTAL

this most distinctive of

all Lamps. Beautiful on the mantle, piano or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 151/4". Also available with Ruby Shade and Ruby Prisms. Specify color



No. 445 OPAL GLASS COLUMN TABLE LAMP 2614" high.

Equipped with harp. Hand painted fired decoration. Brass plated base. 6" base. 16" parchment shade, celloohane wrapped.

Sample: \$5.00 Ea.

OUR 1951 CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY.

25% deposit required with order, balance C.O.D. 1116 S. Halsted St.

M. K. BRODY

Chicago 7, III. L.D. Phone: MO 6-9520

In business in Chicago for 35 years

GET ON THE BANDWAGON WITH K" HEAT REFLECTOR **IRONING PAD!**

Made of Aluminum and Asbestos
 Burn Resistant

Deluxe Packaging

This item getting top money because of the many superior selling features!

ORDER NOW!

Orders Shipped Same Day as Received. Send \$1.00 for Sample.

\$50.00 per gross F.O.B. N. Y. 25% with order, balance C.O.D.

295 Lafayette St., New York City 12, N. Y. MODERN PRODUCTS (O.

Mdse. Topics.

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose selfaddressed envelope.

New York

The Julwin Company is handling a new line of gold-plated novelty tie clasps with figurines in 12 assorted styles, including cowboys, cowgirls, bulldogs, bowlers and knights on horses. They are offered to retail at 50 cents.

. . . Lerock Products Corporation announces a new "crying pillow" case as an outstanding novelty for concessionaires and premium users. Made to retail for \$1, the 20-by-20-inch cases are made of rayon-taffeta in pastel colors with fringe. Completing the item are illustrated cartoons in each corner with numerous laugh announcements in varying colors.

Los Angeles

R. H. Van Marter, puppet creator and former magic supply manufacturer, has organized the Rubber Plastic Manufacturing Company. The firm is currently releasing Hinky Dink. Other items include Punchy, a hand puppet; Happy and Poochy, finger puppets, and Puffy, the frog with bulgy eyes. The frog smokes a cigarette and blows smoke rings. . . . John Hawley, of Hawley Distributing Company. recently returned from a business trip to San Diego. His firm has added a line of lamps, including action type, showing Niagara Falls, forest fires and Hopalong Cassidy.

From All Around

Pressur-Vent, designed to reduce pressure in an automobile, thus permitting doors to close and latch easily, is announced by Max Cundiff Manufacturing Company to retail at \$1... Portable Porter is the name of an attachment that makes luggage carrying easy. MacArthur Products, Inc., manufactures the device which can be quickly attached to luggage without damaging it. The item is made up of wheel carrier, rubber-tread wheels, strap and handle. . . . Penn Jewelry Company offers costume jewelry sets-gold plated necklace, bracelet, costume pin and matched earrings set with semi-precious stones in aqua, rose, ruby, green and multi-color - at attractive prices for quantity orders by

prize users. Of interest to premium and prize users will be the clock-radio offered by Philharmonic Radio & Television Corporation A special "sleeper switch" offers an automatic turn-off within 80 minutes. . . . Lifelike hand puppets with vinylite heads of famous entertainment and sports personalities are offered by the Jay V. Zimmerman Company, ranging in price from 69 to 98 cents. . . The Wallace, Davis Company announces its towel caddy, a lucite or aluminum hook with suction cups which adheres to bathroom wall. The 70-cent retailing item eliminates the need of folding towels as in the case of towel bars. . . . Sweden Freezer Manufacturing Company, producer of soft ice cream freezer machinery, announced the appointment of Pinski Bros., Inc., as a sales out-

let in Great Falls, Mont. Molded in variegated colors of tenite, a fly box that is said to allow compact storage for fishermen's flies, is offered by Grant & Roth Plastics, Inc. Top, bottom and two sides are hinged so that they open flat when the box is unfastened. Cork strips cemented to the interior offer anchorage for flies. . . . Murray Roth, partner in the Gem Sales Company. Detroit wholesale novelty house, has been away from his office the past 10 days by serious illness.

Brooms with fibers compressed into a plastic cap and permanently fastened with adhesive are being produced by the Hagen-Jones Manufacturing Company. Molded in a choice of patterns, the heads may be had in blue, red, green or natural. . . . A telephone night light is announced by Nite-Tel-Lite, Inc. Attachable to any type bell-in-the-box used in the Bell system, the unit lights for dialing when the user lifts the receiver. If desired, a turn of a switch will produce an all-night light.

ATTENTION, OPERATORS

Lamps at a Price!

GROUP #100 ASSORTED

Fired marbelized hand decorated China. 22K. gold trim. Average height 25". Lamp comes complete with 15" double Rouchine Special Price! shade, as illustrated. Shade comes in individual wire frame, cellophane wrapped. \$39.00 Doz.

GROUP 100-P -Same as above in gold \$36.00 Doz.

MINIMUM QUANTITY, 6 PCS. ON EITHER ITEM. 25% Deposit, Balance C.O.D. Phone: ORegon 3-6330

> CUTTLER & COMPANY, INC. 928 Broadway... New York 10, N. Y.



OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real moneymaking promotional items for Store Workers—Carnival and
Fair Workers—Punchboard and Mail Order House specializing
in Boxed Pearls and Jewelry Sets—Expansion Ident. Bracelets
—Lighters—Men's and Ladies' Zircon and Cameo Rings in
Gold Plate—Sterling and Gold Filled.

OUR CATALOG IS MAILED TO DEALERS ONLY.

Fire Opal Cluster.

MCBRIDE JEWELRY (0.

No. 1423-\$5.95 Doz.



FLASH: FROM JAX SALES!

WORLD'S MOST HUMOROUS BOOKLET "BUST" With Humor\$1.50 Dox. \$16.50 Gr.

JAX SALES CORP. NEW ORLEANS 16, LA.



MADE OF TOUGH, DURABLE VINYLITE, A DU PONT PRODUCT. THE BEST SEAT IN THE HOUSE IN YOUR POCKET OR PURSE

A real gold mine: 30 sec. demo. makes it easy Big 100% cash profits daily. Sells at all sporting events—quantities to Sprtg Gds., Liq., Drug Stores, etc. Takes less air than toy bailoon. Large 16"x16" size UNCONDITIONALLY GUARANTEED. Send \$1.00 (refunded first order) Sample and details sent postpd Don't be late on this one. ORDER NOW!

P.M. AIR CUSHION, Dept. B-52, 6824 La Tijera Blvd. Los Angeles 45, Calif.

ARMADILLO BASKETS



In beautiful pastel colors. Finished with imitation suede. These baskets are unsurpassed in beauty and durability. Retails for \$5.50 small, \$6.00 large. Agents and

Dealers, write H. J. VRAZEL

-specialty jobbers-222 West Hugo St. . . Yoakum, Texas



1216-BB Park Quw Blog New York 7. N. r



TV-Art Albums, asst.\$7.20 doz. Novelty Ashtrays 5.85 dox. Famous Bowers Lighters 2.85 dox. Back Seat Driver, new aut. nov. \$.75 doz. Rubber Swiss Cheese 1.50 doz. 4 Nickels to 4 Dimes, amazing.. 6.00 doz. Stratford Fountain Pens, carded 3.00 doz. Models of all Nations cards 11.00 doz.

JAY'S, BOX 864, DAYTON, OHIO

Father to Son Since 1921 30 years on Madison Street making

Highest Quality—Lowest Price (4½ & up) Send for Price List Now

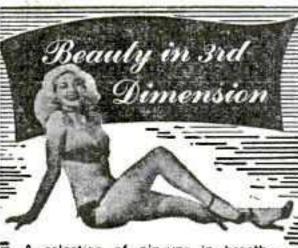
G. C. J. MATTEI CO. 927 E. Madison St. Louisville 4, Ky.

HOSIERY DIRECT FROM MILL

All gauges in Nylons - prices from \$1.50 dozen up. Ladies' and Children's Anklets. Men's and Boys' Hose, all sizes, colors and grades. Money-back guarantee.

MANUFACTURERS' HOSIERY SALES ACENTS 104 Woodrow Ave. Chattanooga 5, Tenn.



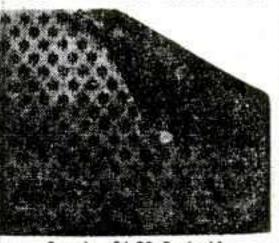


selection of pin-ups in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can

Send 25c for Magic Viewer & Samples

LOU TAGER 141 N. La Brea Ave., Los Angeles 36, Cali

22 X 22 RUBBER MATS



Sample \$1.00 Postpaid Ideal for Stores, Houses, Boats, Auto Mats. Lots of 100, 33c ea. F. O. B.

HOWARD THE TRADERS On the "T" in Middleport, Ohio

"OO-LA-LA," QUEEN OF THE PEEP SHOW



in Magic Skin. Her
Dance Is Enchanting. Turn the crank
and it's a Sale. A
Hot \$1.00 number.
It's Alluring — Fascinating. They All
Buy—From 7 to 70.
\$23.00 per 6 doz.
\$42 per gross.
\$4.00 per doz. Mininum order 2 dox

num order 2 doz. MISS LOO LOO. A similar number to above in Size and Performance and Make. Operates the

Performance and Make. Operates the same without transparent box
52.50 dox.—6 dox. lots.
SUN GLASSES, Aviation Type Rock Glass 20/20 Lenses in Gold Stamped or Plastic cases, \$8.75 dox.
A Good Number, same type and packing as above, \$7.20 dox.
New 1951 Ladies' Gold Decorations—Assorted Color Frames—A 1951 Rage, \$8.00 dox.

-THIS WEEK'S SPECIAL-Aristocratic Brand—6 Dark, 6 Light— Assorted — ON ATTRACTIVE DIS-PLAY, Ground and Polished Lenses. \$2.00 dox., \$20.00 Gross

Satisfaction Guaranteed. We Prepay with Full Remittance. 25% Deposit, Bal. C.O.D.

UNITED ENTERPRISES 175 Fifth Ave. New York 10, N. Y.



Hurry, Hurry-While They Last! Close Out Special on 7-Jewel Elgins \$ 795 and Walthams

THEY'RE BEAUTIES! THEY'RE BARCAINS! Beautiful, smartly designed Brand New Cases as illustrated. Genuine Elgin and Waltham 7-jewel movements precision-rebuilt like new! Available with Rhinestone Dial, 75c additional; with Yellow Gold Plated Stretch Band, \$1 additional, Get yours now at these money-saving Close Out Prices!

* ORDER TODAY in lots of 3 or more. 25% deposit on C.O.D. orders.

Ask for Your FREE Catalog of Cel-Max Valuesi



MEMPHIS, TENN 198 S. Main St.

BIGGER'N ANYBODYS



RUBBER-PLASTIC MFG. CO.

8533 W. WASHINGTON BLVD.

OPEN IT UP AND GET A BIG LAUGH

\$1.50 doz. — \$16.00 gross SUGGESTED RETAIL PRICE 50c.

HINKY DINKY

DIE CUT FOLDING CARD

21/4"x4"-3 COLORS

REAL FLESH LIKE

FLEXIBLE NOSE

CROSS OR LESS-CASH WITH ORDER. MORE THAN CROSS-50% Deposit-Balance C.O.D.

> Sample 25c postpaid CULVER CITY, CALIF.



-SPRING CLEANING SPECIALS 2 Blade Pocket Knife \$3.00 PER DOZEN Per Dox Photo 2.50 Fully Automatic Squeeze Lighter 5.50 Pistol Lighters, Fully Automatic 7.80 Pistol Lighters, Semi-Automatic 4.20 Pistol Lighter, Gold Plated ipstick Lighters 10.80 Mechanical Pencil 6-Piece Stag Simulated Steak Knife Set, Beautifully Boxed. WHOLESALE OUTLET COMPANY 545 Fifth Ave. New York 17, N. Y.



Wholesale Distributors Since 1880

240-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND

ATTENTION ALL CREW HAT **OPERATORS**



SPECIAL \$56.00

Fine quality gabardine and twill crew hats. Two-tone section or plain crown. Special—\$56.00 gr We will not be undersold. Immediate delivery. Also have white straw hats—\$4.50 dox. Baseball caps—\$5.00 dox.

25% Deposit Money Order or Cash. Balance C. O. D.

This is our only store.

1102 Arch St. Philadelphia 7. Pa. Tel.: MA 79848-WA 26970

DIRECT FROM MANUFACTURER



Beautiful 24K gold plated braceletsheart shaped, set with 34 sparkling rhinestones and ruby gems. SPECIAL MANUFACTURERS' INTRODUCTORY OFFER, \$6.00 per dozen (boxed).

PACKARD JEWELRY CO. 220 Fifth Avenue

Send for complete catalogue of latest

5 pc., 4 pc. sets, earrings, bracelets

and scatter pins.



America's Greatest Song "I SALUTE THE AMERICAN FLAG"

health formulas, 50 cents postpaid.

AL MORRISON Newark, New Jersey P.O. Box 451

Pipes for Pitchmen

By BILL BAKER

LARRY FRIEDMAN. is holding down the Broad and Market streets corner, Newark, N. J. He's working glass cutters

JOE CONTI . . . is purveying glass cutters in Newark, N. J., to reported good busi-

to successful turns.

STIENIE, THE PITCHMAN . . . is reported to be working a new shamrock item around the East to good money counts. •

FRED ADLER . . . is still working combs and mice at a good location in Kingsport, Tenn.

JACK (BOTTLES) STOVER . . and Billy (The Kid) Dietrich are once again exchanging handshakes with the marks in the Shenandoah Valley of Virginia.

THE BOYS . and girls working the various army camps over the country report that patriotic novelties are getting plenty of takers.

10 YEARS AGO . . . in Pitchdom: Madaline Ragan was vacationing in New York. . . . B. A. Tobin found Phoenix, Ariz., a town of poor hospitality for pitchmen. . . . Charlie Mason was in New York sporting a new car. . . Bob and Anna Mae Noell were in (Continued on page 69)

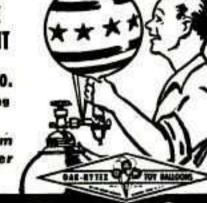
Hit the Holidays with these Flashy, Fast Sellers Money Getters at Any Spot-Any Time

No. 9 PAT PATRIOTIC ASSORTMENT

\$2.50

Plus Shipping Charges Order From Your Jobber

Today



The OAK RUBBER CO.

Oak Balloons

For Immediate Shipment Write for FREE Catalog

STATE NOVELTY CO.

618 W. St. Clair Cleveland 13, Ohio

DEMONSTRATORS—PITCHMEN

\$100 A DAY OR MORE EASY! With our new and sensational stove cleaner and metal polish, "NIX." Every-body buys after fast demonstration. Write for literature and freight-paid

ACE PRODUCTS CO. 410 Palace Bldg. Minneapolis, Minn

MONEY-MAKING OPPOSTUNITY Agents - Distributors - Salesment Deal direct with nationally known wholesale house. Originations and promuters of feat-sell-ing nevelties and distributors of NATION-ALLY ADVERTISID merchandisel Write for FREE cutolog today! Navelties & Jowelry & Cornival Midse Leather Goods & Toys & Premiums GEM Sales 513 Woodward

GIVE TO THE RUNYON CANCER FUND

www.americanradiohistory.com

MITCHELL GUARANTEES ALL MERCHANDISE!!



HORSE AND COLT IN RICH TWO-TONE BRONZE, WITH **ELECTRIC CLOCK**

clock at same price we offer this SUPERIOR AND

FINELY MODELED GROUP OF TWO HORSES, IN TWO-TONE CLEARBRITE BRONZE FINISH, WITH ELECTRIC CLOCK, FRAMED IN BRONZE FINISH WITH HARMONIZING WESTERN MOTIF. INDIVIDUALLY BOXED. 17" wide, 5" deep and 91/2" high.

OUT THEY GO!!



• 15 Different Cartoons

Ashtrays

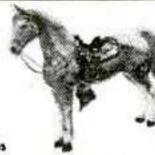
Novelty

SPECIAL LOW PRICE. Sold in Gross Lets.

"SHERIFF'S POSSE" PALAMINO PLASTIC

HORSE

At no time has this Palamino Plastic Horse been shown, A perfect replica in color and modeling. Removable fancy saddle. Overall size, 111/2" wide



122 N. 4TH STREET

Remittance in full with order or 1/3 with order and balance C.O.D. All Prices F.O.B. Mpls.





25% Deposit-Balance C. O. D

MILTON D. MYER CO. 332 THIRD AVENUE PITTSBURGH 22, PA.

ORDERS SHIPPED SAME DAY

CEEPIN-LEENA The LATEST A Real

SENSATION Surprise Package

As the "victim" examines the life-like Leens 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 *hing and measures 3 inches





Doz.-F. O. B. Pasadena 25% with order, balance C.O.D

Sample \$1 Jobbers, write for prices.

116 WEST HOLLY STREET PASADENA 8 CALIFORNIA

ATTENTION PITCHMEN, DEMONSTRATORS, NOVELTY **EVERYONE WILL WANT THIS** WORKERS, STORES . .



ADLER SALES Chicago, III.
Subsidiary of WSL Dist. Co.

Sample \$1.25 inbreakable, shock-proof, non-inflammable amber handle with flanged aluminum screw chuck, Blades hardened, tempered and cross ground,

No. 3618 consists of:

25% deposit, balance C.O.D., F.O.B. Chicago. For Resale Only—Write for Catalog, Open Sundays.

Laurence, Willred Ohy-

Lee, C. H. Lee, Francis (Minnie

Lewis, Harry & Dixie-

Liberty, Constance

Lilly, Harold J. &

Lindsay, W. J. Little, Jr., Edgar arzenburg Mr. &

Livingston, Earl R

Louise, Hazel Lowe, G. (Curley) Lowery, "Curly"

Lowery, "Curly" Lowrie, Wayne Luce Justice B Lundquist, Leonard

Lynn, John J McAleer, N. arathster Norman

McKee, John

McNabb, Earl Wayne

McZadu, Bill Mack R. L. Malman, M. Mansfields (The Shoot

ing Manstields)
Maioney, John (osep)
Marcus, Mrs. Helen
Mardo, Peter

Mariole, R. A. & Mrs.
Mariow, Jack
Marr Robert Huntes
Marshall, Tex
Mason, John

H. John P

HATTER CAN G

Maya, Roy Ordell Mazer, Lewis Meyer, Ruff Miller, Cole

Mitchell, P. i Mitchener, Robert

Mizzell, Rudolph Moffett, Charles

Monroe, Geo. W. Moore, Alfred Moore, E. G. Moreland, Mantan

Morris, Robert F.

Neese, Pete & Mrs.

Newson, J. T. Newson John Robert

Nelson, Bill Nelson, George L. & Mrs. (Die Dillon

D'Brien, Jack "Red"

O'Day, Buddy O'Dell, Mrs. Lawrence

O'Toole, Jr., J. W. (Jimmy)

Morgan, Eunice

Mulkey, V H

Murray, Mark

Nash, Johnnie

Nicholas, Stere

Niemar, Danny

Nicholas, E. Nielsen, Henry Noble I Caus

Noland, John

orton Jacob

Pell Rossalyn

Paswater, Dick Patterson, L. W.

Pauline James J

Peck, Charley Pelckey, Mrs. Burton

Payne, Burt B.

Morgan

Mayman, Gil

Miller, Miller

McShane, James H

Legg, Ernest A

Myers)



LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

BIELER-LEVINE

5 No Wabash Ave. Chicago 2, III.

ALL PHONES CEntral 6-7966

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades Terms: 25% with order, balance C.O.D. GAINOR SALES CO.

414 Transportation Bldg., Detroit 26, Mich. Phone: WOodward 2-8015



Fast Sales. Big Prot A SPUARE its - Part or full time, original Koehler stock signs. 1500
varieties, sell all
places; '7½x11"
7x11" Also religious
and changeable
signs. Special offer \$5 per 100 or \$1 for 15 7x11 best sellers or for free catalog write KOEHLER 315 Goetz Ave., Lemay 23, Missouri

Letters and packages addressed to persons in care of The Billboard will Simons, Joseph L. oe advertised in this list two times only. If you are having mail addressed Sivak, Joseph M to you in our care, look for your name EACH WEEK. Mail is listed according Smiley, L. R. Smith, L. D. to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or S: Louis by Wednesday morning or Cincinnati office by hursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Broadwell, Mrs. Bess M. Bronso, Lucas Brooks, C. D.

R. S. William

Anthony

Ciyar Loor "Whitie"

DeWayne

Browning, J J Bruden Don

Buck, Detella

Burke, Leo Burke, Wm Burleson, Madam

armiti Derreid

Castle, Harry

Christo, Tom

GRUEN-BULOVA

\$0.95

1950

Model

cases for

ents and

ladies,

tioned

movements,

(Pee Weet Clark, Delbert

Cadwallender, Doc. Calkins, Bob

Cameron, Chas Campbell, A. E. Campbell, Joan Campbell, Mahlon F.

Carswell, J. C. Caruso. John (Pine States Show)

Caton Lady Blanche

Bryant

Bucci,

ringer

Burke,

Parcel Post

McGinley, Barbara 70c

Adams, Albert E. dams, Dewey Boucher, Wm. E.
Boyd, Mrs. Pauline
Bozeman, Mrs. J. K.
Bradley, Lee & Erma
Bragg, Elbert Kelly
Branbam, Joe
Bridges, Jack lland Maurice Allen, Carl B. & Lewis Charley S. illen, Allen,

D. V H. S (Henry) Allen, H. S. (He Allred, Mrs. Jerry Allsup. Buck Ilmany, Fred Andrews, Mr. Jackie Andrews, E fie Jane Angelo, Anthony Authony, Milo - Bryant Asberry, Bethei Chester Atkins, Mrs. Caroline Indet. Ronnie

Austin Richard L Bailey, Jack Baker, Fred (Sip) Baker, Jimmie Rallance, Alfred Banister, Leonard Barbetta Jos S.

Sarefield, James Barfield, Athalee Barfield, Emmett 8 Barnard Dorothy turnes. Jack

Barress, A & Mrs. Barrett, Elizabeth S, Barrickman, Flov. N Beaird, Mrs. Wilma Beall, Hiram Bean, Hershel Beaujeu, Marcei Bellows, Mrs. Alan Bellows, Allen G Bergman, Leo Bergman, Mrs. Lils 8 Blackburn, H. & Mrs. Hlackley, Mrs. John H Blaire, Zora Blanchard Russell

Profit Lauer, Morris
R. Laughner Howard Clarke, John James Clotfelter, Leon R. Cohn, Butch Cole, Willard Collins, Jimmy Colt, Wm.

Comminsky, Geo Cooper, Elisha Cooper, James B. Cooper, Texas Bob Cooper, Thos. J. Corran Flint otton, Ray Jane Agnes

Borowasiti, Mrs. Alma Countman, Norma
Baker Courtney, Jerry Matthew
owner John Phose
Boyd, Mrs. Pauline Cox. Walter B Craden, S. K.
Cutlip, Doyle
Cyr, Conrad J.
Daily James Robt
bale's Circus
'avenpor' lifton David, Jack Davis, Clifford J. Davis, James Davis, Wm. M. Davy, Jack A. Prankin Daye, Miss Dusty

DeBarrajan, Eloisa DeLeon, Dante "Suicide el'rizio Frank McDonald, Ray Mickey McDonald, Reid McGill, Leo McGinley, Barbara McHugh, Byrne McInnish, A. D. DeSilva, Mrs. Velma Decker, Mollie Deibert, Richard Demetro, Archie Demetro, John Demetro, Tom lickman, Bob (Circus Dionne, Edw. Clay Jober, Curlie

Doebber. Harold M. Donnelly, Geo. D. Donovan, H. D. botten, Rony
Doten, Rony
Drew, H. D.
Blanche
(Midget)
Duncan, Dick
Edwards, Bert Caudill, Lee

Table Wee

Cheathem, Pee Wee

Lack

Cheathem, Pee Wee

Lack

Eilers, Ethel Mae

Einenkel, Mrs. M.

Ellis, B. E.

modet, Gilber Emmons, Paul H. Ephriam, Frank Ephriam, Rosie Exum, Gerald Wendall Fearer, Mrs. Ann Fenimore, C. C. Fitzgerald, E. R. oudenoerger Chas.

Miller, Ralph A.
Miller, William J
Mitchell, Frank 8
Mitchell, Little Willie orbes, Chas. H Forrest, Oliver Fowler, Wur. H. Frank, Edw. rebeau, Johnny Freeman, Art Friedenheim, Isabelle Friedenheim, Morris Fulton, Phillip Gabbart, Wm. P Gamble, Edw. Gardner, Mrs. Cheerful iates, Maymond A ibson, David ilbeaut, Chas. illee, Jr., Marvin illy, Mrs. R. E. Gilly, Ralph lasgow, W. R. Glozier, W. R. odfrey, Earnest Goldberg, Irving

Goralick, Samuel Gosh, Bryon (Tent Show Graf, H. E. Graham, Jimmie Green, Carl H Groffo, Baby Groffo. Miller Guadaynini, Robt. F. Guild, R. H. (Bud) Guinn, J. C.

lunn, Mike Hall, Louis A. Hancock, Wm. R. Haugsterter, Allan Hardesty, Herbert G. Harley, Evelyn Harrell, W. M. Harris Geo Raymon Hart, Thomas lassett, Frank F Hawk, James B. Hayes, Tex Hazzard, Robt, C. Hensley, Mrs. Elmer Hess, Roland Heyer, Capt. Wm.

Hilburn Marvir Wm
Hiller, Tommie J.
Hodges Virgii Deiber Hoffman, Wm. Pleasant
Holbrook, W. R.
Holhday Lodis Verb
Hornak, Michael J.
Horner Mrs Jack O
Horton, Louis J.
Hos, Chas.
House, Mack Pendergast, Jim Penney, III Edward R Petka, A. R. & Mrs louse, Mark Iouston, Lee Hrobachak, John Hrobachak, Mrs. John Hrobachak, Mrs. Hubbard, Ralph

Huftle, Mrs. Kay Huftle, Tom Hugbes, Marie Hunter, Mrs. Juanita Irish Waiter Leste abkowski, Henry J. ackson, James Edw. Jamison, Roy Jenkins, Brownie Jernigan, John Henry Jessick, Johnie & Betty ines, Chas. Johnson, Ernest Harvey Johnson, Swede obnson, Wm. M. Joiner, Mr. Jess E. Jones, Clifford Oliver Jones, Mrs. Marie Joues, Mrs. Mary

Cortes, Peter Kummelhne Donaid is Lamon, Harry Lance, Jack Landus, Fred O. Lane, Edith Lang, Jack Shore, Mrs. Jack Short. J. E. & Mrs.

Lankford, Louise

Tuttle, Clyde Unthank, Wilbur F. Siemann, Richard Silver, Johnnie Simmons, Frank Simms, Fred tab Exposition Shows Vangsness, Kenelm O. Wagner, Harry Walk, Joe Walker, Frank Wallace, Al Walsh, Earl B. & Mrs. Sorensen. Ted Walter, Clarence (Bradley & Benson Sorensen, Willie Mrs. Sparky, Mrs. Rosa Walter, Lester Iras Ward, J Robert & Julienne

Sickels, Bob

Siegrist, William R.

Trozel, William Everett

Circus)

Specier, Mrs. Cora
Spitzer, Harry
Stacy, W. A.
Stanko, Mack or Doney
Stanley, Robert
Steblar, Joe G
Steche, Harry
an Stern, Jack W.
Stevens, Eli J
Delbert
Warden, J. H. & Mrs.
Warden, J. H. & Mrs.
Weiner, Sam
Wells, Betty & Earl
Wheeler Frank Loward
White-eagle, Chief
Williams, H. Fred
Williams, H. Fred
Williams "Hen" Leatherman, Jr. John Stern, Jack W. Stevenson, Mrs. Delbert Williams, Stevenson, Howard J. Williams, Williams "Hen"
Williams, Mrs. J. R
Williams, R. R.
Willis, J. W. & Mrs.
Willis, Tex Steveston, Mrs. Hosie
Stewart, Dan & Mrs.
Stone, David Edward
Stormes, Marion H. & Wilson, J. D.
Wilson, J. D.
Wilson, J. D. Lillian T. Wilson, John Wesley Strahl, Edward & Inez Wilson, Raymond Wing, William P. Wolcott, Bill & Mrs.

R. Tate, Mrs. Lester Taylor, Ernic Mas Taylor, Jasper Taylor, Joseph Wallace Taylor, William Wolfe, Vernard Rex Wooding Emma l'emple Lawrence Benny Youmis, Green

Logston, Mrs. Maurice Long, Leon Thompson, George A Thompson George Edward Thorne, Willard
Pimberiake ronn R
Tobell, Allen & Mrs
Toner, Mickey
Treen, Jr., William F, Zomp, Paul
Treish, Charles,

Francis McAskill, A. W.
McCarthy, Richard
McClellan, William
McCrary, B. W. & Mrs.
McDaniel, Davie E. MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N. Y. Adaire. Arlette Barco, Jim Barrett, Herb Braddock, Bob Brodie, Al Byers, Babette Cannon, Sunny

Cooper, Tex Cravatt, Richard Dequincey, Ruth Dooley, Edna May Eagle, Nate
Ford, D. T.
Francette, Francis
Gilbert, Mr. & Mrs.
Gosheron, Margaret
(Greta Hanson)

Greda Heles

Grady, Helen Hall, Frances Stewart

Harris, Oscar Hubbard, Skeets Hudson, Rilly T, Jenkins, R. A. (Doc) Keegan, Tommy Bradde, Al Keegan, Tommy
Byers, Babette
Cannon, Sunny
Carr, Billie
Caruthers, I. B.
Conway, Jim
(Horseman)

(Horseman)

(Bradde, Bob
Keegan, Tommy
Kelly, Billy
Kennedy, Ann
Kofp, John M.
Lynch, Terry
Mace, Ernest E.
Milonese, Guiseppie Mitchell, Nick Monte & Nina Moran, Lillian Murphy, Pat Murphy, Rose O'Grady, Mrs. Aline

Yark, Ben & Mrs.

Young. Reubin

Zeno, J. J. Ziemba. John H

Zumpano, August

oung Albert Grant

Zingo. James & Mrs.

Ynette

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St.

Chicago 1, Itt.

Adaire, Arlette Johnson, James D. frady, Robert S. Calkins, Bob Capital Midget Movies Clare, James Dill, Ross R. Erbaugh, Ann Hall Frances Stewart lunter, Roy Jeffers, Harold

Johnson, Hershel A.

Kaimia, Princess Kay, Bill Landis, Myrna Landis, Robert J Mark, James & Elda O'Bryant, John Kells Seals, Ernest B Westman, Ray

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg

Ackley, J. W. Adams, Wm. J. or Josie Adams, Mary L Allen, Louis Allman, A. J Andrus, C. T. Annin Concession Co.,

O'Toole, Jr., (Jimmy)
Ollis, Mrs. Kay Weiss
Olson, C. J. (Olie)
Osborne, Bill (W. E.)
Pardee, Earl C.
Pardo, Ben (The ManSixth Sense)
Sixth Sense)
R.

Austin, Frank
Ballou, Charles
Baucroft, Fred
Barr, Miss Ginnie
Barr, Mary E.
Barr, Estil E. &
Mar

Mary E Bateman, Felton Biddle, W. J. Beckner, Cecil Beckner, Cecil Bedgood, Ruth & Otto May, V Redgood, Ruth & Otto May, V Patty, Thomas G. (Allen Smith Shows Bergman, Robert Black, Joe Bostwright, B. E. Brown, O. H. Boudreau, Mrs. Gilbert Bozza, Thomas M. Brown, Elwood Brown, O. H.

Brumley, William L.
Bryer, Mae
Buffington, Robert S.
Burnsworth, Miss Flora Scooter Burto, L. Man) Caldwell, Edward 8 Calkins Bob Caloian, C. A. Canavan, Bill Canip, Mary Collina, J. D. Cutler, Cecil B. Cutler, Cecil B.
Cutler, Rose & Louie
Reed, Herbert Lee
R. Conway, Clarence James Reynolds, Johnny ooper, Frank C.

Cralley, George Davies, William W (One Ring Circus) Davison, Jack Davison, James Read, Jr., Mrs. C.
Reed, Clyde C.
Reed, Dollie & Freddie
Reed, Earl S. (or Reid)

Dawson, Thomas
Dell, Frank
Dell, Paul
DeWitt, T. R. Dickerson, H. G.

> Foster, Jack Jr. R. Fulton, James (Jesse) Gilbert, Alfred Leon Golden, Joyce E. Good, Buryl & Bernice Haley, Vernon

St. Louis 1, Mo. Lamb, Miss Burnice Lantz, Harry Loveless, Eugene Lown, Ralph W. Lucas, Bernard & Carrie Lundie, Rusell Lynn, John J.

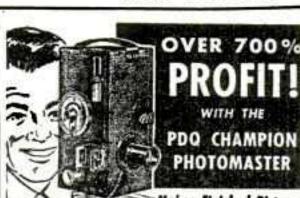
McCoy, Mr. & Mrs. McDonald, Mr. & Mrs. McDaniel, Norman L. McKeown, Grace McWilliams, Mr & Mrs.

Malbin, Ed Mallerne, Charley Marco, Walter May, William Jr. Miller, Melvin-Miller, W. A. Mills, Harry Mitchell, Al Mitchell, Wayne J Morgan, Miss Patsy Murray, George W.

Neilson, Ferdinand "Swede" Nelson, Jackie Nelson, L. M. Ogden, Doc W. E. O'Toole, Jimmy Peppers, F. W. Percelle, Miss Pattie Pierce, Robert E. Pierce, Wendell R. Poole, Mrs. Doris Robinson, Joseph Russell, Phileman R. Scallet, Frank Schmidt, D. Schmidt, Mrs. Helen Schmidt, Stanley A. Schneider, Elmer Scott, H. H. Shavanie, Jimmy Shipley, Leonard L. Siegrist, Joe

Dion, Ted
Dixon, Ted
Doty, Mr. & Mrs.
Robert
Skenn, Lloyd G.
Sokolowski, Peter V. &
Duffy, Roy T.
Edwards, G. A.
Soneson, W. E.
Smith, Miss Phyllis
Snook, Albert T. Snook, Albert T. Spalding, Warren Stacy, W. A. Stacy, W. A. Star, Hedy Jo Stewart, James M.
Stout, L. J.
Striegel, Robert (Red)
Talbot, Orley
Thibadeaux, Miss Josephine Torres, Carlos Vegas Turooh, Julius Wagner, Charles W. Walker, George W. Ward, Harry C. Watson, Mrs. John Webb, H. D.

West, Harry John F. West, Mr. & Mrs. Whitehurst, Russell



Makes Finished Pictures in 2 MINUTES! Complete Port-Beautiful, ever-

able Photo Studio Size 4½"x5"x10" Weighs about 6 lbs. No experience required. Simple

directions teach

you quickly.

lasting photos— black and white or sepia, size 2½ by 3½ in. Guaranteed not to fade.

No darkroom

needed. · Photos are taken DIRECT on "SUPER-SPEED" direct positive paper.

Loads enough paper for 50 shots in half a minute—in broad daylight.

BE A P.D.Q. PHOTOGRAPHER

Work at home or travel. Make expenses plus extra profits. Pictures cost you only 2e. Sell for 15e to 25e. 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 PDQ CHAMPION PHOTOMASTER

P D Q CAMERA COMPANY

Dept. BB 1161 N. Cleveland Ave. Chicago 10, III.



gone up, but because you have faithfully year after year bought your fireworks from BANNER it has enabled us to increase our capacity, give you a greater selection without increasing the price. This big assortment contains all your old favorites plus the newest 1951 creations.

PRE-TESTED FIREWORKS

Remember, fireworks from BANNER must first pass the famous BANNER test for noise, beauty and sure-firing. Order now and avoid the rush that comes later. Send certified check or Money Order. No C.O.D. shipments. All fireworks must be sent express.

BIG NEW COLOR CATALOG FREE BANNER FIREWORKS CORP. Dept. 35. ano Toledo 12, Ohio



orders for amazing Kendex Hylons that are replaced FREE if they run or snag within guarantee period! Not sold in stores. Nationally advertised. Complete line, including sheerest 15 denier 51 and 60 gauge. No experience needed. Just show free stocking. We deliver and collect. Advance cash plus big bonus. Send your name and address an postcard. We'll rush you complete moneymaking outfit lincluding free sample stocking) free and prepaid. No obligation, Nothing to pay now or later

KENDEX CORP., BABYLON " N.Y.

65 YEARS IN BUSINESS THANKS TO YOU, YOU AND YOU!! CARNIVAL SPECIALS

Fur monkeys on cords with coil wire spring. -7 Inch. Gross\$10.00 MA2494 -9 Inch. Gross MA73049—12 Inch. Gross MA8247 —Trembling Spiders. 30.00 4.50 Per Gross MR8263 —Trembling Frog. Per Gross

LEVIN BROTHER Established 1886

TERRE HAUTE, INDIANA

STEEL OR WOOD CHAIRS

Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.) Dept. 4. MU 3-1385



Copyrighted material

MEN'S AND BOYS' SHORTS

Any size, including 44, delivered any-where in the U. S. at \$5.00 a dozen; check with order or C.O.D. Satisfaction guaranteed or money refunded. No order for less than one dozen of a size.

TENNESSEE VALLEY MFG. CO. Chattanooga 5, Tenn.



Ladies New Swiss Rhine-stone Watch with matching costume jewelry set, boxed. Set with 7-J. watch...\$15.95 in merchandise when 0 0 purchasing \$50 worth Set with 17-J. watch. 18.95 of goods in this ad. Elgin, Bulova, Gruen Watch, reconditioned like new, with band, cuff links, key chain SS COUPON SS and tie holder set, boxed. Set with 7-J. watch...\$14.95 Set with 15-J. watch... 17.95 Simply Clip This Cou-

72-page catalog with

Double Screw End Piece

a Sturdy Construction

• Safe Green-Meniscus

Lenses

Free Carrying Case

Brow Bar & Nose Pads

Men's & Ladies' Styles

TKEE each order — other-wise send 25¢ in stamps or

Set with 17-J. watch.. 19.95 3-Pc. Costume Jewelry Set. Chrome Chronograph Watch

ALL OF THESE ITEMS ARE

INCLUDED IN OUR COUPON

DEAL! SAVE!

with expansion band, boxed, \$3.95.

Evershap Pen & Pencil Set boxed, \$1.19.

Clip Coupon

your purchase. You will not receive credit unless you mail this coupon. All orders must be \$50 or more to receive credit.

HERE'S \$5.00 IN YOUR POCKET! OUR COUPON DEAL OF THE YEAR!

S5 COUPON S5

This coupon entitles

you to \$5 (five dollars)

pon and Mail with

teed like G.P. Expansion Bands, 95¢ add. 95¢ add. prices F.O.B. Chicago.

G.F. Expansion Bands. \$1.95 add, Leatherette Gift Box, Wholesale only-25% with order, balance C.O.D. Open account to rated houses. All S. WABASH AVE



BUY NOW-ARMY AIR **CORPS AVIATION TYPE** SUNGLASSES

Sample, \$1.00 | Gr. tots, 55c ea. Doz. lots, 60c ea. | 500 lots, 50c ea. 25% Deposit, Balance C.O.D Send for Free 12-Page Cataiog of All Types of Sun-classes. Buy Direct From in lots of Source and Save Money.

1,000 PHILRAY PRODUCTS Corp. 30 Irving Place, New York 3, N. Y.

> All Extra Heavy Mountings #B2200 — 1/30 14K R.G.P. Cluster, white trim. Choice any color center - ruby

amethyst, emerald, sapphire, aquama-

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold. # B2256-Genuine 1/30 14K R.G.P. 2 White Per Doz. \$15.75 fire opal, white,

Per Doz. \$6.00. NEW CATALOG Listing Complete Line. Sample Assortment-\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on All C.O.D. Orders. DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa

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 City Zone State



Keaton, Hobert Kehoe, Lawrence Kellback, Harolo Keller, Lester Kellogg, Bob Kelly, F. E. Kelly, Wm. F. Kemp, Bobby Kestler, E. J. King, Mrs. Katle Kirby, Jesse J. Kjos, Marvin Kutney, Steve Kutz, Lillie

sammerich. Paul den-Karno, Ben Karr, Honey Mae Karr, Joe Karr, Michael & Mrs. Kay, Bobby King, John Walter Knighton, Albert Ler

Rees, James A Reid, Larry Rhoden, Marvin Ricc, Clara J. Richards, Thelma E. Riddick Johnnie Roberts. Mrs. Othe Rogers, Clifton R. Ruddle, Jerry Edward Runion, Mrs. Janice Saier, Herb Sakobie, James Sandlin, R. E. Sarama, Joseph Scifres. Fred Scott, H. B. Seeley. Victor Wallace

Phillips, Connie Bruce Phillips, James Pinc, Ray W Pinkleton Ear B Plas, Mrs. Stanley Pollack, Eddie (Scooter Porter. Bernice Potter, Northam 8. Mildred Quackenbush. Mrs. Raiford, Allen James Ravelli, Mrs. Blanche Raye, Talla Raymond, Eugene J. Raymond Read, Jr., Mrs. C. Reed, Clyde C. Riffle, Lewis
Ristick, Nick
Ritzel, Charles James
Roberts, Mrs. Josephine Erbaugh, Ann
Roberts Mrs. Josephine Erbaugh, Ann
Roberts Mrs. Lille
Foster Jack J. May Duncan Fulton, G. E. Senior, Gien Shaefer, Jon L. Lamb, L. B. "Barney" Shaefer, Jon L. (L. B. Lamb Shows) Shaefer, Howard & Mrs. Karnes, Walter Keller, Alberta Keller, Frank Kambert, Mrs. Laura Shirner, Al Kernes, James Shoemaker, Mrs.

Dorothy M.

Shoemaker, M. E. & Kepley, Jess

Kepp, Miss Letha

King, Robert William

Krause, Clarence

Kuhu, Mrs. Billy

Rogers, Edward
Rose, E. H.
Rosenberg, Mrs. Maxim
Rosenfeld, Janice

Golden, Joyce
Good, Buryl &
Grutel, Jack
Haley, Vernon Royal R. 8 (Royal's Harmon, William H. Chimps) Harris, Pearl D. Harris, Sonny (Manly) Vommero, Albert J. Harvey, Henry F. Hendricks, Clyde Walker, George W. Herbers, Ray Heth, Robert L. Schultz, Jr., Ralph H. Holston, Mr. & Mrs. Holston, Jack Howard, John Humphrey, C. H. (Bailey Bros, Circus) Jarvis, Paul Johnson, Raymond E, Karen, John D.

Whitmer, Guy V. Whitey, Mr. & Mrs Ed. Whitson, Leldon William Wiburg, John J. Williams, Jimmie Wilson, Elmer E. Winson, Ellier & May Womack, D. Woods, Sylvester Zacchini, Elsa Zimmer, F. Valaska Surbeide, Alfred

SALESBOARDS

Communications to 188 W. Randolph St., Chicago 1, III.

Pipes

Continued from page 67

Virginia following a trip to Louisiana. . . . Sgt. Frank Poulus was keeping himself in shape by pitch- THEY TELL US . . . ing rubber exercisers in Mighty that Mrs. W. Kramer, ace punch-Atom's pitch store on 47th Street, needle worker of several years ago, New York. . . . Dave Cooper, is living in retirement in Meltrade paper ace, was vacationing bourne, Fla. in Bladen Springs, Ala. . . . Jack Ryan was still working his herbs BOB SMITH . . . and oil combination in Neisner's Cincinnati. . . T. E. (Doc) Glover was playing strawberry festivals in South Louisiana after successfully working the St. James | C. B. MOGRIDGE . . . Parish School Fair at Lutcher, La. veteran gyroscope top worker, is . . . Bert Fite rambled into San playing Georgia towns and hamlets Angelo, Tex., for a month's stand. and headquartering in Thomas-. . . Stanley Naldrett was working ville. his juicer layout on the Wellston spot, St. Louis. . . Maurine STILL WORKING . . . Taylor had her nail conditioner display working to good turns in St. Louis. . . . Bert (Pappy) Jordan was in Veterans' Hospital, Indianapolis, after suffering a paralytic stroke while working Kendallville, Ind. . . . Bob and Betty Flynn were purveying intensifiers to lucrative business in Indiana.

JOE CARNEY . . . is reported to be working Eastern spots to good counts.

HERB DUNN . . .

and Archie Warren are reported; to be touring the Northwest following a successful winter trek.

SAM FREED . . veteran sheetie, is in his 30th year on trade papers in the New York

THE ROBERTS . . . Bill and Edna, are en route to Northern California and Nevada to make their favorite sheet spots.

W. L. FRANCIS . . . is still purveying novelties from the stand he opened recently on the highway near Salisbury, N. C.

MYERS WOODALL . . . and Don Gambert, who are attending Tri-State College at Angola, JIM STUTZ . . Ind., spend their week-ends pitch-



Play Basebali

NOW AVAILABLE IN 10c PLAY

Superior Products, Inc. 2133-59 W. Fulton St., Chicago, Illinois

SENSATIONAL NEW Punchboard GORGEOUS ARTIST'S MODEL Lithographed by new secret process in full color

REAL BATH SOAP! The Picture Will Never, Never, NEVER Wash Off! LEXINGTON SALES CO., Dept. P51 5805 Noble Ave.

SALESBOARDS

MAY SPECIALS-25% DEPOSIT 1000 25¢ J.P. Charley, Thin. Prof. \$52.06 \$1.24 1000 25¢ J.P. Charley, X Tk. Prof. 52.06 1.49 1000 5¢ J.P. Girlie Bds. . . Prof. 28.00 1.89 240 6 for 25¢ Giant Hole . . Prof. 32.00 1.89 DELUXE SALES CO., BLUE EARTH, MINN.

JAR DEALS and PUNCHBOARDS

Write for Circular GALENTINE NOVELTY CO. south Bend 24, Ind.

GIVE TO THE SCIENTIFIC POKERINOS, ARCADE SIZE, almost new; few Challengers and 3-Way Grippers, guaranteed every way; other Arcade Equipment; Steel Funnel Gallery, Reels for Mutoscopes. All these at real bargain prices. H. E. Loebsack, 1550 Woodland Ave., Wichlta, Kan.

ing jewelry in Hoosier towns to good business.

LOUIE BROWNING . . is playing spots around Yakima, Wash., to reported good business.

the globetrotter, is still anchored in Chattanooga working stock sales and local lots on Saturdays.

paper to good returns in Kentucky towns is E. C. Pardee.

in the Midwest last week is an indication, then the boys have been successful in holding tips on the jockey lots.

W. C. WOLFE . . . and Doc Blanton are working their flashy jewelry layout at an Aiken, S. C., spot, which they leased on a long-term pact recently.

WEE WILLIE WOLFE . . . continues to work punch needles in Augusta, Ga.

ANYONE WORK . . .

April in almost every section of the country? Pipe in, boys and girls, and give us an idea of what's cookin'.

THE OUTDOOR . . . season's under way. Are you on your toes?

SMILES GO . . .

when things are rough.

JIM BROWN . . continues to work flying saucer balloons at Eastern locations.

continues to play the farmer Elly Ardelty and others of the markets around Riverhead, L. I., Orrin Davenport show visited Leontini, Mickey King and C. V. N. Y., to good returns.

BARGAINS — RECONDITIONED AMUSE-ment Games, Arcade Equipment. Vending Machines; write for lowest prices. Logan Distributing Co. 2322 Milwaukee Ave. Chi-cago 47 Ill 162

FOR SALE—TEN EXHIBIT DALE GUNS cleaned, checked, ready to operate, \$75 each; with new Moving Target installed \$99.50 each. King-Pin Equipment Co.. 826 Mills St. Kalamazoo. Mich. my12

FOR SALE—1,000 ALL STEEL ROUND Base Vending Machine Stands, weight, 19 lbs., will sell any quantity. Write for prices. Paul H. Curran, 63 Main St..

FOR SALE — MAKE AN OFFER. MUST seil: 105 Solotone Music Boxes complete, like new, guaranteed; 8 Solotone Amplifiers

with tubes, perfect condition; 1,000' four conductor cable, no splices. Write Sound Engineering Corp., 76 Farmington Ave., Hartford Conn.

RADIOS SIX TUBE, METAL CABINETS, 1 hour, 25¢, \$12.50 each. H. C. O'Donnell, 1032 Robinson Ave., Fresno, Calif.

SCIENTIFIC POKERINO-17 TABLES, PER-

prices. Paul Chatham, N. J.

RATE—15c a Word

Under the Marquee

Continued from page 53

Circus, passed thru Norfolk recently en route to Union, S. C., to prep his hillbilly show, which opens under canvas in Union May 14 and then heads for Kentucky and West Virginia mining fields, reports J. H. Levine. Tex and Sally Montana's troupe will be with the show, along with a Side Show and a concession.

Bill DeArment, equestrian director and big show announcer with Pawnee Bros. Circus, recently took delivery on a new house trailer. . . . Edgar H. Wilson, CFA of Rockford, Ill., visited org's first two weeks on the road. . . Emil Pallenberg and Snookums, wonder bear, appeared on the "Super Circus" May 6 TV show out of Chicago after com- skit. Stone had a comely blonde ing to the highways. He adds lenberg and the bear are en

Dr. J. M. Ganey Sr., CFA, is convalescing at his home in Waterford, Conn., following a rethe George A. Hamid & Son New York booking office. Len will be in charge of all Canadian the various dog shows held during and American customs and immigration matters when the show train leaves New York Wednesin the latter city Saturday (12).

much farther than a frown even shows, was in Chicago last week. good acceptance. . . Bob Hickey, former circus press agent, passed thru Chi en Johnston's ice show. .

. . George Hanneford Family, Cole. C. S. Primrose, Jack Derr also caught the show.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

Remittance in full must accompany all ads for publication in this column

No charge accounts

Johnson Bill Coverage For Boards: Kefauver

WASHINGTON, May 5 .- The state shipment of salesboards. by Sen. Estes Kefauver (D., gaming bill so as to prohibit inter- age in the manner suggested.

Senate Crime Committee, headed Following up the formal recommendation, the Senate Interstate Tenn.), in its formal report this and Foreign Commerce Committee week proposed the drafting of a was reported to be considering exbill extending the Johnson anti- tension of the Johnson bill cover-

Salesboard Sidelights

with Mills Bros. Circus on the flight plug on Milton Berle's car, and plans no change in this "Texaco Star Theater" television method. The greater chance to program last week when his ad see more people in all those in-"pitchman," Sid Stone, featured between spots, largely by-passed a punchboard in his commercial otherwise, is his reason for keeppleting their fifth sportsmen's punch out plays in a board. The that Pioneer's board offerings show appearance in Dallas. Pal- video audience could see the gal pull out the paper slips back of route home to Clinton, Conn. the board and read off her "winnings."

Jerry Scanlan, Chicago, reports that his new skill game, cent heart attack. . . . Len Hum- Big Shot, will see initial deliv-phries pens from Toronto that, eries next week. A permanent Big Shot, will see initial delivcontrary to rumors, he is still counter unit, the game measures with the Hamid-Morton org and approximately 15 by 10 by 10 the George A. Hamid & Son inches, offers skill play only or choice of merchandise or cash awards. It shoots steel pellets, which the player controls via a spring plunger; the pellets, how-ever, fly thru a free space under day (9) for Montreal for a date the glass top toward "big game" targets. The hit score is visible Ottawa, Chicoutimi, Shawinigan by means of metered vertical Fall and Quebec City follow. tubes in which scoring pellets R. M. Harvey, en route from showings of the game during an a trip on which he visited eight Indiana trip recently indicate a

Harold Boex, vice-president of route to Seattle for Shipstad & Pioneer Manufacturing Company, Eddie Chicago, plans to keep active as Allen, former Ringling bull man, a traveling good-will and sales visited the Cole show in Chicago. representative for his firm. Har-

Don Koehler will work a De Pauw University dance in Chicago Saturday (12) Johnny Fulghum, of Richmond, Va., caught Pawnee Bros, at Farmville, Va. . . J. C. Admire, veteran agent, was in Bluefield, W Va., recently.

Parade magazine, carried in Sunday issues of 33 metropolitan newspapers, will publish a splash on Herta Clauson and the Clauson bear act May 20. Layout was arranged by Al Sweeney during his annual stint as press agent for Polack Bros.' Western Unit ... Phil Wortham is on the staff of Cole Bros. Circus.

Willard J. Oakley, who recently returned to Laurel, Md., from a trip on which he caught a number of shows, reports his son.

James L. Oakley, and Myrtle Souther, Washington, were married April 24.

CFA convention program for Washington includes a contest for model circus wagon builders. . . Mills Bros.' Circus has begun promotion of its July 17 date at Madison, Wis. . . . Howard Saunders, formerly press agent with Dailey Bros., is residing in St. Louis. Jack Turner, legal adjuster, reportedly has closed with Wallace & Clark Circus to join Campa Bros. . . Nellie Kitchie is off the road and is at Gibsonton, Fla.

Jake (Clown Cop Corrigan) Disch assisted George Bink and his dog circus at the Portage, Wis., home show last week. Disch has signed to appear for the sixth year at the Racine, Wis., July 4

Bobo Barnett, at the cost of a sore finger, scored a news story in the Norfolk, Va., paper for Polack Bros.' Eastern Unit. Barnett's finger was bitten by the skunk used in his midget car act and the clown was rushed to the hospital for treatment while 312 5 Market St. Elmira, N. Y still in make-up.

Salesboards received a top-old usually does his touring via will continue to be top-level material, and that he intends to prove same via his tours this spring and summer.

> When its purchase of the 30year-old Arthur Wood & Company, St. Louis, is completed, The Jayell Company, same city, plans to revive some of the former's outstanding pellet board hits. Joe Lischko, manager of Jayell, points out that Arthur Wood was the originator of the pellet type number.



WRITE TO EMPIRE TODAY FOR PRICE LISTS AND ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST MOST UP TO DATE PUNCHBOARDS EVER MADE - AT AMERICA'S LOWEST PRICES!

EMPIRE PRESS

466 W SUPERIOR ST. CHICAGO 10. Mohowk 4-4118

MANUFACTURERS OF THE FINEST IN PUNCHBOARDS & PUSH CARDS



able from stock. Orders shipped same day received FREF CATALOG-WRITE

W. H. BRADY CO., Mfrs. Established 1914 CHIPPEWA FALLS, WISC.

图 1 7 69 次图 () 200 /) 以 7 1 四 FACTORY WHOLESALE PRINCIPS No Job Lots or Close Outs BEE JAY SALESBOARDS UNIVERSAL JAR-0-DO No Order Too Large No Order Too Small TARED BAIRS PAID ID DAILS R W B-LUCKY SEVEN MATCHERAKS Orders shipped same day as received. We carry a complete stock for immediate de-livery. WRITE, PHONE or COME IN. WRITE FOR CIRCULAR CAROL SALES CO.

SALESBOARDS — TICKETS — DEALS LARGEST SELECTION IF THE S.-STOP IN I

RAKE COIN MACHINE EXCHANGE

609-B SPRING GARDEN ST. LOMBARD 3-2076 PHILADELPHIA 23, PA.

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 SELLING OUT DIGGERS — ALL TYPES cheap; used Eries for carnivals, merchantmen; Electro-Hoists, Mutoscopes, Buckleys, Rotary Merchandisers, Supplies, National, 4243 Sansom, Philadelphia, Pa.

Minimum \$3

SHUFFLEBOARD OPERATORS, ATTEN-tion: We have Exhibit Shuffle-Bowl Con-versions in first class condition at \$49.50 each; try one or two of these as a sample, you can't go wrong. Reliable Shuffleboard Co., 5728 Broadway, Chicago, III. ABT CHALLENGER, LIKE NEW, \$15 each; Q Ball Table, like new, \$125; Shuffle Alleys. Write: Ace Amusement Co., 27 Stroud St., Wilmington. Del. ARCADE MACHINES—EXTRA CLEAN, DP Photo Booth, Double Unit Camera; ABT Metal Stands, New and Used Pistols; list. Pop's Arcade, Anniston, Ala.

SLOTS—5e VEST POCKETS, LIKE NEW, \$25 each; 5e Black Cherry, \$40; 25e Co-lumbia, \$30; all in good condition; will trade for phonographs or bowling games. T. J. Goodlae, 416 Waller St., Bassier City.

STAMP MACHINES WANTED—USED, 1 TO 50; submit type, make and price. Ernest Marshall 2330 N E 4th Ave.. Miami. Fla

STAMP FOLDERS DIRECT FROM MANU-facturer at lowest prices; write for sam-ples and prices. Flatto Mfg. Co.. 5436 S. W. 8 St., Miami 44, Fla.

BIG SALE, CLOSEOUTS—BLACK GOLD, Playtime, \$35 each: Big Top, Swanee, \$25 each; Champion, \$200; Hot Rod, \$50; add \$5 each for crates; all machines in A-1 condition; just off locations; will trade for Phonographs or Bowling Games. L. L. Redin, 619 E. Jackson, Pasadena, Tex. STAMP FOLDERS-DIRECT FROM MANU-CIGARETTE AND CANDY MACHINES— Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy Used Equipment. Central Vending Machine Service Co.. 3967 Parrish St., Philadelphia facturer; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

STAMP FOLDERS DIRECT FROM MANU-facturer; low, low prices; immediate de-livery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave.. Brooklyn

CIGARETTE MACHINE — SPECIAL! DU-Grenier Model S, 7 columns, refinished, 25¢ slot, ready for location, \$49.50; all other models in stock; 25% with order, bal-ance c.o.d. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. WANTED — MILLS CONSTELLATIONS, Panorams, Packard Sevens, Manhattan, Filbens Phonographs; we buy or sell any quantity Tropical Trading Co.. 121 W. Main St. Lakeland, Fla. my19

WURL. HIDEAWAYS, 1017; WURL. WALL-boxes, 3031; top shape. Write to Jim Louis. 9916 Jasper Ave.. Edmonton, Alberta.

4 HORSEMEN, \$135; LUCKY INNING. \$94.50; Be Bop, Boston, Rip Snorter, \$89.50 ea.; Campus, \$79.50; Tahiti, \$69.50; Football. \$65; Buttons & Bows, Biack & Gold, Sharpshooter, \$54.50 ea.; Tumbleweed, Maryland, \$50 ea.; Just 21, \$49.50; Puddin' Head, Barnacle Bill, Melody, Pinch Hitter, Select a Card, \$39.50 ea.; Jamboree, \$34.50; Old King Cole, Banjo, Crown Jewel, Singapore, Circus, Short Stop, Summertime, Major League Baseball, Morocco, Sunny, Gizmo, Chicago Coin Baseball, Trade Winds, Humpty Dumpty, Trinidad, Coney Island, Shanghai, Crazyball, Contact, Gold Mine, Cinderella, \$29.50 ea. Wilson Operating Co. Box 1271, Tulsa, Okla, Phone 5-6316

65 NORTHWESTERN MODEL 33 PORCE-65 NORTHWESTERN MODEL 33 PORCE-lain Ball Gum, perfect working order; clean and ready to operate, \$6 each; 5 Norris Masters, very clean, \$6.95; 6 Atlas Super-Selector Candy Venders, 150 capacity. like new with bases, \$110 each; 10 Asco Stainless Steel Nut Venders, as is, \$3 each; best grade 210 count Ball Gum, 25¢ lb.; Charms, \$2.98 per M. U-Select-It Candy Machines, Hamilton Scales and Acorn Bulk Vendors; write for prices. Northwest Vending Supply, Inc., 3114-16 W. 28th St., Minneapolis 16, Minn.

100 LIKE NEW SHIPMAN 2 COLUMN 5 Cent Gum and Life Saver Vendors, best offer all or any part. W C. Ely. 2018 Mayo St., Hollywood, Fla.

REAL MONEY MAKERS—PIKE'S PEAK, \$19.50; Poker Hand, \$14.50; ABT Chal-lengers, \$16.75; Indian Chief, \$7.50; Basket-ball Pop-Up, \$19.50; Grip Vlew, \$19.50; Grips, \$12.50; N. W. #49, like new, \$12.50; 46 de-posit with order. Dixie Machine Sales, Augusta, Ga. fect working order, need varnish. \$65 each James Travis, 700 E Main St., Mill-ville, N J Tel. 2278. my19

LEGISLATIVE ROUNDUP

12 States Air Bills Affecting Coin Trade

lawmakers this week turned places of business. thumbs down on administration-backed proposals which would nual occupational levy on operahave outlawed the manufacturing tors, jobbers and distributors of of gambling machines and might "games of skill" and phonographs. possibly have prohibited the Bill was introduced April 25, re-manufacture of coin-operated ferred to the committee on fiamusement games.

This week, too, Massachusetts moved a step closer to placing all types of coin-operated machines under the scrutiny of a board of standards which would age of the bill might have propass or reject the equipment.

Details on these actions, plus brief summaries of legislative activities in the other States, fol-

CONNECTICUT: The way might be opened here to use coinoperated bulk milk venders. Senate 734 would leave approval or rejection of such dispensers to the public health commissioner's of-

Use Decals

DELAWARE: Operators of games and phonographs here must now affix decals to their machines as evidence they have paid the State license fees. Failure to affix decals will mean a fine of from \$25 to \$50.

FLORIDA: House 594, introduced April 25, would provide a graduated per-machine tax on merchandise vending machines except nut machines, citrus juice venders and "other food prod-

Distribs Show **New Gottlieb** Game Cyclone

CHICAGO, May 5 .- Cyclone, a new five-ball game with a double rotation feature, is on display at headquarters. Equipped with a drop chute, game stresses action thru the final ball.

A favorable score can be achieved by running up the traditional high score by registering special points. Key to the game is the combination scoring which results from making a 1-5 blue bumper series situated atop of the playfield plus contacting a 1-5 pop bumper series in the central play area. The double rotation concerns making the blue series in rotation, thus increasing the value of the pop bumpers. When the pop series is made in rotation, high scoring possibilities are set up.

Two side recovery lanes add interest to play whenever a ball is about to drop out of play. If the player is able to guide a ball toward either recovery lane from the bottom approach, the ball is shot back to the top of the playfield insuring extra blocks of high score and special points. A bonus feature flanked by flippers when skillfully handled can result in 11/2 million points.

Canadian Ops Organizing 2 **Associations**

TORONTO, May 5 .- Two associations are being organized by distributors in the coin-machine play with a plunger which pushes

equipment association is being Trading Post. He said the asso- the center of the playfield. Main ciation is being organized to assist action of the bumper is to edge operators in the community. The association is mainly for Ontario.

music-box operators is being revitalized by Al Siegel, of Siegel number is flashed on backglass. If Distributing Company, with a player scores in such a way that view to holding a convention in three or more adjoining numbers Toronto sometime next June. The on one of cards he is playing, he whole of Canada is to be covered scores replays. In all there are by this organization.

CHICAGO, May 5.-Illinois | ucts" machines located in licensed

nance and taxation.

ILLINOIS: Two bills which would have made it unlawful to manufacture gambling devices and, because of the broad wordhibited the manufacture of novelty amusement games, were killed in committee. The bills had the backing of the adminis-

At the same time, Illinois moved to permit cities to impose taxes for revenue purposes on

(Continued on page 85)

EXCISE TAX YIELD DROPS

WASHINGTON, May 5 .-Uncle Sam's yield from the federal excise on coin-operated devices was \$177,704.46 in April, a drop of \$40,953.01 from the previous month's receipts.

The total tax for the fiscal year so far, however, is running well ahead of the last year. The total from July 1, 1950, to May 1, 1951, was \$18,935,561.75, compared with \$17,440,546.92 during the comparable period of the previous

Uncle Sam's take in tobacco taxes last month when the total was \$112,852,788.88, a drop of \$7,002,623.68 from the previous month's yield. The total for the fiscal year to May 1 was \$1,028,561,543.01 over \$40,000,000 above the figure for the comparable period the previous fiscal year.

Philly Game, Juke Op Orgs in Merger

move to give greater stability to ball and music machine operators the industry in Philadelphia and at can only mean that everybody is the same time present a "united front to meet every emergency," the Amusement Machines Association of Philadelphia has taken over the membership and organization of the Music Machine Operators' Association of Philadelphia.

Formal in-take of the music machine operators by the game association took place Tuesday evening (1) at a joint meeting at the Broadwood Hotel. Since the majority of pinball operators were also members of the music machines association, the move was comparatively easy .

Joseph Silverman, business manager of AMA, stated:

"The joint planning and the joint thinking by a united membership in a single association which will

PHILADELPHIA, May 5.—In a be truly representative of the pingoing to enjoy advantages which will enhance the welfare of all. While we have always worked in co-operation with our companion music operators' association, and many of our members have been active members as well of the other association, both of us were still handicapped in carrying out programs that would bring benefit to all of us."

MAY 12, 1951

Expressing regret that Charles Hannum, who resigned recently as business manager of the music machines association because of ill health, could not take an active part in the new association, Silverman paid tribute to the administration and policies which formulated the activities of the music group.

The next meeting of the association will be preceded by a dinner in the Broadwood Hotel Tuesday evening, May 15. It is also intended at that time to have several industry leaders as guests.

Ben Goldberg,

Cincy's Coin

Pioneer, Dies

CINCINNATI, May 5. - Benja-

min F. Goldberg, president of Sick-

ing, Inc., here and one of the Mid-

west's oldest vending and music machine operators, died at his home early Tuesday (1). He was

ago and settled in Cincinnati with

his parents, the late Moses M. and

business for 45 years, Goldberg

was president of Sicking, Inc., the

past 18 years. He was generally

recognized as Greater Cincinnati's

master salesman of pinball and

music machines. Goldberg started

in the business as a youth when he

Mary Grabfelder and Mrs. Nellie

Brand, both of Cincinnati. Burial

in Lick Run Cemetery, this city,

In the coin-operated machine

Fannie Goldberg.

Hits; Distribs Caught Short

Midwest Firms Give New Games

week, with distributors scrambling lied Coin, M. & T. Sales and Merit to keep up with operator requests games. The activity was confined almost entirely to the amusement Minn. Solons for late model as well as new field. Vender manufacturers announced that they have been able to find a ready market for all units produced since fall. Music turnover has been at a similar pace.

Machine Company, Purveyor Shuf- and roller skating rinks.

CHICAGO, May 5 .- The first | fleboard Company, Atlas Novelty | Industries, all of Chicago, pointed signs of the anticipated rush busi- Company, Coven Distributing to new equipment and the seasonal ness reached the Midwest this Company, Coinex Corporation, Al- influence for the business increase.

Rights for CM

ST. PAUL, May 5.—The Minnesota Legislature enacted one measure affecting the coin machine business, an examination of the 725 new statutes put on the

forced into an extra day's session because it failed to get four major appropriation bills passed on time, considered several bills affecting the coin machine field.

Put on the statute books was a law which enables the board of pire Coin Machine Exchange, First any town to either prohibit or to Distributors, National Coin Ma- license the operation of amusement chine Exchange, Monarch Coin games, games of skill, juke boxes

Not Limited

This increased demand for both new and late used games was not limited to Chicago distributors. Many out-of-town distributors from as far away as Louisiana, Texas, Florida and Eastern States 61. A native of Poland, Goldberg reported encouraging trade condi- came to the United States 48 years tions. In Florida, Sam Taran, head of Taran Distributing Company, Miami and Tampa, explained operators were stocking up at this time because the State is now established as an all-year vacation area whereas a couple of years ago it was considered primarily a place to go to avoid severe winters.

The emphasis on new equipment came about with the almost simultaneous appearance of several pieces of equipment which have been making better than average money on location the past few weeks. The new crop includes Gottlieb's Cyclone; Williams' Super World Series, baseball game; Bally Baseball, new-type shuffle game; United's A-B-C, stressing a novel

(Continued on page 84)

Bowler, a four-player shuffle game with bowling theme, is now in proplayed by one, two, three or four, set for the plunger. For auto- with each participant depositing

> Measuring 91/2 feet long by 2 feet wide, Big League Bowler has a separate scoreboard on the backglass for each player. Puck is ing city license fees and permit aimed directly at illuminated pins, charges was one increasing from them and puts out the lights in its machines used for "amusement or

lis 40 seconds.

Begin Output On New Keeney ing card numbers in a row (horizontally or vertically), results in

CHICAGO, May 5.—Big League duction at the J. H. Keeney & Company plant here. It can be

NPA'S CLARIFIED ORDER INCLUDES COIN MACHINES

WASHINGTON, May 5.-National Production Authority's latest amendment to Order M-47 on use of iron and steel does not exempt coin machine items, an NPA spokesman said this week in correcting erroneous impression given in an earlier

misinterpretation and necessitated this week's clarifying statement.

assisted his father in the latter's coin machine operations which stretched as far south from Cincinnati as Falmouth, Ky. He was a member of the Isaac M. Wise Temple Brotherhood, B'nai B'rith, Cuvier Press Club, Elks, Moose and Crest Hills Country Club. Surviving are his widow; Rose; a son, Marvin; a daughter, Mrs. Evelyn Besen, all of Cincinnati; two brothers, Hoskel, Lexington, Ky., and Abe Goldberg, Cynthiana, Ky., and two sisters, Mrs.

Philly Council Ups Music, Pin

Wednesday (2).

PHILADELPHIA, May 5.-The city council's finance committee has increased the license fees on pinball and music machine by \$5. Among the 17 ordinances increas-\$20 to \$25 the city's tax on coin entertainment."

The city's campaign to collect taxes on pinball machines got off on the wrong foot. On information supplied by the city controller's office, Magistrate Jacob Dogole scheduled 54 violators to

appear in court. The machine operators and location owners appeared, some represented by legal counsel, with receipts showing they paid the assessment of \$20 per machine. Their payments in some cases exceeded \$1,500. No one from the controller's office was on hand to make the formal prosecution, so Magis-trate Dogole continued the cases.

Harry A. Wexelblatt, attorney for nine operators, stated the city controller's survey on tax stamps had been made in February, whereas March 1 was the deadline for the 1951 stamps.

NPA statement (The Billboard, May 5).

fiscal year. A slump was registered in

Late Spring Buying Spurt

Credit---Music, Vender Sales Firm

Generally, distributors in the Chicago area, whose direct territory for different game producers include not only Illinois but Indiana, Wisconsin, Iowa and Michigan, reported this new buying D. Gottlieb & Company distributor spurt was not basically attributable to scare buying. They pointed out it has long been known that production has been limited and will be cut more by National Production Authority orders curbing the use of materials critical to the defense effort. Such distributors as Wide World Distributors, Em-

books reveals.

The Legislature, which was

United Develops New Type Five-Ball Game

200 replays.

CHICAGO, May 5. - United | each card. Top award, five adjoin-Manufacturing Company this week | ing card numbers in a row (horiintroduced a new game featuring an entirely different approach to five-ball play. One of the fastest playing amusement games to be introduced in a number of years, the game is called A-B-C and has an average playing time of 40 seconds.

A-B-C is housed in a new-type cabinet measuring four feet long by two feet wide, thereby occupying but eight square feet of location space. During play the patron has the choice of playing one, two or three bingo type cards. If he decides to play two cards, the patron puts in two coins in the United developed drop chute and three coins if he desires to play all three cards. The game is designed for either nickel, dime or quarter play.

Single Bumper

After depositing the desired number of coins, player initiates the ball on a curved runway and A pinball machine and arcade eventually drops on a playfield made up of 25 numbered holes and organized by Al Clavir, of Toronto a single kicker bumper situated in balls toward holes before they come to a full stop. When ball Meantime, an association of in play finally drops into one of the 25 holes, corresponding hole 180 scoring combinations, 60 on

Before offering A-B-C to its distributors, United conducted one of the the puck actually passes under the most comprehensive location tests in its history. In this period path, thus simulating the action the game won favorable comments on a regular bowling alley. Game from players and operators alike. also has spare and strike markers Consensus was the game stressed on the backglass.

The automatic ball lift pre-

miered on A-B-C is one of the key

points in its rapid playing time.

With this feature it is never neces-

sary for the patron to press a but-

ton or move a lever to get the ball

matically even the first ball is

lifted into play position and each

succeeding ball moves before the

plunger once its predecessor has

been released for scoring action.

stepped up action yet offered full | Average playing time per player measure of playing satisfaction.

Confusing language in the M-47 amendment resulted in

GROWTH OF PLANT VENDING SINCE WORLD WAR II PEAK

Items Vended	Companies H	aving	Companies Havin Item at War Pea
Bottled soft drink	s65		64
Cup soft drinks .			
Milk	29		21
Coffee	23		3
Cookies			
Ice Cream			5
Fruit juices	13		2
Cakes and Pies	6		3
Sandwiches	3		2

Above figures, compiled by the Field Research Division of the Paper Cup and Container Institute, cover 118 industrial plants reporting both for 1950 and for the wartime peak. See story in adjoining column for details.

MAG MULLS VENDING

Life Skeds Test; May Deal in Ops

Continued from page 1

according to Ralph Lindley, cir- | with soild industrial experience, he culation executive.

Should this phase of the test

Wash. Venders Hit \$10 Million Gross in 1950

12,000 vending machines of all low next. Two machines, designed ypes in the metropolitan area chalked up a record gross of \$10,-000,000 during 1950, according to Aaron Goldman, head of the G. B. Macke Corporation. Goldman, also vice-president of the National Automatic Merchandising Association, declared the number of venders in the area increased 15 per cent during the year, while income rose about 20 per cent.

The figures, quoting Goldman in the financial sections of local sult of numerous vender installations in the Pentagon and other military locations following the outbreak of war in Korea, he noted. He added there were about 20 large-scale operators employing over 300 persons in Washington, in addition to many one-man vender operators.

Most popular types of equipfruit juice units showing impor-Goldman said.

Glascock has been given a relaconclude satisfactorily, the vend- tively free hand in designing an ers may be offered to operators appropriate machine, Lindley said. The main stipulation is that the vender be capable of handling at least 100 copies of the magazine.

The pilot machine will be tried units. The experiment will then be broadened to cover many different categories of locations. Six months or more of intensive testing will be conducted before the go-ahead is given for general placement, Lindley indicated.

If Life goes to vending, its com-WASHINGTON, May 5 .- Over panion newsweekly Time may fol-(Continued on page 74

Toronto Mulls Cig Vender Ban

TORONTO, May 5.-Banning of cigarette vending machines is benewspapers, were partially the re- ing mulled by the board of control of this city after a complaint by the Toronto Retail Tobacconists' Association, which claimed the machines offered "unfair competi-

A TRTA spokesman claimed the machines were not regulated and were in direct competition with tobacco stores which not only paid taxes but had to pay \$25 for a liment were candy, cigarette and cense. He said that while tobaccobeverage machines, with milk and nists were censured by the police, stores which had the machines sold tant gains in placement and sales, the tobacco products on Sunday without repercussions.

Mills Reports First 10c Bar Test Results

the first month of its nickel-dime evenly divided between dime and candy bar test operation were re- nickel candy. In detail, the sales tives. ported by the Chicago branch of break-down was as follows: Mills Automatic Merchandising Company. Citing one installation which was said to show the average per machine returns realized in the over-all test, firm's manager, Glenn Johnson, said weekly dollar volume was off \$2.10 compared to straight nickel operation.

As were other test machines, the unit was an eight-column model located on the production floor of

Indict 6 in Movie Concesh Kickback

kickback racket in the operation made. of refreshment concessions in local movie theaters led last week to the indictment of six persons. Three of those cited, Benjamin Sherman, Morris Stein and Leo Silver, are or have been associated with the ABC Vending Corpora-

The indictment alleges that movie "charge men" were not paid

CHICAGO, May 5.-Results of an industrial plant. Capacity was

Sales Ratio

Formerly averaging 270 nickel sales per week, for a \$13.50 gross, the four nickel and four dime columns together averaged 182 sales per week for a \$11.70 gross, selling 88 less bars. The ratio, during the specific week cited, was 130 nickel and 52 dime bars, and indicated that the 10-cent candy columns were off \$1.10 in gross take compared to their companion nickel columns.

It also indicated that the nickel columns, because of selling out between servicings (which are on a twice weekly basis) lost sales NEW YORK, May 5.-An alleged that would otherwise have been

> According to Johnson, sales checks showed that the dime bars did not move until the nickel columns were empty, then made less than half as many unit sales as the nickel columns and as a result the full benefit of machine capacity was not realized.

More Tests

from "candy butchers." The al- would shortly be converted to 100 economy brands." He said he had said he did not think the post of- both nickel and dime items. leged conspiracy netted some \$120,- per cent dime sales in top indus- filed the statement with Rep. Rob- fice intended to buy other types | Dollar volume of dime wraps (Continued on page 74) trial locations. | Continued on page 74)

Plants Find Venders Trim Costs, Up Workers' Output

Container Research Shows Vital Role Vending Plays in Industry

By DICK SCHREIBER

CHICAGO, May 5. - Industrial plant management relies on vending machines in the stepped-up defense economy, both to cut losses and add productive time, a survey released by the Field Research Division of the Paper Cup and Container Institute disclosed. A complete analysis of the survey's vending machine aspects appeared in the May Vend published this week.

Questionnaires were mailed to 1,788 factory managers, and the Institute received 278 replies of whether they intended to expand 239 plants responded; 46 said they now had definite plans to expand; rooms. 133 said they did not plan expansion and 60 were doubtful.

Generally, the research indicated time peak. vending machines were the easiest method to provide additional food services such as between-meal pick-ups or beverages and dessert to accompany lunches brought from home.

Venders Near Lines

Plant managers told the researchers that, not only have they lost their old fears that venders would disrupt production but they which 240 were complete. Asked now use vending machines on the production floor itself. Formerly their in-plant feeding facilities, many plants confined vending installations to halls and recreation

Three-quarters of the companies replying said they had some kind of vending machine installation.
For purposes of comparison, how-Institute researchers said they of vending machine installation. were not surprised at the large For purposes of comparison, hownumber of plants which felt their ever, the growth of vending in inpresent feeding arrangements were dustry was limited to 118 comadequate. Most plants, they pointed panies which were able to supply out, expanded facilities during and information both for November, after World War II. General Mo- 1950, and the war peak. Every item

tors, for example, doubled its in- on which information was asked vestment in feeding facilities since was vended by a larger number of plants in 1950 than at the war-

(See accompanying table for a complete breakdown of vending's growth in industrial

Labor, Cost Headaches Much of the impetus for expanding vending machine coverage in plants, the Institute found, stemmed from two World War II headaches: The availability of manpower (and womanpower) to run cafeterias (Continued on page 74)

General Intros **Bottle Vender**

CHICAGO, May 5. - General Vending Machine Corporation announced a new reach-in type bottle vender this week, featuring under \$400 list and simplified delivery controls. Terry Terhune, general manager, stated that new unit, called the Oasis, has a vending capacity of up to 45 bottles (either 6, 7 or 12-ounce sizes without adjustment) and pre-cools a maximum of 25 bottles. Five vending racks permit up to that amount of flavor selectivity.

Machine, which measures 37 inches high, 30 inches wide and 21½ inches deep, employs a single moving part between the coin slide and bottle release. Delivery procedure requires customer to lift lid, select bottle desired and move it from its rack into release position. Deposit of coin then permits push in of coin slide which releases bottle for lift-out delivery. Both vending and storage compartments are loaded from the top.

Terhune said altho the nickel coin unit is standard equipment, odd-cent and dime units are also available. The Oasis employs the same refrigeration system used in firm's Chieftain models and has adjustable cold control for cabinet temperature regulation.

in a number of locations. If the early tests show promise, the plan calls for a follow-up order of 25-50 Rumor SuperVend Sale Deal Nearly Complete

DALLAS, May 5.—Rumor had president of SuperVend Sales Corit late the week that a deal was poration, which distributes the about to be closed for the Super- three-drink machine nationally un-Vend three-drink cup dispenser der contract with Miller's com-made on contract by Texas Engi- pany, said he could not comment neering & Manufacturing Com- on the rumors of an impending pany for the SuperVend Corpora- deal, tion and the SuperVend Sales Corporation.

Judge M. M. Miller, president of the SuperVend Corporation, Dallas, could not be reached for comment. The rumors indicated an old-line manufacturer of candy and cigarette vending machines was in process of closing a deal for the drink unit, including approximately 2,000 finished machines warehoused at Temco.

In Chicago, Mike Hammergren,

NAMA Regional Meet Draws 90 To Pittsburgh

PITTSBURGH, May 5 .- Mobilizing at the grassroots level, to tell officials and the public the job vending does in a defense economy, was the theme of the April 28 meeting of the National Automatic Merchandising Association's Region A. The meeting, held at the Webster-Hall Hotel, drew approximately 60 operators and 30 manufacturers' representa-

During the business session the group elected Harry Rosen, Allegheny Cigarette Service, chairman, and Charley Cooper, Cooper & Company, Lancaster, Pa., vicechairman. Cooper is also Pennsylvania legislative chairman for NAMA. Rosen succeeded Paul Berkley, Vendex, Hillside, N. J.

14 New Members

Before the business session began Berkley presided over a luncheon designed to interest prospective members in joining the (Continued on page 74)

Oppose Graduated Cig Tax in N. C.

GREENSBORO, N. C., May 5 .-Renewed opposition against the graduated or ad valorem tax on cigarettes in the form of a "comprehensive statement" was initi- and to the local postmaster. ated here by Harry Caldwell, State Thus far, Wells pointed out, t Grange Master.

GIM TO TRIM CUP PILFERAGE

STAMFORD, Conn., May 5. -Spacarb operators plagued by juvenile cup pilferers in outdoor locations can rest easy after installing, the manufacturer's latest gimmick.

The Spacarb "tickler" will give a mild (four to six-volt) shock to anyone probing the cup chute apperture. An exploring hand is sure to be withdrawn hastily after completing the electrical circuit, Spacarb execs guarantee.

GOVERNMENT VENDING

Post Office Buys Own Cup Machines

purchase of an undisclosed number of three-drink cup machines, the federal government has gone into the vending machine operating business. The government's move, made by the Post Office Department, is a local rather than national program. As yet, there are no indications that the post office will advise or encourage its local offices to buy drink units on a large scale.

In Chicago, where some of the first, machines were installed three-flavor SuperVends were purchased by the Chicago post office canteen. The canteen has as its primary business the management of the post-office cafeteria. It moved drink machines onto the workroom floor of the main post office to give workers 24-hour service, according to Bruce Wells, post-office public relations execu-

Local Set-Ups

Wells explained that post-office canteens in metropolitan postal facilities are not controlled by any national office. Each canteen, said Wells, is responsible to Congress

CHICAGO, May 5.-With the are not available to the public since the canteen's business must be confined to serving postal employees.

Some Prefer Operators

Wells said that he understood Lost-office canteens in other cities purchased SuperVend equipment within the past month. Many canteens, he commented, preferred to deal with established operating companies rather than purchase their own equipment.

Installations in post offices of cup equipment followed a postoffice directive, issued late in 1950, permitting the use of cup drink venders at the local postmaster's discretion.

10-Cent Bars Move Well in Subway Units

NEW YORK, May 5 .- Subway riders are buying dime bars from venders in "satisfactory" volume and all new candy machines going into the underground locations are fitted to carry 10-cent sellers. In-Chicago canteen has limited its terborough News, the operator, resalaries as required under a union Extending the test one step fur- Caldwell condemned the tax vending machine purchases to ported this week that 30 per cent contract but received a kickback ther, Johnson said several venders differential on the "so-called SuperVend drink machines. Wells of all its bar equipment now stock

(Continued on page 74)

"Received your Selective Tab Gum Vender. It is a wonderful machine; installed it yesterday and it did as much business in one afternoon as I find most machines do in a whole week." (letter on file)

THAT'S RIGHT, OPERATORS, ALL YOU HAVE TO DO IS TRY THE Northwestern

1¢ SELECTIVE

TAB GUM VENDER

Its Ability To Sell Gum Will Amaze You . Its Low Price

Will Please You.

IMMEDIATE DELIVERY

Wire, Write or Phone for

Complete Details

THE NORTHWESTERN CORPORATION

512 Armstrong Street

Morris, Illinois



MONEY BACK

Order this sensational, new North western vendor today. Operate it for 0 days. If you don't agree that it SELLS more—that it EARNS MORE MONEYreturn 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 g capacity fast servicing ont loading simple construction dependability. Total average pacity 500 pieces. Location big capacity front loading

Revolving arum contains 10 columns interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit

Complete line of Parts, Supplies, Stands Globes, Brackets, Charms, etc.

PRICES Less than 25 \$25.95. Less than 100 \$25.45 100 or more \$24.95 1/3 Deposit, Balance C.O.D MERCHANDISE

10-COLUMN SELECTIVE

VENDOR

ADAMS, All Flavors, 100 Count 42c WRIGLEY'S, All Flavors, 100 FRUIT CHARMS, Assorted, 100 Count SUCHARD, 200 Count MINIMUM ORDER 25 doxes of Any Assortment

SPECIAL!

\$95.00

Uneeda Model 500

9 Col. 350 Pack Cap

SALES AND SERVICE COMPANY MOE MANDELL WEST 42nd STREET, NEW YORK 18, N. Y. . Chickering 4 0142

Time Payment Plan Available-Trade-Ins Accepted.

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
Rowe Imperial, 8 Col., 240 Pack Cap	77.50
Uneeda Model A. 9 Col., 270 Pack Cap.	85.00

CANDY MACHINES

CHIAMI LIBERTORY	
Candyman, 72 Bar Cap. (enclosed base)	\$57.50
Vendit, 150 Bar Cap.	52.50
U-Select-It, 54 Bar Cap.	35.00
Advance Candy, 40 Bar Cap,	25.00

Accepting Orders for the NEW VENDALL CANDY VENDOR 120 to 248 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS

NY MAKE OR MODEL CIGARETTE VENDOR

OR 30° VENDING



CHARMS—Proven Sales Boosters

166 Clymer Street, Brooklyn 11, N.Y. • EVergreen 7-4568



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 venders, 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.

	-4-60	ue of ay 5		ssue pril	CC355	500000	rii 21		April 1
ABT Astrology Scale	100	100		125.		535	3,Y,-	1	A SONE
Acorn Sc Charm	S	16.50		16.		3	16.50		\$16.5
Acorn Vender 1c		14.50		14.		- 0	14.50		14.5
Adams Gum				14.	78000	95	14.50		
Advance Ball Gum					50		4.50		
Advance Candy	3	25.00		25.	00		25.00		25.0
Advance Gum		7.95					7.95		7 9
Andrew Nut 1c					95	1012	9 95		
Asco Hot Nut, Sc			1	2.50(2)	12	.50(2)		
Berger-Shaw Cigar	02	523527		F2474555	2020				25.0
Candyman 72 Bar		57.50		57.			57.50		57.50
Card Vender (Exhibit)				15.		50	7.95		2040-00
Columbus 1c Nut		7.95		7.	0.75	50	7.95		7.9
Columbus 5c Nut		7.95	6.95	8.	00 6	95	8.00		7.9
Columbus Duo 5c				15.	20		15.00		
Columbus Gum, 1c				15.	00		7.95	- 1	1.4
DuGrenier Challenger	- 3	95.00		95.	00		95.00		95.0
DuGrenier Model S (7 col.).		19.50	49.50	59.	100	50	59.50		49.5
DuGrenier Model W		50.00	97.30	50.	-	22110	50.00		50.0
Electro-Cigarette Vender		59.50		30.		2	00.00		30.0
Electro Serve Popcorn	10.00			19.	50	- 7	19.50		
Jennings Scale	2			32.0	55		35.00		
Kirk's Astrology Scale		95.00		95.	00	95	.00(2		95 0
Lo Boy Scale		50.00		50.	TO STATE OF THE ST	- 5	50.00		50.0
Master	0.0	7.95		1000	350		7.95		7.9
Master 1c Novelty Bulk				8.	50		8.50		eyear.
Master 1c, 5c			6.95	10.			10.00		
Master Pistachio Sc				NAME OF TAXABLE PARTY.	00. 14		6.95		
Mills Scale		0.00		50.0	00		50.00		50.00
Mosarch (8 col.)				85.	00		85.00		85.00
National 9 A	- Marion S	75.00		25.	00		75.00		75.00
National 930	65.00 1	35.00	85.00	89.		00	89.50		85.00
National 950	•	95.00		95.	00		95.00		95.00
National 950A		511015460		95.	00		95.00		95.00
National Candy Machine,							30.00		
(6 col.)		59.50			1.0				
Northwestern DeLuxe		24.50	15.00	24.	50 15.	00	24.50		24.50
Northwestern Dual Nut	1	39.50		39.			39.50		39.5
Northwestern Model 39				7.	50		7.50		
Northwestern 33 Nut		7.95					7.95		1.95
Northwestern 40		7.95		6.	0.10	95	7.95		7.9
Northwestern 33 Ball Gum.		7.50		7.500		7	.50(2)		7.50
Northwestern 49. Bulk 1c				12.			12.50		17 3
Pop Corn Sez	- 1	39.50	49.50	89.	50 49	50	89.50		89 5
Recordo-Gram (Wilcox-Gay).						1	29.50		
Rowe Crusader (10 col.)		45.00			1.5				002053
Rowe Imperial (6 col.)		55.00		-			69,50		29.5
Rowe Royal (8 col.)		35.00	ar an a	85.		rectal.	85.00	05 00	85.0
		75.00	85.00 9		4000	90	00(2	85.00	75.0
	18	7.95	7.00	75.	104	TOP	75.00		7 9
Silver King 1c		7.73	7.50	8.0	7.7	50	7.95		90,000
Silver King Hot Nut		29.95		12.			8.00		
Silver King Nut C		2.73		16.		or	12.50		
Smakeshop 612					1.5	95	12.50		
(1) Custom	2	29.50		240	00	32	40.00		240.0
2) Royal		19.50		230	71776		40.00		230.0
(3) Regal		9.50		220	-		20.00		220 0
Stamp Vender (Shipman)			54	22	-0		1000		
Sun Nut Sc				8.			3.95		
Target Hunter (Silver King)				0.	13				
Target King (Silver King)							27.50		
Unceda Model A (9 col.)	3	35.00					27.50	er fil	
Uneeda (8 col.) Monarch)		35.GQ							
Uneeda (10 col.) Monarch)	0.7	5.00							
Uneeda (15 col.) 500		5.00							
Uneeda (500)		5.00				(8)-3	85.00		
Uneeda (9 col.) Model 500		35.00		85.0	00		95.00		90.00
Unceda Candy Vender	187	YORYESE		XXXIII X	40°700		75.0C		75.00
Uneed-a-Pak (5 col.)				75.0	00		75.00		Chicago
Uneed-a-Pak (15 col.)	59.50 7	9.50		79			79.50	79.50	85 0
Uneed-a-Pak Model A	The second second	MILITER OF THE		85.0		ÿ	89.50		89.50
U Select-It	0.3	5.00		35.0			35.0G		35.0
Vendit		2.50		52.			52.50		52.50
Victor Nut 1c		0233		6.5					0.000
Victor's Topper		7.95		(533)	MOR		7.95		7.95
Watling Scale				90.0	00		100		
									129.50
Wax-O-Matic Shoe Shiner Yuohu Ball Gum 1c				5.0			99.50		154.00

Meter Matters

lowa Action

CEDAR RAPIDS, Ia., May 5. -Replying to objectors to the purchase by the city of an off-street lot, E. A. Prochaska, commissioner of safety, declared the tax payers need not worry as enough revenue from parking meters would be forthcoming to cover the cost,

Under Iowa law, he explained, 75-per cent of all meter income must be used for off-street parking.

Toronto Test Okay

TORONTO, May 5. - A draft contract for the purchase of parkby the works committee of city have "proved themselves."

1,100 as originally proposed. The summer to retain them.
meters are to be installed for a Meter revenue from July 17 to trial period of not less than four December 31 last year was \$15,000.

months and not more than 12 months and the city is to pay 75 per cent of the gross receipts until the contract price has been met.

After the contract has been awarded, installation of the meters must start within 30 days and be completed within 90 days.

To discourage the use of slugs, each meter must be equipped so as to retain the coin in full view of the window until the parking period has elapsed.

Seek More Meters

SASKATOON, Sask., May 5. -Mayor J. S. Mills favors the installation of more parking meters ing meters was approved last week because those now in operation

City now has 550 meters on a The contract calls for the pur- trial basis and indication is that chase of 1,300 meters, rather than the city council will decide this

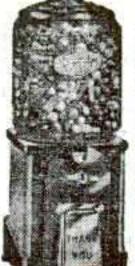


PILE UP PROFITS VICTOR'S HOT-POP

FOR DETAILS-WRITE

5701-13 W Grand Ave. Chicago 39, Ill.

THE ONE FOR '51 TOPPER



Topper and all other Victor models can still be bought on time payment plan.

Better write for full details today.

LANSDOWNE. PENNA.

ATTENTION-

ICE CREAM VENDING MACHINE **OPERATORS**

Write for complete information concerning the use of ICE CREAM STREET VENDING EQUIPMENT. Highly profitable -extremely low investment required.

NOW IS THE TIME TO START

Acorn Sheet Metal Mfg. Co., Inc. VENDING PRODUCTS DIVISION

4605 W. 21st St., Chicago 50, Illinois Established 1921



Try VICTOR Once

and you will BUYVICTOR ALWAYS

ORDER TODAY!

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

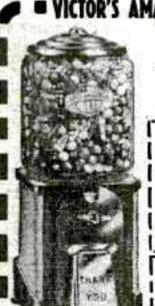
VENDING OPERATORS INCREASE

PROFITS!

CAL AL BRAND VENDSIZE ALMONDS

Vacuum Packed in Tins Write for particulars CALIFORNIA ALMOND ORCHARDS

Paso Robles, California



RAIN-BLO

Sold 4 to a Case Sample, \$12.75

PISTACHIOS 25 lb. carton. Small, 45¢ lb. Vender's Mixture, 57¢ lb. Large, 42¢ lb. Extra Large, 66¢ lb. Full Cash With

COLORED BALL GUM-All Sizes 25# carton, 26¢ Ib. 200# lots, 24¢ lb. with freight

GUM, 140, 170 or 210 Count, WITH ORDER 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 2-7992



Shipping: 1/3 Dep., Bal. C.O.D. NORTHWESTERN SALES & SERVICE

1194 TREMONT ST. BOSTON, MASS



CIGARETTE MACHINE SPECIAL! **DuGRENIER**, Model S Cols., Refinished, 25¢ Slot, S49.50

25% With Order, Balance C.O.D VEEDCO SALES CO. ket St Philadelphia 3 Pa Phone: LOcust 7-1448



1950 CROP-RED SALTED JUMBO UNIFORM SIZE, ap proximately 38 to oz. Reduced to 58¢ lb. Large size, 45 count 47e lb. Packed in triplex 5 lb. oags. Shipped 12 to a carton, Min. 300 lbs Importers & Roasters for a Quarter Century

AMERICAN PISTACHIO CORP. 111 Reado St., New York 13, N. Y.



"The Magazine

of Automatic Merchandising"

"All navy exchanges operate amusement and vending machines, and the U. S. Navy Ship's Store Office has a department that is the clearing house for this operation. In keeping abreast of new developments in vending and in operating statistics, 'VEND' has proven help-

> E. A. MALONE U. S. Navy Ship's Store Brooklyn N. Y.

VEND 2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

Address

CityZone....State.....

OP UPS PRICE, EXPLAINS WHY

HARTFORD, Conn., May 5.—Canteen Company has upped the price on its candy vending machines here with notices posted on machine fronts explaining:

"Due to the ever increasing costs of merchandise, it will be impossible for us to supply the 5-cent bar and continue to give the fine service to which you have been accustomed. Therefore, in the near future we will convert all Canteens to sell 10-cent bars and at this time we would like to point out that the 10-cent bars will be full value for 10 cents. In many cases it will be a better value than the 5-cent bar."

Employment Off

January this year.

600 in January.

month of January.

41,200 in January.

WASHINGTON, May 5. - Em-

ployment in January of this year

in the sugar, candy and tobacco

industries showed a slight decline

from the preceding months, De-

industry which employed 51,800

workers in November, 1950; 45,000

in December and only 30,800 in

The confectionery industry

showed a corresponding decline

in employment during the three

months mentioned, with the high-

est peak being 110,200 in Novem-

ter, 1950, a drop to 105,600 in De-

cember and a further drop to 99,-

The beverage industry was

steadier, reporting 215,400 em-

ployees in November, 212,500 in

December and 212,000 for the

industry. Their total for Novem-

100 and 25,800 for January, 1951.

showing 43,300 employees in No-

vember, 42,200 in December and

reau of Customs has released fig-

PHILADELPHIA, May 5.—Ralph

Pries has joined Berlo Vending

Company as district manager. For

Berlo firm specializes in movie

house locations for its machines.

Pries had been with the National

Theater Supply firm for 11 years,

serving in San Francisco, Los An-

geles and Des Moines before com-

ing here. He is the second assist-

ant chief barker of the local Variety

Club, Tent No. 13, and a member of

the Society of Motion Picture The-

SALEM, Ore., May 5.-B. & D.

Distributing Company here has

filed articles of incorporation for

the rental of merchandise vending

machines and wholesaling of some

merchandise. Incorporators are

Robert E. Asy, Robert B. Henry

and Laurence M. Elliott. Capital

stock is limited at \$10,000 in 100

ater Engineers.

shares.

Charter Ore. Rep

Commodity Imports

Pries Joins Berlo

A small decline in employment

Greatest decline was in the sugar

partment of Labor has reported.

Supplies in Brief

SCOOTERS SPEED SERVICE

Denver Cig Op Builds \$ **Profit With 2-Wheelers**

Al Ziska, manager of P. & M. Cigarette Vending Company, switching from a panel delivery truck to a motor scooter for servicing duties has proven a time and dollar saving move. With many of the firm's locations in the congested downtown area, the easily parked scooters save money thru lower maintenance cost, quicker coverage of the installations and guaranteeing that all machines will be serviced. Formerly, because trucks could not be parked (double parking brought

both unrefined and refined were

imported from the Philippines at

a total of 350,594,695 pounds. To-

bacco imported from the Philip-

pines totaled 73,900 pounds. Wal-

nuts imported during the calendar

year amounted to 3,435,358 pounds.

WASHINGTON, May 5. - The

Canadian flue-cured tobacco crop

will be smaller than last year's, the

Department of Commerce esti-

mated. Last year's crop produced

116,668,000 pounds of tobacco

while the new crop is estimated at

105,900,000 pounds. However, de-

still maintains the level of produc-

The export demand for Canadian

tobacco was greater this year than

Tobacco Report

tion set since the war.

DENVER, May 5.—According to traffic fines), some machines went unserviced.

> Ziska points out the 30 cartons of cigarettes that can be carried on the scooters luggage compartment are adequate for servicing four or five stops. The scooter can then return on the double to P. & M's headquarters near the downtown district for a fresh load. The scooter itself, a heavy-duty job, is painted a bright red and identified with a yellow decal of firm's name.

Quick Response

"Now we can service any downtown location within 10 minutes or so after the owner calls in, and the reputation this builds up has helped us secure new spots," says

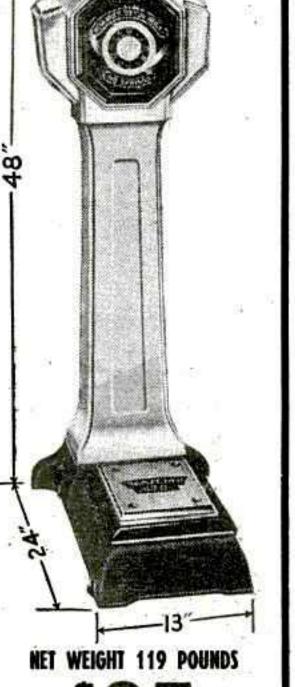
During winter months when heavy snow is on the ground, it will be impractical to operate scooters, he points out. However, he adds that their success to date has been so outstanding that additional scooters are to be added this summer over other portions of P. & M's routes.

Canteen Co. Reports 1951 Sales Up 34%

CHICAGO, May 5. - Automatic Canteen Company of America reported a sales increase of \$1,628,930, or 34.7 per cent, for the second fiscal quarter ended March 17 compared to sales for the spite the decline, the current crop same period last year. Volume for the 1951 quarter was \$6,318,360 compared with \$4,689,430 in 1950. Combined sales for the first two quarters of this fiscal year last with 14,617,000 pounds going amounted to \$12,352,226, an into the United Kingdom while last crease of \$2,728,474, or 28.4 per year's total was 11,510,000 pounds. cent over sales of \$9,623,752 for the like period last year.

The board of directors Tuesday (24) declared a quarterly dividend of 221/2 cents a share on preferred stock and the regular quarterly dividend of 25 cents per share on CHICAGO, May 5 .- Following common, both payable June 1 to

The company has refinanced its outstanding funded debt and shortterm debt thru issuance of \$3,-000,000 in new long-term notes.



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

Manufacturing Company 4650 W. Fulton St. Chicago 44, III. Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

was also reported in the cigarette Vender Lunch Wins ber was 26,300, for December 26,- Office Force Okay

The cigar industry followed suit, six months of operation in its main | holders of record May 15. office, one of the country's leading novelty and housewares firms, the John Plain Company, considers it's multiple-item food vender a per-WASHINGTON, May 5. - Bumanent office fixture. Personnel Director Edward Lutz said the variety and availability of snack ures on commodities which have come into this country under the food and drink packages is a disquota act between January 1 and tinct service and morale aid for March 31 of this year. Sugars, the office help.

The machine, operated by Lunch-o-Mat, offers two columns each of sandwiches, Grade A milk and canned juice (tomato is biggest volume juice item) and one column of chocolate milk and cake or pie. Sandwiches, milk and tothe past six years Pries has been mato juice have proved to be local branch head for the National standard top sellers. Theater Supply Company. The

According to Lutz, the machine serves a staff of approximately 150 office workers. It is serviced daily, Lunch-o-Mat stocking all items with the exception of milk, which is handled by a regular dairy route man.

Leon Stern Elected

PHILADELPHIA, May 5. -Charles Amsterdam, head of the Charles Sweet Company, drink and candy vending machine firm, announced that Leon Stern, who has been identified with the business for 28 years, has been made secretary-treasurer. In addition, Stern, after vacationing with Mrs. Stern in Florida, has become a partner in the Sweet Company, which has reorganized as a corporation.

These two modern, sleek beauties stand out in any location-Do all your routine work at home or in your warehouse and service them in a jiffy!



SELECTIVE TAB GUM

VENDOR Less than 25 \$25.95 Less than 100 \$25.45

NORTHWESTERN

10-COLUMN

100 or more We carry a complete stock of Mdse. for \$24.95 the, '49 Special, including Nuts, Candy Ball Gum, Charms, etc.

Large selection of Adams Gum, Fruit charms, Suchard Chocolates, Wrigley's

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

who started his new post this week 2 609-A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23. PA. 2



mighty INCOMES grow!

ALL-PURPOSE VENDOR

Vends all bulk mdse.—nuts, gum balls, candy, charms.

· Polished, easy-to-clean merchandise chute.

 Tomperproof! Held by top lock and body clamps only. Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new

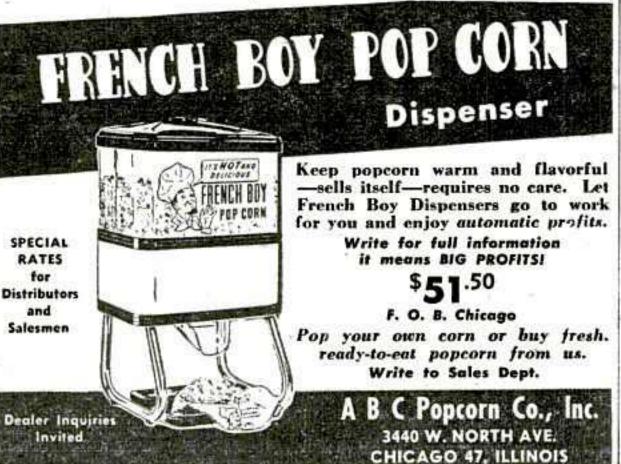
WHITE FLASH BRUSH HOUSING

DAK manufacturing co., inc. 11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS! Choice Territories Still Open -Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-6478 **Pacific Coast Distributor** Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

Copyrighted material

GIVE TO DAMON RUNYON CANCER FUND





VENDING

5701-13 W. Grand Avenue Chicago 39, Illinois

VENDING MACHINE ENGINEER

Wanted: Engineer with experience in designing coin-operated vending machines capable of taking charge of project and carrying it through to production. Excellent opportunity, Permanent position with strong 40-year-old company located within 60 miles of Chicago. State qualifications.

BOX D-28

c/o The Billboard

Cincinnati 22, O

NENTONALLA

Makes Possible

75%-25%

SPLIT

workmanship.

MAKE BIG PROFITS

with the Sensational

Venders Trim Continued from page 71

and other forms of in-plant feeding, and the possibility of a deficit. Many companies said they hoped to break even on their nonvending feeding arrangements, but 140 companies admitted these forms of plant feeding were costing them money.

As a result, some managers expressed the hope the whole feeding job could be done by vending machines which do not draw on factory personnel or cost the factory money. In one Detroit automobile plant the researchers found management experimenting with a battery of machines selling ice cream, milk, coffee, sandwiches and cake. These items formerly were circulated on a snack cart, but if the experiment proves successful the carts will be discontinued.

Caterers and Vending

Institute researchers found most large catering companies keenly interested in vending. One caterer, the report disclosed, is supposed to have lost \$50,000 trying to set up a vending machine system to complement its other food services.

The ideal method, the researchers concluded, was to have food men run the cafeteria, leaving the

machine men.

THERE'S A LOCATION . . .

Perfumatic vends perfume automatically brings big profits — every woman loves

perfume. Each machine holds 4 leading brands of perfume in 4 oz. bottles (each

bottle approx. 1,000 sprays). Two 5 cent and two 10 cent slots afford simplicity

and appeal for selecting. Durable all metal cabinet — baked enamel finish with

high lustre chrome fittings. Perfumatic is only 18" x 12" x 6" from wall — has sturdy

enclosed thinge and tamper-proof lock — machine opens from wall for easy refill

and collection. Machine guaranteed for I year against defects in material and

NOW AVAILABLE FOR DISTRIBUTORS Write Now For Full Details

WHEREVER THERE'S A WOMAN

(Editor's Note: Single copies of the May Vend, containing the complete analysis of the institute research, may be obtained by writing Circulation Department, Vend Magazine, 2160 Patterson Street, Cincinnati 22, O.)

3-Cent Cig Tax Gets Ore. Nod

SALEM, Ore., May 5.-A 3-cent per package tax on cigarettes went over its final legislative hurdle here with Senate approval by a vote of 19 to 10. The bill was sent to Gov. Douglas McKay for his signature.

Four times in the past 20 years the people have beaten a similar tax proposal at referendums.

The new tax is expected to raise \$5,000,000 a year and will help offset a \$12,000,000 budget deficit during the next two years.

Combined with the cigarette fair trades bill passed by the Legislature, the 3-cent levy is expected to raise the price per package 5 cents thruout the State. The fair trades provision was linked with the cigarette tax. However, some legislators are still of the opinion the measure will be ultimately decided at the polls.

Mag Mulls

· Continued from page 71

servicing of machines to vending for side-by-side placement, will probably be used, rather than a double-purpose vender.

> In non-newsstand locations operators may be presented with a lease proposition for vender instal- Re-Elect Adelson lation. If Time, Inc., retains title to the equipment it can then insure that only its own publications will be carried in the machines.

Newsstands, too, may get machines for after-hour use in transient spots. Lindley made it clear that the venders would not be placed in competition to present handlers.

A vending test was run by Life during the last war, but was abandoned after the experimental machine failed mechanically.

Pepsi Records 12% **Bottler Biz Increase**

of its concentrate to franchised Clarence Reid. bottlers were up 12 per cent the first four months this year compared to the same period in 1950.

Alfred N. Steele, president, making the announcement at the firm's annual meeting, said sales and earnings are continuing upward, following the trend set during the first quarter this year. He stated plants have been acquired in Birmingham and Portland, and they are to be directly owned and operated by the parent company. It also was reported that firm's Canadian subsidiary, showing losses for recent months, is now operating at a profit and is expected to "show substantial earnings after

Thatcher Glass Sales

ELMIRA, N. Y., May 5 .-Thatcher Glass Manufacturing Company, Inc., reported net sales of \$20,617,704.33 for the fiscal year ended March 31. Net profit was \$2,206,891.09.

SMOKESHOP 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. PLozo 7-3123



ALL GRADES

Third St. at Third Ave., Brooklyn 15, N. Y MAin 4-3213

10-Cent Bars Continued from page 71

surpass that of nickel bars on a column-to-column basis, it was said, and the company eventually plans to convert a substantial part of the remaining machines to dime operation. The new Stoner machines Interborough uses have three columns set at 10 cents and five at a nickel.

Conversion in July

General conversion, tho, won't be undertaken until July when the current peak season is over. While the older Stoner units can be set to to accept two nickels for dime candy, Interborough managers feel a switch to the dime coin would meet greater acceptance. Before coin mechanisms are changed, however, this theory may be tested on a controlled number of machines, it was indicated.

Peak seasons for subway candy consumption are spring and fall. Winter sales are only moderate, in contrast to the pattern in aboveground locations.

The experience of Interborough has been that travelers in cold weather are too bundled up in clothing to dig readily into change pockets to make candy purchases. In spring and the fall, on the other hand, it is cool enough to keep candy appetites high and pockets are more accessible.

AMCC President

NEW YORK, May 5. - Charles R. Adelson, of the Delson Candy Company, was re-elected president of the Assocation of Manufacturers of Confectionery and Chocolate at a meeting of the organization here Thursday (3) George R. Frederick was named vice-president and Harry Lustig secretary-treasurer.

Those elected to the AMCC executive committee, under the chairmanship of Charles F. Haug, were Irvin C. Shaffer, Samuel D. Fried, Victor A. Bonomo, Andrew H. Heide, Arthur Baumgarten, Wal-NEW YORK, May 5. - Pepsi- ter McNeill, H. R. Burbank, Her-Cola Company has announced sales bert Tenzer, John S. Swersey and

Food-o-Matic Co. In New Quarters

LOS ANGELES, May 5 .- Foodo-Matic Sales Company, headed by Herb Rousso, has purchased a building at 2728 West Pico Boulevard and in the future will make it the headquarters of its vending machine operation.

Moving into the new spot, Foodo-Matic now has nearly 3,000 square feet of space with a parking lot of some 6,000 square feet in the rear of the structure. While much of the floor space will be used for the operation, Rousso is stocking candy and tobacco which will be jobbed to operators.

Stan Rousso, Herb Rousso's brother, has taken office space at 2830 West Pico. Representing the Stoner Manufacturing Corporation, Stan will work from this address in the future.

NAMA Regional

Continued from page 71

association. As a result of the luncheon 14 new operator members were brought into the group. Principal address was delivered

by Ernest Fox, vice-chairman of NAMA's defense program executive committee and chairman of the committee's supplier division. Fox is president of the Austin Packing Company, Baltimore. In his speech he referred to the feature story Vending Is Essential (published in the April issue of Vend), which showed more than 53 per cent of the nation's vending machines are in essential locations.

Hosts for the meeting were Rosen and Joe McGlenn, Pittsburgh operators.

Indict Six

Continued from page 71

000 durng a three-year period, according to District Attorney Frank Hogan, altho the sum mentioned in the indictment only totals about \$10,000.

The true bill also named Beatrice Richer, an official of a concessionaire employees' union, and Barney Schlessinger, a former assistant of Silver. The sixth defendant was not identified.

The defendants, who have been released in \$1,500 bail each, pleaded not guilty in General Sessions Court.



Games, etc.
Plastic Charms, small, 1,000...\$2.75
Plastic Charms, large, 1,000...\$2.95
Copper & Nickel, large, 1,000...\$5.25
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
'Hep Cat" Buttons, 1,000 5.95

STANDS

All steel — aluminum finish No need to add sand, gravel, cement, etc. Ready for loca-tions. Weighs 17 lbs. \$3.25 each EXTRA HEAVY STANDS \$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES. One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.

SPECIAL STATE CLEARANCE SALE:

50 Columbus Nut, 5¢ 25 Wrigley Stick Gum, 1¢ ... 9.95
25 Hunter Target Games, 1¢ ... 25.00
50 ABT Challenger, 1¢,
BRAND NEW ... 39.95
ADAMS GUM—1¢, All Flavors ... 41¢
(lots of 50 or more boxes)

1/2 WITH ORDER, BAL. C.O.D. WANT TO BUY Stoner Candy, Silver King Nut, Shipman 3-Col. Stamp, Counter Games and Cigarette Machines.

CAMEO VENDING SERVICE 432-G West 42 St., New York 18, N. Y LOngacre 3-1334



VENDERS Less Than 25.

\$25.95 Ea. Less Than 100

\$25.45 Ea 100 or More \$24.95 Ea.

New Low Prices on Bulk Vending and ab Gum Supplies. Send for list. 1/3 Down, Balance C.O.D.

BADGER SALES CO. 2251 W. Pico Blvd., Los Angeles 6, Calif.

BRAND NEW BOY VENDORS

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE S LBS. NUTS OR BALL CUM WITH

BLOYD MFG. CO.

VALLEY STATION, KY.

BASEBALLS

SILVER-PLATED Big 5/8 inch size

\$9.50 per 1,000

EPPY Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 2, L.I., N.Y.

PERFUMATIC of Canada Toronto, Ontario, Canada 1 London Street SCHOENBACH STAMP VENDORS US POSTAGE Folder Type STAMP SANITARY FOLDER 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 CUARANTEE AGAINST MECHANICAL DEFECTS 1/3 With Order, Balance C.O.D. Write For Quantity Prices. 2 COLUMN VENDOR (as illustrated) Available at STAMP FOLDERS \$22.50 EA. Very Low Prices 3 COLUMN VENDOR \$27.50 EA. J. SCHOENBACH BROOKLYN 25. N. Y. 1645 BEDFORD AVE. GIVE TO DAMON RUNYON CANCER FUND

Washington Ops PITT OPS PLAN Still Studying Switch to Dime

WASHINGTON, May 5.-Question of increasing juke box play from 5 to 10 cents here is still a moot question among most ops. While several have made the switch in test locations, most have retained the 5-cent peg, and intend to wait a while longer before making a final decision.

Actually, ops report, business has been holding fairly well at the nickel peg, but the steadily mounting costs have bitten deeply into the net from the operations.

John Phillips, music and pinball operator, reported he had not so far contemplated increasing juke box play to a dime. He added that the nickel price and resulting commission have brought no complaints from location owners and pointed out that machines in minimum locations-small neighborhood places-would have difficulty meeting their quotas if prices were raised.

Cuts Shuffle Prices

Phillips pointed to a related situation in the shuffle alley field. During the amusement machine slump a year ago he cut shuffle prices from 10 to 5 cents, thereby increasing business to a point where the games would pay off satisfactorily. Even during the fall, when the shuffle games were moved back into bowling alleys and increased business was forecast, he retained the nickel price.

Phillips has only a few games operating at a dime. One is the Williams's Super World Series which is 10 cents for one game, three for a quarter.

Plan New Tax On Jukes, Games

NASHUA, N. H., May 5 .- The finance committee of Nashua's board of aldermen is considering taxing pinball machines, juke boxes and other coin machines to provide the city additional reve-

gality of the proposal.

JUNE OUTING

NEWELL, W. Va., May 5.— Plans to have special outings for the coin machine field at Waterford Park here are under way, according to Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange.

Tentative date for an outing at the park for Pittsburgh coinmen has been set for Saturday, June 2.

Chartered busses will take coinmen to the park, which is about 48 miles from Pittsburgh.

The 187-acre park is the closest raceway to Pittsburgh and expects to draw 75 per cent of its business from the Pittsburgh area.

Chicago Coin Sets Midwest **Juke Distribs**

CHICAGO, May 5.-Chicago Coin Machine Company, thru Sales Manager Ed Levin, announced the appointment of two distributors to handle the Hit Parade counter music machine in four Midwestern

First Distributors, Chicago headed by Wally Finke and Joe Kline, has been assigned territory in Northern Indiana and Northern Illinois.

National Coin Machine Exchange, Chicago, will cover Wisconsin and Iowa: Joe Schwartz is National's

Hit Parade, now being delivered, play 10 45 r.p.m. records. It is available with a nickel, dime, quarter triple-entry drop chute which is convertible to either two plays for a dime and five for a quarter or one play for a dime and three for a quarter. A matching pedestal stand is offered as optional equipment with the medium sized music machine.

First Distributors takes over the territory relinquished this week by Coven Distributing, Chicago. Ben Coven, head of the firm bearing his name, said his org continues as distributor for the com-City Solicitor Louis M. Janelle plete Wurlitzer and Bally lines has asked for a ruling on the le- and also will handle the Automatic Products cigarette vender.

DISTRIBS, MFRS. PLAN 6-STATE MEET SHOWINGS

See Heavy Op Turnout; Sked Dime Play, Legal, Promotion Discussions

west area. Hosted by the South would be held. Dakota Phonograph Association, the convention will include exhibits of all types of coin machines by distributors from three cities, Minneapolis, Omaha and Milwaukee, and it is now estimated that some manufacturers will also show current models during the meeting.

In addition to the active memberships of the associations involved (SDPA, Wisconsin Phonograph Operators' Association, Minnesota Amusement Games Association, North Dakota, Iowa, and the newly formed Nebraska org), delegations from other music groups are expected to attend. This would include reps from Chicago, Detroit and Cleveland.

Also expected to be in attendance at the convention are representatives from the recording companies and some of the artists whose records are used in the territory

Program Plans

DREAMS FOR SALE

SIOUX FALLS, S. D., May 5.- | been established for the meeting), | mon ground and work out means past two weeks, the Six-States on such matters as 10-cent play, costs and lower grosses. Convention scheduled here this location promotions, a study of the summer will draw over 1,000 oper- equipment picture both present end (5-6) to attend the Nebraska ators from the Midwest and North- and future, and legislative matters operator meeting. Wisconsin ops

in the convention now have members who have either started tion here. dime-play tests, or who contemplate the move in the near future. By July or August, when the cont vention is held, fairly conclusive Wico Delivers results can be given to the assembled operators.

Because of the nature of the territory, with its heavy summer play from tourists and vacationers, many have delayed their tests until they can co-ordinate them with their top play periods

Biz Conditions

Operators thruout the six-State area involved are now reporting sub-normal business, not only on their equipment, but at the retail level. Whether the swing into heavier defense work will change this situation soon is problematic but ops have reported to Mike Imig, SDPA president, that they feel it is now vitally important While no program has been set to the future of the business in the up as yet (nor has a definite date territory to get together on a com-

From reports received during the it was understood that discussions to combat the problems of rising

THE BILLBOARD

Imig was in Omaha this weekare scheduled to meet about May Most associations participating 10 in Madison, and will also at that time make plans for the conven-

45 Conversion Juke Box Kit

CHICAGO, May 5 .- Wico Corporation has started deliveries on an adaptor kit which converts 1946, '47 and '48 model Seeburg music machines to 45 r.p.m. play.

The kit comes complete with diagrammatic instructions and requires approximately one hour for installation. It lists for \$16.95.

With 45 r.p.m. record distribution now established, an increasing number of operators thruout the country have requested such a conversion for all makes of older model boxes to bring their secondary stops up to date, Max Wiczer. Wico president, stated.

Wurlitzer Rep **Holds Showings**

MINNEAPOLIS, May 5.-Lieberman Music Company is showing the Wurlitzer line to operators in a series of meetings at Watertown and Sioux Falls, S. D.; LaCrosse and Chippewa Falls, Wis., and Fairmont, Duluth, Bemidji and St. Cloud, Minn.

The series will conclude at the end of the month and will be folrival operator is already unloading lowed by a service school for opa machine to replace yours. The erators at the Lieberman offices

Mich. Industry Co-op Defeats 2 Tax Bills

DETROIT, May 5.—Michigan, operators escaped the threat of nual fee on coin-operated radios in heavy taxation Tuesday night (1) hotels and tourist cabins; \$6 on as a result of the unified, intelligently planned presentation of the devices operating at a penny, and industry's position before the \$40 on all other music and amuse-State's lawmakers. The lower house voted unanimously to refer House Bill 382 to the committee on printing.

Typical of the House attitude toward the project were suggestions to refer the bill to the committee on charitable institutions and the committee on geological survey-in effect ridiculing the proposition out of the present bien-

The presentation to the Legislature was made thru joint effort of the various interests within the industry. Spearheading the move were Irving Ackerman, counsel of the Michigan Automatic Phonograph Owners' Association, and William E. Bufalino, president of Coin Machine Workers' Local 985, having State-wide jurisdiction.

Proposed Levies

All branches of the industry, including manufacturers and distribworkers, also co-operated in opposing House Bill 38, which remained unreported in committee last week as the legislative deadline passed. Bill 382, however, the floor Tuesday. Procedure on small man out of business." this bill, offered by Representative Hauffe, of Saginaw, proved an ininteresting study in intra-industry

It proposed basically a \$3 ancoirr-operated music or amusement ment machines.

During the maneuvering, when the opposition from juke box people was presented, Representative Hauffe offered an amendment to IT'S A FREE. COUNTRY drop the juke box fee to \$25, but to impose \$100 on pin games and shufflebcards.

Little effective opposition could be presented by the amusement game people themselves when this surprise move was made, but a whole series of amendments were brought up, some tacked onto the bill. At one time the word "music" was stricken out wherever it occurred; at another, the word "amusement." Such tactics ended in the ultimate effective relegation of the hodge-podge to the printing committee.

Presentation

Presentation by the industry's representatives had shown the great majority of the Legislature that they were in a sound business, utors, as well as operators and entitled to the respect and protection granted other business fields. Typical of the attitude of legislators, according to Ackerman and Bufalino, were such comments as:

"There's something strange was reported out for reading on about thir bill. It will wipe the

Nightmare Route Placed

held in strict confidence.

"For the benefit of prospective buyers this brief outline of business is hereby given:

"Practically no competition in resort city of 60,000 all-year population. Competition from rival operators (none on speaking terms) practically nil. There are a few mild exceptions, however, such as the most kind-hearted operators, from a purely benevolent standpoint, loaning money to a rival location owner. By a mere coincidence, to show his appreciation, this owner literally throws out one machine to make room for the lender's machine. Pappily, this can only happen once in any location until debt is repaid. Sometimes money advanced is a gift, the revenue from the location.

NEW YORK, May 5 .- If you're | 50-50 basis, it is considered imlooking to expand into a new terri- polite to even suggest top money, tory, you could do worse than front money, minimum guarantees overlook an ad dreamed up by a or any other arrangement that juke operator who packs a life- would help you break even. When time of route headaches into his such suggestions are made to losales pitch. Replies to the ad, re- cation owners, almost before you printed from the current Music are thru explaining the high price Guild of America Bulletin, will be of machines and records, maintenance cost, depreciation and other expenses and how, on a 50-50 basis, you are losing money, a

(Continued on page 76) here.

\$10 Million Defense Orders to Wurlitzer

NORTH TONAWANDA, N. Y., I May 5.—The Rudolph Wurlitzer fense production will be under way Company announced its plants in by midsummer. The company is North Tonawanda, N. Y., and De- currently tooling up, procuring Kalb, Ill., are now working on de- materials and rearranging plant amount depending on the potential fense contracts amounting to ap- layouts to expedite this defense proximately \$10,000,000, with an "As practically all machines in additional \$2,000,000 worth of conthis territory are operated on a tracts in the negotiation stage.

"Woman's Touch" Builds **Detroit Juke Box Route**

DETROIT, May 5.-The prover- | and helped to give the appearance bial "woman's touch" has be n added to the operations of the Monarch Music Company in recent months, following active assumption of the operation by Mrs. Wanda Rheaume. The firm was established a dozen years ago by the late took over, and has done a job of of their joint business venture. running the business that has won the admiration of her competitors.

Her special "touch" was seen in keep our children off the streets." which brightened up the locations come her visits.

of a new machine without additional investment.

Personal Contact

Mrs. Rheaume's second ingredient of successful operation is a regular friendly visit to every location on the route. She follows up the col- produce its basic civilian products lector, just contacting the man who William Rheaume, and was headed is "both customer and employer" by him until his death a year ago for the operator-in a move to last fall. Then Mrs. Rheaume, who make them realize her personal had been a bride only a few months, interest in the successful conduct availabilities.

With a route sizable enough to Propose N. H. Tax employ a serviceman and a collector, she could have become the recent replacement of every merely an investor or owner, or a single machine on the route, one manager by remote control, but by one, for complete renovation. she was not satisfied to do that. "Music boxes render a most Each machine was given a "bath," Personal attention to the business and such other "beauty treatment" is paying off in the form of better commendable service to the com- as its condition warranted. The relations with location owners, munity at large. They serve to result was a spring house-cleaning who know her personally and wel-

Officials estimate large-scale deassignment. A substantial increase in the company's employment will take place in the next few months to handle the new contracts.

Wurlitzer's defense work includes production of electronic equipment, guided missiles and aircraft parts as well as Wurlitzer electronic organs for armed forces' chapels.

 Wurlitzer has contracts from the Army Signal Corps, Army Ordnance Corps, the Air Force, the New York Quartermaster Office, the U. S. Veterans' Administration and subcontracts from Bell Aircraft Corporation, Emerson Radio & Phonograph Company and Zenith Radio Corporation.

Despite the increase in defense work. Wurlitzer is continuing to of pianos, accordions, organs and coin-operated phonographs consistent with current government limitation orders and material

CONCORD, N. H., May 5.—A bill to impose a 5 per cent tax on juke boxes and pinball machines has been introduced in the New Hampshire Legislature by Rep. Carroll of Dover. The revenue, according to the measure, would be used to carry municipal campaigns against juvenile delinquency.

Copyrighted material

MUSIC MACHINES

Continued from page 75

kind-hearted owner doesn't want | television is just a side issue and you to lose money so he gets another operator.

No Cruising Trucks

"It is not true, however, that rival operators have trucks cruising around the city with the latest model machines; it only seems that way because your machine was replaced so quickly. Incidentally, this is the quickest service the location owner ever gets.

"There may be other reasons for losing locations, even the poorest ones, such as a friend of a friend's friend, who just started operating, or that a club, lodge member or someone else used his influence for a third party. After all, a location owner reasons, the machines play the same records. The service isn't taken into consideration until he doesn't get it.

"Of course, the inevitable keeping up with the Joneses is a practice which can't be taken too lightly, so your location demands a new machine if his competitor has one-or else. The fact that the receipts don't even warrant the machine he has is unimportant they resort to a very simple remedy to him.

"Once your machine is in a location, to have and to hold until inaudible. This makes the bardeath or another operator doth you part, the music box is confronted with competition from within.

"Few people have acquired a drinking habit before luncheon, a morning cap not being very ful operation; proper programing. popular. After luncheon, when After the long reign of 20 and 24 people start patronizing bars and record machines, it would seem the juke box could get a play, the baseball game is on via radio or please everyone. But such is not television, no one bothers to turn of people look at the list of selecthe set off, so puppet shows, cow- tions only to find out what is missboy pictures, etc., follow.

"Of course, location owners say, request numbers.

has only been installed in bars because competitors have them, and each and every competitor tells the same story. One often wonders how the first set ever got installed. Now television in bars has become a Frankenstein they can't cope drink, now they mainly look.

"Some time between 6 and 9 p.m., if television and radio aren't on, patrons are permitted to play the juke box. These being dinner hours, cash customers are dining elsewhere. Comes 9 o'clock and the entertainment starts, whether it is a piano player, organist, singers or ensembles. In the wee hours of the morning when all the working people have departed the entertainment ends. Then the juke box comes into its own for the stragglers who remain.

Bartenders' Gim

"Now there is no more inside competition except from the bartenders. These worthy gentlemen get so tired hearing the same popular tunes over and over again that -turning the volume control down so low that the tone is practically tenders happy but obviously cuts a dull moment operating this the juke box revenue. If a patron route. can't hear it, he won't play it.

"Now that we have enumerated what to expect, there is just one on the ground, a stiff upper lip, more minor necessity for successthat a larger selection box would television. After the ball game on the case. It seems that a number needed to take care of ulcers. ing. These records then become other territory is not only coinci-

Miller Names 2

CHICAGO, May 5.-M. A. Miller Manufacturing Company this week announced winners in its drawings for free needles from those operators who registered at the Miller exhibit at the Music Operators of America Convention.

First prize of 100 needles went to Bob Lindloff, General Music with. People used to go to bars to | Corporation, Skokie, Ill., and second prize of 500 needles was won by H. Silverman, Excel Phonograph Company, Cleveland.

Both have their choice of any

"Many times another problem presents itself-how to put on the latest records and, at the same time, not replace any record that even a single customer occasionally plays. Of course, the latest hit tunes are not only expected, but they must be by the location owner's favorite artists.

"From the above description one can readily see the possibilities are unlimited.

Never Dull Moment

"Anyone with \$50,000 and another source of income will find this an interesting business. What with the above conditions, present legislation, pending legislation and numerous special government emergency rulings, there is never

"The purchaser, by keeping his blood pressure down, chin up, feet nose to the grindstone, shoulder to the wheel, a level head, on his toes, with a finger in every pie and an eye to the future, has an excellent chance to break even.

"Reason for selling: Money is

"Any similarity between this music route and conditions in any dental but strictly unfortunate."

Record Reviews

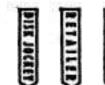
90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

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

ARTIST LABEL AND NO.

TUNES COMMENT





81--84--80--80

82--85--78--83

77--78--75--78

77--78--75--77

70--72--68--70

74--78--72-72

87--87--86--87

80--83--78--80

88--89--88--88

82--84--82--80

Continued from page 31

POPULAR

LEROY HOLMES ORK Old Soldiers Never Die 75--78--74--74 MGM 10977-The Holmes ork has come up with a version of the p. d. melody that's just a little different. The band and male quartet take it

at a spirited march tempo. Could catch a share of the action. I've Got Sixpence 72--75--71--71 The ork and quartet run thru a bright reading of the old English folk

HERB JEFFRIES (Lyn Murray Ork-Chorus)

Unless 78--79--77--78 CORRAL 60478-Jeffries has an okay coverage disking of the new pop ballad click.

Old Soldiers Never Die 74--75--75--73 (Jeff Alexander ork)

Jeffries ork and chorus hand the MacArthur-Inspired opus a reverently dramatic reading.

TOMMY TUCKER ORK (Don Brown-Karen Rick) The Letter

MGM 10970-Tucker fashions a tasty production etching of a cleverly cleffed novelty. A thoroly satisfying etching which could do okay if it is properly promoted.

My Ohio Heaven 67--67--67 A pleasant slice of a new and fairly routine ditty.

ART MOONEY ORK (Alan Foster-K. Sommerville)

Good Night, Cincinnati MGM 10969-Mooney has put together a commendable pop etching of a growing country train novelty. Has beat, spirit and a lively Kermit Somerville vocal. Good jockey and juke fare.

Sarah Kelly From Plumbnelly 66--67--65--66 A dull Alan Foster vocal deprives this breezy novelty of the spirit it requires to be sold.

AL MORGAN

Do The Pines Grow Green in the Valley LONDON 990-A bouncy cornball provides ideal material for Morgan's schmaltz stilye. He is spelled by a narrative. Should prove solid fare for Morgan's Midwestern followers.

It's a Sin 80--80--80--80 Morgan has another zippy bouncer here, this one reminiscent of "Jealous Heart" A likely item for the guy.

BILL BICKEL TRIO (Buxx Aston-The Martinaires)

Strange Little Girl MGM 10972-This package of Pittsburgh talent fashions a first-rate coverage waxing of this slowly growing bit of country mysticism. Should do okay locally and could score elsewhere

The group, Aston and the trio put together a tasty slicing of a pleasant new ballad. Aston sounds a lot like Guy Mitchell.

PHIL BRITO (Joe Lipman Ork) How Thoughtful of You 77--80--75--75

MGM 10968-Brito sings a pleasing Crosby ish performance of attractive current ballad with tasty aid from the Lipman orking 68--70--67--67 Down the Trail of Achin' Hearts The growing oatune moaner, sparked by a Patti Page etching, is handled neatly the uneventfully here.

BILLY WILLIAMS QUARTET (LeRoy Holmes Ork)

You Made Me Love You 66--65--68 MGM 10967-The slick TV quartet reads off their unspectacular version of this evergreen

70--73--68--70 Pretty Eved Baby This sleeper rhythm ditty, which seems to be catching slowly via a pair of earlier etchings, is done crisply on this coverage slice.

TOMMY EDWARDS (LeRoy Holmes Ork)

A Beggar in Love MGM 10973—Edwards impresses with a forthright, warm warble of a new ballad in the old Columbo vein. A tasty disking which could score

75--77--74--74 I'll Never Know Why Another neat, simple, unaffected delivery or a pretty and promising ballad of the day. Edwards has a Nat Cole-type sincerity in his work.

TENNESSEE ERNIE

Mr. and Mississippi 87--87--86--87 CAPITOL 1521-Ernie's virile style bites crisply into this folkish saga and produces a potent etching which should be one of the winners on the song. Should make a big dent in the country market too

She's My Baby Ernie does a turnabout and delivers a splendid job on a lightly humorous

and engaging waitz novelty with a thoroly infectious quality. Could be the "sleeper' winner of the coupling.

PEGGY LEE (Sid Feller Ork)

He's Only Wonderful CAPITOL 1513—Peggy spreads a warm glow as she sings a lovely, musical ballad from the score of the forthcoming "Flahooley."

It Never Happen' To Me The thrush turns to a novelty calypso which contains a few smiles, but

these are spread thin. A neat performance which should attract some

GORDON JENKINS ORK Unless

DECCA 27594-Jenkins hands this fast-stepping ballad his rich, melodic treatment and should grab off a sizable chunk of the action on the song Bob Stevens sings it.

88--90--86--88 Rose, Rose, I Love You A super-arrangement by Jenkins of this growing Oriental novelty gang song should be in among the top winners on the ditty. The ork tricks should attract deejays.

BING CROSBY (Victor Young Ork) Something Wonderful

DECCA 27588-Fine, warm Crosby on one of the striking Rodgers-Hammerstein ballads from the "King and I" score. Young's orking is Hello, Young Lovers

88--89--88--87 The "King and I" ballad most likely to succeed is wrapped up handsomely in the mellow Crosby manner to assure Bing of a big share if the song catches.

BING CROSBY (Victor Young Ork)

85--85--85 1 Whistle a Happy Tune DECCA 27589-The airy lift from "The King and I" is warbled and whistled with an appropriate lightness by der Bingle. A most effective slicing which could stir pop action for the Disney-ish song

Getting To Know You 78--80--77--77 Another catchy bouncer from the same show score is done lightly and in straight-forward fashion by Crosby.

ETHEL SMITH

The Loveliest Night in the Year from "The Great Caruso" flick should do for rinks and jukes.

70--70--68--73 The Syncopated Clock Miss Smith knocks out the Leroy Anderson nit ditty on the console. She works in some novel tricks.

(Continued on page 78)

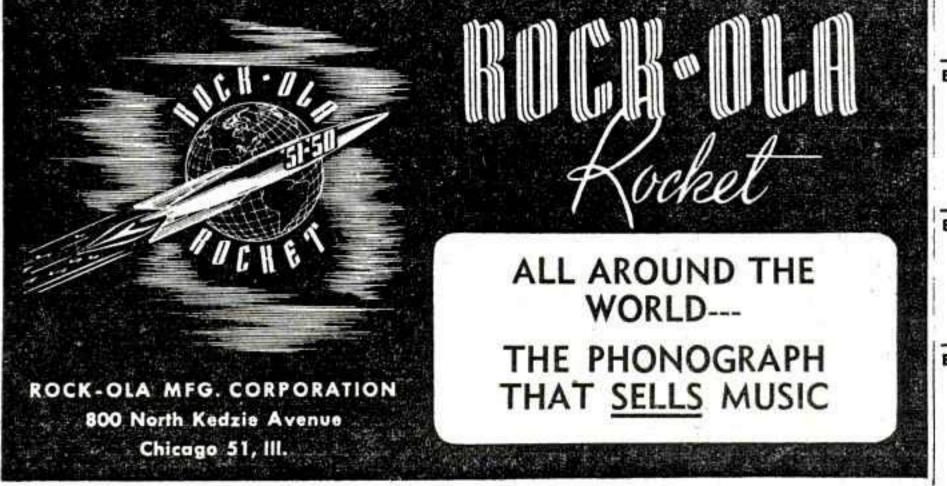
Copyrighted material



RISTAUCRAT, Inc.

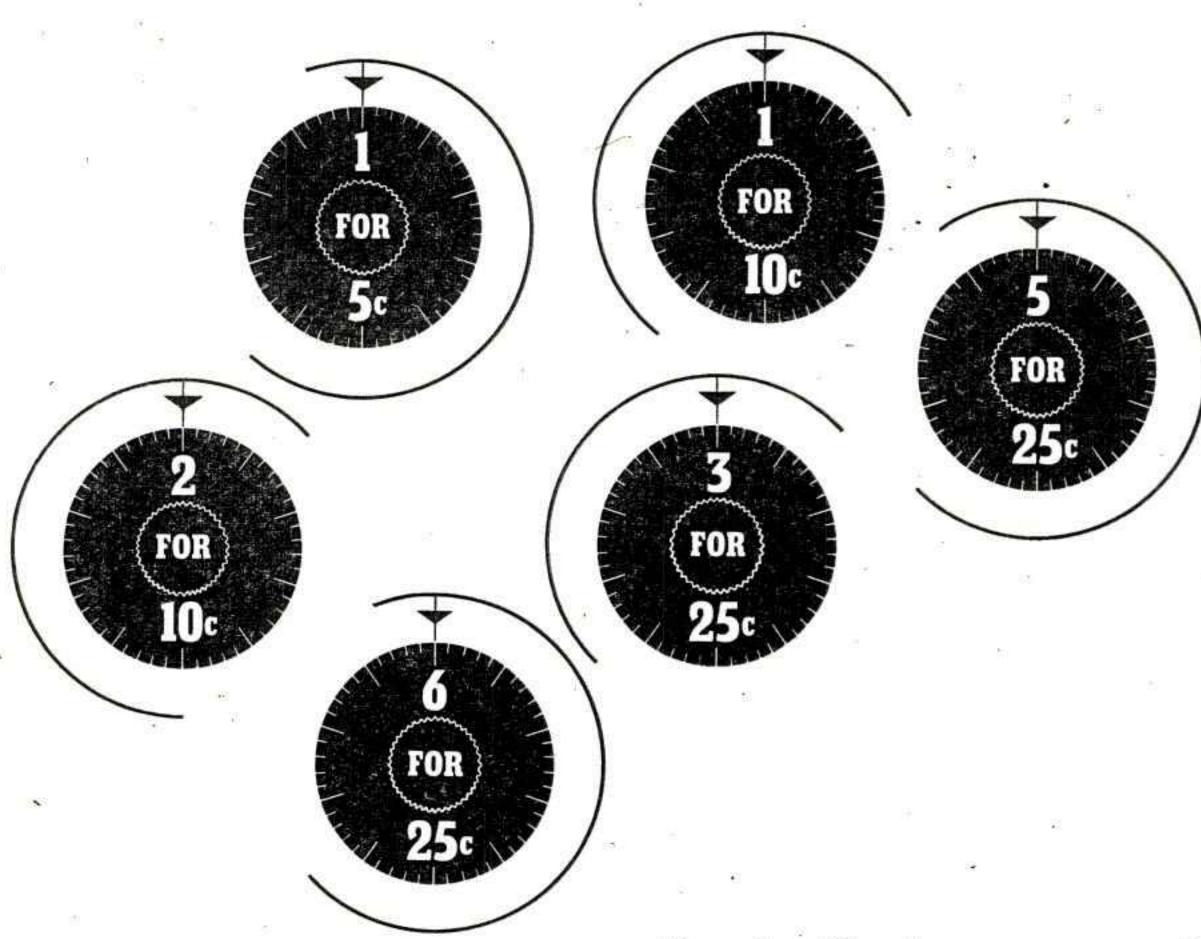
1216 E. Wisconsin St.

Appleton, Wis.



choice of combinations

to Open the Way to Bigger Profits



Forced to 10c play on your routes?

It's easy to make the change on an AMI juke box.

You can set up in a hurry for One Play, 10c; Three Plays, 25c; Six Plays, a Quarter

or any number of combinations to increase the take.

This ready adjustability of the price of play on AMI juke boxes is one more testimonial of their profit-making versatility under changing conditions.



General Offices and Factory: 1500 Union Ave. S. E., Grand Rapids 2, Mich.



RISTAUCRAT, Inc.

1216 E. Wisconsin St.

Appleton, Wis.

POWER to PLEASE!



Constellation operating pleases on 3 counts. 1 . . . players' acceptance remains firm, grows constantly, thanks to Constellation's

true tone quality!

2 . . . location co-operation is eager and willing because Constellation's trouble free performance prevents disappointing breakdowns, insures pleased patrons! 3 . . . consistently strong play appeal and low operating costs assure top profit

See your Evans Distributor or write Factory direct.

EVANS' 20 Record, 40 Selection

5¢ or 10¢ Play optional, 10¢ Conversion Kits available for Evans' and Original Constellations. Write for details.

Genuine Parts for Mills Throne of Music, Empress, Original Constellation.

H. C. Evans & Co. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' PROFIT STIMULATOR ON PAGE 90

Save at Least Part of Each Week's Earnings-Buy U. S. Savings Stamps and Bonds

Classical Reviews

Continued from page 20

BARBER: "Medea," Ballet Suite, Op. 23 -Barber conducting the New Symphony Orchestra (1-10")

London (33) LPS-333 BARBER: Symphony No. 2, Op. 19—Barber conducting the New Symphony Orchestra (1-10")

London (33) LPS-334

BARBER: Concerto for Cello and Orchestra-Zara Nelsova, cello, with Barber conducting the New Symphony Or-

chestra (1-10") London (33) LPS-332

London Records is to be commended for undertaking a bold plan to issue a series of recordings of contemporary American compositions. The English-owned diskery apparently is thoroly aware of the considerable progress which has been made in the field of serious composition here. It is fitting that London should have chosen works of Samuel Barber to initiate the American series, for Barber is probably the most successful Yank on the international music horizon and has achieved his recognition by observing traditional patterns in which to frame his fresh modern romantic conceptions. Barber is introduced with three major orchestral works, each occupying both sides of a ten-inch long play record Barber personally planned, directed and conducted these recorded performances. As interpretations, therefore, these must be accepted as definitive. As recordings, as a group and individually these represent ffrr at its very finest, which means nothing more could be asked for. Not a detail is lost in the reproduction. As for the works, likely to enjoy the greatest popular acceptance is the ballet suite, "Medea," which is drawn from Barber's music for a Martha Graham ballet, "Cave of the Heart." Of course, this is a programmatic piece, loosely following and interpreting the Medea-Jason myth. It has been shaped into music of expressive power. The score reflects a decided Stravinsky influence. Barber's Second Symphony, in three movements, observes the classical traditions; but its conception is completely modern. Originally written in 1944, the work was revised slightly in 1947. The revised score was employed for the recording. It is a tightly written work opening boldly and dramatically and closing forcefully and powerfully. The slow movement is lyrical and expressive. It no doubt will stand as an important addition to American musical letters. Likewise, the Cello Concerto has the earmarks of durability in Barber's craftmanship as well as his remarkable powers of lyricism. This work is rich in fresh melodic values. Its highspot is a lengthy cadenza in the first movement. Cellist Nelsova plays the solo part with authority and warm, rich tone. It is difficult to judge the immediate commercial values of these recordings. However, it is likely that these recordings will stir more than a passing interest in these works, both with public and musician. If sufficient interest is roused, these brilliant compositions will find their proper acceptance and the recordings will take on preater values. Meanwhile, the sizable ballet public will likely make 'Medea' the top itemat least at the outset.

HINDEMITH: Philharmonic Concerto and Apparebit Repentina Dies; Hindemith conducting the Berlin Philharmonic Orchestra and Choir of the Vienna Singakademie

with members of the Vienna Symphony Orchestra. Capitol-Telefunken (33) P-8134

The pursuit of much-needed repertoire for LP resulted in, among many other valuable entities, the unveiling of the previously well-secreted catalog of Paul Hindemith, a key figure in 20th century music. A good many choice pieces have been "found." On this disking, however, some Hindemith of a lesser nature is coupled. The "Concerto" is a display piece for the Berlin orchestra; for this purpose, it is an ideal writing. There are moments of brilliance but the over-all effect is weighty. More arresting is the choral work with brass ensemble accompaniment on the coupling. This is a forceful, dramatic opus with considerably more intensity and purpose in composition than is inherent in the "Concerto." The work is based on a seventh century poem with the Last Judgment as its theme. The recording, apparently not new, ranges from brilliant to tubby in the reprocessed job. Modernists will want this no matter its deficiencies.

STOKOWSKI CONDUCTS BACH (Vol. 1)-Leopold Stokowski and His Symphony Orchestra (1-12") Victor (33) LM-1133

Chaconne; Passacaglia in C Minor; Bourree; Sicili-

Stokowski, a giant of orchestral Interpretation, probably will be best remembered for his sincere efforts to stimulate a public interest in the lesser known aspects of J. S. Bach. Stoky's superb series of orchestral transcriptions of choice and rare selections from Bach's sonatas, masses and songs, peculiar to the maestro's repertoire, is the living evidence of these efforts. The effort has developed into a commercial entity of high value. This first volume of an apparent series of Stokowski-Bach transcriptions should prosper as a result. Its content is breathtakingly lovely music, beautifully played and brilliantly recorded. Stoky wrote the accompanying liner notes.

MOZART: HIGHLIGHTS FROM COSI FAN TUTTE-Sena Jurinac; Blanche Thebom; Richard Lewis; Eric Kunz; Mario Borriello. Glyndebourne Festival Ork, Fritz Busch, Cond. (1-12")

RCA Victor (33) LM-1126

In the mid-'thirties, Fritz Busch led the Glyndebourne ork in a memorable Festival recording of the complete "Cosi Fan Tutte," a 20-record, 12-inch shellac set, deluxe in performance, quality and style as well as price. The estimable Mr. Busch is back with a delightful excerpt disking of the opera, with the same ork and a different cast of soloists. From a practical (price) point of view, it is a most marketable item, offering all of the highlights, done with verve and the best comic opera brayura. The vocalists do wonderfully, both in solo and collaborative roles. The orchestra is toos, with Busch delivering a galvanic reading. Recording is crystal clear, with detail and mass coming thru with high definition.

CHOPIN: SCHERZOS-Artur Rubinstein, 70 piano (1-12") Victor (33) LM-1132

Victor has done a great service in re-recording Rubinstein's vital interpretations of these mighty (Continued on page 81)

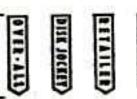
Record Reviews

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



80--80--84--76

Continued from page 76

SPIRITUAL	
BILL KENNY (Song Spinners)* His Eye Is On the Sparrow DECCA 14564—The Ink Spots' soloist essays as a traditiona opus here with the Song Spinners and the Leonard Joy ork supplibackground. Result is a fine religious ditty that bridges all managements.	ying the -

The Gentle Carpenter of Bethlehem 78--78--80--76 Pop songwriters Drake and Shirl wrote this religioso tune and Kenny's distinctive sound hands it a heartfelt reading. Again this is suitable

SISTER ROSETTA THARPE (Marie Knight-Sam Price Trio) 80--80--84--76 Royal Telephone DECCA 48209-The Sister gets to shoutin' and rockin' with a hefty assist from Marie Knight and the rhythmic Price trio backing.

I Want Jesus To Walk Around My Bedside

both pop and kidisk material.

The tempo here is slower, but the emotional power and fervor is still THE SOUL STIRRERS

Peace in the Valley 79--78--80--NS SPECIALTY 802-The first rate spiritual group chants a typical revival meeting ditty a capella with a fine lead shouter sparking the rendition.

lesus Gave Me Water 78--77--79--NS More of that fine Southern spiritual feeling here in bright gospel chant. PILGRIM TRAVELERS 80--80--80--NS Peace of Mind SPECIALTY 800-The Travelers get a fine, relaxed spiritual feeling into

this gaspel work. Jesus Is the First Line of Defense 80--80--NS At a faster tempo than the topside, the group sets up a toe-tapping chant on another religious opus. Some fine topical lyrics here.

CHILDREN BUD BREES (Paul Taubman Ork)

Circus On Parade 68--68--68--67 BEACON 9133-Vocalist Brees gets a hefty assist from Taubman's work at the Hammond organ in an agreeable disking of a cute kid tune. March Time 70--72--68--70 Again the orking sparkles on a neat instrumental hunk of wax that is

BUD BREES (Paul Taubman Ork) 68--70--68--65 Penguins On Parade BEACON 9134-Written by kidisk jockey Jon Arthur and Billy Collins this is an attractive little ditty for the moppets. Taubman orking with accordion, organ and xylophone sparks the disking, tho Brees exhibits a

relaxed reading. Toyland Jubilee 69--71--69--66 More material that should intrigue the moppets. HOT JAZZ

FLIP PHILLIPS ORK **Bright Blues** 68--68--70--66 MERCURY 8938-Stellar modern jazz crew show their mettle in a swinging boppish riffer-Filp, Edison, Rich, Harris et al. cook up a bappy little storm on this up blues. 57--59--57--54 **But Beautiful** Flip solos, with Jo Jones, drums, Ray Brown, bass, and Mickey Crane,

88. Tune is a lovely Jimmy Van Heusen melody, but Flip does little with it except display his tone, which is mediocre here. ILLINOIS JACQUET & ORK 66--67--64--62 Pastel MERCURY 8941-Jacquet blows pretty but limited on the Red

Callender tune popularized by Errol Garner. Someone supplies a Garner-ish plano. Weakness is Jacquet's failure to really exploit this fine tune. All of Me 72--70--72--67 Here the fine tenorman shows what he can do when he's seriousweaves a fine series of choruses in a cool, imaginative style, to a fine bounce beat. He builds all the way. **RED NORVO TRIO**

Zing Went the Strings of My Heart 72--70--72--68 DISCOVERY 147-Side is one of the best in the recent Norvo album Red blows mean vibes, with Tal Farlow knocking out some sharp solo and counterpoint work on guitar and Charles Mingus driving on bass. September Song 68--69--71--65 Boys knock out some interesting modern chords in a pensive treatment of

the beautiful tune. CHARLIE PARKER ORK Relaxing With Lee 61--61--64--58 MERCURY 11076-Diz and the Bird are re-united on wax, with Thelonius Monk, Buddy Rich and Curly Russell making the rhythm. Side is rather lackadaisical, fairly interesting solos by Gillespie and Parker on a medium jump originial.

71--71--75--67 Leap Frog Here's the side-a vibrant, up romper, with brilliant chases by Diz and Bird, sparked by Rich's superb explosion drumming. This one rates with the early Guild sides.

LU WATTERS & BAND Blues My Naughty Sweetie Gives to Me 66--66--70--64 MERCURY 11077-The Coast Dixie crew turn on a swinging, up-tempo reincarnation of the old New Orleans sound, with exciting trumpet and clary a la Louis and Dodds, climaxing with an excellent ensemble rideout. 66--66--70--64 Tin Roof Blues Tuba-punctuated rendition of the oldie has an authentic impact, reminiscent of the Jelly Roll Morton big band jobs.

INTERNATIONAL

SEYMOUR RECHTZEIT (Sam Medoff Ork) Would I Love You 75--75--80--70 BANNER 2589-Tenor Rechtzeit and the ork give the pop hit a straight tango reading in Yiddish. For the Yiddish speaking people this is a natural. For Yiddish nabe jukes and deejays only.

Never Been Kissed 75--75--80--70 Same Yiddish treatment of the pop novelty. Here too, the disk is for the

Yiddish speaking only. SEYMOUR RECHTZEIT (Sam Medoff Ork) The Syncopated Clock 77--79--80--72

BANNER 2588-By combining both Yiddish words and quite a bit of English, the label may have found a way to reach the group which understands only some Yiddish. Treatment of the hit is fine. Some appeal here for comedy deejay shows. 74--74--79--70 You're lust in Love

(Miriam Kressyn) The Berlin two-part ditty is ably chanted by Seymour Rechtzeit and

Miriam Kressyn in a Yiddish language version of the hit. EDDIE GRONET ORK 73--72--70--76 The Pal Polka

CORAL 60433-The swingy Gronet band has a bright instrumental polka here replete with a cop's whistle Jolly Oberek 72--71--70--75 Much as the title signifies, this is a jolly oberek with stacatto trumpets,

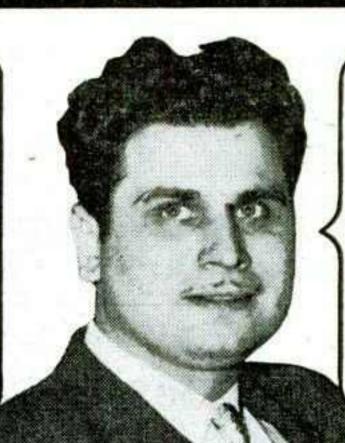
accordion leads and gang-sing shouts. Fine for the terpers. (Continued on page 80)

UNANIMOUS OPINION



"I'm fussy about tone. That's one of many reasons why I like the Wurlitzer Fourteen Hundred. No other phonograph has ZENITH COBRA PICKUPS and DYNATONE SOUND SYSTEM to reproduce the high fidelity of the new records."

WILLIAM GOUDREAU
Notre Dame Amusement Co.
Manchester, N. H.



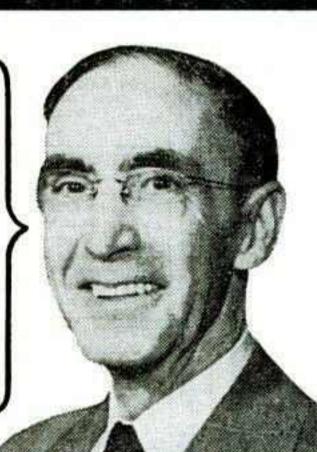
"Wurlitzer leads in value. For one reason it leads in beauty. Your new models are gorgeous. I like their MODERN LINES and COLOR-FUL ILLUMINATION. So do my location owners and their patrons. You're offering operators great value."

PAUL M. PSATHAS Easy Novelty Co. Olean, N. Y.

48 SELECTION ALL-SPEED WURLITZER

"In my opinion, the outsize record selection phonograph will go the way of the old 16 cylinder car. Too big. Too costly. Not needed. Your new 48-SELECTION WURLITZER IS IDEAL—particularly in the face of the threatened record shortage."

BERT HAMMOND Santa Ana, Calif.



"Haven't seen a phonograph I'd rather ride through a war with than the Wurlitzer Fourteen Hundred. Has what it takes to require MIN-IMUM SERVICE for years when my servicemen may be serving somewhere else."

FRANCIS STEELE
Joplin Music Co.
Joplin, Mo.



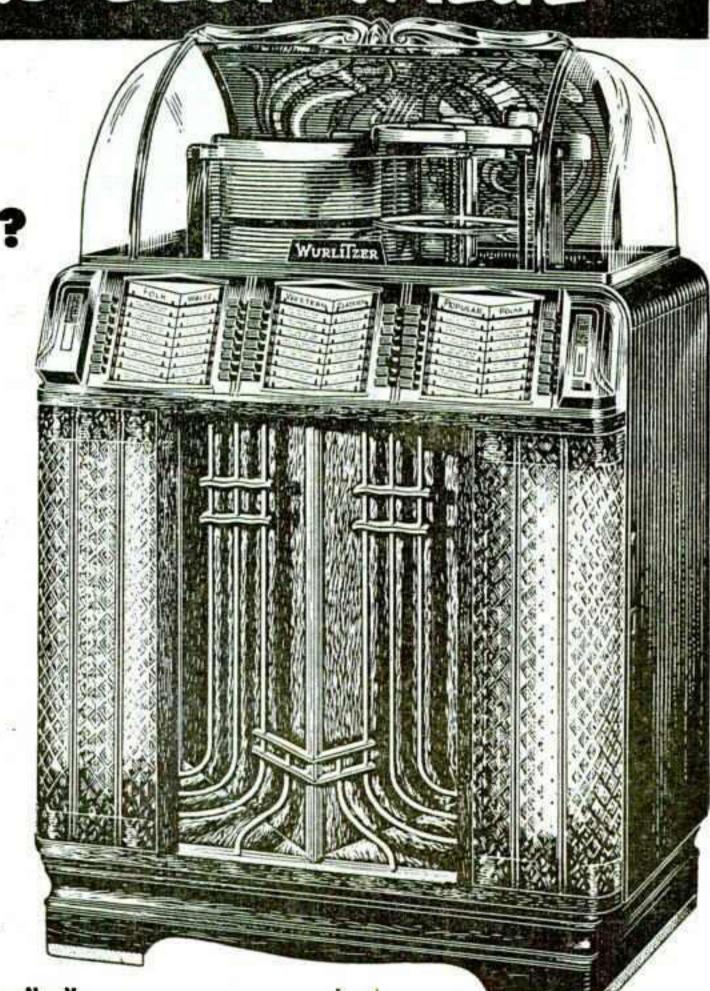
OFFERS OPERATORS BEST VALUE

WHY BUY TWO WHEN ONE WILL DO?

Why run chances with possible record shortages? Here's one phonograph playing all speeds on which you can use your old inventory of 78 RPM records—or—the new 45s if they are still available.

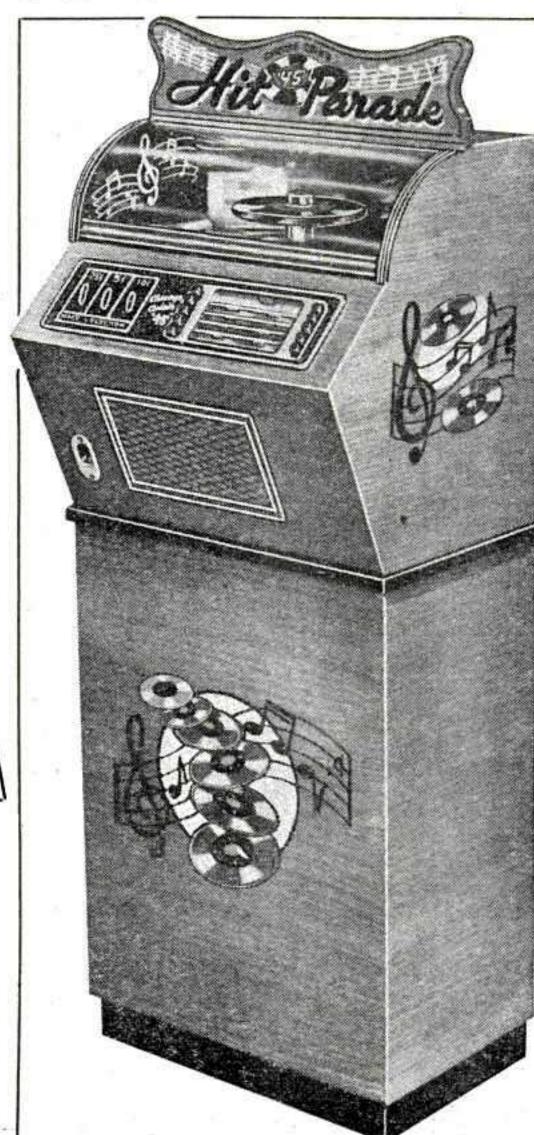
Why get over a barrel to the tune of supplying whole libraries of records for some phonographs on your route?

Get Wurlitzer Fourteen Hundreds and sit pretty with phonographs that are designed with current conditions in mind to make you more money.



THE RUDOLPH WURLITZER COMPANY . NORTH TONAWANDA, N. Y.

Chicago Coins



5c-10c-25c TRIPLE ENTRY DROP COIN CHUTE. MOST EAS-ILY CONVERTIBLE TO 2 PLAYS 10c-5 PLAYS 25c OR 1 PLAY 10c-3 PLAYS 25c.

> PEDESTAL STAND OPTIONAL

THE MOST PROFITABLE, ECONOMICAL & BEAUTIFUL PHONOGRAPH EVER DESIGNED

EYE-APPEAL

The interior lighting effect of "Hit Parade" is a shimmering array of colors, reflected from gleaming "Apollo Metal" surfaces. A large fluorescent bulb provides the illumination in a manner that rivals the

A MEDIUM-SIZE PHONOGRAPH FOR EVERY LOCATION!

Smaller than a "jumbo" and larger than a "midget," the "45 Hit Parade" fits into any size location. In a large tavern "Hit Parade" stands out. . . . In the corner "hamburger joint" it fits snugly into place. . . . And, in neighborhood shops that are neither large nor small, its medium size is perfect.

SEE "Hit Parade" AT YOUR DISTRIBUTOR OR WRITE TO CHICAGO COIN FOR DETAILED COLOR FOLDER

CHICAGO COIN MACHINE

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

Record Reviews

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





80--85--80--74

83--85--83--80

83--85--83--80

77--78--75--NS

77--78--75--NS

82--84--80--80

73--75--75--70

Continued from page 78

INTERNATIONAL

WALTER DOMBKOWSKI ORK 83--81--82--85 Dzwonki Dzwonia Polka DECCA 45134-The Dombkowski crew have come up with bright and happy bell-ringing polka disking. Matt Dynek and the band handle the gang-sing chanting and shouting. 79--77--78--81

White Donkey Polka Less effective is this instrumental polka waxing winch includes the expected band shouting. Still good juke material.

ED WOICIK (His Jolly Five)

67--67--66--67 Dziwaczny Zegar DECCA 45135-Valeria Gracyas handles the weak-voiced vocal on this polish language version of "The Syncopated Clock."

68--68--67--68 Zakochany Kanarek The same lass doesn't do much better with a polka version of "The Hot Canary."

ERNIE BENEDICT (His Polkateers) 77--78--75--77 Beautiful Eyes VICTOR 51-1195-The Kendall Sisters and the Benedict group combine their talents to offer an attractive European waltz sung in English. This is both danceable and listenable.

74--74--73--74 Dancing Shoes Polka The accordion led group play a relaxed beat polka in an equally re-

CLASSICAL

IOSE ITURBI 84--88--85--80 De Falla: Ritual Fire Dance VICTOR 49-1427—The energetic excerpt from "El Amor Brujo" is one of Iturbi's bits of meat, an exceedingly popular catalog piece. The popularity of the piece should make it eligible for repertoire for 100-play 45

De Falla: Dance of Terror Also from "Brujo," this excerpt is similar in spirit and fiery nature as "Ritual" the it is not as well known. It, too, is played energetically by

IOSE ITURBI 83--85--83--80 VICTOR 49-1424-Iturbi, made by movies into the household planist, has a likely item in his etching of this familiar Debussy tidbit, which served as the basis for the hit pop song of a similar title.

Beethoven: Fur Elise Known too as the Bagatelle in A Minor, this charming pelece is familiar to every elementary piano student. Like "Reverie," it is surprisingly inaccessible on wax, and for that reason alone should provide Iturbi with a

highly salable coupling. BOSTON POPS ORCHESTRA (Arthur Fiedler, cond.) 82--85--82--78 Gottschalk: The Banjo VICTOR 49-1435-A fresh waxing here of one of the standard pieces in

the Pops repertoire. Sprightly and light listening typical of the Pops

and should do right well anew. Anderson: Jazz Legato-Jazz Pizzicato A pair of Leroy Anderson companion pieces, faves of the Pops repertoire, have been done anew. Should continue as lively catalog.

VICTORIA DE LOS ANGELES (Philharmonio Orchestra, Walter Susskind, Cond.) 78--78--78--NS Massenet: Adieu, Notre Petite Table VICTOR 49-3227-The much heralded Miss de los Angeles lives up to

all of her rave notices on wax. She displays a beautiful soprano voice which produces superior vocalism as well as projects the full dramatic impact of the familiar aria from "Manon." 77--78--75--NS Mozart: Porgi Amor

The the singer is apparently not quite so comfortable with Mozart, her rare fine quality and musicality are values enough to make this a commendable coupling. Susskind and the Philharmonia support expertly on the English-made slices.

VICTORIA DE LOS ANGELES (Philharmonia Orchestra, Anatole Fistoulari, Cond.)

Wagner: Dich, Teure Halle VICTOR 49-3213-Miss de los Angeles, heard on another coupling in Massenet and Mozart, establishes her virtuosity here as she adds forcefulness to her pure, rich qualities to create a glowing etching of this w. k. aria from Act II of "Tannhauser."

Wagner: Elsas Traum From Act 1 of "Lohengrin" the soprano is splendid again in her reading of another of the more familiar Wagnerian arias.

ARTHUR WHITTEMORE & JACK LOWE

Ravel: Bolero VICTOR 49-3226-The noted duo pianists play Ravel's own arrangement of his evergreen for two planos. It is considerably briefer and somewhat less effective in the two-piano form than it is in its orchestral version. The work is played superbly by the duo. There should certainly be enough interest in this planistic conception of the work to make it a profitable disk venture. In addition, the single 45 disk paves the way for the piece on multiple-play jukes which program longhair etchings.

ARTHUR WHITTEMORE & JACK LOWE Enesco: Roumanian Rhapsody No. 1

VICTOR 49-1452-This is the planists' own arrangement of the Enesco warhorse for two pianos. Essentially it captures the folk qualities of the piece as well as its spirit and fire. The duo has run into quite a sizable amount of waxed competition of all sorts on this work. The prime buyer will, therefore, have to be from among those who admire the work of this team.

Info in Other Departments

Among the stories of interest to be found in the General, Music and other departments up front in this issue of the Billboard are:

LOW-PRICED DISK PUSH AHEAD. Dealers, distribs find lower-cost platters sell strong (Music Department).

GANGS INVADE LEGITIMATE BUSINESSES. Senate Crime Investigating Committee finds infiltration in at least 50 enterprises (General Department).

RADIO-TV-PHONO EXCISES RISE. Tax figures jump from 4-mil to 23-mil in one month (General-Music Departments).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

The thirt was fire w

!!PRICES!! !!SLASHED!!

- **Take Advantage** of our Annual **SPRING SALE!**
- **All Phonographs** Clean and Reconditioned
- **Worn-Out Parts** Replaced
- Ready for Location!

Seeburg

148	ML									\$399.00
148	SL					•				369.00
H 14	18 M	•								299.00
147	M									299.00
147	5 .									279.00
146	M									249.00
146	S.		•							229.00

Wurlitzer

1250	 549.00
1100	
1080	 279.00
1015	 229.00
1017	 269.00

Rock-Ola

1428	Blonde	٠.			.\$319.00
1426					. 169.00
1422		••	•	•	. 129.00

Post-War A.M.I.

Model	C-	-New		Write
Model	A		••••	\$375.00

Mills Constellation

40 Record Mills 1947 Constellation \$159.00

Pre-War Phonographs

All makes, ready for location

Terms-1/3 Certified Deposit; Balance C.O.D.

All items subject to prior sale

Music Systems Inc.

DETROIT, MICH 10217 Linwood CLEVELAND, O. 2600 Euclid TOLEDO, O.

1302 Jackson

GRAND RAPIDS, MICH 245 N Division

Insert Bushing Converts 5c Wall Boxes to 10c

Fits All 5c Boxes

See Your Distributor

or Write Direct

MID-WEST DISTRIBUTING CO. 208 N. Madison St. Rockford, III.

GIVE TO THE RUNYON CANCER FUND

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 venders, 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.

AIREON Coronet Defuxe Fiesta 1200A AMI Model A Model B Singing Towers Streamliner FILBEN Filben MILLS Constellation Empress Throne	May 5 40.00 49.00 95.00 125.00 69.50 375.00 425.00(2) 475.00 525.00	April 28 \$95.00 59.00 95.00 125.00 69.50 375.00 425.00 475.00	\$40.00	495.00 550.00 99.50 79.50	\$59.00	59.50 95.00 125.00 375.00 475.00
Peluxe Fiesta 1200A AMI Model A. Singing Towers Streamliner FILBEN Filben MILLS Constellation Empress	95.00 125.00 69.50 375.00 425.00(2) 475.00 525.00	59.00 95.00 125.00 69.50 375.00 425.00 475.00	399.50 475.00 525.00	95.00 125.00 69.50 5.00(2) 425.00 495.00 550.00 99.50 79.50	\$59.00	95.00 125.00 375.00 475.00
Fiesta 1200A AMI Model A Singing Towers Streamliner FILBEN Filben MILLS Constellation Empress	95.00 125.00 69.50 375.00 425.00(2) 475.00 525.00	125.00 69.50 375.00 425.00 475.00	399.50 475.00 525.00	95.00 125.00 69.50 5.00(2) 425.00 495.00 550.00 99.50 79.50	\$59.00	95.00 125.00 375.00 475.00
AMI Model A Model B Singing Towers Streamliner FILBEN Filben MILLS Constellation	125.00 69.50 375.00 425.00(2) 475.00 525.00	69.50 375.00 425.00 475.00	399.50 475.00 525.00	5.00(2) 425.00 495.00 550.00 99.50 79.50	65 8	375.00 475.00
AMI Model A Model B Singing Towers Streamliner FILBEN Filben MILLS Constellation	69.50 375.00 425.00(2) 475.00 525.00	69.50 375.00 425.00 475.00	399.50 475.00 525.00	5.00(2) 425.00 495.00 550.00 99.50 79.50	65 8	375.00 475.00
Model A Model B Singing Towers Streamliner FILBEN Filben MILLS Constellation	425.00(2) 475.00 525.00 129.00 159.00	475.00	399.50 475.00 525.00	425.00 495.00 550.00 99.50 79.50	65 X	475.0
Model B Singing Towers Streamliner FILBEN Filben MILLS Constellation	425.00(2) 475.00 525.00 129.00 159.00	475.00	399.50 475.00 525.00	425.00 495.00 550.00 99.50 79.50	65 7	475.0
Singing Towers Streamliner FILBEN Filben MILLS Constellation	475.00 525.00 129.00 159.00	SALVANI	475.00 525.00	495.00 550.00 99.50 79.50	65 %	
Singing Towers Streamliner FILBEN Filben MILLS Constellation	129.00 159.00	SALVANI	525.00	550.00 99.50 79.50 195.00		SETTLE
Streamliner FILBEN Filben MILLS Constellation Empress		129.00 175.00	500000	99.50 79.50 195.00		120.0
Streamliner FILBEN Filben MILLS Constellation Empress		129.00 175.00	129.00	79.50 195.00		120.0
Filben MILLS Constellation		129.00 175.00	129.00	Si		120.0
MILLS Constellation		129.00 175.00	129.00	Si		120.0
Constellation		129.00 175.00	129.00	225.00		120.0
Empress		129.00 175.00	129.00	225.00		120 0
프랑아 (양산보다) - "항상들이 되고 말했다면서 뭐 먹어있다.						129.0
Throne				39.50	25 00	45.0
			39.50(2)	99.50		45.0
PACKARD						
Hideaway	125.00	125.00		125.00		125.0
Manhattan	169.50	149.50		169.50		Ō.
Manhattan 47		79.50		199.00		199.0
ROCK-OLA		,,,,,,,				
Command:	49.00 49.50	49.00	49.00	49.50	49.00	49.5
Deluxe	17.00 17.50	47.00	77.00	59.50	77.00	43.5
Deluxe 39	49.50		49.50(2)			39.5
E-1411 Playmaster	10.000000		Contraction of the Contraction o	175.00		-
Playmaster	79.50	79.50	19.50	99.50		19.5
Standard 39	49.50	(2,202.0)	49.50	59 00		110600
Super 40	49.50		49.50	69.50		55 U
				79.00		
Twelve Record	Sec. ac	25.00				
46	165.00	200000				
'47	200.00 275.00	275.00	l seeseed	275.00		275.0
1422	129.00	139.50 149.00	139.50			149.5
	139.50(2)	500.00	195 00	249.50		
	149.00 149.50 195.00					
1424 Hideaway	175.00	13		150.00		
1426	169.00	199.50	199.50	219.50		
	199.50(2)			275.00		
1476	219.50 259.50	205.00		67E 00		
142E 1947 Hideaway	319.00 375.00 195.00	325.00		575.00		
1947 Hideaway	195.00	175.00				

1422	129.00	139.50 149.00	139.50 149.50	149.50
ANNUAL OPENDODED DESCRIPTIONS	139.50(2)	200.00	195 00 249.50	
	149.00 149.50		215.00 2.7750	
ranazzon wowenements s	195.00		TRADGREGAV	
1424 Hideaway	16740436	10.00 E-10.00	150.00	
1426	169.00	199.50	199.50 219.50	
	199.50(2)		260.00 275.00	
	219.50 259.50			
142E	319.00 375.00	325.00	575.00	
1947 Hideaway	195.00	723.00		
	175.00	176 00		
1947 RC Special		175.00		
RISTAUCRAT	E) 10000000			
Ristaucrat	95.00	95.00		
(A.1642 (M.1842))				43
SEEBURG		- 50.00		
Cadet		- 50.00	***	325
Casino			39.50	49.50
Celiar Unit	2000/00/00 11 12 00/00/00/00			49.50
Classic	39.50 69.00	50.00 69.00	39.50 59.50(2)	69.00
			69.00 79.00	
Colonel	49.50 69.00	50.00 69.00	49.50(2) 69.00	59.50 69.00
	69.50	69.50	69.50 79.00	69.50
Commission	39.50		39 5t 59 00	49.5
Commander	27.50		59.00	1
	20.50			
Concert Grand	39.50		39.50	59.51
Crown	AND AND THE PARTY OF THE PARTY	THE RESIDENCE OF THE PERSON OF	49.50	TO HAZORIA
Envoy	49.50 79.00	50.00	49.50(2) 69.50	59.50
3.2000			89.00	
Gem	49.00	49.00	49 00 49 50	49 00
	0.5003		59.00	90.20
H-14r W Hideaway	239.00 245.00	249.50 259.01	245.00 249.50	250 00 259 00
The state of the s	249.50	A CONTRACTOR OF A CONTRACTOR	250 00 259 00	250 00 257 0
	247.30	₹25.00	230 00 237 00	
H-146 M RC Special	ine on	269.50	0000000	12222720
H-147 M Hideaway	525.00		325.06	275.00
H-148 M Hideaway	299.00 300.00	300.00 359.00	300.00 359.00	300.00 359 00
	349.00	2012 P. C.		
H-246 M Hideaway	259.50 299.00	259.50 299.UL	259.50 299.00	269 50 299 00
Hightone ES	59.00 59.50	45.00 59.00	59.00 59.50	59.00
Hightone RC	69.00	69.0€	69.0C 79.50	og.00 69 50
	0.01200	(5000547)	99.00	
Latera	69.50	45.00	59.50 99.00	19.50
Lotone	07.30	13.00	149.50	(4.5)
122350		ED 00 10 00		1201000
Major	321020	50.00 /9.00	79.00	/9.50
Mayfair	39.50	50.00	39.50 89.00	49.50
Diana	20 50		30 EC 40 00	30 6/

39.50

39.50 59.00

249.00 249.50

229.00 249.50

279.50 299.00

325.00 349.00

279.00 325.00

399.00 410.00 425.00 439.00

69.50 110.00

265.00 275.00(2)

279.00

250.00

350.00

369.00

89.00

69.50

69.50

375.00

69.50

110.00

45.00 69.50

45.00 69.50

Pre-War RC Special

RC Concert Master..... RC Hideaway

Victory Model.....

146 M

146 5

146-147 M..... 147 M

147 5

148 M

148 ML

146-148M

148S

1941 RC Special

8200

8800

9800

148 SL

.............

......

.......

.......

Regal

Voque

Standard

	50.00	49.50(2	69.50		59.51	w
		_00000000	89.00		MARKE	
	49.00	49 00	49 50		49 00	
			59.00			Col
249 50	259.00	245.00		250 00	250 N	Tw
		40 mg 5 mg 42 mg	259 00	230.00	237 0	41
	₹25.00	250 00	23700			
	269.50		10F 01		446.00	42
100.00		****	325.06	***	275.0L	63
300.00	359.00	300.00	359.00	300.00	359 00	200
	200	000000000000000000000000000000000000000	12550000	302053	E35000	71
	299.UL		299.00	₹69 50		50
45.00	59.00		59.50		59.00	60
	69.0€	69.0C	79.50	o9.00	69 5C	pasa
			99.00			60
	45.00	59.50	99.00		19.51	60
			149.50			60
50.00	19.00		79.00		19.50	61
	50.00		89.00		49.50	135
			69 00		39.50	70
	75.00	23375	8500000			100
			89.00			75
			125.00	1		
50.00	59.00	39.50		49.50	59 00	75
20.00	37.00	39.50		.49.50	39.56	1,3
		37.30	49.50		39.30	1 70
	30 50		49,50			78
	39.50	***				78
	50.00		49.50		49.50	80
		69.50				0165
			275.00		20	85
27	5.00(2)	249.50	259.50	264.50	279.50	1
	70		264.50			ı
		27	5.00(2)			95
						10
219.50	249.50	219.50	234.50	234.50	259.5€	11400
	250.00	A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	250.00			ı
		295.00	299.50			1
			.023000025233		300.00	1
32	5.00(2)	289.50	325.00	289.50	315.00	1
	349.00	SCHOOL STATE	349.00	0.2000000	349.00	1
						10
275 00	289.50		254.50		254.50	100
31.4.48	300.00				-	10
	375.00		375.00			**
425.00		Gen.	25.00(2)	425.00	430 W	11
100.00	421.00	74	439.00	425.00	437.00	١.,,
			437.00		91E 00	
	335 00		30F 00		315.00	ı
	325.00		285.00			ı

395.00

99.00

69.50

69.50

79.00

69.50 110.00

79.50

25.00 69.50

110.00

Victory

64.50

59.50

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.

TUNES COMMENT





Continued from page 28

The state of the s	Train Page					_			
	Me Goodbye		300.100	1000		100			77777 7
VILIUR :	21-0462-Hewitt	sings	mellow	and	polite	on	a	sentimental	

ballad, with organ-string combo in back. Effective job, good medium

70--70--70 Tear Drops on the Roses

Similar in stiye to flip, but not as good materialwise EDDIE MARSHALL (His Trail Dusters)

79--80--78--79 Honky Tonk Blues VICTOR 21-0459-Marshall scoots brightly thru a swingy country jun blues, with piano and strings swinging in back,

A Hundred Ways To Break a Heart 76--76--76 Warbler slows for a convincing job on a catchy medium beat ballad

ROY ROGERS (Frank Worth Ork) 78--78--78 Pliney Jane VICTOR 21-0458-A striking new country sweetheart tune with real

down-home flavor gets a solid go from Rogers, with swingy ork and

70--70--70--70 Cowboy's Heaven Typical Western tune of the better grade gets a typical movie cowpoke treatment, plus recitation.

SKEETS McDONALD 83--83--83 Blues Is Bad News CAPITOL 1518-Warbler belts out a strong country blues, chanting

on slight echo, with guitars playing a slow beogle in back. He projects very well on this fine piece of material. 81--81--81--81 Scoot, Git and Begone Medium jump rhythm novelty registers, as McDonalo again sells strong in a high-pitched country-boy style.

Classical Reviews

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

Continued from page 78

pieces Given the benefit of new recording techniques and the wonder of LP reproduction, Rubinstein, in these new recordings, has surpassed the original. This is the pianistic art at its peak. And the compositions, four selections of intense emotion and power-mysteriously labeled scherzos, are in the forefront of the piano literature. In addition, this is the first new recording of these diskery has coupled a pair of knowing performpieces in some time and is the first available LP of these works. Collectors of piano music will certainly not want to bypass this disk. Most particularly, Chopin fanciers would hardly have a rounded collection without it.

LIEDER OF BRAHMS AND HUGO WOLF-Suzanne Danco: Guido Agosti (1-10") London (33) LPS 335

Miss Danco, introduced some months ago via a London LP collection of soprano arias, has since made her American concert debut to a warm reception In the collection at hand, the Belgian soprano demonstrates her ways with lieder That she makes a success of the project is an understatement Miss Danco is a sensitive musician of warmth, resource and skill. She is quite as much at home with the more personal element of lieder singing as she is in handling grand opera. She does five songs each of Brahms and Wolf, both masters of the lied. If this collection could serve as a reasonable evidence, it would be safe to prophesy that Miss Danco is en route to a conpiano accompaniment Recordings are tops.

IVES: SONATA NO. 2 FOR VIOLIN AND PIANO, AND SESSIONS: DUO FOR VIOLIN AND PIANO-Patricia Travers; Otto Herz (1-10")

Columbia (33) ML-2169

Columbia admirably continues to find place in its repertoire for modern American music. Here the ances of works by Ives and Sessions. The Ives Sonata is an early work; it has a basic folkish flavor which is energetically projected The Sessions Duo is more accessible music than that composer usually creates. It is noteworthy primarily for its uncompromising serious non-programmatic approach and the craftsmanly writing of the composer Young Miss Travers performs the violinist's role admirably in every respect while Otto Herz is a perfect keyboard collaborator.

LIZST: SONATA IN B MINOR; SONETTO DEL PETRARCA, NO. 104; LEGENDE: ST. FRANÇOIS D'ASSISE: HUNGARIAN RHAPSODY NO. 12 Leonard Pennario, piano.

Capitol (33) P-8136 Pennario, one of the more brilliant of our young

pianists, undertook an extremely difficult proposition in making this collection of neglected Lizst piano music. The major work here, the B Minor Sonata, is an extremely intricate and complicated piece. Pennario doesn't seem quite able to cope with it the he manages to produce more than an adequate mechanical reading. The planist is more successful with the three remaining shorter programmatic pieces, particularly with "Sermon to siderable success. Guido Agosti provides knowing the Birds," one of two St. Francis "Legendes" which Liszt produced. The piano recording is good.

Issue of	Issue or	Issue of	issue of
May 5	April 28	April 21	April 14
95.00	95.00	95.00	95.00
		49.50	
65.00	65.00	65.00	65.00
02020	0.000000	4.7-5-6-50-6-6-5	
75.00	75.00		75.00
,5.00	13.00		75.00
85.00	35.00 85.00		85 00
The state of the s	33.00 03.00	And the second s	
	40.00 45.00		59.50
75 00			50.00 75.00
	75.00	79.00 79.50	2021224
2550000	ATESTS	2007/2012	64.50
			69.00
110725 SANDONINE SATER CONTACTOR		59.50 64.00	64.00
65.00 79.50	65.00 79.50		39.50 65.00
		65.00	79.50
69.50 89.50	89.50	69.50 89.50	59.95
	remarks	119.50	1000000
100:00 109:50	114.50		
	171000		
	125.00		99.50 112.50
07/20	12,00		77.50 112.50
00.00	120 00		120.00
		127.00 124.30	129.00
77.50		10.50 .00.00	
	80.00	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
922328 122032	# <u>####################################</u>		WHITE BOSES
			79.50 89.00
99.50	99.50	79.50 89.00	95.00 117.50
		99.50(2)	
65.00		125.00	
225.00(2)	225.00 239.00	225.00 239.00	249.50
229.00 235.00	245.00		275.00(4)
239.00			279.00
			27.00
		C) /LJUIZ/	
		249 50 250 50	
	350 50	247.50 257.50	
	259.50		
	15	00F 00 01-1-	22212212222
			269.00 295.00
		350.00 365.00	375.00 439.00
389.00	350.00 395.00	395.00 425.00	445.00 450.00
395.00 399.00	400.00 435.00	439.00 445.00	
435.00 445.00			
		\$105,015,000 ft.	100
		525.00 549 50	569.00
			307.00
	272.00		
203.00	175.00	373.00	
	May 5 95.00 65.00 75.00 49.50 69.00 65.00 75.00 69.00 64.00 65.00 79.50 69.50 89.50 114.50 89.50 99.00 99.50 69.50 79.00 225.00(2) 229.00 235.00 239.00 249.00 249.00 249.50 259.50 275.00(5) 279.50(2) 225.00 249.00 249.00 249.50 259.50 279.50(2)	May 5 95.00 95.00 65.00 75.00 75.00 75.00 75.00 75.00 85.00 85.00 85.00 85.00 85.00 85.00 85.00 85.00 75.00 69.00 64.00 65.00 75.00 69.00 64.00 65.00 79.50 69.50 89.50 114.50 89.50 125.00 99.50 99.50 99.50 69.50 225.00(2) 229.00 235.00 225.00(2) 229.00 235.00 239.00 249.00 249.50 259.50 275.00(5) 279.50(2) 225.00 249.50 259.50 275.00(2) 225.00 249.00 249.50 259.50 275.00(3) 279.50 279.50(2) 225.00 249.00 249.50 279.50	May 5 95.00 95.00 95.00 49.50 49.50 65.00 65.00 65.00 79.00 79.00 79.00 79.00 79.00 79.00 79.00 79.00 79.00 79.00 79.00 75.00 85.00 49.50 85.00 49.50 85.00 49.50 85.00 79.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 79.00 79.50 75.00 79.00 79.50 79.00 79.50 79.50 79.50 79.50 79.50 64.00 64.00 64.00 64.00 59.50 64.00 69.50 89.50 89.50 89.50 119.50 114.50 109.50 114.50 114.50 114.50 114.50 119.50 114.50 119.50 110.00 199.50 129.00 89.50 99.50 110.00 99.50 99.50 99.50 110.00 129.50 99.50 99.50 115.00 89.50 99.50 115.00 89.50 99.50 115.00 89.50 99.50 125.00 89.50 99.50 125.00 89.50 99.50 125.00 89.50 99.50 125.00 89.50 99.50 125.00 89.50 99.50 125.00 89.50 99.50 125.00 259.50 259.50 259.50 279.50

39.00

39.00 49.50

35.00 39.00

10-DAY COIL SALE 30% Discount

Order 12 coils or more—One kind or assorted and save 30%. 10 days only! Rush your order today while stock

	Reg.	Sale
	Price	Price
W-25	.90	.63
W-26	.90	.63
W-27	.90	.63
W-28	.90	.63
U-123	.90	.63
SM 20-1	.90	.63
A-20-8	.90	.63
2876	1.25	.88
9122	1.10	.77
the state of the same of		

30 WIRE CABLE SPECIAL COTTON OR PLASTIC COVERED-

Standard color code, 22 ft. 20 ft. in 500 ft. or 1000 ft. reels. 50% deposit with all orders

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

GUARANTEED PERFECT!

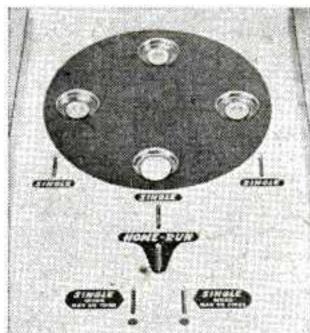


Aluminum Discs for GROETCHEN TYPERS DELIVERY

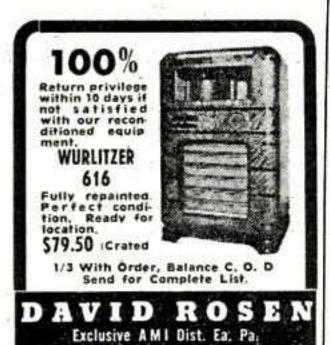
1/3 D

TREMAX

Max C 914 Diversey

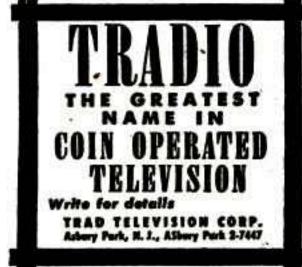


Man on home-plate. Home-Run hit will race man around the diamond, scoring 1 run. But a Single will merely advance man to first-base, and next inning starts with a man on first. If 2 players are playing, second player starts his half of the inning with a man on first. See Bally Baseball advertisement in this issue.



855 N. BROAD STREET PHILADELPHIA, 23, PA

PHONE: STEVENSON 2-2903



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 fit advertised the same equipment at the same price, frequency with which the price occurred indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vender only the single machine price is listed. Any price obviously depends on conditions of the equipment age, time on location, terrifory and other related factors.

For this week's prices cons	ult the	used	machin	e ac	dvertisements	in this issue
	Issue	of	Issue	ot	issue of	Issue of
	May	5	April	28	April 21	April 1

		ue of ay 5	Lss	ue of ril 28	77.0	ue of pril 21	Iss Ap	ue of ril 14
ABC (roll down)	\$3	35.00		\$35.00		\$35.00	74.50	\$35.00
Advance Rolls (Genco)								SHEET SHEET
(roll-down)	25.00 35.0	00(2)	25.00 3	5.00(2)	25.00 35.00(2	29.50	3	5.00(2)
Ali Baba (Gottlieb)		15.00 19.50	45.00	49.50	45.00	49.50		49.50
Alice in Wonderland (Gottlieb)	49.00	19.50	49.00	49.50	49.50(2	54.50 55.00		9.50(2)
Aquacade (United)	60.00	9.00 04.50	69.00	104.50		104.50		104.50
Arizona (United)	129.50 1	14.50		144.50	129.50	139.50 144.50	ili.	159.50
Atom Jet (Mutoscope)						95.00	ă P	
Auto Roll (roll down) Baby Face (United)		35.00		35.00		35.00		35.00 39.50
Ballerina (Bally)					49.50	59.00		
Baily Hoo (Bally) Bandleader (Keeney)	-	29.00		29.00		29.00		
Bango (Chicago Coin)	1023	19.50		49.50		49.50		49.50
Banjo (Exhibit)	39.50	45.00		45.00		45.G0		STATE
Bank-a-Ball (Gottlieb)	99.50 12			130.00		164.00	Y 2	135.00
Barnacle Bill (Gottlieb)	50.00 S	55.00 59.50	45.00	55.00 69.50	55.00	65.00 69.50	49.50	50.00 69.50
Basketball (Chicago Coin)	Seattle Marie			79.00	10	0,00(2)		
	22	10000		2000 DE 1		119.50		enieres
Be Bop (Exhibit)		29.50		139.50	99.50	139.50 159.00		149.50
Bermuda (Chicago Coin)		49.50		49.50		49.50		49.50
Big City (roll-down)		35.00		35.00	0.226422	35.00		35.00
Big Top (Genco)	07070707000	89.50	60.00	65.00 89.50	59.00	65.00 89.50		89.50
Black Gold (Genco)	65.00(2)	79.00 89.50	65.00	79.00 89.50	79.50	89.50	69.50 8	75.00
Blue Grass (Bally)				35.00			,	567-00
Blue Skies (United)	39.50 54.	49.50 50(2)	49.50 5	4.50(2)		49.50 4.50(2)		49.50
Boston (Williams)	1	24.50		124.50	200	124.50	99.00	124.50
Bowling Champ (Exhibit)		85.00 99.50	85.00	99.50	75.00	99.50	207704	99.50

1,000	Blue Grass (Bally)		07.50		35.00			8	9.50(2)
Deposit With Order	Blue Skies (United)	39.50	49.50	49.50 5		A STATE OF THE PARTY OF THE PAR	49.50 4.50(2)		49.50
X INDUSTRIES, Inc.	Boston (Williams)	17.77	124.50		124.50	The second second	124.50	99.00	124.50
Successors to	Bowling Champ (Exhibit)	59.50	85.00 99.50	85.00	99.50	75.00	99.50		99.50
Glass Distributing Co.	Broncho (Exhibit)		104304		35.00				
y Chicago 14, III.	Buccaneer (Gottlieb)	50.00	69.50 74.50	69.50	74.50	69.50	74:50	44.50	74.50
	Buffalo Bill (Gottlieb)		125.00	85.00	125.00		149.00		109.50
	Build Up (Exhibit)	39.50	40.00		29.50 40.00	29.50	55.00	Av.	GREEN.
	Buttons and Bows (Gottlieb)	54.50	80.00 109.50	80.00	109.50	90.00	99.00 109.50		109.50
THE LAND	Camel Caravan (Genco) Campus (Exhibit)	9	125.00		125.00		89.50		99.50
	Canasta (Genco)	59.50	125.00 139.50	13	39.50(2)	114.50 135.00 13	119.50	129.50	149.50
ASSET	Caribbean (Williams)		mentamen.		32.50		49.50		

		227.20				7-2016		
Caribbean (Williams)				32.50	34.50	49.50		
Carnival (Bally)		89.50	40.00	50.00	79.00	89.50	64.50	89.50
Carolina (United)	49.50	69.00				79.00		
Catalina (Chicago Coin)	45.00	49.50	20.00	29.50	29.50	45.00		49.56
SHAROMODE PROFESSION STATE			45.00	49.50	49.50	55.00		
Champion (Bally)	225.00	235.00		274.50	274.50	275.00	27	5.00(3/
22149/2010/01/02/00/2015 5.22/02/01/05	250.00	269.50	27	5.00(2)	29	5.00(2)	028	289.50
		274.50	29	5.00(3)	325.00	375.00	295.00	
- 4	*275	5.00(3)		300.00				350.00
12	295.00	325.00					375.00	425.00
Champion (Chicago Coin)	200	89.00		89.00			STORES.	89.50
Cinderella (Gottlieb)	25.00	49.50	34.50 4	9.50(2)	34.50 3	9.50(2)	4	9.50(2)
			mentilen		49.00 4	9.50(3)	## L.	
Citation (Bally)	125.00	165.00	165.00	174.50		174.50	195.00	204,50
		174.50	19	5.00(2)	19	5.00(2)		4.50(2)
43	175	5.00(3)	200.00	204.50		204.50	The second of th	279.50
	179.50	195.00		225.00	22	5.00(2)		

279.50

75.00

79.50

129.50

155.00 159.00

12.50

College Dace (Gottlieb)	110.00	125.00	125.00	134.50	95.00	123.00	62.50 9	9.50(3)
	134.50	135.00		135.00	134.50	135.00	ST-000000000000000000000000000000000000	135.00
Contact (Exhibit)				V=-000000000		39.50	17	
Cover Girl (Gottlieb)	29.50	45.00	29.50	45.00	29.50	39.50		i
		3				45.00	5.5	
Daily Races (Gottlieb)				100		50.00		3
Dallas (Williams)	80.00	99.50	69.50	80.00	69.50	99.50	35	99.50
				99.50				Marine (
De-Icer (Williams)		169.50		169.50		169.50	100.00	119.50
power services assessed in		32295						169.50
Dew-Wa-Ditty (Williams)	40.00	49.00	49.00	49.50	49.00	49.50		49.50
and an area's Preserving the Landscape and the		49.50						
Double Feature (Bally)		11.20,000		85.00				
Double Shuffle (Gottlieb)		85.00						
Oreamy (Williams)		125.00			129.50	135.00	135.00	139.50
Fighting Irish (Chicago Cole)		DIAMES (SOL)		174 50	139 50	159 50		IAO En

210.00 219.50

225.00

Double Shuffle (Gottlieb)	85.00			
Oreamy (Williams)	125.00		129.50 135.00	135.00 139.5
Fighting Irish (Chicago Coin)	0.04183900	174.50	139.50 159.50	149.5
Seat and the company of a company of the company	non and the second section.		174.50	5-50400
Floating Power (Genco)	74.50 75.00	55.00 74.50(2)	64.50 74.50(2)	74.5
1770 COMMITTER OF STATE AND ADDRESS OF THE STATE OF THE S	85.00	75.00 85.00	75.00 85.00	11.50-14.
Flying Saucers (Genco)		174.50	139.50 154.50	
To expension and approximate the state of			174.50	
Flying Trapeze (Gottlieb)		14.50	14.50	
Four Horsemen (Gottlieb)	150.00	169.50(3)	159.50(2)	145.00 169.5
MANAGEMENT PRODUCTION OF THE PARTY.	169.50(2)		169.50(3)	175.0
Football (Chicago Coin)	99.50	75.00	85.00 105.00	99.5
	December 1		125.00	
Freshie (Williams)	135.00	135.00	135.00	135.0
Georgia (Williams)	164.50	164.50	139.50 159.50	ii (#70/00CA)

Ginger (Williams) Gin Rummy (Gottlieb)	125.00	15.00		15.00
Gold Ball (Chicago Coin) Gold Cup (Bally)	80.00 99.50 109.50	100.00 109.50 139.00 160.00	85.00 139.00	109.50 150.00
Golden Gloves (Chicago Coin)	139.00 160.00		89.50	225.00
Gondola (Exhibit)	69.50	69.50	4000	69.50

Gondola (Exhibit)	69.50	69.50	
Grand Award (Chicago Coin)	64.50	64.50 64.50)
Harvest Moon (Bally)	79.50	79.50	
Harvest Time (Genco)		149.50 120.00 149.50(2	500
	(2)	HEROTERIAN	8), 1
Hawaii (United)		12.50	

Hot Rods (Bally)				85.00			
Humpty Dumpty (Gottlieb)	29.50	35.00 49.50	29.50	49.50	29.50	39.50 49.50	
Hy-Roll (Bally roll-down)		SMOOT	200		PORTON IN	89.00	
Jack 'n' Jill (Gottlieb) Jeanie (Exhibit)	154	55.00	39.50	49.50	49.50	55.00 119.50	3
Jockey Club (Bally)					3	85.00	

					IVIA	1 14,	1,,,	•
	(1)	ssue of	1	ssue of	1	ssue of	1	ssue
£.		May 5	- 1	pril 28	- 1	lpril 21	A	pril :
Jockey Special (Bally)		89.50	60.00			79.50		9.500
\$ \$ \$ 1000000000000000000000000000000000000	109.00	The second secon	85.00			109.00	125.00	
	PERSONAL PROPERTY.	125.00		125.00		159.50	MANAGEMENT, TH	940000
Joker (Gottlieb)	125.00			169.50		189.50		169.
Projects Control Consecution and Control	81570101040		5,0041000.00	20,100		398.00		
Judy (Exhibit)		155.00		155.00	119 50	155.00		159.
Just 21 (Gottlieb)	39.50	70.00	65.00	The state of the s	59.50		59.50	
	72.50	80.00	74.50	1 (20) (20) (20) (20) (20)	74.50	The second secon	74.50	100 100 800
	89.00	89.50	89.00	The second secon	89.50	95.00		119.
~	07.00	07,50	07.00	07.50		123.00		447.
K. C. Jones (Gottlieb)		125.00		125.00	117.00	125.00		119.
Kilroy (Chicago Coin)		125.00				24.50	-	117.
King Arthur (Gottlieb)	90.00	95.00		14.50		14.50	~~~	100
King Arthur (dottileb)	U-03500000000000000000000000000000000000	All the second s		139.50		139.50	90.00	A Company of the Land
King Cole (Gattlieb)		139.50		H	38	20.50		139.
		20 50				39.50		
Line Up (Keeney)	144	32.50	***					32.
Knock Out		5.00(3)	175.00	209.50		179.50		
		179.00			189.00	209.50		
		222-22	E-ADDRESS -	the second secon	2010/12/12/07	7010E0E03		000000
Lucky Inning (Williams)	95.00	104.50	104.50	109.50	104.50			104.
W-4: C- C-4						119.50		
Lucky Inning (Williams)		179.00 104.50		35.00 109.50	189.00	209.50 109.50 119.50		104.

irm	Madison Sq. Garden						20.50			
is	(Gottlieb)	150.00	169.50		169.50	120.00	169.50		169.50	
ers,	Magic (Exhibit)		59.50	28	59.50		59.50		59.50	
ent,	(United)		39.50		39.50	39.50	44.50 49.00		39.50	
-	Majors of '49 (Chicago Coin)		89.50	29.00	89.50	35.00	49.50	44.50	89.50	
ve.	Manhattan (United)				24.50	89.00	89.50			
25(5/29)	Mardi Gras (Genco)	39.50	49.50	20.00		24.50	30.00 49.50	49.50	50.00	
of 14	Maryland (Williams)	2.00 (10.00)	124.50		124.50		124.50		124.50	
11000	Melody (Bally)	NO SOUTH TO					49.00			
5.00	Mercury (Genco) Merry Old King	99.50	135.00 29.50		135.00	109.50	124.50			
		75250A-2001								

(2)	Merry Widow (Genco)	39.50 54.50		54.50	34.50	54.50	49.50	54.
	Monterrey (United)	29.50 49.50	34.50	49.50	34.50	49.50		49.
.50	Moon Glow (United)	49.50(2)	49.50(2)			9.50(2)		49.
	Morocco (Exhibit)	49.50	SMEDINE	49.50	35.00	42.50		49.
(2)	SSS LATE CONTRACTOR AND ADDRESS OF THE CONTRACTOR AND ADDRESS OF THE CONTRACTOR AND ADDRESS OF THE CONTRACTOR ADDRESS OF T	1000000				49.50		
	Nevada (United)	25.00		19.50		19.50		
50	Nifty (Williams)	169.00	169.00	189.50	159.50	169.00		
=100	Service of the servic					189.50		
50	Oasis (Exhibit)	159.50		159.50				
	Oklahoma (United)	75.00 89.00	89.00	119.50	89.00	119.50	69.50	95.
	Residential controller description	119.50		AREA CARREST			.,	119.
50	One, Two, Three (Mills).	59.00	59.00	59.50	54.50	59.00		69.

The state of the s				117.30
One, Two, Three (Mills).	59.00	59.00 59.50	54.50 59.00	69.50
CONTRACTOR OF THE PROPERTY OF THE			59.50	
Paradise (United)	39.50 49.50	44.50 49.50	44.50 49.50	49.50
Photo Finish (Universal)	219.50	225.00(3)	225.00(2)259.00	225.00 275.00
# The transfer of the transfer	225.00(3)	275.00 295.00	275.00 295.00	375.00(2)
-1	250.00		375.00	
	225.00(3)		12000000000	
Pin Bowler (Chicago Coin)	130.00 164.50	164.50	129.50 159.50	
			164.50	
Pinch Hitter (United)		49.50	F# 90 9	59.50(2)
Pinky (Williams)		179.50	169.50 179.50	
Play Ball (Chicago Coin)	139.50	H-PAGE CO-CANDA	18.00	
			10.00	

Playland (Exhibit)		154.50		154.50	129.50 154.50	
Playtime (Exhibit)		ACTOR STORY				79.5
Pro Score (Ponser)					1000	113550
(roll-down)	52	50.00	25	50.00	50.00	50.0
	55.00	59.50	40.00	59.50		0.000
		THE SOL		174.50		
Quarterback (Williams)	59.50	95.00	95.00	110.00	74.50 89.50(2)	89.50 110.0
				0.0000000000000000000000000000000000000	99.50 110.00	
				130	125.00	
				184.50	179.50 189.50	165.0
Rainbow (Williams)	45.00	59.50	45.00	59.50	59.50	59.5
Ramona (United)	49.50	54.50	54.50	55.00	30.00 99.50	(55.41)
	55.00	59.00			54.50 55.00	
NEW YORK IN CONTROLLEY					89.00	
Rancho (Bally)					40.00	
	(roll-down) Puddin Head (Genco) Punchy (Chicago Coin) Quarterback (Williams) Rag Mop (Williams) Rainbow (Williams) Ramona (United)	Playtime (Exhibit)	Playtime (Exhibit)	Playtime (Exhibit)	Playtime (Exhibit)	Playtime (Exhibit)

169.50

155.00

54.50

59.00

99.50

49.50

59.50

119.50(2)

20.00

49.50

119.50

n	Robin Hood (Daval)		49.50		49.50	39.50	49.50		
	Robinhood (Gottlieb)	29.50	35.00			175	39.50	39.50	49.50
•	Rocket (Bally)	99.50	139.50	109.50	139.50	115.00	119.50	99.50	149.50
301	VZ-KNOSOVOV SKRONOUSZAROUT						139.50	150.00	159.50
0	Rockette (Gottfieb)				179.50	135.00	149/50	SAMMAN SAM	179.50
	Laborator and Company of the Company						179.50		
0	Rondeevoo (United)	39.50	49.50	39.50	40.00	39.50	49.50	39.50	49.50
7	The state of the s				49.50				
	Round-Up (Gottlieb)	600000000	49.50				50.00		50.00
0	St. Louis (Williams)	49.50	85.00		99.50		99.50	49.50	99.50
II.			99.50						
ı	Sally (Chicago Coin)	30.00	49.50	49.50	59.50	49.50	59.00		49.50
~1	PARKET HIS WITH THE PARKET WITH THE TABLE	mosant	59.50	NO SECTION	CHANGE SALE	59 50	79.00		(Contract)

54.50

55.00

39.50

109.50

49.50

Red Shoes (United).....

Rio (United)

Rip Snorter (Genco).....

Robin Hood (Daval).....

Saratoga (Williams).....

Screwball (Genco)

Select-A-Card (Gottlieb)	49.50 115.00	50.00	115.00	124.50	125.00		124.50	
Charles Control of the Control of th	124.50 125.00	124.50	125.00		189.50			
Serenade (United)	59.50	49.50	59.50	49.50	The state of the s		59.50	
				54.50	59.50			
Shanghai (Chicago Coin)		CONTRACTOR OF	29.00		39.50		45.00	
Shantytown (Exhibit)	115.00 129.50	109.50	115.00 129.50	115.00	129.50	79.50	129.50	
Sharpshooter (Gottlieb)	59.50 94.50	65.00	94.50	94.50	95.00	69.50	89.50	1
numidoses exemplicas	- 95.00(2)		95.00			94.50	95.00	
Shoo-Shoo (Williams)			September 1		189.00	000000000000000000000000000000000000000	Delta Pari	
Short Stop (Exhibit)	45.00	20.00	45.00		45.00			
Show Boat (United)					Wester	3	9.50(2)	

ŧ	Smarty (Williams)		14.50	25.00		14.50		
	South Pacific (Genco)	129	9.50	129.50	119.50	129.50	104.50	109.00
						135.00	119.50	129.00
	Special Entry (Bally)	64.50 69	9.50 64.50	79.00	39.00	64.50	64.50	110.00
		79.00 90	0.00 79.50	125.00	79.00	79.50		125.00
ĺ.	SANS-ON CONTROL OF	125	5.00	ne-constant	110.00	125.00		
	Speedway (Gottlieb)			35.00	i arrazoani			
ĺ	Spinball (Chicago Coin)	29.50 39	9.50	39.50		39.50	39.00	39.56
i	Spot Bowler (Gottlieb)			164.50	159.50	164.50	14.000	
	Stardust (United)	39.50 49	00.9	49.50	CHARLESTON,	49.50		49.50

	Stormy (Williams)	49.50	49.50	49.50	49.50
	Summer Time (Gottlieb)	49.00 49.50(2)	49.50 49.00	39.50 49.00	49.50(2)
.50	NAT STANCE PLOTES		49.50(2)	49.50(2)	
.50	Sunny (Williams) *7	39.50 49.50	20.00 39.50	39.50 49.50	39.50 49.50
AUCK!	\$55 - 500 - 100 0 A D T T W W W W W W W W W W W W W W W W W		49.50	60.00	60.00
.5L	Super Hockey (Chicago Coin)	89.50	89.50	64.50 89.50	59.50 69.50
	post-week systematics in			99.00	85.00 89.50
	Swanee (Exhibit)	64.50	64.50	64.50	1976 1977 1977 1976
	Sweetheart (Williams)	145.00		139.50	mountain opens
	Tahiti (Chicago Coin)	79.50 80.00	119.50	119.50	79.50 89.50
.50	Deep Description of the Control of t	119.50			119.50
.00	Tampico (United)	59.50	2255000 W355005		59.50
En	Telecard (Cottlish)	40 EA 70 EA	DE 00 00 E0	DE 00 00 00	Reference of the Control of the Cont

49.50

47.50	icierato (dottieb)	07.50 /7.50	05.00 89.50	85.00 89.50	
	THE ACT THE ACT THE PERSON OF A STATE OF THE	85.00 89.50		ITALIANO BORRADO	
135.00	Temptation (Chicago Coin)	29.50 69.50	69.50	69.00 69.50	59.50 69.50
1	Tennessee (Williams)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
	Texas Leaguer (Keeney)	50.00 59.50	50.00 59.50	50.00 59.50	50.00 89.50
	Thorobred (Bally)	Chesal del Hasting Hall	35.00		
99.50	Three Feathers (Genco)	85.00(2) 89.50	85.00 89.50	85.00	69.50 89.50
39.50	TITLES AND THE STANDARD CONTRACTORS	ERECTIONES VOLUMENTE INTO THE TOTAL			99.50
99.50 109.50	Three Musketeers (Gottlieb)	99.50 125.00	125.00 134.50	134.50 135.00	102.50 134.50
124.50 150.00	THE DESCRIPTION OF THE PROPERTY OF THE PROPERT	134.50 135.00	135.00		135.00
a territoria del marcini del constitución de	Thrill (Chicago Coin)	30.00 39.50	39.50	29.50 39.50	39.50

124.50 150.00	THE SE VERY WAS SECURISED FOR THE	134.50 135.00	135.00		135.00
A CALL DE LA CALLANDA	Thrill (Chicago Coin)	30.00 39.50	39.50	29.50 39.50	39.50
99.50 225.00	Totalizer (Jennings)		0.022	35.00	1000000
44.50 69.50	Total Rell (Genco)		555	(55655)	7.0
64.50	roll-down	35.00(2)	35.(0(2)	35.00(2)	35.00(2)
79.50	Trade Winds (Genco)	30.00 49.50	34.50 49.50	34.50(2)	49.56
149.50		C. P. C.	A DESCRIPTION OF THE PARTY OF T	39.50(2) 49.50	
GARAGE.	Treasure Chest (Exhibit)		20.00 30.00		
	Trinidad (Chicago Coin)	49.50	29.50 49.50	29.50 49.50	49.50
	Triple Action (Genco)	44.50	20.00 25.00	34.50 39.50	
59.50	CASTRE CONTRACT NOT DESCRIPTION	1/2/10/15/25	44.50	44.50 55.00	
	Triplets (Gottlieb)	169.50	159.50 169.50	169.50	169.50

99.5 Tri-Score (Genco)..... 169.00 199.50 Tucson (Williams) 80.00 80.00 32.50 49.50 Tumbleweed (Exhibit)..... 115.00 60.00 115.00 115.00 Utah (United) 80.00 124.50 104.50 124.50 80.00 89.50 89.50 124.50 124.50

Copyrighted material

THE BILLBOARD Index of Advertised Used **Machine Prices**

Amusement Games

		7.6					/+:2	77
THE NO. OF THE REAL PROPERTY.	14	ssue of May 5		ssue of ril 28		ssue of		ssue of pril 14
Victory Derby (Bally)		3000			50	49.50		
Victory Special (Bally)	54.50	59.00	35.00	54.50 . 59.00	45.00	59.00		
Virginia (Williams)		39.50	19.00 39.50	29.50 49.50	29.50 49.00	39.50 49.50	39.50	49.50
Whirl-A-Ball (Amusement Enterprises)		12.50		12.50		12.50		12.50
Wisconsin (United) Whizz (Genco)	39.50	45.00	35.00	39.50	39.50	50.00 15.00	19	39.50 19.50
Yanks (Williams)	29.50 45.00 4	40.00 9.50(2)	34.50	45.00 9.50(2)	34.50	45.00 9.50(2)	4	9.50(2)

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 venders, 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.

	The second secon	May 5		ril 28		pril 21		pril 14
A D (Management)	\$100.00		7.	150.00	\$79.50			150.00
Ace Bomber (Mutoscope)	\$100.00	150.00		00.00	9/7.30	150.00	538	130.00
Air Hockey					175.00	385.00		
Air Raider (Keeney)		125.00		125:00	Through the course to be built and a	5.00(2)		125.00
All Stars (Williams)	89.50	109.50	79.50	89.50	49.50	79.50	109.50	
A CONTRACTOR OF THE PARTY OF TH		125.00	109.50	125.00		105.00		
					109.50 12		2.0	
Astroscope		125.00		125.00		145.00		125.00
Atomic Bomber (Mutoscope).		150.00		150.00	125.00	150.00		150.00
Bally Bowler (Bally)		65.00		65.00		65.00 185.00		
Bat-a-Score (Evans) Batting Practice (Scientific).		75.00		75.00		75.00		
Bear Gun (Seeburg)	369 50	375.00	369.50		350.00	369.50		75.00
Dear dun (Secong)	507.50	373.00	207.50	373.00		375.00	369.50	
Belgian Pool Table		69.50				assessa:		395.00
Big Inning (Bally)		185.00		185.00	175.00	185.00		gains.
Bing-a Roll (Genco)		85.00		85.00	75.00	85.00		
Boomerang (Amusematic Corp.)		45.00		45.00		45.00		
Buckley Deluxe	•	119.50		100400000		TI SANCACA CACAC		45.00
Candid Camera		15.00		15.00		15.00		Saras
Career Pilot	orace and	95.00		95.00	10.50			15.06
Challenger (ABT)	20.00	24.50	20.00	24.50	12.50	20.00		0.49(1000)
ALTERNATION OF THE PROPERTY OF	75.00	20.50	75.00	00.55	15.00	24.50 89.50	20.00	24.50
Chicken Sam (Seeburg)	75.00	89.50 110.00	75.00	89.50		5.00(2)		200
Comment (Ballet)	95.00	95.00		95.00	36 8	5.00(2)	50	95.0 4
Convoy (Bally)	45 00/2	79.50	65.00	79.50	65.00 7	5.00(2)	OF 00/01	100 00
Date dell (Exhibit)		94.50	89.00	94.50	79.50(2)		95.00(2)	129.50
		5.00(2)		5.00(2)	95.00(2)		125.00	129.50
		129.50	6			129.50		
Deluxe Athletic Scale	20000000	000000000						100
(Mercury)	75.00	79.50				95.00		
Diggers (Buckley)		7674-1805-250		(Harasan)		95.00		95.00
Diggers (Exhibit)		95.00		95.00		95.00		95.00
Doraldina		Versionales			CHEE	425.00		Terasect
Drive Mobile (Mutoscope)		150.00		150.00	95.00	135.00		150.00
First Striker						150.00		75
Fishing Well (Mutoscope)		125.00				115.00		
Flash Hockey (Coinex)		69.50		69.50		69.50		69.50
Electric Shocker (Advance)		9,,,,		SHAST.		14.50	2.2	07.50
Flying Saucers (Mutoscopes).						175,00		
Goalee (Chicago Coin)	95.00	99.50	69.00	79.50	70.00	79.50	109.50	125.00
		125.00	99.00	99.50		109.50	65km)	
2W. 25			12	5.00(2)	12	5.00 (2)		
Golf Machine (C. P.)						69.00	0407	
Grip Developer						185.00	53	3 2
Grip Scale						15.00		52720
Grip Vue (Silver King)		17.50		17.50		17 50	IO H	19.50
Gypsy Palmist		17.50		17.50		17.50		17.50
Heavy Hitter (Bally)	49.50	65.00	49.50	65.00	49 50	55.00	65.00	79.50
		79.50		79.50			05.00	17.50
HI Ball (Exhibit)		60.00		60.00		V 11 1 5 5 5 5 5 5		60.00
Hit-A-Homer		0.20.42.000.000				27.50		III CHI MONORE
Hockey (Chicago Coin)		75.00		75.00		5.00(2)		75.00
Hollycrane (Como)		395.00	411	395.00		395.00		395.00
Irish Poker			770	49.00				
Jack Rabbit		200 50		100 50	1000000			
(Amusement Corp.)		109.50		109.50	69.50	109.50		109.50
Jungle Joe	18.50	33.00	18.50	33.00		195.00 18.50		32.50
Lift (Mills)	10.50	33.00	10.50	33.00		85.00	18.50	32.50
Lite-a-Line (Exhibit)						79.50		1.0
Love Pilot (Mutoscope)						95.00		
Magic Pen	28	125.00		125.00		125.00		125.00
Midget Movies '49				249.00		395.00		
Midget Skee Ball (Chicago					111/10/2002			
Coin)		195.00		195.00	50	219.50		219.50
Monkey Shines Ray Gun						175.00	8 7 B	

FOR BETTER BUYS BUY McGINNIS

RECONDITIONED PIN GAMES READY FOR LOCATION

Canasta\$114.50	Knockout \$175.00
Dallas 65.00	Lucky Inning 104.50
Fighting Irish 139.50	Nifty 159.50
Floating Power 64.50	Rip Snorter 119.50
Flying Saucers 134.50	Rockettes 135.00
Tahiti	

RECONDITIONED BOWLING GAMES

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Mutoscope	Issue of May 5	Issue of April 28	Issue of April 21 65.00 79.50	April 14
Mutoscope Deluxe		[64	150.00	T.
Mutoscope Crane	119.50		190	
Mutoscope Recorder		395.00	-	29
Mystic Pen		CONTRACTOR OF THE PARTY OF THE	150.00	100000000
Panorams (Mutoscope)	179.50 225.00	179.50 225.00	179.50 225.00	250.00
Periscope	75.00 125.00	125.00	55.00 75.00	125.00
and the restriction of the second	F25 00	525.00	125.00 525.00	525.00
Phil Toboggan Ski Ball Photomatic (Mutoscope)	525.00 795.00 (late)	795.00	750.00 795.00	795.0C
Photomatic '47	RESERVE THE	2 5 SEE SE	142	375.00 565.00
(Mutoscope)	375.00 (early)	375.00	375.00	150.00 159.50
Pistol Pete (Chicago Coin).	135.00 149.50 150.00 159.50	150.00	105.00 119.50 149.50 150.00	150.00 157.50
Pitch 'Em & Bat 'Em	\$3	225.00	159.50 165.00 225.00	225.00
LINE CERTAINSENSES	275 22	075 00	i S seesan	275.00
Play Ball (Evans)	275.00 49.50	275.00 49.50	M . M . M . M . M	49.50
Poker & Joker	99.50	99.50		99.50
Pokerino (Scientific) Pony Express (Exhibit)	77.30	77.30	79.00 99.50 295.00	2.000
Pool Table (Edelco)	75.00	75.00(2)	75.00	7.2
Pop-Up		12.50		75.00
Punching Bag (Mills)	7	1	125.00	
Punching Bag (Mutoscope)		179.00		
Ball (Lane)			129.50 149.50	
E TANK OF CHISTONESCONTINUES	10		195.00	10 (2 50)4
Q. T. Pool Table		507 55 5	99.50	195.00
Question Girl			75.00	# 14. PG/#2753
Quizzer	109.00 125.00	109.00 125.00		125.00
	-		95.00 109.00	
Boold Fire (Bally)		69.00 85.00	125.00 85.00 95.00	25 252310
Rapid Fire (Bally)	85.00 95.00	69.00 65.00	99.50	85.00
Ray-O-Lite (Seeburg)			49.50	
Recordio (Wilcox-Gay)	175.00	139.00 175.00		149.50 175.00
Rocket Busters	65.00	65.00		65.0
Rotary Claw	225.00	225.00		225.0
Rotary Mdsr. (Exhibit)	175.00	POSTORATE	THE AN EDWARDS	
Rotary Pusher Scientific Bag Punch	275.00	275.00	275.00	275.0
(Exhibit)			145.00	
Scientific Field Goal		115.00	Fig. 10. Company of the Company o	5:051203-040-0110003
Seven High (Edelman)	49.50 75.00	49.50 75.00		49.50 75.00
Shipman Art Show Shoot the Bear (Seeburg)	350.00 385.00	395.00	The state of the s	339.50 345.0
CONTRACTOR OF THE PROPERTY OF	Name of the second seco	III DANGOOM	395.00(2)	
Silver Bullet (Exhibit) Silver Gloves	195.00	195.00	175.00 19 \$.00 250.00	175.00 195.00
Skee Ball (Wurlitzer)	150.00	150.00		150.00
Skee Ballette (Gott.)		47.00	195.00	100
Skill Gun (ABT)		47.00	25.00	20.0
Skill Test (Groetchen)			49.50	20.0
Sky Battle (Bally)	95.00	0.00	i harmonia escara	
Sky Fighter (Mutoscope)	95.00	95.00	79.50 90.00 95.00	95.0
Sky Pilot	95.00		45.00	10 26
Solar Horoscope	75.00		110.00	
Spitfire (Genco) (Scientific).	15.00	15.00		15.0
Standard Metal Typer	295.00	295.00	295.00	349.5
Star Series (Williams)	129.50 145.00		115.00 129.50(2)	165.00 175.0
	149.50 165.00		139.50 165.00(3)	195.0
Chandraber	169.50 175.00	169.50 175.00	A STATE OF THE STA	
Steeplechase	100 00 100 00	105.00	39.50	02/02/02/03
Swinging Monk	100.00 195.00	195.00 85.00		195.0
Target Hunter (Silver King).	85.00	65.00	27.50	100
Target King (Silver King)	10		27.50	
Target Master	84.50	84.50	Constitution and the same	84.5
Telequiz	149.50 159.00	149.50 159.00		174.5
Ten Strike (Evans)	75.00(2)	29.00 75.00(2)		75.0
3-Way Gripper	Superior Superior	200000 MD-000	A CONTRACTOR N	lation)
(Gattlieb)	18.50 22.50	17.00 18.50 22.50		18.50 22.5
Thunder Bolt		5-7547-647	100.00	
Tokyo Raiders			59.50	-
Tomas Cun (Const)			75 00	

THE BILLBOARD

Shuffle Games

Tommy Gun (Evans).....

Tom-Tom

Torpedo (Bally)

Treasure Island (Buckley)...

Undersea Raiders (Bally)...

Vitalizer (Exhibit).....

Voiceograph (Mutoscope)....

Western Baseball

X-Ray Poker (Scientific)

Hit and Run (National).....

Hook Bowler (Bally).....

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 venders, 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.

95.00

99.50

395.00

85.00

85.00

75.00

78.00

14.50

95.00

395.00

85.00

85.00

59.50

249.50

(Continued on page 84)

375.00 w/p

375.00w/p

375.00

95.00

395.00

85:00

85.00

200	May 5		April 28	3.000	sue of pril 21		sue of pril 14
ABC Bowler (Keeney)	\$65.00	1	\$65.00	100	OUTSUITAV (S)	2.3	North
Ace Bowler (Chicago Coin)	195.00		195.00		9.50(2) 195.00		
Baseball (Chicago Coin)				3	99.50	\$75.00	99.50
Baseball (Genco)	99.50		99.50	59.00	69.50 99.50	69.50	99.5
Baseball (Nationwide)	49.50	ř.	49.50		49.50		49.5
Bingo Roll	1,44,5		(M. 150)	5.75	49.50		17-20
Bowler (Williams)	25.00		25.00	25.00	29.50		25.0
Bowlette (Gattlieb)	50.00 69.50		40.00		42.50	69.50	75.0
	75.00(2)		1.0	Committee of the Commit	69.50	89.00	89.5
12 a	13.00.2	75.0			89.00		07.3
			A	89.50	CC - CC	100	
Bowling Alley (Chicago Coin)	55.00w/p 75.00	70.0	0 75.00	the second second second second	75.00	60.00 7	5 00/2
Bouning winty tollings comm	89.00 94.50				89.00	89.00	
143	139.50w/p		39.50w/p				50 w/
157	137.304/		39.30W/D		.50w/p		30 W/
1					125.00		
99	= 8	336	(97)				
and the Classic (Chieses Cale)	3E0 00- /-	2 1	en nn		.50w/p	8.6	£ 00/5
Bowling Classic (Chicago Coin)	150.00w/p		50.00w/p		129.50		5.00(2
	7,77,77		175.00(3)		.00w/p	162	.00 w/
	175.00(2)			175.00(2)	195.00	1/	5.00(2
	185.00			25 00	20.00	25 00	
Bowling League (Genco)	25.00 29.50				29.50	25.00	35.0
5	35.50 37.50			35.00(2)		7.1	37.5
and the state of t	39.00		39.00		39.50	** **	
Deluxe Bowler (Williams)	39.50w/p		75.00w/p		.50w/p	75.00	125.0
	69.50w/p 75.00			75.00w/p		***	
Double Bowler (Keeney)	165.00w/p		65.00w/p		149.50	210	.00 w/
	169.00 210.00		0 210.00		.00w/p	60500	
Double Shuffle Alley (United)	70.00 95.00		0 99.50	and the second s		75.00	99.5
	99.50 109.50	v	69.50w/p		109.50	0.00	109.5
•	169.50w/p	6 8			.50w/p 189.50	169	50 w/
Duck Pins (Keeney)	500				155.00	200	155.0
Flash Bowler					99.50		-
Four Player Shuffle Alley						141	
(United)	285.00	r.	285.00		- 1		
Four Player League Bowler	203.00						
(Keeney)	275.00 285.00	275.0	0 285.00			F-1	
Glider (Genco)	25.00(2) 49.50		(2) 49.50		10 50	25.00	49.5
und. 10thur	59.50		59.50		5.00(2)	25.00	59.5
	37. 30	N.	37.30	29.50	THE RESERVE OF THE PARTY OF THE		37.3
			365	27.30	47.50		

375.00



NOW AVAILABLE IN

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

Cord and Wire Co. 4723 W. MONTROSE AVE CHICAGO 41, ILL.

195.00	E 2
7	Exhibit Six ShootersWrite
	Exhibit Date Guns\$ 74.50
84.50 174.50	Athletic Strength Testers,
75.00	(3 Way Floor Model) 74.50
-3.00	1c Weighing Scales 74.50
22.50	Williams Star Series 109.50
	Gottlieb Bowlette 49.50
4	Universal 2 Player Rebound
- 1	Ace Bowler 194.50
8 1	Keeney King Pin Rebound 164.50
- 1	Bally Speed Bowler Rebound
	9 ff 184.50
₹5.00	United Shuffle Alley Rebound . 224.50
395.00 85.00	United Express Alley Rebound 194.50
85.00	United Original Alley
00.00	
	Wurlitzer 1100 374.50
0 0	Wurlitzer 1015 244.50
2 1	Brand New Williams Music Mite Write
	Rock-Ola #1422 144.50
sues as	Wurlitzer #3020 Wall Boxes. 39.50
ne firm	Wurlifzer #219 Steppers 29.50
rred is	OLSHEIN DIST. CO.
enders,	1100 Broadway Albany 4, N. Y.
ipment.	1100 broadway Albany 4, N. 1.

A STATE OF THE PARTY OF THE PAR	BALLS Champions \$284.56
Photo Finish"\$265.00 Citations 169.50	Jockey Special 79.56
ETE/E	BALLS
. FIVE	
Major	Buttons &
League\$ 39.50 Summertime 34.50	Bows\$ 89.54
South	Tampico 59.5
Pacific 109.50	Freshie 124.5
Short Stop 24.50	Ramona . 34.5
Screwball 39.50	Stardrust 34.5
Ranger 15.00	Telecard 79.5
Jamboree 34.50	Double
Wisconsin 29.50	Shuffle 84.5
Caribbean 24.50	Phoenix 34.5
Time 124.50	Robin Hood 29.5 Surf Queen 12.5
) - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -
Seeburg Shoot the E	lear Guns\$314.5
One-Third Deposit,	Balance Sight Draft
General Dis	tributing Co.
225 N. Broad Ave.,	

READY TO GO

ONE BALLS
CITATIONS\$140.00
CHAMPIONS 235.00
WINNERS Write
MUSIC
A.M.I. MODEL B\$495.00
WURLITZER MODEL 1250 525.00
WURLITZER MODEL 1015 250 00

NOVELTY AMUSEMENT 999 Main St. Hartford 3, Conn. Phone 7-8511

PENNA. CLUBS AND OPERATORS MACHINES (JENNINGS GENERAL COIN MACHINE CO.

GUARANTEED Shuffle Games ONE BALLS **BOWLING GAMES**

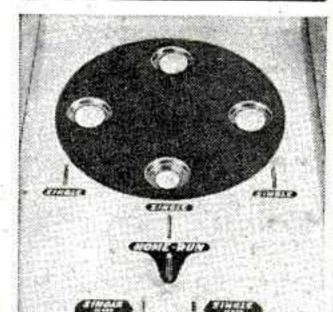
AT LOWEST PRICES

17 Bally Shuffle Bowlers 49.50 1 Universal Twin Bowler 84.50 6 United Shuffle Alley 69.50 1 United Shuffle Alley 69.50 1 United Shuffle Alleys 37.50 6 Keeney Pin Boys 89.50 2 Keeney Pin Boys 89.50 2 Keeney Pin Boys 89.50	16 Bally Shuffle Bowlers	EACH
1 Universal Twin 1 Bowler 2 United Shuffle Alley 1 Lifting pins 37.50 2 Keeney Pin Boys 1 Iffling pins 2 Keeney Pin Boys 1 Iffling pins 2 Keeney Pin Boys 2 Recens Pin Boys 2 Iffling pins 37.50 3 Rock-Ola Shuffle 47.50 47.50 47.50 47.50 47.50 47.50 47.50	lifting pins	\$85.00
Bowler 6 United Shuffle Alley 1 lifting pins 1 United Shuffle Alleys 1 plain 6 Keeney Pin Boys 1 lifting pins 2 Keeney Pin Boys 2 plain 2 Keeney Pin Boys 37.50 2 Reck-Ola Shuffle 37.50 37.50 37.50 37.50 37.50 37.50	" plain	49.50
69.50 1 United Shuffle Alleys 1 United Shuffle Alleys 1 plain 2 Keeney Pin Boys 2 Keeney Pin Boys 2 Reeney Pin Boys 2 Iffling pins 2 Keeney Ten Pins 1 lifting pins 37.50 2 Rock-Ola Shuffle 37.50 3 Rock-Ola Shuffle 3 Jungles 3 Gence Bowling	Bowler	84.50
1 United Shuffle Alleys plain 6 Keeney Pin Boys lifting pins 2 Keeney Pin Boys plain 2 Keeney Ten Pins 2 Keeney Ten Pins 2 Iffling pins 37.50 2 Rock-Ola Shuffle Lanes 6 Rock-Ola Shuffle 37.50 37.50 37.50	Volted Suntile Wiles	69.50
6 Keeney Pin Boys 1ifting pins	United Shuffle Alleys	V25235
2 Keeney Pin Boys plain 2 Keeney Ten Pins lifting pins 23 Rock-Ola Shuffle Lanes 6 Rock-Ola Shuffle 37.50 37.50 37.50	& Keeney Pin Boys	
2 Keeney Ten Pins 1ifting pins 23 Rock-Ola Shuffle Lanes 6 Rock-Ola Shuffle 37.50 37.50 37.50	7 Keeney Pin Boys	0.000000000
23 Rock-Ola Shuffle 37.50 6 Rock-Ola Shuffle 37.50 2 Gence Bowline 37.50	Plain	47.30
23 Rock-Dia Shuffle 37.50 6 Rock-Dia Shuffle 37.50 37.50	Lifting pins	64.50
6 Rock-Ola Shuffle 37.50	23 Rock-Dia Shuffle	37.50
3 Gence Bowline 97 PA	& Rock-Ola Shuffle	37.50
	7 Gence Bowling	40000000

LIFTING PINS 1/3 deposit with all orders

SICKING, INC.

America's Oldest Distributor Established 1895 401 Central Pkwy., Cincinnati 14, O.



Bases loaded. Good for 3 runs on a Home-Run hit. But a Single will score only one Run and donate 2 potential Runs to the second player. See Bally Baseball advertisement in this issue.

ARCADE EQUIPMENT

LOST LEASE

Write for our close-out price list of used Arcade Equipment before buying elsewhere.

ARROW NOVELTY CO. 210 N. Ewing Ave. St. Louis, Mo. (Phone: NEwstead 7001)

thing in COIN MACHINES!

FIRST DISTRIBUTORS is proud to announce its appointment as exclusive distributor in Illinois and Northern Indiana for Chicago

HIT PARADE

Now on display in our show room.

SHUFFLE GAMES

ALL PLAYING FIELDS RESURFACED: Keeney MATCH BOWLER CONVERSION

CONVERSIONS

SELECT-A-CARD ... \$125 SHANTY TOWN ... 115 TUMBLEWEED ... 115 DOUBLE SHUFFLE .. 95 SHARPSHOOTER ... 95

CHAMPION

ELECARD

A NEW TWIST

Jumbo plastic pin

conversions for Chi-

cago Coin BOWLING

ALLEY & Univ.

TWIN BOWLER, BIG

5¢ lite-up pins-Ter-

\$29.50

rific flash! only

with every Bloomin'

RECONDITIONED FIVE BALLS

FLOATING POWER 75 CAROLINA 69 AQUACADE 69 BIG TOP 65

BARNACLE BILL ... 65 1-2-3 RAMONA 59

RAMONA 59 SCREWBALL 55 PUDDIN' HEAD 55 STARDUST 49

DISAPPEARING PIN

CONVERSIONS

REBOUND CONVERSIONS

United SHUFFLE ALLEY

Bally SHUFFLE BOWLER

Bally SPEED BOWLER

CHOICE ... \$39.50

Univ. TWIN BOWLER

Chi. Coin BOWLING

ALLEY

Prove Popular Maritime Hypo

ST. JOHN, N. B., May 5.—With coin operated shuffle bowling now permissible in taverns under the Newfoundland provincial liquor control laws, the first installation • Continued from page 83 has been made by Don Moore. It has proved so popular other operators are installing units.

Nova Scotian operators would also like to install the games, but thus far the provincial tavern licensing commission has frowned on coin machines where beer and wine are sold by the glass.

Border Stops

Along the Maine and New Brunswick border, operators on the Main side have installed the shuffle games and they have been pulling strongly from both sides of the boundary. The bowlers also have been added to restaurants and diners and at service stations.

Don Moore has been offering a prize for the highest score per week. A sailor from a Norwegian freighter was top scorer the first week with 285.

Sets New Arcade In Atlantic City

ATLANTIC CITY, May 5.-Max Brown, of Philadelphia Coin Machine Exchange, soon will open a new arcade at 2407 Boardwalk here. New establishment, adjoining Convention Hall, will be known as the Flamingo Room.

Measuring 30 by 75 feet, the arcade will house a representative assortment of coin equipment, including a bank of 15 Bowl-o-Matics, Brown said.

Ala. Tobacco Tax

MONTGOMERY, Ala., May 5 .-According to official figures given out by State Revenue Commissioner Joseph M. Edwards, tobacco tax collections for April totaled \$564,352, compared with \$573,369 in April, 1950.

During the first seven months of the present fiscal year collections totaled \$4,301,832 compared to \$4,237,872 in the same period a year ago, an increase of \$63,960.

United TEAM HOCKEY Write

Williams STAR SERIES ... \$145 TELEQUIZ With Film 159 IRISH POKER (Pool

LAND 49
CATALINA 45
BANJO 45
SHORTSTOP 45
YANKS 45
COVER GIRL 45

RAINBOW 45 BALLY-HOO 29

E-Z-BOWL

CONVERSION

Complete rebound Conver-

sions! Make 2 games from

\$179.50 each

PREMIUMS

Absolutely LARGEST Selec

tion and Best Values, Write

today for price list.

Chicago 22, Illinois Dickens 2-0500

each shuffleboard.

FILM CAVALCADE ... 475 DEW-WA-DITTY ... 549
FLOATING POWER .. 75 SUMMERTIME ... 49
CAROLINA 69 ALICE IN WONDER-

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

		lay 5		Issue of		Issue of		Issue (
King Pin (Keeney)	99.50			pril 28 145.00		April 21		April 1
		145.00	123.00	145.00		165.00	125.00	165.0
League Bowler (Keeney)		.00(2)	26	35.00(2)		275.00	275.00	200 0
CONCINCTION CONC			-	13.00127		5.00w/p		5.00 w/
Lite Up Pins (Chicago Coin).		65.00				,.oum/p	203	w/
Lucky Strike (Keeney)	89.50 89.	50w/p	- 84	9.50w/p	89	9.50w/p	89.50	109.5
Pin Boy (Keeney)				35.00		29.50	25.00	
	45.00w/p		47.50				47.50	
	85.00 89.	50w/p	89	.50 w/p		9.50w/p	00161544	85.0
CANACT VARIABLE IN CANACT CONTROL OF THE CAN				Unic		10191	89	9.50 w/
Pin Lite (Chicago Coin)	25.76							5.00 w/
Shuffle Alley (United)		29.50	25.00		25.00	29.50		20.0
() m ⁻¹	37.50		37.50			34.50	25.00	37.5
**		.50(2)		45.00	37.50	100	39.50	Company of the Compan
	50.00 59.		50.00 59		49.50			49.50(2
	69.50			9.50w/p	69.50 69			.50 w/
7	14.	50w/p	79.50w/	89.50		0(2)w/p		.00 w/
		•				89.50		.50 w/
						.50w/p		0.00 w/
Shuffle Alley Express (United)	79.50	99 50	70.50	00.50		7.50w/p		.50 w/
The same of the same of the same of	125.00		79,50	99.50		99.50		104.5
- u.S. N	125.00	.07,50	125.00	149.00	104.50		11	15.00(2
Wante and the same of the same					119.50(2)		-	219.5
Shuffle Baseball			737 55	32	11/	219.50		
(Chicago Coin)	75.00 75.	00w/n	75.00 75	100-	60 FA 7	E 00171		75.00
Shuffle Bowler (Bally)	49.50		49.50		59.50 7 35.00	39.50	49.00	
WARRIED TO THE PROPERTY OF THE PARTY OF THE	85.00 85.		85.00 85		35.00	49.00	54.50	
19 19 19 19 19 19 19 19 19 19 19 19 19 1		39.00	49.00		49.50(2)		34.50	75.0
	A 1 TO 1 T	49.00	47.00	35.00	59.50 7	. 1	DC	.00 w/s
THE STATE OF		100076		33.00		.00w/p		
Shuffle Champs (Bally)	- 1	59.50		159.50	. 63	179.50		
Shuffle Jungle (Rock-Ola)	37.50	55.00	37.50		37.50	59.00	37.50	59.00
Shuffle Lane (Rock-Ola)	29.50(2)	37.50	35.00	37.50	29.50	37.50		37.50
Shuffle Pool (Nationwide)		49.50	7 00000	49.50	111111111111111111111111111111111111111	49.50	-0.	49.50
Shuffle Skill (United)		59.50		59.50		59.50		59.50
Shuffle Slugger (United)	2	15.00		215.00		179.00		
Shuffle Ten Strike (Evans)		111-550001		0.000		165.00		
Single Shuffle Alley	655	SECTION AND ADDRESS OF THE PERSON ADDRESS OF THE PERSON AND ADDRESS OF THE PERSON AND ADDRESS OF						
Rebound (United)		99.50	100	199.50	169.50			209.50
Skee Alley (United)	189.50 1		199.50	225.00	189.50			224.50
Speed Boules (Bally)		.00(2)	2			225.00		
Speed Bowler (Bally)		00w/p		9.50(2)	75.00w/p			109.50
1.84	125.00 1	.50(2)		139.50		99.50	125.00	139.50
10		89.50		.00w/p	109.50			
Strike (Exhibit)		89.50		.00w/p		139.50	75.00	90 57
		99.50	75.00w/p	125.00	49.50 75		13.00	89.50 99.50
Super Shuffle (United)		49.50		59.50	89.50 34.50	99.50	59.00	1202.000
		59.50	27.00	69.50	59.50	59.00 69.50		.00 w/s
		69.50	130	.50w/p		.50w/p		.00 w/s
5 N.G.		50w/p		.00w/p	201	JUNIE	139	.50 w/s
Super Twin Bowler (Universal)		.00(2)		5.00(2)		145.00 -	8884	145.00
	160.0	00w/p	175.00			.00w/p	145	.00 w/p
	175.00 1	79.50	22.8377	DAY (8=0	7.00	149.00	149.00	
					150.00			
	774558A08555				to the same of the	250.00		
Ten Pins (Keeney)	49.50 64.5	50w/p	64	.50w/p	29.50		64	.50 w/p
× 20					64.50w/p	89.50	0.00	89.50
Combu Baul (Chicago Cala)						99.00		
Frophy Bowl (Chicago Coin)		00w/p		.00w/p	185.00	195.00	185.00	195.00
11 22 P. 123		85.00		185.00	almost street	209.50		209.50
(Win Bowler (Universal)		00(2)		5.00(2)				43.73 1
will bowier tonitersair	75.00		75.00	84.50		84.50	75.00	84.50
	95.00 95.0		89.00	95.00	89.00	89.50	89.00	95.00
		65.00			95.00		169.	.50 w/o
Twin Bowling Alley			HI WI		169	.50w/p		
(Chg. Coin)	(3)	70.00						
win Shuffle Alley Rebound.		0.00					*	
(United)	2	35.00		235.00		00-	0.555	
PARKETE DESCRIPTIONS SEEDS	245.0			.00w/p		.00w/p 269.50		00 w/p
		49.50		249.50	10	207.50		269.50
(win Shuffle (Williams)	25.00		- 1	25.00	25.00	29.50	25.00	89.50
						49.50	2.00	07.30
51 II. (a)								
Two Player Shuffle Alley	1 55							
Two Player Shuffle Alley Express (United)	15 SEC		in g	209.50				

Late Spring Buying Spurt

Continued from page 70

five-ball idea; Keeney's Big | lull the first few weeks in April. Genco and Universal next week.

Good Crop

Operators thru the Midwest, who have the new pieces on locations, pointed out they first ordered on a cautious basis, hoping to find out thru player reaction which one or two might be obvious standouts with the playing fraternity. It then became clear that the different type playfields were drawing big followings virtually everywhere and led to the opening of some new spots. Thus reorders have been consistently heavy. Some operators pointed out they were pleased by the variety of the new models. There is a better chance players will not tire of the games as quickly as if all games had either a straight five-ball pat-

tern, straight shuffle idea, etc.

League Bowler, a four-player shuf- Some of this surge, operators fle bowling game; Natco's Bowl- claim, was caused by the NPA reo-Matic, an 18-foot automatic strictive orders which could halt bowling alley made for Natco by new ouput at almost any time. Tho Universal under contract, and new there has been a generous supply games to be introduced by both of equipment available in the coin machine field, as in the major appliance and automobile businesses this spring, trade observers in each of these fields described the condition temporary and predicted the real scramble for such merchandise is still just ahead.

Dad's Adds Seven New **Bottler Franchises**

CHICAGO, May 5.-Dad's Root Beer Company announced the signing this week of seven new franchises for the bottling of its drink. The new outlets are: Seven-Up Company, Deming, N.

M.; Tru-Ade Bottling Company, Fort Worth; Grapette Bottling Company, Kingston, O.; B & B As indicated in The Billboard's Bottling Company, Port Angeles, current index of advertised used Wash.; Sunset Bottling Company, machine prices, late model pieces Seattle; Rex Bottling Company, have again come in for stepped-up Visalia, Calif., and Wabeno Botactivity following a comparative tling Works, Wabeno, Wis.

Hold 2d Wis.

WAUSAU, Wis., May 5.—The 2 annual Wisconsin Cushion Shuffle board State Championship Tourna ment will be held tomorrow (f under the auspices of the Norther Shuffleboard Leagues at the Eagle Club Auditorium here. Due Wright and Mickey Green are co directors of the event which being managed by Ken W. Poulser There will be divisions for me and women teams.

Wright and Green said registra tions were far ahead of the 195 meet. Many of the teams partici pating in the tourney also ar slated for action in the U.S. Tear Championship meet in Madiso May 25-28.

The State meet will run from noon thru midnight. Last year champions, Chatterbox (men) an Orange Tavern (women), bot Wausau, will defend their titles.

Life Savers Expands, Reports Record Biz

PORT CHESTER, N. Y., May Life Savers Corporatio chalked up a record net profit of \$2,662,334 for 1950. Firm's pre vious year's earnings totaled \$2, 025,152. Officials reported sale for the two years were \$16,545, 883 (1950) and \$15,060,075 (1949

A new plant, now being con structed in Ontario, is schedule to be in operation by June, an it was reported the manufactur and sale of Life Savers in Medi terranean countries is to be under taken by one of the leading con fectionery firms in Italy. It wa also announced that a similar op eration to firm's plant in Mexico (making Life Savers under the name 'Salvavidas') is set for Vene

1896 Invoice Oldest Yet in Chase Contest

ST. LOUIS, May 5. - Chase Candy Company reports the lead ing contender in its "oldest invoice contest has submitted one dated April 10, 1896, covering the pur chase of several pails of jelly beans The beans, ordered from G. W Chase & Son, St. Joseph, Mo., were sold at 9 cents a pound. The company is offering a \$75

prize for the distributor or retailer who can produce the oldest invoice

Spokane Biz Report

SPOKANE, May 5.-L. J. Osier candy, nut and gum machine op reports a drop in sales for the first time since 1940. Receipts are down 15 to 20 per cent in some of the poorer locations, he said. In the last six weeks, Osier lost nine locations from closings. They were mostly service stations and bicycle and other repair shops. Some closed so suddenly he didn't have time to move out his equipment Some lines are doing considerably more business than last year, he has observed. These include feed stores and plumbing shops. Taverns have about the same amount of business as a year ago. Vending machine receipts are holding up well at such locations.

Add Changer

EVANSTON, Ill., May 5 .- Adding a service coin changer to a parking meter installation is a new wrinkle to solve the space-but-nocoin problem of motorists here. The traffic department of the police unit installed a Vendo changer in a special housing at the entrance to the city's municipal parking lot. Results: More jitneys in the lot's parking meters and a sharp drop in the number of pennies.

EX. SHORT STOP UN. MANHATTAN C.C. 2 CATALINA C.C. BERMUDA GOT. HUM. DUMPTY WM. YANKS	\$25.00
EX. BUILD UP EX. BANJO EX. JAMBOREE UN. SHOWBOAT UN. PARADISE GOT. ROBIN HOOD GOT. ALICE WONDERLAND WM. SARATOGA	\$35.00
and the second s	(0. HA, NEB.

EXTRA CLEAN

WURLITZERS

1017's 225.00 Guaranteed A-1. Send V3 deposit. BRUCE MUSIC CO.

Williamsburg, Ky.

Save at Least Part of Each Week's Earnings-Buy U. S. Savings Stamps and Bonds

DSA Official Cites Shuffle Biz Progress

DETROIT, May 5.—The current times demand an intelligent and active attention to business problems and operation on the part of shuffleboard men, Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, said this

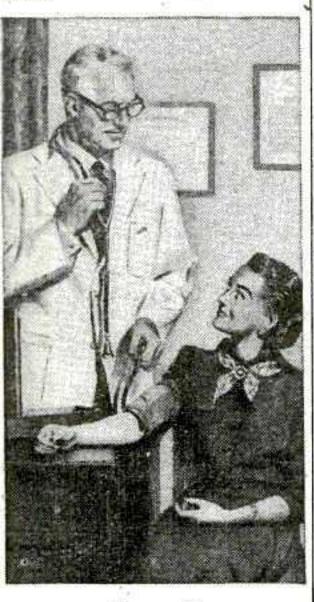
"Present conditions are bringing new problems. They should have the careful study and thoughtful consideration of a group such as ours whose decisions should be unselfish and unprejudiced," he

Chlopan pointed to the completion of the first year of operation of the DSA, and noted that it had achieved definite prestige, established by "the wise and energetic leadership of our officers and the loyal and enthusiastic co-operation of our members."

Bow Stiff Fla. Coin Tax Bills

TALLAHASSEE, Fla., May 5.-Florida dealers in coin-operated machines would be subject to an annual license fee of \$2,000 under the provisions of a bill introduced in the State House of Representatives here last week. In addition, there would be an annual per machine tax on equipment "leased, rented, stored, distributed or consigned and not sold."

Another bill introduced in the House would up the tax on venders in business establishments from \$2 to \$5 and lift the tax on penny operated machines from 50 cents to \$1.



through IMPROVED SERVICES that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

AMERICAN CANCER SOCIETY



Calendar for Coinmen

May 8—Automatic Phonograph Owners' Association (APOA). monthly meeting, Sheraton-Gibson Hotel, Cincinnati,

May 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

May 8, 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

May 9, 23-Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence. May 10, 24—Connecticut State Coin Association, Inc. (CSCA),

semi-monthly meeting, Hotel Bond, Hartford.

May 10-Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

May 10-Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting. Maccabees Building,

May 15-Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restau-

May 15 - National Automatic Merchandising Association (NAMA), board of directors spring meeting, Emerson Hotel. Baltimore. May 15 - Music Operators' Association of Indiana, Inc.

(MOAI), semi-monthly meeting, Indianapolis Athletic Club. Indianapolis.

May 16-NAMA Region III meeting, Emerson Hotel, Balti-

May 16-Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y. May 24-California Music Guild (CMG), Northern Division,

monthly meeting, Hotel Sacramento, Sacramento.

May 28-Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill. May 29-Western Vending Machine Operators' Association

(WVMOA), monthly meeting, Los Angeles. May 29 - Automatic Music Operators' Association, Inc.

(AMOA), monthly meeting, Park Sheraton Hotel, New York. May 31 - Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting. Detroit-Leland Hotel,

June 3-7—National Confectioners' Association (NCA), annual convention, exhibit, Stevens Hotel, Chicago.

June 4,-Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

June 6-9-National Candy Wholesalers' Association, Inc. (NCWA), annual convention, exhibit, Palmer House, Chicago.

June 6-Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston.

June 7-Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.

June 7-Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

July 8-10-South Dakota Phonograph Association (SDPA). quarterly meeting, Sioux Falls, S. D.

Legislative Round-Up

· Continued from page 70

ceipts tax on their operations of federal law. all types of coin-operated machines including merchandise venders and phonographs. This law was originally introduced in the Senate, was approved the end of March.

MASSACHUSETTS: House Bill 2440, which closely resembles the wordage of the federal anti-slot machine law, passed the House and was referred to the Senate Ways and Means Committee. The bill would prohibit the manufacture, transportation, sale, repairing, possession or use of gambling devices. The bill also de-fines gambling devices in the language used in the federal law.

If House Bill 2304 passes (it has already passed the House and is now in the Senate) all coin machines would have to meet the approval of the director of standards before they could be operated. Bill applies to all types of coin-operated equipment, ex-empts only pay telephones and electric meters.

Kill Bill

MICHIGAN: A broad tax proposal (House 382) to license jukes and games at \$40 annually, considered discriminatory by ops, was killed by the House Taxation Committee.

Michigan also is on the way to enacting one of those serial number bills. One (House 437), provides stiff penalties for defacing or removing the serial numbers from motors, household appliances or mechanical devices. The bill is not clearly applicable to coin machines, but might very well cover all types of machines. Distributors generally appear to favor such legislation since it places a hurdle for jobbers and distributors who sell outside their territories.

MINNESOTA: Cities and towns here may now regulate or prohibit the operation of juke boxes and amusement games. The Legislature has given them the power to act in such matters (see separate story).

ere considering legislation simi- lawed under the law.

amusement games and on ciga-|lar to the federal anti-slot law rette vending machines. Two which would make it illegal to such bills were reported favor-ably (Senate 389 and Senate 391). port gambling devices. A gamkansas: Operators are now bling device is defined in lanpaying the 2 per cent gross re- guage similar to that used in the

\$\$ for G.I.'s

The Legislature also is proposing a G.I. bonus. It calls foramong other items-a \$5 annual tax on juke boxes and games as well as manual and coin-operated shuffleboards.

OHIO: No word at press-time on Senate action on House 115the broad bill which would prohibit possession or exhibition of what the bill calls "gambling equipment." The bill has already passed the House. Operators are concerned over the bill's broad language which might cover amusement games.

OKLAHOMA: The proposal to allow free plays in Oklahoma was killed in the Senate. The bill earlier passed the House.

TEXAS: The State has enacted a law defining a slot machine and prohibiting their manufacture, ownership, storage, possession, sale or rental. The bill (House 326) passed the Senate Wednesday (2).

Definition

The new Texas law defines a slot machine as "any so-called slot machine or any other machine or mechanical device, by whatsoever name known, an essential part of which is a drum or reel with insignia thereon, and (1) which when operated may deliver, as the result of the application of an element of chance, any money, or property, or other valuable thing, or (2) by the operation of which a person may be entitled to receive, as the result of the application of an element of chance, any money or property or other valuable thing; or any machine or mechanical device designed and manufactured or adapted to operate by means of the insertion of a coin, token, or other object and designed, manufactured or adapted so that when operated it may deliver, as the result of an application of an element of chance, any money or property."

Subassemblies and parts intend-MISSOURI: House and Senate ed for such machines are also outWorld Wide Your Exclusive Distributor for EXHIBIT, WILLIAMS, KEENEY, ROCK-OLA

For every Shuffleboard. Ask the LEAGUE MATCH BOWLER for 12-ft. board 4 WAY BOWLER

for longer boards Fully Automatic—Hi Score -Jumbo Pins **Automatic Puck Return** Action-Scores All Split Shots.

Keeney's **BIG LEAGUE** BOWLER

1-2-3 or 4 players! Features 8" jumbo lite-up pins. Super deluxe cabinet. See it! Order now for BIC PLAY!

Reconditioned

Lot #1 United SHUFFLE ALLEY Gence BOWLING LEAGUE

Williams BOWLER Genco GLIDER Keeney PIN BOY

 \sim

525 each

Lot \$2 Bally SPEED BOWLER® Chi. COIN BOWLING ALLEY Exhibit STRIKE® Williams DELUXE

SHUFFLE GAMES

BOWLER* Chi. Coin SHUFFLE BASEBALL

with Fly-Away Pins.

Bally HOOK BOWLER\$375 Keeney LEAGUE BOWLER 285 United TWIN SHUFFLE ALLEY REBOUND 245 Keeney DOUBLE BOWLER 210 Chic. Coin ACE BOWLER 195 Chic. Coin BOWLING

Guaranteed

CLASSIC 185 Universal SUPER TWIN BOWLER 175

Keeney KING PIN 145 Bally SHUFFLE BOWLER 85 Univ. HIGH SCORE BOWLER (New)Write

Famous WILLIAMS Games Williams

Williams MUSIC MITE

Musical treat just for your entertaining spot. See ithear it - buy it! Se or 5-10-25¢ Coin Chute.

Champion\$275 Citation 175 Turf King

(New) Write Gold Cup 135 Special Entry . 95 Jockey Special . 95

Universal

Photo Finish .. 250 Winner (New) Write

MISCELLANEOUS

EQUIPMENT

Exhibit DALE GUNS 95

Mutoscope SKY FIGHTER 95

Genco ADVANCE ROLL 35

Exciting, all new Ball Game, 5-10-25c single entry chute, slugproof. Scores runs, hits—all the thrills of baseball! A sure-fire winner!

Williams DOUBLE HEADER

A hit with any crowd, Brand new in original crates, limited quantity, \$175

ONE BALLS

GUN PATROL

EXHIBIT GAMES SIX SHOOTER Exciting pistol target

5-10-25¢ Coin Chute. Easily converted for any of above type of plays.

ern" flavor. A terrific profit maker. Write! Baker KICKER and

CATCHER

Gottlieb HAPPY GO LUCKY Genco HITS & RUNS WIIIIams CONTROL Genco TRI SCORE Late Used Pin Games— Write for prices.

NEW PIN GAMES

Counter Model! NEW! Action packed game le play. \$33

shooting. Real "West-

Rock-Ola '50-'51 ROCKET PHONO





Bally



TURF KINGS

WRITE FOR PRICES ON CITATIONS, PHOTO FINISHES AND CHAMPIONS.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

Finest Selection in the Nation

PIN BALLS

Reconditioned — Ready for Location

WRITE FOR LIST AND PRICES

We Have Satisfied Customers All Over the World

INTERNATIONAL AMUSEMENT CO. 5 PARKHURST STREET . NEWARK 2, NEW JERSEY

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

Exceptional Values

Peter Paul Earnings

NAUGATUCK, Conn., May 5 .-Peter Paul, Inc., reported earnings of \$3 per share and a dividend of \$2 per share for 1950, plus a declaration of a regular quarterly dividend of 50 cents payable June 9 to stockholders of record May 12.



SHUFFLEBOARDS INTO 2 GAMES

\$**179**:50

Each F. O. B. CHICAGO

PROMPT DELIVERY

Terms: 1/3 deposit with order, balance C. O. D.

Check these features

- ★ Easy Installation.
- * SPEED! 45 seconds play.
- ★ Rebound Action-Fast! Silent!
- * Automatic Stop and Go feature that tells when puck can be played.
- ★ Simplified easy-to-service mechanism.

MARYEL MANUFACTURING CO.

Phone: Dickens 2-2424

YOUR RELIABLE DISTRIBUTOR RECONDITIONED Universal WinnerWrite CHICAGO COIN PISTOL\$159.50 EXH. DALE GUNS, latest Universal Photo Finish . . . \$275.00 triple switch model 129.50 Champion 275.00 BALLY CARNIVAL 89.50 KEENEY ELECTRIC CIGA-RETTE VENDOR 259.50 Jockey Special 109.50 MILLS CONSTELLATIONS— WURLITZER 1015's Special Entry GENCO - WILLIAMS - CHICAGO COIN - NEW KEENEY ELECTRIC CIGARETTE VENDORS NEW EQUIPMENT Terms: 1/3 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment Cigarette Vending Machines, Coin Counters and Changers. TELEPHONE: CApitol 7-8244 4135-43 ARMITAGE AVENUE . CHICAGO 39, ILLINOIS

Super World Control Tower Reconditioned! Refinished! Series Happy Go Lucky **GUARANTEED!** Double Header Hit and Run SEEBURC 146\$275.00 United 5-Player SEEBURG 147 295.00 SEEBURG 148, BLONDE 395.00 Tri Score Keeney Conver-**Gun Patrol** sions SEEBURG 146, HIDEAWAY 245.00 A.M.I. MODEL "A" 425.00 SEEBURG W.O.M. W4-L56 . . \$65.00 WURLITZER 1015 275.00 WURLITZER W.O.M. 3020 . . 55.00 WURLITZER 1100 450.00 Complete Stock of Reconditioned Games . . . PRICED RIGHT! Phone: ARmitage 6-5005

"Central Ohio Coin Quality Buys"

NEW PIN GAMES Chi. Coin—Playball Gottlieb—Minstrel Man

Genco-Tri-Score Chi. Coin-Thing

PHONOGRAPHS

SHUFFLE LLEYS--USED United Orig. Alley United Orig. W/Dis. Pins Genco Bowling League Keeney Ten Pins Chi. Coin Bowling Alley Chi. Coin Baseball **Gottlieb Bowlettes**

Genco Glider Keeney Pin Boy

MUSIC 1015 Wurlitzer 1422 Rock-Ola

IMMEDIATE DELIVERY

New

ELECTRIC OVERHEAD SCOREBOARDS KEENEY-GENCO UNIVERSAL WINNERS TURF KINGS

NEW GAMES—

Used CITATIONS CHAMPIONS

ARCADE Exhibit Gun Patrol Exhibit Dale Gun Exhibit Six Shooter Mutoscope Photomatic 18 Ft., 20 Ft. & 22 Ft. Maple Top Shuffleboards United Team

Seeburg

BEAR GUN

Like New

\$369.50

Hockey Williams Flying Bally Heavy Hitter

WRITE, WIRE or PHONE for PRICES—Adams 7254

Coinmen You Know

Los Angeles

George Cates, of Coral Records, and Joe Perry, of Decca, visited coin row to meet dealers and operators. . . . Kenny Wolf, of Wolf Music Company in San Diego, reported on the sick list. He has been under a doctor's care for several months. His brother, Bill, tion kept employees at Liebermade a business trip to Los Angeles recently. He expects to Phyllis Ryan, of the company's leave soon for Detroit and will record department, a week ago visit in Chicago. . . . E. E. Peterson, San Diego music operator, in with the Coast Guard at Duluth, the city on business.

Coleman C. Wilcox, San Fernando Valley music operator, has moved his family from Missouri to Wally Jones, the company's old-California. He expects to purchase est employee—he has been in the a house in the Valley before long. service department 15 years—saw tured on "Peter Potter's Party" on television recently. They included Ray Powers and Rusty Jones, of from a vacation at Biloxi, Miss. Rusty's Music; Bill Leuenhagen and Jimmy Marshall, of Glendale.

Jimmy Hume, of Desert Music Company in Palm Springs, in the city on business. He plans to go to Lake Tahoe to open the North Shore Club there June 15. The club is undergoing remodeling and improvements for the big season.

The many friends of S. L. Griffin, of Valley Coin Machine Company in Pomona, wish his mother a speedy recovery following a recent operation. . . . John Huntsman, former Los Angeles operator, has purchased a route in Porterville, Calif. . . . Ray Brandenberg, who operates in the Brea and Fullerton sections, is dividing his time between his route and his time between his route and the cafe business.

Stewart Metz, member of S. & A. Novelty Company in San Bernardino, made one of his infrerecovered from a recent attack Interior. of influenza but is still undergoing treatment. It seems that the virus settled in his ear and has been giving him quite a bit of trouble.

Charles Cahoone, Long Beach operator, is back from a business trip to Redlands. . . Ivan Wilcox, of Visalia, in town looking around for equipment. . . . Long Beach was represented on coin row recently by Melba and Orville Kindig and M. S. (Tillie) Philadelphia Tillitson.

Leo Barnes and O. R. Watson, of the Fairmount Pary Merry-Go-Round and Amusements in Riverside, in the city looking for equipment for the arcade they plan to install in their park there. While ed for a second term as presihere, they picked up records for the Merry-Go-Round.

Happy Clark, Los Angeles operator, moving up his record buy-ing day from Wednesday to Tuesday. . . . Tigerman & LaMeskin, of Chicago, leased the arcade at the William (Hopalong Cassidy) Boyd park, Hoppy Land, in Venice. . . Sportland on the Ocean Park Amusement Pier is getting set for the summer. Joe Rose is still there, having succeeded the late Barney Fishman.

Twin Cities

Distributors and jobbers report business has taken a slump in recent weeks, in line with general last week listing William Helrieeconomic conditions. What may be necessary to pull the industry Sarah C. Helriegel as owners of out of the doldrums as yet escapes those close to it, with the result that coinmen have the "bad business blues."

Harold Lieberman, head of Lieberman Music Company, Minneapolis, and his wife, Adele, are touring Europe and word received by Jonas Bessler, in charge of the business during the boss' absence, is that they're having a fine time. Their itinerary includes England, France, Belgium, Holland, Italy the Aqua Record Company, a new and three weeks in Israel before local label to specialize in string returning home in mid-June.

Ed (Mildred) Birkemeyer, Litch- trip. field, Minn., operator associated with her husband, over the recent death of her father. The death of Frank Kolar, operator of Kol-R Sales Company, Minneapolis, plies, has given its frozen cof-

music and vending machine route Leigh, the "Broadway sign king," is being cared for by Delia Han- who went into the frozen food son. . . . Word from Matt Engel. business with frozen orange juice fair in recent weeks.

Two weddings and a confirmaman busy in recent weeks. Pittsburgh married Dana Smith, stationed Minn. . . . Bob Bretz, for 10 years a service man with the firm, gave his daughter, Lorraine, in mar-riage in a ceremony recently. . . Several operators were fea- his son, Allan, confirmed last Sunday. . . . Vera Foster, head of the record department, returned

Washington

The recently reactivated Washington Coin Machine Association will probably hold its meetings the first Monday of the month. Locale of meetings is undetermined so far.

Hirsh de La Viez, of Hirsh Coin Company, visited New York recently on a combination business trip and vacation. The firm's newly organized profit-sharing ton, Pa club for regular employees, who now number 25, is called the Kitty-Mazuma Club. The "Kitty" portion stems from the fact employees kick in with weekly dues butions, percentages of profits from servicing machines, and the employee-members divvy the

Bayne E. Phipps, head of Spaquent trips to Los Angeles re- carb, of Washington, has been cently. . . . Dick Harrison, of the written up in local newspapers. GI Novelty Company in Fontana, Phipps also made the Miami in town looking over the show- dailies, the result of having done rooms to see what's new. . . . well on a recent deep-sea fishing Clyde Denlinger, of Balboa, in trip off Florida and the British town and getting ready for the West Indies (Bahamas). With him summer season in that resort area. on the two-week jaunt was Ray ful the building will be com-. . . Bill Bradley, of Covina, has Edwards, of the Department of pleted by June 1.

> C. C. Coley, head of Northwestern Music Company, and Robert Cunningham, owner of the Service Music Company, have joined in the operation of their businesses. Cunningham commented on the juke box play controversy by stating that he would like to see dime prices, but so far had no plans for instituting any increases.

The vending machines that sell

insurance policies at the International Airport are now accommodating passengers on chartered, unscheduled and foreign flights. . . . Former State Sen. Harry Shapiro has been re-electdent of the Bowman Gum Corporation, which makes Blony bubble gum. . . . Electro Pitch Company franchising its electropitch automatic baseball pitching machines which provides the player with all the thrills of fac-land to Philadelphia as district manager for Nedicks Orange Drink. He will be in charge of sales in the Philadelphia area.

Keystone Panoram Company continues in the Helriegel family, with the certificate for authority to conduct the business under that name filed with the courts gel Jr., William Helriegel 3d, and the amusement and vending machines business.

Jack Beresin, head of the Berlo Vending Company and newly elected - president of the ABC Vending Company, was ap-pointed by Mayor Bernard Samuel to the Volunteer Emergency Stabilization Co-operation Committee to work with the Regional Price Stabilization Board. . Leonard Rosen has formed

band music waxings. . . . David Yaffe, of Y and Y Popcorn Supply Condolences are going to Mrs. Company, back from a business

came as a sudden shock. His fee line in New York to Douglas Mayflower Music Company, St. as his first product and now adds Paul, is that business has been frozen coffee to his line. Leigh also operates the advertising blimps over this city in the warm weather months.

Dan (McGrew) Casciotta, mechanic with Larry and Al Durora, Schenley Vending, is leaving for the army. . . . Al Klodel is working right along since son Carl went into the mavy medical corps. Al says Carl hopes to be home soon from Bethesda Naval Hospital.

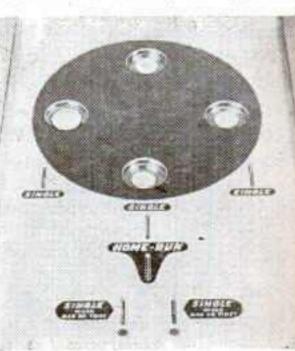
Sydney Weinstein, partner, Sidmore Vending Company, reports biz is on an upswing with better weather. . . . Herbert Cohen, Confection Specialties Company, reports his truck operation doing all right. . . . Harry Rosenthal, Banner Specialty Company, believes the solution to dime play in this area is for all ops to get together and try it.

Raymond W. Watts, branch manager, Mills Automatic Merchandising Corporation, who came here from Scranton, now has a territory from Coraopolis to Tarentum to Greensburg to Washing-

Howard Begelman, of the Bloomfield district, is active in boys' work. . . . William Calig. Hazlewood, Pa., was in town with his new car. . . . George Siegel, of S & S Service Company, Millvale, Pa., reports business looking good. Also Harry Murray, of McKeesport. . . . Samuel Sgroe, of Nu-Mine, Pa., besides his route, operates the school bus line and a number of dump trucks.

After long delays, including inclement weather, the roof of Pittsburgh Coin Machine Exchange has been finished, and floor of the building is to be poured. Exchange execs are hope-

James Masserio, operator in Bethel Township and head of Continental Coin Machine, has a



Man on third-base. Hit a Single of Home-Run roll-over, and a Run is scored. See Bally Baseball advertisement in this issue.



Write for Catalog-120 Illustrations.

10 Coin Operated Bowl-O Machines at a big sacrifice or open for a deal.

S. GOLDAE, Lawyer Telephone: Portchester 5-3746 or Endicott 2-6909

COIN OPERATED L. & N. MUSIC CO.

SPECIAL! Brand New Closeout Greatest 5-ball free play game ever made! Exclusive in Illinois and Michigan. A-B-C now in stock—Order your first sample NOW. WILLIAMS DOUBLE HEADER SHUFFLE GAMES ONE BALLS Turf King WRITE Winner WRITE Champion \$275.00 UNIVERSAL DE LUXE TWIN BOWLER......\$259.50 UNIV. BOWL-O-MATIC, 18' | UNIVERSAL HIGH SCORE Photo Finish 225.00 UNITED S-PLAYER, S.A. UNITED DOUBLE S.A. REBOUND, true bowline SKEE ALLEY\$259.50 BALLY HOOK BOWLER CITATION 149.50 Gold Cup 109.50 Jockey Special 79.50 Special Entry 64,50 Victory Special 54,50 RECONDITIONED 5 BALLS Chi Coin Thing Gott. Happy-Go-Lucky Wms. Control Tower Genco Stop & Go Genco Tri Score Chi Play Ball RECONDITIONED CHICOIN BOWLING ALLEY 94.50 With Disappearing Pin Conversion 139.50 CHICOIN BOWLING CLASSIC 159.50 CHICOIN TROPHY BOWL 175.00 BALLY SHUFFLE BOWLER, 9½ 54.50 BALLY SPEED BOWLER, 9½ 79.50 NATION-WIDE SHUFFLE POOL 49.50 GOTTLIEB BOWLETTE, 63" 69.50 Four Horsemen\$159.50 De-Icer 159.50 Georgia 154.50 Pin Bowler 154.50 Harvest Time 149.50 Fighting Irish 149.50 Oasis 149.50 Playland 144.50 Arizona 134.50 UNITED SHUFFLE ALLEY EXPRESS, 8' or 91/2'.. 79.50 Canasta 129.50 ROCKET 139.50 Brand New, in Original Crates! King Arthur 129.50 \$99.50 Keeney Pin Boys Keeney A-B-C Bowlers Keeney King Pins Williams DeLuxe Bowlers College Daze 124.5 Shantytown 119,50 South Pacific 119,50 Boston 114.50 ONE BALLS CONVERSIONS Selectacard Disappearing Pin Conversions UNIV. TWIN BOWLER CHI BOWLING ALLEY Universal Winner Bally Turf King Bally Grandstand Tahiti 109.50 Oklahoma 109.50 Double Shuffle 99.50 Rebound Conversion for UNITED SHUFFLE ALLEY 39.50 BAL. SHUFFLE BOWLER 39.50 DIGGERS Buttons & Bows Aquacade Hollycrane, New \$795.00 Disappearing Pin Conversions for UNITED, BALLY and GENCO Lucky Inning St. Louis SHUFFLE GAMES 59.50 UNITED'S Dis. Pin. Conv. for Hollycrane. 395.00 Buckley DeLuxe .. 119.50 Shuffle Alley, used 34.50 Buckley Treas. Sharpshooter Telecard Island ... 99.50 Muto, Crane 119.50 ARCADE Exh. Rotary Mdsr. ... 175.00 Big Top New or Reb. MIDGET MOVIES Write 3 Feathers CHICOIN MGT. SKEE BALL. \$195.00 VENDERS Super Hockey WMS.-STAR SERIES 169.50 BLACK GOLD SMOKESHOP 612 CUSTOM \$229.50 ROYAL 219.50 REGAL 209.50 BALLY BIG INNING 185.00 MUTO, PANORAM 179.50 Harvest Moon 69.5 Floating Power TARGET MASTER PISTOL RAY GUN, Brand New 109.50 TELEQUIZ, With Film 149.50 WMS. ALL STARS 109.50 JACK RABBIT 109.50 Buccaneer Temptation Acorn Vendor, Gondola 1¢ or 5¢ .\$14.50 Barnacle Bill Acorn 5¢ Charm Grand Award CHICOIN GOALEE Atlas Se Ban-Sally tam Frantz Scale 115.00 Serenade TARGET MASTER EXH. SHUFFLE BOWL, Conversion for Shuffleboards Magic Silver King 13.95 S.K. Hot Nut 29.95 N. W. 49 . 17.35 Rainbow Blue Skies Ramona Merry Widow Dual Nut ... 39.50 EXHIBIT DALE GUN..... Moon Glow MERCURY 13-Way Ath. Scale Tab Gum ... 25.95 33 Ball Gum 7.50 Advance 21-F 29.50 Humpty Dumpty POKER AND JOKER CHICKEN SAM Trinidad Mardi Gras Uneeda-Pak, Sunny LASH HOCKEY 15 Col. ... 79.50 BAL HEAVY HITTER & STD. UN SHUFFLE SKILL KEENEY TEXAS LEAGUER. Stormy Freshway Rondeevoo Refrig. Sandwich Write Yanks CHICOIN BANGO MONTERREY ABT CHALLENGER Star Dust Constellation GOTT, 3-WAY GRIPPER UN TEAM HOCKEY, New Band-Box AMI Model C Summertime KICKER & CATCHER, New .. 32.50 Bermuda Tennessee Wurlitzer HIT-A-HOMER, New 24.50 EXH. SIX SHOOTER, New ...WRITE EXH. GUN PATROL, New ...WRITE 1015 \$275.00 Wurl, 1017 Hideaway 259.50 Morocco Catalina Trade Winds ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

MILWAUKEE AVE. . Press EVERGLACY 4-2000 . CHICAGO 22. ILL MONEY-TIME-LABOR AND

A LONDON QUALITY GAME VALUE! TRY LONDON FOR A REAL GOOD BUY!

GRIEF WHEN YOU CHOOSE

PHONOGRAPHS—ACCESSORIES SEEBURG COLONEL S69.50
SEEBURG 8200, 8800, 9800 69.50
SEEBURG WIL56 WIRELESS BOXES,
Refinished, Recondition. Ea. 27.50
ROCK-OLA PLAYMASTER 79.50 3 Complete Hostess Systems (units of 10)

MAKE AN OFFER! ALL CLEANED! ALL CHECKED!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota. North Dakota, South Dakota and Upper Michigan.

MACHINE

GAMES

7-Hi Pool Table \$49.50 Sunny Yanks 39.50 Yanks 49.50 Virginia 49.50 Tennessee 39.50 Wisconsin 39.50 Wisconsin 39.50 Thrill 39.50

Major League 39.50 Baseball

Condeevoo

Paradise Blue Skies Summertime Moon Glow Sally

Dew Wa-Ditty 49.50
All Baba 49.50
Cinderella 49.50
Alice in Wonder 49.50
land

Specify second choice

Billböard

CH EXCHANGE



Subscribe Now! ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues

THE BILLBOARD

2160 Patterson St., Cincinnati 22, Ohio

ı			-
i	Please enter my subscription to The Billboard for one year,	for which	I enclos
i	\$10. I understand this will include at least 8 Special Issues.		20000000000
			- 2

new Plymouth Suburban. Masserio was mentioned by Pittsburgh radio newscaster, Louis L. Kaufman, as being the city's hittune man.

William Stinette, Tampa, a distributor, in town. . . . Also Sam Phillips, of S & P Distributors, in from St. Louis. . . . M. J. Abelson, of Oak Manufacturing Company, is in California at the main office.

Detroit

Ernest Hodas is opening the Automatic Service Supply Company on Baltimore Avenue. . . . Louis Nemesh, of Music Systems, Inc., Seeburg distributors, is starting a full-scale promotion drive in the music field. . . . Alan M. King, president of Polarmat, Ltd., Montreal, returning from Chicago, was a visitor in Detroit, then stopped at the company's branch in Windsor, Ont., en route to Toronto.

Peter Dempsey is opening the Morang Self-Service Laundry on the East Side. . . . Roy Austin Sr. and Mae M. Austin are forming the Austin Music Company, with headquarters in Dearborn. . . Kenenth Styles is going in business as the Styles Music Company.

Harry J. White, who was one of the first music box operators in Detroit, is returning to the business with the reorganization of the old White Music Company, which he sold out to the Baynes Music Company in 1944. White, who has been in the wholesale record business under the name of the White Novelty Company for the past year, will operate his route from headquarters on Linwood Avenue. His wife, Mrs. Louise K. White, who is active in the business, is a partner in the new venture.

Louis Wish, amusement game operator, is installing a battery of 12 new skee balls, replacing his older units at Edgewater Park, and also expanding his operation in this field into Ohio. . . . William E. Bufalino reports many coinmen up-State contacting the Coin Machine Workers' Union which he heads, indicating a continued growth in the field in the smaller population areas. Opening of the resort trade is evidently a stimulating factor at this

Martime Provinces

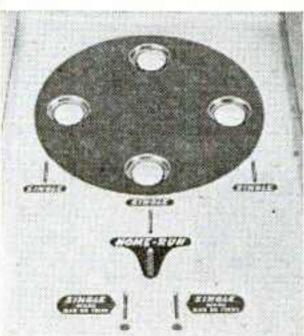
A partnership has been formed between Gordon Carr, Halifax. and Al Korman, Toronto, to operate Norman's, Ltd. It consists of a combination restaurant and hotel coin machines route in Halifax. Carr also will continue his coin machine distribution biz. Korman is a professional wrestler.

. Wilfred Currie, who with Jack Jones, St. John, operated a coin machine route in Halifax for many years, is concentrating on parking meters.

Pitney-Bowes of Canada, Ltd., meter specialists, has opened a maritime branch in St. John. . . J. J. McDonald, East St. John, now has bingo and dancing at his coin machine arcade. . . . Keen competition is prevailing between park meter distributors for contracts with city and town councils.

LaBaron Reid, Moncton, coin machine distributor, who bought out his partners and took over ownership of the Moncton Hawks in the Maritime Hockey League, has launched plans to get the club out of the league cellar. In coin machines he covers New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

(Continued on page 88)



The player's dream - good but danger-ous. Home-Run will score 4 Runs, but a Single will tally only 1 Run and load the bases for the second player. See Bally Baseball advertisement in this issue.

Better Quality Buys BY ANY COMPARISON

SHAFFER SPECIAL ROCK-OLA "1422" Only \$139.50

Here's your chance to pick up Rock-Ola 1422's in top working order—at ROCK BOTTOM PRICES.

COMPLETELY RECONDITIONED LATE MODEL PHONOGRAPHS

These recent model machines are all in exceptionally good condition with smart, attractive appearance. Mechanism completely reconditioned, worn parts replaced, amplifier reconditioned, tone arm reconditioned or replaced.

SEEBURG	WURLITZER
"148-ML"\$425.00 148-SL\$375.00 147-M\$325.00	"1250"\$525.00 "1100"395.00 "1015"239.00
H-148-M Hideaway \$300.00 147-S \$275.00	- "1428"
146-W\$275.00 146-M\$275.00 H-147-M	AMI Model "C"—New Write Model "B" \$475.00 Model "A" 375.00
Hideaway \$269.50 H-246-M Hideaway \$259.50	PACKARD Manhattan\$149.50 Model "7" 79.50
H-146-M Hideaway\$249.50	MILLS Constellation\$175.00 AIREON "1200-A"\$ 69.50

SEEBURG PRE-WAR PHONOGRAPHS —

Guaranteed to be in good working order, with all plastic parts in good condition. Ready for location.

LoTone	S		Ų													٠						٠	\$69.50
HiTone	s							•		•		•		•									\$59.50
'41 RC		S	P	e	ci	ia	ı		7.				٠										\$69.50
																							\$49.50
Casino										•	•								•	•			\$39.50 •
Vogue					07							٠									٠		\$39.50
Classic																							\$39.50
Envoy																٠							\$39.50
																							\$39.50
Plaza				•			20.0		•	~ . ~ .					•								\$39.50

TERMS: 25% CERTIFIED DEPOSIT, BALANCE, C.O.D. ALL ITEMS SUBJECT TO PRIOR SALE

SHAFFER MUSIC CO.

COLUMBUS, OHIO 606 S. High St.

CINCINNATI, OHIO 2333 Gilbert Ave.

INDIANAPOLIS, IND. 1372 Capitol Ave.



EXCLUSIVE DISTRIB

Ohio. W. Va. and Md

UNITED

The Most **Fascinating Game** ever Made

UTOR in West Pa, and Adjacent Counties in HAVE IT!



SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh 19, Pa. GRant 1-1373

199 West Girard Ave., Philadelphia 23, Pa. GArfield 3-2700



LATEST and BEST

Loads of Fun

EVERYBODY PLAYS IT

Copyrighted materia

Small investment
 Excellent Returns

Easy to Operate
 Takes Pennies, Nickels, Dimes or

Foreign Coins

Usually Repays Investment Each

Initial Cost Your Only Expense
 Every Business Place a Location

Large Profits for Distributors

DISTRIBUTORS OR OPERATORS—Order a sufficient supply for your territory immediately! Samples, \$14.50. Cash with orders. 4 or more, \$12.50, 1/3 cash with order, balance C.O.D. Wire,

Caudle & McCrory Mfg. Co. 1119 East Van Buren St. Phoenix, Arizona Phone 22423 or 36958



N. ASHLAND AVE. · CHICAGO 14, ILL.

ARCADE EQUIPMENT	MUSIC	SHUFFLE ALLEYS
Drivemobile\$150.00	Wurlitzer 41 \$ 50.00	Bally Shuf., Bowlers, \$ 50.00 Bally Speed Bowlers, 125.00
Batting Practice 75.00	Wurlitzer 61 50.00 Wurlitzer 71 50.00	C.C. Bowl, Rebound, 75,00
Chi. Coin Hockey 75.00	Wurlitzer 616 50,00	C.C. Shuf. Baseballs 75.00
Chicken Sam 95.00	Wurlitzer Colonial 95.00	Genco Bowling Lg 50.00
Evans Ten Strike 75.00	Pack, 400 (Hideaway) 125.00 Rock-Ola '47 275.00	Gottlieb Bowlettes 45,00
Goalee 125.00	Seeburg 9800 110.00	Keeney ABC Bowlers 60.00
Keeney Air Raider 65.00	Aireon Deluxe 95.00	Keeney Pin Boys 50.00 Keeney Lucky Strikes 100.00
Lo-Boy le Scale 50.00	Aireon Fiesta 125.00 Wurlitzer 600 75.00	Keeney Ten Pins 75.00
Mills Modern Scale 50.00	100 Pack, Wall Boxes 20.00	United Shuf, Alleys. 45.00
Panorams 225.00	Ristaucrat 46,00 Band Box 225.00	United Shuf, Express 125.00 United Super Shuffle
Photomatic, Late 795.00 Photomatic, Early 375.00	Wurlitzer 1015 250.00	Alley 60.00
Quizzers With Film. 125.00	Wurlitzer 1100 450.00	Univ. Twin Bowlers. 85.00 Williams Twin Shuffle
Recordio 175.00	COUNTER GAMES—NEW	Alleys 50.00
Scientif, X-Ray Poker 85.00	Hit-a-Homer \$24.56	Williams Double
Siros Brush Up 75.00 Western Baseball 85.00	Electric Skill Gun 49.50	Ky. 4-Way Rebounds 275.00
Western Baseball 85.00 Williams All Stars 125.00	ABT Model F 49.50 Kicker & Catcher 37.50	United 5-Way Reb Write
Exhibit Diggers 95.00	Adv. Electric Shocker 19.50	United Skee Alleys, used 150.00
Williams Star Series. 165.00	5.K. Duck Hunter 30.00	United Skee Alleys,
Periscope 125.00 Edelco Pool Table 75.00	SPECIAL PRICES IN	new 185.00
Edelco Pool Table 75.00 Exhibit Dale Gun . 95.00		United Team Hockey 150.00
Exhibit Vitalizer 95.00	COUNTER GAMES—USED	Total Rolls \$35,00
Seeburg Bear Gun . 375.00	Whirl-a-Ball 12.50	Advance Rolls 35.00
Kirk's 5¢ Ast. Scale. 95.00 Wurlitzer Skee Ball 150.00	Grip View 17.50	ABC 35.00
Texas Leaguer 50.00	Gott. 3-Way Gripper. 18,50	Auto Roll 35.00 Big City 35.00
Magic Pen 125.00	Spit-Fire, 14 15.00	Pro Score 50.00
Astroscope, 10¢ 125.00	ABT Challengers 70 00	VENDING MACHINESUSED
Rapid Fire 85.00	CIGARETTE MACH.—USED	50 Toppers
Silver Bullets 150.00	National 950 \$95.00	10 No. 40 N. W. Nut 7.95 15 No. 33 N. W. Nut 7.95
Chi. Coin Pistol 150.00	National 930 65.00 National 9A, No Base 75.00	25 Columbus 1c Nut 7.95
Pop Corn Sez 89,50	Uneeda 15 Col. 500 95.00	10 Columbus 5¢ Nut 7.95 15 Advance Gum 7.95
Rotary Pusher 275.00	Uneeda 9 Col. 500 85.00	15 Advance Gum 7.95 25 Master 1c 7.95
Rotary Claw 225.00	Uneeds & Col. Monarch 85.00 Uneeds 10 Col.	
Phil, Tobog'n Ski Ball 525.00 Standard Metal Typer 295.00	Monarch 95.00	
Rocket Busters 65.00	Rowe Royal, 10 Col 85.00 Rowe Imperial, 6 Col. 55.00	Terms:
Evans Play Ball 275.00	Du Grenier Challenger 95 00	deposit management
Career Pilot 95.00	Du Grenier W 50.00	with all
Gun Patrol, new Write	Γ\Π Π ≅0istributors	orders,
Well 125.00	/A \ /	balance
	// Northern	C.O.D
UNITED ABC	/ANN Ohio	A
NOW DELIVERING	I II I	100
	MA ANN	VI THE
CHAMENE	アンドラー (金) 巻りま	The state of the s
		国国际
The state of the s		CARS.
I MACHINE EX	CHANGE, IN	世国以及1000年
THE RESERVE OF THE PERSON OF T		
2021-2025 PROSPECT	AVE . CLEVELAND 15, OH	M.S. GISSER, MAR
THE RESERVE THE PARTY OF THE PA	ES: TOWER 1-6715	The second second

Coinmen You Know

Chicago

Gil Kitt, Empire Coin Machine Exchange, reports interest in the Bowl-o-Matic game was stepped up locally by firm's open house for operators in the area last week. Howie Freer says the export deals he has been working on for several weeks are now bearing fruit and firm is about to ship 50 five-balls to one customer and a second volume order of one-balls to another. Both will go to European countries. Stanley Levin has come up with a batch of inquiries on some scarce merchandise he dug up on his last road trip.

Ed Levin, Chicago Coin Machine Company sales manager, is back from an extensive road trip thru Florida, Mississippi and Louisiana where he found business conditions encouraging. Firm is making regular ship-ments on its Hit Parade counter music box now. Firm's owners, Sam Gensburg and Sam Wolberg, are enthused over business conditions for late spring.

Ace Premium Sales Company headed by Ralph Sheffield, has expanded its warehousing and display facilities to cope with the number of new premium lines it is now handling. Primo Ercolani, Sheffield's right-hand man, has come up with a series of merchandising ideas which has helped Ace Premium considerably, Sheffield states. . . . Col. Lou Lewis, Merit Industries, currently is getting stepped up action in the giant pin and fiveball fields.

World Wide Distributors has been the scene of high activity the past couple of weeks. Two of the main reasons have been the acceptance of Williams' Super World Series and Keeney's four player shuffle game, Big League Bowler. Result has been that West have been unusually busy.

and Johnny Casola have been of a son to his wife, Anita. greeting a steady run of out-oftown visitors who were lured in by sample shipments of the new baby. Casola recently completed a lengthy series of tests on the game with results bringing smiles to Boss Lyn Durant and Herb Oettinger, his right hand man.

Over at First Distributors, Wally Finke and Joe Kline are planning an effective sales campaign for the Chicago Coin Hit Parade counter music box. One of the major points will be a road trip by Kline thru the Illinois and Indiana territory. Finke says business in shuffle and five-ball games has been on the increase and the premium trade under the direction of Mal Finke continues to expand. One of the hottest items is the RCA Victor 45 r.p.m. record changer. First is handling RCA radios, and TV. Two new staffers are Art Cossid, premium sales staff, and Les Granger, in the shop division.

Clayton Nemeroff is back from a vacation trip to Gulfport and Biloxi, Miss. His family accom-panied him. He states that trade has been brisk in Evans' Constellations and popcorn venders. . . Wico Corporation's Max Wiczer is sure the 45 r.p.m. conversion the firm introduced will prove a trade stimulant for ops.

D. Gottlieb & Company rushed its Cyclone 5-ball to the delivery stage when distributors, after getting samples, found a steady run of inquiries for the game. Sol Gottlieb is making a swing thru the East, hitting most of the big cities.

Universal's Bill Ryan is enthused over the new game nearing the production stage. Recent visitors at the plant, in for conferences with Mel Binks and Ryan about the winner game, included Lou Wolcher, Advance Automatic, San Francisco; Leo and Joe Weinberger, Southern Automatic, Louisville and Cincinnati; Connie Confer, St. Louis, and Irv Blumenfeld and Herb Gollenbeck, General Vending Sales, Baltimore. Universal's hello gal, June Regan, was back at the office after suffering from a cut leg, lacerated by falling glass.

New York

Leo P. McKee, Utica, N. Y. distrib, was in town last week with associates Michael E. Graziadei and Joe Spilka. Purpose of the visit was to pressure Nat Cohn, of Bowl-o-Matic, for more equipment, according to McKee, who reports the new games are doing well in up-State locations. On Wednesday (2), Cohn left for Los Angeles. He will touch down at Tucson and Chicago before returning this week.

Barney Sugerman and Morris Rood, of Runyon Sales, were busy last week demonstrating the new Bally Baseball game to local ops. . Herb Oettinger, comptroller of United Manufacturing, was a visitor here last week. . . Bob Jacobs and Stan Nankoff, of Riteway, are turning out a new shuffle alley conversion featuring a micarta playing field.

The demand for juke plastic replacements is holding up well, report Harry and Hymie Koeppel, of Koeppel Distributing. . . . Joe Kalishman, active for many years in the cigarette machine field, has taken a position in the pho-tography biz. He recently dis-. . Lou Rosenberg, past president of the Associated Amusement Machine Operators of New York and partner in Arrow Amusement, is devoting part of his time to the real estate biz.

Sam Kresberg, executive vicepresident of Automatic Products, left Friday (4) on a two-week biz trip. He will work his way South before returning. . . . Arthur Herman, of Boro Automatic Music, is being treated at home for a stomach ailment. . . . Milty Green, who spends much of his time in Florida, was here last week for business confabs. His jobbing outlet here is American Vending.

George E. Briggs, of Briggs Al Stern, Len Micon and Monty | Music, is back from a two-month visit with relatives in Los Angeles. Joe Mauro, of the same At the United Manufacturing organization, is recuperating from plant, the key staffers feel sure they have come up with a real associated with his brother, Nat, live one in the A-B-C five-ball in Commercial Music, handed out game. Billy DeSelm, Ray Riehl cigars last week to fete the birth

> Lew Jaffa, formerly of Eastern Electric, has returned from a cross-country biz trip with word that he may soon announce a new vending affiliation. . . . Wells Fowler, of F. & W. Vending, in Westerly, R. I., was here last week to confer with Jack Cross. of Juice Bar.

Indianapolis

Joe Flynn, Shaffer Music Company manager, drove his new car tc Columbus, O., to attend a branch managers meeting at the home office. Visiting the Shaffer Music Company was Norman G. instructor. Haas will be in the Indiana territory for about two weeks giving instructions to operators. Flynn reports shipments from the factory coming along

Roberta Hunt, head of the retail sales section of the Janes Music Company, was absent recently because of illness. . . . The servicemen's center at Roberts Park Church has been equipped with amusement devices by Sicking Company, Inc. Sicking reports Chicago Coin's Hit Parade making a big impression in towns over the State.

Rickard (Dick) Wagner, manager of Cain-Caillouette, Wurlitzer distributors, reports a good demand for the Automatic Level Control Kit. . . Calderon Distributing Company, Rock-Ola distributors, are moving many new honographs

Vital Statistics Deaths

Benjamin F. Goldberg, 61, president of Sicking Inc., Cincinnati, for the past 18 years and pioneer vending machine operator in the Midwest, died May 1 at his home in the Queen City following a brief illness. His widow, a son and daughter, two brothers and two sisters survive. Burial in Lick Run Cemetery, Cincinnati, May 2.

The demand for used juke boxes is good at present. Roadside refreshment stands are eager locations. Small outlying picnic spots, with outdoor dancing pavilions, use the juke in place of regular live musicians.

Shaffer Music Company is in the midst of spring house cleaning, according to Manager Joe Flynn. Flynn reports equipment moving well since pins have been ruled out in 15 Indiana counties by a wave of eliminating what the authorities call gambling.

Mrs. Lottie Berman, head of Sicking, Inc., spent the weekend in Cincinnati, visiting Ben Goldberg, of the Sicking Company there. Tuesday (1) she re-ceived word of his death in his home there. United ABC game is now being distributed by Sicking and meeting good response from operators. . . . The Playland Arcade has added new games and reports business good.

According to reports, Al Calderon, of the Calderon Distributing Company, has taken over the Circle City Novelty Company, operated by Lester Circle. . . Gary St. Clair, Wurlitzer facsolved his Uneeda Enterprises. tory representative, arrived in the city and will be here one week, calling on the operators over the State with Richard (Dick) Wagner, local manager for Cain-Cailloutte, Inc., distributors for Wurlitzer.

> Mrs. Blanche Janes, of Janes Music Company, says business has leveled off. . . . Sam Weinberger, Southern Automatic Music Company, says business is holding its own.

Members of the Automatic

Cincinnati

Phonograph Owners' Association extended sympathy last week to the family of Ben Goldberg, who died May 1. A veteran Queen City coinman, Goldberg was an associate member of the APOA and headed Sicking, Inc. . . . Sam E. Chester, who operates Diamond Vending Machine Company, recently returned from a visit with his family in Nashville. . . King Record Company and the Southern Automatic Music Company recently became asso-ciate members of the APOA.

Miami

Cookies, Inc., piloted by Willie (Little Napoleon) Blatt, announces it has expanded its Sunshine biscuit vending route. . . North Miami received 842 parking meters, to be financed thru a \$48,650 loan, according to Councilman Frank Miller who proposed the resolution ordering the meters.

Ozzie Truppman, Bush Distributing Company, says the firm's customers are showing interest in Chicago Coin's new miniature Haas, of Seeburg, who is service phonograph, Hit Parade. . . . Biltmore Bar goes in for coin machines in a big way. Spotted in the establishment were a pin game, shuffle alley, shuffleboard, juke box and cigarette vender.

> George P. Caravasios, Southern Phonograph Company, has acquired an assistant after 15 years of soloing it. "Now I can take a few days off when I feel like it," he says. Caravasios gives Mario Lanza's recent concert appearance here a share of the credit for the local appeal of the singer's plat-

> All-Coin Amusements is making deliveries of the new Gottlieb game, "Happy Go Lucky." Workmen are putting the finishing touches on the remodeling job at All-Coin, with the offices of Joe Mangone and his wife, Eloise, finished in knotty pine.

> Harry Goldberg reports increased sales of premiums and plans a trip to Philadelphia and New York to buy additional merchandise. Joseph Mathias Jr., son of the service manager at Automatic Cigarette Sales, had a big time on his 11th birthday

Eddie Daddis has joined Acme Music & Vending Company as routeman. Eddie's brother is Art Dac Lis, AMI field engineer. . . Sammy Barnett, operator of Barnett's Serwice, has perked up now that his wife, Dorothy, recently very ill, is coming along in good style.

Tex Campbell, who operates cigarette machines at Grassy Key.

manager of Bush Distributing's Havanna office, in town recently.

Coinman Louis Koren sold the 99-year lease on his King Cole Hotel to the Miami Heart Institute, which will use it as a hospital. Purchase price was \$300,-000. The hospital will be the second of its type (the other is operated by the University of Minnesota) and the largest to be established in the United States. It will have room for 120 patients.

Si Jacobson, Southern Coin-o-Mat Distributing Company, believes that when the government carries thru its program to reactivate air bases in the Miami area, the increase in biz is sure to be reflected in higher coin machine grosses.

Al Borreson, Al's Music Company, Key West, and his wife were in town on a business trip. The Borresons maintain a home in South Miami, from which they shuttle back and forth to the keys.

Elliott M. Brandon, formerly of Drink Dispensers, Inc., of New York, is now associated with Modern Vendrinks Company of Miami. . . . Leon Hersh, Modern Vendrinks, and his wife, Doll, are expecting a visit from the stork.

June Feldman, Ray Harrison's secretary at Automatic Cigarette Sales, was on sick list. . . . Harry Goldberg caught a mess of snook and speckled trout during a fishing jaunt to Marco and Naples on Florida's West Coast. . . . Jack McGriff, West Palm Beach op, in town on a buying trip.

There is plenty of dime talk among cup drink ops here but so far no concrete action has been taken toward expanding the num-



Screw Ball Cinderella Humpty Dumpty Shanghai

Wisconsin Monterrey Crazy Ball ONLY \$49.50 EA.

Temptation Majors Ballerina Floati's Power \$64.50 |

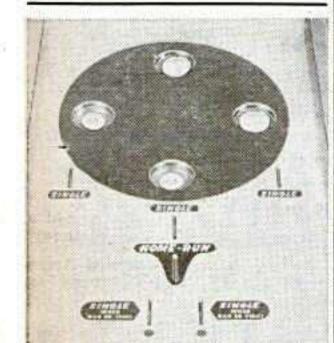
Gondola Blue Skies Playtime\$79.50

Dew-Wa-Ditty

Just 21 69.50 Tampico 84.50 Bowling Champ 79.50 Maryland 89.50 St. Louis 79.50 Select-a-Card 89.50 Hot Rods \$89.50 SPECIAL! "You can always depend on Active— WRITE, PHONE, WIRE

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

AMUSEMENT MACHINES CO 666 N. Broad Street, Philadelphia 30, Pa Phone: Fremont 7-4495



ment in this issue.

Fla., purchased several additional | ber of 10-cent locations. Theaters the cost of supplies will blow the 5-cent lid sky high and force a changeover to straight dime vending. When that time comes, the feeling is that commissions will remain at their present level.

> Harold Harter, who operates a coin machine jobbing and repair biz in Minneapolis, planed in for a combination business-pleasure trip. A former associate of the Bush Distributing Company when that firm was located in Minneapolis, Harter had a pleasant session, talking over old times with Ted Bush, Ozzie Truppman and Ken Willis.

Modern Vendrinks has established a department which specializes in converting postwar single drink machines to multi-flavor machines with changer, according to Leon Hersh.

Hartford, Conn.

Manny Leibert, formerly head of Vending Machines, Inc., has dropped the weekly wrestling shows promoted by his firm, Sporting Events, Inc., pending location of another site in the city for the wrestling promotions. The Auditorium is being turned into a defense plant.

Two new corporations have filed certificates of incorporation with the secretary of state here. The firms are ABC Music Systems, Inc., 417 Main Street, Stamford; amount paid in cash, \$1,000; president, Dorothy Rosen: vice-president, Cecile Parkoff: secretary, Marion Weisberg: directors, same as officers, and the Olden Time Bottling Works, Inc., Norwalk; authorized capital, \$50,000; commencing business, \$12,000; stock, 500 shares, \$100 par; incor-porators, Harold Glazer, Edith Ackerman, and Louis Ackerman.

Alex Gold, Meriden, Conn., coinman, recuperating in Meriden Hospital from injuries sustained in an auto accident. . : . Tony Wilkas, of Wilkas Amusement, West Hartford, took a pleasure trip to New York.

Sam Fish, father of Abe Fish, president of the Connecticut State Coin Association, and owner of General Amusement Games, is home from a visit to Buffalo. Abe's mother has been vacationing in Arizona. . . . Mike Benas, New London, Conn., operator, has been feeling better, with reports indicating his recuperation proceeding at the Lawrence Memorial Hospital.

George Marra, New Haven operator, has been on the sick list. . . . Dependable Automatic Products Company, of West Haven, has filed a certificate of organization with the Secretary of State, listing authorized capital, \$50,-000; amount of commencing business, \$3,000; number of shares, 5,000, par \$10; incorporators, R. M. Taylor, J. Joseph DiSesa, and Harold Mulvey.

Milwaukee

Bulk venders are showing considerable interest in the bill now up for passage in the State Senate which may, if passed, have some effect on vending of gumballs. The statute, as recommended by the agriculture committee, would classify all chewing gum as a food product and thereby subject to pure food laws.

Wayne Candy Company sales rep, Don Reynolds, back from a swing thru the Northern Michigan territory, reports ops' volumes down somewhat from previous months. Bad weather, according to Don, may be the cause for the slump, with spring weather holding back and the ground covered with a 12-inch layer of snow.

Ten ice cream vending machines were purchased recently by Copeland Russell, Russell Candy Service. Biz has been off somewhat since Easter, according to Copeland, but a few nice days. he continues, should brighten the picture.

Tommy Leonard, Hodag Amusement Company, Rhinelander, Wis., has been pulling a lot of stray nickels out of theatergoers' pockets with some clever gimmicks in his candy vending machines. One angle that helps move a lot of his off brand candy Manonfirst base and man on second-base. bars, is his covering up certain Home-Run will score 2 Runs. But a columns with a sign reading Single merely advances the men-to the "Guess What?" A lot of people benefit of the second player, if 2 players | buy from the mystery candy colare playing. See Bally Baseball advertise- umn just to see what they get, he claims.

Work on the addition to the venders during a recent trip to are the only spots at present Hastings Distributing salesroom Miami. . . Leon Schapochnik. (with the exception of a few tour- and warehouse is near completion ist attractions) where dime drinks infos Sam Hastings. Biz, declares are vended, but ops generally Sam, is keeping rolling at a nice agree that the next increase in level with premium items sparking the procession. Ray Jordan, salesman, is now on the Hasting pay roll and covering the State. Replacement at the record department at the Hastings Vliet Street shop, is Grace Dunker.

> Recent visitors at the Hastings office included Lambert Schaller, Sheboygan; Andy Waterman, Wisconsin Dells; Elmer Schmitz, Hilbert; Nellie Tompkins, Manitowoc, and Irv Goff, Madison.



Monarch Coin Machine 1545 N. FAIRFIELD AVE. (PHONE ARmitoge 6-1434) CHICAGO 22, ILL.

DELIVERING ALL NEW EQUIPMENT-WRITE.

Write for List Used 1-Balls, 5-Balls, Arcades.



SPECIAL PREMIUM BUY

(Limited Supply)

Beautiful genuine onyx fountain pen set that anyone would be proud and happy to own. Circle base of the finest grained onyx with felt bottom. Swivel holder with a sturdy, gracefully

designed fountain pen. Easily a \$14.95 retailer. Complete while they last, only

ONE BALLS

Champions . . \$275.00

each in doz. lots

ROLLDOWNS These games all reconditioned, ready for locations. Low priced,

good steady money makers. Citations ... 195.00 Tropicana\$29.50 Gold Cups . . . 139.50 Singapore 29.50 Advance Rolls 29.50 Jockey Specials 105.00 Total Rolls 19.50 Pro-Score 49.50 Victory Specials 59.50 Will also trade.

BUY OF THE WEEK Keeney LEAGUE BOWLERS 4 player-\$265

4218-4230 W. LAKE ST., CHICAGO 24, ILL.

PERFECT CONDITION-READY FOR YOUR TOP LOCATIONS.

SHUFFLE GAMES

Double Header, brand new, late model, in original

|Uniper 8-1814

SHUFFLE GAMES

Chi. 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

GRAB BAG SPECIALS Your Choice o Your Price. All in Working Condition. Original Shuffle Alleys Nationwide Baseball Gliders Shuffleboards (18'-22') What Do You Need???
WHAT WILL YOU PAY??? eNo reasonable offer

refused.

4322 N. WESTERN AVE. CHICAGO 18, ILL. PURVEYOR SHUFFLEBOARD CO.

Copyrighted material



EXTRA

* CLEAN * RECONDITIONED

* GUARANTEED

PACKARD: WALLBOXES

EXTRA

SHUFFLES BALLY: Speed Bowler\$ 85 Bowler Shuffle Cade\$350 Skee Alley 150 Super 35 Standard 25 Duck Pin\$50 King Pin 35 WILLIAMS: Deluxe 50
Twin 25
Single 25

MUSIC _CALL COLLECT FOR SPECIAL PRICE WURLITZER: 1250, 1100, 1015. 1080. 1017, 750, 950. 600, 500, 616, 61, 3020's SEEBURG: 148, 147, 146. ALL POST-WAR MODELS ROCK-OLA: 1428, 1426 & 1422 AIREONS: Deluxe and 400

ONE BALLS Champions\$235.00 Photo Finish 225.00

PIN GAMES Deicer\$150.00 Canasta 150.00 Flying Saucer 165.00 Buffalo Bill 125.00 Joker 190.00 Fighting Irish 175.00 Play Balls 125.00 Tahiti 120.00
Tumbleweed 100.00
Sharpshooter 100.00
Oklahoma 100.00

WANTED TO BUY: WURLITZER 3020, SHUFFLE BOWLER TYPE MACHINES, NEW FIVE BALLS, NEW SHUFFLE CADES, SEEBURG 100'S, SEEBURG 100 WALLBOXES, SEEBURG BEAR GUNS, PACKARD HIGH CHROME WALL BOXES, HOT RODS AND EUREKAS.

EXCLUSIVE NEW ENGLAND DISTRIBUTORS FOR: WURLITZER, BALLY UNITED, KEENEY, CHICAGO COIN AND EXHIBIT

BRANCH OFFICE: 811 Union St., West Springfield, Mass. 6-5418.

DISTRIBUTING CO., INC. 298 Lincoln St. Allston, Mass. AL 4-4040

GREATER VALUE AT COVEN-

USED 5-BALL GAMES

Ali Baba \$45.00
Barnacle Bill \$5.00
Blue Skies \$4.50
Floating Power \$5.00
Puddin' Head \$59.50

SPECIAL!!

NEW 5-BALL CLOSE-OUT! Genco TRI-SCORE

USED JUMBO PIN GAMES
 Special Entry
 \$ 69.50

 Jockey Special
 89.50

 Gold Cup
 99.50

 Citation
 219.50

 Photo Finish
 219.50
 Champion 269.50

USED, PHONOGRAPHS

USED SHUFFLE GAMES

Authorized Distributors for Wurlitzer Phonographs, Models 1400 and 1450. Bally Products, Permo Point Needles and Chicago Coin Band Box and Hit Parade.

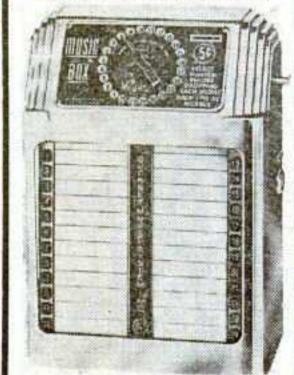
All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

distributing company Chicago 18,111. INdependence 3-2210

Authorized Distributors for (Bally and WURLITZER

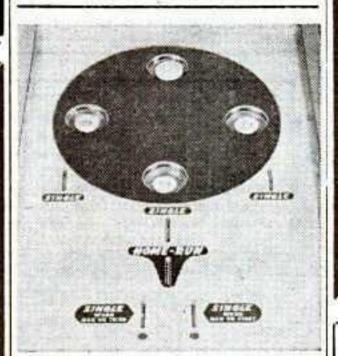
Phonographs

and BAR BOXES



BUCKLEY MFG. CO.

4223 W. Lake Street, Chicago 24, Illinois



Man on second-base. Home-Run hit will score 1 Run. But a Single will merely advance man to third-base. Then, if 2 players are playing, the second player is in a good spot. He can shoot to put additional men on bases or, if he hits a Single or Home-Run roll-over, his man on third romps Home, scoring a Run. See Bally Baseball advertisement in this issue. EVANS'

PROFIT STIMULATING COUNTER GAMES . . TAX FREE!

NOT COIN OPERATED!

NO LICENSE REQUIRED!



SIZE: 12"x24"x2" MONTE CARLO

Good for Clubs, Fraternal Or ganizations, Cigar Counters or wherever people congregate! Write for descriptive literature

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS H. C. EVANS & CO. SEE ANOTHER EVANS' PROFIT STIMULATOR ON PAGE 78

IMMEDIATE DELIVERY

6L6G 6SN7 6SK7 6SA7 **2A3** .63 1619 2050 .75 2051

RCA — Kenrad — Sylvania — Raytheon Tungsol — Hytron — GE And All Other Tubes: Also 50% Off List

225 W. Hubbard Chicago 10, Illinois

ATTENTION, WURLITZER OPERATORS

DON'T THROW AWAY YOUR OLD COBRA CARTRIDGES. Due to our method of opening and resealing we are able to realign and resurface the same cartridge several times, thereby cutting your cartridge costs about 75%. ORIGINAL TONE AND PERFORMANCE GUARANTEED OR YOUR MONEY REFUNDED. 75¢ each plus postage, 10 days' service via air mail parcel post. Over 8,000 cobra cartridges realigned and resurfaced in 1950 without one kickback, with 50% repeat ordera. We pay C.O.D. and postage fees with orders of 20 or more cartridges.

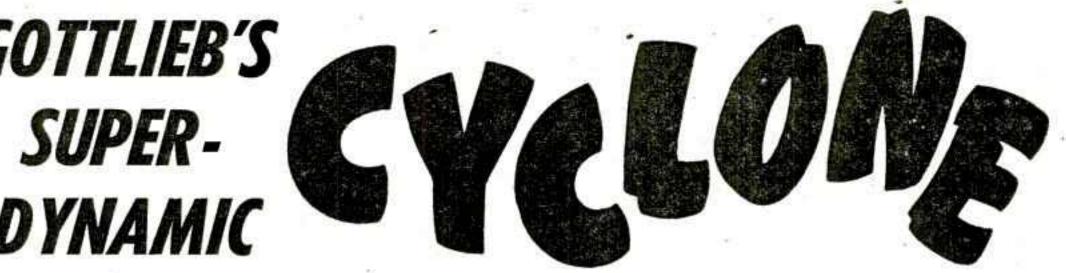
ELECTRONIC INDUSTRIES PHOENIX, ARIZONA 320 EAST CARON ST.

Copyrighted material

GIVE TO DAMON RUNYON CANCER FUND

There's a HURRICANE of NEW, INTENSIFIED ACTION in





Earnings soar to new highs with terrific impact of

Double Rotation:

1 thru 5 Bumpers at the top increase value of "POP" Bumper sequence . . . "POP" Bumpers, hit in rotation, set up additional scoring values!

5 "POP" Bumper Cluster! A tornado of ball action!

Ultra-High Score Feature! Strategically located in front of out hole . . . makes possible ½ million to 1½ million extra score at last moment of play! Grips and stimulates player interest throughout game!

2 Side Recovery Lanes! Add stirring suspense!

PRE-TESTED...PROFIT PROVEN

ORDER TODAY
FROM YOUR DISTRIBUTOR



"There is no substitute for Quality!"

NATIONAL GUARANTEED VALUES!

4-		511	Made	ee 7.5	400
	REC	12000	DIT	ONE	D
/THE22		3-B	7	13	0005

5-BALLS	
Refinished and Resurface	d!
Knock Out\$	
Tri Score	
	135.00
	130.00
Three Musketeers	125.00
	125.00
Buffalo Bill	125.00
Camel Caravan	125.00
K. C. Jones	125.00
Select-a-Card	115.00
Bowling Champ	85,00
Double Shuffle	85.00
Buttons & Bows	80.00
Utah	80.00
Tucson	80,00
Dallas	80.00
Just 21	80,00
Black Gold	65,00

Coin Chute-Wurlitzer 1015\$265.00 1100 435.00

Chicago Coin HIT PARADE 54-104-25¢ Drop

Model A .\$375.00 Model B 475.00

PREMIUMS

SELECTION. SEASONABLE MERCHANDISE CAREFULLY SELECTED. Write for our new Spring Bulletin

IMMEDIATE DELIVERY New

WINNERS TURF KINGS Reconditioned Champions .\$265 Citations. .. Gold Cup

NEW 5-BALLS Gottlieb CYCLONE

RECONDITIONED

BOWLING GAMES

C.C. Bowling Classic w/f C.C. Trophy Bowl w/f Genco Bowling League

Universal Twin Bowlers

Shuffle Slugger Un. Double Shuffle Twin

HIT AND RUN Williams WORLD SERIES Chicago Coin THE THING

SHEE SHEEL

COIN MACHINE EXCHANGE (Phone: Buckingham 1-6466)

THE BEST OF ALL "SKILL" CAMES

for

ARCADES OR ON LOCATION CAPACITY \$8.00 PER HOUR WITH 10¢ PLAY 5¢ OR 10¢ COIN SLOTS OPTIONAL

Wherever you go-ask about SKEE-BALL Get the facts - see for yourself. Get started with a profitable SKEE-BALL installation.

WRITE US

Manufactured and Sold by PHILADELPHIA TOBOGGAN CO.

130 E. Duval Street, Philadelphia 44, Pa.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

DAVAL POSTMASTER POSTAGE STAMP MACHINES



Roll Stamp Vender. Adjustable

to Vend 1c to 5c Stamps.

New \$34.50 ea. Used \$22.50

1/3 Deposit, Balance C.O.D., F.O.B. Los Angeles. PHILIP ROBINSON 2846 West Pico Blvd. Los Angeles 6, Calif.

For the best in PIN GAMES SHUFFLE ALLEYS RAY GUNS

IT'S

Murray Rosenthal Chicago 13 1346 Roscoe Street GRaceland 2-0317

COIN OPERATED

Table Model, 14-inch 249.50 Coin Operated Radios 49.50 BLOYD MFG. CO. VALLEY STATION, KY.

FOR SALE 5 Keency Double Bowlers (Like New)

> ****** WANTED

United 4 Players. Any Quantity KINGS AMUSEMENT 1505 Coney Island Ave., Brkyn., N. Y.

For SPRING LOCATIONS

SEEBURG 3W2-L56, 5c, 3-Wire.\$24.50 W1-L56, 5c, Wireless . . 19.95 DS-20-1Z, 5c, 3-Wire. 6.75

3020, 5/10/25.....\$39.00

125, 5/10/25, 4-Wire . 5.90 WC-22, 5c, Wireless. 6.25 | 120, 5c, 4-Wire. . . . 4.50

WURLITZER

PACKARD PLA-MOR.....\$13.95

WURLITZER 1250 JUST LIKE NEW, \$549

Rock-Ola 1426 219

H148M Hideaway 319 H246M Hideaway 279 H146M Hideaway 229

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG 1941 R.C. Special. .\$89 Hightone, E.S. Victor

WURLITZER 500 69

249

ROCK-OLA 1422 Commando Constellation \$129 AIREON Deluxe '46 549

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

WE SPECIALIZE IN EXPORT TRADE

DISTRIBUTING CORP. SEEBURG FACTORY DISTRIBUTORS 738 ERIE BLVD. EAST . SYRACUSE, N. Y. . Phone 5-5194

BRANCHES IN BUFFALO . ROCHESTER . ALBANY



DON'T BUY SUBSTITUTE ALUMINUM DISCS ORDER DIRECT FROM MANUFACTURER

MAKE SURE YOUR METAL TYPER MACHINES

EARN TOP MONEY Original Parts and Supplies.

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, III.

WRITE FOR PRICES.

Copyrighted material





··· Rap-a-Coin Bank approved counting and wrapping machine for pennies, nickels, dimes

ZIPS COINS INTO TUBULAR WRAPPERS . . . Automatically Counts . . . quickly, accurately

This patented, all-metal coin counting and wrapping machine cuts coinhandling time in half for coin machine operators, concession managers, cashiers and bookkeepers who must count and wrap pennies, nickels and dimes before banking.

Just drop coins into tube. There's space for the correct number-no more-you can't miscount! Zip the plunger and coins are inside the wrapper. Standard tubular wrappers are provided by banks. You will profit by time saved.

MONEY-BACK GUARANTEE

Immediate Delivery. Freight Prepaid.

SNAP TO USE. NO SKILL REQUIRED. **ELIMINATES MISCOUNTING**

SHORTAGES.

SAVES BANK WRAPPING FEES.

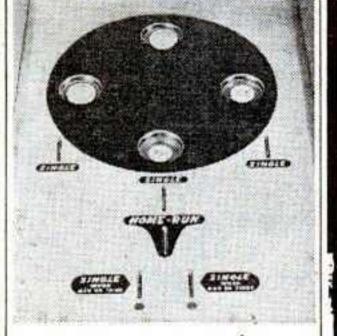
Send check or money order

FOLDER FREE! \$7.50 ...

(California residents add 3% for sales tax.)



323 First Street Dept. C Phone 2-2889 Woodland, California



Man on second-base and man on third-base. Home Run will score 2 Runs. But a Single will score only 1 Run and advance the man on second to third, insuring an easy Run in the next inning. If 2 players are playing, the second player is handed a Run on a silver-platter, because the man advanced to third is sure to come home on a Single or Home-Run hit. See Bally Baseball advertisement in this issue.

CLOSE-OUTS! Coll. Daze...\$125 | Hvst, Time.\$145 Old Faithful 125 | Ftg. Irish... 145 K.C. Jones.. 125 | 4 Hsmen ... 165 Rocket 125 | Knockout ... 165 Thing ... Write Bowlette ...\$135
6 Shtr. ... Write 5PI.United Write
Play Ball . Write Un. ABC ... 525
League Leader\$200
1/3 dep., bal. C.O.D., F.O.B. Phila. Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa.

SPECIAL!

BRAND NEW IN ORIGINAL CRATES: Williams DOUBLE HEADER

AT A SPECIAL LOW PRICE! CONTACT US AT ONCE!

Exclusive A.M.I. Distributors in KENTUCKY, INDIANA, SOUTHERN OHIO "The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED .1923

735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio 240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.

N. Y. & M. J. OPERATORS! WE ARE NOW DELIVERING

EVANS NEW PHONOGRAPH 20 RECORDS-40 SELECTIONS for 78 or 45 RPM

ELECTRIC CIGARETTE MACHINE

SPECIAL! 10 Wurl. 1015...\$259.50 Ea.

Write for List of Our Stock! DAVE LOWY & CO. Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J. 594 Tenth Ave. NEW YORK, N. Y. Phone: CHickering 4-5100

FOR SALE

COMPLETE ARCADE WITH PARK LEASE

63 Machines, Rotaries, Diggers, Photomatics, Guns, etc. trade. What have you?

FRED NOLAN MOXAHALA PARK

South Zanesville, Ohio. Phones: 2-8252-2-7671.

Convrighted material

Copyrighted material





UNIVERSAL INDUSTRIES, inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY • Telephone UPtown 8-2345 • CHICAGO 40, ILLINOIS

Bally BASES

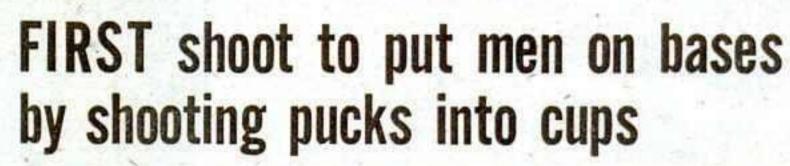
NEW LOOK! NEW ACTION! NEW SCORING!



COIN MACHINES

ONE PLAYER
100

TWO PLAYERS
200



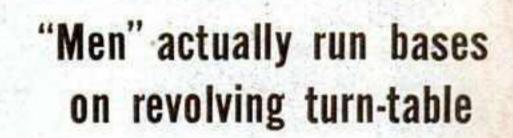
The set-up shown in the picture is only one of many possible combinations that challenge the skill and judgment of the player. Note that player has succeeded in placing his first 3 pucks on first, second and third bases. If he hits a Home-Run roll-over with his fourth puck, the circular turn-table will revolve, and, as each cup advances from third-base to home-plate, puck will be automatically kicked out of cup, scoring 3 runs as the 3 "men" romp home. However, if player hits a Single roll-over, he will score only 1 run, as "man" on third goes home. "Men" on first and second bases will merely advance and be on second and third bases at the start of the next Inning. If 2 players are playing, opponent will start his half of the Inning with 2 "men" on bases. If player who shot the set-up shown in the picture can drop his fourth puck into home-plate cup, before hitting a roll-over, he will score 4 runs by hitting Home-Run roll-over. Single roll-over will score only 1 run and leave bases loaded for opponent. Single or Home-Run hit ends Inning, and each player plays 9 Innings.

THEN shoot to advance men on bases by shooting puck across roll-overs

7 ft. 9 in. long 26 in. wide

TURF-KING

Greatest jumbo pinball game in history ... still going strong after a solid year of peak production!



Not just another bowling game dressed up to look like baseball... but a really new, exciting game that is already starting a new shuffle-boom. New look attracts immediate attention on location. New skill-scoring appeal insures continuous repeat play. New fast action produces biggest profits in shuffle history. Get in on ground floor... get Bally BASEBALL today!

Bally MANUFACTURING COMPANY

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

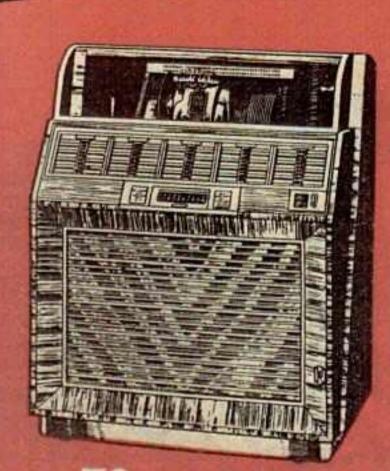


APPROXIMATE SIZE 4 FT. LONG BY 2 FT. WIDE

SEE YOUR DISTRIBUTOR

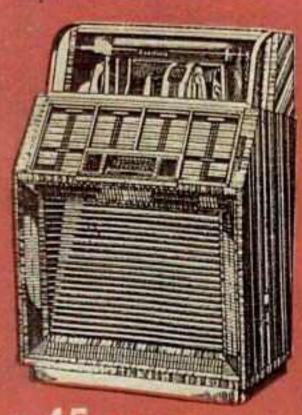
UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

important TODAY....essential TOMORROW



at 78 rpm

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



at 45 rpm

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



the Wall o matic

An electronic development overshadawed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.

SELECTIONS

Yes, 100 selections are more important than ever, for with 100 selections you offer a greater music service . . . a music service that provides "music for everyone" . . . a music service that makes proper programming possible . . . a music service that assures you the maximum potential in every location.

Today, Select-O-Matic "100" Music Systems are proving their value in tens of thousands of locations. See your Seeburg Distributor.



J. P. SEEBURG CORPORATION 1500 N. Dayton Street Chicago 22, Illinois



America's Finest and Most Complete Music Systems