The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

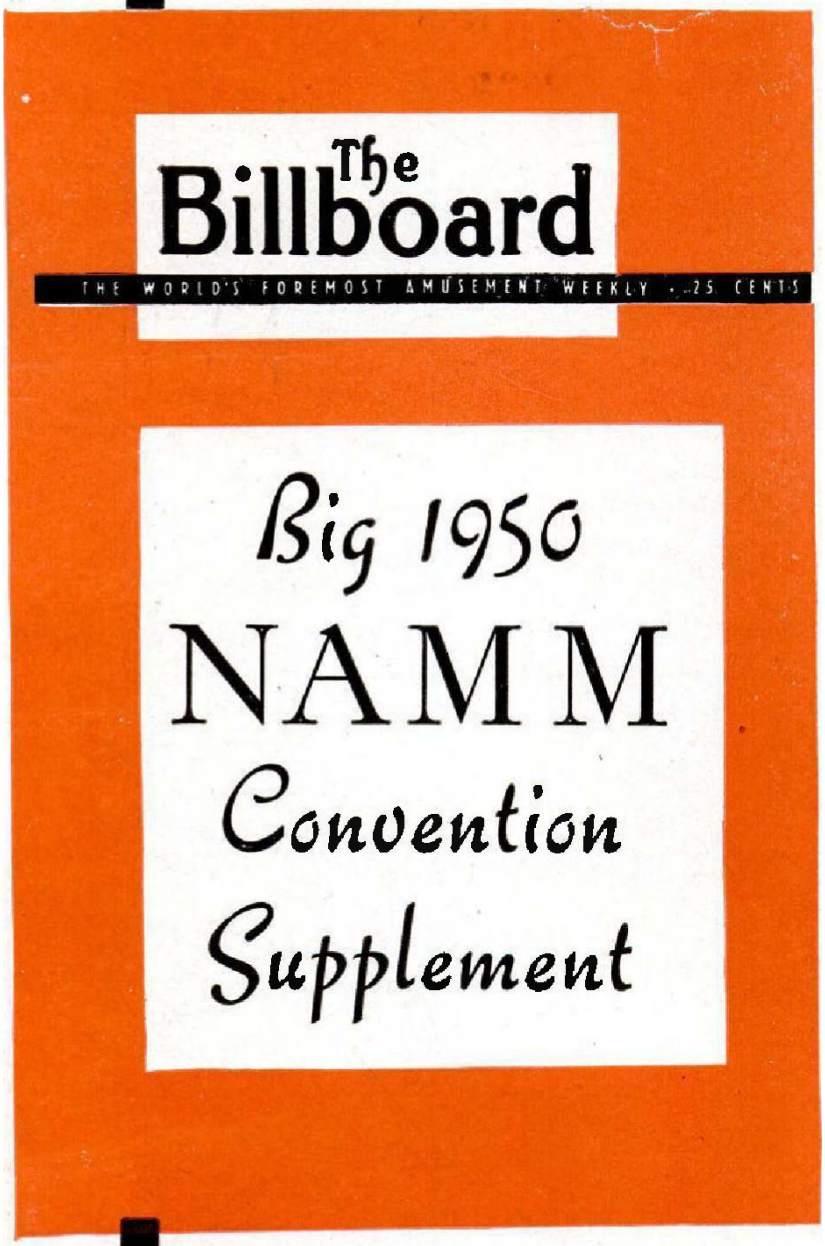
JUNE 10, 1950

SAVE FOR YOUR INDEPENDENCE · BUY U.S. SAVINGS BONDS



The Andrews Sisters and Al Jolson, no mean parlay of song-selling talent, are shown here in the middle of the recent Decca recording date that produced their disk of "Old Piano Roll Blues" and "Way Down Yonder in New Orleans." The Andrews gals have been riding the stratosphere of late with a string of hits indicating that this is one of the most fruitful eras in their fabulous career. Their most recent smash is "I Wanna Be Loved," cut with Gordon Jenkins's ork. The up-and-coming Mammy's boy isn't doing badly himself. His recent solo disking of "Are You Lonesome Tonight" and "No Sad Songs for Me" is a potent piece of nostalgia that appears to be headed for top money.

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July 15 issue



A big event for the entire Music-Record, Home Entertainment Industry

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Further Announcements

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Vol. 62. No. 23

The Billboard

June 10, 1950

The World's Foremost Amusement Weekly

MERCHANTS AS STAR MAKERS

Federal Arts Set-Up Asked At AFM Meet

Other Job Plans Sought

NEW YORK, June 3.—The means of improving the dismal employment situation for musicians, the leitmotif of Prexy James C. Petrillo's message to the American Federation of Musicians' (AFM) 53d annual convention at the Rice Hotel in Houston next week (5-11) *(The Billboard, June 3)*, will also be the text of several resolutions to be presented by Local 802 delegate Max Arons, one of three delegates from the New York local.

Arons will ask the Federation to take under advisement the following plans to hypo employment:

(1) A federal arts project. Pointing out the national responsibility for fostering music as a cultural and artistic obligation, Arons calls for the formation of an AFM committee

(Federal Project Revival, page 13)

House Bill Sets Admish Tax at 10%; Cafes, 15%

WASHINGTON, June 3.—Cuts in some of the amusement excise taxes came another step nearer late yesterday (2) when the House Ways and Means Committee confirmed its earlier action to reduce the 20 per cent admissions tax to 10 per cent but voted to cut the 20 per cent cabaret tax to 15 per cent instead of 10 per cent as had been previously agreed. Yesterday's action is considered by the committee as its final step on these particular amusement levies preparatory to the complete tax bill's discharge to the House floor. The tax bill is not likely to reach the floor before mid-June.

The final vote confirming the earlier admissions tax reduction from 20 to 10 per cent came as no surprise here, but proponents of a similar cut in the cabaret tax were gravely disappointed

(See House Bill Sets on page 47)

Small Businesses Make Up Amuse. Industry, U. S. Says

WASHINGTON, June 3.—The amusement industry is largely composed of small businesses, according to a Commerce Department report this week gleaned from Social Security records. For the years 1947-48, 82% of all amusement enterprises, excluding movies and niteries, employed eight or fewer employes. Around 50 amusement firms had staffs of more than 500 employes during those years.

Commerce estimated that there were 32,000 showbiz firms employing three or fewer workers in 1948 as compared with 34,400 in 1948. Firms employing four to seven workers totaled an estimated 8,400 in 1947 and 6,400 in 1947. The estimate for amusement firms with 8 to 49 work-

(See Small Businesses on page 50)

John G. (Joe) Wilson's Death Stuns Radio, Disk Biz; Vast RCA Influence

Radio Corp. Has No Plans for Immediate Successor

WYNNEWOOD, Pa., June 3.—John G. (Joe) Wilson, executive vice-president of the Radio Corporation of America, in charge of the RCA Victor division, died here at his home Wednesday night (31) after an illness of about four months.

Wilson was the type of big corporation executive who shunned personal publicity to a degree which is likely to leave the industry with an inadequate appreciation of the effect his death will have on such segments as the radio and television business on all levels—from manufacturing of home instruments thru broadcasting and telecasting—as well as the record business, which is still fighting its way out of the confusion created by the evolution from the standard 78 to the new 45 and 33⅓ r.p.m. speeds.

Wilson's death came as such an unexpected shock to RCA top brass that no consideration whatsoever had been given to his successor as of *The Billboard's* press time. Nor certainly had any thought been given to a realignment of top executive responsibilities in any facet of the Radio Corporation picture, either in the RCA Victor division or in the National Broadcasting Company. In the days and weeks following the exec veepee's demise, however, there is little doubt that Brig. Gen. David Sarnoff and President Frank Folsom, along with other high-level RCA Victor division and NBC planners, will be studying ways and means to best fill, on an across-

(See Joe Wilson Passes on page 11)

BILLBOARD BACKSTAGE

About a Too Little Known Big Man Named Joe Wilson

By Joe Csida

It is the lot of newspapermen to meet a considerable number of big men. Presidents of this and chairmen of sundry boards and vice-presidents by the bale (in show business), assorted names of large stature. It is the experience of most newspapermen that most of these big men aren't big at all. This is a piece about one who was.

He was so big he was little known by the great majority of people in the very industries on which his decisions left tremendous and lasting marks. I don't recall ever seeing his name in Winchell's column. It wasn't even ever dropped by any one of the myriad members of the name droppers' society, who infest show business and environs. He was just a man who did a big job on a big and unbelievably quiet scale.

I'm talking, of course, about John G. Wilson, far better known as Joe, executive vice-president of the Radio Corporation of America in charge of the RCA Victor division. As a news story in this issue relates, he died last Wednesday night.

Joe, for example: How does a John G. get to be known as Joe? He told me one day. He came from a large family. His parents indulged in the warm and charming habit of naming the kids after comic strip characters. And John G. they called Joe, after

(See Billboard Backstage on page 14)

Las Vegas Set To Spend Big On Top Names

Talent To Get $2,500,000

By Lee Zhito

LAS VEGAS, Nev., June 3.—This town is on a name binge. Money is no object. With Miami's lid lowering on high budget entertainment *(The Billboard, March 4)*, Las Vegas looms as an oasis for showbiz. This year, a handful of ops will spend an estimated $2,500,000 for name attractions. Budgets will bulge further as new Class A spots skedded to open here start bidding for names. Biz is booming, with 1950 expected to be the town's lushest in its nine years as a desert resort. Last year, approximately 3,500,000 visitors thronged Las Vegas's gaming rooms, with a survey of major spots showing this year's tourist turnout exceeding previous records. Per capita spending

(See Las Vegas Moola on page 44)

Manhattan Grosses Top 47 States in 1948 U. S. Census

WASHINGTON, June 3.—Latest totals for 1948 business census released by Census Bureau this week show New York city's amusement gross reaching $282,279,000 in that year, approximately 13 per cent of the national total.

Manhattan alone furnished $167,378,000, or more than any State ex-New York. Brooklyn was the second highest borough, with a gross of $51,387,000 from amusement enterprises. The Queens total was $36,002,000, while the Bronx and Rich-

(See Manhattan Grosses on page 49)

Clothiers Et Al. To Cook Up a Cowboy

5-Mil To Build Wild Bill

HOLLYWOOD, June 3.—A new switch in the packaging of radio and TV shows was developing here this week when a group of manufacturers joined in a $5,000,000 pool to bankroll the filming of 52 video pix and a series of wax radio shows, all to be made available for regular sponsorship as well as a theatrical feature film. The venture will feature a couple of film names, Guy Madison and Andy Devine, and the backers have no profit motive insofar as sale of the shows is concerned. The six firms involved want only to create their own Western person-

(Merchants as Star Makers, page 43)

Old Age Pay Bill May Be Showbiz' Gain

WASHINGTON, June 3.—HR 6000, the omnibus Social Security bill is slated to reach the Senate floor for debate next week, with indications pointing toward approval of committee recommendations which would extend coverage to all showfolk still outside Social Security, liberalize benefits, maintain the present tax rate on covered employment, and continue the present responsibility of bandleaders for keeping records and paying the employer share of taxes

(See Showbiz May Gain on page 14)

Overseas Stars Rich Down Under

SYDNEY, June 3.—Big name overseas theatrical and vaude stars who have visited Australia in recent years worried much over the difficulty of taking their earnings out of the country. Many have invested in Australian real estate.

Tommy Trinder, British funster, put his earnings into real estate and in two years the value has doubled. Evie Hayes and husband, Will Mahoney, are reported to have invested $70,000, while Charlie Chase invested $11,000. It has been estimated that over $2,250,000 has been invested here by the overseas stars.

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Billboard Holiday Survey Shows Plenty of Dough Will Rise as Heat Season Starts

The Rains Came, But Ballyhoo Sheltered Top Offerings

NEW YORK, June 3.—Staring into the summer's crystal ball, and wondering whether grosses will rise or fall as the mercury moves upward, showbiz went into the heat season with the general feeling that there will be plenty of dough around come vacation periods.

A round-up of Decoration Day week-end business, made by *The Billboard* correspondents, indicated that—where rains didn't interfere—the customers did not keep the tills empty. That was true, in large measure, of indoor business as well as outdoor, of the legit end of the business, of bands, of carnivals and other outdoor attractions, as well as of the niteries, cafes and terperies.

In every instance, the old rule that "the show's the thing" counted for most. Where the bills warranted large patronage, the spenders came. Where rains washed out the potential queues, it hurt—but the big shows, backed by large promotion and advertising, with sock names to back up the ballyhoo—these did business anyway.

Midwest Does Best of All Outdoor Areas

Spending Shows 25% Hike

CHICAGO, June 3.—Outdoor showbiz thruout the nation over the Decoration Day week-end was as mixed as the weather. And the weather was plenty mixed. Few areas drew ideal weather for the four days. The Central States and the Midwest fared best.

Heartening, however, was the brisk business scored in localities given good weather. Except for the West Coast, per capita spending in not a few instances was up anywhere from 10 to 25 per cent, an encouraging indication for the big run ahead.

Industrial areas provided the majority of these increases. Carnival ops in the East turned in reports of higher spending. In the Central States, industrial cities such as Cleveland and Dayton, O., returned reports of upped spending. Euclid Beach Park, Cleveland, for instance, registered a 10 per cent hike in individual spending. Cavalcade of Amusements, large railroad show, scored a hefty gross at Dayton.

In the East outdoor showbiz suffered from the weather over the four-day week-end. Scattered showers Sunday (28) and a temperature of

(See Mixed Weather on page 53)

Stem Legit Picture Sunnier Than Skies

NEW YORK, June 3.—The Stem legit picture was sunnier than the weather for most of the long Decoration Day week-end, with most of the shows doing normal business Saturday thru Monday. Those which gave Tuesday mats snared over-all excellent grosses. But Tuesday night the bottom fell out.

Only four shows, *South Pacific; Kiss Me, Kate; Gentlemen Prefer Blondes* and *The Consul*, reported capacity business straight thru the session. *Where's Charley?* hit the sellout jackpot thru the holiday mat, but racked up a Tuesday night gross of $4,000 with about a fifth of the house empty. *Member of the Wedding* sold out Saturday mat and evening and repeated Monday night. However, Tuesday night dropped it to 90 per cent of capacity. *Cocktail Party* was in almost identically the above slot, except that a holiday mat brought in another capacity take.

Continuing the pattern, *Peter Pan*, playing mats and evenings Saturday

(See Legit Gross Good on page 48)

Nitery Take Gets Dampened by Hard Local Rainstorms

NEW YORK June 3.—The major niteries and Stem combo theaters had a bonanza over part of the Decoration Day week-end, tho it was apparent that among the cafes only the heavily promoted spots did the big business.

The Latin Quarter with its heavy advertising budgets plus a solid 90-minute show, did better this year than the same period last year. Its location also helped draw in a couple of extra bucks.

The Copa, with Martin and Lewis plus its heavy promotion via disk jock Jack Eigen and paid newspaper space, was jammed for practically all shows for the week-end.

The Riviera, with Tony Martin as headliner, claimed to have done record business, due in some part to the Sunday and Monday rain that kept New Yorkers from going away for the week-end.

But if these three spots did business, other cafes, headed by the Diamond Horseshoe, were poor alsorans. The Horseshoe said it did its regular week-end biz from tourists and prom kids, but the Monday break between the Sunday and Tuesday

(See Nitery Take Dampened, page 44)

Tootlers Play Tinny Tune Over Long Week-End

NEW YORK, June 3.—The long Decoration Day week-end came off as a hit-and-miss box-office proposition for the band business. Rainy weather in the East and Midwest and the establishment of Monday as a work day, thus splitting the long week-end, in a majority of places had a negative effect on the returns for the holiday. The Friday-Saturday-Sunday night takes were likened to average week-ends, with a handful of crews coming off with percentage money and a lower percentage of bombs showing for the period. Decoration Day eve was generally excellent, according to a survey made of the key band booking agents, and the holiday night was described as fair.

Resort spots, many of which normally unshutter Decoration Day, were hardest hit of the band-playing spots, this primarily because of either rainy or chilly weather. Carmen Cavallaro fell the sting of the weather at Old Orchard Beach, Me., while Sammy Kaye did only fair business at Steel Pier Friday and Saturday

(See Music Biz Only on page 14)

Interna'l Harvester Buys 600G Talent Crop in 8 Months

CHICAGO, June 3.—One of the largest bankrollers of club-date vaude talent is International Harvester (IH), manufacturers of farm implements which, thru the firm's 75 district managers, scattered thru the 48 States, purchased for its dealers over $600,000 worth of live talent from September 1, 1949, to April 1, 1950. These figures were disclosed by R. S. Williams, general supervisor of sales promotion for IH, in an exclusive interview.

The firm has always been an advocate of live talent in connection with sales promotion programs, but the program really started in high gear late in 1945 at the war's end. Previously, IH and its district managers and the retailers whom they serviced, purchased talent directly for a series of sparodic sales demonstrations. Following the war, IH execs decided to start a nationwide series of shows, selecting certain booking agents in various parts of the U. S. These agents were commissioned to package shows, which were then sold directly to the district overseer, who, in turn, scheduled the nightly shows in cities in which IH retailers had stores. During the past year agents like Al Sheean, of Minneapolis; Nina Nova, of Denver, and Irving Grossman, of Des Moines, plus others, have whipped together a large number of units for IH dealer-customer events. All the talent, Williams emphasized, is purchased by the district managers for the dealers and not by IH's central headquarters.

Feature Vaude

The IH dealer-customer events, which feature vaude talent as a crowd lure, are called family parties. The

(International Harvester on page 53)

Jessel Revamps D. C. Legit Idea

WASHINGTON, June 3.—Talk of building a new legit theater in the nation's capital is springing up on a fresh front as the result of a press statement here this week (1) by George Jessel in the wake of a confab with President Truman at the White House. Jessel said he hopes to seek funds to build a $3,000,000 legit theater for the capital.

Jessel said Mr. Truman gave him encouragement on the idea which, the actor said, is supported by a friend of the President, Blevins Davis, of Independence, Mo. Davis called on the President a day after Jessel's interview. The playhouse would be operated on a non-segregated basis.

Freedom Fair Hope Still Flutters Faintly

WASHINGTON, June 3.—Another move to revive the Freedom Fair was kept feebly alive here today by a local business group despite the long-expected action Thursday (1) by the National Capital Sesquicentennial Commission, which voted to abandon the exposition. The Commission's vote was in concurrence with a recommendation made several weeks ago by the Commission's executive committee. In writing "finis" to the plan for a government-sponsored Freedom Fair, the Sesqui Commission left a tiny opening for suggestions to revive the plan on a modified scale in deference to a hastily organized crusade for the exposition by a newly formed Greater Washington Businessmen and Citizens' Committee.

The Committee, which was formed last week, is preparing to see if funds can be mustered. J. A. Kamerow, chairman, said the Committee will consult with "a number of responsible people so that we will be sure the plan we adopt will be one that can be carried thru successfully."

Congressmen Cut Disks To Plug Home Air

100 Reps Use Service

WASHINGTON, June 3. — A vast business in the cutting of platters containing "informational" speeches of congressmen is developing here at Congress's joint recording facility, with over 100 legislators now mailing weekly disks for use on stations in their regions.

Use of the transcription studio is likely to prove a bonanza for incumbents in the fall elections by providing them with free air time without restrictions under the "political broadcast" section of the Communications Act, particularly since the Federal Communications Commission (FCC) has just ruled in a letter to the studio that regular broadcasts by legislators "not in connection with an election campaign" do not come under the section. The section in question requires that stations must provide equal opportunities to legally qualified candidates for answering political speeches.

Wide use of the congressional platter studio is shown by a survey which discloses that a number of the 100-plus legislators mailing transcriptions to stations back home are getting them on as many as 50 stations in their respective constituencies.

Informational Talks

It appears that a congressman with such an outlet for "informal" talks will have a big edge on his opponent when the congressional campaigns get under way this summer. Under the ruling by the FCC, stations can continue to run the congressman's weekly talks without having to offer equal time to the opponent if the legislator keeps away from political subjects.

This practice appears likely to result in a loss of potential revenue to stations which have been running the platters as a public service. A con-

(See Congressmen on page 43)

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NBC O. & O. TV IN THE BLACK

Tiff To Stay Near Godfrey Won by Lever

Win Over Y. & R.

NEW YORK, June 3.—Lever Bros. this week won its fight to take the Monday evening 8-8:30 slot on CBS-TV away from Young & Rubicam and the latter's client, Hunt Foods. The slot became vacant last week when International Silver, a Y. & R. account and sponsor of *Silver Theater*, canceled the program effective at the end of the current cycle. The time is important because it precedes Arthur Godfrey's Lipton Tea show. Lipton's is a Lever subsidiary and the program is handled by Y. & R.

Lever Bros. had an option on the time and immediately exercised it, but the agency entered a firm order for *Silver Theater* for Hunt Foods. CBS-TV sales brass decided against Y. & R. The agency high command then went to higher CBS echelons, but on Friday (2) was persuaded to withdraw the gripe.

Tho Lever Bros. hasn't decided on the program for the 8 p.m. time, it may be the TV version of *Amos 'n' Andy*, now in preparation.

Lever now sponsors Ilka Chase in the Thursday 9:30-9:45 p.m. CBS-TV slot and has an option on Wednesday evening, 9:30-10. Now there is a possibility the Chase show may air after 11 p.m., thus opening a half-hour for the network. This would allow CBS-TV to move Philip Morris, which has bought the 10-10:30 slot on Thursdays, into the 9:30 time and sell its 10-11 segment to Nash Motors. *The Trap*, with Alfred Hitchcock as producer-director, is being considered by the auto company.

Anchor Beefs To NBC Over "House" Quality

NEW YORK, June 3.—The Anchor Hocking Glass Company and its agency, William H. Weintraub, this week registered a terrific beef with NBC because of the quality of *Broadway Open House*, the hour-long revue Anchor is sponsoring on the NBC tele web. NBC's immediate reaction was to call in Douglas Coulter, formerly program vice-president in charge of programs for CBS.

Coulter was placed in full charge of producing the Anchor show, which is sponsored co-operatively by the glass company and brewers in various cities. Among his other missions will be to build a permanent troupe for the show, so as to simplify production problems, especially rehearsals.

Camel Takes Option On Thomas TV Show

NEW YORK, June 3.—Camel cigs, thru William Esty, has taken a 3-week option on the Danny Thomas tele show, it was learned this weekend. Option ends when Thomas comes East for nitery stint this month.

Video show is being offered by the William Morris Agency for probable airing on NBC. Show is not a replacement for the Camel-Ed Wynn tele airer. Option on Wynn show is not yet due for renewal.

The Network Talent Front

Indications are that the radio-TV talent picture, insofar as CBS and NBC are concerned, will remain relatively quiet for a while. NBC is still gunning for a lot of CBS stuff, but contractual obligations and the naturally slow progress of such deals will, in all likelihood, prevent any major developments for some time.

With one exception—Jack Benny. Only it won't be a return for the Benny show, AM and TV, if NBC does succeed in copping this major prize. Off the record, top NBC execs will confess they have scant hope of regaining Benny, sight and sound. Their major efforts are being directed on the TV show, and not via Benny personally, but rather thru Batten, Barton, Durstine & Osborn (BBD&O), the American Tobacco Company (ATC) agency. The obvious fact remains that, irrespective of whether Benny is a free agent—in the sense that in buying Benny's Amusement Enterprise, Inc., CBS bought the Benny program but not his personal services—the buying of time is a sponsor's prerogative. Thus the NBC-to-BBD&O-to-ATC strategy.

NBC's TV Delivery

One major asset in NBC's favor is its record in delivering tele stations. NBC has copped a number of accounts away from CBS on this scope, despite the progress CBS has made after its delayed black-and-white start. Luckies, Benny's sponsor, now airs on both CBS and NBC tele. On CBS it airs weekly (*This Is Show Business*). On NBC it has the alternate-week Robert Montgomery dramatic show. That alternate time is still open.

Otherwise, NBC is pitching for Jimmy Durante, Edgar Bergen, Red Skelton and *Lux Radio Theater*, among others. Durante, just dropped by Camels, is still tied up for a year on a no-TV contract with Metro-Goldwyn-Mayer. Bergen is tied up for a year with Coca-Cola—details on the others aren't available. Bob Hope will probably sign with NBC this week; only a minor item is delaying the deal.

Parade of Names

Meanwhile, the parade of names to TV is starting to shape up. One network or another, Benny is going to do five or six shows this fall; Lever Bros. may spot *Amos 'n' Andy* before Arthur Godfrey on CBS-TV Monday nights; Burns and Allen will film a kine soon, and Edgar Bergen may do an alternate week, via film, on TV for Coca-Cola, his present AM sponsor.

Bergen insists on film because "I cannot carry Charlie on stage and destroy the illusion." He also argues that a weekly TV show will cut down audience interest and loyalty too quickly. "How long would Clark Gable have lasted had he appeared at a local theater week in and week out?"

17-Day Coast Push By Sears, Roebuck

HOLLYWOOD, June 3.—Radio-shy Sears, Roebuck & Company will invade local radio with a major 17-day air campaign, during which the retail chain store will buy time on 12 local stations to plug new appliances.

Biggest Sears radio drive in recent history, the campaign will include stations KFI, KECA, KHJ, KLAC, KMPC, KOWL, KFVD, KFOX, KWKW, KIEV, KGER and KFAC. Deal was negotiated by Southern California Broadcasters Association (SCBA) acting on behalf of member stations.

Philip Morris Gets "T or C" as "Life" Fall Sub

NEW YORK, June 3.—Philip Morris this week acquired Ralph Edward's *Truth or Consequences* to replace *This Is Your Life*, also owned by Edwards, on CBS next fall. The former program is on NBC Saturday nights 8:30-9, but shifts into the Tuesday evening 9:30-10 slot on CBS occupied by the cigarette sponsor.

Procter & Gamble, the present sponsor of *Truth or Consequences*, tried to get TV rights to the program, tho it had given up on its radio potential, but Edwards wants no part of TV until he has exhausted the show's radio life. It is believed that Philip Morris also has the TV rights to *Truth or Consequences*, which it purchased along with the radio version.

Chesterf'd Buys CBS-TV 7:45 Opposite Camels

NEW YORK, June 3.—The purchase this week of the 7:45-8 p.m. slot three times a week on CBS-TV by Chesterfield places the cigarette sponsor squarely up against its competitor, Camels, in the battle for TV audiences. Camels has the 7:45-8 slot on NBC-TV with its *News Caravan*, aired across the board.

Chesterfields will program Mondays, Tuesdays and Fridays, beginning in late September. Masland Rugs has the Wednesday slot. Tho the program has not yet been selected, indications are that it will be a video version of Chesterfield's *Supper Club*. Cunningham & Walsh is the agency.

Meanwhile, Oldsmobile this week also decided to go across the board in the 7:30-7:45 segment on CBS-TV. The sponsor of *Doug Edwards and the News* is currently programing on Mondays, Wednesdays and Fridays, but will add the other two days in the fall. These two buys will mean that CBS-TV only has the Thursday evening 7:45-8 time for sale now. D. P. Brother Agency, Detroit, handles the Olds billings.

Gruen May Bankroll 'Blind Date' in Fall

NEW YORK, June 3. — Gruen Watch Company this week was on the verge of buying *Blind Date* for next season. The program, now on ABC-TV Thursday nights, 9-9:30, for Esquire Shoe Polish, has been canceled by that sponsor effective at the end of the current cycle.

Net Out of Hole in Nine New Deal Mos.

Fresh Methods Pay Off

By Jerry Franken

NEW YORK, June 3.—That the five NBC owned-and-operated television stations are now operating—as a unit—at a profit, was revealed this week by Joseph H. McConnell, president of the network. Three of the five NBC stations, McConnell declared, are responsible for the profit reported by the entire operation, first recorded in April.

Altho McConnell did not identify the two losers, it is known that they are KNBH, Hollywood, and WNBW, Washington. The latter's loss is relatively small and almost certain to be converted to profit within months. KNBH, under its newly named manager, Tommy McFadden, is now being reorganized.

Winning Fall

HOLLYWOOD, June 3.—It's not generally known, but Joe McConnell took quite a fall at the height of his negotiations with Groucho Marx, on the eve of Marx's switch from CBS to McConnell & Company. Huddling with Marx, John Guedel, co-owner of the package, and their reps at the Beverly Hills Hotel, McConnell was tilted back in his chair. Relaxing on his perch, McConnell suddenly went sprawling as the chair slipped.

While McConnell may have been thrown, it wasn't for a loss. He arose, dusted off his clothes, and went back pitching. When he finished, the NBC delegation left, and the CBS contingent made its pitch.

Next morning (27) the sealed bids submitted by the two webs were opened, and NBC had Groucho.

NBC's three TV breadwinners are WNBT, New York; WNBQ, Chicago, and WNBK, Cleveland. McConnell did not reveal the extent of the o. and

(See NBC O. & O. TV on page 43)

"Harum" Heads For TV Via PRB

NEW YORK, June 3.—A long-time radio stand-by as a soap opera, *David Harum* this week was on the way toward becoming a television stanza as well. Video rights for the series were pacted by PRB, Inc., the Mary Pickford-Buddy Rogers-Mal Boyd combine. The tele version, however, will be done as a weekly 30-minute show rather than as a strip.

The TV series also will revert to the period piece of the original book, rather than the modern-dress format aired on radio by B. T. Babbitt, Inc., over CBS. Rights were procured from Mrs. Ripley Hitchcock, beneficiary of the estate. The Harum character was made famous by Will Rogers in a 20th Century-Fox film after the success of the novel and play. No web has been set as yet.

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SPEND OR SCRAM, SEZ CBS-TV

Sponsors Must Take 20 Coax Sites by Fall

Rule May Affect Kines

NEW YORK, June 3. — CBS-TV this week ruled that network sponsors must buy a minimum of 20 coaxial stations on the web by October 1 when the new arrangement with American Telephone & Telegraph Company to extend the cable southward and westward is completed. This means that a number of CBS-TV bankrollers using less than that number of cable stations will have to increase budgets or blow.

One exception to this rule is in the case of a bankroller without national distribution. Esso, for example, is an Eastern product and therefore will not be required to take the 20 coaxial cities. However, after Esso's 52-week contract for the Alan Young show ends, the web reserves the right to sell the show to a sponsor who can take the minimum list. In addition, where an agency has a contract cancelable only on its part, the client may be able to evade the 20-station rule by claiming the contract was made on a basis not specified by the new rule.

Tho NBC-TV practice has been to make advertisers take all the stations on the cable, CBS-TV has held off with a minimum rule. But the adding of the new coaxial outlets has put a heavy economic pressure on the web which, in turn, is shifting some of it to sponsors.

Insiders at CBS-TV, however, feel that many bankrollers who now present their shows on kine, besides using a number of cable cities, will take the minimum number of coaxial connections required but stop taking kine stations. This would be cheating Peter to pay Paul and would not benefit the net. The hope of the web brass nevertheless is that sponsors will keep their kine cities and take the minimum number of coaxial stations as well.

Non-Red Oath Nixed by NLRB For Writers

NEW YORK, June 3.—The full board of the National Labor Relations Board (NLRB) this week upheld an appeal made by the Radio Writers' Guild (RWG) that Authors' League (AL) council members need not file anti-Communist affidavits under the Taft-Hartley law. Last year Robert Denham, general counsel of the NLRB, ruled that since the RWG was a member of the League, it was mandatory that the AL have its council members sign affidavits before the RWG could be cleared for a certification election.

The decision actually means that executive board and council members of unions do not have to sign affidavits, but only paid officers. Now RWG can go ahead with its certification election and, if successful, win a contract from agencies covering free-lance scripters.

The Screen Writers' Guild (SWG) voted recently to leave the AL if the League did not comply with NLRB regulations regarding affidavits. However, the decision of the NLRB board will take care of that problem.

BRIEF AND IMPORTANT

Kuda Bux Loses Candy Sponsor Effective Mid-Month

Mason Candies last week canceled "Kuda Bux," effective June 17. The program starring the Hindu mystic is on CBS-TV Saturdays 6:30-6:45 pm. Moore & Hamm is the agency.

Norwich Pharmacal Considering Day Radio as TV Offset

Norwich Pharmacal last week was the latest bankroller to begin planning on use of daytime radio as a means of staving off TV's inroads. The bankroller, sponsor of "The Fat Man" on ABC, intends to retain that show, but is talking with the web about a daytime strip stanza. Decision is expected in the next couple of weeks.

Bud Barry Preems at NBC, Gets Veep's Toga

Charles C. (Bud) Barry started work at NBC June 2 in his new post as AM program veepee. He was greeted with a first-day present, a vice-presidency, voted by the NBC board the same day.

NY Agencies Undergo Personnel Shifts

Stuart Ludlum last week was appointed head of the newly created TV department of the Duane Jones Agency. Reggie Schuebel is the head of the radio division of the agency. Ludlum has been in video packaging in New York and radio on the Coast. Among agency shifts John Halpern has left the radio and TV department of the Erwin Wasey Agency to head up a similar division at Pedlar & Ryan, and Ted Fetter, formen associate TV director at CBS, has joined the radio and TV operation of Batten, Barton, Durstine & Osborn.

Pabst Picks Up Option on Radio's "Riley"

Pabst Beer has picked up the option of the radio version of "Life of Riley" for next fall, with William Bendix continuing in the lead role. At the same time, the beer maker has passed up continuance of the tele version of the comedy show, with the package owner, Irving Brecher, retaining resale rights to another non-competitive sponsor. Bendix's new pic contract gives him tele clearance for the first time, whereas anti-video film clauses heretofore prevented his doubling on video.

P&G Sending "Fireside Theater" to Coast

Procter & Gamble's (P&G) "Fireside Theater" tele film series, on the NBC-TV Eastern net will expand to the Coast next fall. Bankroller is committed to definite showing on KNBH, Hollywood NBC outlet, with other Coast showings under consideration, including San Francisco and San Diego. KNBH will pre-empt the Tuesday 9 p.m. times slot, following the Milton Berle show, for the series. Pix to be shown will be shot this summer in Hollywood by Bing Crosby Enterprises.

Coast NBC-TV Prepping Three New Shows

Three new shows were put into the NBC-TV hopper by the net's Coast video programer, Norman Blackburn, last week. Shows include a new Cass Daley seg, an Andy and Della Russell package, and a comedy-musical video airer with the Firehouse Five Plus Two, Dixie combo, and comic Bob Burns. All are on the drafting boards now for script clearances and kine auditions.

Nielsen Sets New Coverage Service Comparable to BMB

CHICAGO, June 3.—The Nielsen research org will begin offering to the trade in about two months a service comparable to the BMB, A. C. Nielsen, company president, said this week. Nielsen stated that altho he hopes and expects to get the cooperation of such trade bodies as the NAB, ANA and AAAA, he is going to make no formal effort to get official backing from these groups before offering his new coverage service. Rather, he is going to offer the service directly to stations, agencies and advertisers as he now sells his radio and TV index.

Altho no price structure has been decided upon, the coverage service will be given first for large market areas. This is based on Nielsen's belief that 70 per cent of all radio listening is to the top 200 stations of the country.

For the first 50 of these stations Nielsen will supply a quarter-hour listening profile using information garnered from audimeters. Next 50 will be measured by a concentration of audimeters. The next 100 will have coverage measured by a combination of audimeter reports and personal interviews.

Nielsen emphasized that with this system complete, listening for both metropolitan and rural areas covered by these 200 stations could be garnered, in contrast to the old BMB method of citing listening of two or more times in week in certain areas and showing breakdown according to areas in which percentages of the population showed such degree of listening.

In stressing the importance of the top 200 stations, Nielsen pointed out that dividing the 70 per cent of the 200 gave each outlet an average of .35 per cent of national listening, whereas the remaining 30 per cent divided among the remaining 1,800 stations gave each an average of only .017 of the national total. This, he stated represented a ratio of 20 to 1 in favor of the top stations.

Nielsen stated that the new measurements will not be started until executive manpower can be taken from important projects on which it now is working.

Don Lee Tele Into High as FCC Gives OK

Skeds Program Expansion

HOLLYWOOD, June 3.—Don Lee Television Station KTSL (KM2XBD) this week prepared to go into high gear, following word that the Federal Communications Commission (FCC) had granted the outlet a permanent commercial license. Station has been operating under temporary 90-day permits and now awaits final clearance on KTSL call letters, plus permission to move its transmitter site from Hollywood's Mt. Lee to loftier Mr. Wilson location.

Meanwhile Don Lee tele Veepee Charles Glett, who has headed all Don Lee video activities since last fall, laid plans to expand into Saturday and Sunday programing as well as daytime tele. Station is currently operating 33 hours weekly as contrasted to 20 hours last fall. Altho the outlet is the world's pioneer video station (now in its 19th year), KTSL has been trailing other local outlets in biz, hamstrung as its was by FCC's delay in granting commercial okay.

When Glett took over the reins last fall the station was deep in the red. First move was to ax all sustainers, streamline commercials, and completely rebuild programing structure. Station now boasts 20 live airers weekly (all commercial), plus a new series of film and kine stanzas which include Western, crime blocks and a group of Grade A feature films. Kines are sent from DuMont TV net in the East.

As a result of the programing revamp, sales went up 400 per cent to an all-time high. To handle 14 hours of weekly live airers, Glett greatly augmented the production and programing staff, headed by former David O. Selznick flick exec, Cecil Barker, now executive producer for Don Lee.

Last month the station plunged into "owl programing" by adding two hour-long strip shows between 10 p.m. and midnight, one featuring Nils Thor Granlund (NTG) and the other built around disk jockey Peter Potter.

Other projects in the works include production of a series of tele films for national syndication, to be made by film producer-director William Dieterle, and based on tales from official files of the U. S. Secret Service. Deal was set up some months ago and is awaiting final editing of material and preparation of shooting scripts. Moreover, interchange of kines between DuMont TV net and Don Lee is in the works, as is a plan to hook up with the MBS projected TV network.

In the research field, director of color research, Harry Lubcke, last week disclosed application for two-color patents and registration of the name "colorvision" by Don Lee.

Switch, Hair Style

NEW YORK, June 3.—Following the system used in the theater, films and literature, WNBC and WNBT here are planning to use quotes of radio and TV critics as promotion copy. Comments will be used via station breaks, etc. Since WNBT plans to use slides of the editors, some of the guys are going out and being fitted for hair pieces.

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Radio and Television Program Reviews

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Joyce Mathews

Reviewed Thursday (1), 11:15 p.m. over WCBS-TV, New York. Sponsored by Superior Television Plant, Inc. via Lester J. Wolf. Produced by Lester J. Wolf. Written by Jack Lyman. Co-ordinator, William Patterson. Cast: Joyce Mathews, Johnny Johnston, Martha Wright.

Joyce Mathews is trying to do a Faye Emerson in more ways than one, but on this show it was all pretty grim. About the only favorable factor of the program is Miss Mathews's good looks and the fact that she screens well. Otherwise it's from hunger. Her guest palaver with singers Johnny Johnston and Martha Wright was forced and inane. A stunt which could have been effective failed miserably. In that spot Miss Mathews and Johnston mouthed the words to a record of *Darn It, Baby, That's Love*, which he and Joan Edwards have just made. Main reason for failure was Miss Mathews's inability to go along with the gag, altho Johnston handled the silent vocalizing in okay fashion.

Other than a good opening shot, in which Miss Mathews stands silhouetted against a window, the camera work was routine. Dick De Freitas did midway off-screen commercial for Superior television enlargers, the camera focusing on a gal in a bathing suit.

Memo to Faye Emerson: Marry me, please. *Jerry Franken.*

On the Line

Reviewed Saturday, 6:15-6:30 p.m. EDT. Presented sustaining via NBC. Produced by news and special events department of NBC. Scripter-commentator, Bob Considine; announcer, Fred Collins.

Distinctive, relaxed and consistently entertaining, Bob Considine seems to pack the verbal punch to build himself a listening audience. Accenting primarily the feature side of the news, the newspaper columnist kept his copy varied enough to give dialers an incentive to hear him again.

Considine managed to get something extra into his treatment of the news as, for example, his tale of the whacky practice of standing in line for days to get tickets for the Decoration Day auto race. Another interesting item concerned itself with the plastic surgeon turned novelist. This scripter got most of his material during the war when, on assignment, he changed the facial features of spies.

Considine is a distinct asset to radio. *Leon Morse.*

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Sara Berner's Voice as
ESTHER HOROWITZ
(of "Life With Luigi" Show)
Is Switching to
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., June 15, 10:30 p.m. EDT

Norman Ross's Stag Party

Reviewed Wednesday (31), 9:30-9:45 p.m. CDT. Sustaining on WNBQ, Chicago. Producer, Ted Mills. Director, Lyn King. Written by Loring Mandel. Cast: Norman Ross, emsee; Bette Chapel, Cavaliers Quartet. Music, Art Van Damme Quintet.

This is another of WNBQ's one-shot shows, pitched on the air periodically, which would be retained if audience or sponsor reaction warranted. *Garroway-at-Large* started this way but *Norman Ross's Stag Party* isn't going where Garroway went. Opening shot panned a wall covered with NBC staff pin-ups, then down to Ross's feet, up to Ross stretched out on a sofa, with standard surprised "Oh, hello, there." Ross shed shoes and coat, told all women to leave the room, blew a whistle summoning model, said: "Fellows, this is a dame." Camera slowly panned dame from hair to heels and back. About five of the 15 minutes were spent panning dames.

Cavaliers Quartet, with ties pulled loose at neck, did one routine number. Only spark in show was singing of Bette Chapel, backed by Art Van Damme, who, incidentally, never was seen.

Show was an attempt to capitalize on Ross's tremendous radio pull, using WNBQ's "Chicago style" of relaxation, informality, chatting with the camera and so on. This was so relaxed it just didn't jell. Viewer was left feeling he'd been nowhere. When show ran a minute short, Ross obviously was out of things to say, so he commented: "See what happens when a show is unrehearsed?" *Jack Mabley.*

ABC's of Music

Reviewed Wednesday (31), 9:30-10 p.m. EDT. Presented by Chesterfield thru Cunningham & Walsh via CBS. Producer, Lester Gottlieb; director, Jean Hight; music, Ralph Flanagan and ork.

Chesterfield's *ABC's of Music* is an adequate summer replacement for the Bing Crosby show. The hope that it might be strong enough to rate a winter spot is dispelled by an innocuous format. Good music and good vocalists which are practically duplications of disks are surely not enough when the same can be had by tuning in any indie station.

With Robert Q. Lewis on hand as the emsee and Ralph Flanagan and his ork for music, three disk jockeys are brought in from around the country to select their favorite waxings. These are then recreated by the original vocalists. Jockeys on the show caught were Bob Story, WNOR, Norfolk; Hap Ellis, KOLT, Scotts Bluff, Neb., and Martin Block, WNEW, New York. Story picked Toni Arden's version of *Tonight*, Ellis chose Vic Damone's rendition of *Vagabond Shoes*, and Block, Flanagan's interpretation of *Joshua*. All three tunes were well done by the ork, Damone and Miss Arden. Add to the credit side, Flanagan's smooth band in several other selections.

Lewis was himself but the script was patchy, especially with replacement gags. The disk jockeys, away from their turntables, seemed very tame. Their chatter with Lewis was blunted by the dullness of background interview material.

CBS, it seems, is committed to the practice of using Lewis as an emsee. Tho his recent success might justify that use, it is also undoubtedly true that no real comic style is being developed in him.

Both Lewis and Martin Block spieled the Chesterfield's "Smoke milder, smell milder" theme. *Leon Morse.*

Broadway Open House

Reviewed Wednesday (31), 11-12 p.m. over NBC-TV network. Sponsor, Anchor Hocking Glass Company; agency, William H. Weintraub; producer, Vic McLeod; director, Joe Cavalier. Cast: Morey Amsterdam, Tony Romano, Three Beaus and a Peep, the Milton DeLugg orchestra.

This program, the third in the series, which airs for an hour across the board on NBC-TV, was television circa 1945. Maybe further back than that. And while it's all right for NBC to offer what may be in all actuality, valid excuses, a stinker is still a stinker, and the public doesn't care. You can't, in show business, tell the public your problems. You either give 'em a show or strike the sets and scram. Since NBC is producing this program, for Anchor Hocking Glass and the Weintraub Agency, and since several millions in billings are at stake, it behooves NBC to give 'em a show. Or else.

Some of the NBC excuses are a tiny budget, the unfortunate demise of the intended emsee, Creesh Hornsby, and limited rehearsal time. None of those, tho, could account for the amateurish production of Wednesday's program. You don't walk an emsee off behind a working singer while still in camera range; it's pretty atrocious production to have your announcer walk out, stopwatch in hand, to herald an upcoming commercial—and even then, half the commercial cut abruptly into dialog. And more of the same.

Talent on the third program was largely Morey Amsterdam, in his now standard but ever funny routines. Tony Romano gave a good assist on a vocal, the same going for Three Beaus and a Peep. The quartet, which overdoes its sight stuff, has a legitimate beef against Amsterdam, who fiddled and faddled with their trick monicker and never did seem to get it on the air right. Lousing up an act's billing ain't funny.

Bob Stanton does the New York commercial, which plugs repetitiously the Anchor Hocking no deposit beer bottle. It's a straight vocal commercial, devoid of either sight appeal or inventiveness. What d'ya go on television for if not for sight appeal? *Jerry Franken.*

Jack Linder's Bowery Music Hall

Reviewed Thursday (1), 8-9 p.m. EDT. Sustaining via WOR-TV, New York. Producer-director, Jack Linder. Writers, Lee Sands, Jack Linder, Thornton West. Emsee, Jack Waller. Cast: Gwen Emerick, Rosalie Alter, Carlo Correlli, the Grandoliers, Eileen O'Dare, Muriel Lane, Burton and Janet, Harrison and Andrews, Sam Kramer, Frank Small's Cancan girls and Douglas and Fairbanks. Music, Emerson Buckley and ork.

Jack Linder's Bowery Music Hall is a rough diamond but certainly no *Diamond Lil*, another Linder production. Production-wise it's almost as ragged as the title site, but its slap-dash staging is somehow in keeping with the show's Gay '90s theme. Vaude was an earthy proposition then, and the Linder revue projects the brassy razzmatazz entertainment spirit of the period. As such, it should prove a good draw for nostalgic oldsters and family audiences.

The feather-boa, checkered-suit era provides a colorful devise for a series of standard vaude turns (acrobats, a strong man, assorted warblers, a barbershop quartet and a cancan *(See JACK LINDER'S on page 10)*

Star-Spangled Revue

Reviewed Saturday (27), 9-10:30 p.m. Sponsored by Frigidaire via NBC-TV, New York. Producer-director, Max Liebman; TV director, Hal Keith; writers, Marvin Fisher, Larry Gelbart, Mort Lachman, Larry Marks, Si Rose, Al Schwartz, Norm Sullivan. Cast: Bob Hope, Frank Sinatra, Beatrice Lillie, Peggy Lee, Arnold Stang, Michael Kidd, Janet Reed, Bill Hayes, Dave Burns, Condos and Brandow, others. Music, Charles Sanford's ork. Announcers, Dennis James, Wendell Niles.

Hailed as an all-star wonder show, Bob Hope's second TV venture never fully realized its big-time talent potential. However, the hour-and-a-half airer was certainly superior to most video revues and some of Hope's material was top quality; e.g., "Arthur Godfrey, the man who makes everybody else in radio sound like a spot announcement."

Teeing off with the longest credit list since *Ben Hur*, the show utilized the old "back stage" gimmick as an opener, with shirt-sleeved stagehands running around setting up props. The comedian entered on the cue line, "we're ready, Mr. Hope," and in spite of some sock monolog material, still showed a "walking on eggs" approach to TV in the initial close-ups. His new modesty tack is appealing, but it's not Hope and it's debatable if this personality switch will please fans who liked him glib and brassy. He was at his best in the skits, which he played with his old brisk assurance and deft vaude timing. The latter was particularly evident in an automat scene with Arnold Stang and Dave Burns; a local yokel bit, with canary Peggy Lee, and a stunt with Frank Sinatra lampooning TV-camera conscious baseball players.

Quality-wise, Beatrice Lillie was the brightest spot on the show. Her flamboyant take-off on a feline society fem who fancies herself an amateur Duse and did rope tricks with a yard of pearls was priceless. The comedienne also scored with a slyly satirical impression of a punch-drunk bop singer, her old "whythm" number, and gave Hope and Sinatra a big assist on a zany South Sea finale, a broad take-off on the Hope-Crosby "road" flickers.

Making his TV debut, Frank Sinatra projected a great deal of warmth and boyish sincerity, indicating his video future should be a bright one. He was a trifle tense in his banter bouts with Hope, but compensated with a nicely restrained rendition of *Come Rain, Come Shine*. His likable manner and poise were particularly admirable in view of the highly audible swoon-goons in the audience, who wheezed noisily every time he opened his mouth.

The beauteous Peggy Lee was hampered by bad make-up, but her natural good looks were still discernible and she chalked up a high rating musically with a lyrical vocal on *Bewitched, Bothered and Bewildered*.

Dance-wise, the production was limited to two spots, *Suzette*, a ballet *(See Star-Spangled Revue, page 10)*

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AFM-INDIE DEALS BURN NETS

NY Morning TV Interest Up As More Stations Hit Air

NEW YORK, June 3.—The tremendous jump in viewer interest when a second video station takes to the air has been dramatically proved in, of all places, New York. This was evidenced in the 68 per cent rise in TV sets in use (SIU) during the pre-noon hours in the very first week that WNBT was on the air with its new morning schedule. Up to last month only WABD was airing morning TV here.

In the 10:30 a.m. to noon period during the first week of April, WABD scored a 2.8 SIU average, according to The Pulse. When WNBT joined in with shows during these hours the first week in May, the two stations hit a combined Pulse SIU average of 4.1.

Broken down by time periods, the figures show even more clearly the jump in number of sets being used, with a 2,600 per cent gain registered in the opening period, 10:30 to 10:45 a.m. In April WABD had a .1 SIU score, but in May the two stations together hit 2.6. A 500 per cent boost was racked up from 10:45 to 11 a.m., where WABD had a .7 SIU in April, but the two outlets combined hit 3.4 in the first week of May.

From 11 a.m. on, the gains were less spectacular, but fully as significant. The 11 to 11:15 a.m. period leaped from 2.2 to 3.8; the 11:15 to 11:30 slot from 3.3 to 4.2; the 11:30 to 11:45 period from 3.9 to 4.4; the 11:45 to noon segment increased from 4.3 to 4.8, and the noon to 12:15 p.m. period jumped from 5.2 to 5.8.

With other video outlets here likely to increase their scanning, ultimately moving into the same morning hours, the number of hausfraus turning on their receivers in the post-breakfast hours is likely to jump even more. The Pulse figures, which apply here to mornings, may be regarded as just as significant in appreciating the hyped popularity of TV in evening hours in one-station cities when a second outlet moves onto the scene.

Sinatra-Lucky Deal Rumored

HOLLYWOOD, June 3.—Recurring rumors of a new Frank Sinatra show for the American Tobacco Company came to the fore in Hollywood this week, altho those close to The Voice claimed no knowledge of such a deal. Show, possibly a combined radio-tele packaged airer, was reportedly being weighed by Lucky Strike ciggies as a half-hour weekly offering.

Sinatra, it will be remembered, was canceled by Luckies season before last, only to be re-signed to headline the *Light Up Time* musical strip seg which bowed out this week-end. Tobacco firm is understood anxious to buy Sinatra for tele, a fact now possible since the crooner has severed relationship with MGM Pix and is free for video.

More Radio-TV News

Additional Radio - Television News will be found on page 43 of this issue.

T-Men To Bang Away on AM, TV On 2 Networks

NEW YORK, June 3.—Two shows, one AM and the other TV, both dramatizing adventures of the Treasury Department's agents, are all but set on rival webs, CBS and NBC. The radio show, *T-Men*, is to be used by CBS as a sustainer this summer. NBC is trying to set a time period for *Treasury Men*, a tele stanza which Chrysler is all but set to sponsor. Likely slot is 10:30 p.m., Thursdays.

The CBS radio show is a web package and features Dennis O'Keefe, while the tele stanza is a Bernard Prokter-Music Corporation of America deal. Both shows have their real inception at the same source, files of the Treasury Department's investigators. The CBS show is based on the Edward Small *T-Men* film of a couple years back, which was made with government co-operation. However, that co-operation ceased when Small insisted on using the *T-Men* title, to which the Treasury execs objected. Result is that Prokter now has access to the department's files for his show, with CBS originating new yarns.

Webs To Ask For Scale But No Royalties

Proposals Industry-Wide

NEW YORK, June 3.—With the American Federation of Musicians (AFM) now signing individual deals with independent producers permitting the use of live music on television films, the major companies in the network and TV film production field are doing a terrific burn over what they claim is an unfair and prejudiced step on the part of the union. The networks, for example, still are unable to hire musicians for filmed video shows and claim that giving the indies a go-ahead places them—the webs—at a disadvantage. The first two indie-AFM deals, made with Gene Autry and Snader Telescriptions were reported in last week's issue of *The Billboard*.

As a result, the industry-TV committee, made up of reps of networks, film companies and package producers, this week settled on the terms it will ask as applying to telefilms and will present them to James C. Petrillo, AFM president, as soon as he returns to New York after next week's AFM convention, scheduled for Houston. The industry-TV committee has been formulating its proposals for some months.

Deals Unworkable?

The committee, execs stated, believes that the deals signed by

(See Nets Burn at TV-Indie, page 12)

CBS-TV Down Shubert Alley

Web Seeks Catalog of 35 B'way Revues

May Be One-Hour Show

NEW YORK, June 3.—CBS-TV this week was on the verge of concluding a deal for what may be the greatest single catalog of legit revue material in existence. The web is concluding negotiations with the Shuberts for rights to 35 different Broadway revues.

If acquired, the material probably will be made into a half-hour or hour revue called the *Passing Show*, after one of the most valuable Shubert titles. The Shuberts produced a yearly version of this show for many years, 12 such versions being included in the catalog, along with rights to the *Artists and Models* series. The scripts are mainly standard sketches, music and specialty material which were performed by such top comics as W. C. Fields, Eddie Cantor and Will Rogers.

The Shuberts are not selling the material, but are retaining ownership via a rental deal, with different fees for commercial and sustaining use. Howard Hoyt is representing the legit producers.

Hoyt also is packaging an hour TV version of the different operettas presented by the Shuberts. They include such standards as *Blossom Time* and *Red Mill*.

BRIEF AND IMPORTANT

Speidell Ponders "Sing It Again"

Speidell Jewelry last week was said to be giving consideration to sponsorship of the TV version of "Sing It Again," on CBS. The watch band company formerly bankrolled part of the Chicago portion of NBC-TV's "Saturday Night Revue," but did not come in with its order quickly enough for next fall and was frozen out. Not only Speidell but another Sullivan, Stauffer, Colwell & Bayles account, Arrid, is evidencing interest in the "Sing It Again." The show will probably be sold in segments, as was done in radio.

Mayor O'Dwyer's WPIX Fireside

New York's Mayor William O'Dwyer will have his own TV show, "At the Mayor's Desk," on The New York Daily New's video outlet, WPIX, beginning June 15 at 8 p.m. The semi-monthly half-hour series will emanate from O'Dwyer's City Hall office and, according to a statement by the city official, "it will give New Yorkers an opportunity to see their public officials in action, appraise the men charged with the responsibility of directing the affairs of their city and see for themselves how policy is made in this administration." But no readng of the comics!

ABC Finally Lams NAB

The long pending question of ABC's stand on the National Association of Broadcasters (NAB), was answered Thursday (1), when the web made a formal announcement of its resignation from the NAB. The notice was served in a letter to NAB Prexy Justin Miller from Robert E. Kintner, ABC head. CBS resigned from the association three weeks ago.

CBS To Drop "County Fair" as Sustainer

"County Fair" is being dropped by CBS as a sustainer after its June 17 broadcast. Since canceled by Bordens, the web has been unable to come up with a new bankroller. Beauty expert Richard Willis will replace the program, beginning June 24. His helpful hints to the ladies will be available until the fall, when Morton Downey moves into the slot for Coca-Cola. Willis will then shift to TV where he is expected to get a daytime spot.

Religious Assn. Offers Prayer for End of TV Day

A 30-second program of prayer to close the evening's TV schedule is being offered agencies by the National Association of Christians and Jews (NACJ). The fee for the prayer is said to be $5,000 a week.

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BRIEF AND IMPORTANT

WLW-T After Summer Viewers With "On the Line"

WLW-T, Cincinnati, hopes to hold viewers during the summer with what it calls the city's biggest telephone quiz, "On the Line." Altho talent has not yet been selected, the show is slated to kick off June 17 and be on the air at least five hours a week at night. With a format along "Stop the Music" style, the program will contact listeners in Cincinnati, Dayton and Columbus who send in names. When phoned, they will be asked to identify one song for a small prize. If successful, they will hear another tune for the jackpot prize to have a value of at least $1,000. All clues will be aural so that front porch listeners may participate.

Dunton Predicts No Tele for Canada Before Sept.

Television in Canada will not get under way until September 1. This is the prediction of **Davidson Dunton**, chairman of the board of governors of the State-owned Canadian Broadcasting Corporation. Dunton figures it will require close to $10,000,000 to get TV in Canada under way by the CBC. Breaking this figure down, there is $4,500,000 for the initial expenditure and the remainder to cover operation losses for a five-year period after the opening.

2 FM-ers Swing Excl. Deal for Pres. Truman Speech

A couple of enterprising FM stations last week put thru a deal to get exclusive broadcast rights to a Presidential address, to be delivered later this month. WCFM, Washington, will pick up President Truman's speech before the American Newspaper Guild convention in the capital June 28, and will feed it to WFDR, New York.

Menkin-Speer Sign Stark-Layton Office

The Larry Menkin-Charles Speer writing team last week signed the Wilbur Stark-Jerry Layton package office to represent a new dramatic TV package now in preparation. Titled "My Big Case," show will feature re-enactment of actual crimes, with the detective involved in breaking the case given a $500 award each week. The Menkin-Speer duo currently is involved in a contract controversy with the DuMont web, where their "Hands of Destiny" series drew critical acclaim.

Transit Radio, WWDC-FM Win Decision in Capital

A big splurge in installations of FM sets on busses and streetcars in the nation's capital is planned by Washington Transit Radio, Inc., and Station WWDC-FM, which emerged triumphant last week from the first test in a litigation brought by the Transit Riders' Association (TRA) to prevent radio in busses and streetcars. **Judge Edward A. Tamm**, of District Court, dismissed three suits by the TRA which announced, however, that appeals will be carried "to the Supreme Court, if necessary." Meanwhile, Transit Radio was attacked on another front when the Congress of Industrial Organizations (CIO) asked the Federal Communications Commission to revoke licenses of FM stations providing programs for busses and streetcars. The CIO said Transit Radio involves "forced listening to political propaganda."

NBC Gets Test Wax of "Mary Pickford Theater of Valor"

An audition waxing of the "Mary Pickford Theater of Valor" was delivered to NBC late last week by PRB, Inc., the packager. The show, which dramatizes stories of heroism of the last war, was directed by **Howard Barnes**, with a script by **Howard Teichmann** from research by **Stan Merkin**. **Nathan Kroll** was musical director, and **Mal Boyd** produced. The series is expected to start soon on NBC.

Thrower, ABC Sales V-P, Shifts Focus to TV

Fred Thrower, ABC's AM and TV sales veepee, last week was planning to revise his personal operation, switching his emphasis from radio to television. The threat of NBC and CBS making a two-web race out of tele is regarded as the basic reason for the move. **Charlie Ayers** will head the AM sales operation, reporting to Thrower, who heretofore had personally run the radio end. Thrower himself will work closely with **Slocum (Buzz) Chapin**, who has been ABC's video sales sharpshooter.

FCC Raps Zenith Knuckles on Phonevision Plugs

Overenthusiasm of Zenith Radio in making a pitch to set makers to adapt for phonevision was rapped by the Federal Communications Commission (FCC) last week as it ordered Zenith to make a full explanation of letters to Radio Manufacturers' Association members encouraging them to install decoders for the system in their receivers. FCC added it is deferring action on Zenith's bid to postpone the start of phonevision tests until October 1.

WNBC Signs Helen Parkhurst for New Kid Series

Helen Parkhurst, whose "Child's World" series was a heavy award winner on ABC in recent seasons, was signed last week by WNBC, New York, for a new series of local shows. Titled "Children Should Be Heard," the programs will be used in the 7:30 p.m. period Thursdays, starting June 15, and will feature 10 to 13-year-olds from parochial and public schools. The series will have Miss Parkhurst taping ad lib discussions with the youngsters on such topics as how to prevent war and what they want in the way of one world.

WBKB "Telethon" Nets 200G for Charity

Taxicabs were sent out to pick up all contributions of $50 or more in the 18½-hour "telethon" over WBKB by Chicago Sun-Times Columnist **Irv Kupcinet** Saturday and Sunday, May 27-28, for the cerebral palsy fund. Pledges totaled $200,000. Kup wound up at 3:30 p.m., Sunday with **Bob Hope**, answering phones and taking pledges.

Golden Gate Quartet Signs for Series on Wax

The **Golden Gate Quartet** has signed to record a series of 260 15-minute open-end radio programs for Transcription Sales, Inc., New York. The contract, which covers production and world franchise sales rights, includes several unusual sales incentive gimmicks for stations. All sales will carry a guarantee of at least one free p. a. by the quartet during the year and permission to broadcast on any weekly frequency without rate penalty. No minimum contracts are required and auditions disks will be shipped prepaid without deposit fees. The series, which features spirituals and folk songs, will be scripted by **Hal Halpern**, with **Tom Scott** as narrator.

Garry Moore To Simulcast on CBS This Summer

Garry Moore this summer will do a simulcast on CBS. Moore's radio show will start on July 3 in the 7-7:30 p.m. spot across the board, but his TV effort will begin several weeks earlier. **Ken Carson** is being brought in from the Coast to handle the male singing chores, but Moore is still looking for a female vocalist.

JACK LINDER'S

(Continued from page 8)

chorus). Emsee Jack Waller, a "23 skidoo" sharpie, keeps things moving along at a brisk pace thruout and accomplishes the difficult task of welding the good-natured but none too talented troupe into an entertaining whole.

With the exception of a leggy dancer, who performed a strictly modern acro-terp routine, the performers on last Thursday's show were all in tune with the turn of the century motif. Operatic tenor Carlo Carrelli, the Grandoliers Quartet and kid canary Rosalie Alter sparked the best audience reaction. Burton and Janet's pantomime routine on Charlie Chaplin was also a crowd-pleaser, tho Burton's take-off bordered more on Groucho Marx than the little man with a cane.

The full-stage saloon setting was surprisingly effective on a small TV screen and there were some nice atmospheric touches, i. e., a Salvation Army lass taking up a collection, while the patrons cry in their beer over *A Bird in a Gilded Cage* vocal. Camera work was spotty thruout, but, as was noted above, rugged production isn't a liability with this type of video revue. It's heart that counts.

June Bundy.

Sara Berner's Voice as
MABEL FLAPSADDLE
(of the Jack Benny Show)
Is Switching to
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., June 15, 10:30 p.m. EDT

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SHORT SCANNINGS

Radio and Tele Club of Pittsburgh tossing a shindig June 9 for Si **Steinhauser**, of The Pittsburgh Press. Party is to mark Si's 20th year as a radio editor. How long can a guy take it? . . . **Clarence Menser**, former NBC program veepee, named professor of speech and director of radio for the John B. Stetson University, Deland, Fla. His responsibilities will include running WJBS, a Mutual affiliate. . . . **Jack Curtis**, former WOR staffer, has joined WQXR, New York, as a summer replacement announcer. . . . **W. Donald Roberts**, ex-CBS Western sales manager, moves into a veepee berth at Sullivan, Stauffer, Colwell & Bayles, Inc., next month (1). . . . **Allan Grey** inked as CBS's new Housewives Protective League director. . . . A girl born to the **Martin Weldons** (CBS) May 25, their first child. . . . **Seymour Siegel**, WNYC station head, in Washington last week (5-6) attending the FCC's first disaster control conference for co-ordinating radio facilities in case of an attack. . . . **Ed A. Condit Jr.** has left WMTR, Morristown, N. J., for a TV post with WABD, New York. . . . **John McDonald**, WSM farm director, Nashville, will tour Europe this fall with the National Rural Youth Group of the American Farm Bureau Federation. He'll record the trip, via tape, for clear channel broadcasting service. . . . **Clement G. Scerback** upped from news writer status to the promotion manager post at WTAM and WNBK, Cleveland.

STAR-SPANGLED REVUE

(Continued from page 8)

about a fem grape presser, who danced when she should have been stampin' in the vintage, and, for contrast, a slick hoofing turn by Condos and Brandow. The former was deftly performed by Janet Reed and Michael Kidd and the latter pulled extra laughs when Hope crashed the act, a la Berle. Incidentally, Berle himself also crashed the show—in person, getting into the finale unannounced. Finis skit was a honey.

The show lost its sense of humor, tho, when it came to the commercials. In spite of the practiced wiles of Dennis James and Wendell Niles, two of video's best salesmen, the Frigidaire plugs were dead serious and cold as the brand name. This was mainly due to the stiff sales manual type copy approach. If they'd spot Bea Lillie baking a cake or Hope hatching a plot to catch the light man in the Frigidaire, tele viewers would be more likely to tune the pitch in at full volume.

As for the production work, suffice to say that the musical backing, camera and well-oiled staging mechanisms were agreeably unobtrusive thruout, which means near-perfection behind the scenes.

June Bundy.

Sara Berner's Voice as
INGRID MATARATZA
(of Jimmy Durante Show)
Is Switching to
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., June 15, 10:30 p.m. EDT

G-MEN JUMP DEALERS, DISTRIBS

Arena, Kaye, Alex'der Talk Booking Corp.

First Major in Years

NEW YORK, June 3.—Arena Stars, Inc., a management organization owned by Spike Jones which houses such talents as Bill *(Bewitched)* Snyder's ork and Homer and Jethro; the Willard Alexander Agency, which books Vaughn Monroe, Rudy Vallee, Count Basie, Larry Green and others, and orkster Sammy Kaye have quietly been carrying on a three-cornered negotiation to form a new booking corporation. These talks have been going on for several months, and the massive project has been on and off from day to day. New hope for the realization of such an agency arose this week when Spike Jones's booking paper with the Music Corporation of America (MCA) ran out June 1. Jones has not re-signed with MCA as yet and reportedly is sold on a plan to book himself, either solely or in the partnership.

Representatives of the three groups involved, Willard Alexander, Sammy Kaye and Leonard Romm, Jones's New York rep for Arena Stars, have admitted to *The Billboard* that negotiations for the three-cornered deal have been going on. They feel that a strong possibility exists that the project may be realized.

A New Threat?

Should the Jones-Alexander-Kaye triumvirate merge into an agency, it would stack up as the first major new agency threat in show business since the formation of the Rockwell-O'Keefe organization, which ultimately became General Artists Corporation (GAC), some 15 years ago. With the Monroe-Kaye-Jones wedge, such an agency would possess a formidable nucleus for a front-running band department.

Kaye, incidentally, is tied to GAC until October of this year as the result of deal made a couple of weeks ago when his term pact with that agency ran out.

Mooney to MCA After ABC Lets Orkster Switch

NEW YORK, June 3.—Art Mooney this week inked a five-year management pact with the Music Corporation of America (MCA) following the amicable settlement of the orkster's current booking paper with Associated Booking Corporation (ABC). To settle the ABC pact, Mooney agreed to fulfill commitments made for his ork thru the month of July. MCA will pick the band up around August 1.

Mooney, who this week closed a three-week engagement at Frank Dailey's Meadowbrook in Cedar Grove, N. J., has revamped his band to lay heavy emphasis on dance music. He has returned to his old book, and has been filling in with new arrangements to give his crew a semi-Miller sound. The novelty stuff, which has been the orkster's identification for the past couple of years, has been relegated to a rear position in the new band's plans.

Mooney's booking picture has been *(See Mooney to MCA on page 41)*

Diskers' Dub-Drubbing by AFM Hurts; Como's Illness a Point

Victor "Penalized"

NEW YORK, June 3. — Perry Como's sudden illness (infected throat) Sunday (28) again highlighted record company-American Federation of Musicians (AFM) problems. RCA Victor had scheduled a recording date for Como Monday (29). When a. and r. chief Charlie Grean learned Como would be unable to make the date, he called Local 802, AFM, and asked for permission to cancel. Union turned Grean down. Grean also asked to be allowed to cut the band and dub Como in later, but this proposal was rejected too.

Since 26 musicians, plus a contractor and leader had been booked (representing a rap of approximately $1,275), Victor faced the possibility of a loss on the date. Grean, however, caught up with Eddie Fisher, who had just come into town from Liberty, N. Y., and rushed the new singer into the studio. Victor had a Fisher arrangement left over from a previous Fisher date and hustled in arranger and copyist to make up an *(See Victor Penalized on page 41)*

Other Firms Concerned

NEW YORK, June 3.—The American Federation of Musicians (AFM) ban on pre-recording, tracking and/or dubbing, practices has resulted in a flurry of gentle protests by diskers, primarily execs in waxery artists-and-repertoire departments.

Basic objections have stemmed from the technical benefits which can be derived from pre-recording methods; the belief that it is unfair to tax a waxery for the cost of a session in the event of illness of an artist; a theory that tootler working conditions are less strained, and young singers' abilities are not so heavily taxed with pre-recording; also, musician losses in overtime and extra session moneys are negligible in view of the observance of recording budgets with most diskers.

A keynote example of the effects of the dubbing ban occurred at the Victor company this week when Perry Como suddenly became ill on the eve of a disking date, and the diskery found it couldn't get AFM permission to cancel the session or make vocal tracks (see story next column). As a result of the Como incident, the diskery is planning to ask for an AFM hearing regarding future situations of a similar type.

Victor artist and repertoire topper Charlie Grean has been in touch with Columbia pop recording boss Mitch Miller, and it is not unlikely that the two, possibly along with Walter Rivers, representing Capitol Records here, will attempt to talk the dubbing situation over with union officials.

Capitol Records' artist and rep topper, Jim Conkling, was here early this week primarily to discuss the pre-recording ban with the union. He was not able to convince AFM representatives that pre-recording methods essentially are employed to make a better product.

Decca Declares 2d Dividend

NEW YORK, June 3.—Despite the summer disk biz letdown, Decca Records' board of directors yesterday (2) declared a second quarter dividend of 12½ cents per share on the 776,000 outstanding shares of stock. Decca Prexy Milton Rackmil declared that it is his belief that the diskery will finish its second quarter in the black, despite the severe business drop of the past month or so.

He said that the firm's May take closely parallels Decca's figures for April and that both months were slightly below the grosses for the same periods last year.

"Joe" Wilson Passes On; Leaves Saddened Industry

(Continued from page 3)

the-board basis, the large-sized shoes left by Wilson.

While it is virtually impossible to distinguish, in a Damon-Pythias relationship such as was represented by the working basis between Wilson and RCA Prexy Folsom, which of the two men was most substantially responsible for various RCA achievements, it is a generally accepted fact that, along with Folsom, Joe Wilson was responsible for many of the Radio Corporation's most dramatic and highly effective moves.

Basically, Wilson's No. 1 achievement (working side by side with Folsom) is considered to be the job of reorganizing the RCA Victor division of RCA along lines which resulted in a decentralized operation, making each department in the division dependent virtually on its own accomplishments or failures. Prior to the Folsom-Wilson regime at RCA, the organization operated along over-all lines which are said to have hid the shortcomings of any given department beneath the glowing achievements of another.

Wilson is also credited, in inside circles, with having fostered and developed the television receiver service operation, which eventually came to be accepted as the pattern for the entire industry. In the record industry Wilson's unshakeable belief in the basic soundness of the 45 r.p.m. phonograph system is held largely responsible for the all-out drive of RCA on the system, and for its present solidly established position.

Wilson was 50 years old at the time of his death. He was born in Alma, Ill., and joined RCA in June, 1944, as administrator in accounts and finance. In 1945 he was made operating vice-president, and in 1947 was appointed vice-president and general manager of the entire division. In January, 1949, shortly after Frank Folsom was elected president of the Radio Corporation of America, Wilson was appointed executive vice-president of the RCA Victor division, a job in which he replaced Folsom.

Before joining RCA, Wilson was vice-president and general manager of the United Wallpaper Company, vice-president and controller of Goldblatt Bros., Inc., Chi department store, and controller for Montgomery Ward. Wilson was also a director of the RCA Victor Company, Ltd., of Montreal; director of the New Jersey State Chamber of Commerce and a member of the Controllers' Institute of America and the Society of Naval Engineers. Surviving Wilson are his *(See "Joe" Wilson Passes on page 14)*

U. S. Dragnet Snares Eight Philly Firms

Probe Spreads Thru Nation

WASHINGTON, June 3.—Justice Department's continuing probe of disk distribution appears likely to spread over the entire nation in the wake of a Philadelphia federal grand jury indictment handed down this week (2) charging four major record wholesalers, eight dealers and their association with conspiring to fix prices. The indictment follows close on the heels of a court victory for Justice in similar charges against a few Pittsburgh area dealers.

Justice announced yesterday (2) that the indictment charges that Decca Distributing Corporation, of New York and Philadelphia; Capitol Records Distributing Corporation of Hollywood and Philly, and Raymond Rosen & Company and Stuart F. Louchheim Company, both of Philly, and eight officials of record retail stores had since 1947 allegedly used the Record Dealers' Association (RDA) as a medium for assurances between retailers and wholesalers to bring about identical retail prices on disks sold in Southern Pennsylvania, Southern New Jersey and Delaware.

Justice agents have been quietly nosing around large cities in the Eastern half of the U. S. looking for traces of price fixing. The Pittsburgh case was the first one filed, but was small fry in comparison with the Philadelphia indictment. It is likely to be several months before the Philly defendants are tried.

Justice said the retailers indicted by the jury were Nathan Fischer, Record Mart; Alex Gettlin, Alex A. Gettlin, Inc.; Henry Pitkow, Bond Radio; John Ragona, Ragona Radio & Record Shop; Raymond Santini, *(See G-MEN JUMP on page 14)*

Lombardo Biz Sweetest This Side o' Heav'n

See Record Take for '50

NEW YORK, June 3.—Guy Lombardo may wrap up his biggest year in show business at the end of 1950, according to current indications. The maestro, who opened the swank Starlight Roof of the Waldorf Thursday (1) with warbler Vic Damone, is racking up smash business on Decca disks and on his road trips, and is scoring heavily via air time.

A check on Lombardo's disk sales buttresses the belief that the Decca artist stands a good chance of outselling any name in the diskery's roster this year. It's figured his total sales may well hit $7,000,000 or $8,000,000. Outstanding among his recent release is *The Third Man Theme*, which has chalked up 577,000 sales as of Thursday. Orders on *Third Man* in the last two weeks totaled 41,000. *Enjoy Yourself* has hit 430,000, with 4,000 ordered in the last two weeks. *Dearie's* total is 146,000, *(See LOMBARDO BIZ on page 14)*

Materiale protetto da copyright

Rumbalero Shakes a Samba In Closing Cuban Office

NEW YORK, June 3.—The tug-of-war between Rumbalero, the Hill & Range L.-A. subsid, and Peer & Company for control of the Cuban music market has reached the point where Rumbalero has closed down its Cuban office. A report that Ernesto Roca, dominant figure in the Cuban music picture, had resigned as Rumbalero rep was denied by Hill & Range topper Jean Aberbach this week, with the words "it's not true that Roca severed connections with us. We still have an agreement with him, but on a different basis." Aberbach did not enlarge on the nature of the "different basis."

Aberbach corroborated that there had been discussions with Pemora Music on the sale of the Rumbalero catalog, but denied that he had offered Rumbalero for sale, stating that he was the one who had been approached. He gave as the reason for shuttering Rumbalero in Cuba a projected plan to concentrate on L.-A. activity here in the United States.

Meanwhile the withdrawal of Rumbalero would appear to leave peer a clear field in Cuba. At present, however, the hassle shapes up as a tempest in a teapot, since Cuba has been singularly unproductive of hit material for the pop market here for some years. At one time the island was a fecund source for such Stateside smashes as *Siboney*, *Mama Inez*, *Yours*, *Peanut Vendor*, etc. L.-A. experts agree that the dearth is due largely to the current preoccupation of Cuban writers with the mambo, with its emphasis on jazz rhythms and sparseness of melody line.

The essence of the battle for dominance lies in control of the source of material—the song writers. Roca reportedly has many Cuban tunesmiths' personal allegiance. Peer, on the other hand, has a number of them under contract.

Cleffers, Pubs Agree on Form For Can. Rights

NEW YORK, June 3. — Songwriters' Protective Association (SPA) and Music Publishers' Protective Association (MPPA) have agreed on a Canadian copyright assignment form to be affixed to the standard SPA contract, where the pubber asks the writer for Canadian rights.

SPA this week notified its members and those publishers who have signed the basic SPA agreement of the decision on the contract form, and sent samples of the form along with the letters of notice. Songwriters were requested to execute Canadian assignments only if they are on the new form. Pubbers were asked to send written confirmation that they will use the form exclusively in contracts with SPA members.

The SPA action came about because pubbers had been submitting to writers Canadian assignment forms which were then not turned over to SPA for counter-signature—a violation of the SPA contract. Beside the technical violation involved, some of these assignment forms gave pubbers unlimited Canadian rights. The SPA form has the effect of limiting these rights.

The need for a special assignment for Canada stems from a quirk of the Canadian copyright law. In order for a publisher, i.e. copyright owner, to collect mechanical royalties, he is required to have a special assignment from the writer or writers of the song.

Rainbow To Spark Williams Promosh

NEW YORK, June 3.—Rainbow Records, one of the more lively indies, has plotted a major scale promotion in conjunction with its newest property, the Buddy Williams ork and its "Golden Echo Music."

The diskery, headed by Eddie Heller and Larry Newton, has already sent out 5,000 teaser cards to jocks and distribs, and this week will follow up with special introductory disks, an exploitation kit and sample vinies of the first actual disk coupling, *On the Mall* and *Spring Made a Fool of Me*, which will be released this week. Flack Jerry Simon has been engaged to plug the disks jockwise in New York and other Eastern cities.

The demonstration disk, which will go out to more than 3,000 jocks, publishers and trade publications is narrated by a prominent radio announcer who tells Williams's story, then analyzes the band's sound and style. The band itself illustrates its special voicings and shows several other band styles by way of contrast.

A unique twist is the diskery's inclusion of publishers as recipients of this sample.

The promotion kit, including biogs and press releases, will go out to all of the above, plus talent agencies and dance hall proprietors. Williams hasn't signed with any agency to date.

Dirty Disks Illegal

WASHINGTON, June 3.—The bill banning shipments of dirty disks is now law as a result of receiving the President's okay this week. The new law prohibits the use of common carriers for shipping any obscene record or transcription. A second bill extending the prohibition to shipments of such disks by any means has passed the Senate and is pending in the House Judiciary Committee.

Czech Company Sues Mercury

NEW YORK, June 3.—A suit against Mercury Records was filed in U. S. District Court this week by Gramaphone Works National Corporation, Czechoslovakian firm, asking for $120,467.65 damages, an accounting and an injunction restraining the defendant from using any matrices belonging to the plaintiff. Mercury's attorneys, when queried, rebutted each of the causes of the action.

According to the complaint, the plaintiff in 1947 entered into an agreement with Keynote Recordings, Inc., and Mercury. It is alleged that Mercury agreed to sell kidisks produced by them from matrices loaned by the plaintiff; that Mercury failed to account for total records produced and did not pay all royalties due; that Mercury breached its agreement to accept records shipped from abroad; that Mercury failed to return some 400 matrices, and that Mercury used the matrices to produce LP disks without authorization.

Mercury, in rebuttal, states it received a cancellation notice of the contract with Gramophone National August 18, 1949, and that on September 23 another party entered the case and claimed to be the agent for Gramophone. With regard to royalties, Mercury states it paid them thru the fourth quarter of 1949, the sums totaling $6,725.80. With regard to reproducing the material on LP, Mercury states it had every right to do this. Finally, the diskery says it returned all matrices.

Copyright Pact Up the Flue as Reds Take Walk

WASHINGTON, June 3.—The hopes of the United Nations Educational, Scientific and Cultural Organization (UNESCO) for universal adherence to the proposed global copyright pact received a minor setback this week as Czechoslovakia and Hungary withdrew from the UNESCO confab in Florence, Italy, because of the seating of a delegation from Nationalist China.

State Department officials are minimizing the importance of withdrawal, even tho the two nations announced they will boycott all UNESCO activities as long as Nationalist China is a member. It was stated that the agency never figured there was more than an outside chance that any of the Iron Curtain countries would come in on a treaty in the first place.

The Chinese issue found Burma, Yugoslavia and Denmark voting along with the two Soviet satellites, but only the Czechs and Hungarians walked out. The USSR is not represented at the UNESCO session.

State Department is convinced that a global pact will be worth while even if all the countries under Soviet influence fail to take part. It is pointed out that, as far as music is concerned, the Russian bloc refuses recognition to "capitalistic" songs, while current Iron Curtain music is of little interest in other nations. The agency still hopes the recalcitrant countries will be in a mood to sign the copyright pact once it is drafted, but will push for U. S. publication anyway.

The treaty itself is still in a slow-motion stage, with the UNECSO copyright office in Paris examining answers to its questionnaire in preparation for a report to the world group. The current session of UNESCO will run until June 17 but is not expected to get around to the copyright issue until the next meeting late this year.

Cap May Repeat Summer Success

HOLLYWOOD, June 3.—Capitol Records, whose biggest hits in the past have broken during the summer, hopes history will repeat itself in favor of a new batch of warm weather sales contenders. Topping the list of Cap's summer hopefuls is *Blind Date*, the Margaret Whiting-Bob Hope duet, especially created for the pair on orders of Artist-Repertoire Veepee Jim Conkling. According to Cap's requisition orders, disk is breaking fast for a big seller. Nat Cole's *Mona Lisa*, according to sales reports, may be his biggest disk since *Nature Boy*. With a potent promotional campaign behind Dean Martin's *Happy Feet*, disking is expected to become the warbler's top waxing to date. Still growing, sales-wise, is Kay Starr's *Hoop-Dee-Doo*. Les Paul's *Jealous* and *Nola* is proving a solid seller, according to Cap.

Cap's biggest sellers have hit the market during the summer. Last summer the diskery came thru with the Jo Stafford-Gordon MacRae duo on *Whispering Hope* and Margaret Whiting - Jimmy Wakely's *Slipping Around*. Summer of 1948 saw Cap reaping profits with *12th Street Rag* and *Nature Boy*. Its biggest sellers of 1947 came in the summer with *Smoke, Smoke, Smoke* and *Tim-Tay-Shun*. To cinch the argument, label's first big hit was *Cow-Cow Boogie*, which blossomed in July, 1942.

Summer hits are a twofold blessing to a label: (1) They give a diskery a strong seller when competition is at its weakest; (2) they provide a sales impetus to carry a label thru into the autumn, when dealers start stocking for the winter and Christmas season.

Heidt & AFM Sign TV Deal

NEW YORK, June 3.—Horace Heidt Productions, the orkster's talent packaging firm, this week joined the ranks of indie producers signing a TV-film agreement with the American Federation of Musicians (AFM). The agreement calls for a royalty payment to the AFM on the basis of 5 per cent of station nighttime hourly charges for each outlet showing the film—apparently the going rate in the AFM-indie packager deal (*The Billboard*, June 3). The Heidt contract is for one year.

The first venture for the Heidt TV package outfit will probably be the *Horace Heidt Youth Opportunity Program*, for which Heidt is on the verge of closing with Philip Morris. The program is being planned as a once-weekly, half-hour job, filmed rather than live because the show travels, locating in a different town each week. The Biow Company is the Morris agency for the Heidt package, which is being pointed for a CBS-TV debut in the fall.

Heidt has several other film packages in various stages of development.

Nets Burn at TV Indie-AFM Deals, Line Up Music Terms

(Continued from page 9)

Petrillo and Autry and one or two other companies are sound neither from the standpoint of the musicians nor the TV industry. ". . . in fact, we believe those deals are unworkable."

It is understood that the guts of the industry's proposals to Petrillo will be as follows:

(1) TV producers will pay musicians approximately film scale for a product which may be used either as straight film or TV film.

(2) In the event the product is restricted to TV use only, there would be a great reduction in scale—perhaps 50 per cent.

(3) No royalty.

The industry committee met Friday (26), when news was bruited around that Petrillo had concluded a couple of deals with indies. The decision to press the matter to a conclusion was then made. Currently, the committee is getting its proposals into shape to present Petrillo as soon as he returns to New York.

The AFM's philosophy of a royalty on mechanical music stems from the union's experience in the disk business. It's understood that AFM's deals with indie TV packagers include a royalty clause. The TV industry committee's determination to avoid such a fee is regarded as one of the toughest bones of contention.

The union's belief is that TV programing eventually will be 100 per cent film. Petrillo stated this is his report to the convention. Petrillo, too, has no set opinions with regard to TV as an employment medium. Tho medium is here to stay, he believes confusion is rampant among TV employers and packagers. There is also, he believes, no indication as to what extent TV will replace AM as a field for musician employment. In view of all these doubts and uncertainties as to TV, it is obvious that the AFM chief will make every effort to incorporate a royalty clause into whatever TV pact he might conclude on an industry-wide basis.

Materiale protetto da copyright

Platter Firms Inking Oatune Jocks in Droves

CHICAGO, June 3.—Hillbilly and Western a. and r. reps for both major and leading indie firms in the country music field are starting a flurry of inking pacts with oatune d. j.'s, a survey of waxeries revealed this week. Starting with Johnny Hicks, KRLD, Dallas platter-spinner who went with Columbia, Lee Gillette, of Capitol, followed with Joe Allison, wax-whirler at WMAK, Nashville. Capitol previously had Randy Blake, of WJJD, Chicago. Four Star, the Coast waxery, which has the currently popular *Cry of a Dying Duck in a Thunderstorm* by Cactus Pryor, KTBC, Austin, Tex., has now inked Don Whitney, KCLN, Blytheville, Ark., and Frank Page, KWKH, Shreveport, La. Fred Rose, of Acuff-Rose, the Nashville pubbery, sent MGM's Frank Walker a series of disks made by Frank Porter, WXGI, Richmond, Va., and Page now has inked an MGM pact.

Bullet disk Sales Manager Overton Ganong last week inked Johnny Murray, KLIL, Dallas, while Peanut Faircloth, WNEX, Macon, Ga., went with Decca three weeks ago. George Sanders, KFVD, Los Angeles, mikeman, has been with Cormac, the Coast label, for the past two months. Erv Victor, WGN, Chicago, cut his first narrative sides for Universal about 10 weeks ago.

Cafe Rouge Inks Garber's Return

NEW YORK, June 3.—Jan Garber will make his first local location appearance in many years when he and his ork open for a six-week stay at the Cafe Rouge of the Hotel Statler on August 10. Garber has been concentrating in the Midwest and West Coast. The four weeks prior to Garber's opening are not yet filled for the room, altho Blue Barron will fill the four weeks preceding with an opening skedded for June 8.

The accent on Mickey Mouse orks is somewhat of a departure for the room which is one of the last of the still active college crowds haunts which formerly leaned toward bands with a beat.

Pollak's La Warren Suit Comes to Trial

NEW YORK, June 3.—Al Pollak's breach of contract suit against thrush Fran Warren comes to trial Tuesday (6) before Justice James B. McNally in New York Supreme Court. David Strauss, Pollak's attorney, has subpoenaed Barbara Belle, Miss Warren's present manager, and books and records of the William Morris Agency and RCA Victor.

Pollak asks an injunction, declaratory judgment and accounting claiming that the singer, in May of 1948, breached a management contract which he signed with her in November, 1946. According to the plaintiff, the pact was for seven years, calling for a slice of the thrush's earnings pegged at 10 per cent of weekly income up to $1,000 and 15 per cent of her take upward of $1,000. Pollak states that he has received no payment at all.

Miss Warren's counsel is attorney Louis P. Randell.

Monica Lewis for MGM Pix

NEW YORK, June 3. — Monica Lewis, MGM disking artist, this week was signed to a movie-making paper with the waxery's parent film company. Her first flicker assignment will probably come late this summer or early in the fall.

Hild Memorial

CINCINNATI, June 3.—Three children of the late Oscar Hild, former president of Local 1, American Federation of Musicians, will receive a college or musical education thru a $14,400 trust fund voted at a Sunday (28) meeting of the union. To be financed thru insurance or investment securities, the fund will provide $100 a month for each child for four years.

A factor making the plan possible was a voluntary pay cut of $50 a week asked by Robert Sidell, who succeeded Hild as the local's president. Charles Joseph, 85, who had been union treasurer for 58 years, tendered his resignation at the meeting. His duties will be combined with those of the secretary.

Premium Disks Call Simpkins

CHICAGO, June 3.—The partnership which was dissolved when Lee Egalnick, prexy of Miracle, blues and rhythm diskery, ankled that firm to form his own label, Premium, may be reformed. Lou Simpkins, who remained at the Miracle helm when Egalnick left, told *The Billboard* that he is trying to reorganize the Miracle set-up and that he will probably rejoin Egalnick at Premium within the next week. Egalnick, when contacted, said that he has offered Simpkins a job as a. and r. director for the b. and r. seg of Premium.

Egalnick this week added Floyd Hunt, writer of the hit, *Fool That I Am*, as professional manager of a new BMI affiliate, Premium Music Corporation. The pubbery will process all original material waxed by Premium. Premium inked Harmonica Willie, mouth-organist currently with the Royal American Shows, and Robert Anderson, Ex-Miracle spirituals artist.

The Premium distributor set-up has been completed, with the following handling the new line: James H. Martin, Chicago; Benart, Cleveland; Dunbar, Dallas and Houston; Marnell, Philadelphia; Supreme, Cincinnati; Music Sales, Memphis and New Orleans; Jack Young, Pittsburgh; Mercury, Miami; Wayne, Detroit; Midwest, St. Louis and Kansas City; Major, New York, and Gimbel Bros., Baltimore. Egalnick leaves next week for a three-week Southern trip, contacting d.j.'s and scouting artists.

ILO Preps Data for Drafting Performer Right Global Pact

WASHINGTON, June 3.—The International Labor Organization (ILO) is making a preliminary survey of data in preparation for drafting the proposed global treaty on performers' rights (*The Billboard*, November 19, 1949), officials of the Labor Department's ILO branch said this week. Heavy emphasis is being placed in early studies over the advisability of granting rights to performers in the proceeds from all types of canned music.

Backed by an okay from the ILO board of governors, the group's Geneva office is contacting the Berne union for information on the latter's old studies in the field of performer rights. The ILO is also compiling data on working conditions and salaries earned by entertainers in the 60-odd member nations of the ILO.

Any treaty is still at least a year in the future, since the ILO must still decide whether one is desirable upon the basis of the studies now made. However, the ILO's advisory commitee on salaried performers and professional workers passed a resolution last year urging the ILO to take appropriate action on an international basis to secure adequate protection of the rights of performers.

Among top questions to be decided are whether the welfare fund system, set up by the American Federation of Musicians (AFM), should be adopted in other nations and whether entertainers should get royalties from disks, films and radio transcriptions.

The general aim of the ILO is to raise the working standards of entertainers around the world to approximate those in this country. However, it is certain that if an eventual treaty contains provision granting royalties on canned music, there will be a hot controversy when the time comes for the Senate to ratify it.

During copyright hearings before the House Judiciary Committee a couple of years ago, the group briefly considered a bill to that effect sponsored by the National Association of Performing Artists (NAPA), but brushed it off as being too difficult to administer.

Ratification by the U. S. of a treaty containing a canned music provision would supersede the Copyright Act, since treaties are considered higher authority than domestic law.

Cafe-Terpery For New Yorker

NEW YORK, June 3.—The Terrace Room of the Hotel New Yorker will return to a cabaret-terpery status in mid-July with a renewal of the hostelry's ice show and name band policy. The spot has been operating with an all-girl string crew for dinner music, following the abandonment of a name act and band policy a couple of months ago.

The band for the summer show has not yet been set, but it will probably be a secondary name, with a sturdy orkster due to succeed for the fall show.

NBOA, Tax Men Gird for Fight

CHICAGO, June 3.—The next step in the attempt by the National Ballroom Operators' Association (NBOA) to free terperies from the payment of the 20 per cent cabaret tax, as levied by the Internal Revenue Department 18 months ago, will probably take place during late summer or early fall before a judge of the U. S. Circuit Court of Appeals in St. Louis, Kansas City, Mo., or St. Paul.

NBOA's counsel, Tom Roberts, it was learned, has already filed a printed record, containing a rundown of the testimony and exhibits in the successful court fight waged last December before Judge Henry Graven in a federal district court in Fort Dodge, Ia. Judge Graven, in his decision, overruled a previous court decision, which held that ballroom ops were responsible for the cabaret stipend payment (U. S. vs. Avalon Ballroom, La Crosse, Wis.).

The feds have filed an appeal which will be heard in one of the three cities' Circuit Court of Appeals. Both the government and NBOA will file written arguments within the next month.

Morris To Face Pre-Trial Exam

NEW YORK, June 3.—The various major film companies and their music pubbing subsidiaries named as defendants in the E. H. Morris suit for alleged violations of the Sherman and Clayton acts, won a preliminary legal skirmish this week when New York Federal Judge Harold R. Medina granted them the right to examine the plaintiff before trial.

Each party had made a motion for examination of the other on the same day. Judge Medina's decision to give the defendants first crack at examination is no indication of the merits of the case, but merely a tactical advantage, informed observers say.

The Morris firm is suing for triple damages of $1,700,000 and an injunction to restrain the defendants from monopolizing the music publishing industry. The defendants are Warner Bros., Paramount, Loew's, 20th Century-Fox and Universal Pictures and 14 music pubbing subsidiaries.

NEW YORK, June 3.—The Muzak Corporation has reduced the price of vinyl biscuits used in the production of transcriptions and phonograph records of all speeds, according to Richard A. Wilson, veepee and president of the transcription division. Wilson states the reduction is a result of "manufacturing advancements in the custom compounding of specially designed vinyl preforms for all speeds and sizes of disks."

Federal Project Revival Brought Up at AFM Confab

(Continued from page 3)

to work toward federal subsidy of music and other arts. The resolution notes that Marshall Plan money is being used to subsidize operas and symphonies in Europe—$2,000,000 was allocated to the Vienna State Opera, for example—while jobless American musicians get no help.

(2) Music activities in veterans' hospitals. The conspicuous success of the concerts and dances played for hospitalized vets and paid for by AFM recording and transcription and trust fund money, Arons says, should encourage the Veterans' Administration to sponsor musical entertainment on its own. The AFM-subsidized entertainment only "scratches the surface," the resolution notes.

(3) The seven-day week. Road company operas, ballets, legit shows, etc., employing musicians, pay the tootlers a flat weekly salary for a seven-day week. Arons proposes to ask for establishment of a six-day week on the road, giving musicians a needed day of rest and at the same time opening up additional jobs.

The 802 delegate will also suggest that the AFM contact President Truman on the Internal Revenue Department's ruling classifying leaders as employers on miscellaneous single engagements. The ruling, which places on leaders the onus of Social Security and withholding taxes for the sidemen, is neither a judicial nor a legislative finding, the resolution points out, but a purely administrative dictum. The commissioner of Internal Revenue may be overruled by the President, who delegates administrative authority. Arons urges that the President be asked to reverse the ruling.

Arons also will ask the international exec board to consider raising the weekly salary for musicians with touring ballet companies from $125 to $140. The 802 delegate had brought a similar suggestion involving touring opera troupes before the AFM at last year's convention, and the raise was subsequently effectuated.

Dick McCann and Charles Iucci, 802 prexy and secretary, respectively, the other two delegates from New York, had not decided on any convention resolutions prior to their departure for Houston late this week.

Materiale protetto da copyright

Lombardo Biz Sweetest This Side o' Heav'n

See Record Take for '50

(Continued from page 11)

with 4,000 ordered the last two weeks. The seasonal *Peter Cottontail* hit a total 84,000. Two rather new releases, *The Answer She Is Yes! No?* backed by *Play, Hurdy-Gurdy, Play*, and *Where Are You Gonna Be When?* backed by *Tiddley Winkie Woo* have totaled 137,000 and 71,000 respectively. *Stars Are the Windows of Heaven*, done with the Andrews Sisters, has already sold 85,000.

In addition to these figures on the maestro's newer releases, his catalog items continue to sell heavily. *Twin Piano Album*, Volume No. 2, for instance, released one month ago, has hit the best selling charts. A flock of other standard albums, such as *Lombardo Land*, *Waltzes by Lombardo*, continue to rack up sales. All this doesn't take into account the seasonal toppers such as *White Christmas*, *Winter Wonderland*, etc.

On the road, Lombardo has been doing heavy—and in many instances record-breaking—business. On his tour of approximately six weeks just prior to his opening at the Waldorf, he grossed an estimated $250,000. Here are some figures for the trek, which covered April 10 thru May 30:

At Convention Hall, Detroit, April 15, a record all-time attendance figure of 20,000 was racked up. He scored sellouts at concerts in Saginaw, April 16; Battle Creek, Mich., April 17, and Fort Wayne, Ind., April 19. Sandwiched in was a profitable date at Grand Rapids, Mich., April 18. At Vogue Terrace, McKeesport, Pa., the house was sold out every night of a one-week stand late in April. May 10 at Oelwein, Ia., broke a record with 2,700 in attendance. Ditto May 14 at Fort Dodge, Ia., where 2,900 jammed the Armory to break a record. In Peony Park, Omaha, with rain shutting down the Outdoor Terrace, the band still drew a record crowd of 3,000 indoors to give the spot its biggest gross in its more than 30-year history. May 21, in Marion, Ia., Lombardo drew 3,300 to break Harry James's attendance record when the spot opened 18 months ago. Only one date pulled small crowds—April 13, in Akron, during a blizzard.

Admissions for the above dates varied, with $2.50 the top.

Radio-wise the maestro is cashing in heavily. Tomorrow he takes over as summer replacement on the Jack Benny program over CBS. On his syndicated transcribed program, which he has been doing for four years for the Frederic W. Ziv Company, Lombardo is sponsored locally and regionally over 300 outlets. Other air time includes his *Lombardo Land, USA*, 9:30-10 Saturdays over Mutual, and remotes from the Waldorf.

The Ziv air time, incidentally, in the past has been figured as netting Lombardo even more money than accrues to him from Decca royalties. In past years, Lombardo has hit about $200,000 yearly from Decca—but this year, if his sales hold up as indicated, he figures to hit a better peak.

The Waldorf engagement is Lombardo's 15th in 25 years. He opened there in 1934, missing only two summers owing to film commitments. He closes at the Waldorf June 27, then goes to Virginia Beach for a short engagement, following which he embarks on a tour of one-nighters being set up by Music Corporation of America (MCA). These will be close to New York, so he can keep close to the Sunday night Benny replacement show. In August he vacations, and will probably tape three shows to fill the Benny-Lucky Strike assignment.

BILLBOARD BACKSTAGE

About a Too Little Known Big Man Named Joe Wilson

By Joe Csida

(Continued from page 3)

Jo, Jo the Dog-Faced-Boy, in one of the then well-read strips. He didn't tell me that with the intent of having me do a cute piece designed to humanize the tycoon. He warned me, as a matter of fact, never to repeat it. Now, I know, he wouldn't mind.

I had innumerable all-day, all-night conversational binges with him, out of many of which never stemmed a single writable trade-news line. But I've never forgotten, and never will the scores of ideas and philosophies he tossed off. There was a time when RCA Victor was having one of its occasional labor situations. Joe was quite proud of the company's labor record. He made a few remarks, which, coming from a big corporation topper, would be considered shockingly liberal. I expressed a small degree of surprise at his "pro" labor stance. As closely as I can recall his exact words, he explained:

Gotta Prove It

"Things are narrowing down today to a struggle between a couple of ideologies. We think democracy is it, but in the final analysis it's up to the so-called capitalists to prove that democracy is really the best way of life. If guys like us or other big corporation executives don't do their jobs well—and a big part of that job is our relationship with the people who work with us—capitalism in its best sense, and democracy, will have a tough time proving itself the best way for the most people."

That wasn't for publication either, but that's the way Joe Wilson thought and felt.

He was the guy who hired me for RCA Victor after I'd put in 15 years on *The Billboard*. He and I both, I know, had great hopes for what I might do in a long, happy career at RCA. After I'd tried it for eight or nine months, and gone thru a kind of major soul-searching routine resulting in the conclusion that I wasn't for RCA and vice versa, I went over to Joe's house to tell him of my decision. He listened while I talked for 45 uninterrupted minutes. When I go thru he said: "Think about five minutes more before you answer just one question. Will you be happier back at *The Billboard*?"

I thought and said yes, and Joe said:

"Then that's what you ought to do."

Maybe that simple statement doesn't convey what I mean it to. I mean to say that Joe Wilson, regardless of any corporate problems, regardless of his own job and desires, knew and practiced the truth that the most important single factor in a man's life was to do what he was happiest doing, money, position, power and silk underwear notwithstanding. And there are many big men who never learn that, or, having learned it, forget it.

I think Joe Wilson was happiest doing one of the biggest jobs in America in his own, quiet way. I think he must have been happy, too, when he left, in knowing that he played a major part in building RCA to the greatest position in its history, and that his accomplishments will live for many, many years. And he will live in the minds and hearts of those who knew him—much, much longer.

"JOE" WILSON PASSES

(Continued from page 11)

widow, Hazel; a son, Michael; two daughters, Shirley and Mrs. Jean McCann; his father, E. E. Wilson; four sisters, Mrs. Evelyn West and Mrs. Ruth Carl, Centralia, Ill.; Mrs. Ralph Anderson, Orangeville, Ill.; Mrs. John Ullery, Springdale, Ill., and three brothers, Carl and Ellis, Tacoma, Wash., and Arthur, Alma, Ill. Services were held Monday (5) at the All Saints Church here.

Showfolk May Gain If Senate OK's Old Age Pay Bill Changes

(Continued from page 3)

on their musicians.

Debate on the complicated bill, which with Senate committee and House versions now runs 391 pages, will last two or three weeks. The votes on some individual sections of HR 6000 are likely to be close, fewer than 20 of the Senate's 96 votes are expected to be cast against passage.

Those entertainers who are now outside of Social Security by virtue of an independent contractor status will come into the system January 1, 1951, according to terms of the self-employed coverage section. Their tax will amount to 2¼ per cent of either the first $3,600 or the first $3,000 of their annual incomes, depending upon whether the House or the Senate committee figure is finally chosen.

One Year's Grace

This tax will be computed for 1951 on the final income tax form due March 15, 1952. Thus, the newcomers to Social Security will have more than a year to familiarize themselves with new requirements.

For entertainers and others who have Social Security deductions made by one or more employers and also work as independent contractors, the new set-up will work like this:

Earnings subject to deductions will be counted first. If that income runs to the coverage maximum ($3,600 or $3,000), self-employment income will be exempt. If it runs less than the coverage maximum, the worker will pay the self-employed tax on the difference between earnings subject to deductions and the maximum. However, self-employed earnings of $400 and under will not be subject to the Social Security levy.

Except for the coverage maximum figure and for the kind of engineers to be exempt there is no congressional dispute over the self-employed section.

Other Parts in Dispute

Most other sections of the bill, however, are in dispute, and the final results will not be decided until after a joint conference of both houses of Congress meets to iron out the differences. The bandleader provision finds the Senate committee and the House on the opposite side of the fence. The House had voted to override a Supreme Court decision and make the band buyer responsible for Social Security for musicians if such was provided for in the contract. The Senate Finance Committee, however, knocked this provision out of HR 6000. Another difference is whether fraternal and religious groups hiring bands are to be free from Social Security responsibility. The House voted yes; the Senate committee voted no.

Figures for increased benefits are likewise at variance in the two versions of HR 6000, with the Senate being more liberal.

Music Biz Only Fair Over 30th

(Continued from page 4)

due to rain. The ever-drawing Guy Lombardo was an exception to the outdoor rule, with a take-home kitty of over $3,000 for Decoration Day dancing at Hershey Park, Hershey, Pa. Ray Anthony's crew played a sturdy 30th date at a new terpery in Reading, Pa., taking out between $1,100 and $1,200 on a $750 guarantee. Louis Prima racked up over $1,700 as his share on a Decoration Day eve dance in Waterville, Me.

New York City terp business was described as fair to middling, with poor weather doing considerable damage to both the classy hotel spots and the ballroom locations.

Flanagan Does Okay

CINCINNATI, June 3. — Ralph Flanagan, the RCA Victor maestro, chalked a bang-up Decoration Day week-end on Ohio one-nighters set by Chuck Campbell, of the General Amusement Corporation office here, and maintained the same pace at other one-nighters in the area thruout the week.

At Lakeside Park, Dayton, O., last Saturday (27) the Flanagan ork grossed $2,175. At Rainbow Gardens, Fremont, O., Sunday (28) the box office reflected a tidy $2,234, while at Terrace Gardens, Urbana, O., Monday (29) the band chalked up a trifle over $1,600.

Playing for Parker Beach at Chippewa Lake Park, Chippewa Lake, O., Tuesday (30) the Flanagan crew registered a hefty $3,247. Flanagan played the Roller Rink at Wheeling, W. Va., for Bill Schreyer Thursday. While figures on the date are unavailable, advance reservations were reported heavy, with ducats slugged at $1.75 per.

The Flanagan band played the University of Cincinnati prom last night. At Castle Farm here, where the ork plays tonight, advance reservations have passed the 2,100 mark, with the door fee $1.50.

TD's Gardens Flops

HOLLYWOOD, June 3. — Casino Gardens' trial of opening during the Decoration Day week-end with the hope that biz would warrant its remaining open, dropped with a dull thud. Irving Chezar, managing the Oceanside dancery for Tommy Dorsey, said biz was so bad he is shuttering spot until July. Terpsery featured Jerry Wald's ork. Chezar said conditions indicate that only names will attract dancers, hence he intends to book a top name attraction when he reopens the ballroom.

Originally, Chezar intended to operate on a week-end only policy following the Decoration Day week-end kick-off and then go to six nights a week in July. Unless conditions better, spot may operate entire season on week-ends only. This year marks a sharp drop in beach biz, which usually hummed during the summer. Rainy weather may be the cause for delaying the start of the beach season.

G-MEN JUMP

(Continued from page 11)

Perreca & Santini; David Krantz, Krantz Record & Radio Shop; Alexander Depillis, Premier Record Shop —all of Philadelphia—and Frank Ryall, Ryall's, Upper Darby, Pa.

PHILADELPHIA, June 3.—Case against local disk distribs and dealers was handled by William Maher, special assistant to the attorney general, who explained that the Miller-Tydings Act was violated by the distribs and dealers in question. This act permits manufacturers or wholesalers to insist upon minimum prices on products.

No disk manufacturers are involved in the case.

Each of the defendants is being held in $1,000 bail, with defendants being permitted to sign his own bond.

Materiale protetto da copyright

8 DECCA SPECIALS

I DIDN'T SLIP, I WASN'T PUSHED, I FELL
SO TALL A TREE
BING CROSBY Decca 27018

THANKS, MR. FLORIST
I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVE
JACK OWENS Decca 27055

CALICO SAL
SHE'S SHIMMYIN' ON THE BEACH AGAIN
ETHEL MERMAN Decca 27047

M-I-S-S-I-S-S-I-P-P-I
I DON'T WANT THE WORLD (With A Fence Around It)
ELLA FITZGERALD with 4 HITS AND A MISS Decca 27061

THE 3RD MAN THEME
MONA LISA
(Both with Vocal Chorus)
VICTOR YOUNG Decca 27048

TELL HER YOU LOVE HER
ASHES OF ROSES
CONNIE RUSSELL and JACK HASKELL Decca 27062

SOUND OFF
THE LONESOMEST WHISTLE
JERRY GRAY Decca 27054

BRUMAS (The Roly Poly Bear)
PUDGY THE WHISTLING PIGGY
FRANK LUTHER Children's Set K-4
Decorative Envelope. Deccalite* Record $1.00 List Price
*Unbreakable Under Normal Use.

10 BEST SELLERS

THE 3RD MAN THEME		DECCA
THE CAFE MOZART WALTZ	GUY LOMBARDO	24839
I WANNA BE LOVED		DECCA
I'VE JUST GOT TO GET OUT OF THE HABIT	ANDREWS SISTERS And GORDON JENKINS	27007
MY FOOLISH HEART		DECCA
DON'T DO SOMETHING TO SOMEONE ELSE (That You Wouldn't Want Done To You)	GORDON JENKINS	24830
SENTIMENTAL ME		DECCA
COPPER CANYON	RUSS MORGAN	24904
BEWITCHED		DECCA
WHERE IN THE WORLD	GORDON JENKINS	24983
WHERE ARE YOU GONNA BE WHEN THE MOON SHINES		DECCA 27005
TIDDLEY WINKIE WOO	GUY LOMBARDO	
I STILL GET A THRILL (Thinking of You)		DECCA 27008
ROSES	DICK HAYMES	
YOU DREAMER YOU		DECCA
BELOVED, BE FAITHFUL	RUSS MORGAN	27006
CHOCOLATE ICE CREAM CONE		DECCA
BIRMINGHAM BOUNCE	RED FOLEY	46238
M-I-S-S-I-S-S-I-P-P-I		DECCA
OLD KENTUCKY FOX CHASE	RED FOLEY	46241

Single Records 75¢ List Price

DECCA RECORDS

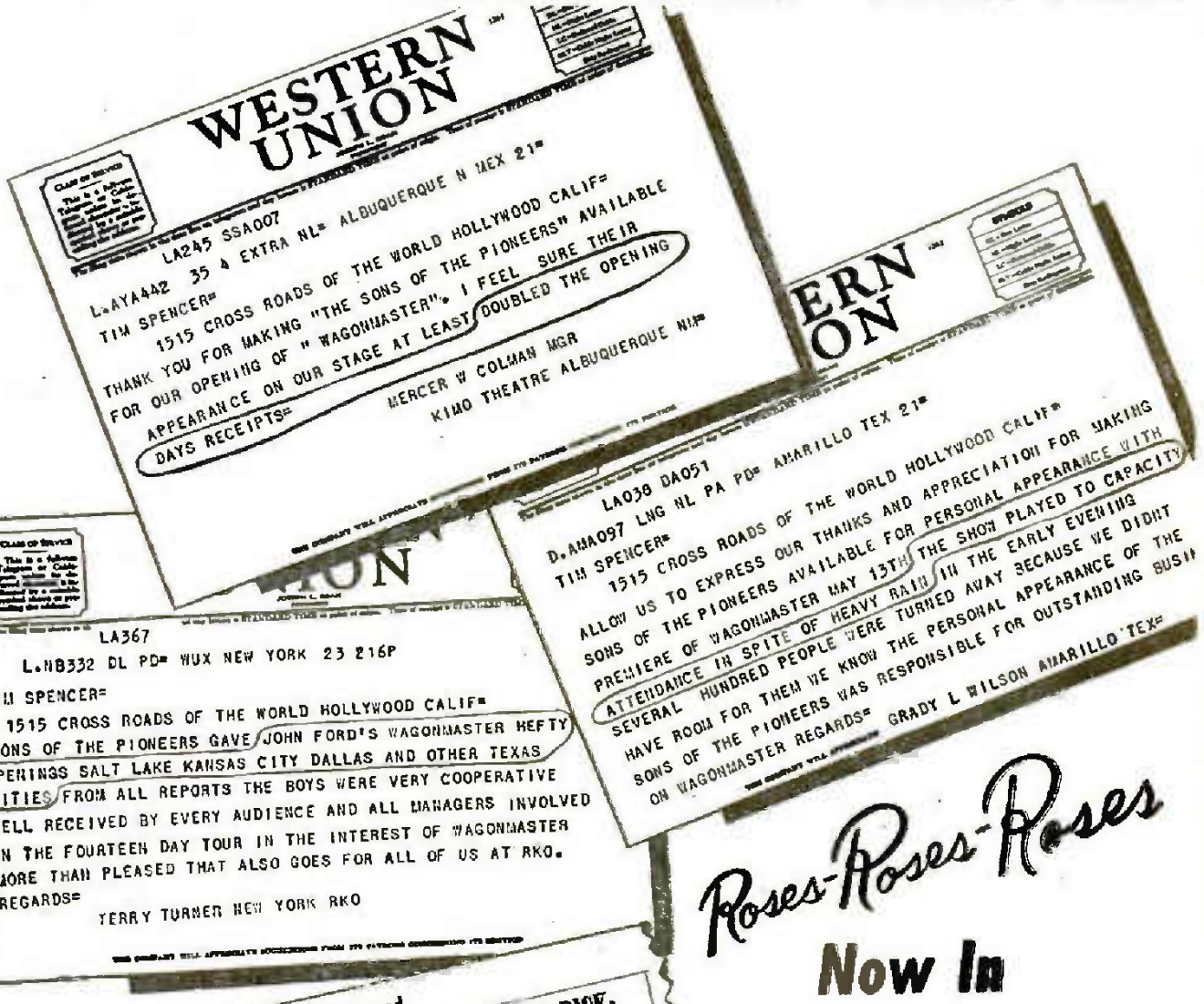
America's Fastest Selling Records

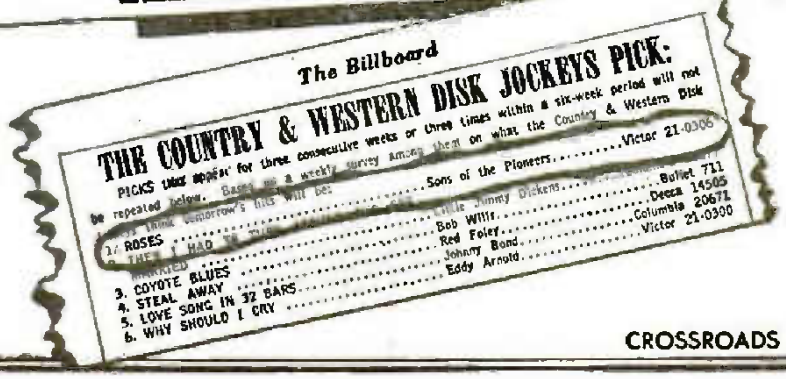
This One
8XRF-19K-K5UC

Sons of the

SAY

RKO PICTURES · JOHN FORD





Roses-Roses-Roses

Now In

Bloom

Personal Management

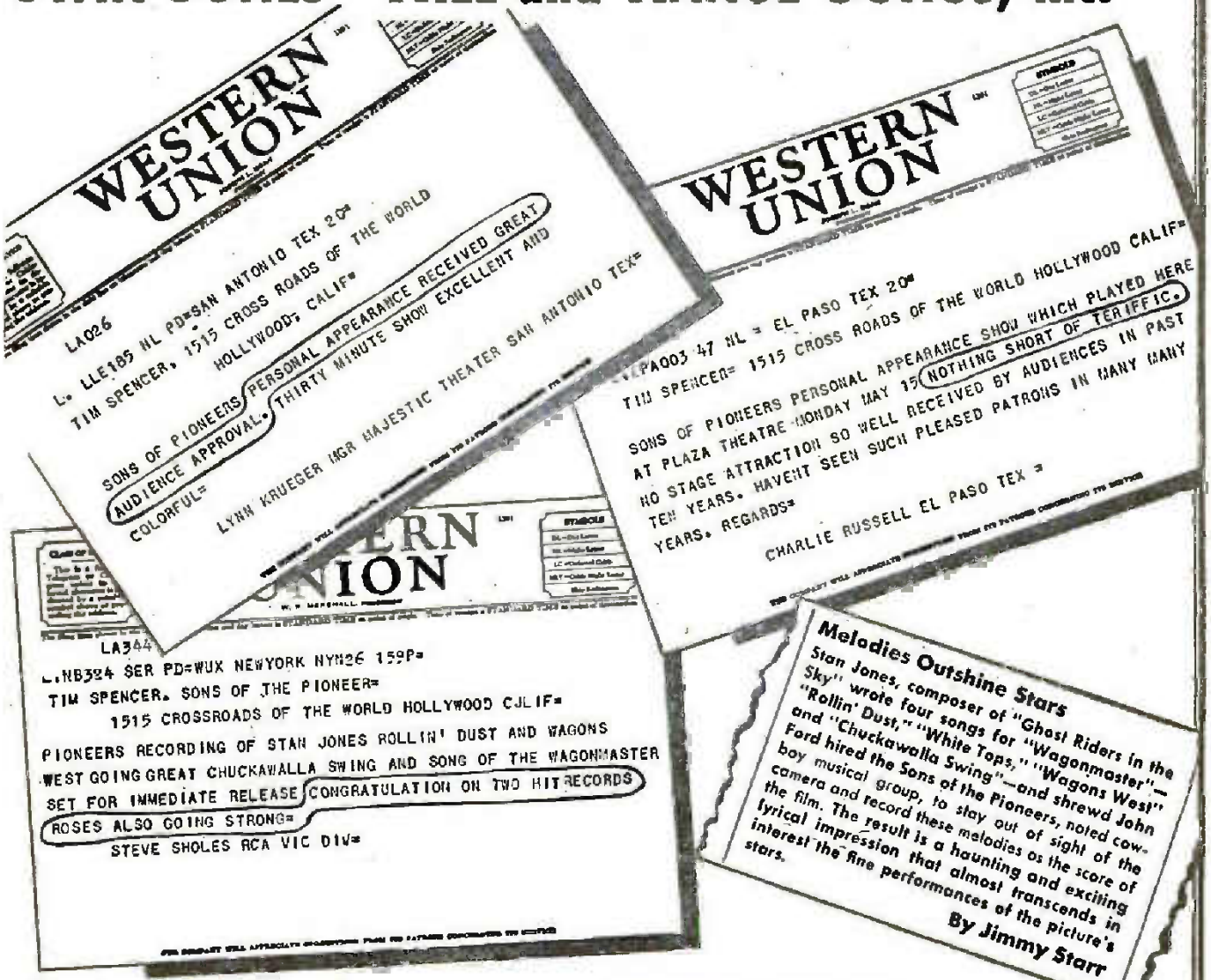
TIM SPENCER

CROSSROADS OF THE WORLD, HOLLYWOOD 28, CALIF.

Pioneers

THANKS TO RCA VICTOR

STAN JONES · HILL and RANGE SONGS, Inc.



"ROLLIN' DUST" RCA Victor **"WHITE TOPS"** RCA Victor

"WAGONS WEST" No. 21-0315 **"CHUCKAWALLA SWING"** No. 21-0345

"ROSES"

RCA VICTOR No. 21-0306 Composed by Tim and Glen Spencer

MUSIC—AS WRITTEN

Bulgar Basso Profundo Due for Build-Up Bravura

Boris Christoff, 28-year-old Bulgarian basso whose singing with the Met Opera for next season was reported in The Billboard last week, will be the subject of a big build-up by RCA Victor's Red Seal department. He's signed exclusively with that diskery's European affiliate, HMV, which will ship the matrices here. Last week it was erroneously stated that Christoff records for English Decca (London).

Boorstein Buys Out Smith in Leslie Sales

Louis Boorstein has purchased the interest of his partner, **Leonard Smith,** in Leslie Sales, local disk jobbing operation. The outfit will be managed by his brother, **Bernie Boorstein,** formerly with London Sales. Boorstein himself will devote full time to the management of his new Douglas Distributors, which was set up last month to job the Coral line in New York.

Bass Named Savoy Veepee for Newark Office

Ralph Bass, Savoy Records' blues and rhythm artists-repertoire chief, who has made his headquarters on the Coast, is moving to the diskery's main office in Newark. He assumes the title of vice-president in charge of artists' relations. Bass and Savoy President **Herman Lubinsky** leave immediately for a tour of the Southwest to conduct several special talent auditions, recording dates and to visit territorial distributors.

George Mendelssohn Leaves for Europe

George Mendelssohn, Vox disk president, recently returned from a two-week trip to the Coast and left last week for Europe. He'll be away for a month, during which he'll run disk dates in France, Vienna and Germany. Mendelssohn will supervise the cutting of the complete Bach "St. John Passion," with Conductor **Otto Klemperer.** He'll also cut the Bartok "Rhapsody for Piano and Ork" and the Prokofieff "Piano Concerto No. 1," with pianist **Andor Foldes.** While in Europe he intends to check the bootlegging of longhair radio tapes, some of which are popping out on indie LP labels in New York.

Capitol's Wallichs Returning From Europe

Glenn E. Wallichs, prexy of Capitol Records, is expected back at the diskery's Hollywood headquarters following a month's biz trip to Europe. His first across-the-pond hop, Wallichs checked on Capitol's distrib tie-in deals and looked into disk biz conditions in Europe. Any deals he may have closed while overseas will not be known until his return.

Granz, Mercury Suit Decision Reserved

The suit brought against **Norman Granz** and Mercury Records by American Record Company (ARCO), Pioneer Record Company and Essex Record Company seeking injunctions against Mercury's issuing of certain Jazz at the Philharmonic (JATP) cuttings, was heard May 31-June 1 in Newark, N. J., Federal Court. Judge Guy Fake reserved decision. Mercury had entered counter claims, also seeking an injunction against issuing of the disks by ARCO. Both parties claim the rights to JATP Albums 2, 3, 4 and 5, and various other singles and albums, which both Mercury and ARCO are currently selling.

MGM To Issue Selected Disks on 45 and 78

MGM Records, which went three speeds with the addition of a 45 r.p.m. line a couple of months ago, will issue selected future releases simultaneously on 78 r.p.m. and 45 r.p.m.'s. The first release to be so produced is skedded for shipment June 30. Four of the 11 disks on the release will be issued in the two-speed scheme. Diskings are those by **Ivory Joe Hunter, Carson Robison, Blue Barron** and the **Frank Petty Trio.**

Steve Carlin Leaves for Coast

Steve Carlin, RCA Victor's director of kidisk a. and r., left for the Coast last week to supervise production of a **Roy Rogers** album and several singles based on **Disney** short material.

Charles Ross Bags Mello-Art Catalog

Charles Ross has bought the Mello-Art catalog from **Jack Rich.** The catalog, comprising about 100 tunes, has a 15-year ASCAP seniority; it will be operated by Charles Ross Music. First activity will be directed toward a revival of "Doin' the Prom."

Met Signs Frances Bible, Barbara Troxell

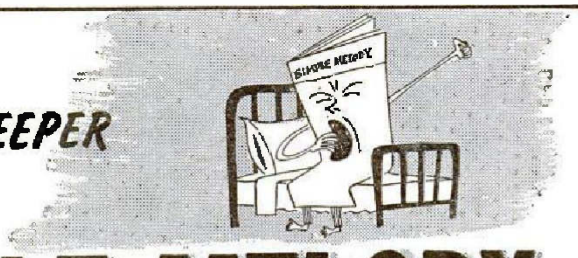
Two young American singers have been added to the Metropolitan Opera's roster. Mezzo **Frances Bible,** formerly of the New York City Center Company, has been signed to alternate in several lead roles with **Rise Stevens. Barbara Troxell,** a lyric soprano, has also been engaged.

Porgie Buys Rights to Two Tunes

Porgie Music last week picked up pubbing rights to the Summit label, "Give a Broken Heart a Chance To Cry" and "I Need You," while London Records acquired the masters. When RCA was prevented by AFM from tracking the music for a Como date following the warbler's sudden illness (see separate story), Porgie got a hurry call for a lead sheet on "Broken Heart" and the tune was cut by Eddie Fisher and Hugo Winterhalter.

New York:

Decca Records' veepee in charge of artists and repertoire, **Dave Kapp,** currently is enjoying a Hawaiian vacation. Kapp will return here



WAKE UP—HERE'S A SLEEPER

PLAY A SIMPLE MELODY

Words and Music by Irving Berlin

Groucho Marx guested on Bing Crosby's January 11th program and they sang this 1914 Irving Berlin oldie as a duet. The result was an avalanche of fan mail. So much so, Bing repeated it on his March 8th broadcast with his son Gary.

The recording companies got busy and here are the available records, with more to follow:

CAPITOL .....Jo Stafford with Starlighters
CORAL .....Bob Crosby with Georgia Gibbs
COLUMBIA .....Dinah Shore
VICTOR .....Phil Harris

This Sleeper woke us up, so
WAKE UP—HERE'S A SLEEPER

IRVING BERLIN Music Corporation
1650 BROADWAY, NEW YORK 19, N. Y.

Materiale protetto da copyright

around June 10. . . . **Ken McAllister**, Columbia Records' director of advertising and promotion, was presented with his second child, a boy, by wife, **Betty**, at the Stamford Hospital in Stamford, Conn., recently. . . . **Henry Jerome** and his ork were inked to an artist' contract by London Records. Band originally cracked the label with masters which were produced from **Joe Davis's** Celebrity diskery. . . . **Ray Anthony's** ork and movie actress-thrush **Gloria De Haven** will head the Paramount Theater bill kicking off on June 21.

The deal for **Phil Spitalny** and his organization to go into the Waldorf-Astoria's Starlight Roof was completed (The Billboard, May 20). His all-girl crew opens July 27 for four weeks. . . . **Joe Glaser**, Associated Booking Corporation topper, left for a two-week booking tour which will carry him as far west as St. Louis. . . . **Jim Flora**, director of sales promotion for Columbia Records, took a one-year leave of absence to pursue his ability as an artist in Mexico. . . . **Larry Clinton** will reorganize his band. He will have a 12-piece crew which will be styled along the lines of his "Dipsy Doodle—My Reverie" unit of a decade or so ago. . . . **Ozie Waters**, movie and radio personality, has been inked to a Coral Records' deal as an addition to that waxery's country and Western department. . . . **Andre Kostelanetz** left for Paris for the summer. While on the Continent he will play a pair of concerts, one in Amsterdam June 4, and another in Rome June 19. The conductor will be back in September.

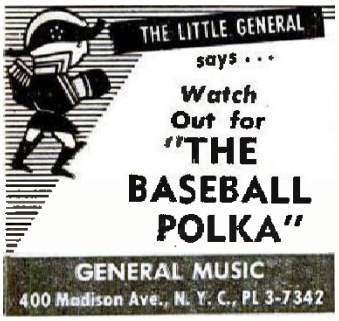
Mynna Granat, of Dave Dreyer & Company, music pubbery, lost her mother. . . . **Dario Soria**, head of the Cetra-Soria diskery, will be in Italy until July 10 to cut new material at the Italian Cetra Studios for his long-play catalog. . . . **Alice Shaw**, manager of the **Dante Trio**, left for a three or four-month trip to Europe. Dante is in his second year at **Jack Dempsey's**. . . . **Reg Connelly** has obtained the British rights to "Take Her to Jamaica" and "Night After Night" from **Irving Fields's** Crest Music firm.

The Bridgeport, Conn, chapter of the American Guild of Organists last week elected **Mrs. Ethel Brandon**, of Westport, as dean of the chapter at its annual meeting.

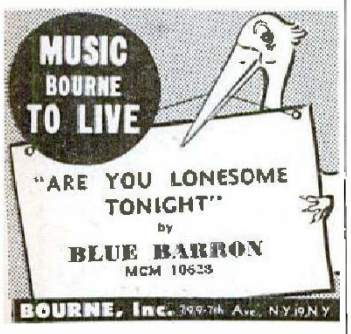
Everett Goodman, disk exec and son of **Harry S. Goodman**, transcription producer, became a father last week. The youngster, **Thomas Ethan**, and mother, **Renee**, are doing well at Roslyn, N. Y. . . . **Elliott Lawrence** was named chairman of the band leaders' division of the Greater New York Fund by **Robert Dowling**. Lawrence served in the same capacity for the National Foundation for Infantile Paralysis in the last campaign. . . . Warbler **Valaida Snow** starts a one-week engagement at the Monte Carlo, Pittsburgh, June 9.

Seeco Records' Prexy **Sid Siegel** has returned from a one-month trip to Latin-American countries during which he cut sides with **Daniel Santos** and the **Sonora Matancera** rumba crew. The trip included visits to the trade in the Dutch West Indies, Venezuela and Cuba . . . Pianist **Mimi Warren** opened at the Park Sheraton Mermaid Room Tuesday (6). Zither wizard **Anton Karas**, of "Third Man" fame, closed a one-week engagement at the spot Monday (5). . . . **Sid Bass** did the arrangements and conducted on thrush **Lynn Howard's** recent National disk date. . . . **Tetos Demetriades'** Standard Phono diskery moved its offices last week to his farm in New

(See Music As Written on page 40)















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it's a honey

It's a Hit!!!

Mindy Carson

sings . . .

"I'M BASHFUL"

and . . .

"I WISH, I WISH I HAD A PICTURE OF YOU"

RCA VICTOR RECORDS { 78 rpm 20-3801 / 45 rpm 47-3801

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending June 2

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 Charts.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week / Last Week

1. THIRD MAN THEME, THE — 1
By Anton Karas
Published by Chappell (ASCAP)
From the Carol Reed film, "The Third Man"

Records available: D. Apollon, National 9104; Cate Vienna Quartet Col(33)1-444; J. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugartoot" Garland, Dec 46218; A. Karas, London, 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey Cap(78)820, (45)F820; A. Ryerson Quintet, Coral 60168, E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World.

2. BEWITCHED — 2
By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)

Records available: J. August-J. Murad's Harmonicats, Mer 5399, Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork Honeydreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182, B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231, B. Goodman, Col(33)1-642.
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Armen, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarnieri Quintet, Thesaurus.

3. MY FOOLISH HEART — 3
By Victor Young and Ned Washington
Published by Santly-Joy (ASCAP)
From the Sam Goldwyn film, "My Foolish Heart"

Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478; G. Jenkins Ork, Dec 24830; J. McGee-T. Carpenter, Varsity 265.
Electrical transcription libraries: Tommy Dorsey Ork, Standard; Claude Gordon Ork, Capitol.

4. HOOP-DEE-DOO — 4
By Frank Loesser and Milton DeLugg
Published by E. H. Morris (ASCAP)

Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591, R. Morgan Ork, Dec 24966; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698.
Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol.

5. SENTIMENTAL ME — 5
By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP)

Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904, Ray-o Vacs, Dec 48141, B. Mayo Quintet, Dana 2074; R. Vallee, V(78)20-3793, (45)47-3793.
Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol.

6. IT ISN'T FAIR — 6
By Sylvester Sprigato, Frank Warshauer and Richard Himber
Published by Words & Music (ASCAP)

Records available: B. Goodman Ork; Cap 860; B. Harrington-3 Beaus and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105; O. Washington I. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.
Electrical transcription libraries: Dick Jurgens, Associated; Lawrence Welk Ork, Standard.

7. OLD PIANO ROLL BLUES, THE — 9
By Cy Coben
Published by Leeds (ASCAP)

Records available: E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0010; H. Carmichael-C. Daley M. Matlock's All Stars, Dec 24977; L. Cook J. Dandies, Abbey 15003; J. Garber Ork, Cap 990; A. Jolson-Andrews Sisters, Dec 27024; Jubalaires, Cap(78)845, (45)F 845, B. Kay, Col(78)38773, (33)1 593; F. September (Jan August), Mer 5400; C. Steward, Coral 60177.
Electrical transcription libraries: George Wright, Thesaurus.

8. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE — 7
By Al Hoffman, Bob Merrill and Clem Watts
Published by Robert (ASCAP)

Records available: E. Barton, Mer 5392 & National 9109; G. Gibbs-M. Kaminsky's Dixielanders, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38702, (33)1-493; Fontane Sisters-M. Ayres Ork, V(78)20 3719, (45)47-3719; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30 0027, (45)54-0027; E. Young-The Homesteaders, London 658; T. Carlyn Ork, Rondo 5005; H. Ashley-Four Chords, Varsity 263.
Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Welk Ork, Standard.

9. DEARIE — 8
By Hillard and Mann
Published by Laurel (ASCAP)

Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet B. Scott, MGM 10654; H. Heidt Ork, Horace Heidt MM 122; M. Hughes H. Zimmerman Ork, Col(78)38718, (33)1-543; L. Kirk-F. Warren, V(78)20 3696, (45)47 3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609; H. Ashley-Four Chords, Varsity 263.
Electrical transcription libraries: Henry Jerome, Lang-Worth.

10. I WANNA BE LOVED — 10
By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP)

Records available: T. Bennett-M. Manning, Col 1(78)38825, (33)1 646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V (78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V (78)20 3436, (45)47-4902; D. Washington, Mer 8181.
(No information on electrical transcription libraries available as The Billboard goes to press.)

WARNING

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

Release 50-23

Ships Coast to Coast, Week of June 11

POPULAR

Here come the DANCE BANDS again!

TEX BENEKE and his "MUSIC in the MILLER MOOD"
Tzin-Tzun-Tzan
Dreamin' Is My Business
20-3813—(47-3813)*

THE FONTANE SISTERS
Three Little Rings
Down Home Rag (Deeten Datten Dooten) 20-3814—(47-3814)*

PHIL HARRIS
Let's Choo Choo Choo to Idaho
You Can't Do Wrong Doin' Right
20-3815—(47-3815)*

Here come the DANCE BANDS again!

GENE KRUPA
At the Jazz Band Ball
I Want Gold In My Pocket (When There's Silver In My Hair)
20-3816—(47-3816)*

THE THREE SUNS WITH THE HONEY-DREAMERS
Marianne
When the Saints Go Marching In
20-3817—(47-3817)*

WESTERN

SONS OF THE PIONEERS
Chuckawalla Swing
Song of the Wagonmaster
21-0345—(48-0345)*

COUNTRY

ELTON BRITT and ROSALIE ALLEN and THE SKYTOPPERS
Ashes of Roses
Cotton Candy and a Toy Balloon
21-0346—(48-0346)*

SHORTY LONG and THE SANTA FE RANGERS
Waltz of Colorado
A Bottle and a Blonde
21-0347—(48-0347)*

RHYTHM-BLUES

ILLINOIS JACQUET and his ORCHESTRA
My Old Gal
You Gotta Change
22-0087—(50-0087)*

NEW ALBUM (Musical Smart Sets)

Here come the DANCE BANDS again!

SPIKE JONES and his CITY SLICKERS
"Spike Jones Favorites"
WP-288—45 r.p.m. only
(47-3287 thru 47-3289)

IRVING FIELDS with THE CAMPOS TRIO
"Irving Fields Favorites"
WP-290—45 r.p.m. only
(47-3290 thru 47-3292)

*45 r.p.m. catalog numbers

NOTE: All records in this panel are listed alphabetically by song title.

Going Strong...

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

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of June 3). Obviously, sure things!

$ **Bewitched**
Larry Green and the Honeydreamers .....20-3726—(47-3726)* 7

$ **Chinese Mule Train**
Spike Jones .....20-3741—(47-3741)*

$ **Count Every Star**
Hugo Winterhalter .....20-3697—(47-3221)* 7

$ **Hoop Dee Doo**
$ **On the Outgoing Tide**
Perry Como .....20-3747—(47-3747)* 7

$ **It Isn't Fair**
Sammy Kaye .....20-3609—(47-3115)* 7

$ **Joshua**
Ralph Flanagan .....20-3721—(47-3724)*

$ **Little Angel With the Dirty Face**
$ **Why Should I Cry**
Eddy Arnold .....21-0300—(48-0300)* 7

$ **My Foolish Heart**
Mindy Carson .....20-3681—(47-3204)*

$ **Roses**
Sammy Kaye .....20-3754—(47-3754)*
Sons of the Pioneers .....21-0306—(48-0306)* 7

$ **Valencia**
Tony Martin .....20-3755—(47-3755)*

$ **Wanderin'**
Sammy Kaye .....20-3680—(47-3203)* 7

Coming Up...

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

★ **I Wanna Be Loved**
Fontane Sisters 20-3772—(47-3772)*
No. 21 most played Disc Jockey record, Billboard, June 3.

★ **Stars and Stripes Forever**
Ralph Flanagan 20-3762—(47-3762)*
No. 26 most played Disc Jockey record, Billboard issue June 3.

★ **Thanks, Mr. Florist**
Vaughn Monroe 20-3773—(47-3773)*
No. 3 Retailers Pick, Billboard issue June 3. . . . No. 1 Operators Pick, Billboard issue June 3. . . . No. 2 Disc Jockey Pick, Billboard, May 27.

★ **An Ordinary Broom**
Tony Martin and Fran Warren 20-3777—(47-3777)*
No. 1 Billboard Pick, May 27 issue. . . . No. 10 Retailers Pick, Billboard, June 3.

★ **You Dreamer You**
Don Cornell and Hugo Winterhalter Ork 20-3776—(47-3776)*
No. 6 Retailers Pick, Billboard, June 3.

★ **Honky Tonkin'**
Spade Cooley 21-0330—(48-0330)*
No. 7 Country and Western Disc Jockey Pick, Billboard, June 3.

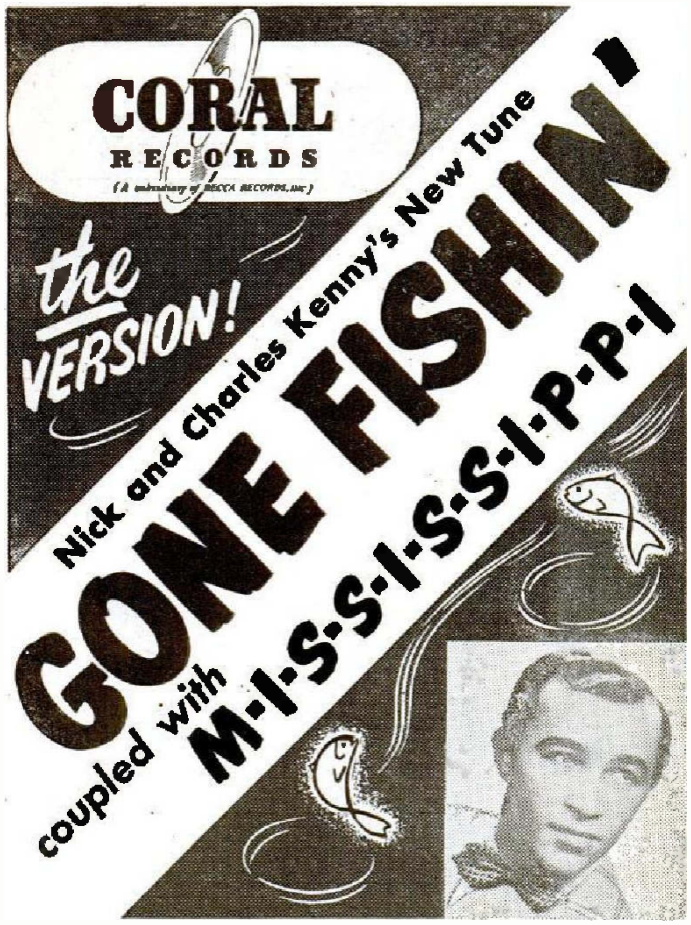
★ **There's a Rainbow In Ev'ry Teardrop**
Slim Whitman 21-0313—(48-0313)*
No. 6 Country and Western Disc Jockey Pick, Billboard, June 3.

TIPS "Three Little Rings" (Fontane Sisters) . . . "Three Little Rings" (Fontane Sisters) . . . "Three Little Rings" (Fontane Sisters) . . . "Three Little Rings" (Fontane Sisters).

The stars who make the hits are on **RCA VICTOR Records**

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN FEB MAR The APRIL MAY JUNE Swings JULY AUG. SEPT to OCT. NOV. DEC. "45"



BILL DARNEL

Vocal with Heathertones and
ROY ROSS and his orchestra

CORAL 60220

CORAL DISTRIBUTORS

BALTIMORE, MD. — General Distributing Co.
BIRMINGHAM, ALABAMA — Record Sales Company
BOISE, IDAHO — Dixon Record Company
BOSTON, MASSACHUSETTS — Mutual Distributors, Inc.
BUFFALO, N. Y. — Niagara-Midland Co.
CHARLOTTE, NORTH CAROLINA — F and F Enterprises
CHICAGO, ILLINOIS — Nemco, Inc.
CINCINNATI, OHIO — Hit Record Distributing Co.
CLEVELAND, OHIO — Bunart Distributing Co.
DALLAS, TEXAS — Dunbar Distributing Co.
DES MOINES, IOWA — D & E Distributing Company
DETROIT, MICHIGAN — Peloubet Distributing Co.
EL PASO, TEXAS — Sunland Supply Co.
GREAT FALLS, MONT. — Music Service Co.
HARTFORD, CONN. — Seaboard Dist. Co.
HONOLULU, HAWAII — Amber and Co.
HOUSTON, TEXAS — Dunbar Distributing Company
INDIANAPOLIS, INDIANA — Milner Record Sales Co.
KANSAS CITY, MISSOURI — Milner Record Sales Co.
LOS ANGELES, CALIFORNIA — Modern Distributing Co.
MEMPHIS, TENNESSEE — Glenn Allen Co.
MINNEAPOLIS, MINNESOTA — Hy-G Music Company
NASHVILLE, TENNESSEE — Tennessee Music Sales, Inc.
NEW ORLEANS, LOUISIANA — F.A.R. Dist. Co., Inc.
NEW YORK, NEW YORK — Douglas Distributing Corp.
OKLAHOMA CITY, OKLAHOMA — Burns Distributing Co.
PHILADELPHIA, PENNA. — Winthrop Co.
PITTSBURGH, PENNSYLVANIA — Standard Distributing Co.
PORTLAND, OREGON — Oregon Record Distributing Co.
SAN ANTONIO, TEXAS — Dunbar Sales Co., Inc.
SAN FRANCISCO, CALIF. — Elite, California Distributors
SHREVEPORT, LOUISIANA — W. M. Amana
ST. LOUIS, MISSOURI — Milner Record Sales Co.

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OR WRITE TO:

CORAL RECORDS
(A subsidiary of DECCA RECORDS, Inc.)

Single Records 75¢ (plus tax)

48 W. 57th St. New York 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending June 2

BEST-SELLING SHEET MUSIC

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

POSITION Weeks to date	Last Week	This Week		Publishers
11	1	1.	THIRD MAN THEME, THE (F)-(R)	Chappell
7	1	2.	BEWITCHED (R)	Chappell
14	3	3.	MY FOOLISH HEART (F) (R)	Santly-Joy
6	4	4.	HOOP-DEE-DOO (R)	E. H. Morris
8	5	5.	OLD PIANO ROLL BLUES, THE (R)	Leeds
9	7	6.	SENTIMENTAL ME (R)	Knickerbocker
15	8	7.	IT ISN'T FAIR (R)	Words & Music
13	10	8.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
18	9	9.	DADDY'S LITTLE GIRL (R)	Beacon
14	6	10.	DEARIE (R)	Laurel
3	11	11.	I WANNA BE LOVED (R)	Supreme
2	14	12.	STARS ARE THE WINDOWS OF HEAVEN (R)	Pickwick
1	—	13.	ROSES (R)	Hill & Range
18	13	14.	MUSIC! MUSIC! MUSIC! (R)	Cromwell
3	15	15.	COUNT EVERY STAR (R)	Paxton

ENGLAND'S TOP TWENTY

POSITION Weeks to date	Last Week	This Week		English	American
8	1	1.	MY FOOLISH HEART	Sun	Santly-Joy
5	7	2.	DEARIE	Campbell-Connelly	Laurel
12	2	3.	CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose
20	4	4.	JEALOUS HEART	E. H. Morris	Acuff-Rose
4	5	5.	OH, YOU SWEET ONE	Southern	General Music
8	3	6.	C'EST SI BON	Peter Maurice	Leeds
7	9	7.	ENJOY YOURSELF	Morris	Morris
5	10	8.	THAT OLD PIANO ROLL BLUES	Leeds	Leeds
4	14	9.	LET'S DO IT AGAIN	Lennox	*
12	8	10.	FRENCH CANCAN POLKA	Connelly	Blossom Music
7	6	11.	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE	Chappell	Roberts
20	12	11.	DOWN IN THE GLEN	L. Wright	Mills Music
3	13	13.	ME AND MY SHADOW	Francis Day	Bourne
7	14	14.	CHERRY STONES	John Fields	Robbins Music
4	16	15.	QUICKSILVER	E. H. Morris	E. H. Morris
13	11	15.	MUSIC! MUSIC! MUSIC!	Leeds, Ltd.	Cromwell
19	17	*17.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
1	—	18.	CHOO'N GUM	Chappell	Bregman-Vocco-Conn
33	18	19.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
18	19	19.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*

*Publisher not available as The Billboard goes to press.



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The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Based on reports received last three days of Week Ending June 2

The Billboard TRADE SERVICE FEATURE

RECORDS MOST PLAYED BY DISK JOCKEYS

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

POSITION Weeks to date	Last Week	This Week			
16	4	1.	SENTIMENTAL ME	Ames Brothers ..... Coral 60140; Coral 60173—ASCAP
7	1	2.	HOOP-DEE-DOO	P. Como-The Fontane Sisters ..... V(78)20-3747; (45)47-3747—ASCAP
6	3	3.	HOOP-DEE-DOO	K. Starr ..... Cap(78)980; (45)F-980—ASCAP
10	8	4.	MY FOOLISH HEART	G. Jenkins Ork..... ..Dec 24830—ASCAP
19	5	5.	IT ISN'T FAIR	D. Cornell-S. Kaye Ork V(78)20-3609; (45)47-3125—ASCAP
11	6	6.	THIRD MAN THEME, THE	A. Karas ....London 536—ASCAP
10	7	7.	THIRD MAN THEME, THE	G. Lombardo Ork.... ..Dec 24839—ASCAP
7	15	8.	MY FOOLISH HEART	M. Carson ..... V(78)20-3681; (45)47-3204—ASCAP
7	9	9.	SENTIMENTAL ME	R. Anthony Ork-R. Deauville ..... Cap(78)923; (45)F-923—ASCAP
8	10	10.	MY FOOLISH HEART	B. Eckstine ..... MGM 10623—ASCAP
14	2	11.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton ..... National 9103; Mercury 5392—ASCAP
5	12	12.	BEWITCHED	P. Rugolo Ork-M. Torme Cap(78)1000; (45)F-1000—ASCAP
5	11	13.	BEWITCHED	G. Jenkins Ork..... ..Dec 24983—ASCAP
3	13	14.	BEWITCHED	D. Day ..... Col(78)38698; (33)1-480—ASCAP
7	16	15.	BEWITCHED	B. Snyder Ork..... Tower 1473—ASCAP
6	25	16.	SENTIMENTAL ME	R. Morgan Ork..... ..Dec 24904—ASCAP
5	18	17.	HOOP-DEE-DOO	Doris Day-G. Wylie Ork-Mellomen ..... Col(78)38771; (33)1-591—ASCAP
2	20	18.	BEWITCHED	Honeydreamers-L. Green Ork ..... V(78)20-3726; (45)47-3726—ASCAP
5	14	19.	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork ....Dec 27007—ASCAP
3	23	20.	BEWITCHED	Harmonicats-J. August Mercury-W(8)5399; (45)5399X45—ASCAP
2	—	21.	MY FOOLISH HEART	R. Hayes ..... Mercury 5362—ASCAP
2	22	22.	BUFFALO BILLY	R. Quinlan-J. August-J. Murad's Harmonicats Mercury(78)5420; (45)5420X45—ASCAP
1	—	23.	MONA LISA	Nat "King" Cole and the Trio ..... Cap(78)1010; (45)F-1010—ASCAP
6	17	24.	MY FOOLISH HEART	M. Whiting ..... Cap(78)934; (45)F-934—ASCAP
1	—	25.	BONAPARTE'S RETREAT	G. Krupa Ork..... V(78)20-3766; (45)47-3766—BMI
6	—	26.	COUNT EVERY STAR	H. Winterhalter ..... V(78)20-3697; (45)47-3221—ASCAP
6	—	27.	ARE YOU LONESOME TONIGHT?	B. Barron Ork..... MGM 10628—ASCAP
1	—	28.	THIRD MAN THEME, THE	F. Martin Ork..... V 20-3797—ASCAP
3	—	29.	ROSES	S. Kaye Ork..... V(78)20-3754; (45)47-3754—BMI
3	19	30.	COUNT EVERY STAR	R. Anthony..... Cap(78)979; (45)F-979 Cap(78)859; (45)F-859—ASCAP

Vox Jox

PREEMS . . . Bob Weis has replaced **Paul Cowley** as d. j. for WNOP, Newport, Ky., and **Roy Gilligan** has been upped to program director post at same station, succeeding **Jack Baker**, who moves over to WKRC. Cowley has joined WLW-T. . . . **Tap Taplin** is new morning man at WEBR, Buffalo. . . . **Jim Burke**, WIRK, West Palm Beach, Fla., is emseeing a new daily afternoon show "Melody Matinee." . . . WAPF, McComb, Miss., is readying a new blues and rhythm show, according to Program Director **Paul Simpkins**, and would like to hear from "other jive jox." . . . **Robin Bright**, ex-staffer at WKLO in Louisville and WGBF, Evansville, Ind., has taken over **Jim Lowe's** d. j. chores at WIRE, Indianapolis. Lowe is now with WBBM, Chicago. . . . **Wayne Allen**, KSEL, Lubbock, Tex., has turned his daily "950 Club" show into a remote, which emanates from U. V. Blake's local Record Center. . . . Beginning this month (6), **Huge Batey**, WRBL, Columbus, Ga., will pilot two daily airers over WPDO, Jacksonville, Fla. Hugh says he'll "welcome any d. j. releases and plug same." . . . **Rich Pauley**, ex-WDLP, Panama City, Fla., has joined WCNH, Quincy, Fla. . . . **John Slatton's** "Spinner's Sanctum" now airs from a downtown Birmingham restaurant over WJLD, Bessemer, Ala. . . . **Jack Clifton**, WADC, Akron, has acquired another daily spin session, bringing his weekly air time total to 11 hours. Says "business is terrific!" . . . **Stu Wayne**, WPEN, Philadelphia, is launching a new kid show on Saturday afternoons, tagged "Tiny Tot Time."

SPONSOR STUFF . . . Dean Landfear, WMT, Cedar Rapids, Ia., writes, "All of WMT's d. j. shows are sold across-the-board." . . . Cliquot Club Ginger Ale, thru N. W. Ayer & Son, Inc., is buying daily five minute segs on **Leroy Miller's** early morning sessions over WFIL, Philadelphia.

AD LIB CUTTINGS . . . Roy Morris, WCDT, Winchester, Tenn., is a papa of a new junior deejay. . . . Listener-wise, **Duke Thiele**, WJMR, New Orleans, reports receiving 263 telegrams on his "Good Friday" program. . . . And **John McEnaney** and **Bob Christol**, WIZE, Springfield, O., chalked up 122 telephone requests during one two-hour broadcast of "Music for the Asking." . . . **Bob Stout**, WKRO, Cairo, Ill., is "having trouble getting records from some of the major diskeries. MGM and Mercury seem rather generous, but Victor sends us only the records they want plugged. The others we never hear from." . . . **Hal Uchida**, WMID, Atlantic City, writes that **Stan Kenton**, **June Christy** and drummer **Shelly Manne** recorded a series of station breaks for his "Double Feature" show, lauding his stand on progressive jazz. **Don Bruchey**, WGIG, Brunswick, Ga., christened his three-hour airer "Spinner Sanctum." . . . **Eddie Hubbard**, WIND, Chicago, is cutting a ukulele instruction disk for Sharp label in conjunction with a city-wide tie-up between the Chesterfield jockey and a local daily, working a ukulele giveaway as part of a circulation drive. Hubbard is doing three 5-minute shots over WBKB weekly, sponsored by the daily. Hubbard's frau, **Jackie Smith**, former promotion rep for Mercury disks, has formed her own radio and TV agency, Downs-Fanshaw, and has sold Hubbard on his own half-hour show over WBKB Wednesday nights. . . . **Norm Keller**, WCNH, Quincy, Fla., tees off a two-week vacation in his home town, Cincinnati, this month (19). . . . **Kal Ross**, Philadelphia d. j., married Barbizon model **Judy Reiner** last week in New York. . . . **Joe Constantino**, KDB, Santa Barbara, Calif., turned legit actor last month and played a role in a local theater production of "Three Blind Mice." . . . **Jimmy Lowe**, is leaving KXOL, Fort Worth, to join Decca's Southern division office in New Orleans. . . . After a none-too-successful try at the art of "water skiing" in California, Eastern d. j. **Scott Douglass** "now claims the dubious honor of being the only d. j. to try putting a saddle on a boat," according to **Hays M. Fernald**, flack for KFMB, San Diego, Calif.

GAB 'N' GRIPE BAG . . . Jack Davis, WQUA, Moline, Ill., was stopping at the New Weston Hotel in New York last week, while doing a guest shot on CBS. Wants to "say hello to any and all." . . . "Congrats to Billboard on its multi-colored weekly mailing pieces," writes **Larry Shields**, WFRP, Savannah, Ga. "It's a technicolor orgy I hope you continue." . . . "Article you sent out ('Pleasing the People') is real fine" says **Howy Fisher**, WFRL, Freeport, Ill. "Read it on the air and it sure went over. Send more." . . . In a slightly different vein, **Wade Boggs**, WLBB, Carrollton, Ga., complains, "Why send it in when you don't publish it? Have three times successively sent in news. Have yet to see it printed." . . . "To eliminate any vagueness about when such-and-such a biscuit was popular," **Jim Lounsbury**, WIND, Chicago, suggests that diskeries "print the date a record is made on the label, at least on special d. j. releases." . . . "For the first time since I can recall" says **Ed Paulan**, WCMI, Ashland, Ky., "fans around here don't agree with your No. 1 tune, 'If I Knew You Were Coming.' I've had only two requests for it in four weeks. On the other hand, 'Are You Lonesome Tonight?' is drawing far more requests than any tune since 'You Call Everybody Darling.'" . . . **Stew McDonnell**, WIMS, Michigan City, Ind., wonders "why the record companies don't take a hint from the movies and send out recorded interviews. Capitol is the only one on the ball." . . . **Jack Ellis**, WKBN, Youngstown, O., is burning over a recent remote he skedded for **Artie Shaw**. "After plugging h— out of his sides, found him to be his old tempermental self," moans Ellis. "Refused to air band on local pick-up of this CBS affiliate. Gave union contract as excuse which wasn't swallowed by booker or anybody. If and when **Dale Carnegie** devises a course on 'How to Win Disk Jockeys and Influence Dancers' we heartily recommend it to Shaw's manager. Incidentally, orchids to my most recent guests **Ray McKinley**, **Tommy Dorsey** and **Ray Robbins**."

PLATTER PALAVER . . . Conover model **Lou Campbell** is giving **Paul Brenner**, WAAT, Newark, N. J., a big assist on his new TV show over WATV. . . . **Bill Taylor**, WOR, New York, pulled in 1,000 contributions for the American Heart Association with two brief announcements on his "Sunrise Serenade" show. . . . Albany, N. Y., d. j.'s are going all out for the local Cerebral Palsy fund drive, according to **John Mounteer**, WXKW. The spinners will make a joint p. a. this month at a c. p. benefit ball. **Louis Ramundo**, of the Hotel Ten Eyck, a c. p. victim himself, is handling the promotion. . . . **Martin Culpepper** and **Bill Gardner**, WGAI, Elizabeth City, N. C., recently devoted a sizable portion of their airtime to help recruit donations for the hospital expenses of a local school girl. . . . **Lee Stewart**, WHAT, Philadelphia, and local Muntz TV execs, gifted the Philadelphia General Hospital with a TV set. Stewart is also taking talent units out to entertain in the wards.

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

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

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

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(Beginning Friday, May 26, 8 a.m., and ending Friday, June 2, 8 a.m.)

Ask Me No Questions (R)	Witmark—ASCAP
Bewitched (R)	Chappell—ASCAP
But Me, I Love You (R)	Campbell—BMI
Darn It Baby, That's Love (R)	Chappell—ASCAP
Dearie (R)	Laurel—ASCAP
Don't Say Goodbye (R)	Metlin—BMI
Down the Lane (R)	BMI—BMI
Girl That I Marry, The (F) (R)	Berlin—ASCAP
Home Cookin' (R)	Famous—ASCAP
Hoop-Dee-Doo (R)	E. H. Morris—ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous—ASCAP
I Still Get a Thrill (R)	Words & Music—ASCAP
I Wanna Be Loved (R)	Supreme—ASCAP
If I Knew You Were Coming I'd've Baked a Cake (R)	Robert—ASCAP
If You Were Only Mine (R)	Robbins—ASCAP
It Isn't Fair (R)	Words & Music—ASCAP
La Vie en Rose (R)	Harms—ASCAP
Music! Music! Music! (R)	Cromwell—ASCAP
My Foolish Heart (F) (R)	Santly-Joy—ASCAP
Old Piano Roll Blues, The (R)	Leeds—ASCAP
On an Ordinary Morning (R)	Remick—ASCAP
On the Outgoing Tide (R)	Shapiro-Bernstein—ASCAP
Sentimental Me (R)	Knickerbocker—ASCAP
So This Is Love (F) (R)	Walt Disney—ASCAP
Sometime (R)	Witmark—ASCAP
Stay With the Happy People (R)	E. H. Morris—ASCAP
Sunshine Cake (F) (R)	Burke-Van Heusen—ASCAP
Third Man Theme, The (F) (R)	Chappell—ASCAP
Tonight (R)	Miller—ASCAP
Wilhelmina (F) (R)	Feist—ASCAP

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TOP TUNES OF THE DAY

On 78 and 45!

	78 RPM	45 RPM
POPULAR		
"NOLA" and "JEALOUS" Les Paul	1014	F1014
"SAM'S SONG" and "IVORY RAG" Joe "Fingers" Carr	962	F962
"HOOP-DEE-DOO" Kay Starr	980	F980
"MONA LISA" Nat "King" Cole	1010	F1010
"SENTIMENTAL ME" Ray Anthony	923	F923
"BONAPARTE'S RETREAT" Kay Starr	936	F936
"I LOVE YOU BECAUSE" Jan Garber	983	F983
"LET'S GO TO CHURCH (NEXT SUNDAY MORNING)" Whiting-Wakely	960	F960
"PLAY A SIMPLE MELODY" Jo Stafford	1039	F1039
"A-RAZZ-A-MA-TAZZ" Margaret Whiting	1027	F1027
WESTERN		
EDDIE KIRK "Sugar Baby"	1048	F1048
JIMMY WAKELY "Under The Anheuser Bush"	1024	F1024
JIMMIE DAVIS "You Are My Sunshine"	1025	F1025
MERLE TRAVIS "Cane Bottom Chair"	1029	F1029
HANK THOMPSON "Take A Look At This Broken Heart Of Mine"	1016	F1016
TEX WILLIAMS "Birmingham Bounce"	1006	F1006
LEON CHAPPEL "True Blue Papa"	1008	F1008
TENNESSEE ERNIE "My Hobby"	985	F985
CLIFFIE STONE "Rubber Knuckle Sam"	986	F986
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone"	952	F952

Capitol RECORDS HOLLYWOOD

MARGARET WHITING & BOB HOPE



IT'S OFF TO A SMASH RUN!

"BLIND DATE"

coupled with a hot dish of "HOME COOKIN'"

78 rpm No. 1042
45 rpm No. F1042

tops in ops

LES PAUL



EVERYBODY IS GOING FOR THIS ONE

"NOLA"

coupled with

"JEALOUS"

78 rpm No. 1014 • 45 rpm No. F1014

tops in ops

JO STAFFORD



—and THE STARLIGHTERS with PAUL WESTON'S DIXIE EIGHT

"PLAY A SIMPLE MELODY"

—coupled with "PAGAN LOVE SONG"

78 rpm No. 1039 • 45 rpm No. F1039

tops in ops

Three Top Sellers: "DEARIE" 858 • F858 ★ "DOWN THE LANE" 969 • F969 ★ "SOMETIME" 1053 • F1053

The Five-Star Singing Sensation DEAN MARTIN

with PAUL WESTON and His Orchestra

★ Capitol Records
★ Network Radio
★ Motion Pictures
★ Television
★ Top Night Spots



"HAPPY FEET"

coupled with

"BYE BYE BLACKBIRD"

DEAN TOPS THE BEST!

78 rpm No. 1052 • 45 rpm No. F1052

tops in ops

KAY STARR



with Orchestra conducted by FRANK DeVOL

"MISSISSIPPI"

coupled with

"HE'S A GOOD MAN TO HAVE AROUND"

78 rpm No. 1072 • 45 rpm No. F1072

tops in ops

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The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

PART IV

Based on reports received last three days of Week Ending June 2

The Billboard TRADE SERVICE FEATURE

BEST-SELLING POP SINGLES

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

POSITION: Weeks to date	Last Week	This Week			
14	1	1.	THIRD MAN THEME, THE Cafe Mozart Waltz	A. Karas London 536—ASCAP	
13	2	2.	THIRD MAN THEME, THE Cafe Mozart Waltz	G. Lombardo Dec 24839—ASCAP	
14	8	3.	MY FOOLISH HEART Don't Do Something To Someone Else	G. Jenkins Ork Dec 24830—ASCAP	
7	7	4.	HOOP-DEE-DOO On the Outgoing Tide	P. Como-The Fontane Sisters V(78)20-3747; (45)47-3747—ASCAP	
17	3	5.	SENTIMENTAL ME Rag Mop and/or Blue Prelude	Ames Brothers Coral 60140; Coral 60173—ASCAP	
8	4	6.	BEWITCHED Drifting Sands	B. Snyder Ork Tower 1473—ASCAP	
7	11	7.	BEWITCHED Where in the World	G. Jenkins Ork Dec 24983—ASCAP	
11	6	8.	MY FOOLISH HEART Sure Thing	B. Eckstine MGM 10623—ASCAP	
10	5	9.	IT ISN'T FAIR My Lily and My Rose	D. Cornell-S. Kaye Ork V(78)20-3609; (45)47-3115—ASCAP	
5	9	10.	I WANNA BE LOVED I've Just Got To Get Out of the Habit	Andrews Sisters-G. Jenkins Ork Dec 27007—ASCAP	
5	10	11.	BEWITCHED Imagination	D. Day Col(78)38698; (33)1-480—ASCAP	
7	13	12.	SENTIMENTAL ME Copper Canyon	R. Morgan Ork Dec 24904—ASCAP	
6	17	13.	MY FOOLISH HEART Candy and Cake	M. Carson V(78)20-3681; (45)47-3204—ASCAP	
5	18	14.	COUNT EVERY STAR Flying Dutchman, The	H. Winterhalter V(78)20-3697; (45)47-3221—ASCAP	
1	—	14.	MONA LISA Greatest Inventor of Them All, The	Nat "King" Cole and the Trio Cap(78)1010; (45)F-1010—ASCAP	
15	19	16.	DADDY'S LITTLE GIRL If I Live To Be a Hundred	Mills Brothers Dec 24872—BMI	
8	16	17.	WANDERIN' Bicycle Song, The	S. Kaye Ork-T. Alamo V(78)20-3680; (45)47-3203—BMI	
3	30	18.	HOOP-DEE-DOO Marriage Ties	Doris Day Col(78)38771; (33)1-591—ASCAP	
5	15	19.	ROSES Tiddley Winkle Woo	S. Kaye Ork V(78)20-3754; (45)47-3754—BMI	
3	21	20.	OLD PIANO ROLL BLUES, THE Stay With the Happy People	H. Carmichael and C. Daley Dec 24977—ASCAP	
3	24	21.	BEWITCHED Blue Prelude	J. August and the Harmonicats Mercury(78)5399; (45)5399x45—ASCAP	
14	12	22.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE Poco, Loco, in the Coco	E. Batron National 9103; Mercury 5392—ASCAP	
3	14	22.	HOOP-DEE-DOO Woman Likes To Be Told, A	K. Starr-F. DeVol Ork Cap(78)980; (45)F-980—ASCAP	
9	28	22.	DEARIE My Lily and My Rose	G. Lombardo Dec 24899—ASCAP	
4	30	25.	STARS AND STRIPES FOREVER Thanks for Your Kisses	F. Laine Mercury(78)5421; (45)5421x45—BMI	
11	—	25.	DEARIE I Said My Pajamas	E. Merman-R. Bolger Dec 24873—ASCAP	
4	30	27.	OLD PIANO ROLL BLUES Why Do They Always Say No?	L. Cook Abbey 15003—ASCAP	
1	—	27.	VIE EN LA ROSE River Seine, The	V. Young Ork Dec 24816—ASCAP	
5	26	29.	VALENCIA I Don't Care If the Sun Don't Shine	T. Martin-H. Rene Ork V(78)20-3755; (45)47-3755—ASCAP	
2	29	29.	SENTIMENTAL ME Spaghetti Rag	R. Anthony Ork Cap(78)923; (45)F-923—ASCAP	

Dealer Doings

RCA AD POLICY . . . "RCA Victor's policy of advertising only the franchised full line instrument dealers on the 45 EY attachment promotion is unfair to the record dealers who have pushed their records and also handle the 45 EY player. Jewelry stores sell no 45-r.p.m. records but they get the free ride on full-page promotion ads, while we don't get a smell unless we pay. The answer is to sell other labels. We have reduced RCA Victor billing 60 per cent."—**Fred L. Scott**, Record Shop, Charleston, W. Va.

KID AIR SHOW . . . "Perhaps we should tell you about our radio program, which has been running for months, and which would be profitable in any town. It is "Bedtime Stories," a program for children, which we were running long before ABC started "No School Today." This is mainly a jewelry store and our program has brought us a lot of jewelry business, too, because of the good will it has created with the parents. It has also increased our record business, especially on children's items. It probably has the largest listening audience and had created more good will than any other single local radio show. Even a lot of other business men have tried to buy spots around our program because of the listening audience. We have purchased the transcription of "Holiday House," featuring the character, Jump Jump, which we think will add new zest to the show. The program is aired at 7:30 p.m. and features albums from a large selection which we always have in stock."—**Harwin's**, Klamath Falls, Ore.

COLLECTORS' CALL . . . Dealer **L. R. Perry** would like to hear from disk collectors who might be interested in recordings that go as far back as 1915. Mrs. Perry, who operates the Little Record Shop in Tunica, Miss., claims to have a large and varied selection of collectors' items.

BEEFS AND BOOSTS . . . "The record business is down in the dumps. There have been no hits that are good for large sales. Here's hoping."—**Parkside Radio**, Brooklyn. . . . "**Hank Snow's** current record has been his best, sales-wise, to date. It should make his name a household word in this area. Also RCA Victor's new rhythm and blues artist, **Gene Gilbeaux**, has made a hit with his first number."—**McGregor's**, Memphis. . . . "Seems to me that many dealers are missing a couple of good hits by overlooking "Back to the Dog House," by **Hawkshaw Hawkins**, and "Guitar Bounce," by **Mel Cox**."—**One Stop Record Shop**, Ft. Worth. . . . "We are glad to hear that some of the record companies are releasing two or three numbers at a time instead of the usual six or eight."—**Jack's Music Shop**, Chattanooga. . . . "What is happening to the record business? It has dropped at least 90 per cent in the last three weeks."—**Dutka Music House**, Chicago. . . . "Again record sales are slow. I talked with Cincinnati, Chicago, St. Louis and Cleveland, and all say records are as dead as a graveyard."—**State Song Shop**, Detroit.

REMEMBER THIS? . . . Promotion-minded disk dealers still recall the terrific stunt worked by **B. Levitt**, Coast Radio, Sacramento, who moved his overstock on "Nature Boy" disks a few years ago and garnered loads of free publicity. After selling 1,400 copies of the record during its life, Levitt still had 100 platters left. He ran a newspaper ad offering 2 cents to anyone who would come in and take one of the records off his hands. People flocked to the store and Levitt created plenty of new customers and good will. All for a total cash outlay of $2!

NEWS AND CHATTER . . . In the market for a 10-cent, extra-loud phono needle is **G. & M. Jewelers**, Tuscaloosa, Ala., reporting that it is impossible to find a source for that item in the territory. . . . **Castro Music Shop**, San Francisco, reports a need for a music-record dealers' association in that city. . . . **Town and Country Shop**, Westwood, N. J., has hired **Lou Frisch**, local dance band drummer, as a disk salesman. The store moved to new and larger quarters last week. . . . **Louis E. Dean Record Shop**, Hyannis, Mass., suggests that a good merchandising story on square dance records is needed, while the **Cudahy Record Shop**, Cudahy, Wis., sees the need for sales tips on 45-r.p.m disks.

SHEET MUSIC TIP . . . **Patricia McGarry, Paulbrook Music**, Louisville, reports getting repeat sheet music business by letting customers try the songs on a store piano. Miss McGarry also has local entertainer friends come into the store to play the piano and sing. It attracts big crowds and results in sales, too. It's back to the "old song-plugger days" in Louisville.

MERCHANDISING TIPS . . . Giving Hopalong Cassidy guns to kid customers paid off in greatly increased disk sales for **Evan White**, Niagara Falls, N. Y. . . . The **F. & W. Grand Company** disk counter, Milwaukee, reports that suggesting needles and storage albums to record customers results in an additional sale in one out of three cases. . . . During the General Electric Company's circus promotion, **Lent's Inc**, Ithaca, N. Y., increased its disk business by setting up a window display of children's records about the circus and circus people. . . . **Colonial Music Shop**, Frederick, Md., is organizing a record club thru which customers can obtain one free record for every 12 purchased. The plan does not include purchases of albums or sale merchandise.

Please address all communications to Dealer Doings, The Billboard, 1564 Broadway, New York 19.

CHILDREN'S RECORDS

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 to date	Last Week	This Week		
17	1	1.	CINDERELLA (Two Records) I. Woods and Others	V(78)Y-399; (45)WY-399
13	2	2.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052
6	3	3.	ME AND MY TEDDY BEAR (One Record) R. Clooney-P. Faith Ork	Col MJV-70
11	5	4.	PETER COTTONTAIL (One Record) G. Autry	Col MJV-68
23	11	5.	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records) Bob Smith-H. Rene Ork	V(78)Y-397; (45)WY-397
104	3	6.	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114
47	15	7.	BOZO AND HIS ROCKET SHIP (Two Records) Alan Livingston-Vance "Pinto" Colvig	Cap BBX-65; DBX-118
103	9	8.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Cap(78)DAS-80; (45)DASF-3001
39	7	8.	BUGS BUNNY IN STORYLAND (Two Records) Mel Blanc-A. Livingston	Cap DBX-3021
33	6	8.	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)CBXF-3032
2	—	11.	BRAVE ENGINEER, THE (One Record) J. Colonna, Narrator-J. Conlon Quartet	V(78)Y-400; (45)WY-400
3	7	12.	STORY OF THE GOLDEN PALOMINO, THE (One Record) B. Benson	Dec k-2
4	11	13.	I FOUND MY MAMA (One Record) R. Clooney-P. Faith Ork-E. Manson	Col MJV-70
6	13	13.	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Dennis Day	V(45)WY-33
5	13	13.	TOM AND JERRY AT THE CIRCUS (Two Records) F. DeSales-C. Biewer	MGM 51
1	—	13.	FRANCIS THE TALKING MULE (One Record) Chill Wills, Narrator	Cap(78)CAS-3071; (45)DASF-307

POP ALBUMS

POSITION: Weeks to date	Last Week	This Week		
56	1	1.	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
10	2	2.	YOUNG MAN WITH A HORN, A (Four Records) Doris Day-H. James Ork	Col(78)C-198; (33)CL-6106
15	3	3.	CINDERELLA (Two Records) I. Woods and Others	V(78)Y-399; (45)WY-399
11	5	4.	INNOVATIONS IN MODERN MUSIC (Four Records) Stan Kenton Ork	Cap(78)EDL-189; (45)KDM-189; (33)P-189
13	4	5.	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records) R. Flanagan	V(78)P-268; (45)WP-268
20	6	6.	DIXIE BY DORSEY (Four Records) J. Dorsey Ork	Col(78)C-196; (33)CL-609
1	—	7.	ANNIE GET YOUR GUN (Four Records) B. Hutton-H. Keel-K. Wynn	MGM(78)50; (33)E-509
1	—	8.	HARMONY TIME (Four Records) The Chordettes	Col(78)C-201; (33)CL-611
1	—	9.	CHARLIE PARKER WITH STRINGS (Three Records) C. Parker-F. Miller-B. Gimpel-M. Hollander-F. Brieff-M. Miller-M. Rosen-S. Freeman-B. Rich-R. Brown-J. Carroll	Mercury C-101
2	—	10.	GUY LOMBARDO TWIN PIANO, VOL. II (Four Records) G. Lombardo	Dec(78)A-753; (33)DL-5193
1	—	10.	SPIKE JONES PLAYS THE CHARLESTON (Three Records) S. Jones Ork	V(78)P-277; (45)WP-277

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It's TWO to ONE on M-G-M!



DAVID ROSE
and his Orchestra
AMERICAN HOE' DOWN
Time And Time Again
M-G-M Non-Breakable 30237
BEWITCHED
Moon Of Manakoora
M-G-M Non-Breakable 30120

BILLY ECKSTINE
MY DESTINY
Roses
M-G-M Non-Breakable 10684
I WANNA BE LOVED
Stardust
M-G-M Non-Breakable 10716

ZIGGY ELMAN
and his Orchestra
I'LL GET BY
Take Me In Your Arms
M-G-M Non-Breakable 10722
BLUE PRELUDE
I Hadn't Anyone Till You
M-G-M Non-Breakable 10686

GEORGE SHEARING
QUINTET
I DIDN'T KNOW WHAT TIME IT WAS
How's Trix?
M-G-M Non-Breakable 10720
I'LL REMEMBER APRIL
Jumping With Symphony Sid
M-G-M Non-Breakable 10687

JOHNNY DESMOND
THE PICNIC SONG
I've Got A Heart Filled With Love
M-G-M Non-Breakable 10703
C'EST SI BON
If You Could Care
M-G-M Non-Breakable 10613

BILL FARRELL
BABY, WHAT ELSE CAN I DO?
Don't Say Manana Tonight
M-G-M Non-Breakable 10704
SPRING MADE A FOOL OUT OF ME
God's Country
M-G-M Non-Breakable 10652

ART LUND
MONA LISA
When My Stage Coach Reaches Heaven
M-G-M Non-Breakable 10689
BIRMINGHAM BOUNCE
Maple Leaf Rag
M-G-M Non-Breakable 10713

HELEN FORREST
I WISH I COULD SHIMMY LIKE MY SISTER KATE
More Than I Should
M-G-M Non-Breakable 10680
IT WAS SO GOOD WHILE IT LASTED
Sweetheart Semicolon
M-G-M Non-Breakable 10597

TOMMY TUCKER
and his Orchestra
CHOC'LATE ICE CREAM CONE
Vocal by JUDY VALENTINE and Don Brown
Tiddley Winkie Woo
M-G-M Non-Breakable 10712
NO, NO, NO
Good Night Little Girl, Good Night
M-G-M Non-Breakable 10679

HANK WILLIAMS
WHY DON'T YOU LOVE ME
A House Without Love
M-G-M Non-Breakable 10696
LONG GONE LONESOME BLUES
My Son Calls Another Mon Daddy
M-G-M Non-Breakable 10645

IVORY JOE HUNTER
I NEED YOU SO
Leave Her Alone
M-G-M Non-Breakable 10663
I ALMOST LOST MY MIND
If I Give You My Love
M-G-M Non-Breakable 10578

JACK FINA
and his Orchestra
THAT HONKY-TONKY MELODY
Warm Kisses In The Cool Of Night
M-G-M Non-Breakable 10724
SPAGHETTI RAG
Shangri-La
M-G-M Non-Breakable 10610

BILLY ECKSTINE and SARAH VAUGHAN
YOU'RE ALL I NEED
Dedicated To You
M-G-M Non-Breakable 10690

BETTY GARRETT and LARRY PARKS
WRITTEN GUARANTEE
BETTY GARRETT
HOME COOKIN'
M-G-M Non-Breakable 10707

JOHNNIE JOHNSTON and JOAN EDWARDS
DARN IT BABY, THAT'S LOVE
You Can't Take It With You
M-G-M Non-Breakable 10711

M-G-M RECORDS ARE



BETTER THAN EVER!

A ONE-WOMAN HIT PARADE!

SARAH VAUGHAN



SINGING

"OUR VERY OWN"

AND

"DON'T BE AFRAID"

Columbia 38860 or 7-inch LP 1-679



"YOU TAUGHT ME TO LOVE AGAIN"

AND

"JUST FRIENDS"



Columbia 38810 or 7-inch LP 1-627



"I'M CRAZY TO LOVE YOU"

AND

"SUMMERTIME"



Columbia 38701 or 7-inch LP 1-485

Columbia Records

First, Finest, Foremost in Recorded Music

Originator of 33⅓ LP Records for Uninterrupted Listening Pleasure

The Billboard MUSIC POPULARITY CHARTS

PART V

Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums.

Best Selling LP Classical Titles

Last Week	This Week	
1	1.	Beethoven: Symphony Number Three in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V(33)LM-1042.
2	2.	Bach: Well-Tempered Clavicord, W. Landowska, V(33)LM-1017.
3	3.	Gilbert and Sullivan: The Mikado, D'Oyly Carte Opera Company, New Promenade Ork, I. Godfrey, conductor, London (33) LLP 189/90.
—	4.	Gilbert and Sullivan: The Gondoliers, D'Oyly Carte Opera Company, New Promenade Ork, I. Godfrey, conductor, London (33) LLP 198/9.
4	5.	Chopin: Les Sylphides, New York Philharmonic Symphony Ork, E. Kurtz, conductor, Col(33)ML-4255.

Best Selling 45 RPM Classical Titles

Last Week	This Week	
1	1.	Bach: Well-Tempered Clavicord, W. Landowska, V(45)WDM-1338.
2	2.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor, V(45)WDM-920.
3	3.	Rachmaninoff: Concerto Number Two in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor, V(45)WDM-1075.
3	3.	Puccini: Highlights From Madame Butterfly, L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor, V(45)WDM-1068.
—	5.	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork, E. Ormandy, conductor, V(45)WDM262.

Advance Classical Record Releases

(Includes Semi-Classics)

Beethoven: Concerto No. 3 in C Minor for Piano and Ork Album—C. Arrau-Philadelphia Ork-E. Ormandy, Cond. (1-12") Col(78)MM-917, (33)ML-4302

Beethoven: Octet E Flat Major, Op. 103 and Sextet in E. Flat Major, Op. 71 Album (1-12")—Vienna Philharmonic Wind Group Westminster WL-50-3

Boccherini: Symphony in A Major Album (1-12")—Vienna Symphony Ork-H. Swoboda, Cond. (Josef Haydn:) Westminster (33)WL-50-2

Chopin: Concerto No. 2 in F Minor Album—A. Rubinstein-NBC Symphony Ork-W. Steinberg, Cond. (1-12") V(33)LM-1046, (45)DM-1012

Haydn: Concerto No. 1 in C Major for Violin and String Ork Album—I. Stern-A. Zakin (Mozart: Sonata No. 26) (1-12") Col(33)ML-4301

Josef Haydn: Octet in F Major Album (1-12")—Vienna Philharmonic Wind Group (Boccherini: Symphony) Westerminster(33)WL-50-2

Zoltan Kodaly: Te Deum Album (1-12")—Vienna Symphony Ork-Wiener Choir-H. Swobody, Cond.-S. Jurinac-S. Wagner-R. Christ-A. Poell, Westminster-(33)WL-50-1

Bohuslav Martinu: Concerto Grosso Album (1-12")—Vienna Symphony Ork-H. Swoboda, Cond. (Richard Strauss:) Westminster (33)WL-50-4

Mozart: Serenade No. 5 and Symphony No. 22 Album (1-12")—Vienna Symphony Ork-H. Swoboda, Cond., Westminster WL-50-5

Mozart: Sonata No. 26 in B Flat Major Album—E. Stern-A. Zakin (Haydn: Concerto No. 11 (1-12") Col(33)ML-4301

Richard Strauss: Symphonic Poem Macbeth, Op. 23 Album (1-12")—Vienna Symphony Ork-H. Swoboda, Cond (Bohuslav Martinu:) Westminster (33)WL-50-4

Tchaikovsky: Symphony No. 5 in E Minor Album—Boston Symphony Ork-S. Koussevitzky, Cond. (1-12") V(33)LM-1047, (45)DM-1057

Vivaldi: Violin Concerto, E Flat Major and Violin Concerto, G Minor, Op. 12 Album (1-12")—Vienna Symphony Ork-R. Moralt, Cond.-P. Rybar, Westminster (33)WL-50-6

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent, interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values. 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79 good; 60-69 satisfactory; 3-59 poor.

47 SIMEON BELLISON PLAYS RARELY HEARD MUSIC—Simeon Bellison-Julius Chaies (1-12")
Classic Editions CE-1001

Mozart: Concerto Rondo in B Flat; Beethoven: Variations Theme of Mozart-Don Giavanni; Tschaikowsky: October Autumn Song; Wagner: Clarinet Adagio

Appeal of this collection is limited to students of the clarinet. There's some interesting material here, including an early, virtually unknown Wagner piece for clarinet. The other selections are arranged for the instrument, which, until Kell came along, seemed limited in its expressive power. Here, in Bellison's exact, unbending playing, the music comes off dull and mannered.

73 BACH: SONATAS AND PARTITAS FOR UNACCOMPANIED VIOLIN—Alexander Schneider (1-12")
Mercury (33) MG-10017

Sonata No. 1 in G Minor; Sonata No. 2 in A Minor.

Among the most difficult works in the violin literature, Bach's unaccompanied sonatas for violin contain a wealth of wonderful music if performed properly. Schneider meets the technical requirements admirably, and gives the interpretation and feeling which are as necessary as virtuosity. The remaining partitas and sonatas have also been recorded by Schneider and will be on the market simultaneously with the waxing reviewed here. Not for the mass market, but a solid item for the growing number of schooled collectors.

75 WEBER: EURYANTHE AND PRECIOSA OVERTURES AND KONZERTSTUCK IN F MINOR—Bavarian State Radio Orch. Hans Westermeier-Hans Rosbaud, Cond.
Mercury MG-10048

The "Euryanthe" overture is a popular concert piece and here is treated to a sturdy but hardly exceptional reading. It is splendidly recorded. Weber's Konzertstuck, a much neglected work which pops up occasionally on a concert program, is dazzlingly presented on this disk. The virtuoso piano part is played with fire and brilliance by Hans Westermeier. Likewise, the ork matches the soloist's brilliance to make this an exciting presentation of a delightful and lovely work. The performance is projected wonderfully in a superb recording. "Preciosa" is a lesser Weber overture handed a competent reading. For those who are captivated by Liszt and Chopin, this Konzertstuck should prove rewarding. This recording will sell if properly presented as well as by word of mouth.

70 CORELLI: CHRISTMAS CONCERTO Vienna Chamber Ork-Anton Heiller, Conductor (1-10")
Rey (33) 10
Renaissance

This is the first LP issue of the charming, beautiful concerto grosso by an immediate predecessor of Bach, tho there are others forthcoming. At any rate, this well played, well recorded version should hold its own against most. It has definite market value in view of the current taste for "early" music.

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MAKE SURE

YOUR RECORD PURCHASES MEAN RECORD SALES!

You Can't Miss When You Buy These Top Mercury Pops!



FRANKIE LAINE

. . . YES IT'S COMING UP FAST

'STARS AND STRIPES'

and

"THANKS FOR YOUR KISSES"

MERCURY 5421 45 RPM · 5421X45



"BUFFALO BILLY"

with

JAN AUGUST, HARMONICATS

and singing star

ROBERTA QUINLAN



LISTED ON EVERY BILLBOARD PICK BY DJ's, OPS AND DEALERS

and

"I NEVER HAD A WORRY"

MERCURY 5420 45 RPM · 5420X45



VIC DAMONE

TOP BILLBOARD PICK

"VAGABOND SHOES"

and

"I HADN'T ANYONE TILL YOU"

MERCURY 5429 45 RPM · 5429



EDDY HOWARD

A SUMMER PICK

"AMERICAN BEAUTY ROSE"

and

"SEEMS LIKE YESTERDAY"

MERCURY 5433 45 RPM · 5433X45



AMERICA'S NO. 1 GAL SINGER

PATTI PAGE

AMERICA'S COMING NO. 1 HIT!

'I DON'T CARE IF THE SUN DON'T SHINE'

and

'Paper All My Walls With Your Love Letters'

MERCURY 5396 45 RPM · 5396X45



RICHARD HAYES

MOVING FAST INTO THE LEAD POSITION WITH A BEAUTIFUL NEW BALLAD

"SAY WHEN"

and

"OUR VERY OWN"

with Orchestra and Choral Group

MERCURY 5441 45 RPM · 5441X45



KING SISTERS

BY POPULAR "OP" REQUEST

"I'LL GET BY"

and

"SOME DAYS THERE JUST AIN'T NO FISH"

MERCURY 5431



TWO TERRIFIC PERSONALITIES

JAN AUGUST

JERRY MURAD'S

HARMONICATS

"BEWITCHED"

and

"BLUE PRELUDE"

MERCURY 5399 45 RPM · 5399X45



16 YEAR OLD SINGING SENSATION

KAY BROWN

'A-RAZZ-A-MA-TAZZ'

and

"TEASIN'"

MERCURY 5427 45 RPM · 5427X45

DINAH WASHINGTON

"I WANNA BE LOVED"

and

"LOVE WITH MISERY"

MERCURY 8181

Only Mercury has the Hits on NON BREAKABLE RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA, TORONTO, CANADA

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The Billboard MUSIC POPULARITY CHARTS

PART VI

Juke Box Record Plays

Based on reports received last three days of Week Ending June 2

MOST-PLAYED JUKE BOX RECORDS

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

POSITION: Weeks to date	Last Week	This Week		
14	1	1.	THIRD MAN THEME, THE	G. Lombardo Ork. Dec 24839—ASCAP
16	4	2.	SENTIMENTAL ME	Ames Brothers. Coral 60140; Coral 60173—ASCAP
19	2	3.	IT ISN'T FAIR	D. Cornell-S. Kaye Ork. V(78)20-3609; (45)47-3115—ASCAP
7	6	4.	HOOP-DEE-DOO	P. Como-The Fontane Sisters. V(78)20-3747; (45)47-3747—ASCAP
5	12	5.	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork. Dec 27007—ASCAP
7	8	6.	MY FOOLISH HEART	G. Jenkins Ork. Dec 24830—ASCAP
14	3	7.	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE	E. Barton. National 9103; Mercury 5392—ASCAP
8	13	7.	SENTIMENTAL ME	R. Morgan Ork. Dec 24904—ASCAP
6	15	7.	MY FOOLISH HEART	M. Carson. V(78)20-3681; (45)47-3204—ASCAP
6	9	10.	ROSES	S. Kaye Ork. V(78)20-3254; (45)47-3754—BMI

R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0306; S. Larson-J. Pleis Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine MGM 10684; K. Griffin, Col(78)38826, (33)1-647; G. Gates, Coral 60235)

6	9	11.	BEWITCHED	G. Jenkins Ork. Dec 24983—ASCAP
7	5	12.	THIRD MAN THEME, THE	A. Karas. London 536—ASCAP
4	14	12.	HOOP-DEE-DOO	K. Starr-F. DeVol Ork. Cap 78)980; (45)F-980—ASCAP
5	16	12.	BEWITCHED	B. Snyder Orc. Tower 1473—ASCAP
12	11	15.	DEARIE	G. Lombardo Ork. Dec 24899—ASCAP
7	7	16.	MY FOOLISH HEART	B. Eckstine. MGM 10623—ASCAP
6	18	17.	HOOP-DEE-DOO	Doris Day-Mellomen-G. Wyle Ork. Col(78)38771; (33)1-591—ASCAP
2	19	18.	SENTIMENTAL ME	R. Anthony Ork-R. Deauville. Cap(78)923; (45)F-923—ASCAP
4	23	18.	BEWITCHED	J. August & The Harmonicats. Mercury (78)5399; (45)5399x45—ASCAP
14	21	20.	DADDY'S LITTLE GIRL	Mills Brothers. Dec 24872—BMI

(B. Eberly, Coral 60158; R. Smith, Col 20670; C. Marrow, Varsity 257; E. Howard, Mer 5371; J. Desmond-T. Mottola Ork, MGM 10658; T. Preston, 4 Star 1430; E. Howard Ork, Mer 5393; D. Jurgens Ork, Col(78)38771, (33)1-500; S. Henderson Ork, Cap 850)

1	—	20.	BEWITCHED	D. Day. Col(78)38698; (33)1-480—ASCAP
4	26	22.	I DON'T CARE IF THE SUN DON'T SHINE	P. Page. Mercury (78)5396; (45)5396x45—ASCAP

(L. Holmes Ork, MGM 10685; D. Martin-P. Weston, Cap 981; J. Martin-H. Rene Ork, V 20 3755; G. Gibbs, Coral 60210)

5	26	22.	OLD PIANO ROLL BLUES, THE	H. Carmichael & C. Daley. Dec 24977—ASCAP
7	—	24.	DEARIE	J. Stafford & G. MacRae. Cap(78)858; (45)F-858—ASCAP
1	—	24.	M-I-S-S-I-S-S-I-P-P-I	R. Foley. Dec 46241—BMI

(A. Mooney Ork, MGM 10721; Bradford & Romano, V(78)20-3808, (45)47-3808; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693)

2	—	24.	TIDDLEY WINKIE WOO	G. Lombardo Ork. Dec 27005—ASCAP

(T. Tucker Ork, MGM 10712; S. Kaye Ork, V 20-3754; B. Cotton, London 700)

2	17	27.	BEWITCHED	L. Green-Honeydreamers. V(78)20-3726; (45)47-3726—ASCAP
4	26	28.	BIRMINGHAM BOUNCE	R. Foley. Dec 46234—BMI

(L. McAuliffe, Col 20688; T. Williams, Cap 1006, (45)F-1006; J. Shook, Coral 64044; H. Gunter & the Pebbles, Bama 104; L. Hampton Ork, Dec 27041; Pee Wee King, V(78)21-0332, (45)48-0332; C. Merrill, MGM 10695; A. Lund-L. Holmes Ork, MGM 10743)

1	—	28.	BEWITCHED	R. Ross. Coral 60182—ASCAP
7	—	28.	OLD PIANO ROLL BLUES, THE	L. Cook & Jim Dandies. Abbey 15003—ASCAP
1	—	28.	YOU DREAMER YOU	R. Morgan. Dec 27006—ASCAP

(D. Cornell-Ray Charles Quintet-H. Winterhalter Ork, V(78)20-3776, (45)47-3776)

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

EVERYBODY'S FALLING FOR -CALLING FOR

DORIS DAY

SINGING



"I DIDN'T SLIP-
I WASN'T PUSHED-
I FELL"

PAIRED WITH

"BEFORE I LOVED YOU"

WITH THE MELLOMEN AND ORCHESTRA UNDER THE DIRECTION OF GEORGE WYLE

COLUMBIA
RECORD 38818
OR 7-INCH LP 1-637



COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music
Originator of 33⅓ LP Records for Uninterrupted Listening Pleasure

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The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VII

Based on reports received last three days of Week Ending June 2

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION: Weeks to date	Last Week	This Week			
5	1	1.	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
10	2	2.	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
10	3	3.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
13	4	4.	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
1	—	4.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
8	5	6.	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
2	9	7.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
20	7	7.	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
6	7	9.	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakely	Cap(78)960; (45)F-960—BMI
1	—	10.	CHOCOLATE ICE CREAM CONE	R. Foley	Dec 46234—BMI

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION: Weeks to date	Last Week	This Week			
5	2	1.	BIRMINGHAM BOUNCE Chocolate Ice Cream Cone	R. Foley	Dec 46234—BMI
13	3	2.	I'LL SAIL MY SHIP ALONE Moon's Tune	M. Mullican	King 830—BMI
11	1	3	LONG GONE LONESOME BLUES My Son Calls Another Man Daddy	H. Williams	MGM 10645
2	7	4.	WHY DON'T YOU LOVE ME? House Without Love, A	H. Williams	MGM 10696—BMI
7	4	5.	LET'S GO TO CHURCH NEXT SUNDAY MORNING Why Do You Say These Things?	M. Whiting-J. Wakely	Cap(78)960; (45)F-960—BMI
2	7	5.	M-I-S-S-I-S-S-I-P-P-I Old Kentucky Fox Chase, The	R. Foley	Dec 46241—BMI
7	—	7.	WHY SHOULD I CRY? Little Angel With the Dirty Face	E. Arnold	V(78)21-0300; (45)48-0300—BMI
7	6	8.	HILLBILLY FEVER Then I Had To Turn Around and Get Married	J. Dickens	Col(78)20677; (33)2-563—BMI
15	—	9.	I LOVE YOU BECAUSE Unfaithful One	E. Tubb	Dec 46213—BMI
9	9	10.	LITTLE ANGEL WITH THE DIRTY FACE Why Should I Cry?	E. Arnold	V(78)21-0300; (45) 48-0300—BMI
1	—	10.	SLIPPING AROUND WITH JOLE BLON I Died All Over You	B. Franklin-B. Messner	Abbey 1004—ASCAP

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Cherokee Waltz—J. Bond & His Red River Valley Boys (Mean Mama) Col 20704

Everything's Okay—Luke the Drifter (Too Many) MGM 10718

Father Time Is Knocking at My Door—O. Waters (Iron Horse) Coral 64047

Goodnight Waltz—T. Texas Tyler (I'll Hate) 4 Star 1446

Gra Mamou—J. Shook (No True) Coral 64046

I'll Hate Myself Tomorrow—T. Texas Tyler (Goodnight Waltz) 4 Star 1446

Iron Horse—O. Waters (Father Time) Coral 64047

Mean Mama Boogie—J. Bond & His Red River Valley Boys (Cherokee Waltz) Col 20704

No True Words—J. Shook (Gra Mamou) Coral 64046

Too Many Parties—Luke the Drifter (Everything's Okay) MGM 10718

What, Where and When—E. Crosby (Yesterday's Kisses) Dec 46246

When I Go, Rich—Red Sovine (You're Barking) MGM 10717

Yesterday's Kisses—E. Crosby (What, Where) Dec 46246

You're Barking Up the Wrong Tree Now—R. Sovine (When I) MGM 10717

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

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RECORDED BY
"FINGERS" CARR — CAPITOL
FREDDY MARTIN — RCA VICTOR
VICTOR YOUNG — DECCA
CLAIRE HOGAN & BOBBY WAYNE — LONDON
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Singing
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On His Zither
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The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VII

Based on reports received last three days of Week Ending June 2

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION Weeks to date	Last Week	This Week			
11	1	1.	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
13	2	2.	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
3	9	3.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
7	3	4.	HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI
4	4	4.	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
27	6	6.	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
6	5	7.	WHY SHOULD I CRY?	E Arnold	V(78)21-0300; (45)48-0300—BMI
3	—	8.	CHOC'LATE ICE CREAM CONE	K. Roberts	Coral 64032—BMI
6	—	9.	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
2	—	10.	LITTLE ANGEL WITH THE DIRTY FACE	E. Arnold	V(78)21-0300; (45)48-0300—BMI
2	—	10.	CHOC'LATE ICE CREAM CONE	R. Foley	Dec 46234—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

If present plans work out, WSM, Nashville, will debut its video outlet September 1, with at least one big h. b. show planned. . . . **Buddy Starcher** (Columbia) reports that he is starting six half hours weekly over WIBG, Philadelphia, doing part records and part vocals. He is still being heard over WCAU, Philadelphia, once a week and daily over WMMN, Fairmont, W. Va. . . . **Jimmy Walker** (London) reports that he'll do summer dates in the East for **Jolly Joyce** and **Gene Johnson**. His recording pact has been picked up by London for another two years. He is currently working solo over KXLA, Hollywood. . . . **Red River Dave** (MGM), heard on WOAL, San Antonio, reports that he has started a weekly h. b. video shot over a local station and also had his disking option picked up. . . . **The Masters' Family**, now at WJHP, Jacksonville, Fla., have turned over 25 songs to Southern Music. . . . **Vic Alpin** is now repping Western Music, the Autry pubbery, in Nashville. . . . **Esmeraldy**, still at WHBQ, Memphis, reports that she cut four sides recently for MGM. She also is doing 15 minutes of singing per day over the station.

Paul Braden, owner of WPFB, Middletown, O., is starting the weekly jamboree after a six-month lull when fire destroyed the show's headquarters. The new jamboree will be held weekly in a huge tent. . . . **Ben Gray Lumpkin**, Boulder, Colo., is announcing the third issue of "Folk Songs on Record" which lists 4,000 traditional folk songs. . . . **Uncle Art Satherly, Rufe Davis** and **Johnny Bond**, of Columbia caught 250 pounds of fish on a recent Mexican trip. . . . **Dusty Walker** cut his first disks for Columbia. He is featured on KNBH, Los Angeles. First side is "My Castle Has Tumbled," pubbed by Red River Songs.

Rosalie Allen, WOV, New York, is staging the finals of her big weekly talent hunt at the Mosque Theater, Newark, N. J. . . . **Joe Johnson**, WPAQ, Mount Airy, N. C., is operating Uncle Joe's Park, Willis, Va. He is using traveling names on week-ends and holidays at his folk music park. . . . **Lee Stewart**, WHAT, Philadelphia, is doing a weekly appearance at Circle A Ranch, folk music park at Deer Park, N. J. . . . **Duke Bowman**, WLOH, Princeton, W. Va., has left King label.

Kenny Roberts (Coral) has inked with **Is Nathan**, Coral distributor out of Cincy, as personal manager. He reports that **Bradley Kincaid** is operating his folk music park, Lakewood Beach Park, Springfield, O. Roberts opens at Coney Island, Cincinnati, June 16 for nine days. . . . **John Musselman**, op of Musselman's Grove, Claysburg, Pa., reports that he will operate the park on Sundays and holidays. **Doc Williams**, WWVA, Wheeling, W. Va., who operated the park last year, has dropped his connection.

Bob Edwards, WESC, Greenville, S. C., reports that he is working the Skyland Drive-In Theater there every Wednesday night to help promote the shows. . . . **Cuzzin Don** has worked out a co-operative gimmick with a local cafe, whereby they keep check of the numbers most played on the juke box. Those numbers are featured daily on his WOPI, Bristol, Tenn., show. . . . **Frank Porter**, who recently moved from WLEE to WXGI, Richmond, Va., has inked with MGM label. He will publish his own songs thru Acuff-Rose. . . . **Hank Penny** is now featured weekly on "Hometown Jamboree" over KLAC-TV, Hollywood, in addition to his d. j. work at KWIK, Burbank, Calif. . . . **Deacon Moore**, KXLA, Los Angeles, reports that **Les Anderson**, whose disking of "Baby Buckaroo" went well on Cormac, has inked with Decca. . . . **Peanut Faircloth** (Decca), heard daily on WNEX, Macon, Ga., has inked with Hill and Range Songs. . . . **Earl (Granpappy) Davis**, WNOP, Newport, Ky., has started playing square dances at Coney Island, Cincinnati park. He has formed his own band, the Young 'Uns. . . . **Uncle Don Andrews**, who left WKNX, Saginaw, Mich., recently, is back in the saddle, working at WSGW, Saginaw's newest station.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

King RECORDS
latest releases
King POPULAR
LATEST RELEASES
★ FREDDY MILLER
15047 A PRETTY GIRL IS LIKE A MELODY
DON'T BLAME MY HEART
★ SISTER SLOCUM
15050 CHARLESTON
VARSITY DRAG
King FOLK • WESTERN
★ GRANDPA JONES
867 FIVE-STRING BANJO BOOGIE
UNCLE EPH'S GOT THE COON
★ HANK PENNY
869 WHAM! BAM! THANK YOU, MA'AM
JERSEY BOUNCE
★ ZEB TURNER
861 HUCKLEBERRY BOOGIE
NEVER BEEN SO LONESOME
★ CLYDE MOODY
862 THE ANGELS MUST HAVE CRIED LAST NIGHT
IT'S TOO LATE TO SAY YOU WERE WRONG
★ FAIRLEY HOLDEN
865 IT'LL MAKE A CHANGE IN BUSINESS
PAPA'S GETTING OLD
★ DUKE BOWMAN
864 IT'S A LONELY LIFE WITHOUT YOU
THE HONEYMOON WALTZ
King SEPIA • BLUES
★ BULL MOOSE JACKSON
4373 SOMETIMES I WONDER
TIME ALONE WILL TELL
★ JOE THOMAS
4367 ROLLIN' THE BLUES
STAR MIST
★ CLIFF BUTLER
4365 HEARTS ONLY ACHE (HEARTS NEVER BREAK)
GOLD DIGGIN' BABY
★ THE FLYING CLOUDS OF DETROIT, MICHIGAN
4370 IF I GET INSIDE THE GATE
I WANT TO MOVE IN THE ROOM WITH THE LORD
★ THE TRUMPETEERS
4363 LAY DOWN MY HEAVY BURDEN
THE SUN DIDN'T SHINE
★ THE NIGHTINGALES
4362 IT'S A HIGHWAY TO HEAVEN
SOMETHING WITHIN ME
ERLINE "ROCK AND ROLL" HARRIS
JUMP AND SHOUT
NO GOOD MAN OF MINE
DeLuxe 3303
KING Records

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the twin stars in rhythm and blues twinkle with

AMOS MILBURN

"HARD LUCK BLUES"
"TWO YEARS OF TORTURE" AL 3059
"ANYBODY'S BLUES"
"SQUARE DANCE BOOGIE" AL 3056





CHARLES BROWN

on the hit charts

"MY BABY'S GONE"
"I WONDER WHEN MY BABY'S COMING HOME" AL 3051
"HOMESICK BLUES"
"LET'S HAVE A BALL" AL 3039

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"I LOVE MY BABY"

AND HOT ON THE HEELS OF ANNIE LAURIE—PAUL GAYTEN
"I'LL NEVER BE FREE"
ON REGAL 3258

THEIR NEW RECORD TRIUMPH
"I AIN'T GONNA LET YOU IN"
"I NEED YOUR LOVE"
ON REGAL 3273

A STAR IS BORN
LITTLE JIMMY SCOTT
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"WHY DO YOU CRY?"
And on Roost 605
"DEAREST DARLIN'"
"AFTER I'M GONE"

P. S.: Have You Heard SAMMY COTTON
"COOL PLAYIN' MAMA"
"HEARTFUL OF PAIN"
On Regal 3270

A New Blues Sensation—AL JACKSON
"LET'S DRINK SOME WHISKEY"
"JELLY ROLL" On Roost 607

And 2 New ERROLL GARNER Releases
Roost 604
"DEEP PURPLE"
"RELAXIN' AT SUGAR RAYS"
Roost 606
"What Is This Thing Called Love"
"NO MOON"

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The Billboard MUSIC POPULARITY CHARTS

PART VIII

Rhythm & Blues Records

Based on reports received last three days of Week Ending June 2

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION Weeks to date	Last Week	This Week				
6	1	1.	PINK CHAMPAGNE Sentimental Lover	J. Liggins	Specialty 355—BMI	
10	3	2.	MISTRUSTIN' BLUES Misery	Little Esther-J. Otis-M. Walker	Savoy 735	
7	2	3.	I NEED YOU SO Leave Her Alone	Ivory Joe Hunter	MGM 10669	
2	4	4	WELL, OH WELL I Hate You	Tiny Bradshaw	King 4357—BMI	
19	5	5.	DOUBLE CROSSING BLUES Back Alley Blues	J. Otis-Little Esther-The Robins	Savoy 731	
7	8	6	MY BABY'S GONE I Wonder When My Baby's Coming Home	C. Brown	Aladdin 3051	
16	7	7.	WHY DO THINGS HAPPEN TO ME? Royal Hawk	R. Hawkins	Modern 20-734	
10	9	7.	CRY, CRY BABY Blues After Blues	Ed Wiley	Sittin In 545	
1	—	9.	CUPID BOOGIE Just Can't Get Free	Little Esther	Savoy 750	
7	—	10.	IT ISN'T FAIR Journey's End	D. Washington	Mercury 8169—ASCAP	
1	—	10.	STAK-A'LEE (Parts I and II)	Archibald Ork.	Imperial 5068—BMI	

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION Weeks to date	Last Week	This Week			
5	1	1.	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
7	2	2.	I NEED YOU SO	Ivory Joe Hunter	MGM 10669
2	—	3.	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
5	3	4.	CRY, CRY BABY	Ed Wiley	Sittin In 545
4	7	4	IT ISN'T FAIR	D. Washington	Mercury 8169—ASCAP
22	4	6.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578—BMI
19	6	6.	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
2	7	6.	EVERYDAY I HAVE THE BLUES	L. Felson	Swingtime 196
1	—	9.	SAFRONIA-B	C. Bore	Aladdin 3055
12	5	10.	THREE TIMES SEVEN EQUALS TWENTY-ONE	J. King	Imperial 5055
1	—	10.	CUPID BOOGIE	Little Esther	Savoy 750

R. & B. BLUE NOTES

Amos Milburn and his crew lost their horns and uniforms in an auto accident en route to the group's current stand at the Apollo Theater, New York. The group scampered around town on opening day, Friday (2), to round up new clothes and instruments to make the first show. . . . **William Greenblatt** in Lynn, Mass., has been appointed New England territory distributor for the Savoy and Regent diskeries. . . . Atlantic disk thrush **Ruth Brown** is skedded to make a brief one-night theater tour with **Illinois Jacquet's** crew prior to her opening at the Riviera nitery in St. Louis June 10 for a two-week engagement. . . . Trumpetooter **Hot Lips Page's** org will play Princeton University June 9 and 10. . . . Former **Duke Ellington** warbler, **Al Hibbler,** who turned single when the orkster took off for his European tour two months ago, has been booked into the 421 Club in Philadelphia for a one-weeker beginning July 17.

Orkster **Buddy Johnson** curtailed his Southern one-nighter tour following a collapse on the bandstand during a date in Toledo last week. The orkster, following a couple of weeks' rest, will take to action again with a date at the Howard Theater, Washington, June 9 for a one-week date. Following the theater engagement, Johnson will bring his crew to New York for a two-week stand at the Savoy Ballroom. Another two-week vacation will follow the terpery workout. . . . **Johnny Moore's Three Blazers** interrupt their Southern one-nighter tour for a three-day date at the Peacock Club in Atlanta, a new nitery, beginning June 15. . . . **Sarah Vaughan** has sliced an album comprising standards and re-recordings of some of her noted hits for Columbia. She was backed on these sides by an all-star crew spotting such jazz luminaries as **Miles Davis, Bennie Green, J. C. Heard, Jimmy Jones** and others.

Sid McKinney is the new vocalist with **Illinois Jacquet's** crew and will make his debut with the group at the 421 Club in Philadelphia June 12. The warbler was hired by the orkster immediately following a spot audition during the band's recent Savoy Ballroom date and has already recorded with Jacquet on his recent set of Victor dates. . . . The **Striders,** a new vocal group which is recording for the Apollo label, began a one-week date at the Holiday Inn, a new nitery in Newark, N. J., Friday (2) and follows that with two weeks at the Club Bali in Washington beginning June 9. . . . A new diskery, **Sultan Records,** has been kicked off in Natchez, Miss., by **Jack Davis, Scott Berner, Edvent Grinnell** and **Eudy Goldber.** The diskery will spotlight rhythm and blues, spiritual and folk diskings. The first releases have been issued and spot such artists as **Bonita Cole** and her ork, **Preston Alexander's** ork, the Zion Travellers, **Papa George** and his harmonica and washboard and **Clarence Brown,** a guitar specialist in Southern-style blues.

Materiale protetto da copyright

The Billboard MUSIC POPULARITY CHARTS PART VIII

Rhythm & Blues Records

Based on reports received last three days of Week Ending June 2

RHYTHM & BLUES RECORD REVIEWS

HELEN HUMES (Marshal Royal Ork) Discovery 519

Rock Me to Sleep — 65--66--64--66
Helen delivers a lightweight double-entendre rhythm item with Ella-like ease. The Royal orking is booting and good.

Sad Feeling — 72--72--69--74
The thrush hammers home a slow blues in fine style with the Royal orking suitably backing up.

JOE TURNER Freedom F 1537

Just a Travelin' Man — 84--84--84--85
Infectious medium jump beat and ear-attracting riffing sends this full-bodied blues shout off in winning directions. Turner's holler is stellar.

Life Is Like a Card Game — 83--83--83--83
Philosophical old slow blues is shouted with rich and earthy feeling by Turner, who is singing his best since his early days of some 15 years ago. Makes this a worthy two-faced disking.

JIMMY LIGGINS Specialty SP 362

Answer to Tear Drop Blues — 81--82--80--80
Sequel to a Liggins' hit has the same rolling bass figure and deep blues mood orking that distinguished the first. Should score at least moderately.

That Song Is Gone — 74--74--70--78
A riffer rides in on a shuffle beat in the "Honey-dripper" style with Liggins pouring on some silly, trivial lyrics.

ROY BROWN DeLuxe 3304

Hard Luck Blues — 84--84--84--84
Brown gets off a really impassioned blues chant on a hard-hitting, sorrowful blues. Sock ork abets smartly.

New Rebecca — 73--73--71--75
Brown and combo work up a head of steam on a jump blues.

JOHNNY SPARROW National 9114

Who Owns the Joint? — 58--58--58--58
Light little riffer with male duet doing the slight novelty lyric is cleanly executed but adds up to very little.

Word From Deacon Bird — 72--72--70--74
The tenor-and-rhythm quartet gets a lot of sound for such a small group. First-rate sax work on a bouncy little riffer.

MABEL SCOTT King 4368

I Found My Baby — 68--68--68--68
Thrush demonstrates great blues potential on a rather slowgoing, contrived bit of material reminiscent of "I Almost Lost My Mind."

Baseball Boogie — 81--NS--80--82
Miss Scott shows versatility as she projects with beat, phrasing and style on a jump boogie woogie novelty with double entendre lyrics. Recording balance doesn't quite do her justice.

JOE THOMAS ORK King 4367

Rollin' the Blues — 84--84--83--85
Combo gets off a wonderful medium dance side. Beat is driving and compelling under fly tenor and bary sax work.

Star Mist — 59--59--60--58
Slow, mood treatment, with echoed tram solo and sax work is arty, heavy stuff, beamed at the modernists.

SONNY THOMPSON King 4364

After Sundown — 84--84--84--84
A superb small-combo blues, with Thompson's 88'ing and an unbilled guitarist featured in a dreamy after-hours rendition.

Frog Legs — 64--64--65--63
Cleanly executed riffer with light bop suggestions doesn't impress commercially.

LITTLE ESTHER



DOES IT AGAIN With the Greatest Record She Ever Made

Just Released on Savoy #730

CUPID'S BOOGIE

with MEL WALKER backed by JUST CAN'T GET FREE

Still Riding on Top . . . TOGETHER

MISTRUSTIN' BLUES with MEL WALKER Savoy #735

DOUBLE CROSSING BLUES with THE ROBBINS Savoy #731



THE ROMANTIC BLUES SINGER MEL WALKER Sings

CRY BABY . . . . . REGENT 1016

DREAMIN' BLUES . . REGENT 1018

with JOHNNY OTIS ORCH.

Savoy RECORD CO., INC.
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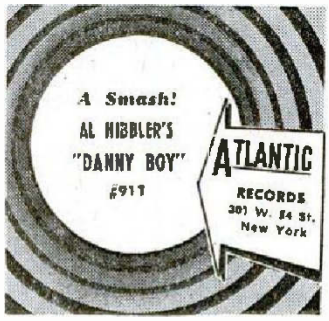
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GIVE TO THE RUNYON CANCER FUND

The New Sleeper . . . !!

GOTHAM 237

HERE I GO WHERE THE MORNING GLORIES GROW

Sung by ROLAND BURTON—formerly with L. Hampton

Order From Your Nearest Distributor



WHY BUCK A TREND?

Be sure you're on the right side of the fence this year. Bucking the trend to break-resistant compounds could prove mighty expensive. Move with the trend. Assure yourself of a successful 1950 by switching your production and sales efforts to NEF-O-LAC BREAK-RESISTANT. Any of our 5 break-resistant compounds combines the desirable features of high cost compounds with low unit production cost.

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Prediction of Things to Hum...



Eddie FISHER with Hugo WINTERHALTER'S Orchestra and Chorus

"WARM KISSES IN THE COOL OF NIGHT"

adapted from The "SWAN LAKE" Ballet

RCA VICTOR • 45rpm 47-3792 • 78rpm 20-3792

The Billboard MUSIC POPULARITY CHARTS

PART IX

Record Reviews

RATINGS (100 Point Maximum): 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are reviewed three times (1) for retailers, (2) for operators, (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music now being conducted. N S indicates a record is not suitable for approval within the market.

The Categories Point listings are maximums: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's ad performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS: OVER-ALL / DISK JOCKEY / RETAILER / OPERATOR

POPULAR

TONY MARTIN-THE HONEYDREAMERS (Henri Rene Ork) Victor 20-3799

I Still Get a Thrill — 88--88--88--88
Martin injects great warmth and feeling into this fine slicing of the oldie. Honeydreamers make a meaty contribution to a disking which figures to make a hefty buck.

Peace of Mind — 84--85--84--84
Martin again sings wonderfully well on a pretty Western ballad of merit.

FREDDY MARTIN ORK (Merv Griffin) Victor 20-3797

Home Cookin' — 86--86--85--86
Martin should catch plenty of the action headed for this homespun "Fancy Pants" flicker bouncer. It's a neat, danceable, simple song-selling job.

The Third Man Theme — 69--70--68--70
Tastefully performed dance disking of the smash item with Merv Griffin and the Martin Man delivering a lyric written to the zither theme. Lyric is well done, far less contrived than it might have been.

RALPH FLANAGAN ORK (Harry Prime) Victor 20-3795

To Me You're a Song — 74--75--73--74
Ballad adapted from a Chopin etude doesn't quite ring bells in the swingy Flanagan styling. Harry Prime registers with his vocal.

What, Where and When — 85--86--85--84
A trio, after the fashion of the Lunceford Trio, is added for this appealing medium jump slicing of spicy hill country rhythm item. Should score with the growing Flanagan legions.

LES BROWN ORK Columbia 38838

Taking a Chance on Love — 78--83--77--73
Tasteful dance instrumental treatment of this delightful standard from "Cabin in the Sky." Spinners should cotton to it.

Turkey Hop — 78--79--75--79
Swinging instrumental built around a catchy rhythm-and-blues item is played with spirit and bite by the fine Brown ensemble.

BILLY ECKSTINE National 9115

Our Love — 75--74--76--74
Eckstine of three years ago delivers the Tchaikovsky adaptation standard warmly. Poor orking and spotty recording hinders.

I Surrender, Dear — 70--70--70--71
Eckstine, beginning to formulate his current style, did little for this standard, currently on a revival. Tune and singer figure to draw customers tho this is a poor demonstration for Eckstine.

REGGIE GOFF (The Velvetones) London 715

A Little Foolish Pride — 66--66--66--66
The British answer to Vaughn Monroe tackles a country-flavored ballad of slight substance in heroic fashion. Nicely executed.

The Prairie Schooner Trail (The Plainsmen) — 73--75--72--71
Goff scores a solid singing job in a subdued easy-flowing delivery of a pleasant Western ballad. Best the guy has shown on wax to date.

BILLY BUTTERFIELD ORK London 670

I Gotta Right To Sing the Blues — 68--70--68--65
The Koehler-Arlen standard is handled instrumentally for dancing and spots a large chunk of Butterfield's expert trumpet.

Any Place I Hang My Hat Is Home — 60--65--60--55
Wonderful bluesy ballad from "St. Louis Woman" score of Arlen and Mercer is warbled feelingful by Jack Palmer. Excellent orking.

ABE BURROWS Columbia 38830

Lopin' Along — 70--75--70--65
The noted humorist delivers an amusing satire on Western ballads. City dwellers may go for it, but it's not for general consumption.

Sweet Memories — 63--65--65--60
Another amusing slice of Burrows is somewhat contrived.

TED STEELE Columbia 38839

Picnic in the Park — 68--68--66--71
Happy, spirited slicing of a two-beat seasonal novelty of slight substance.

Nobody Wins on a Merry-Go-Round — 69--69--66--72
Contrived waltz novelty is treated to a fine production slicing.

JACK FINA ORK MGM 10724

That Honky-Tonky Melody — 75--75--72--78
This is a disking which lives up to its title. It's an instrumental vehicle which showcases the zingy-time aspects of Fina's keyboard style. Cute tune. Could pick up nickels.

Warm Kisses in the Cool of Night — 84--85--83--84
Concerto-for-dancing treatment of the Tchaikovsky "Swan Lake" ballet theme makes handsome fare for Fina's sweeping keyboard style. Bob Darnel contributes an acceptable vocal to a disking which could score with the proper breaks.

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Record Reviews

RATINGS: OVER-ALL · DISK JOCKEY · RETAILER · OPERATOR

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS
	POPULAR	
EILEEN BARTON National 9112	**May I Take Two Giant Steps?** Could be the follow-up to "Baked A Cake." It's a similarly carved novelty delivered with equal spirit and sung with refreshing exuberance by Miss Barton.	86--86--86--86
	If You Saw What I Saw Miss Barton's distinctive tonsils do a delightful job with an inferior tongue-twisting novelty.	74--75--71--75
DICK JAMES (Ken Thorne Ork) London 714	**Are You Really There, Mine?** Wordy, lightweight beguine ballad is sung acceptably by James with rich ork support.	47--45--45--50
	Madam Is Out of Town James does a nice enough job with a slight ballad bearing an awkward lyrical idea.	47--45--45--50
GEORGE SHEARING QUINTET MGM 10720	**I Didn't Know What Time It Was** The fresh sound of the Shearing group, abetted by a crisp beat, makes appealing listening and dance music of this revived standard.	81--83--80--80
	How's Trix? Fly instrumental original in the bop manner propels a handsome beat and showcases soloists Chuck Wayne on guitar and Margie Hyams on vibes as well as Shearing. Fine jazz bug bait.	73--73--75--70
ZIGGY ELMAN ORK MGM 10722	**I'll Get By** The big, fat tones of Elman's horn lead the way thru a neat dance disking of the lovely evergreen.	71--72--70--71
	Take Me In Your Arms Elman lays on added schmaltz in blowing the opening and closing portions of this tasteful dance orking of the standard.	76--79--75--75
RUSS CASE ORK MGM 10723	**On the Outgoing Tide** Lovely but late rendition of a pretty new waltz, which has been struggling to break thru.	67--69--66--66
	Tonight New, pretty but lightweight ballad is sung well enough by Ray Charles and played handsomely by the Case crew.	66--67--65--65
ARTHUR GODFREY (Archie Bleyer Ork) Columbia 38852	**If It Wasn't for Your Father** Amusing material piece delivered happily by Godfrey with a tasty group and ork setting. His fans will like.	77--80--78--73
	Gone Fishin' Godfrey hands this contemporary "Lazy Bones" a perfect reading. Warm performance could generate hit-proportion action for this slicing.	86--87--86--86
TOMMY CARLYN'S ORK (Loris Randall-Vern Houston) Mercury 5422	**Sometime** Rich mood and excellent sustained arrangement give this oldie a resounding send-off toward revival. Could be a big one.	88--88--87--88
	Mariane (Bill Bickle Trio) Simple, retentive ditty in the "My Happiness" vein is essayed neatly by a Three Suns-styled trio with a neat close harmony duet vocal.	80--80--80--80
JAN AUGUST Mercury 5423	**A Day at the Seashore** Lilting ditty serves as the vehicle for the piano-roll side of August's personality. Rum Bay Boys do the gang-sing. A likely juke platter.	74--74--71--78
	Egyptian Ella Spirited slicing of this happy oldie with August's keyboarding and a resounding Rum Bay Boys' vocal teaming for winning results. Worthy juke fare and a potential "sleeper."	85--85--85--85
KAY KYSER ORK Columbia 38836	**Play, Hurdy-Gurdy, Play** Kyser's ork and a vocal group do an unexciting, pleasant job with a catchy new tune. A real hurdy-gurdy is prominently spotted.	71--72--70--72
	Stars and Stripes Forever Completely popular treatment of the Sousa march with its new Bob Russell lyric comes off in good taste.	75--76--74--74
HERB JEFFRIES Columbia 38835	**Call Her Savage** Jeffries sings an ineffective chunk of semi-esoterica as well as he has done on wax. Rich orking is wasted also.	63--64--62--63
	Pagan Love Song A superb Jeffries' waxing, which deserves it, gets another chance in this reissue after only a few months' lapse. Hugo Winterhalter's orking is captivating.	80--83--80--78
GEORGIA GIBBS-BOB CROSBY ORK Coral 60227	**A Little Bit Independent** Pleasant duet disking of this oldie has a neat bounce and a light-hearted mood. If tune catches again, disking should do its share.	72--74--70--72
	Simple Melody The twosome is not particularly effective in this treatment of the revived Irving Berlin ditty.	67--68--67--67
ETHEL MERMAN-FRANKIE FROBA & HIS GANG Decca 27047	**She's Shimmyin' on the Beach Again** Miss Merman belts out a new two-beat novelty in tail-gate fashion with an appropriate gang-sing vocal and Froba pianola-style backing.	72--72--70--74
	Calico Sal The comedienne socks out this happy new razz mattazzer with a resounding hand from a Dixie-style orking and a gang-sing group. Sturdy juke box slicing.	75--75--72--78
JOE PRINCIE ORK Decca 45102	**Gay Swing Polka** Ditty lives up to its title, as fem duet warbles a gay chorus or two to light and lively polka combo work.	72--72--70--74
	Why Can't This Dream Come True? Continental-flavored waltz gets quiet orking and male duet.	68--68--66--70
JERRY MURAD'S HARMONICATS-JAN AUGUST Mercury 5425	**The Sardar March** The harmonica-piano team turns out an exciting side in this half march, half swing arrangement of familiar Slavic theme. Big, unique sound is arresting.	85--86--84--86
	It's Delovely Team takes the standard at a slow tempo in the manner of their "Bewitched" etching for a pleasant mood side.	81--82--80--81

(Continued on page 104)



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The Billboard MUSIC POPULARITY CHARTS PART X

Album and LP Record Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES
(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

THE CATEGORIES

	Max Pts
1. Production Idea (grouping of selection continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	15
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

NEW MOON—G. MacRae-L. Norman-P. Weston Ork (3-10") Capitol CC 217 — **80**

Softly, As In A Morning Sunrise; Lover, Come Back To Me; Stout Hearted Man; Marianne; Wanting You

Same treatment is given these popular highlites as is accorded those from "The Vagabond King." Weston devotes a side to the overture, then the "Railroad Hour" singers take over for a thoroly satisfactory job. The material hardly needs an introduction—it will always be sure-fire stuff for the family trade. On the LP version, it's coupled with "King," a strong coupling indeed—commercially eating.

JUKES: Popular titles could fill slots on class locations.
JOCKS: Popular operetta stuff that's always in demand.

THE 6 AND ⅞ BAND—A NEW ORLEANS STRING QUARTET (2-10") Circle Documentary CD-301 — **64**

Tiger Rag; Clarinet Marmalade; Tico Tico; That Old Gang of Mine; High Society... ... ...

Here's a quaint and altogether wonderful new musical sound—now because it's been brought to light on these platters after having gone on since the days of King Oliver and Alphonse Picou. The four players—mandolin, guitar, steel guitar and bass—are the survivors of a string septet that was organized in 1909 to play professionally—and for kicks—a string version of the New Orleans jazz. The group's sound here is not unlike Mr. Karas' zither effects, except that the spirit and content are the distilled essence of authentic New Orleans jazz. On "High Society," for example, one player noodles with the traditional clarinet chorus while the rest carry the main refrain. Jazz collectors should find revelation here of a facet of jazz which has remained localized and unheralded till now.

JUKES: Might make good saloon music.
JOCKS: Certainly try these.

CAB CALLOWAY—Cab Calloway and his ork (1-10") Brunswick BL-58010 — **66**

Minnie the Moocher; Kickin' the Gong Around; St. Louis Blues; You Rascal You; Some Of These Days; St. James Infirmary; Nobody's Sweetheart.

Here's a collection of historic interest to both jazz collectors and students and/or admirers of singing styles. Cab Calloway's way with a tune has influenced any number of contempories but has remained distinctive and peculiarly his own thru the years. This is a collection of his early recordings, those responsible for his ascension as one of the foremost entertainers of our times. These two decade old etchings have been cleaned up and processed for this LP so that the reproduction is more than satisfactory. It makes fascinating nostalgia.

JUKES: Not Suitable
JOCKS: History and nostalgia make these sides valuable programing matter for pop and jazz jocks.

ART TATUM TRIO—Art Tatum, piano; Slam Stewart, bass; Tiny Grimes guitar. (1-10") Brunswick BL-58013 — **70**

I Got Rhythm; I Would Do Anything for You; Honeysuckle Rose; Moonglow; I Ain't Got Nobody; Cocktails for Two; After You've Gone; Deep Purple.

In this ripe period for jazz pianists which has produced the Shearings, Garners, Powells and Tristanos, it is impossible to overlook perhaps the greatest jazz master of the keyboard, Art Tatum. This man's magnificent technique, his astonishing speed, remarkable pitch and superb harmonic changes are the ultimate in jazz piano. On these selections, which were cut around 1944, Tatum is heard a typical display of dazzling playing with superb rhythmic aid from Slam Stewart on bass (he bows several ingratiating, humorous and driving solos) and Tiny Grimes on guitar. A superb collection which no true jazz collector or keyboard admirer can afford to miss. Selections are available as single disks.

JUKES: Not Suitable
JOCKS: Great stuff for jazz and pop spinners.

BOBBY HACKETT TRUMPET SOLOS—Bobby Hackett, trumpet with ork directed by Bill Challis (1-10") Brunswick BL-58014 (LP) — **68**

Soft Lights and Sweet Music; If There Is Someone Lovelier Than You; What Is There To Say; Soon; But Not For Me; Easy To Love; With A Song In My Heart; When A Woman Loves A Man.

The sweet, true and sensitive trumpet styling of Bobby Hackett is pointed up in the collection of lovely standards. Hackett, who has a considerable flock of admirers, clings to melodic lines most of the way tho he plays with sincere jazz feeling. The package, which has appeared in an envelope container on shellac previously will please trumpet fans, jazz fans and those simply in search of non-lavish renditions of these pretty evergreens.

JUKES: Not Suitable
JOCKS: Trumpet solo will please jazz and pop spinners alike.

FROM AUSTIN HIGH COMES JAZZ—Bud Freeman & His Famous Chicagoans (1-10") Columbia (33) CL 6107 — **74**

Prince of Wails; Jack Hits the Road; Muskrat Ramble; After Awhile; Shim-Me-Sha-Wabbla; Forty Seventh and State; That Da-Da Strain; At the Jazz Band Ball.

Here's an almost decade old album which has been enhanced in sound on its transfer to LP and which should enjoy a healthier sale today than it did originally. This is a collection of "Chicago style" jazz, which actually is two-beat in the fashion of King Oliver and JOHK, done by a reorganized batch of tootlers from Chicago's Austin High, historically a landmark in jazz. This fine hard-driving collection spotting swinging and biting ensemble work—with its fresh LP sound—fits righteously into the current two-beat revival. Certainly these are amongst the best recordings available today of that idiom. Individuals featured in the package include Eddie Condon, Jack Teagarden, Max Kaminsky, the late Dave Tough, Pee Wee Russell, etc

JUKES: Not suitable.
JOCKS: Fine two-beat for jazz and pop segs.

MAGGY FISHER'S PIANO PLAYHOUSE—Cy Walter-Stan Freeman-Joe Buskkin (4-10") MGM(78)52 — **70**

Soft Lights and Sweet Music; Younger Than Springtime; Orchids in the Moonlight; Falling in Love With Love; Old Lady, Be Good; The Most Beautiful Girl in the World; Indiana, Pts. I and II.

Walter and Freeman, regularly featured duo-pianists on the radio show of the same name, play a clean-cut, legit-toned cocktail style jazz. The nothing astounding comes of it all, it's pleasant, relaxing music, and the choice of show tunes is fine. In "Indiana," the one jazz tune, they're joined by jazz pianist Buskkin, who is a more imaginative improvisor.

JUKES: Not suitable.
JOCKS: Pleasant-enough stuff for an occasional piano seg.

RED NICHOLS CLASSICS—Red Nichols and His Five Pennies (1-10") Brunswick (33) BL-58008 — **70**

China Boy; Peg o' My Heart; The Sheik of Araby; Shim-Me-Sha-Wabble; Indiana; Dinah; Tea for Two; I Want To Be Happy

This is a welcome slice of jazz history. These sides are some 20 years old, have been cleaned up and re-processed for this LP presentation and sound remarkably clean and fresh for their age. Selections are among the favorites done by the Nichols group during the Jack Teagarden period, circa 1930. Another luminary in this period was Benny Goodman, who plays here with the same fluid drive and fire which later made him the foremost jazz musician of the modern period. Heard in this set as well are Gene Krupa, Joe Sullivan, Jimmy Dorsey, Babe Russin, Glenn Miller, Adrian Rollini and, of course, the delightful, driving, Bix-like trumpet of leader Nichols

JUKES: Not suitable.
JOCKS: Jazz and pop spinners can use for historic reference as well as change of pace.

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The Billboard MUSIC POPULARITY CHARTS PART XI

Record Possibilities

THE BILLBOARD PICKS:

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

I STILL GET A THRILL.....Tony Martin.....RCA Victor 20-3799
Dinah Shore.....Columbia 38837
Dick Haymes.....Decca 27008

With a potent line-up of records this fine oldie shapes up as a promising bet for revival. Martin, with Henri Rene orking and the Honeydreamers as chorus support, does a romantic mood job; Miss Shore, with Harry Zimmerman's ork, gives a rare, warm performance; Haymes, enriched by Gordon Jenkins's instrumental and Four Hits and a Miss vocal backing, projects in top voice.

MAY I TAKE TWO GIANT STEPS?.....Eileen Barton.....National 9112

A catchy, light jingle, high-order instrumental arrangement and performance and, above all, a sparkling Barton vocal job with the same pert freshness that rocketed "Bake a Cake" combine in a whale of a novelty record. May well follow up.

THE DISK JOCKEYS PICK:

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

1. BLIND DATE.....Margaret Whiting-Bob Hope.....Capitol 1042
2. THE PICNIC SONG.....Johnny Desmond.....MGM 10703
3. AN ORDINARY BROOM.....Tony Martin-Fran Warren.....Victor 20-3777
4. I DIDN'T SLIP, I WASN'T PUSHED, I FELL.....Doris Day.....Columbia 38818
5. ROSES.....Billy Eckstine.....MGM 10684
6. SAM'S SONG.....Joe (Fingers) Carr.....Capitol 962
7. MY DESTINY.....Billy Eckstine.....MGM 10684
8. M-I-S-S-I-S-S-I-P-P-I.....Bill Darnel.....Coral 60220
9. M-I-S-S-I-S-S-I-P-P-I.....Red Foley.....Decca 46241
10. HOME COOKIN'.....Bing Crosby.....Decca 27019

THE RETAILERS PICK:

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

1. M-I-S-S-I-S-S-I-P-P-I.....Red Foley.....Decca 46241
2. BLIND DATE.....Margaret Whiting-Bob Hope.....Capitol 1042
3. AMERICAN BEAUTY ROSE.....Frank Sinatra.....Columbia 38809
4. SAM'S SONG.....Joe (Fingers) Carr.....Capitol 962
5. M-I-S-S-I-S-S-I-P-P-I.....Bill Darnel.....Coral 60220
6. ROSES.....Billy Eckstine.....MGM 10684
7. MY DESTINY.....Billy Eckstine.....MGM 10684
8. BEFORE I LOVED YOU.....Doris Day.....Columbia 38818
9. SIMPLY MELODY.....Jo Stafford.....Capitol 1039

THE OPERATORS PICK:

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

1. THANKS, MR. FLORIST.....Vaughn Monroe.....Victor 20-3773
2. M-I-S-S-I-S-S-I-P-P-I.....Bill Darnel.....Coral 60220
3. MY DESTINY.....Billy Eckstine.....MGM 10684
4. I SURRENDER, DEAR.....Don Cornell.....Victor 20-3776
5. SO TALL A TREE.....Bing Crosby.....Decca 24018
6. SKIP TO MY LOU.....Ray Anthony Ork.....Capitol 1040

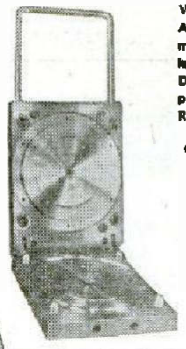
THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. WHEN A DREAM IS BROKEN IN TWO.....Dolph Hewitt.....Victor 21-0311
2. IF IT AIN'T ONE THING IT'S ANOTHER.....Jimmy Dickens.....Columbia 20692
3. M-I-S-S-I-S-S-I-P-P-I.....Red Foley.....Decca 46241
4. WHAT, WHERE AND WHEN.....Pee Wee King.....Victor 21-0332
5. BILLY AND NANNY GOAT.....Kenny Roberts.....Coral 64045
6. PINBALL MILLIONAIRE.....Hank Locklin.....4 Star 1466

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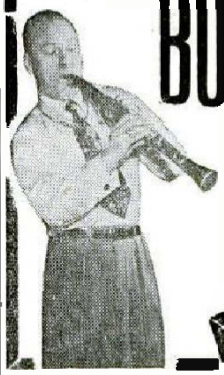
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Music—As Written

(Continued from page 19)

Brunswick, N. J., where his plant is also located. . . . Harmonica-playing composer **Salty Holmes** and thrush **Matty O'Neill**, who cut the London version of "I Found My Mama," are in town for an appearance on "We the People." . . . London's warbler **Bobby Wayne** opened at the Triton Hotel, Rochester, N. Y., Friday (2). . . . **Hal Miller**, formerly with **Bob Miller** Songs, has formed his own pubbery, Allen Music Company. His first plug is "Nobody Wins on a Merry-Go-Round," already recorded by **Ted Steele** for Columbia. Miller is also managing hillbilly warbler **Cliff Warren**.

Orkster **Bobby Byrne**, currently at the Arcadia here, is booked into the Paramount Theater for two weeks in August. . . . **Duke Ellington** returns from Europe around July 1.

Publisher **Nat Tannen** journeyed to Cincinnati twice in the last three weeks to line up material with King, Columbia and Victor artists in the hillbilly field. . . . Sid Ascher Associates has been named public relations and publicity counsel for Muzak's Associated Program Service. The appointment was made by **Richard S. Testut**, veepee and general manager of the transcription firm. . . . Flack **Jane Grogan** has returned from a 10-week record and sales promotion tour for Admiral Records, and will work with local jocks for a spell. . . . **Harry Sultan's** Bruce distribbery has taken over New York and Northern New Jersey distribution for Notary and Copley Records. The latter is a new Irish line produced by dealer **E. O'Byrne Dewitt**, of Roxbury, Mass. . . . **Joe Deane**, deejay at WHAM, Rochester, is father of a baby boy. . . . **The Billy Williams Quartet**, which closes its current Roxy engagement Thursday (8), has been doubling into the Blue Angel, and is also a weekly feature on the **Henry Morgan** airshow. . . . **Buddy Rich** and his all-star sextet open at the 421 Club, Philadelphia Friday (9) for a week. . . . Warbler **Robby Colt** opens at the Toronto Casino Theater Thursday (8).

Publisher **Joe Davis** has turned his Celebrity disking of "My Valley of Golden Dreams" over to **Jerry Blaine** for national distribution. The cutting was made by warbler **Bob Houston** and orkster **Henry Levine**. . . . Crooner **Bob Eberle** has signed with Riviera Records (formerly Gay Records). **Eddie Heller** and **Larry Newton**, of Rainbow Records, are handling national sales and promotion of the line. . . . Hill & Range Music has acquired "Old Man Atom" from Bibo Music Company. It's a piece of modern folk material that was recorded by **Sam Hinton** for ABC-Eagle.

Johnstone-Montei's advance guarantee deal was renewed at an increase by Broadcast Music, Inc. (BMI), last week for one year. . . . **Murray Puddles**, ex-Santly-Joy contact man, has set up for himself with Frederick Music, specializing in rhythm and blues and polka material. . . . **Eddy Duchin** was discharged from Memorial Hospital last week and is resting at home. . . . **Dorcas Cochran**, co-cleffer of "Again," has been signed to a BMI writer pact by BMI director of writer relations, **Bob Sour**.

Fred Waring, following his annual custom, has invited Tin Pan Alley's contact men for a day at his Shawnee resort, July 12. **Hy Ross**, of the Warner pubberies, will serve as expediter for the junket as usual. . . . The annual Professional Music Men (PMM) golf tournament has been skedded for August 16.

Chicago:

Jimmy Wakely makes his first location stop here June 15, when he opens for a week at the Oriental Theater. He works the "Grand Ole Opry" NBC seg June 24. . . . **Oscar Cohen**, flack with the **Joe Glaser** office in New York, is working a month of Midwest dates with **Larry Fotine's** band. . . . Swingmaster Records is not going out of business as was previously reported. **Egmont Sonderling**, Swingmaster exec, says that the firm will release some **T-Bone Walker** and **Kitty Stevens** masters next week. . . . Several Midwest ballroom ops, including **Alice McMahon**, Indiana Roof, Indianapolis, and **Herb Martinka**, Mankato, Minn., have filed claims with the AFM's executive board for some adjustment of the contract price on **Russ Morgan**. Due to sudden illness reported by Morgan, the Decca maestro flew back to the Coast unexpectedly, leaving his band to finish his current tour without him. . . . Rondo Records cut sides by **Bob Long**, h. b. orkster once with Okeh label. . . . **Lawrence Welk's** band will continue its present Wednesday night ABC web slot, despite the fact that Miller Brewery, the bankroller, has canceled for the summer. The ABC web will present the show from Welk's one-nighter towns as a sustaining feature.

Hartford, Conn.:

The Crescent Ballroom, Niantic, Conn., has been purchased by **Joseph P. Kovel**, of New Britain, Conn. **Al Genitile**, orchestra leader, has been named manager and booker. Other local and name attractions are slated for the ballroom bookings this season.

On the Sound Track:

Attempt to please all musical tastes—from jazz to opera—is seen in Metro's decision to cover all fields of music in "Grounds for Marriage," **Kathryn Grayson-Van Johnson** starrer. Miss Grayson will warble a brace of arias, **Rodgers and Hammerstein's** "Wait 'Til You See Her," with the burleyed Dixieland combo, **Firehouse Five Plus Two**, providing the jazz touch. **Richard Hageman** will serve as thesp as well as baton the longhair episodes. . . . Cleffer **Bert Shefter** has completed scoring "Holiday Rhythm" for Lipper Productions, his first pic assignment. . . . Monogram's Edward J. Kay is penning that studio's "Triple Trouble" score. . . . **Betty Grable** canceled plans to join hubby **Harry James** on tour when 20th Century-Fox pegged June 10 as starting date for her next pic, "Call Me Mister." . . . **Harry Warren** and **Johnny Mercer** have completed the score for "Belle of New York," an **Arthur Freed** production. Pic rolls following completion of "Royal Wedding," **Fred Astaire** starrer. Warren recently teamed with Freed to pen the "Pagan Love Song" (MGM) score. . . . **Smokey** and the **Rhythm Riders**, Western combo, will appear in **Red Skelton's** "Watch the Birdie" (MGM). . . . **George Duning** named to score "Prowl Car" (Columbia). . . . **Doris Day** and **Gordon MacRae** start prerecording tunes for "The West Point Story" (Warner Bros.). . . . **Mack David** and **Jerry Livingston** report to Motion Picture Center to start tunesmithing "At War With the Army," next **Dean Martin-Jerry Lewis** starrer.

The Billboard MUSIC POPULARITY CHARTS PART XII

Advance Information

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

A-Razz-a-Ma-Tazz—G. Gibbs (Red Hot) Coral 60234
About That Girl—R. Morgan (Rippy Tippy) Dec 27049
American Beauty Rose—G. Cates (Roses) Coral 60235
Amef Lips, Angel Eyes—L. Fotine (You've Got) Dec 27052
Any Place I Hang My Hat Is Home—B. Butterfield Ork (I Gotta) London 670
Are You Really Mine?—D. James-K. Thorne Ork (Madam Is) London 714
Arithmetic—K. Stone Quintet (I'll Get) MGM 10726
Boogie Jackson—C. Murphy (Woman Is) Bama 300
Boy With the Rip In His Pants, The—Two Ton Baker (One Little) Mer 5426
Can I Take My Pony Into Heaven?—M. & J. Sanders (Don't You) Blue Ribbon 76
Cloudy Morning—F. Warren-H. Rene (When We're) V(78)21-3800, (45)47-3807
Come On and Love Me—M. "Slats" Jacobs (Indianapolis Rag) Coral 60237
Day at the Seashore, A—J. August-Bay Rum Boys (Egyptian Ella) Mer 5423
Dixie Flyer—M. Spanier Ork (Lazy Piano) Mer 5424
Don't Stop Now—L. Keller Ork (My Dream) London 694
Don't You Tell a Soul—M. & J. Sanders (Can I) Blue Ribbon 8 H
Hejre Kate—Mantovani Ork (Love Is) London 711
Here Comes the Bride on a Pinto Pony—H. Winterhalter's Ork (Babes In) V(7812)- 3807, (45)47-3807
Holes in My Pocket—Velvetones (How I) Col 30206
How I Miss You—Velvetones (Hole In) Col 30206
How's Trix?—G. Shearing Quintet (I Didn't) MGM 10720
I Could Write a Book—T. Straeter (Fancy Free) MGM 10725
I Didn't Know What Time It Was—G Shearing Quintet (How's Trix) MGM 10720
I Gotta Right To Sing the Blues—B. Butterfield Ork (Any Place) London 670
I Never Knew I Loved You—V. Lynn-B. Farnon Ork (Our Love) London 716
Indianapolis Rag—"Slats" Jacobs (Come on) Coral 60237
Knees Up, Mother Brown—B. Cotton Ork (Roll Me) London 713
Laugh! Clown! Laugh!—A. Wayne (Who Threw) Coral 60233
Lazy Piano Man—M. Spanier Ork (Dixie Flyer) Mer 5424
Let's Do It Again—D. James-The Stargazers (Somewhere at) London 718
Maple Leaf Rag—E. Smith (Steamboat Rag) Dec 27051
Marlene—B. Bickel's Starlighters (Sometime) Mer 5422
Marlene—E. Young-S. Foster (Sometime) London 692
May I Take Two Giant Steps—E. Barton (If You) National 9112
M-I-S-S-I-S-S-I-P-P-I—Bradford & Romano (Picnic Song) V(78)20-3808, (45)47-3808
M-I-S-S-I-S-S-I-P-P-I—C "Shanty" Hogan-B. Wayne-J. Pleis Ork (Sam's Song) London 693
One Little Candle on a Two-Layer Cake—Two Ton Baker (Boy With) Mer 5426
Our Love—B. Eckstine (I Surrender) National 9115
Our Love Story—V. Lynn-B. Farnon Ork (I Never) London 716
Our Very Own—V. Monroe Ork (Violins From) V(78)20-3806, (45)47-3806
Picnic In the Dark—T. Steels & His Novatones (Nobody Wins) Col 38839
Picnic Song—Bradford & Romano (M-I-S-S-I-S-S-I-P-P-I) V(78)20-3808, (45)47-3808
Roses I Picked for Our Wedding, The—J. Allison & His Nashville Boys (Two Hearts) Cap 1067
Sam's Song—C. "Shanty" Hogan-B. Wayne-J. Pleis Ork (M-I-S-S-I-S-S-I-P-P-I) London 693
Shy Little Girl in the Peek-a-Boo Hat, The—S. W. I. C. Combo-A. Hendrickson-J. Greer & The Twilighters (Ask Any) Orbit R-2000018
Sing Until the Cows Come Home—T. Herbert Ork (Girl, A) London 690
Take Me In Your Arms—Z. Elman Ork (I'll Get) MGM 10722
That Honky Tonky Melody—J. Fine Ork (Warm Kisses) MGM 10724
Why I Run—J. Nelson & Her Virgin Islanders (No Clothes) Jubilee 5029

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"I Still Get A Thrill" Flip "Ballin' The Jack" 2D-101A
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(A Happy-Go-Lucky Little Blues-Chaser)
Paul Harris Ork. Vocal by Jerry Allen.
"THERE'S A TIME AND PLACE FOR EVERYTHING"
(The Song That Makes You Hum Along)
Paul Harris Ork and Mixed Chorus
BELMONT RECORDS
1607 Broadway, New York
6 Beacon Street, Boston

The Billboard MUSIC POPULARITY CHARTS PART XIII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 64—BILLY HILL

Something of a pioneer in popular music was Billy Hill. He brought the freshness of the great open spaces to Tin Pan Alley when it was surfeited with jazz and torch songs. He cut the pattern for such contemporary hits as *Riders in the Sky* and *Mule Train* when he wrote *Wagon Wheels, The Last Roundup* and *Empty Saddles* in the early years of the depression. And while he put the jingle of spurs and the creak of the chuckwagon in his songs, no Western State can claim him as its native son. He was born in a city where cowboy chaps and 10-gallon hats are sartorially taboo—in Boston, July 14, 1899.

He was christened William Joseph Hill, but the moniker of Billy Hill suits him better, for if you reverse the two words, you'll have the name of the type of music to which his songs are closely akin—simple, down-to-earth, close-to-the-heart tunes that have the enduring quality of folk music.

After completing public school at Weymouth, Billy Hill studied violin at the New England Conservatory of Music with the intention of becoming a member of the Boston Symphony Orchestra. The football coach at Harvard also cast covetous eyes on him for he had the weight and the physique of an All-American lineman. But when the wanderlust got the better of Billy Hill in 1916, classical music lost a promising violin virtuoso and the Crimson a potential gridiron star.

At the age of 17, Billy Hill started out to see the West, and for the next several years, rode the rods on freight trains, punched cattle in Montana, made up the mining company payrolls in Death Valley, washed dishes in the chuckhouses of frontier towns and finally organized a jazz orchestra for a Chinese restaurant in Salt Lake City, where he supplied music to match the rhythm of the chop sticks.

Occasionally, Billy Hill dashed off songs that sold for a few of $10 and a top of $25, one of the earliest of which was *Rock-a-Bye My Baby Blues*. After his band had played several Western States with alternate successes and failures, he decided to hit the trail for the big town and big money. He landed in New York when the streets were glutted with apple-vendors and *Brother, Can You Spare a Dime* was both a radio hit and a common plea.

For the next two years, Billy Hill worked as a doorman for a Fifth Avenue apartment house, but the pay was meager and the tips pitifully small, and he turned to writing songs to make ends meet. Even with the royalties these songs earned, the meals were frugal and scarcely sustaining. The dramatic story he told of the circumstances surrounding his sale of *The Last Roundup* in 1933 brought tears to the eyes of the members of a congressional committee, which three years later was discussing amendments to the copyright law in the defeat of which the American Society of Composers, Authors and Publishers was vitally concerned since its passage would have impaired the protection and income of ASCAP members.

In testifying before the committee, Billy Hill said he was penniless and living in Greenwich Village with the gas shut off, the rent unpaid and maternity hospitals refusing to admit his wife. In his desperation, he was about to sell *The Last Roundup* for $25 when Gene Buck, president of ASCAP, volunteered a loan of $200 to tide him over until the song could

(See Billy Hill on page 52)

BILLY HILL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

1927—*ROCK-A-BYE YOUR BABY BLUES*
Lyrics by Larry Yoell. Miller Music Corporation

1929—*THEY CUT DOWN THE OLD PINE TREE*

1931—*WAGON WHEELS*
Music by Peter De Rose.
This song was introduced in the "Ziegfeld Follies of 1934."
(Available on the following records: Victor 20-3672, Spade Cooley orchestra; Decca 24071 in A-1934, Bob Grant orchestra; Capitol 15059, Sunset Trio; Victor 24635, Paul Robeson; Columbia 17519-D, Paul Robeson with Columbia Concert Orchestra.)

1933—*THE LAST ROUNDUP*
This song also was introduced in the "Ziegfeld Follies of 1934."
(Available on the following records: Victor 20-3672, Spade Cooley orchestra; Decca 18115 in A-201, Gene Krupa orchestra; Decca 24064 in A-1933, Charles Baum orchestra; Columbia 4418-M, Bing Crosby; Victor 10-1273, Robert Merrill.)
THERE'S A CABIN IN THE PINES
*OLD SPINNING WHEEL
(Available on the following records: Victor 20-3674, Spade Cooley orchestra; Decca 24064 in A-1933, Charles Baum orchestra.)
THERE'S A HOME IN WYOMING
Music by Peter De Rose
COLORADO MOON
Music by Jack Leveson and Al Frazzini
HAVE YOU EVER BEEN LONELY (HAVE YOU EVER BEEN BLUE)?
Music by Peter De Rose. The lyrics of this song are credited to George Brown, a pseudonym for Billy Hill.

1934—*EMPTY SADDLES*
(Available on the following records: Victor 20-3674, Spade Cooley orchestra; Decca 25346 in A-658, Bing Crosby.)
RAIN
Music by Peter De Rose
(Available on the following records: Capitol 20022, Paul Weston orchestra; Columbia 38799, Tom Arden; Capitol 937, Dean Martin.)

1935—*LIGHTS OUT*
(Available on the following records: Victor 20-3673, Spade Cooley orchestra; Decca 24077 in A-1936, Fingerle and Schutt, dual pianos.)
PUT ON AN OLD PAIR OF SHOES
Lyrics by Dedette Lee Hill, the composer's wife
(Available on the following records: Decca 24909, Frank Froeba; London 665, Mickey Gee and Skinner.)
DOWN THE OREGON TRAIL
Music by Peter De Rose.

1936—*IN THE CHAPEL IN THE MOONLIGHT*
(Available on the following records: Victor 20-3673, Spade Cooley orchestra; Decca 24077 in A-1936, Fingerle and Schutt, dual pianos.)
GLORY OF LOVE
JUST SAY ALOHA
Music by Peter De Rose.
ALONE AT A TABLE FOR TWO
With Ted Fio Rita. Lyrics by Dan Richman.

1937—*IN A MISSION BY THE SEA*
Music by Peter De Rose.

1938—*CABIN IN THE CAROLINES*
Music by Ernie Burnett.

1939—*ALL ASHORE*
ON A LITTLE STREET IN SINGAPORE
Music by Peter De Rose.

1940—*CALL OF THE CANYON*
(Available on Columbia record 20251, Gene Autry.)

BILLY HILL ALBUM
VICTOR (78) P-275; (45) WP-275. Spade Cooley Plays Billy Hill. Empty Saddles, In the Chapel In the Moonlight, Lights Out, The Last Roundup, Old Spinning Wheel and Wagon Wheels.

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

SONGWRITERS COMING UP!

LOUIS ALTER

In Subsequent Issues *The Billboard* Will Present

THE TOBIAS BROTHERS
MILTON AGER
FRED AHLERT
HAROLD ARLEN
NACIO HERB BROWN
BURTON LANE
JIMMY VAN HEUSEN
PETER DE ROSE

MOONEY TO MCA

(Continued from page 11)

somewhat up in the air for the past year or so. Originally with ABC, the orkster left about a year ago, presumably to make a deal with MCA. But financial problems halted those negotiations, and the orkster about-faced to deal with General Artists Corporation (GAC). This deal didn't work out satisfactorily, and the orkster attempted to book himself with aid from several independent agents. At the turn of this year, Mooney gave up this idea to return to the ABC fold.

In making the MCA deal, Mooney got back his ABC pact in exchange for the commissions that agency will draw for the dates thru July. No other monies were involved in the severance.

VICTOR PENALIZED

(Continued from page 11)

additional tune just before recording time Monday, thus getting two sides out of the date anyway.

Victor intends to ask for a hearing on future situations of this kind, since the company believes it unfair that it should be penalized for conditions beyond its control.

Despite his high fever, Como went on with his Chesterfield *Supper Club* TV show (NBC) Sunday (28) night, but the doctors ordered him to bed immediately after the show. By Wednesday (31) the singer was well on his way to recovery.

Get On The
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The "POLKA JACKS" F-1050
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GIVE TO THE DAMON RUNYON CANCER FUND

NARDA Aims at "Freeze Lift"

Booklet Asks Customers To Pressure FCC

Distributed Thru Dealers

CHICAGO, June 3.—Further and more concrete action on the "lift the freeze" campaign of the National Appliance and Radio Dealers' Association (NARDA), was taken this week when the group's members were asked to order copies of a specially prepared pamphlet for distribution to store customers. Dealers were asked to pay less than 1 cent a piece for the giveaways entitled, *When Will We Get Television?*

The pamphlets point out that two out of every five families are in non-TV areas, and additional two out of five families get service from a limited number of stations and only one out of five families live in an area "where it can choose between four or more stations." The pamphlet also claims that "our community is seriously affected by the FCC freeze" and suggests that action be taken by writing to congressmen, sending a copy of the letter to local editors and getting local business and civic organizations to adopt resolutions demanding the end of the freeze.

Dumping Grounds?

The weekly edition of the NARDA newspaper points out to dealers that the freeze also affects dealers in heavy TV areas because manufacturers use these territories as "dumping grounds for over-production." Dealers in one-station cities, claims the NARDA paper, suffer because the novelty of video soon wears off when set owners have no choice as to programs and that customer resistance develops, quickly catching dealers with heavy inventories.

"Television is a funny thing," states the paper. "Just mention it in a community and it creates immediate desire. Give them just a little—but not enough, and they soon tire. No one can take the diet of one station continuously. Dealers in areas with two and even three stations will tell the same story."

The NARDA television committee has arranged for a meeting with the Federal Communications Commission (FCC) Chairman Wayne Coy. The group will also meet with important members of Congress this coming week.

Scott Offering Direct-View TV

CHICAGO, June 3.—Scott Radio Laboratories entered the direct view television field this week with a combination featuring a 14-tube, AM-FM radio, three-speed phono and 16-inch television, priced at $695. Also introduced was a line of seven radio-phonos ranging from $1,095 down to $295, bringing Scott into the medium-priced field.

Line is the first introduced since John Meck took over as president and main stockholder of Scott. Thru Scott and Meck Industries, Meck now produces TV sets ranging from $99.50 on up thru most expensive custom jobs.

Scott still is producing a projection TV receiver at $298.50, but says plans for continued production are "indefinite."

Meck said that the firm is producing more than 150 units a day.

People, Products and Prices

U. S. Rejects Chicago Plea to Lift TV Freeze

A petition by the Chicago City Council for immediate lifting of the TV freeze in the Windy City was rejected last week by the Federal Communications Commission (FCC), which claimed that any "crystallization" of channel allocations there would affect allocations in a score of other cities.

Aim Announces 2 New Phonos

Two new phonograph models were announced last week by **George Fass**, sales manager of Aim Industries. The company introduced its lowest-priced 78-r.p.m. phono at a suggested list price of $13.95 and a three-speed manual portable player to retail at $17.95. Both players are available in red and blue leatherette carrying cases.

PCA Appoints 10 Reps to Handle Line

Ten sales representative appointments for the Phonograph Corporation of America (PCA) line of phonographs were announced last week by **Al Middleman**, president of PCA. Named to handle the line were **Lou Stutz**, Los Angeles; **Harold Kay**, Pittsburgh; **Bill Simon**, Cleveland; **Art Engel**, Kansas City; **Solly Magdoff**, New Orleans; **David Sternberg**, Hartford, Conn.; **Harold Moore**, Detroit; **William Garrett**, Philadelphia; **"Dud" Dudderer**, Huntington, W. Va., and **Harry Loverten**, Chicago.

DuMont Predicts 30-Million TV Set Sales by '55

Thirty million video sets will be purchased by the American public within the next five years, according to a prediction made last week by **Dr. Allen B. DuMont**. The cost of the sets and accessories for the receivers will reach $7,000,000,000, according to DuMont. Among other predictions made by DuMont were a total of 1,000 transmitting stations and "at least" four complete video networks.

Hudson Announces Three-Speed Manual Player

The latest portable phonograph introduced by **Hudson Electronics**, Mount Vernon, N. Y., is the Model 306, three-speed, manual player. List price of the set is $39.95 and it is said to be available in "jumbo alligator" luggage-type carrying case. Hudson manufactures the Junior Juke line of kiddie phonographs.

Notes on the Manufacturers and Distributors

J. K. (Brad) Bradley has been named assistant Central States regional sales manager for the DuMont receivers sales division. . . . **Capehart-Farnsworth** introduced a new 16-inch TV console in 18th Century mahogany finished cabinet. The receiver will list at $379.95. . . . **Emerson** reported a consolidated net profit of $3,048,948 for the 26-week period ended May 6. The company's stockholders also approved a two-for-one stock split. . . . **L. L. Del Padre Associates**, with offices in Providence, R. I., and Springfield, Mass., has been named distributor for the Steelman Phonograph & Radio Company. . . . The Brooklyn and Charlotte, N. C., plants of **Majestic** are to go on a two-shift basis. . . . **Sylvania** announced expansion of its radio tube division to begin with the construction of a new plant in Shawnee, Okla. . . . **Jack Haisen**, vice-president of Dynamic Stores, New York chain of TV stores, resigned last week to start his own business. . . . **Arvin** introduced four new table model radios last week to retail from $19.95 to $34.95.

Revamp, Expansion, By-Laws, TV Head RMA Confab Sked

CHICAGO, June 3.—The 26th annual convention of the Radio Manufacturers' Association (RMA) will open here Monday morning (5) with video problems, reorganization and expansion plans, by-law changes and election of officers as uppermost on the agenda of the more than 40 committees and sections scheduled to meet during the four-day conclave.

Behind the scenes of the actual meetings scheduled, however, tradesters expect the top industry brass to spend much of their spare time in sparring with each other on the rash of new video models expected to be introduced between now and the coming fall season.

Excise Sessions

Of prime interest to retailers will be the results of the meetings held by the excise tax committee, the phonograph cartridges committee, the "town meetings" committee, the record changers and phono-moto section, the advertising committee and the set, tube and parts division executive committee.

Among the most pressing industry problems on which the RMA groups are expected to act are the TV station freeze, the setting of advertising standards, the promotion of phonograph record playing equipment and jack-equipped sets, the standardization of parts and warranties, the excise tax and the servicing situation with respect to training.

Times-Columbia Ahead With LP

NEW YORK, June 3.—Despite a slump in pop disk sales, LP sales have kept Times-Columbia, the local Columbia distrib, running ahead of the first month period of 1949. According to George Hayes, T. C. sales manager, May, 1949, was the biggest spring month in the firm's history, due to the release of *South Pacific*, with billing last year occasionally hitting $60,000 in a day. Altho this May falls far below May, 1949, in over-all sales, LP sales are up 11 per cent.

The distribbery's total billing for May, 1950, ran 45 per cent ahead of the May, 1948, figure, however.

Mercury Waxery Intros Line of Six Video Sets

CHICAGO, June 3.—Mercury Records unveiled its new video set subsidiary this week, with a private showing for its record distributors in territories now covered by TV stations. Irv Green, Mercury prexy, who is overseeing the new teleset production wing, said that Mercury is geared for custom set production. Cabinets are being purchased from various leading makers, while the chassis are being assembled at a new Mercury plant on the Northwest side.

The Mercury video line contains six basic sets, ranging in price from $299.95 for a 16-inch consolette to $449.95 for a 16-inch console with AM and FM radio and a three-speed record changer, and a 19-inch TV console with FM radio. Mercury sets are available in three or four different types of wood, with some sets containing the rectangular tubes, while others are equipped with round tubes.

Green intends to set up dealer showings soon in various trade centers. Thus far, the distributor line-up includes MS Distributing, Chicago; Rosen Distributing, Philadelphia; Malvern, New York and Hartford, Conn.; Jack Young, Pittsburgh; Hoosier Simplex, Indianapolis; Major, Milwaukee and Mercury distributors in Detroit, Minneapolis and Buffalo. All distributors also handle Mercury disks. All Mercury sets are equipped with phono-jacks and built-in aerials.

New Disk Spiel Gadget Seen as Marketing Aid

DETROIT, June 3.—New device being patented and introduced experimentally here under the name of the Automatic Salesman has potentialities in adapting special recording to new merchandising uses. Basically, the Automatic Salesman uses a recording of a sales message, which may run anywhere from 5 to 35 seconds, and is so placed and electronically controlled, that it repeats the message when a potential customer steps near it. Device is designed principally to be used as the audio adjunct of a visual sales presentation.

Controls are arranged so that the record is not repeated while the customer intercepts the actuating light beam; this assures against monotonous or even irritating repetition. This feature is said to be possible only with records, in contrast to a similar device using a tape recording. The Automatic Salesman, according to its designers, is trained to keep still after it "speaks its piece," until another customer steps in front of the light beam.

The product is being developed by Jack W. Warr and Emanuel Silverman, the latter a radio and television engineer, and is now being demonstrated in the latter's radio shop. Only known similar device is the Learepeater.

RMA Figures 1½ Mil. TV Sets in 1st Qtr.

WASHINGTON, June 3.—An estimated 1,556,000 TV receivers were shipped during the first quarter of 1950, the Radio Manufacturers' Association (RMA) estimated this week.

Cook County (Chicago) dealers received the largest number, 109,756. Kings County (Brooklyn) received 66,243; Manhattan, 64,772; Philadelphia, 63,218, and Los Angeles, 56,341.

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NBC O.&O. TV in Black; Out of Hole in 9 Months

(Continued from page 5)

o. profit, describing it as "modest."

The importance of NBC's turning this tele profit is two-fold. For one thing, it points the way to increasing profit from this important source, especially in the light of NBC's heavy commercial TV schedule for fall. For another, it means that NBC's loss from network video operations is slated to decrease almost in direct proportion to its o. and o. profit, and paves the way to the possibility that NBC may wind up 1951 with a profit from both its own TV stations and from its network video operation.

Anni in ¾-Time

Along other lines, McConnell this week marked an "anniversary" with NBC, having assumed the presidency nine months ago Thursday (1). In a quick review of his administration since then, McConnell covered these points:

NBC today is operating along sounder, more business-like lines than ever before. This, McConnell asserted, stemmed partly from the policy of separation of AM and TV, and partly from the cost analysis methods now in effect. NBC management now gets a clear and precise picture of all of its operations—profit, loss, "soft spots" and the like. The obvious advantage is more intelligent operation and planning, and a greater knowledge of personnel productivity.

Morale within NBC, McConnell feels, is better than ever before. Without directly saying so, this was interpreted as a comment on the situation nine months back, when NBC was still punchy from the CBS talent and business raids, as well as the change in regime when Niles Trammell became board chairman. NBC execs, said McConnell, are thinking faster and more clearly and more aggressively.

No. 1 in TV

In television, McConnell declared, NBC is beyond question the No. 1 network, and the picture is even rosier for fall. In addition, the NBC president voiced his pride in the success of *Saturday Night Revue*, sold out for the fall, and successful in the face of competition from other networks and even from Federal Communications Commission (FCC) questioning. It was, McConnell declared, a $3,000,000 gamble that paid off.

Finally, on the heels of his success in getting the sock Groucho Marx show and the DeSoto account away from CBS, McConnell noted that NBC is showing constant improvement in its AM-TV talent picture. Bob Hope will probably sign early next week (he arrives in New York Monday, 5), and deals are pending with others, some known, others still not revealed.

McConnell refused to say what time Marx will have on NBC next fall, but reports from Hollywood say he's slated for 9 p.m. Wednesday, now occupied by Bristol-Myers with *Break the Bank*.

Expect SAG OK Of Code for TV Flicker Thesps

HOLLYWOOD, June 3.—Screen Actors' Guild (SAG) membership is expected to approve the org's newly formed code of wage scales and working conditions of TV film thesps at a special meeting tomorrow (4). Meeting will also (1) charge Eastern-based Television Authority (TVA) with attempting to invade SAG's jurisdiction and, (2) brand TVA's proposed wage scale as inadequate.

SAG's code calls for an initial contract of one year and that all producers observe a Guild shop. Minimum scales are pegged at $55 per eight-hour day for a single role in a single pic, similar to SAG's rate for theatrical films, with provision that a pic may be televised only once in each locality for the original payment to the actor. Additional payment to each thesp of the original amount would permit beaming the film once again in each locality. SAG's provision that actors be paid by the day or the week compares with SAG's TVA proposal that actors in tele films be paid $6 an hour for rehearsal plus one fee, amount of which would depend on the finished length of the picture. In event of reuse of a televised motion picture, TVA proposes repayment of the fee only, not the original amount paid the actor.

Ken Carpenter, TVA's national vice-chairman and also a SAG member, will address the Guild meeting in an eleventh-hour attempt to bring peace between the Eastern and Coast unions, now split over tele jurisdiction.

Needlemen Needled To Cut Play Claims

WASHINGTON, June 3. — Two phonograph needle firms entered into stipulations with the Federal Trade Commission (FTC) this week, agreeing to discontinue unqualified claims as to the number of plays obtainable.

FTC said that Jensen Industries, Inc., agrees "to stop representing that its sapphire-tipped phonograph needles will play 10,000 times or that its metal-tipped needles will play up to 5 000 times," without plainly indicating that the needles may chip, break or wear, causing sound distortion. Bonot Company, Stamford, Conn., entered into a similar agreement regarding its needles.

CONGRESSMEN WAX

(Continued from page 4)

gressman assured of a weekly broadcast by him, even if not political, may not be inclined to buy as much air time to campaign as he might otherwise.

In its letter to the joint recording facility, the FCC said station operators will have to make up their own minds as to whether a transcribed speech to constituents by a congressman is political or informational. If deemed political, the use of such a speech demands that an opponent be afforded equal time.

Phono Makers Plan New Lines for NAMM Showings Despite Present Flood of Sets

NEW YORK, June 3.—Despite the flood of new portable phonographs introduced by manufacturers during the past two months, many of the same phono makers report that they are planning to show completely new lines at the upcoming Chicago convention of the National Association of Music Merchants (NAMM) July 10-13. Prices on three-speed automatic changer models are not expected to be lowered, but three-speed manual and single speed phono prices will probably drop somewhat from present levels.

Boetsch Bros., manufacturers of the Birch line of players, will keep a large portion of its present phonos in the new line, but will add three or four new portable players. Hudson Electronics will show a new line of portables, but keep its present line of kiddie phonos intact. Steelman is expected to keep about three of its present sets for the NAMM showing and add 15 new models.

Sets Upcoming

Sonic will show a complete new line; Dynavox will preem six new sets, plus several of its present players "with refinements." Covrall Industries will introduce an entire new line and also show several radio-phono sets and a new group of juvenile players.

The V-M Corporation and Webster-Chicago, probably the two largest phono and changer manufacturers, refuse to give any details on the record playing equipment they'll show at the NAMM convention. G. I. Industries is expected to wait until the fall for the introduction of a new automatic changer said to be lower priced than any model now on the market.

Price-wise, single-speed phonos will range from $12 to $20 and three-speed manual players will be below $40. Three-speed automatic models with V-M changers will list for about $70 and with Webster-Chicago changers at about $80.

WNYC Realigns Summer Sked in Pitch for Fems

NEW YORK, June 3.—In its first bid to attract a larger fem listening audience, WNYC, New York's municipally operated, non-commercial radio station, is readying a new programing line-up for the summer season, including a "soap opera series for upper-brows"; full-length legit dramas recorded by the British Broadcasting System (BBC) and an hour-long interview show tagged *To the Ladies*. The latter airer, which tees off this month (19) from 11 to 11:55 a.m., will be produced by Seymour N. Siegel, head of the station and director of communications for New York, and emseed by John Savage. Guests lined up for the initial broadcast include Eleanor Roosevelt, mag editor Fleur Cowles, Maurice Evans, Jinx Falkenburg and Dorothy McCullough Lee, mayor of Portland, Ore.

The 13-week "upper brow" soap series, which preems next Monday (12) at 2:20 p.m., is an adaptation of an early 19th century novel, *Is He Poppenjay*, by Anthony Trollope, whom Siegel describes as "the first master of the 'did Mary make a mistake?' style of scripting." The BBC drama series, which was specially transcribed for WNYC, and will also be made available to the National Association of Educational Broadcasters Network, features some of Great Britain's finest legit talent, including Sir Laurence Olivier, John Gielgud and Dame May Whitty. Christopher Fry's *The Lady's Not for Burning* and J. B. Priestley's *Inspector Calling* are among the plays scheduled for airing.

Merchants as Star Makers

(Continued from page 3)

ality and cash in on sales of merchandisable outgrowths rather than pay licensing fees to existing kid heroes. The move evidently stems from the merchandising successes developed around such cowboy names as Hopalong Cassidy, Roy Rogers, Gene Autry and others.

Sponsorship will be available in all markets by firms unaffiliated with the manufacturers financing the project. Madison, who will be starred as "Wild Bill" Hickok, and Devine, who will play his sidekick, "Jingle," have been inked to five-year contracts. Altho the budget was not revealed, the $5,000,000 figure is said to be about the amount available for the project. The complete package was put together by agent Helen Ainsworth, who serves as rep for the six manufacturers. The firms involved are Robert Bruce Knitwear Company; Irvin B. Foster Sportswear Company, Inc.; De Luxe Wash Suit Company, Inc.; Varsity Manufacturing Company, George Schmidl Manufacturing Company and Western Junior Manufacturing Company.

David Hire, formerly associated with Paramount and 20th Century-Fox, will film the 30-minute TV seg on a $20 000 per film budget. Hire also will be in charge of producing the radio shows and theatrical film features. He is currently starting the TV filming on the Hal Roach lot. The radio series will be produced by Ruth Burch, former casting director for David Selznick.

Merchandising Pays Off:

Hartford Outlets Tie With Flickeries to Boost Sales

By Allen M. Widem

HARTFORD, Conn., June 3.—Ralph Colucci, owner of the Record Shops, downtown Hartford retail music and record stores, reports outstanding success with what he terms "theater cooperation." The policy consists of arranging extensive promotional tie-ups on both popular and classical records with the local motion picture houses.

"Of course," says Colucci, "we don't do this with every picture that comes along. We generally go after tie-ups on the motion pictures that stress songs or musical scores in their advertising. And this has worked out to the advantage of the theaters as well as of our two record stores."

The tie-ups are usually arranged with theater managers Lou Cohen, Loew's Poli; Fred R. Greenway, Loew's Poli Palace; Frank Morin, Regal; Ted Harris, State, and Jim McCarthy, Strand. Colucci gets in plenty of plugs for records on sale at his stores thru the tie-ups. Under the tie-in arrangement, Colucci utilizes extensive store displays (both interior and window) plugging the theater and the recordings of the top tunes from the film available at the Record Shops. In return the theater managers usually plug the disk shops thru lobby displays.

"There's nothing grandiose about our tie-ups with these theaters," says Colucci, "but the fact remains that over the years we've maintained an excellent relationship with the theaters, and therefore we've been able to plug our records consistently in places patronized by thousands of music-conscious people."

On a number of occasions Colucci has had top recording artists in Hartford for "autograph parties" at his stores. On such events he generally invites the entire Hartford amusement trade, including theater managers. This pays off in long-range relations, Colucci maintains.

WASHINGTON, June 3.—TV receivers have been taken off Mexico's import ban list because of the prospect of TV south of the border by the end of the year, the Commerce Department reported this week. The Mexican Ministry of Economy will permit the import of 10,000 sets for 1950, of which no more than 2,000 may be enclosed in cabinets.

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Doves for AFM and AGVA

Toppers Sign Peace Terms On Act Status

Actors Charge Surrender

NEW YORK, June 3.—A peace has been agreed upon between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) after a series of letters and a long huddle between the heads of both unions. The final pact was formalized by an agreement dated May 29 signed by James C. Petrillo, AFM head, and Gus Van, AGVA head.

Under the terms of this agreement all disputes between actors and musicians will be handled on a national level. Locals of both unions will be kept out.

Performers who use instruments only incidentally in their act will belong to AGVA. On the other hand, musicians who do incidental acting will belong to the AFM exclusively. This will include all band leaders who sing or emsee, all cocktail units, accordionists, harmonica players, mandolinists, zither players, etc., whether they work in a floorshow or on stage.

Rejoin AGVA

Non-playing vocalists shall belong to AGVA. Singing musicians who are band members shall belong to AFM. All AFM-ers forced to resign from AGVA during the current dispute and who now are determined to be rightfully belonging to AGVA will be instructed to rejoin AGVA, and shall pay no reinstatement fee to AGVA.

The deal was actually made between Gus Van and James C. Petrillo after a three-hour confab. In no part of the agreement, however, was any concession made to AGVA members who may also hold AFM cards, to bar them from the 10 per cent traveling tax. It is this tax which has long been a major difficulty between the unions. AFM locals have decided in the past who shall belong and collected accordingly.

AGVA toppers said the matter of the tax was agreed upon verbally and that "everything will work out okay."

No Legal Aid

The deal was made without the benefit of legal aid by either side. Both AFM and AGVA maintained they could work out the deal without "lawyer talk." The result was that the lawyers for both sides were given the signed instrument and told this was it. (See separate story "Pe-

(See Peace Doves on page 46)

Petrillo's Note to Van

The full text of the agreement between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) is in the form of a letter from James C. Petrillo, president of the AFM, to AGVA's head, Gus Van. The letter follows:

Dear Mr. Van:

The proposals that follow are pursuant to your committee's visit with our international executive board, and also constitute counter-proposals to those made to us in the letter from your organization dated November 1. As a basis for solving our current jurisdictional difficulties, the Federation proposes that in

"(1) Any jurisdictional dispute that may subsequently arise based on the interpretation of anything in this letter, agreement should be resolved at the top levels of both organizations. No local branch of AGVA is permitted to determine for itself who should or should not belong to AGVA or the AFM. All such questions should be resolved by the national AGVA and national AFM officers.

"(2) Members of the American Federation of Musicians who perform as an act, and, during the course of that act, do not play an instrument, will not be required or requested to resign from AGVA. This has reference to performers who may act as musicians one day and perform as musicians the next, etc. In either case, the activities of the individual are confined to the one classification—either performer or musician. This type of performer would be privileged to belong to both organizations, and to operate under the contracts of the respective organization having jurisdiction over the type of work being done at the moment.

"(3) Instrumentalists, whose performance consists in the main of instrumental playing, and who may incidentally do some acting or emseeing belong in the jurisdiction of the AFM. All band or orchestra leaders belong in the jurisdiction of the AFM, including those who act as emsees or vocalists, or give any other type of performance while acting as leaders of bands or orchestras.

"All instrumentalists, including cocktail units, accordionists, mouth organists, mandolinists, guitarists, xylophonists, zither players, etc., who play instrumentally exclusively, whether on stage, in a floorshow, in the spotlight or anywhere else, solo or with a group, shall not become members of AGVA, and must belong only to the AFM.

"(4) Actors whose performance consists mainly of acting, singing and dancing, etc., and who may incidentally, during a small portion of the act, play an instrument, properly belong in the jurisdiction of AGVA.

"(5) In both of the above cases, the performers or musicians, as the case might be, must use the contracts issued by their respective organizations.

"(6) Non-playing vocalists traveling with a band or orchestra belong in the jurisdiction of AGVA. However, singing musicians who are members of and play with a band or orchestra, shall not become members of AGVA, and must belong only to the AFM.

"(7) Members of the AFM who were constrained to resign from AGVA during the current dispute, and who are now determined to be rightfully belonging in the jurisdiction of AGVA pursuant to Paragraphs 1 and 8 of this letter, will be instructed to rejoin AGVA, and should not be required to pay a reinstatement fee.

"(8) In order to avoid endless controversy, both the AFM and AGVA agree that they will make every effort to review all acts whose jurisdiction is in controversy and to classify them as either belonging to one or the other organization, or both, and that after this is done, a classification will be issued to the act, attesting to the jurisdiction in which the act properly belongs.

"(9) Concessions agreed to by the AFM and AGVA in this letter agreement are not to be construed as setting a precedent, nor should they be considered as prejudicial to any rights the AFM or AGVA have with respect to their jurisdictions granted to them by the American Federation of Labor.

"(10) You have assured and guaranteed us that your executive committee, which includes the president and executive secretary, has authority and power to enforce this agreement insofar as AGVA is concerned. We have your assurance also that you will keep strict control over your branches so that they do not take action on their own with respect to any provision of this agreement.

"(11) This agreement may be terminated by either party giving the other 60 days' written notice of such termination."

These proposals are submitted in an honest effort to once and for all resolve this dispute. If these proposals meet with your approval, your signature indicating your approval at the bottom of this letter will constitute this a binding agreement.

Sincerely Yours,
James C. Petrillo
President

Nitery Take Dampened by Local Rains

Theaters Just So-So

(Continued from page 4)

holiday hurt both the latter two days.

The East Side rooms average from fair to poor. In some cases it was insufficient advertising, according to informed sources. In other cases it was the holiday that kept them away. Spots like the Ruban Bleu, Blue Angel, Versailles and the hotel rooms, Pierre, Plaza and Waldorf, did only fair. In most cases ops said that regulars were out of town for the long week-end and what drop-ins there were, were small.

The vaude-flick did well Saturday and Sunday, with the Music Hall and the Paramount way up front. The other theaters did okay but all of them went down Monday. The Tuesday holiday, with its sunny skies, kept them outdoors.

Probably the hardest hit were the resort spots. Week-end shows booked were canceled on a minutes' notice when the rains washed out customers. In some cases bookers who issued contracts were held responsible, but in most instances jobs were arranged on a verbal basis, so actors were merely told the dates were off.

Chicago cafe biz was big over Saturday and Monday but, as a result of the holiday week-end, it dropped off during the subsequent week.

CINCINNATI, June 3.—With many Cincinnatians hitting the outdoors for the long holiday week-end, local theaters and niteries experienced the usual slump. Percentage-wise, the dip was no greater than in other years.

The night spots in Kenton County, Kentucky, just across the Ohio River from here, suffered the least. With the gambling heat still on in the adjoining Campbell County, clubs there felt little of the holidays slump, as biz was already bad. Only Beverly Hills Country Club, with Ted Lewis on deck, held to something approximating normal business.

With the Campbell County gaming edict shooing much of the flush trade to the Kenton Count spots, ops there continue to prosper, with the Lookout House garnering the lion's share of the play.

HOLLYWOOD, June 3.—Nitery biz here over the Decoration Day week-end held up remarkably well in the face of the area's usual exodus to resort lands during a four-day holiday. Ciro's H. D. Hover reported the best week-end biz in a month. Swankery was featuring the Charlivels. Cocoanut Grove found biz taking a slight dip. Saturday night

(See Nitery Take on page 46)

Benny Ind. Boff Eases Mich. Flop

INDIANAPOLIS, June 3.—Jack Benny grossed $15,000 for his one-nighter here May 24 at the Coliseum. The same package playing last week in Detroit worked to half houses, and one show was canceled there because, as it was explained, flying schedule presented difficulties.

The Detroit date at the Masonic Temple, a 4,500-seater, played the first show to about half a house. At the Grand Rapids Stadium, biz was also off, and a later show was erased.

Observer blamed the biz drop in Detroit to the $3.60 top.

Las Vegas a Moola Oasis; Talent To Get $2,500,000

(Continued from page 3)

is off compared to a few years ago, but the sizable boost in tourists more than makes up the deficiency. Current grosses are greater than ever.

Chief attraction is Nevada's sanctioned gambling, considerably enhanced by use of high budget entertainment to lure 'em into the casinos. In less than a decade, smart operation and top-drawer talent has converted a whistle stop village of 8,000 into a booming resort town of more than 25,000, boasting some of the nation's swankiest hotels and niteries. Ops welcome the entry of new spots, feeling that newcomers will stimulate tourist interest. But when new rooms enter the talent market, they fear that already inflated salaries will skyrocket.

(See Las Vegas a Moola on page 47)

Krupa to Relight Palomar, Seattle

SEATTLE, June 3.—Palomar Theater here goes dark for three weeks June 5. Reason for move is installation of pushback seats and new floors. Flesh policy starts again June 26, with a bill featuring Gene Krupa. The Count Basie outfit has been scheduled tentatively for the week of July 3.

Altho no figures were quoted, Norm Bobrow, of Sterling Theaters promosh department, said that the weekly vaude policy with a headliner has proved more biz-hep than the regular five-act, no-big-name booking policy. Under the new plan top price is a buck, compared to 69 cents under the old scheme.

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VAUDEVILLE REVIEWS

Palomar, Seattle

(Monday, May 29)

Capacity, 1,200. Price policy: 50 cents to $1. Three shows daily, four on week-ends. Show played by Ray Watkins house ork.

The final week's bill before a three-week shuttering was solid, with each act cornering lots of mitts. Emsee Benny Rubin didn't miss a trick. His dialect material is as solid as ever and his hoofing impressions sold. Especially strong was his French-Irish-Jewish-Polish-Chinese turn, which had the yocks riding high. His Southern soldier overcame all resistance.

The Four Whirlwinds, roller skaters, won big response on double and single twirls, with the colored light an exciting visual factor. The two gals' air-flip twists near the floor worried the audience in just the right way.

The Duanos (Ted and Rita) terped to advantage. Tiny brunette and partner make much more of their waltz chores than mere filler material. Fandango finale hit healthy response. On the vocal side the Royal Brigadiers offered a Ben Yost-type turn. Quintet is sound vocally, but the he-man grenadiering tended to the corny side. Did such typicals as *Road to Mandalay*, *Stout Hearted Men* and a *Naughty Marietta* medley.

Bill was climaxed by Eddie Peabody who received terrific reception. Banjoist had 'em right from the start and had to beg off after a lengthy request period. Works his usual interpellations around a chord, and then swings into steadies: *Star Dust*, *Babyface* and *Tiger Rag*.

Pic, *Barricade*. *Wil Stevens.*

Chicago, Chicago

(Friday, May 26)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows daily; six shows week-ends. House booker, Harry Levine. Show played by John Pickering's house band.

Lucille Ball is one of the few flicker names who does p.a.'s thoroly prepared for a live audience. Coupled with her hubby, Desi Arnaz, who's been just average locally in the past, the Hollywood couple stack up as topnotch stage fare. The carrot-topped comedienne is a real looker with an ingratiating personality. Arnaz confines himself to fine Latin warbling and straighting for his frau. Miss Ball is exceptionally versatile, doing songs, trying her hand at the Charleston and contributing a Red Skeltonish bit built around her attempt to get a job with Arnaz's band. The last item fractured 'em. The duo's wind-up, with Arnaz doing his standard *Cuban Pete* while she comes on as a Brooklyn cutie, won a terrific bow-off mitt.

Rest of the show is also tops. Mary Raye and Naldi, working the rough opening slot, captivated pew-sitters with an opening number that featured some terrific handling of Miss Raye by Naldi and a spicy Cuban number to close. Karen Tedder, blond chirp last with Red Ingle, ran the gamut of song, doing everything from ballads to novelties. The Honey Brothers, three acrocomics, have a knockabout act in which every gimmick used was new. From start to finish they garnered bellylaughs.

Pic, *Love That Brute*.

Johnny Sippel.

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Oriental, Chicago

(Thursday, June 1)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Carl Sands' house band.

Current two-weeker is good entertainment, but fails to build to a crescendo finale. Louis Armstrong's concert group plays too much instrumental music, failing to come on with enough showmanship to put it over. Husky Velma Middleton, who, with Armstrong, did a show-stopping duet on *That's My Desire*, failed to do an encore. Armstrong's band, however, did six straight jazz numbers. With the terrific natural comedy talent in la Middleton and Armstrong, the unit is missing a great vaude bet.

Eileen Barton's vocal work cannot be properly assayed, for the lusty-voiced chirp worked too close to the mike. Gal, a tempestuous-looking youngster, knows salesmanship well, putting her numbers over visually. Her intro didn't stress her connection with the hit, *Baked a Cake*, with the result that she didn't get the attention she deserved from the start. Won heavy mitt with the hit rendition.

Joey Bardin hit immediately with several story gags, expertly told, after which he went into a series of meaty impreshes of musical instruments and auto horns. Worked in a brace of Irish ditties, before going into his excellent characterization of Jimmy Cagney, whom he resembles even with his new blond mop. Nabbed meaty mitts for all offerings.

June and Martin Barrett, a youthful, handsome tap team offering the standard tap routines, need something individual to set their work apart. Pair seem to have the ability to do something original judging from their fine interpretation of both rhythm and Latin numbers. Pulled okay mitt in opening spot.

Johnny Sippel.

Loew's Penn, Pittsburgh

(Thursday, May 25)

Capacity, 3,486. Four shows daily, five Saturday. Price range, 60 cents to $1.10. House band, Maurice Spitalny's orchestra.

House is trying another stage show venture to hype falling grosses and, with the little marquee value it has shown, did good enough biz opening day to warrant booking. Headed by Dick Contino, who is presenting his revue, show is a little top-h avy with musical acts, but it is a smooth-running production that garnered a big mitt thruout. Contino is a good showman and sells fine, despite a little stiffness in introducing the acts. Tops in the supporting cast is Johnny Mungall, a tenor, who as the extra (*See Loew's Penn, Pitts, on page 52*)

Palace, New York

(Thursday, June 1)

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

This is a pleasant variety bill with three standard acts, of which one is given marquee billing. The present show is a departure from the usual formula. Instead of eight acts it has only seven, and the headliner closes instead of going on next to closing.

Will Mahoney is the closer and his *She's My Lilly* tenor vocal got as big a hand here as it did when he worked the Palace in the two-a-day era. Mahoney's jaunty derby, toothy grin and general amiability found a ready audience. His punching-bag tap bits, falling hoofology and xylophone dance drew big hands. There was little doubt that the house still remembered him.

The show opened with Martez and Lucia, who started with a rumba song, seguing into some brilliant hand-to-hand, head-to-head and foot-to-foot balancing tricks. The red-headed gal, besides looking good, is a fine topper, while the short, dark lad is an equally fine understander. Harry Stockwell, on in two, gave a rousing bary rendition of an *Oklahoma* medley and wound up with *Old Man River*. In between it was *Movie Show in the Sky* and *Foolish Heart* for a sensational singing job. Stockwell's been in many musicals and in a few pix. His voice is thrillingly big and warm and his appearance sufficient to dress any stage.

Dog Tricks

Alf Loyal's Stallions, a group of dogs, most of them French poodles, come on with muzzles shaped to look like horse heads and go thru various precision paces. Later they go thru single bits, involving tight wire walks, hat catches, hoop catches, etc. In between there are amusing bits that helped tie the act into an excellent dog presentation for big hands.

Bob Evans's standard ventriloquist act using the "precocious" dummy, Jerry O'Leary, drew giggles which grew to yocks as the act warmed up. Baron and Bernay, dance team, did a pleasant terp job, pacing their numbers for appreciative effects.

The Three Swifts' standard comedy-Indian-club-juggling act was as smooth as ever. The audience here has apparently not seen them often, so every one of their standard bits drew good laughs and a fine exit hand.

Will Mahoney closed the show.

Pic, *The Kid From Texas*.

Bill Smith.

Roxy, Radio City Up Take; Other Grosses Just Okay

NEW YORK, June 3.—The two big houses, Radio City Music Hall and the Roxy, were chiefly responsible for the jump in over-all takes of the Stem's combo houses. The other theaters did okay, but the split up of the Decoration Day week-end holiday didn't help too much.

Radio Cit. Music Hall (6,200 seats; last 12-week average $123,000) did $155,000 for its second week with *Father of the Bride*, Ladd Lyon and Martin Brothers. Its previous week saw $150,000.

Roxy (6,000 seats; last 12-week average $68,000) zoomed up to $80,000 for its first week with Sid Ceasar, Faye Emerson, Imogene Coca and *Love That Brute*.

Capitol (4,627 seats; last 12-week average $43,000) collected $43,000 for its initial week with *Big Hangover*, plus Woody Herman band, Gene Baylos and Bill Farrell.

Paramount (3,654 seats; last 12-week average $78,000) for its second week—with *In a Lonely Place*, Patti Page, Elliot Lawrence ork, Pat Henning and Frankie Laine—took in $70,000 against an opening week of $80,000.

Strand (2,700 seats; last 12-week average $41,000) went off to $37,000 for its second week with Xavier Cugat ork, Herkie Styles and *Caged* after an opening week that saw $49,000.

Palace (1,700 seats; last 12-week average $18,000) had a normal sag for its second and last week of its anniversary show when its take was $26,000 against the opener of $30,000. Bill had Belle Baker, Smith and Dale, Cliff Edwards, four other acts and *Shadow on the Wall*. New show, reviewed this issue, has Will Mahoney, Three Swifts, five other acts and *The Kid From Texas*.

JUDY CANOVA



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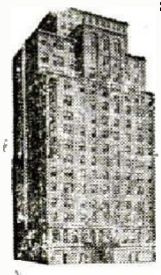
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ATA Sets Vaude For Okla. Arena

CHICAGO, June 3.—An experiment in amphitheater operation starts June 30 at the huge Lincoln Amphitheater, Oklahoma City, when Associated Theatrical Agency, Inc., starts a seven-day policy of vaudeville in the 14,000-seat outdoor layout. Frank Tracy, Oklahoma City agent, is being assisted by Leo Salkin, local booker, in packaging the weekly revues, which will use a mixed cast of vaude acts or a week of top name bands or concert packages. The amphitheater will play one show nightly at 25 and 50 cents admish. The amphitheater, which is 12 years old, was up to 1950 operated by the city, but has been leased by the agency for 1950.

A new amphitheater is currently being built in Kansas City, Mo., which, it is estimated, will hold 10,000. Up to now, no definite program plan has been set, but it's expected that the town's centennial program will be played there late in the summer thru early fall. The amphitheater will be open for short leases to independent promoters.


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NIGHT CLUB REVIEWS

Starlight Roof, Waldorf-Astoria, New York

(Thursday, June 1)

Capacity, 500. Price policy, $2 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Exclusive booker, Merrit Abbott. Estimated budget this show, $8,000.

A multi-barreled opening jammed the room so badly that confusion prevailed, much of it attributed to the various gimmicks the management had cooked up to celebrate a *Turn of the Century* motif. These involved door prizes plus an elaborate fashion show. As the prize awards and the fashion parade were run between shows, the dinner crowd was reluctant to leave. The supper mob, backed up in the outer lobby, made it a bedlam.

The Waldorf is a class spot, and giveaway gimmicks and door prizes are not for ultra spots like it. A show combo of Guy Lombardo and Vic Damone should be strong enough on its own. If it isn't, then door prizes won't help. The ill feeling around by absence of tables reserved in advance is hardly good public relations.

The opening brought the trade out in wholesale lots. The top agencies, music pubs and record companies were all well represented. It was natural for them to eat up everything done by either Vic Damone or Guy Lombardo. Adjectives that ranged from great to terrific were bandied about freely.

Damone Oversells

Vic Damone, visibly nervous, probably sang better than he ever did before. But tho the boy is good, he has not achieved the stature to permit him to oversell and go into heavy histrionics as he did opening night. Ordinarily, Damone is a fine ballad singer. On this show he stretched out notes so far and over-mugged so frequently that the meaning of the lyrics were frequently lost. He did noticeably better (for the non-trade customers) when he went into things with a beat or a novelty twist. His *I Love the Girl*, for example, was an outstanding success. It had amusing lyrics, a good delivery and a listenable tune. But even tho the Waldorf regulars may not cotton to Damone's more coinmercial Mercury items, *You're Breaking My Heart* and *Why Was I Born?*, the college kids will probably eat it up. Damone made a short reference to his nervousness that was engagingly humble. In fact, it was so good he might continue using it in his act.

Guy Lombardo did an outstanding job of show backing. In his dance sessions he's the same old listenable Lombardo he's been for so many years. But for the show the band really had to play music, and it did an impressive job.

The show teed off with Lombardo's pleasant emseeing and bringing on Bill Flannigan for a guitar solo on *The Third Man Theme*. It was an effective opener and tied in the fact that Lombardo has a smash Decca record on this number.

Mischa Borr did a solid chore of intermission music. *Bill Smith.*

Vine Gardens, Chicago

(Thursday, June 1)

Capacity, 175. Price policy, $2.50 cover charge, 50 cents minimum. Shows at 8:30, 12 and 2. Operator, Jimmy Pappas; publicity, Helen Weiss. Booking policy, exclusive thru Paul Marr. Estimated budget this show, $2,200 Estimated budget last show, $2,400.

This near North Side bistro has another strong show to follow Myron Cohen, who set new attendance marks for the spot. Primarily responsible is Willie Shore, whose relaxed performance tops anything he's ever done locally. Shore, in the headline spot, got 40 minutes and really worked. Hampered normally by a lack of material, Shore came up with a specialty bit on the local heat applied to strip joints, a rumba lesson with a customer and various other new top bits. Shore worked to two or three hecklers, with his returns grabbing show's best laughs. As usual, his dancing stopped the show.

The Rice Sisters, a pair of blonde lookers, offer an unusual acro-adagio turn, with gals doing excellent unison work and adagio work usually done by a boy and gal. Handling on two-man stuff is tops. Nabbed consistent mitting in the opening slot.

Bea Saxon should work to the mirrored wall during a rehearsal, for her facial grimaces mar an otherwise cute face. Gal puts plenty of soul into a song, but she needs some special material to make her act stand out. *Johnny Sippel.*

Mermaid Room, Park Sheraton Hotel, New York

(Wednesday, May 31)

Capacity, 400. Price policy, no minimum or cover. Shows at 7:30, 10:20, 11:40 and 1 a.m. Owners, Sheraton chain Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, $1,500.

Zither player Anton Karas, the man who started all this *Third Man* theme dither, is probably the most unassuming performer ever to appear in the Mermaid Room. Wispy, spectacled and dressed in conservative blue serge, the little Viennese looks more like a bashful bank clerk than a musician.

Some smart showman has devised the perfect way to sell a zither player to the public. Karas sits at an unadorned table against a stark black drop and plays three or four standards, a Viennese waltz and, of course, his *Third Man* music. Then taking no encores, he ducks modestly behind the curtain while an interpreter delivers a quaint "thank you" in Karas's behalf to the audience. Karas's simple dignity and astute musicianship add up to disarming showmanship.

In direct contrast to the melodic nostalgia of Karas and his zither, Joe Bushkin's Trio, at the stage bar, is strictly for moderns. Bop-styled and paced for speed, the group (piano, drums and bass) is musically sound and surprisingly show-wise. Pianist Bushkin supplies most of the latter quality with his relaxed mike manner and personal sales savvy. *June Bundy.*

IN SHORT

Tony Canzoneri and **Mark Plant** are looking for a comic and will form a new act. **Joey Adams** is now doing a radio show, "Rate Your Mate." **Charlie Yates** recently became a grandfather. . . . **Eadie and Rack**, piano team at the Blue Angel, originally went in for a two-weeker to pay part of their six-week vacation in New York. They've been there one year and five months. . . . **Harry Kilby**, ex-GAC, topper, opened his own agency in Miami with a cocktail party. . . . **Barbara Perry** was signed by Val Parnell to play opposite **Tommy Trinder** in "Starlight Roof" at the Brighton Hippodrome near London. . . . An eatery in town features orchid cocktails but explains one can't get high on them. The price is sufficient to keep buyers away. . . . **Jacy Collier**, of the Boston George Hamid office, is exclusive booker for the Salisbury Frolics, just outside of Boston. . . . Baltimore's Hippodrome closed its doors Wednesday (31) for renovations. It will be showless for about a month for extensive painting and repairing.

Mich. Bookers Merge With ARA

DETROIT, June 3.—A formal merger of the Michigan Theatrical Booking Agents' Association into the Artists' Representatives Association (ARA), rumored for several months (*The Billboard*, March 4), became a fact here Wednesday (31). The action was for ally ratified by the Michigan group's board of directors.

The move places what is generally considered the most solidly established independent booking group in the area in back of the ARA program.

Lastfogel Leaving Chi Morris Office

CHICAGO, June 3.—Bob Lastfogel, for the past 12 years with the William Morris office, this week ankled the local WM branch to go into business. If plans work out, he will go into personal management.

It is rumored that he will be replaced by a booker from New York.

PEACE DOVES

(Continued from page 44)

trillos' note to Van.)

AGVA members are already aroused at what they charge is a weak surrender to the AFM. They claim Petrillo was anxious to get the deal signed, so he could have it ready to read at the AFM Houston convention, and that Van, in giving actors away to AFM without full discussions, laid himself open to censure. Rank-and-filers claim verbal understandings between Van and Petrillo will have no standing in future disputes because there'll be no written instrument to refer to, except the one which was signed last week.

NITERY TAKE

(Continued from page 44)

(27) turnout was 610 as compared to 650 the previous week. Spot is playing the DeMarcos, Mimi Benzel and Miguelito Valdes. Palladium found biz equal to that of previous weekends. Beach spots, however, were deserted. Casino Gardens, which opened especially for the holiday week-end, reported turnout so low that the spot abandoned earlier plans for staying open thru the summer, and slammed its doors until next month.

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No Takers as Yet For Det. Bowery

DETROIT, June 3.—Despite the fabulous reputation of the Bowery during its 15 years of operation, there have been no offers for the spot since it was closed two weeks ago, according to the receiver, William C. Maguire. Assets of the place now stand at about $15,000, against some $35,000 of preferred claims, including taxes and labor, and an unstated amount of general claims.

Maguire is working on the sale of the liquor license, considered the most valuable portion of the remaining assets, and apparently is not hopeful of getting any substantial amount for good will. No inquiries have even been received to take over the name of the spot. Only plans considered probable at present are in reported efforts by Dorothy Barbaro, former wife of Frank Barbaro, who took over the place from him, to reopen with the assistance of fresh capital.

HOUSE BILL SETS

(Continued from page 3)

by the committee's decision yesterday to tighten up on that levy. The committee several weeks ago had tentatively voted to cut the cabaret levy to 10 per cent yesterday but, on voting to cut instead to 15 per cent, the committee brought into the open a conflict that has been seething backstage for days on this levy.

A committee spokesman said that altho the committee's latest action is considered as final, so far as the committee itself is concerned, there is no certainty that the measure may not again come up for reconsideration before the committee discharges a final bill to the House floor. The committee has been working every day for weeks on the tax bill, and there is still a lot of work to be done on other levies. It is doubtful if the committee can wrap up the bill within two weeks, but this nevertheless is the group's objective.

Las Vegas a Moola Oasis; Talent To Get $2,500,000

(Continued from page 44)

Five major hotels on the strip—a two-and-a-half-mile stretch of highway on the outskirts of town—have informally discussed plans of putting a ceiling on budgets, but at this time it appears unlikely that any concerted action will be taken. With two more lavish hotels slated to join the "big five," the struggle for talent could not be curbed by agreements. Off-the-record comments by some ops indicated that the fat-pay Frankenstein was already afoot. One op predicted that if an agreement is made it will fail as did earlier efforts to curb talent costs. Similar move was made before with ops agreeing to keep budgets below $5,000 per week. But within two weeks, talent handlers had whipped up competition to where ops were bidding against each other and budgets zoomed above the $10,000 mark.

Ops say there aren't enough names to go around. The Desert Inn, El Rancho, Flamingo, Last Frontier and Thunderbird change shows about every two weeks. With each house demanding 26 names per year, the strip must have 130 headliners annually. Ops feel its tough to find that many good acts now, and shudder at the prospect of new spots dipping into the shallow talent pool. With the opening of each new class room in recent years, the talent problem has become increasingly critical. First hotel was El Rancho Vegas, which opened in 1941. This was followed a year later by the Last Frontier. The $6,000,000 Flamingo opened three years ago. Last year the Thunderbird opened, and four weeks ago Wilbur Clark's Desert Inn kicked off with a $25,000 per week package headlined by Edgar Bergen and Charlie McCarthy.

More Coming

Guy McAfee and Jake Kozloff, of the Golden Nugget Gambling Hall, have formed the Sunrise Hotel Corporation and will soon break ground on the strip for a 250-300 room hotel, complete with nitery and casinos. Kozloff told *The Billboard* that the hotel will be comparable to the big five and will follow a Class A talent policy. Ground has been staked out for a seventh hotel on the strip, backed by local and Holl, wood cash. Mae West will start building her Diamond Lil's theater restaurant, also expected to go after top talent.

To further complicate the picture, ops have to shoulder the freight in bringing acts from the East. With a majority of tourist trade coming from Southern California, hotels strive for talent that's fresh to Hollywood audiences. Spots will pull in Eastern attractions and pay extra dough to make it worth their while. However, as soon as the acts complete their Las Vegas stands, they invariably move to Hollywood. Some ops are griped by this procedure, claiming it unfair because they are forced to carry the freight load.

With gambling as the sole source of revenue, niteries and hotels purposely operate at a loss. Altho cafes offer lavish shows, none of them charge a minimum or cover. Idea is to make a Las Vegas junket so reasonable that it is hard to resist, even for the guy with a moderate pocketbook. Most of the spots are designed to make nitery patrons walk thru the casino to enter the cafe. No cover-minimum, 50-cent drinks, reasonably priced meals and high-priced entertainment puts patrons in a gaming mood. For the same reason, ops avoid buying name dance bands. After the show they want patrons in the casinos.

Shows are geared to attract repeat biz, and it works if the shows are strong enough. Cafes favor the Eastern formula of produced shows, using three or four acts, a line, costumes, special lighting and orks.

The Desert Inn's (capacity 400) current show, costing about $7,500, has Connie Boswell, Dean Murphy, Johnson and Owen, a line of 12 and Eddie Oliver's band plus Johnny (ex-Art Mooney vocalist) Martin. Miss Boswell holds them with her medley of oldies, Dean Murphy's fast blue-tinged gags kept laughs coming. Johnson and Owen's parallel bar act was tingling.

El Rancho Vegas (capacity 320; estimated budget $5,000) has the Hoosier Hotshots as a holdover. It's one of the weaker shows in town, tho Artini and Consuelo, also on the bill, do a solid job. The line (8) does two good numbers, and Carlton Hayes's ork backs and plays for dancing.

Flamingo (capacity, 700; estimated budget $12,000), one of the plushiest in town, has Harpo Marx who regularly brings down the house. Jeanne Determan's ballading shows a fine legit voice; Mickey De Wood's bary pipes are good, and line (12) is effective, featuring the Kings and Dick Maitland in special routines. Bill Clifford's ork backs and does the dance music.

Thunderbird's (capacity 600; estimated budget $6,000) show follows a circus motif, using Jimmy Wakely (Capitol disker) in the featured spot. It's a return date for him and, judging from the hands, he's a real draw. Betsy Jones, chirp with Sandy Sandifer's ork backing the show, is subbing for Maggie Whiting in the duet work with Wakely on such disks numbers like *Slipping Around* and *Let's Go To Church*. Artie James does a fine roller skating act; Boy Foy does equally well on the unicycle. Line (6) follows the circus idea, and Barney Rawlings is a capable emcee.

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Legit Gross Good Over Holiday, But All Played Out by Tuesday

(Continued from page 4)

and Sunday, racked up capacities thruout, but Tuesday night house count tabbed 40 per cent of empty pews. *Come Back, Little Sheba* and *Lost in the Stars* were in the same boat. *Sheba* did a nice $1,272 for Saturday mat and $2,476 the same evening. Monday night racked up $2,414. Holiday mat snagged $1,882, but the evening take dropped to $1,680, nearly 40 per cent less than the Saturday night mark-up. *Stars* claimed 70 per cent capacity for Saturday business and 85 per cent on Monday night. Tuesday mat was a sellout, but evening business took a dive of 40 per cent. *As You Like It* fared a little better. Saturday mat and evening had the house seven-eighths full. Monday sold out and Tuesday night was only 20 per cent off. A parallel to *Like It* was *The Happy Time* with sellouts Saturday and Monday and a Tuesday night take 25 per cent off the beam.

On down the list tabs *I Know My Love* with a normal Saturday, but a drop from a $2,462 Monday take to a gross of $1,672 Tuesday. *Mister Roberts* sold out Saturday and Monday. A holiday mat racked up 50 per cent over the usual mid-week mat take, but the evening show dropped to 15 per cent below normal. *Detective Story* grossed a weak Saturday mat against a normal Saturday night. Monday showing took a substantial leap and the holiday mat was double the usual showing. Once more, however, Tuesday night showed a 30 per cent drop. *Wisteria Trees*, Tuesday night performance, was off 20 per cent over take of the same night of the previous week.

Up at the City Center, the pop-priced revival of *A Streetcar Named Desire* did fine business Saturday and Sunday, but tumbled Tuesday night. *Clutterbuck*, which is weathering it out on a cut budget, two-for-one basis, held up Saturday and Sunday to three - quarter capacity, but slumped a few hundred dollars on the holiday night. *Texas, L'il Darlin'* averaged about 25 per cent capacity for Saturday mat and evening and 80 per cent for Monday evening and Tuesday mat, but on the final holiday session really took a beating to the tune of 30 per cent of a sellout. *Death of a Salesman*'s sales record for the week-end was $3,000 for Saturday, $2,700 for Monday as against $1,700 Tuesday night.

Over-all, the long week-end legit graph seems to follow the pattern of previous seasons, good or bad. It would seem by this time almost axiomatic, that on a four-day continuous holiday folks are too exhausted on its final night to make a theater trek. Except in the case of tremendous advance sales, managements are bound to be looking at a flock of empty pews. Last Tuesday just pointed it up all over again.

BROADWAY SHOWLOG

Performances Thru June 3, 1950

DRAMA

	Opened	Perfs
A Streetcar Named Desire (City Center)	5-23, '50	15
Clutterbuck (Biltmore)	12- 3, '49	210
Come Back, Little Sheba (Booth)	2-15, '50	125
Death of a Salesman (Morosco)	2-10, '49	548
Detective Story (Hudson)	3-23, '49	501
Mister Roberts (Alvin)	2-18, '48	941
Peter Pan (Imperial)	4-24, '50	48
The Cocktail Party (Henry Miller)	1-21, '50	156
The Consul (Barrymore)	3-15, '50	99
The Happy Time (Plymouth)	1-24, '50	151
The Member of the Wedding (Empire)	1-5, '50	172
The Show-Off (Theater-in-the-Round)	5-31, '50	5
The Wisteria Trees (Martin Beck)	3-29, '50	77

MUSICAL

Gentlemen Prefer Blondes (Ziegfeld)	12- 8, '49	204
Kiss Me, Kate (Century)	12-30, '48	594
Lost in the Stars (Music Box)	10-30, '49	248
South Pacific (Majestic)	4- 7, '49	476
Texas, L'il Darlin' (Mark Hellinger)	12-25, '49	220
Tickets, Please (Coronet)	4-27, '50	44
Where's Charley? (St. James)	10-11, '48	688

CLOSED

Arms and the Girl (46th Street) (Closed May 27, 1950)	2- 2, '50	(132)
The Liar (Broadhurst) (Closed May 27, 1950)	5-16, '50	(12)
The Innocents (Playhouse) (Closed June 3, 1950)	2- 1, '50	(141)
As You Like It (Cort) (Closed June 3, 1950)	1-26, '50	(145)
I Know My Love (Schubert) (Closed June 3, 1950)	11- 2, '50	(247)

K. Francis' "Fancy" Opens Subway Ckt

NEW YORK, June 3.—The Subway Circuit season was officially ushered in Tuesday (23) by Kay Francis and company at Brooklyn's old Flatbush Theater. The first Subway package to tee-off from the Flatbush on the four-theater circuit, comprising the Windsor, in the Bronx, the Brighton, at Coney Island, and the Central in Passaic, N. J., is a revival of Fay Kanin's campus comedy, *Goodbye, My Fancy*.

Fancy has lost some of the subtlety of its original Broadway presentation. The role of the college prexy is played down and that of the photographer stepped-up for laughs, and the overall seems speeded to accentuate the obvious. However, from its Flatbush reception, it was evident that the broader treatment is right in the Subway groove and it should get a hearty welcome all the way 'round the circuit.

Kay Francis is an extremely agreeable substitute for her predecessors in the shoes of the congresswoman who returns to her alma mater for an honorary degree and an effort to recapture a lost love of 20 years, and opening night left no doubt as to her draw with the customers. Hailia Stoddard, of course, snares most of laughs as the lady-solon's Washington secretary who knows all the answers, and a similar good performance is turned in by Florence Sundstrom as the lady's not-so-pin-brained ex-roommate. Frank Albertson's mag photog, as indicated above, is more broadly accented than previous Matt Coles. But he may be forgiven a double-take or two in the interest of emphasizing a good line. Joel Ashley's prexy-in-quest-of-his youth is elegantly touched with grey at the temples and likewise elegant in tails or cap and gown. For some reason or other the part has been subdued for a mannered performance, perhaps in order to highlight the play's comedy values. Despite such restrictions Ashley manages to give an excellent account of himself.

So the Subway Circuit can now be accounted in full bloom. Jean Parker and Lon Chaney Jr. bow in at the Flatbush Tuesday (30), in *Born Yesterday*, and Sylvia Sidney and John Loder follow a week later in *Anne of the 1000 Days*. *Bob Francis.*

Broadway Review

THE SHOW-OFF

(Opened Wednesday, May 31)

THE ARENA

A comedy by George Kelly. Staged by Martin Manulis. Costumes and lighting by Beulah Frankel. Business manager, Joseph Moss. Stage manager, William Harmon. Press representative, Reginald Denenholz. Presented by David Heilweil and Derrick Lynn-Thomas

Clara	Carmen Mathews
Mrs. Fisher	Jane Seymour
Amy	Frances Waller
Frank Hyland	Joseph Holland
Aubrey Piper	Lee Tracy
Mr. Fisher	Walter Cartwright
Joe	Archie Smith
Mr Gill	Howard Wendell
Mr Rogers	Dudley Sadler

There is both good and bad in the David Heilweil-Derrick Lynn-Thomas introduction of arena style legit to Broadway. Their choice of a revivial for an opener is excellent. George Kelly's 26-year-old comedy, *The Show-Off*, is still as amiable a character lampoon as it was back in 1924 at the Playhouse. It has been aptly cast and ably directed. As far as the *Show-Off* is concerned there is no question as to its acting or projection. Behind a curtain or "in-the-round" it is decidedly worth the seeing, and if it sign-posts the caliber of future "arena" productions, artistically presages a pleasant summer.

Commercially, however, the experiment begs pertinent questions. There is nothing new about "theater in the round"—a central platform, sans scenery and with the sketchiest of props, surrounded by banked seats. Similar has variously been done over the country in the last dozen years. The new angle is to bring it to a ballroom of Broadway's Hotel Edison, seat an audience of some 500 in ballroom chairs and include an adjacently convenient bar and tables for a quick bite.

It has long been a reporter's opinion that arena theater, since it demands, sans scenery, an audience's intensive attention to get the most out of the proceedings, must cater to the pew-sitter's comfort. Unfortunately, the pew set-up at the Edison is far from what it ought to be. The chairs are stiff, uncomfortable and packed close together. But worse still is the layout of two rows of each foot of elevation. It may be fine for the customers in the front pews, but the behinders are in for neck-craning to a point of losing the thread of the show. It would be an easy matter to step the tiers at an elevation of six inches each and let everybody see enough to get their money's worth.

Show-wise, as stated above, the Kelly comedy still stands up as a sardonically musing portrait of a flatulent braggert who raises hob in a middle-class Philadelphia family by marrying its youngest daughter. It has been extremely well adapted to "all-around" projection by Martin Manulis, and is skillfully played by a well-selected cast. Lee Tracy, who created a more or less minor part in the original production, returns to the revival in the title role. He gives an adept performance gaited for laughs and somehow or other makes a customer like the loud-mouthed heel, which is likely what Kelly intended. But it is Jane Seymour's mother-in-law-in-spite-of herself which is the high point of the play. Her playing thruout is a complete delight. Fine, too, is Carmen Mathews as the older sister who has an Indian-sign on her fatuous brother-in-law, and Frances Waller does well by the vocally hypnotized wife. There are good contributions also from Archie Smith and Howard Wendell.

In sum, the Heilweil-Lynn-Thomas experiment unveils as intriguing to the eye and ear, if not too comfortable to the seat of the pants. There is, however, a grave doubt in a reporter's mind that, interesting as it is, it will stand up to regular theater competition. Folks are likely to think a $3.60 tip is a hefty tariff for a show with no curtain and no scenery. *Bob Francis.*

Still Time

NEW YORK, June 3.—There is still time to secure a ballot and vote in the Seventh Annual Donaldson Awards. Deadline for voting is Monday (12), but if you work in or about the theater and wish to make your selections of the "bests" in theatrical achievement for the 1949-1950 season, all you have to do is to mail the coupon included in these pages to *The Billboard*. An eligibility list and ballot will promptly be sent you. These are your own awards—the accolades of the theater to its own. They can only mean all they should to the winners, when all their co-workers vote. This is the last call. Mail the coupon at once. No ballots will be counted which are in the mail later than midnight Monday (12).

500 Members Vote At Equity Election

NEW YORK, June 3.—Five hundred members attended Actors' Equity's 37th annual meeting at the Hotel Astor Friday (2). Major agenda was the election of new officers and council members. Results of the voting are currently unavailable, since the ballots will not be tabulated until Monday (5).

It was resolved from the floor that the council's contract negotiations committee be enlarged to include three representatives of membership-at-large, and that it be instructed not only to stand on the present contract, but also to secure the additional demands which Equity is presenting to the League of New York Theaters. It was further recommended for council's consideration that managers of touring shows shall engage road accommodation for cast members as a whole, without reference as to race or color of an actor.

Highlight of the meeting was the presentation of the Clarence Derwent Awards, the annual accolade of $500 going to the most promising non-featured actor and actress of the year. Madv Christians presented the checks to Gloria Lane, of *The Consul*, and Douglas Watson, of *That Lady*.

Chi 'Mice' Hits Hot Stride

CHICAGO, June 3. — *Two Blind Mice*, starring Melvyn Douglas, is wowing the customers at the Harris Theater here and seems set for a full summer's run at the Loop house. New policy understood to be, since *Mice* biz picked up, to drop Wednesday matinee but increase performances to seven nights a week, plus the Saturday afternoon show. Douglas is known to have had other commitments in the East for late June or July, but to have dropped these since it became apparent that *Mice* is in for a heat-wave run.

Fitzpatrick Heads Det. Opera

DETROIT, June 3.—Leo J. Fitzpatrick, owner of WGR, Buffalo, was re-elected president of the Detroit Civic Light Opera Association, which stages an annual 10-week season at the local Masonic Auditorium. Earl J. Hudson, president of United Detroit Theaters, was elected vice-president; C. Harry Chisholm, secretary, and E. C. Stephenson, treasurer.

Elected to the board of trustees were Henry T. Ewald, Edgar A. Guest, E. R. McDuff, and Raymond J. Meurer, theatrical counsel.

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Shuberts Seek U. S. Charge Nix

NEW YORK, June 3. — Making general denial of all charges, Lee and J. J. Shubert, Marcus Heiman and their booking office asked for dismissal of the government's anti-trust action in answers filed in U. S. District Court Wednesday (31).

The Shuberts, in their defense, claim that the suit is barred from prosecution because the acts complained of by the government, if they gave rise to any cause at all, were committed over six or 10 years ago. The Shuberts further claim that the business of producing legitimate attractions is not trade or commerce within the scope of the Sherman or Clayton anti-trust acts, since the presentation of a legitimate production is a transaction that is substantially local in character.

In another defense, the Shuberts, denying allegations of the government's suit filed February 21, claim that their alleged acts have not imposed any unreasonable restraints on interstate trade or commerce, have not resulted in any exclusion of competition, have not been in furtherance of a conspiracy to monopolize, and have not been in furtherance of or in combination to effectuate a monopoly, but have only served as protection in accomplishing legitimate commercial purposes.

They also claim that the chaotic economic conditions which have prevailed during the past 20 years and are presently prevailing in the legitimate theater business have forced them to reduce and limit their activities, rendering impossible any attempt by them to monopolize or impose any illegal restraints.

The Shuberts claim that the years prior to the depression found the theatrical business in an unsound condition attributable to an oversupply of theaters, a lack of desirable legit productions to keep them running on a profitable basis, and a decline on the road. In early years, they claim, the booking, both in metropolitan centers and on the road, was mainly carried on by the Shuberts and the Erlanger interests. They argue that the effect of the depression on business in general and on the Shubert Theater Corporation in particular, threatened to force them into receivership. The receivers, it is claimed, concluded that the theatrical business had expanded beyond the point of profitable return, so the receivers submitted a plan in June, 1932, for the creation of a single booking company, to be controlled by the receivers and the Erlanger interests. The plan was submitted to the U. S. District Court and approved, say the Shuberts.

The defendants point out that they have been in business for 50 years, and the Select Theaters Corporation and United Booking Office in business for the past 17 years. If their activities and operations had constituted any violation of the Sherman or Clayton acts, they say, the government had ample opportunity to prosecute and enjoin. The government's failure to do so, they maintain, would make it guilty of laches and bars it from maintaining the action.

ROUTES

Dramatic and Musical

Chocolate Soldier (Curran) San Francisco.
Death of a Salesman (Mayfair) Portland, Ore., 6-10.
Kiss Me, Kate (Cass) Detroit.
Lend an Ear (Great Northern) Chicago.
Mr. Roberts (Colonial) Boston.
Miss Liberty (Shubert) Chicago.
Oklahoma (Erlanger) Chicago.
Peep Show (Forrest) Philadelphia.
South Pacific (Philharmonic Auditorium) Los Angeles.
Two Blind Mice (Harris) Chicago.

Silo Circuit

The Valley (Holyoke, Mass.) Players open their ninth season at Mountain Park Casino with "For Love or Money" June 19. Other plays on their 11-week agenda are "Peg o' My Heart," "Life With Mother," "The Traitor," "The Royal Family," "Harvey," "The Winslow Boy," "Philadelphia Story," "Love Rides the Rails," "Light Up the Sky," "The Damask Cheek," and "The Happiest Years."

Tickets go on sale June 5 both in Washington and Baltimore as well as at the Olney (Md.) Theater for **Paulette Goddard's** silo bow in "Caesar and Cleopatra," June 16. The star is currently rehearsing with **Francis Compton** and **Hurd Hatfield** in New York under direction of **Arthur Sircum**. Troupe arrives in Olney June 13.

Herbert Kenwith, formerly partnered with **Harold Kennedy** in the management of the Princeton (N. J.) Summer Theater, will this year go it alone. The playhouse opened May 19 with **Shelley Winters** starred in "Born Yesterday." House will operate on its previous guest-star resident company basis. **Lawrence Farrell** will take over company management chores.

Guy Palmerton has set "Apple of His Eye," starring **Kirk Brown**, for his Worcester (Mass.) Playhouse for June 6 week. Supporting cast includes **Virginia Maddocks, Carl Betz, Edna Preston** and **Joseph Allen Jr.** Palmerton playhouse futures include "Harvey," "Born Yesterday," "Silver Whistle," "Councellor at Law," "Goodbye, My Fancy," and "Take Me To Town." The last is a new musical, and **Beatrice Kay** may do the lead.

The Brattle (Cambridge, Mass.) Theater Company has been invited to take over the summer management of the Cohasset (Mass.) Summer Playhouse, beginning July 3. Star and resident company policy will be followed. The Brattle troupe will also present its regular 10-week summer schedule at its own Cambridge (Mass.) summer playhouse.

Philly Legit Ends Season At Lowest Ebb in 16 Years

PHILADELPHIA, June 3.—The 1949-'50 legit season, altho there is still one more show on the boards, hit a new low for the past 16 years in respect to the number of attractions offered, its late starting and early shuttering. Even the quality of tryout attractions—and Philadelphia is still rated primarily a tryout town—showed a slump. A goodly number of tryouts failed to take local heed and tripped early on Broadway, but some others decided they might as well call it quits here.

While the 1948-'49 season was considered the low, and there were hopes that the hump had been hurdled, the fact that 1949-'50 dipped even lower doesn't augur well for the coming year. With television and other entertainments making a grandstand play for patronage, legit will never be able to rest on past laurels.

As a matter of fact, this marked the fourth successive year, with four legit temples available (all operated by Shubert interests), that there has been a constant decrease in the number of attractions coming into the city. From the season's belated opening last September 26 with *Touch and Go* to the *Peep Show*, which opens Monday (5) at the Forrest Theater and is practically a post-season offering, the 1949-'50 stretch brought in only 40 attractions of all shapes, sizes and smells. The year before it was 45 shows, and even that marked a slump of seven from the preceding period. The figures for 1946-'47 were 55, and for 1945-'46 63, the first season after the war when everything pointed to a renaissance in the theater.

As black as the legit picture here might be, it is remembered that it was even bleaker in depression years. In a single season, the number of shows fell to 31—a year when there was no television or talkies. The peak was 125 attractions.

Indicative of the lack of interest is the fate of tryouts, with the public holding on to their dollars in the face of a long string of turkeys. Last year, out of 24 tryouts, 10 entrenched on Broadway. At this moment, of 22 pre-Broadway viewings, 5 are in business on Broadway—*The Member of the Wedding, The Consul, The Wisteria Trees, Gentlemen Prefer Blondes* and *Arms and the Girl*. Altho *The Liar*, which preemed here, is also on Broadway, its fate is uncertain.

Those having pre-Broadway showings here but failing to last the season on the Stem include *Touch and Go, Montserrat, Love Me Long, Metropole, The Rat Race, How Long Till Summer, Alive and Kicking, The Enchanted, All You Need Is One Good Break, Now I Lay Me Down To Sleep, The Bird Cage, Great To Be Alive* and *Cry of the Peacock*. Two offerings got no further than Philadelphia—*Signor Chicago* and *House on the Cliff*, while the 22d pre-Broadway offering, *Peep Show*, has still to pass its local test.

Only bright spot was the box-office chalked up by *The Wisteria Trees* at the Shubert. For the second week of its fortnight engagement starting March 13, the Helen Hayes vehicle played to a capacity-plus crowd, and at a $4.55 top, set a new house record of $36,144. The previous mark was set by Katharine Cornell in *The Barretts of Wimpole Street*, in 1932, when a $3.60 top brought in $33,657.

Best all-round business was done by the three perennials—*The Student Prince, Blossom Time* and *The Merry Widow*. Five dramtic revivals fared indifferently, despite name leads, with the public for the most part passing up *The Man Who Came to Dinner* (with Monty Wooley), *Philadelphia Story* (Sarah Churchill), *Private Lives* (Tallulah Bankhead), *The Barretts of Wimpole Street* (Susan Peters) and *Tobacco Road* (all-Negro cast).

Of the post-Broadway offerings, there were five dramatic pieces with *Streetcar Named Desire* faring best at the box office for a three-week stand. Play preemed here. There were inauspicious first-times for *The Mad Woman of Chaillot; Goodbye, My Fancy; Yes, M'Lord* and *The Silver Whistle*. Two musicals came from New York, with the return for *Brigadoon* doing well, while lack of names kept down interest in the first time around for *Lend an Ear*.

Other three attractions were in the novelty class with *Les Ballets de Paris* doing heavy business at the Shubert. Another dance revue from New York at the same house, *A Night in Spain*, was a washout. Rounding out the roster was the annual visit, and always a profitable one, for Blackstone's magic show.

Not included in the season's tally are three Yiddish-language shows coming in during the year—Molly Picon's *Abi Gezunt, The Cantor's Boy* and Herman Yablakoff and Morris Schwartz in *Yosele the Nightingale*

MANHATTAN GROSSES

(Continued from page 3)

mond trailed with $24,734,000 and $2,778,000, respectively.

The Brooklyn total turned out to be higher than that for all but a dozen States, while Queens as an amusement center compared favorably with such States as Minnesota and Washington, and far outshadowed States in the South and Southeast.

The comparable figures from the preceding census of 1939 are lacking. Census estimated that the 1948 total was more than double that for the earlier year.

New York City had 2,436 amusement businesses in operation during 1948, and they employed 28,493 workers during the week of November 15, 1948, when the count was taken.

Not counted as in the amusement category in the census were radio-TV and night clubs. Included were movies, legit houses, arcades, skating rinks, dance halls, bands, outdoor shows operating in New York during the census period, swimming pools and professional sports.

Insure Your Vote

Each year for the past six years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Seventh Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May, ballots and instructions are delivered by hand to the theaters to all players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

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Magic

By Bill Sachs

RANDOM NOTES gleaned while roaming the mezzanine of the Sherman Hotel, Chicago, during the combined IBM-SAM convention May 27-30: Virtually every pro magi present had his finger on the television pulse, hoping to come up with an idea that might keep the moola rolling in. **Bill Baird** and wife, **Florine**, are in their eighth week of an indefinite engagement over WBKB-TV, Chicago, for the Holsum bread people, with a half-hour tele stint each Tuesday, 5:30-6 p.m. Bill puts on a magic round-table for kids, with Florine giving 'em the history on magic and magicians. They keep the kiddies interested with a magic slum giveaway. . . . **Johnny Paul**, who still operates his own tavern in Cicero, Ill., has a tele show coming up on a Chi station within two weeks, with Drewry's Ale as the sponsor. . . . **Jack Herbert**, emsee magicker, is doing a talent search stunt on one of the Chi TV stations, with the pick-up coming from a different neighborhood house four nights a week. . . . **Harry Blackstone** was accompanied to the convention by his son, Harry Jr., a student at the University of Arizona. Blackstone has a television show pending. The pact was to have been signed several weeks ago but the day before the deal was to have been made the agent handling it dropped dead. Proposition calls for Harry to do a weekly show, using eight people, with the deal slated to net him around 3G a week. . . . **Johnny Platt** is nearing his third year at the Gay 90's in the LaSalle Hotel, Chicago, where he works the tables and bar in addition to presenting two shows nightly. . . . **David Bamberg (Okito)**, whose wife, **Marie Dean**, passed on in Mercy Hospital, Chicago, May 17, found much solace in mingling with his great host of friends at the conclave. Seen frequently with the veteran Okito on the convention floor was **Al Saal**, of Toledo, who Bamberg describes as his most adept and efficient pupil. . . . **Carter Harrison, Wichita, Kan.**, trixster and former member of the Kansas State Legislature, is Democratic candidate for Congress in that State.

* * *

POSSIBLY the most interesting personality at the convention, and the one to attract the most attention, was **P. C. Sorcar**, of Calcutta, India, said to be one of the leading conjurors of that faraway country. Sorcar was the surprise feature at the Sunday night International Show at the convention and gave a good account of himself with a mental routine. On the same night he doubled on a huge charity at the Chicago Opera House on the same bill with **Bob Hope**. As the prize souvenir of his Chicago visit, Sorcar went away with a photo of himself taken with Hope. Sorcar was the guest of **Jack and Anne Gwynne** at their Chicago home for several days before and after the convention. . . . **T. J. Crawford**, of Nashville, missed his first IBM convention, due to illness. He is a past president of the IBM. . . . **Joe Berg**, Chicago, tops all of the nation's magic dealers in magic convention visits. He hasn't missed a one since their inception. **Bob Nelson**, of Nelson Enterprises, Columbus, O., runs him a close second, having missed one. . . . **Milbourne Christopher**, prior to leaving the Coast for the Chi conclave, gave a special performance for **Leaquit Ali Khan**, prime minister of Parkistan, and Mrs. Khan in their Hollywood hotel suite. The request came after the prime minister's wife had been intrigued with Christopher's niftles during a show at the Friday Morning Club in the Movie Capital. . . . **Randolph the Magician** hopped to the conclave from Bill's Green's, Pittsburgh, where he put in a two-weeker. He moves into the Brown Hotel, Louisville, June 16 for a fortnight's stand, and moves from there to the Henry Grady Hotel, Atlanta. . . . **McDonald Birch** and wife, **Mabel Sperry**, remained in Chicago for several days after the convention to line up new material, wardrobe and sundry paraphernalia for their new season. The Birches will henceforth cut their annual tour considerably to spend more time at their attractive home at Malta, O.

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CHICAGO, June 3.—The old magic saws, "Take a card" and "Have you seen this one?," reverberated thru the halls and rooms of the Hotel Sherman here over the Decoration Day weekend (27-30) as 1,050 magicians, amateurs and pros, and their ladies gathered to participate in the first combined convention of the International Brotherhood of Magicians (IBM) and the Society of American Magicians (SAM). It marked the 22d annual conclave for the IBM and the 18th for the SAM.

The joint meeting of the nation's two largest magic organizations attracted one of the largest gatherings of magicians and magic enthusiasts in the history of the ancient art in America. That the initial joint gathering of the two groups was a success is attested by the fact that at the respective business meetings Tuesday (30) members of both orgs voted to go joint again in 1951 in New York. Dates will again be around Decoration Day.

Verne W. Uker, general chairman of the convention committee, and his able assistants laid out an interesting program to keep convention visitors happy. Opening with a get-acquainted party Friday night (26), the convention was the usual round of magic shows, demonstrations and contests, winding up with a banquet Tuesday night in the Grand Ballroom of Hotel Sherman, with W. C. (Dorny) Dornfield serving as toastmaster. The business sessions served up nothing exciting.

Among foreign magi present were P. C. Sorcar, one of India's top conjurors; Ray Bentley (Cedric), of South Africa; John Ramsay, Scotland, and Paula Baird, Goodliffe, Francis White, Geoffrey Buckingham, Willane and Tom Harris, all of England.

Results of the IBM's mailed balloting on new officers as revealed at the convention were as follows: Walter Coleman, New York, president; James B. Lake, Toronto, first veepee; Don Rogers, Sun Valley, Calif., second veepee; Dr. A. L. Baldwin, Pittsburgh, secretary; Mrs. Hazel M. Krock, treasurer. New members of the IBM's international executive committee are C. James McLemore, Indianapolis, and Arthur Reichenback, Allentown, Pa.

At the business session Tuesday morning the SAM elected the following officers: Richard DuBois, New York, president; Ace Gorham, Boston, vice-president; William Greenough, New England veepee; Leslie P. Guest, Eastern Seaboard veepee; Ed Drane, Midwestern veepee, and Bob Haskell, Pacific Coast veepee; Vynn Boyar, secretary (re-elected); Jean Hugard, treasurer (re-elected), and Burdett Bowman and Tom H. Hawbecker, sergeants at arms. W. C. (Dorny) Dornfield was again chosen to edit M. U. M., the org's official publication. The SAM also voted to publish M. U. M. itself in 1951 when its present contract with *Sphinx Magazine* runs out.

Twenty-four dealers in magic and magic equipment displayed their wares in the hotel's exhibit hall.

Can. Showbiz All-Out With Flood Benefits

TORONTO, June 3.—An all-out effort by the entertainment industry in Canada to aid the Manitoba flood relief fund is booming. Shows everywhere are being given gratis by the entertainers.

This week the radio comedy team, Wayne and Shuster, flew their show to Fort William, Ont., 600 miles from here. The company included Samuel Hersenhoren and his orchestra; Herb May, announcer, and singer Terry Dale. Other artists who joined the variety show presentation were Mildred Morey, singing comedienne; tenor Jimmy Shields, dancer Tina Cheevers, and the Marquettes, puppeteers.

As part of benefit show the team will do their regular weekly broadcast over the CBC Trans-Canada Network for Toni.

Meanwhile another benefit show is being organized under the direction of Murray Little, booker-manager of the Casino, for his house here. The show, on a Sunday evening, will be by special permission, inasmuch as all houses here come under Sabbath blue laws.

The show will take in all acts from local niteries and the Casino show itself.

SMALL BUSINESSES

(Continued from page 3)

ers was 9,000 in 1948 and 7,700 the preceding year.

The sample survey of Social Security records indicated there were 700 amusement firms in both years employing 50-499 employes. For operations with 500-999 workers and 1,000 or more, Commerce reported only that there were fewer than 50 in each class for both years.

Counted in the amusement category for this survey were legit theaters, dance halls, bowling alleys, circuses, carnivals, coin arcades, swimming pools, amusement parks, and "miscellaneous amusements."

CINCINNATI, June 3.—The Cincinnati Summer Opera Association kicks off its season in the zoo theater July 2 with Winifred Heidt and Ramon Vinay in the featured roles of *Samson and Delilah*, Fausto Cleva conducting. General admissions have been scaled at 65 cents, 90 cents and $1.20. Reserves go for $1.50, $2, $2.50, $3 and $3.50, tax included.



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Burlesque

By UNO

RIALTO, Chicago, has almost doubled its biz since **Harold Minsky** has taken over. House is being booked by **Milt Schuster**. Current cast includes **Joe DeRita, Herbie Barris, Stanley Montfort, Wauneta Bates, Judy Carron** and **Lorraine Gilbert**. Other Schuster placements include **Lotus DuBois, Walt Stanford, Sammy Price, Buddy Bryant, Betty Jo Morgan** and **Vivian Keenan**. State, Canton, O. (booked exclusively by Schuster) and Cliff Cochran, Follies, Los Angeles. . . . Fox's, Indianapolis, closed for the season May 31. . . . **Eddie Lynch** is producer and assistant manager to **Eddie Shafer** at the Roxy, Cleveland. . . . **Joe Madden**, comedy juggler, formerly teamed with **Jean Bedini**, celebrated his 60th birthday May 22 while at the Hudson, Union City, N. J., and was gifted by house staff and cast. . . . **Bubbles Yvonne** is hat check concessionaire at one of the large Manhattan hotels. . . . **Sammy Smith, Dolly Dawson, Red Marshall, Jess Mack, Jean Lee** and **Bob Ridley** comprised part of the summer opener at the Globe, Atlantic City. Assisting **Jack Beck**, manager, is **Marty Knopf**, from the Hudson, Union City. Treasurers are **Herman Sirota** and **Emily Larkin**. Opening producer is **Billy Henriques**. **Jack Montgomery** follows in two weeks.

* * *

PRIMROSE SEMON closed at the Barclay Hotel, Toronto, and started a four-week return stand June 5, at the Cafe De L'est, Montreal, thru **Roy Cooper** and **Hal Gould**. . . . **Benita Frances**, and her magic act, is touring the Hawaiian Islands with **E. K. Fernandez**. Other acts include **Jenine Carol**, vocalist; **Flo and Gus**, South Pacific Screwballs; **Ruby Ring**, dancer, and **Reggie Dvorak**, emsee. . . . **Margaret Hastings** last week started her sixth summer at the Shamrock, Keanshurg, N. J. . . . **Seabee Hayworth** and **Marion Andrews**, with their son, **Joe**, who were with **Harry M. Strouse's** "Frivolities" on the Mutual wheel, 1928-'30, and later had their own tabs and hillbilly shows, are operating drive-in theaters and kiddie playgrounds in Pine Hill, N. C. . . . **Frankie Hart**, now **Mrs. Frances Daemer**, is with Royal American Shows. . . . **James Coughlin** will spend his summer lay-off at home in Big Rapids, Mich. . . . **Irving Harmon** and **Mary Anne**, ditto, at their home in Lake Hiawatha, N. J., and **Jane Vitale** and **Jerry Gerken** at Lake Hopatcong, N. J. . . . **Inez Claire**, while at the Palace, Buffalo, threw a birthday party for producer, **Ida Rose**, June 1. . . . **Happy Ray**, former comic, is now emsee with the new Girl Show which **Fred Sindell** is operating at Coney Island, N. Y. Also with it as outfront orator is **Walter Budd**, last season straight man and stage manager at the State, Canton, O. **Pat Galvin**, strip-talker, moved to the Roxy, Cleveland, June 2, thru **Lou Miller**. . . . **Sally Keith** and her tassels started May 26 at the Greenwich Village Inn, Manhattan. . . . Max Kurtz's Kentucky Club, Woodbridge, N. Y., opens June 30 with **Frank Darcey**, vocalist and emsee; **Helen Rita** and her all-girl ork, and El Chico's rumba band plus **Sadie Banks**, featured, all booked thru the **Maurice Kurtz** agency.

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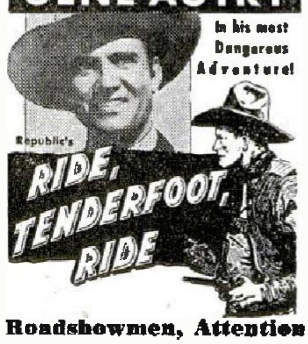
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6 Eastern Pa. Spots Launch 1950 Seasons

PHILADELPHIA, June 3.—Among drive-ins getting under way this week in the Eastern Pennsylvania-Delaware area for the first time are the Keystone Drive-In, Lebanon, Pa., with David Sablosky doing the booking and buying of pictures, and the 725-car Midway Drive-In near Carbondale, Pa., with Luke Farrells coming in as manager. Also opening are two built by Thomas and Paul Kerrigan—the Highway Drive-In, Frackville, Pa., and the Harrisburg Drive-In located in Lower Paxton Township, Pa. Tom E. Elliott is doing the booking and buying for both.

Elkton Drive-In, with Fred Perry managing, has opened on U. S. Highway 40 near Wilmington, Del. Included in the open-airer are a large free playground, free television and a snack bar. Free bottle warming service also is available. Robert P. Maclary, of Newport, Del., also announced the early completion of his Pleasant Hills Drive-In in suburban Wilmington.

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REP RIPPLES

E. F. HANNAN writes from Boston that "the death of **Harry DeGrace** in Indianapolis recently removes another old-time showman, who had experience in most branches of the business. He was a competent and hard worker and will be missed." . . . **Daniel Sennell** will have 16mm. pix and some flesh in the Virginia, Minn., area this summer. Sennell will play one-day stands with the feature pix that he has been presenting in the Duluth sector the past winter. . . . **T. L. Northway** writes from Milbank, Ala., that he has had a one-man trick working thru Texas this winter. He plans to add some more flesh and go to a platform. He'll also do some merchandising. He says that he tried schools in Texas during the winter but that the small spots were not worth while. He's been working halls since. Northway also is getting together a museum that he plans to present in halls in the fall. . . . "I have been in Idaho the past winter with a school and hall show," letters **Arthur Deavins** from Sibley, Ia. "Idaho is poor country for school shows as the towns are small and the jumps long. At Grangeville recently I met the Howe Show, which has been making one-day stands and doing okay. It's a three-person unit which has been presenting **E. F. Hannan's** "Pay Up or Else." The show is fast and **Irving Howe** does some good specialty numbers. I'm going to try out a platform show and do some merchandising. Sold some of my 16mm. film to **Roy Holbrook**, who plans to work around Moscow, Idaho." . . . The **Dotty Family** has been working halls with a vaude-pic-museum attraction around Lamar, Mo. The four-person show recently took delivery on a new trailer, but has quit playing schools because, they say, the spots aren't worth it. . . . "Haven't been doing much in the flesh line because we have some new 16mm. film that has been going good and which is permitting the family to rest a bit," letters **M. N. (Mel) Andrews** from Havre, Ariz. "We made about 60 church dates during the winter. We have our tent outfit stored near here, but it will remain in the barn as we can't see where we can break even with it. Transportation is too expensive. The weather was a tough thing to fight in this area the past winter."

Play Area, Video Atl. City Features

ATLANTIC CITY, June 3. — The first drive-in theater in the Southern Jersey resort area was scheduled to open this week. A 900-car installation near Pleasantville, N. J., it will be known as Atlantic Drive-In and operated by Walter Reade Theaters. Occupying a 20-acre lot, the new open-airer will have a large free-play area, including swings, slides, Merry-Go-Rounds, pony rides and a large-screen television. Planned as a year-round operation and not only for the summer, it will be equipped with individual heater units and sound speakers for each car.

The playground, which will be open during the day without charge as a community recreation center, also will have all types of heavy-duty play equipment for children, as well as horseshoes, deck tennis and television for the aduts. Jack Hamilton, who has managed two other drive-ins for the Reade organization, will come here to direct the new operation and will recruit his staff of cashiers, field men, traffic men and other employees locally.

San Antonio Notes

LESTER KETNER has been named film editor of La Tribuna, new weekly newspaper which starts publication here soon. . . . Statewide Drive-In Theaters here are slated to open their new South Loop 13 Drive-In Theater this month. . . . **Hiram Parks**, former film salesman and now an exhibitor in Lubbock, Tex., was in the Alamo City recently. He plans to construct a 750-car ozoner on West Commerce Street here, catering mostly to Latin-American trade. . . . Atlas Motion Picture & Television Corporation has been formed here with studios on South Alamo Street. Officials of the company include **M. R. Arnold, Denver Brandon, Henry S. Marasco** and **Ken B. McClure. Jack Jaccard**, of Hollywood, has been engaged as director. Production has started on the first Western. . . . **Ramiro Cortes**, of Cactus Films here, is road showing "No Te Enganes Carazon" in Rio Grande Valley theaters. He is traveling with Cantinflas' double, who will ballyhoo in each town where the picture is booked.

Safety First

POTTSVILLE, Pa., June 3.—In an effort to curb accidents on highways as a result of drive-in theater operation, highway officers have been appointed by the court to be employed by the Pottsville Drive-In located between here and St. Clair. Officers will direct traffic approaching and leaving the theater entrance. The Schuylkill County Automobile Club also is co-operating with the theater management in the effort to prevent accidents.

Famous Players Set Two St. John Spots

ST. JOHN, N. B., June 3.—Famous Players here have selected two locations for drive-in theaters. This territory has been taboo in the past because of the short summers, chilly weather and overdose of fog. The nearest drive-in to the maritimes is the Borderland, situated on the U. S.-Canada line several miles from Houlton, Me., and Woodstock, N. B. The Borderland was opened last year and is functioning again this season.

The Famous Players locations are on the outskirts of Halifax, N. S., and Sydney, N. S. Several other theater chains, including Odeon, Franklin & Herschorn, Affiliated, and B&L, have been considering establishing drive-in units at several locations in the maritimes, but have been deterred by the weather conditions and short season.

Plans to use a suburban St. John race track have been sidetracked for the present at least by litigation involving the track and a court order for sale of the property by the county sheriff at the request of creditors.

CHARLOTTE, N. C., June 3.—Ground has been broken for a new $50,000 drive-in theater on the Mount Holly road between Thomasboro and Thrift, N. C. It is being built by C. H. Faw, who says it will be ready within 30 days and will accommodate up to 400 cars. Faw owns drive-ins at Wingate and Monroe and says that before deciding to build this last one he discussed the matter with citizens in the area and found them receptive.

Brunk Beats Weather On Colo. Jaunt

Jack Vivian Press Chief

CANON CITY, Colo., June 3.—Brunk's Comedians, under direction of Henry L. Brunk, who opened in Boise City, Okla., late in April have been playing to good business on their tour of Colorado considering the drought conditions prevalent in this sector. Brunk's grandson, Jerry Brown, joins the show upon completion of the school term in Wichita, Kan. Jack Vivian, one-time owner-manager of Allen Bros.' Stock Company, joined as manager of the public relations department.

Peggy Wilson joined at La Junta, Colo., and is selling tickets. Erman Gray's son, Bill, is a recent addition. He will help in the concession department and do specialties with his parents.

Show roster includes Don Lasley, leads and advance man; Walter Lukas, light comedy and juveniles; Johnny Wilson and Jimmy Farren, general business; Erman Gray, characters; Toby Brunk, comedy; Kitty Farren, ingenue leads; Jerry Dexter, leads or general business; Mercedes Brunk, general business and characters, and Cille Farren, concessions. Erman and Goldie Gray handle the musical openings and Eddy and Jimmy Farren are the feature vaude attraction.

The Grays took delivery on a new car and trailer, purchased from Jack Hoxie, former Western film actor, who visited the show at Boise City. Mr. and Mrs. Lukas also purchased a new car. Members of the Plunkett show visited with Brunk's personnel while Plunkett was playing Eads and Brunk's org was in Lamar, Colo. Bev Watson, former leading man with Midwestern shows, also was a recent visitor. While the org was in Las Animas, Colo., personnel did a show for the Veterans' Hospital there. Brunk said that at Holly, Colo., the org day and dated Stevens Bros.' Circus.

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Owner of Lake Moraine Beach, Hamilton, N. Y.

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THE FINAL CURTAIN

ANGELES—Bert, 75, former actor and stage director, May 30 in New York. He had appeared in such old-time successes as *The Lion and the Mouse*, *What Happened to Jones?* and with Henry W. Savage's Castle Square Opera Company. He was known for his staging of dance routines for vaude acts.

DUKE ART SR.
1868-1950

BUSCH—Mrs. Lina, 62, widow of Jakob Busch-Nurnberg, former German circus owner, April 2. The Busch-Nurnberg Circus specialized in elaborate water specs.

IN MEMORY OF
W. D. "BILL" BARTLETT
Who died June 8, 1946.
JANE & CHAS. REYNOLDS

CAVANAUGH—John (Slim), 50, outdoor showman for 20 years and operator of the National Showmen's Association lunchroom in New York, May 29 in St. Mary's, Pa. (See General Outdoor Department for details.)

COLLETTE — Paul E., secretary-treasurer of Oak Rubber Company, Ravenna, O., manufacturer of toy balloons, May 16 at his home in Ravenna. (Details in General Outdoor Department.)

CRAIG—Harold, 38, former showman, May 19 in the South Amboy, N. J., explosion. Survived by a sister, Mrs. E. R. Stacy.

DAILEY—Joseph A., 51, pony ride owner, recently at his home in Omro, Wis., of a heart ailment. Survived by his widow, Dorothy; three sons, Donald, James and John; two daughters, Phyllis and Jean, two sisters and a brother. Burial in Nepeuskun Cemetery, Omro.

GOETZ—George, 64, former vaudevillian, recently in Hamburg, N. Y. He performed with his wife, Rhea, in the comedy act of Goetz and King, before retiring nine years ago.

HADA—Carl, 44, who with his wife, Stella, operated Glenn Porter's Torture Show last season on the F. E. Gooding Amusement Company, June 1 in Chicago. He had also been with the James E. Strates, World of Mirth, S. W. Brundage, William Glick and other shows during his 25 years in the business. Besides his wife he leaves a son and daughter and his parents.

HEALY — James (Frenchy), 75, boss canvasman on the Royal American Shows, May 31 in Chicago. (Details in General Outdoor Department.)

JIRANEK—Prof. Alois, 91, composer, May 24 in Prague. A choir master and piano teacher, he wrote the opera, *Dagmar*, and the musical comedy, *The Wedding*, based on a Gogol comedy. He had many songs, sonatas, orchestral and piano compositions to his credit.

LANGIE—Mrs. Mary B., musicomedy singer known as Mary Burns, May 27 in Rochester, N. Y. She appeared in the *Student Prince* in the 1920's and in *The Merry Wives of Windsor* and *Hansel and Gretel*.

LEHN—George J. (Whiskers), 71, past president of the Youngstown, O., stagehands' union, May 26 in Youngstown Hospital of internal hemorrhages.

LUNDBERG — Ellis A., baritone soloist and for many years a member of the Manufacturers' Chorus of Bridgeport, Conn., May 24 in that city. Survived by his widow, Alma; a brother, Kenneth, West Hartford, Conn., and a sister, Belle, Bridgeport. Burial in Mountain Grove Cemetery, Bridgeport, May 26.

McATEE—Mary, 58, wife of Ellsworth McAtee, ride foreman, May 21 in Wakeeney, Kan., of a heart attack. She had been with the Great Sutton, S. W. Brundage, Dodson's World Fair, Dyer's Greater, Isler Bros., Ross Llano and Sunflower State shows. Burial in Wakeeney.

McCARTY—Elmer L., 34, instructor and drama coach at New York University and director of the Town and Country Players, a strawhatter in Iola, Kan., May 30 in Wadsworth, Kan. His widow, parents and a brother survive.

MEISEL—Richard Wayne, infant son of James Meisel, assistant manager of the Rockaway Playland, Rockaway Beach, N. Y., and manager of its Penny Arcades, May 29 in Rockaway Beach. His twin, Jeffrey, another brother and his parents survive.

MORTENSEN—Carl, 68, manager of Copenhagen's Tivoli amusement park, killed in auto accident near Copenhagen, Denmark, May 2. Further details in General Outdoor section.

NYMAN—Aino, 36, Finnish ballet dancer, May 29 in Tammerfors, Finland, of burns sustained when his costume caught fire.

PENNINGTON — William E., 64, former theatrical scenery manager, May 29 in New Milford, Conn. He retired in 1948 from his managerial post for the Robert W. Bergman Studio Scenery Company. He was a member of the Washington Square Players Company, which later became the Theater Guild. His widow survives.

IN LOVING MEMORY
of my husband
CHARLES PETERS
who passed away May 12, 1947
POLLY PETERS

PETERSEN—Aage, 57, director of the Valencia nitery, Copenhagen, Denmark, April 11 in that city.

QUERZE—Adolpho, 56, music director, May 28 in Sandwich, Mass. His widow and two daughters survive.

REED—George M. (Doc), 74, med show operator and pitchman for 40 years, May 20 in Columbus, O., hospital. Survived by a son, James, Columbus; two daughters, Mrs. Valeria Wilson, Flint, Mich., and Mrs. Etta Smith, San Bernardino, Calif.; two brothers, Elmer, Columbus; Clarence, Washington, and three sisters, Mrs. C. D. Pharion, Mrs. Elsie Barton and Mrs. Earl E. Shirley, all of Columbus. Burial in Union Cemetery, Columbus, May 22.

ROBINS—Mrs. Matilda, wife of the late Frank A. Robins, circus owner-manager, May 28 at her home in Hollywood, Fla. Survivors include a son, Milt, and a daughter, Mrs. Winona Willing.

SACHS—Sophie, 62, wife of burlesque comedian Mike Sachs, and formerly of the teams of Sachs and Vallin and Sachs and Meyers, May 22 in Brookline, Mass. Her daughter, Mrs. George St. Pierre; a sister, Gussie Vallin, and brothers, George, Dave and Charles Vallin, also survive. Burial in Progressive Cemetery, West Roxbury, Mass., May 24.

SILVER—Morris, 67, former songwriter, band vocalist and founder of the Chicago office of the William Morris Agency, June 1 in that city. Survived by a brother, Joe, and a sister, Clara. Burial in Mount Maariv Cemetery, Chicago. (Further details in Night Clubs-Vaudeville Department.)

SIMONEIT—Alfred, 47, circus and vaude artist, in Copenhagen, Denmark, May 1. Simoneit and a brother were formerly partnered in the balancing act, Los Ovidos. Later he and his wife did an aerial act under the name of the Two Dixons.

VAN DER SLUIS—Clytie, 73, of the Van Barkley Trio, recently in Houston. Survived by a daughter, Maxine, and a son, Jimmie. Burial in Birmingham.

VINCENT — Peter A., 70, former magician and retired personnel manager of the Driver-Harris Company, June 1 in Point Pleasant, N. J. Before joining the firm in 1910 he toured the country for many years. He was a past president of the Professional Entertainers of New York and a member of the Society of American Magicians, Newark Magicians' Club and the National Variety Artists. His widow, a daughter, a son and two sisters survive.

WEAVER—Leon (Abner), 67, former vaudevillian in the Weaver Brothers' act, May 27 in Hollywood. Among the most successful of the hillbilly acts, the brothers started in 1914 and continued until about 1940, playing from the New York Palace to Seattle and twice abroad. They made 11 films from 1937 to 1942. His brother, Frank, known as Cicero in the act, and sister-in-law, June, known as Elviry, survive.

WEINBERT—Forrest S., 57, vice-president of the Kalamazoo County (Mich.) Fair Association, May 26 at his home near Vicksburg, Mich.

WILLIAMS—Fred (Frenchy), 56, carnival and park concessionaire, May 29 of a heart attack on the show lot at Union City, O., where he was working with Lone Star Shows. Formerly at Eastwood Park, Detroit, he was a member of the Michigan Showmen's Association. Survived by his widow, Florence; son, Fred Jr., and a daughter, Mrs. Alfred E. Joiner. Burial in Forest Lawn Cemetery, Detroit.

WILSON—John G. (Joe), 50, exec veepee of the Radio Corporation of America, in charge of the RCA Victor division, May 31 in Wynnewood, Pa. (See General Indoor Department for details.)

Frederick C. Taylor

Frederick Chase Taylor, 52, known to radio as Col. Lemuel Q. Stoopnagle, died in a Boston hospital May 29 of a heart ailment. He was one of the first radio comedians developed entirely by that medium and, in association with Budd Hulick, a former announcer, starred on CBS from the early 1930's until 1937, when they split up. Stoopnagle's crazy humor featured "little known interviews with little known people," "daffynitions," "spoonerisms" and many screwy inventions. He was the author of many magazine articles and books, including *You Wouldn't Know Me From Adam*, *My Back to the Soil*, *My Tale Is Twisted* and *Father Goosenagle*, the last named written with Lawrence Lariar. Recently he had made several radio and TV guest shots and two years ago was the comic on Vaughn Monroe's Camel cigarette show. He leaves his second wife, Kay Bell, former newspaperwoman.

Marriages

BOYER - CHALK — Bob Boyer, member of the WRFD, Worthington, O., Rural Rangers orchestra, and Helen Chalk May 14 in South Whitney, Ind.

CRISTIANI-DAVENPORT — Pete Cristiani, former member of the Cristiani Family troupe and now with Dailey Bros.' Circus, and Norma Davenport, performer and daughter of the owner of the circus, at Port Huron, Mich., May 22.

Divorces

Beverly Baker from Scotty Beckett, actor, in Los Angeles May 31.

Births

A son, Emil, to Harry and Joy Willard May 19 in Queen City, Tex. Father is well known thruout Texas as Willard the Wizard, whose magic show has toured that State under canvas for many years.

A son, David Lloyd, to Mr. and Mrs. A. Barlett Ross Jr., May 26 in Santa Monica, Calif. Mother is the daughter of Harold Lloyd, film star and producer.

A daughter to Mr. and Mrs. Henry Wilcoxon May 26 in Hollywood. Mother is the former Jean Woodbury; father is production assistant to Cecil B. DeMille.

A son, Dennis Lee, to Mr. and Mrs. K. L. Irwin recently in Queen of Angels Hospital, Los Angeles. Mother is the former Ruthe Overstreet, of the Crescent Amusement Company.

A son, Gregory Paul, to Mr. and Mrs. Paul Angeli May 13 in Canton, O. Father owns the Stark Novelty Company in Canton.

A daughter, Sherry Ellen, to Mr. and Mrs. Ted Kramer in Bridgeport, Conn., May 17. Mother is the daughter of Samuel A. Lefkowitz, Bridgeport, correspondent for *The Billboard*.

A son to Mr. and Mrs. Dave Dexter May 22 in Hollywood. Father is a disk jockey. Mother is the former Mickey Redburn, vocalist.

A son to Mr. and Mrs. Bill Eyth May 26 in New York. Father is radio director of the New York Police Athletic League.

A daughter, Mary Ann, to Mr. and Mrs. K. Tatham May 27 in John Warner Hospital, Clinton, Ill. Father is owner of Tatham Bros.' Shows.

A daughter, Roberta, to Mr. and Mrs. Jack Atlas in Santa Monica, Calif., May 28. Father is an MGM publicist.

BILLY HILL

(Continued from page 41)

be published and put on sale.

Billy Hill struck pay dirt with *The Last Roundup*, and as the royalties started pouring in, he turned in his doorman's uniform and moved to the Park Plaza Hotel on West 57th Street, New York, where he became a tipper instead of a tippee. During the next seven years, he enjoyed a measure of affluence that comes with success, and when the old urge to travel seized him, he rode on plush and not the rods.

While the public looked to him for Western songs, Billy Hill also wrote ballads of equal charm—nostalgic tunes like his *There's an Old Spinning Wheel in the Parlor* that recalled the carefree days of long ago—well-remembered songs like his *Chapel in the Moonlight* and *Cabin in the Pines* which have the timeless appeal of a Currier & Ives' print.

On December 24, 1940, the kindly heart that Billy Hill put into his songs stopped beating, and when the nation was about to light its Christmas trees, this composer-lyricist who thru his music brought the wonders of the West to the effete East, was headed for his last roundup.

Unless otherwise noted, all of Billy Hill's songs are published by Shapiro, Bernstein & Co., Inc.

LOEW'S PENN, PITTS

(Continued from page 45)

added attraction gives Contino the closest run for top honors.

The Ladd Sisters open the show with a fast song-and-dance act. Pat Theriault follows with a sock turn on the banjo. Nadine Jansen comes on with a novelty turn that calls for her to play the piano and trumpet at the same time. Fred and Fae are amusing in a record act and sock over Spike Jones's familiar *Cocktails for Two*. Glenn Pigott follows with a couple of excellent piano solos. Roy Douglas and Eddie, vent act on next to closing, work a little blue for the family trade but otherwise are effective. Contino held down the closing slot.

Pic, *Side Street*.

Len Litman.

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Communications to 188 W. Randolph St., Chicago 1, Ill.

Mixed Weather Takes Edge Off Holiday Wk-End

(Continued from page 4)

39 held down attendance at parks and shore resorts, with the latter suffering the most. Monday (29) was a total blank for most enterprises because of an all-day rain thruout most of the area.

Decoration Day fooled weather prophets by being sunny and warm. However, the forecast of a cool, wet day undoubtedly caused many prospective fun-seekers to decide on spending the day close to home, or at least delayed their arrival at the fun centers.

Saturday (27) was clear and balmy in the East, and park and carnival ops in many instances scored some of their best takes this spring. Carnival ops, who have been wallowing in mud for the past month, were especially in need of the business garnered on Saturday, and this probably benefited carnival and permanent fun zones alike while affecting shore resorts.

In the Midwest, carnivals generally had their best stretch of weather this season. Not a few enjoyed the best business since leaving quarters. Humming Peoria, Ill., provided Hennies Bros.' Shows, a railroad show, with a holiday gross that was by far its biggest single-day take of the year. It was so large that it exceeded some full-week business for the show since it left winter quarters.

Royal American Shows, playing St. Louis, reported daily grosses each of which topped that of the corresponding day at the same location last year.

Parks, generally, in the Midwest experienced holiday attendance approximating that of last year. More funspots reported an increase than a decrease in per capita spending, and this was construed as an indication of what lies ahead.

On the West Coast weather wasn't with the operators. Rain, cold and fog hurt. Patrons as a whole were tighter with their money. No funspots reported higher spending, and one, Virginia Park, Long Beach, Calif., said spending was down 25 per cent from last year.

Paul E. Collette, Toy Balloon Mfr., Dies in Ravenna

RAVENNA, O., June 3.—Paul E. Collette, secretary-treasurer of Oak Rubber Company here, manufacturer of toy balloons, died May 16 at his Ravenna home after several months' illness.

Collette along with John W. Shira, organized Oak Rubber in 1916 and helped to develop it into the world's largest producer of toy balloons.

He was active in the Toy Manufacturers Association and the Rubber Association. He was a past president of the Ravenna Chamber of Commerce, the Community Chest, Kiwanis Club, and also served as a director of the Second National Bank here.

Bentonville, Ark., Park Skeds Races, Thrill Show

BENTONVILLE, Ark., June 3.—Auto races, a thrill show, rodeo, horse races and baseball will be staged in Komark Park here this year, Carl Johnson, operator of the park, announced.

Johnson also is owner of the Cozy Theater here.

E. J. Casey Launches Season In 'Flood Bowl' After Pitching Into Winnipeg Relief Work

WINNIPEG, June 3.—Flood-hit Winnipeg cheered and was cheered Thursday (31) when the home-based E. J. Casey Shows opened its season here. There were ample reasons. The opening was a signal that conditions in Winnipeg were returning to normal. Moreover, there was gratitude, openly voiced by city dads, for the contribution made by the Casey org—its personnel and equipment—during and immediately following the flood. These contributions by the carnival were pointed up by the organization's own loss during the flood and by the generosity of its management. Three of its stands were canceled, its winter quarters were flooded, and families of personnel were evacuated.

35 Pitch In

Yet 35 staffers pitched into the flood-control work and into the task of rehabilitating the area as the waters receded. Moreover, Casey himself contributed large supplies of food stuffs, cigarettes, etc., before such agencies as the Red Cross stepped in.

As early as May 3, Casey volunteered one of his canteen busses for use by the city in feeding flood-control workers. Less than a week later he turned another canteen bus over for similar use.

On one day, records show, 12,000 hot dogs, thousands of cups of coffee, and hundreds of sandwiches, not to mention cigarettes, doughnuts, candy bars, etc., were dispensed from the location. During the more than two-week period in which the canteen busses were used, an estimated 100,000 hot dogs were handed out.

Supply Power Plants

In addition to supplying canteens and manpower to operate them, Casey furnished stoves, coffee-makers, griddles, tables, benches and wiring for a cookhouse thrown up near a bridge to feed dike-builders. Tent for the cookhouse was supplied by the army, inasmuch as the show's canvas was under water. To man the cookhouse, the show supplied two men on 12-hour shifts. They were aided by Red Cross workers.

The show's contribution was not confined to feeding workers. It also supplied three trucks to carry sandbags and two for towing, two mobile generating plants, and much wiring, spotlights and electrical equipment. Eight hundred feet of the show's front lighting lines were erected at one dike, and these enabled workers to continue thru the night.

Besides Casey, show personnel taking part in the work included Ken Goodison, Jack Baillie, John Bodnar, Monty Gershfield, William (Red) Sorochan, Rooney Goodison, Mickey Perepeluk, R. G. (Shorty) Kerslake, Art Curtis, George Yakimchuck and Tom Balaski.

With a touch of humor, the Casey Shows in its display advertising its opening Thursday, tagged the show lot, "the Norwood Community Club Flood Bowl" and added a postscript, "And, oh, yes, we still have a few hot dogs left."

Bye Amendment To Johnson Bill Is Under Study

WASHINGTON, June 3.—In the wake of final hearings this week on the Johnson Bill to restrict interstate shipment of gaming devices, spokesmen for the House Interstate and Foreign Commerce Committee declared that proposed amendments to exempt outdoor showbiz from the bill's restrictions "are continuing to get serious study." (See story in Coin Machine section).

Among major proposed amendments under study is one offered last month (*The Billboard*, May 13) by Herbert W. Bye, representing the Railroad Show Owners' Association. Others included proposals by Harry J. Batt, president of the National Association of Amusement Parks, Pools and Beaches, and Dow W. Harter, attorney for Toy Manufacturers of the U. S. A., Inc.

Bye's amendment proposed to define machines to be banned along the same line as used by the Internal Revenue Bureau in describing machines on which the $100 gaming tax is to be collected. His amendment would further limit the definition of "gambling devices" by emphasizing that the term refers solely to gaming machines.

The question of exempting outdoor show-type equipment did not recur in the final two days of hearings this week. There were no requests by outdoor show folk to make further appearances beyond those already made in the sessions last month.

Begin Construction on New Lansdale, Pa., Race Track

LANSDALE, Pa., June 3.—A half-mile track, which will feature stock and midget car races and to be called Futuristic Speedway, is being built here.

Philadelphia backers are said to be supplying the money. Spot will be managed by Bill Vail, veteran race promoter of Pitman, N. J., and manager of Alcyon Speedway. Vail will continue to handle Alcyon.

International Harvester Bought 600G Talent Crop in 8 Months

(Continued from page 4)

normal show runs approximately two hours, with 40 minutes given over to the showing of several different films of IH products. The films play down the commercial messages but emphasize agricultural progress and try to pass along vital general information to the farmer, Williams said. The dealer who conducts a family party is given two or three minutes at the start and end of the program to greet and say goodnight to the crowd. A regular emsee handles the remainder of the show. Williams and his aids have prepared an eight-page 8½ by 11-inch booklet, outlining the exact method of running a party night.

The only promotion used to plug the night is a self-mailer piece, prepared by the IH promotion department and sent to the individual dealer's entire mailing list. In addition, the dealer is urged to call approximately 25 to 50 customers, plus the vicinity's leading civic figures. Newspaper and radio plugging is generally

(*International Harvester, page 61*)

Rain Cuts Big Holiday Play In N. Y. Area

Two Days Washed Out

NEW YORK, June 3.—Prospects of early season big grosses for amusement park operators in the metropolitan area occasioned by the Decoration Day week end were dampened at least partially by bad weather Sunday and Monday (28-29). Weather was good on Saturday (28) and the holiday. Repeating previous week-end performances, ops notched good takes when the elements allowed, Decoration Day being the best of the four-day period.

Robert Guenther, treasurer of Olympic (N. J.) Park, said attendance at the funspot over the holiday was pared slightly by rain below the figure for the corresponding time in 1949. He added that per capita spending at the park remained the same as reported earlier in the season—a bit above last year's pace.

Olympic Features Acts

Free circus acts booked into Olympic by Herman Blumenfeld, of the George A. Hamid & Son Agency, New York, for the May 29 week were Don Francisco, high wire; Two Francanas, acros; Salty Burbank, musical novelty, and The Flying Valentines, casting act. Fireworks and concerts by Joe Basile's Band also were presented Decoration Day.

At Palisades (N. J.) Park, Co-Owner Irving Rosenthal reported

(*See Rain Cuts Big Holiday, page 55*)

Carl Mortenson Dies in Crash

COPENHAGEN, June 3.—Opening of Copenhagen's renowned Tivoli amusement park May 3 was marred by the accidental death the preceding day of Manager Carl Mortensen, who also had interests in the amusement park at Dyrehavsbakken, suburb of Copenhagen, and in other amusement enterprises.

Mortensen, 68, was instantly killed when a car driven by his son, Kaj Erik Mortensen, went out of control and hit a tree.

Aage Petersen, 57, director of the Valencia, local cabaret, also recently died. The Valencia specialized in spectacular shows and sensational acts, including top bracket American circus and vaude acts. It was at this spot that the Ringling aerial star, Lillian Leitzel, met her death.

Hold Funeral Rites For Frenchy Healy, Veteran Canvasman

CHICAGO, June 3.—Funeral services were held here today for James (Frenchy) Healy, 75, boss canvasman of the Royal American Shows, who died Wednesday (31) in his home here. He suffered a heart attack two weeks ago while on the show.

Healy had been with Royal American for 10 years and prior to that was with Ringling Bros.' and Barnum & Bailey Circus for 42 years. He was a member of the Greater Tampa Showmen's Association.

He is survived by his widow, Genevieve.

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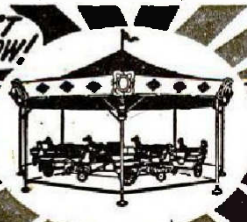
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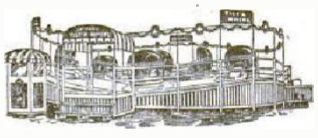
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Close-Ups:

Bill Boyd Tops 'Double' Trouble On Long Trail to Hopalong Role

By Tom Parkinson

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

WILLIAM BOYD, as Hopalong Cassidy, is riding high again. But the role hasn't always meant bank roll. Boyd is back in the saddle because of a hefty helping of a New England writer's vision, plus effective ideas and a tenacity all his own.

Boyd, the star and part-owner of Cole Bros.' Circus, is the hottest kids' attraction in television, the biggest name lure in circus business, the most potent factor in kids' merchandise tie-ins, a comic strip and comic book subject, and a power in radio. And he is poised for a return to motion pictures.

This is a far cry from the Bill Boyd of two years ago. Then he was as flat busted as yesterday's Hopalong Cassidy balloon. A movie has-been, he had mortgaged his home and car and had spent his savings, a reported $350,000, on a comeback gamble via television. Just when the gamble appeared lost, his fortune turned. His old movies, spotted on TV, caught on, their popularity soared, and he galloped to the top in video ratings. His TV success sent him to the heights in other fields.



BILL (Hopalong Cassidy) BOYD

Circus Stay Lengthened

Typically, his stint as a circus star has proved so profitable that his scheduled movie with Bing Crosby—also a result of his rapid rise—has been postponed so he can stay longer with Cole Bros.

His name on about 100 fantastically assorted merchandise items means rapid-fire sales for concessionaires, novelty men and department stores. His comic books (*Bill Boyd and Hopalong Cassidy*) sell 46,000,000 copies yearly. His album of Columbia records is nearing the 400,000-sale mark. The *Hopalong Cassidy* comic strip is carried by major dailies.

TV shows, the springboard that gave Boyd his biggest boost, are carried on 50 outlets. National Broadcasting Company is buying video rights for all Boyd's old films. Twelve flickers which Boyd made for himself will start feeding into the TV mill in '51, when the first of them become old enough for television use. Next year Boyd will make 13 new films especially for TV, these to be produced by NBC at a cost of $50,000 each.

General Foods Corporation is buying Hopalong TV shows as contracts with other sponsors expire. The same firm also sponsors the Hopalong radio show carried by the Mutual network.

Wirtz Signs Hoppy

Arthur M. Wirtz, Cole Bros.' kingpin, a power in other amusement enterprises and one who knows a good thing, called on Boyd this winter. Three hours later a deal had been worked out giving Wirtz a powerful drawing card for his circus and Boyd a one-third interest in the show.

Hoppy's part in the circus is simple and presented with showmanship. He rides to the center ring and talks briefly to the kids and parents about himself, his horse and characters in his movies. Then he urges the kids to mind their parents. His bit is short but sufficient. Youngsters wave their Hoppy banners wildly and yell themselves hoarse.

Boyd's trail began in Cambridge, O., in 1898. One of four brothers, he was left fatherless at the age of 10. It's youngsters of about that age who rally now to the Hoppy standard, and his Cassidy role to fill in as a second father for them.

Turns as grocery clerk, soda jerk

(See Bill Boyd Tops on page 58)

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Rain Cuts Big Holiday Play in New York Area

(Continued from page 53)

that business over the holiday weekend exceeded last year's mark by 10 to 12 per cent. With a crowd of 10,000 on hand for Decoration Day, Rosenthal said that attendance for the day was up 25 per cent over the holiday last year. He said that good spending at the funspot was continuing. Free attractions booked into Palisades by the Hamid Agency were the Trisca Troupe and Henry Jerome's orchestra. Park pool opened Saturday.

Rockaway Draws Big

An estimated crowd of 500,000 visited Rockaway's Playland over the four-day period, according to park Owner A. Joseph Geist. He reported good spending and said that gate prizes of dolls, bicycles and toy fire engines were distributed. Long Island Railroad, owners of a fire-gutted trestle which conveyed a good portion of Rockaway's customers to the spot, will make an announcement shortly on whether the trestle will be rebuilt, according to Rockaway's Chamber of Commerce. Alternative measure has the city acquiring, rebuilding and operating the trestle.

First excursion boats of the season put in at Rockaways' Playland Decoration Day. Funspot has a tie-up with the Wilson Lines and Circle Sightseeing Line, connecting several New York and New Jersey points in the metropolitan area with Rockaway. Geist reported that two excursion boats brought about 1,000 persons to the park May 30.

Indian Point Okay

Ed Kelmans, manager of Indian Point Park, Peekskill, N. Y., said that the season looked promising after a throng of 25,000 had passed thru the wickets over the four-day period. Decoration Day crowds broke all gate attendance records for the spot, according to Kelmans with the bulk of it supplied by auto trade. Park manager said that promotion is aimed especially at capturing car-driving patrons.

Opening daily operations Saturday, May 20, Indian Point drew 20,000 over the week-end, Kelmans said, including 3,500 boys on an outing sponsored by the New York Police Athletic League. Kids were given reduced rates, of a nickel per ride and were brought to the park by the Hudson River Day Lines. Kelmans expects the river boats to supply a good portion of his customers and said that outings totaling 10,000 persons would arrive at the park by boat Saturday (17).

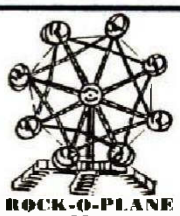
Rye Speeding Up

Playland, at Rye, N. Y., which bowed for the season Saturday, May 27, drew 75,000 persons over the four-day period, according to Park Director Allan E. MacNicol. He said that spending was ahead of last year's pace and that rain over the week-end had hampered biz at the funspot very little, since all rides, except a Roller Coaster, and most of the park grounds are under cover. Special features opening day were a concert by the Westchester Parkway Police Choir and Glee Club and a fireworks display.

Management at Coney Island's Steeplechase Park reported that good crowds and spending marked the spot's bow over the week-end of May 20. Estimates of the turnout at Coney Island over Decoration Day were set at 750,000, with spending holding up at a high level. Steeplechase, ordinarily closed on Monday, opened for the day in an attempt to catch the home-from-school kid trade, but rain killed the effort. Extensive promotion planned by Coney Island Chamber of Commerce for benefit of member ops in the area has not yet begun.

Bathing at Coney Island and at Jones Beach, which attracted 42,000 persons Decoration Day, was mostly of the sun variety, with water temperatures down around 55 degrees.

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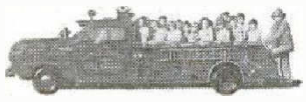


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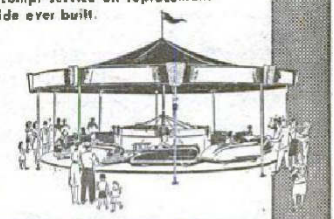
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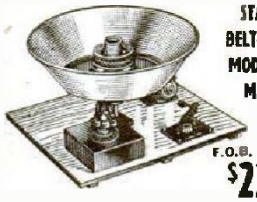
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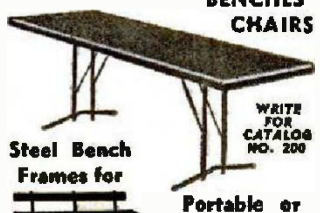
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Out in the Open

Harry Julius, operator of the Arcade on Royal American Shows, and **Ned E Torti**, of Wisconsin Deluxe Company, Milwaukee, attended the recent Chicago convention of the American Coin Machine Manufacturers' Association. . . . **Clair McOmber**, member of the Allegan (Mich.) Fair board, in Chicago recently, enthused about the many events to be held at the fairgrounds this season. The Allegan plant has the only lighted half-mile track in Western Michigan, he pointed out. Racing was skedded to open May 27.

Ralph Krause, who several years ago appeared with **Johnny Olsen** on the latter's "Ladies, Be Seated" radio program, is booking his vaude troupe, known as "Ralph Krause and His Radio Revue" into fairs and celebrations in Wisconsin.

The Montreal Daily Star recently allotted a lengthy editorial to **Rex Billings'** Belmont Park, praising the funspot for its modern improvements, facilities and attractions. Spread included a two-column pic showing **Goldie Restall**, motorcycle thrill rider at the park, in action.

Jack Laton, general manager of Cohen Artists Bureau, has booked the **Great Veno**, the **Marvelous Millettes** and **Wallenda and Kimris** for the Ballyhoo Show, a part of the Bridgeport, Conn., Barnum Festival which is being promoted by **Joseph V. Dunn**, of the local committee. . . . A large colored photo of the company and staff of the Buffalo Bill Show taken while the org was playing the Olympia, London, England, in 1909 is on display at the Loew-Palace Theater, Bridgeport, Conn., where the film "Annie Get Your Gun" is playing. Pic is part of a collection owned by **Matt Saunders**, Loew city manager in Bridgeport and for many years press agent with Buffalo Bill.

Four new giant searchlights are in use at Palisades (N J.) Park, manned by **Sam Steinman**. . . . When explosion of munitions at South Amboy, N. J., closed local schools, **Jack and Irving Rosenthal**, co-owners of Palisades (N. J.) Park treated 800 children to a day's outing at the funspot.

Carl Yavruian, popcorn concessionaire, is dickering for a West Side location near Detroit to install a new Kiddieland.

James D. Friel, manager of Michigan State Fair, was mentioned Thursday (1) in The Detroit News as a potential candidate for Congress. Vacancy exists in the 16th District as the result of the recent death of **Rep. John Lesinski**. A primary election is skedded this summer to fill the vacancy. . . . **Charles Albright**, concessionaire with Foley & Burk Shows, was in Compton, Calif., Decoration Day to pick up a new Mix-Up from the H. E. Ewart Company. Ride will be placed in a park in the San Francisco area.

Stanley W. Wathon, New York booking agent, was confined to his home for several days with a severe cold contracted while visiting **Charles Hunt**, owner of Hunt Bros. Circus, recently in Ossining, N. Y.

Talent Topics

Juggling Jewels recently played their third return engagement at Palumbo's Restaurant, Philadelphia. . . . **Charles Davitt**, **Joe and Wally Beach** caught **George A. Hamid's** circus at West Springfield, Mass., and visited with **Janet May** and **Paul**, **Don Francisco** and **Mary**, **Ira** and **Buddy Watkins**, **Elly Ardelty**, the **Ericksons**, **Torellis**, **Roland Tiebor Jr.**, the **Bodos**, **Herb Taylor** and clowns.

Los Aeros, **Al Marriott's** high act, and **Miss Luxem**, also a high act, were featured free attractions at the recent Knights of Columbus celebration on Chicago's Southwest Side. . . . **Arturo Trozil**, known as the **Great Arturo**, high wire, was in Chicago recently. . . . **Sol Grauman**, with his musical stairs, has been booked to appear at Michigan State Fair, Detroit, August 5-10 and will play The Chicago Tribune Music Festival August 19. Act was booked into both spots by **Marcus Glaser**, Chicago. . . . **Sing Lee Sing**, acrobatic troupe, closed a week's engagement at Chicago's Oriental Theater May 31.

Bert and Corinne Dearo, slack wire and high act, info from Peru, Ind., that they opened their outdoor season June 5 at Lake Lansing Amusement Park, Haslett, Mich. Act will work for the Gus Sun office all summer with the exception of dates with Tom Packs's Circus at St. Louis and Nashville.

Mexican acts set to open with Circo Flamante at Phoenix, Ariz., Tuesday (9) are **Sensational Maldando**, head balancing traps; **Marcos Morales**, foot juggler; **Senorita Esther**, iron jaw; **Rosa Esqueda**, heel and toe traps; **Roul Esqueda**, clown; **Senor Munoz**, web; **Vasquez Troupe**, acros, and **Wheeler's** dogs and ponies. Show will move on seven trucks and carry a Side Show. After a week in Arizona it moves to California to present the grandstand attraction at Beaumont Cherry Festival June 17-19.

Paul Valty, European horse trainer who has been training show horses in Louisiana the past winter, stopped off in New York last week en route to Canada where he will present his high school horse, Agba, ridden by **Line Valty**, at fairs and horse shows.

Happy Spitzer and his mule, Francis, are on a 10-week tour. Friday and Saturday (9-10) they will be in Westbrook, Me. . . . **Irah Watkins** and his chimps are at Palisades (N. J.) Park for a two-week engagement. Watkins is recuperating from hospitalization and surgery.

Alzanas Family was the cover subject of the May 28 issue of Parade, Sunday newspaper supplement. The group also received an inside two-page spread in the same issue. . . . **Aerial Solts** were the free acts at a May 29-June 3 American Legion celebration in Delphi, Ind. They were also booked for a June 6-10 Legion event in Pierceton, Ind.

Acts with Harlacker Charity show in Detroit, until Friday (2), were **Three Milos**, **Sensational Marions**, **Aerial Jons**, **Three Fearless Stars**, **Malikova**, **Nelson Sisters**, **Canestrelli Family**, **La Tosca** and **Flying Le Mars**.

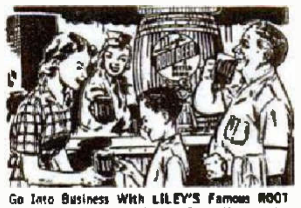
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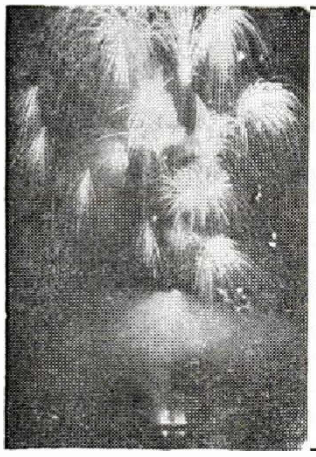
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6-10-50

Bill Boyd Tops 'Double' Trouble On Long Trail to Hopalong Role

(Continued from page 53)

and oil field worker kept Bill busy until he was 19. Then he went to live with his grandparents in Los Angeles and to try crashing the movies. Hollywood wasn't impressed, however, so Bill plunked his roll for a second-hand Pierce-Arrow and joined a half-dozen others with cars in operation of the Pickwick Line. Named for the San Diego theater where the limousine jockeys first pitched for passengers, the line offered rides to resort areas and later expanded to serve the L. A.-Frisco carriage trade.

If Bill had stayed with that org he might have become a bus line big shot because the line prospered and much later became a link in the Greyhound system. But Billy the Kid sold his car and tried the flickers again.

This time (in 1919) Boyd made 15 bucks as an extra in a Cecil B. DeMille film, after which DeMille gave him a minor speaking role. But his career in motion pictures staggered when DeMille advised him to get out of the business. The two had clashed over how a bit should be done and DeMille told Bill he'd better pack up his make-up. Bill refused, stating firmly that he intended to stick. His spirit impressed DeMille. When the scene was over Boyd had a DeMille contract.

Another Bill Boyd

Bill did a minor part in *King of Kings*, worked for Famous Players in the early '20s, and in 1925 had the lead in *The Volga Boatman*. He drew a star's $3,000 per week. Then came the talkies. Boyd's voice wasn't bad, but he dropped to lesser pictures. His stock dropped even lower because of another man by the name Bill Boyd.

The other Bill Boyd gained recognition on the Broadway stage and then went to the Coast. He got involved in some bad p blicity, and the brand was burned on Hoppy when a newspaper printed the wrong Boyd's photo with the story. Hoppy's studio knew he was an innocent victim, but it ripped up his contract for *What Price Glory*. Hoppy took off for Mexico.

"About a year and a half later I picked up an L. A. paper in a Mexican hotel," Boyd recalled. "There on the front page was my picture again. And the story said I had died"!

Meets Cassidy

The daily had made the same photo mistake and this time Boyd raced back to Hollywood. Death had taken the other Bill Boyd; the future Hopalong was ready to ride again.

Bill was 36 when Paramount offered him his first Western role, the romantic lead in what was to be the first Hopalong Cassidy film. James Gleason was to play the role of Hopalong, then a character calculated to be the roughest, cussingest, flea-bitten cowhand on the Hollywood range. The name Hopalong stemmed from the supposition that he carried in his leg a slug from the six-shooter of some equally low-down gunman. That's at any rate, was the idea writer Clarence E. Mulford had in mind.

But Bill saw something different in the script.

"I liked that name, Hopalong Cassidy," he said, "and I thought that if that cowboy were cleaned up, I'd like to do the part."

Hopalong Converted

Horse sense and plenty of business foresight cropped out in Boyd at this point. First he succeeded in talking his way into the Hopalong role. Then he converted the character from maverick to model Westerner. Next he wrangled a schedule of six Hopalong Cassidy films. Twice the company's original plan, and thus established the character in the minds of the Saturday afternoon movie moppets. After the sixth, kids called for more.

Boyd pushed a playboy past far behind him and modeled his personal actions after Hopalong's. He learned then to ride a horse.

Not long after he began the Hopalong series, Boyd married for the fifth time. His attractive wife, Grace, was a comedienne in the movies and has shared the Cassidy ups and downs with Bill. The 13th anniversary of their wedding will be this month. They have no children and live unpretentiously in Hollywood Hills.

In all, Boyd has acted in 66 Hopalong films—54 for Paramount and 16 which he produced himself and released thru United Artists. The latest was made three years ago. Hopalong's limp disappeared at the outset and a stripe on the breeches of his familiar costume has been eliminated; otherwise, the character has remained unchanged.

Peek Gives TV Tip

In 1938, a time when TV still was a blurr on the horizon, Boyd accidentally got a tip-off peek at Paramount's contract with Mulford. The creator of Hopalong Cassidy had specifically retained television rights to the series in that contract, which was writen in 1934.

"I figured that he must have had something in mind," Boyd said, And it put TV rights on Boyd's mind. For the next 10 years he worked to get those rights.

First he bought the films themselves from four persons who held reissue rights. Then he made many trips to Fryeburg, Me., to dicked with Mulford on a possible deal for the television privileges. Their final agreement gave the writer 50 per cent of all Hopalong Cassidy profits before taxes; it gave Boyd the video rights.

That decade ended with Boyd a has-been on the screen. But Hopalong Cassidy movies first appeared on TV in August, 1948. A Los Angeles station paid $200 per showing them. Now it is showing the same films for the fifth time around and at $1,000 per viewing.

Surprised by Rise

Seeing Mulford's idea for television, combining it with his own version of Hoppy and putting the whole plan into working order put Boyd in position for the boom. He bad set his sights high for TV, but even he had not realized the scope of the things he was building. His across-the-board rise surprised him no less than many others. But the kids—and thus the parents, producers, managers and merchandisers—fell in love with Hoppy and the rush was on.

Unassuming in his comeback, Bill was apprehensive before his first personal appearance a year ago. *The New York Daily News* was launching the Hopalong comic strip and Boyd was on hand.

The resulting mob—people lined up eight deep for 26 blocks to see him—gave the first indication of his drawing power. His apprehension turned to amazement. At about the same time he made his first circus appear-

(See BILL BOYD on page 63)

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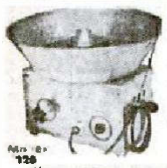
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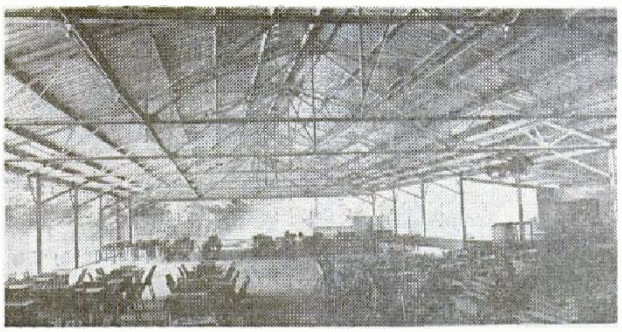
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Venice Lake Spot, Two Years In Making, Bows With Preview

VENICE, Calif., June 3.—After two years of building and preparation, Venice Lake Park bowed here Tuesday (30) with a preview of its 5 major, 4 kiddie rides and 9 concessions. A free water carnival was featured and drew a crowd that exceeded expectations, Earle Charleston, business manager, said. Altho formal opening is to follow within the next few weeks, the preview gave some of the ride operators their first money. Among them were John Kissane, who has had his trains on the lot for two years without receiving any revenue on his costly investment. Tom Wade, too, was ready last July 4 with his Whirlwind and Sky Ride.

Venice Lake, formerly Ocean View, is under the direction of a new corporation, Venice Amusement Park, Inc. In addition to Charleston, other officers are Tom Wade, concession manager, and Ralph Hopkins, press. The park intends to go after picnic business, tying it in with the swimming and boating facilities of its 40-acre salt water lake. An experienced picnic man is to be added to the staff. The park also will make a bid for auspices and has already let the novelty concession to Venice Post 177, American Legion. C. E. Pierson, commander, said that the concession would be staffed by various members of the post.

Legal Tangles Straightened

Prices are aimed at the family trade, Charleston said. Rides are 9 cents for kids and 20 cents for adults, with the exception of the pony ride, which is 25 cents.

According to Clifford Enger, former Austin, Minn., municipal judge and now member of the law firm of Enger & Hiller, the firm had to unravel many legal entanglements to get the park in operation. Some of these were not in order until recently, which forced the park crew to work fast to get the amusement area open even for the preview.

Several projects, including the installation of a Skooter and a Merry-Go-Round, will soon be completed. Negotiations for the ride are now under way. The boat ride pool has been completed.

New Whirlwind

Venice Lake features the new Whirlwind, a ride designed and made by Tom Wade. Using cylindrical cars that carry 48 kids or 32 adults, the ride is driven by two propellers powered by 10 h.p. motors. Jack Wade, who helped build it, is also on the ride. The Sky Ride, a rocket ship affair, is also operated by the Wades.

Don Sinkinson with Henry (Whitey) Hardy has the Tilt-a-Whirl, which was brought here after five months at Virginia Park in Long Island. Kissane has two Carter & Morehart trains and uses two tracks. On the ride with him are Fern Kissane, Ray Williams, Charlie Organ and Oscar Vogen. John Clark, with Frieda Clark as cashier, has the Little Dipper. Clifford Hemlick signed on a week ago with his pony ride.

Concessions include Shooting Gallery—Jules F. Blumental, owner; Fred Sanford, assistant; Arcade — Wayne Irick, Bill Ferguson, owners; Billie Judd and Helen Irick, cashiers; beer stand—Art Moan, owner; Bill Schwelnus, assistant; hot dogs—Ruth Mc Mullen, owner; Mildred Ames, assistant; ice cream— L. W. Burt, R. L. Burt and Arline Burt; juice stand—Ethel M. Nesmith, owner; Lillian Scott, assistant; peanuts, candy floss, popcorn — Del Hungerford, owner; Bob Eastwold, assistant; barbecued hot dogs—Betty Reynolds, owner; Don Harding and Antionette Bernard, assistants.

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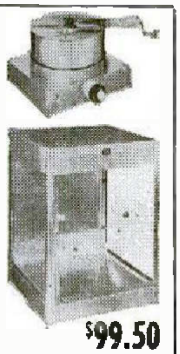
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(Continued from page 53)

unnecessary, unless the event is new to the locality. Such general plugging often filled the auditorium or hall with city folks and local youngsters.

The average family night talent package ran from four to as many as eight performers, with one man doubling as emsee and troupe director and one or two different members of the cast doubling as background musicians. The show usually runs about 1 hour and 15 minutes with four different acts or a h.b. band that does a varied program. IH central headquarters insist on no advertising other than the films, and recommends that no direct sales talks be given. There is no objection to truck or farm machinery displays in or near-by the hall.

During the 1949-'50 season, IH retailers, each of whom pays for his own show, spent over $600,000 for talent for a total of more than 3,000 shows. These family nights pulled an estimated 2,278,110 persons. Williams pointed out that these figures, when broken down, indicate an average cost of per farm customer of 27 cents per attendee. The average crowd ran 750, with as many as 4,000 reported in isolated cases.

When asked if IH intended to continue its live talent promotion program, Williams told *The Billboard* that until "someone comes up with an idea, whereby we can draw millions of people to these dealer-customer events for less than that cost, our dealers will continue with vaude talent as the sales promotion media." The cost of talent for the individual show runs from $150 to $250 per night. The actual cost of talent is determined by the amount of different acts on the show selected by the IH retailer thru the district manager. The farm implement firm breaks down the 48 States into 75 branches, each encompassing 60 to 90 retailers. Williams emphasized that IH retailers are not forced to take the shows, but that the large majority participate willingly in the project. At present Williams said that IH is thinking of further expanding its 1950-'51 talent budget.

Hub Paper Blasts Mass. Beach Grab

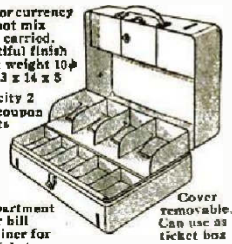
BOSTON, June 3.—The State Recreation Authority, project of Gov. Paul Dever, has been arousing storms of protest and criticism because of its avowed intention of taking beaches in the State by right of eminent domain.

So far, protests were from residents and business people of the areas under consideration, but May 28 *The Boston Sunday Herald*, in an eight-paragraph editorial, flayed the governor for his "Jones Beach complex."

Hub Water Trips Start

BOSTON, June 3.—Steamboat excursions in the bay and harbor, and to amusement resorts and beaches, have returned to their prewar schedules. Three boats are scheduled to make daily runs to Paragon Park, Nantasket Beach.

KARRY CASH



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ARCUS-SIMPLEX TICKET CO.
16 LAIGHT ST., NEW YORK 13, N. Y.
AMUSEMENT TICKET PRINTERS

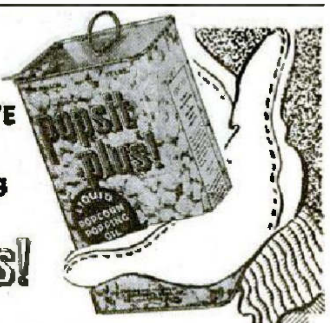
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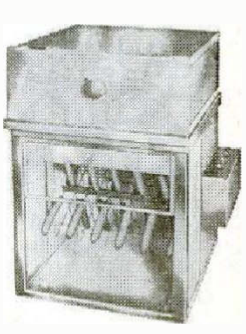
HOT MONEY-MAKER FOR YOU!

PERSONALITY PLUS . . .

and ALWAYS on the job. One of the cleverest merchandising ideas in years . . . the GLENRAY HOT DOG BAR-B-QUE is a natural money-maker for you.

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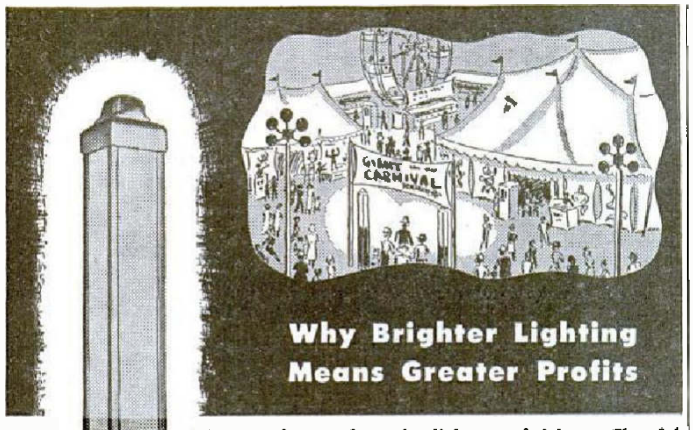
☐ C. O. D. ⅓ Down (Machine Shipped Collect)

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STREET .....

CITY ..... STATE .....

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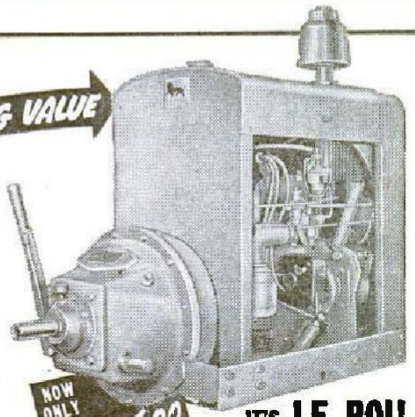
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6-10-R

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: Lawton, Okla.
American Bazaar: Lancaster, N. Y.
American Beauty: Kirksville, Mo.; Fort Madison, Ia., 12-17.
American Eagle: Ridgeway, Ill.
American Midway: Snyder, Tex.
American United: Missoula, Mont.
Avery's Modern: Flint, Mich.
Badger State: Detroit Lakes, Minn.; Devils Lake, N. D., 13-18

(See Carnival Routes on page 82)

Misc. Routes

Send to
2160 Patterson St. Cincinnati 22, O.

Ice Follies (Winterland) San Francisco, Calif., 7-17.
Miller's, Irvin C., Brown-Skin Models (Scott's Zelmarosa) Kansas City, Mo., 7-21.
Pan-American Animal Exhibit: Jackson, O., 7-8, Wellston 9-11; Logan 12-13; Glouster 14-15; New Straitsville 16-18.
Skating Vanities (Wembley Stadium) London, Eng., thru August 5.
Stout, Toby & Ora, Players: Charlotte, Mich., 8-10; Albion 12-17.

Solons Fail To Ease Conn. Game Laws

BRIDGEPORT, Conn., June 3.—Hopes of non-profit organizations that the Connecticut legislature would authorize games of chance and raffles at benefit bazaars were dashed this week when the State Senate adjourned a special session without acting on a bill previously passed by the House.

In an earlier session the House had failed to act on the proposal despite pleas from volunteer firemen's groups thruout the State that they would lack funds to carry on their work unless gaming laws were revised. Prosecuting authorities cracked down last year, first in Fairfield County and later in other counties, on raffles and games of chance at benefit carnivals on the grounds that they violated gaming laws.

Bill was ruled out on a technicality in the Senate by Lieut. Gov William T. Carroll. Issue was then referred to the legislative council for study, and an attempt to bring the bill to a vote was defeated. Sen. Milton J. Herman said that it was a little inconsistent for the Legislature not to enact the measure while approving a law permitting Sunday sale of liquor in Connecticut. Senator Weschler contended that the bill was approved by the House under pressure of hysteria.

Pueblo Spot Has Big Week

PUEBLO, Colo., June 3.—Lakeside Park here had a strong May 24-30 week with Hill's Greater Shows as an attraction. Other features were boat racing, night fireworks, and a $1,000 giveaway Monday (30) night by the VFW Athletic Association. Park Manager Harry Ellswood will have another big gathering July 4th week. Fireworks will again be on tap.

Nantasket Hotel Razed

HULL, Mass., June 3.—Fire swept the 30-room Marlboro House, Nantasket Beach landmark, May 26, causing $10,000 damage. Workmen had been preparing the three-story wooden structure for its summer opening.

Melville Revives Trotters

MELVILLE, Sask., June 3.—Harness horse racing with prizes totaling $1,600 will be revived at the fair here in July, to be sponsored by Melville Agricultural Society and Melville Kinsmens Club. Race track is being rebuilt for the trotters.

Circus Routes

Send to
2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Eugene, Ore., 6; McMinnville 7; Corvallis 8; Salem 9; Vancouver, Wash., 10; Centralia 11.
Biller Bros.: Hazleton, Pa., 6; Scranton 7; E. Stroudsburg 8; Phillipsburg, N. J., 9; Morristown 10; Pittsfield, Mass., 12.
Burling Bros.: Bessemer, Pa., 6; Lowellville, O., 7; New Galilee, Pa., 8; Negley, O., 9; New Cumberland, W. Va., 10; Short Creek 12; Dillonvale, O., 13; Smithfield 14.
Capell Bros.: Swan River, Man., Can., 6; Kamsack, Sask., 10; Wadena 12.
Cole Bros.: Erie, Pa., 6; Buffalo, N. Y., 9-10.
Cole & Walters: Highmore, S. D., 6; Onida 7; Gettysburg 8; Eagle Butte 9; Faith 10; Bison 11; Lemmon 12; Reeder, N. D., 13; Regent 14; Mott 15.
Dailey Bros.: New Liskeard, Ont., Can., 6; Kirkland Lake 7; Timmins 8; Cochrane 9; Val D'Or, Que., 10.
Dales: Perth, Ont., Can., 8.
Davies, Ayres & Kathryn: Williams Bay, Wis., 6; Pewaukee 7; Cambridge 8; Lake Mills 9.
Davenport, Orrin: Regina, Sask., Can., 8-10.
Flamante; Phoenix, Ariz., 9-10; Glendale 11; Superior 12; Del Ray, Calif., 13; Guadalupe 14; Yuma, Ariz., 15; Coachella, Calif., 16; Beaumont 17-19.
Gainesville Community: Corpus Christi, Tex., 9-10; Longview 16-17.
Gould, Jay: Missouri Valley, Ia., 7-8; Jefferson 9-10; Anamosa 12-13; Freeport, Ill., 14-15; Ossian, Ia., 16-18.
Hagen Bros.: Evanston, Ill., 6; Kankakee 7-8; Hobart, Ind., 9; Valparaiso 10; La Porte 12; Mishawaka 13; Three Rivers, Mich., 14; Sturgis 15; Coldwater 16; Auburn, Ind., 17.
Kelly, Al G., & Miller Bros.: Montezuma, Ia., 6; Washington 7; Mt. Pleasant 8; Fairfield 9; Bloomfield 10; Keosauqua 11.
Kelly & Morris: Kenosha, Wis., 6.
King Bros.: Wynyard, Sask., Can., 6; Watson 7; Melfort 8; Prince Albert 9; Saskatoon 10.
Mills Bros.: Keokuk, Ia., 6; Moberly, Mo., 7; Centralia 8; St. Charles 9; Alton, Ill., 10; Columbia, Mo., 12; Jefferson City 13; Sedalia 14; Independence 15; Lawrence, Kan., 16; Leavenworth 17.
Polack Bros.: (Eastern): Albuquerque, N. M., 13-15; Pueblo, Colo., 17-19.
Polack Bros. (Western): Watsonville, Calif., 6-7; Merced 9-10; Bakersfield 14-17.
Ringling Bros. and Barnum & Bailey: Newark, N. J., 6-8; Westbury, L. I., N. Y., 9-10; Bridgeport, Conn., 12; Plainville 13; Springfield, Mass., 14; Wallingford, Conn., 15; New London 16; Fall River, Mass., 17.
Rogers Bros.: Danville, Va., 6; Graham, N. C., 7; High Point 8; Greensboro 9-10; Fort Bragg 11; Fayetteville 12.
Seal Bros.: Kenmare, N. D., 6; Stanley 7; Ray 8; Williston 9; Watford City 10.
Ward Bros.: Santa Ana, Calif., 7-8; San Bernardino 9-12.

H. Soager Heads Tivoli, Copenhagen

COPENHAGEN, June 3.—Tivoli Amusement Park, due to the accidental death of manager Carl Mortensen, early last month, has a new administrative set-up, headed by Henning Soager, a young lawyer who has held important posts in the Labor Department of Denmark but is making his debut here in the amusement field.

Soager will be assisted by Mrs. Inge-Lise Bock, who has been named artistic director of the park. Mrs. Bock is widely known in the international amusement field as she has been for many years the directress of Copenhagen's leading night clubs, the National-Scala and the Lorry. Her ambition is to provide Tivoli with a large vaude theater.

Tivoli always has presented big open-air circus-vaude shows and the opening bill this season included the Four Ferris, perch; Annell and Brask, unicyclists Three Lintunen, equilibrists; Eight Mogadors, jugglers; and the Biancas, aerialists.

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Re-Elect Alderson Ocean Beach Prexy; Contracts Awarded

NEW LONDON, Conn., June 3.—H. Fremont Alderson has been re-elected president of Ocean Beach Park Board, which suprvises the city-owned-and-operated spot here. Elsa Moska, secretary, also was re-elected.

Committees for the year appointed by Alderson include: Concessions, Laurence A. Chappell, chairman, Dr. C. John Satti and Edward J. Bonville; rides, Dr. Satti, chairman, Richard L. Sheflott and Morris Lubchansky; building, Edward E. Baldini, chairman, Chappell and Sheflott; and budget, Dr. Satti, chairman, Lubchansky and Baldini.

Board approved transfer of the Dodgem ride at the park, which still has another year to run, from Horace Rowe and Irvin R. Mitchell to Mrs. Annie Vescovi and Frank Terrano. The board also agreed to have City Manager Edward Henkle sign a contract with the new Dodgem operators covering operation of the miniature railway at the park for the next five years. New operators will pay 10 per cent of the gross receipts on the Dodgem. Miniature railway contract calls for them to pay the beach $1,650 per season.

Henkle was authorized to sign a contract with CNF Amusements, Inc., for the boating concession in Alewife Cove. One-year contract permits concessionaires to rent rowboats, canoes, watercycles and to sell boating equipment. CNF will pay $600 per season.

Park board approved a 1950-51 budget of $118,140.33, shaving $2,100 from the budget proposed by Meredith Lee, beach superintendent.

Grace Ziegler Opens 30th Year as Op at Island Park

DETROIT, June 3.—Mrs. Grace Ziegler opened her 30th season as ride operator at Island Lake Park, 35 miles northwest of Detroit, on Decoration Day. Spot was established as an early-day miniature park by her husband, the late Charles Ziegler, who operated the Tri-State Shows for a quarter century prior to his death six years ago.

Mrs. Ziegler is now running three rides at the location, under the management of John (Slim) Choyke. Location has been built into a sizable amusement operation with the addition of a Penny Arcade, roller rink, photograph gallery and the near-by Blue Lantern Ballroom. Erwin Baldridge, veteran concession and coin machine man, is running the Arcade.

BILL BOYD

(Continued from page 58)

ance, for Tom Packs at St. Louis. Apparently the effect of TV had not yet been felt there for the appearance was not outstanding.

Staff on Percentage

Boyd hired his first press man, John Daly, and manager, Bob Stabler, 18 months ago and they worked the first six for free. Now they, too, have a percentage of the deal.

The first Hopalong-endorsed merchandise went on sale 10 months ago. Now 67 per cent of all Western kids' garb bears the Boyd brand, and stores frequently have had trouble moving inventories of items linked with other Westerners. Bill is a stickler for specifications on these items. A deal for a new item can be readied by his staff, but only Boyd can give the final nod.

Plans Boys' Ranch

Hero-worship is a two-way street for Bill. He thinks every bit as much of his fans as they do of him. Pointing up his interest in youngsters is his plan for a ranch where 1,000 boys will be encamped at a time. Stays at the ranch will be awarded in a contest.

No Spots, On Spot

COLLINGWOOD, Ont., June 3.—Ready, able and willing to work—needed, too—the polar bears on Dailey Bros.' Circus are among the unemployed because they are spotless.

When the Dailey show bought the bears, their trainer explained the routines to the new owners. To distinguish the animals, he painted spots on each of them.

Everything went well until the bears got wet, and the spots disappeared before the new trainer learned to identify them. Now the all-while bears exercise as they please when they are turned into the arena.

Freeport Track Bow Set; Motorcycle Hockey Planned

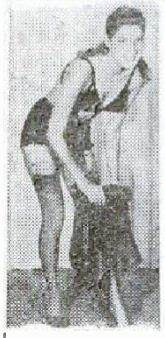
FREEPORT, N. Y., June 3.—Midget auto racing bowed for the season at Municipal Stadium here Friday night (2). They are promoted by Jake Kedenburg, who will continue staging stock car races Tuesday and Saturday nights. Contests also will be continued Sunday afternoons at Islip Speedway, Kedenburg said.

Islip also will be the scene of a motorcycle hockey game, a 20-minute contest being slated for Sunday (11). Game will feature two teams of five cyclists each attempting to kick a soccer ball thru uprights planted on the infield.

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One Roll ..... $ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00
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8,000 ..... 9.35
10,000 ..... 10.20
30,000 ..... 14.60
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Beatty Show Gets Okay Biz Until Holiday

Parades With CFA at Napa

SACRAMENTO, June 3.—The four-day Decoration holiday cut into Clyde Beatty Circus business. However, up to that time for 10 performances the show had had two capacity and five good houses.

Playing the Stockton area Wednesday (24), the show pulled a good matinee but a poor evening crowd. Richmond the following day gave the show a capacity matinee and a satisfactory night attendance. At Vallejo, where the weather was warm, there were top houses for both shows. Napa, Saturday (27), turned out to fill both performances. The slackening for the holidays started the next day when both shows in Petaluma were light.

In Napa Beatty gave its second parade of the season with the Circus Fans Association, under Clyde Brown, Western vice-president, co-operating. CFA's sent out releases to newspapers and radio stations telling of the big to-do in advance of the date. John and Dave Cavagnero entertained the entire personnel following the night show at a turkey dinner.

Slats Parker was reported as having joined the show as trainmaster, succeeding Pat Graham. Parker was formerly with the Royal American Shows.

Bob Steele, who suffered an injury before the show opened in Los Angeles in March, returned to the show in Antioch (15) to head the Wild West concert.

A tally-ho with a four-horse hitch was purchased from the California Jockey Club in San Mateo. It was featured in the Napa parade.

Show had been free of accidents since it played Bakersfield two weeks ago, but here a wagon that was being unloaded got away and crashed thru a radio store window. Damage was set at $300.

Cole Does Slim 40G in 5 Days At Cincy Arena

CINCINNATI, June 3.—Playing a five-day, nine-performance engagement at the Cincinnati Garden here, May 26-30, Cole Bros.' Circus, featuring Bill (Hopalong Cassidy) Boyd, did not fare as well as expected. Total attendance was estimated at 22,000, with the gross rated around $40,000. The Garden seats 11,000.

The Monday night (29) performance was the biggest when some 7,000 circus-goers were on hand. Show opened Friday night (26) to some 5,000 people.

On its previous visits here under canvas, Cole played stands usually Saturdays and Sundays. That is the limit for a big top here unless it has a strong auspice. It is the consensus that two days here indoors would have been sufficient.

Kelly-Miller Draws Capacities in Iowa

AUDUBON, Ia., June 3.—Al G. Kelly-Miller Bros.' Circus got much of the capacity treatment in its tour of Iowa this week.

Show played to a full house of about 3,500 here for a matinee-only Sunday stand (28). It also drew full houses at night and three-quarter houses for matinees at Carroll Saturday (27) and Onawa Thursday (25). Weather was off at all three places.

Mills Show Doing Its Biggest Biz With 1950's Enlarged Org

ELGIN, Ill., June 3.—Mills Bros.' Circus, sporting its largest talent offering, is getting its biggest business this year and added another good gross to the score here Decoration Day (30).

Jake and Jack Mills reported that they've been getting money all the way and their coming month's tour of Wisconsin and Upper Michigan is expected to maintain the pace. Along with the business has come a higher nut for the well-populated program. But Jake, justifiably enthused about the show, and Jack, repeating that "you've got to give the folks a good performance," feel that they have the right combination.

Their two-month-old season has included some rough weather. Counteracting the elements, tho, are the good stands they have played, including Wooster, O., where three shows were given on a mired lot.

Per Capita Spending Off

Indicative of the show's position is Jake's report on concession sales. Per capita spending is off somewhat, he said, but the show plays to more people and the resulting grosses are larger. He said, too, that sale of banners and the like spells the difference between profit and loss on Mills's ledgers. Two capacity houses every day would be needed to crack the nut if it weren't for the extras, he said.

The Mills offering is set off by its several newly imported acts, including talent from South Africa, Switzerland, England and South America. Clowns show they have put some effort in devising make-up. There is a more than adequate display of horseflesh and the augmented elephant line-up helps. One bull, Trilby, was back after a tooth-pulling ordeal at Gary, Ind., which rated page 1 in two Chicago dailies.

Giving the show much of its strength are the number of people with it and the outstanding costumes. A dozen and more performers appear simultaneously more than once. Mills scores high in a tabulation of how frequently all rings are in use.

Circusy hats for the bandsmen, colorful ballet outfits and attractive costuming for acts mark the wardrobe. Like those in use on several shows, uniform coats on the Mills show still bear imprint of their Sarasota origin. Jake Mills explained that that system hasn't panned out as well as anticipated. Thus, Mamie Ward, wardrobe mistress, began production of original costumes before this season, and Mills hopes to use show-owned costumes that blend with each other thruout the performance before long.

There's more to come on the Mills agenda. As coming attractions, Jake listed a new four-people perch act and an animal trainer. The trainer will go on the pay roll late in the season to break seal acts for the 1951 trek, he said.

Mills continues to play under auspices, a field in which it pioneered for tented orgs. Sponsor here was Kiwanis Club. Phone promotion and club contacts are keys to the set-up, which helps turn out the biz. Billing was light here and what was done played the Kiwanis group over the show's own title, a practice which was carried thru in pitching the "Kiwanis Circus in Revue" booklet during the come-in.

Capell Org Gets Sun, Better Biz On Canada Run

DELORAINE, Man., June 3. — Capell Bros.' Circus crossed into Canada at Boissenvain, Man., (28) and was greeted by sunshine and better business, H. N. (Doc) Capell, owner reported.

Show entered the dominion from Dunseith, N. D., and cleared the customs and immigration offices in 30 minutes, a record according to Capell.

Two-month tour of Oklahoma Kansas, Colorado and the Dakotas was disappointing because of rain, snow, wind and cold.

Acts for the 90-day Canadian tour include the Clarkonians, Dale and Lois Ann Madden, Fuller Troupe, Edward Woods Family, Guetterlez Family, Shirley and Judy Troupes, Dale Petross horses and ponies, and Capell Bros.' horses, ponies, mules and elephants. Show lasts 1-hour and 45 minutes and is backed by Dale Madden at the Hammond organ. Joe Hodgini Troupe and Morris Family closed to fill fair dates.

Willie (Blue) Lundy has the big top. Mrs. Frankie Woods is in charge of the cookhouse. Guy Smuck is mail agent and has the inside tickets.

Flood Damage, Farm Chores, Hurt King In Minnesota Stops

CROOKSTON, Minn., June 3.—Attendance for King Bros.' Circus took a sharp drop as the show moved thru Northern Minnesota on its way to Canada. Weather and farm work kept many folks away.

The org drew two one-quarter houses here Monday (29). The show arrived during first of planting season, and flood losses in this area were heavy.

At Fergus Falls, Minn. (28), King played to two half-houses in cold weather. Because its trucks were loaded and unloaded more than once in the State, the show was required to take out Minnesota license plates for most of the units here. However, a refund from the State was expected when the circus crossed the border.

King moved from here to Thief River Falls and thence into Canada.

Biller Bros. Finds Going Rough in Pa., Ohio; Weather Okay

BUTLER, Pa., July 3. — Biller Bros.' Circus found the going rough here and at two Ohio spots last week. The show played to two half-houses here Monday (29), eve of Decoration Day and itself a holiday for many. Weather was warm and clear.

At Massillon, O., Saturday (27) the matinee and night show drew a quarter-house each. Biller followed one circus and a carnival there and the auspices, Junior Chamber of Commerce found advance sales almost zero.

Five school activities drawing a total of 5,000 persons left only two half-houses for the Biller show at Mansfield, O., (26). Win Partello, manager of the show and a native of Mansfield, was visited by his mother, Mrs. Alice Partello, a former stock company trouper. Newspaper carried a story on their careers. Partello's wife, Marian Knowlton, was out of the elephant act because of a leg injury.

BERLIN, June 3.—Emil Wacker, owner of the Circus Apollo, has been elected president of the Association of German Circus Directors.

Organization is made up of the leading circus owners and managers of Germany and also has several foreign owners on its rolls. It's title is being changed to that of Internationalen Arbeitsgemeinschaft Furender Cirkusdirektoren.

Ringling Take Holds Steady Thru Pennsy

One-Day Stands Begin

ALLENTOWN, Pa., June 3. — Departing from its early season schedule of week-long stands in large Eastern cities, the Ringling-Barnum circus left Philadelphia this week on a schedule of one and two-day dates in New Jersey and Pennsylvania. Circus is here today for the second half of a two-day date.

Two performances offered at a city-owned lot in Atlantic City Monday, May 28, were sellouts despite competition from resort offerings and uncertain weather. Business continued good at Wilmington, Del., May 29; Lancaster, Pa. (30); Harrisburg, Pa. (31), and Reading, Pa., June 1 and 2.

With all units working smoothly, the show has been pulling into towns in plenty of time to make matinee performances. Local press has been generous in supplying space for copy and pictures.

Show has been battling bad weather, and finally struck a good lot at the Decoration Day stand in Lancaster. The old airport grounds along Manheim Pike there was the best lot the show has encountered since beginning its outdoor season. At the previous stand in Wilmington, personnel struggled thru mud.

Dailey's Canada Stands Better Than U. S. Biz

GUELPH, Ont., June 3. — Dailey Bros.' Circus continues to do bigger business in Canada than in earlier United States stands. Show drew better than a half house for the matinee and got a three-quarter night house here Wednesday (31).

Arrival in Co-Owner Harry Hammill's former home town was delayed by derailment of a freight train. Dailey's train reached here about 11 a.m. and the matinee started at 4 p.m. Menagerie top was not used and part of the animals were spotted in the big top.

Joe Louis, retired heavyweight boxing champion, continued to limit his concert appearance to refereeing a wrestling bout. Concert goes for 50 cents and held about a third of the night crowd here.

While the show's business has shown definite improvement this side of the border, observers said it still fell somewhat short of last year's.

Liberty horse act has been out several days, with the time going for concert announcement.

Hold Two for K-M Robbery

OMAHA, June 3.—Two brothers, Rex and Riley S. Baker, both of Dallas, were held here Friday (26) in connection with the $16,000 robbery of the Al G. Kelly-Miller Bros.' Circus in Berryville, Ark., last October. The U. S. district attorney at Fort Smith, Ark., seeks their removal to Arkansas to face charges of interstate transportation of stolen property, a federal offense.

Everett Tangled Over Beatty

EVERETT, Wash., June 3.—City officials and residents are having a hassle over a Clyde Beatty Circus booking here, reports Clyde R. Beck, old-time Ringling trouper. The city signed an agreement with the Beatty advance for use of a school grounds as a circus lot, and received a $1,000 deposit binding the contract. Later, residents adjacent to the lot protested the rental. Local legalists say the agreement is binding on the city.

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Danville, Va., June 5-6; Graham, N. C., 7; High Point, 8; Greensboro, 9-10; Fayetteville, N. C., 12. 17 Shrine dates coming up, 2 and 3 day stands. Slim Girard, contact Si Rubens or come on.

WANTED

One more Agent capable booking promotions, phone directors and phone man; Boss Canvasman, wire. Acts—Wild West People for concert, People for Side Show. Working Men, come on. Buy or lease Elephant.

KELLY-MORRIS CIRCUS

Kenosha, Wis., June 6; Hebron, Ill., 7; South Milwaukee, Wis., 8-9; Elkhart, 10; or per route.

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DRESSING ROOM GOSSIP

Cole Bros.

The show band started playing the show during the Columbus, O., engagement, Jack Plummer headed a band of local musicians during the Detroit stand. New uniforms have been ordered and will be ready during the Buffalo engagement.

Al Hiltensmith changed brands (cigarettes) and was a pale gentleman until revived. We had beautiful weather for our first outdoor appearance at the Red Bird Stadium in Columbus. Con and Winnie Colleano were married 23 years ago in Detroit, when Con was on his way to the famed spot he now holds. Jackie Lewis has returned to her home in Louisville.

The four-way iron jaw number went in last week. We finally broke Georgia Sweet into wearing the short-hitch costume. Lou Childers rehearses elephants every day between shows.

Cora Davis and Dorita Konyot were the guests of Mr. and Mrs. Hunter in Detroit. Horace Laird and Kenneth Waite were seen in the prop box at Cincinnati Garden. Must be a new number going in.

The calliope, America, is going downtown in the large cities with a six-horse white hitch, and Jack Crippin is doing a good job playing it.

Jack Plummer's band personnel: Cornets, Al Hiltensmith, Otis Homes, Karl Wahrmund. Carmine Petrarca and Russell Bader; trombones, Jack Evans, Rudolph Anderson and Bill Omels; bass, Rex Ronstrom; clarinets and saxes, Homer Clark, George Oliva, Ray Stahura and Jim Crouch; calliope, William Sten.

Visitors: Buck and Rose Steele, Johnny King, Joe Masterson, Verne E. Woods, Martin Stodghill, Otis Jones and family, Skinny Goe, Bob Peck and family, Spike Jones, Cecil Jones, Mr. Clark, E. Walter Evans and Charles Wirth, of *The Billboard*.

Siebrand Bros.

Long jump into Provo, Utah. Harry Ross, erstwhile champion stake driver now claims the title of champion digger since he helped get the Patines trailer out of a sand trap en route to Provo.

Circus has added two extra sections of seats for its stand in Salt Lake City. Advance ticket sale is said to be big. Just so-so biz done in Provo was blamed on chilly and damp nights. Tom Hodgini has been putting on new side gas tanks. Rosa Patine can be seen laboring far into the wee hours on her new sewing machine. Betty Hodgini and Helen Renous were recently on the sick list. Capt. Harry Clark has a novel idea in his mild electrified fence for the stock. Personnel will appear on two television shows during the week. Mr. and Mrs. Buddy Cox were recent visitors.—JOE HODGES HODGINI.

Kelly & Morris

Personnel's Eagle members are proud of the picture of Manager William Morris and baby elephant, Jewel, in the current issue of the Eagles' national magazine. Bud Parry is doing well with the Liberty group of Palominos. Texas Benny Doss is holding more than 50 per cent of the big show crowds with his nine-people concert.—GEORGE MARQUIS.

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Ringling-Barnum

Close of the Philly stand was big, with straw houses and cool weather. Atlantic City on Sunday was cold and damp. Show bus made an excursion to the Boardwalk between shows. Wilmington, Del., saw us in boots and raincoats with our first big rain and mud. Dick Anderson, former catcher on the show, was in for his usual ribbing because of the weather in his home town, Wilmington.

House was packed in Lancaster Pa., Decoration Day. This was the first day the new feature in the big top was used. The open section of the top of the tent was opened. With this opening from one end of the top to the other, there is much more light and ventilation. George Blood and his crew gave us a chicken dinner Decoration Day. Palumbo gave his annual party for the staff, ticket sellers and front-door men at his club in Philly. The bandstand is larger than last season. A new feature is that the sound organ is now inside the band wagon. Lorraine Russo celebrated her birthday. Randy Concello underwent a tonsilectomy in Philly.

Nina Thomas rejoined after being on the sick list. We miss Mike Zabowa, the water man on the men's side for years. He is at Manhattan General Hospital, Room 300. Sparky is the new water boy for the men, and Frank Phelan for the women. Murray Fein has joined. Visitors included Ethel G. Cline, Skee's family, Rose Alexander's sisters, Macy and Frankie Viola, Maxie Tubis, Polack Joe, Frank Zazzara, Lillian Wittmack, Mrs. Pete Grace and Jan Cleef. Willie Krause's new pastime is practicing on the wire. Bill Warner is practicing on the bars between performances.—MARY JANE MILLER.

Hagen Bros.

Added to the show recently were a new motor for the light plant, new water wagon and a new Side Show top. The new middle piece on the big top went up at Batavia, Ill., now giving us a three-ring show. Boyhill Ford and Mary Sue Suesz celebrated birthdays. William Van Arsdale, CFA, clowned two dates with the writer. William Kirschner was on at Skokie, Ill., taking movie films to be used in connection with his work at the Children's Theater at Northwestern University.

Mike Gasca visited and worked in his brother's place on the roly boly at Chicago Heights, Ill. Visits were exchanged with the Davies circus around Chicago. Josephine Gasca is singing in the big show and Rita J. Pratt is practicing on organ between shows. Vernon Pratt and family have a new trailer. Cal Townsend is on the sick list. Other visitors have been Ray Duke, Bob Mason, Clint Finney and Skippy Lewis.—F. M. CAIN.

Cole & Walters

Mr. and Mrs. Fred Brad and Robert and Marie Hall have left the show. Mr. and Mrs. Buck Reger were recent visitors. Show lost three dates due to poor weather. Org was rained out at Burwell, Neb., where wind tore the Side Show top. Jack Wright joined as carpenter, and Buster Todd closed recently.

Show blew Bassett, Neb., because of a soft lot. Mr. and Mrs. Wayne Newman and daughter, Phyliss, joined at Martin, S. D., with their posing horses. The last named also is doing ladder and web. Rosa Parker is sewing wardrobe for Shirley Cole. Lonzo Dever lost two wheels on the elephant truck at Colome, S. D.—MILDRED WELBES.

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TOM TERRELL, Drake Hotel, Lexington, Ky.

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WEATHER CRABS WEEK-END BIZ

Midwest Spots Set the Pace

Most biz near '49 — per capita spending reported up by some—few have dips

CHICAGO, June 3.—Business in the Midwest area held up well during the long Decoration Day week-end, altho rain and threatening weather were reported by many in a survey of operators.

Business at most places hovered close to the 1949 level. Attendance estimates showed that most parks drew as many people this year as last. Per capita spending, while down in a few places, was up in more spots and remained about the same in most.

Good business and good weather was the report from H. C. Shannon, manager of Euclid Beach Park, Cleveland, who said his general increase amounted to about 11 per cent. The crowd was somewhat larger and the people spent as much as 10 per cent more than last year.

Des Moines $5 Short

Robert A. Reichardt, manager of Riverview Park, Des Moines, reported business only $5 short of the 1949 mark. Attendance was down about 10 per cent, he said, but per capita spending increased to make up the difference. It was cloudy and cool there for the four days, with rain on Saturday (28) and showers Sunday (29) and Tuesday (31).

Reichardt said that weather had been poor all season but that he believed this year would equal last if the park gets good weather. A new Kiddieland, opened at Des Moines under management of Sid Pearlman, drew well. Races also were on the holiday program for the Iowa city.

At Indianapolis rain blanked the business of Riverside Park, according to Manager H. E. Parker. Decoration Day was a total loss, he said, and Saturday was hurt by a late opening because of rain.

In St. Louis spending was reported 25 per cent off by Carl Trippe, president of Chain of Rocks. He said attendance was about the same as last year, but that off-and-on showers held down holiday business. It was too cool for operation of the pool. A daylight fireworks show was staged as a special drawing card.

Detroit spots registered business that ranged from good to excellent. Edgewater Park, where much expansion and promotional work has been done, tallied a business score higher than for any year since the war. At Walled Lake, farther out, crowds and spending both were good and long lines of cars led to the spot. Jefferson Beach, far out on Detroit's East Side, usually gets its business later in the summer and didn't draw a large crowd for the holiday. However, it is planning to add free bus service from

(See Weather Crabs on opp. page)

Indianapolis Sets Square Dance Sked

INDIANAPOLIS, June 3.—Riverside Park will launch a regular skedule of square dancing here Thursday (8), Manager H. E. Parker, announced. Events will be held each Thursday, Friday and Saturday, he said.

Parker reported square dancing popularity on the increase in this area, with several clubs in operation. Ace Bailey and his band will be regular feature for the dances.

Weather Dims L. A.'s Holiday; Spending Off in Most Places

LOS ANGELES, June 3.—Amusement operators got no co-operation from the weatherman, and crowds for the four Decoration holidays were no turnouts. The occasion ushered in new Venice Lake Park and showed most operators that spending is down.

The per capita spending is holding up at the Balboa Fun Zone on Balboa Island, Al Anderson, park operator, said. A foggy and cold week-end preceding Tuesday kept attendance down and this was reflected in grosses. However, Anderson declared that per capita spending is on a par with 1949. If the section gets good weather, the take for the year will be satisfactory, he stated. Balboa has four rides and operates fishing, speed and excursion boats.

At Long Beach, H. A. (Pop) Ludwig, manager, reported Virginia Park off for the season as well as the holiday period. He estimated the take 25 per cent under last year.

The Nu-Pike in Long Beach, according to L. P. (Pat) Murphy, manager, did satisfactory business. The over-all take was up over last year. The Little Coaster, Laff in the Dark, Caterpillar, Rock-o-Plane, boat and train rides were operating. The Diving Bell was also in action.

The area staged a big fireworks display financed by the Long Beach fathers. Patrick Lizza, of Golden State Fireworks Manufacturing Company, fired the 35-minute show.

San Diego Biz

San Diego's Mission Beach started its Decoration Day celebration Monday night with fireworks. The day's business, according to Warner Austin, general manager, was "not bad" in the face of the weather. Clouds hung over the park most of the day. Spending was reported as about the same as in 1949.

Venice Lake Park staged a preview opening, advertised in newspapers in its area. The free water carnival was the feature. Some of the operators got their first cash in months. The miniature train, spotted in the front of the park, got top money. Second and third monies went to the Little Dipper and Whirlwind. Park got a television break over KTTV when the news reel featured its opening. Spot is negotiating with KLAC-TV for a consistent campaign.

Long Beach Spot Sells Sky Ride To Neighbor Op

LONG BEACH, Calif., June 3.—The 200-foot Sky Ride that has been in Virginia Park for several years has been bought by the Nu-Pike, the Long Beach Amusement Company's operation here, L. P. (Pat) Murphy, general manager, said. Work of dismantling the basket ride started Wednesday (31) and will be completed in about two weeks.

Removal of the ride from Virginia Park held up distribution of a four-color brochure by Nu-Pike. With 10,000 off the press, additional runs were canceled to include the ride in the literature, along with other features. Of the initial issue, 4,000 were mailed to clubs and organizations, 2,000 to the Chamber of Commerce and the remainder placed with travel agencies and hotels.

Murphy said the ride was bought from Franz Stirnimann in Sweden. It had been on location in Europe and at Golden Gate International Exposition, San Francisco. Device has two baskets, each holding about 20 persons. One goes up while the other comes down. Location of the ride on the Nu-Pike will give the center two high rides, as Velare's Sky Ride is also there. The Swedish ride will be called Hi-Ride when it is erected here.

The ride was purchased outright for an undisclosed figure.

Other features to be included in the new brochure are photographs rather than an artist's drawing of the new picnic grounds.

N. Y. Relaxes Water Ban on Swim Pools

NEW YORK, June 3.—Local pool ops were granted a reprieve this week when Water Commissioner Stephen J. Carney announced that the city's ban on the operation of swimming pools using recirculating water would be relaxed for a 30-day trial period, effective Thursday (15).

Ban was modified as reservoirs supplying water-short New York increased to about 91 per cent of capacity. There had been some speculation earlier this year on whether local pools would operate, with city officials threatening to deny them water unless stores were brought to what they considered level high enough to avoid the danger of drought.

Rock's Playland In Full Swing

NEW YORK, June 3.—After drawing nearly a million persons in the nine week-ends since its pre-season opening March 26, Rockaway's Playland here began daily operations May 26 under ownership of A. Joseph Geist. Pre-season schedule had park operating Friday nights and all day Saturday and Sunday.

Funspot has been refurbished to the tune of $175,000 and offers 30 adult rides and 17 kiddie rides in Joyland, park's moppet adjunct. Eight new rides were installed this year, a new electrical system and sound equipment were set up and a garden added to Joytown. Among new rides are an H-Bomb Rocket, A-Disk, Flying Saucer, Jet Plane, Kiddie Jeep Ride and a Rock-o-Plane, according to Geist's.

Geist said that 2,000 children from the Police Athletic League will be treated Tuesday (6) to a day's outing, complete with rides and refreshments. Occasion will mark the fifth such annual outing sponsored by Playland.

South Bend Kiddie Spot Opening Good

SOUTH BEND, Ind., June 3.—Groom's Stateline Kiddie Park debuted here Saturday (27) to good business that continued thru Decoration Day, Tommy Sacco manager, announced.

Park opened with seven children's rides and a like number of concessions. Rides booked in, include a Merry-Go-Round, Boats, Rocket, Ferris Wheel, Hobbie Horses, Miniature Train and ponies. A Penny Arcade and a novelty stand are being built and the management is mulling the addition of two major rides to the line-up.

Excelsior Gets Big School Biz In Cold Month

EXCELSIOR, Minn., June 3.—Excelsior Park, Lake Minnetonka here has opened for its 26th season, but until now it appears the place would be far better off as a winter sports spot than a summer fun arena. The weather has been so bad that ice in the lake didn't go until May 2.

Rudy Shogran, who handles press, promotion and the ballroom management, said that despite this the park, which opened for week-ends April 21 and for daily business May 19, drew a record 12,000 kids for high school night in mid-May. Previous high was 10,000 in 1949.

Shogran said kids came from all over the area. The park's promotion staff already has some 200 school picnics lined up. School coming the farthest is the Hatton, N. D., high school, 350 miles away. Wisconsin and Iowa schools already have booked dates. Industrial picnics begin in mid-June, with several large groups set.

Beauty Contest Set

Excelsior's annual Miss Minnesota

(See Excelsior Gets ... page 69)

Mass. Resorts Register Slim Holiday Takes

BOSTON, June 3.—The expected big Decoration Day play at beaches and funspots in this area was dampened by dark, cloudy weather and light rains, which resulted in only scattered groups at any of the fun zones. Weather and business were about the same Sunday (28).

Officially, Salisbury was the only beach under Metropolitan District Commission (MDC) authority in the area to open Decoration Day. The others, Revere and Nantasket, open officially June 15.

At Revere, 90 per cent of the rides were grinding out a few dollars, but it was the kiddie rides that were getting the money. Hurley's, which added two units to its Kiddieland this season, did okay business.

New Des Moines Kiddieland Bows

DES MOINES, June 3.—A new Kiddieland opened here Decoration Day, with a large turnout reported by Sid Pearlman, manager. Pearlman, former general manager of radio Station KCBC, Des Moines, is part owner along with Jack Lazarus, local theater executive, and Harry Richman, also of Des Moines.

The park is located on the airport road, outside the loop district, and has 300 square feet of space, including a lake front. Pearlman said plans call for opening of a beach later this summer. The grounds also will include a picnic area. The park opened with five rides, a free monkey zoo and cartoon murals.

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For one of America's most beautiful resorts. Permanent location on 160-acre plot, 4 miles from world famous Hot Springs, Arkansas. This resort has an international reputation and is equipped with a hotel, swimming pool, cabins, dance pavilion and an adjoining open-air theatre. Here is a wonderful opportunity for a ride owner who desires a permanent, seasonable proposition.

Phone, write or wire inquiries to

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CELORON PARK

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AMERICAN PALMIST

Excellent Opportunity

AGENTS for Scale, Age, Stock Concessions

CELORON PARK

Jamestown, N. Y.

FOR SALE

ONE PARKER MERRY-GO-ROUND

50 foot, three abreast, new Top and Sidewall, new Engine, new Horses, machine completely rebuilt, like new. Suitable for park or portable.

$9,500.00 CASH

FUNLAND PARK

La Grange, Illinois

ATTENTION—WANTED

AMUSEMENT RIDES

Space given for any kind of Kiddie or Adult Rides at the new amusement center at Bronx Beach, New York City. Immediate action. Willing to rent or buy Rides. Call TAlmadge 8-1120 or TAlmadge 2-2626 all week to 6 p.m. Ask for Joe or Frank.

Choice Boardwalk Location

Large store in amusement section, Ocean City, Maryland, suitable any line. Write

BOX D-261

The Billboard Cincinnati 22, O.

Weather Crabs Week-End Biz

(Continued from opp. page)

the shuttered Eastwood Park to tap former Eastwood patronage. Eastwood has been closed during an extended legal tangle.

In Chicago, Riverview Park was host to 32,000 this year, compared to 40,000 in 1949, George A. Schmidt said. Weather did the damage. Thunder and rain were reported in areas all around the park Decoration Day, and a heavy shower struck the park about 6:30 p.m. to force an early closing.

Schmidt, like several other operators, said that he had not yet been able to size up the year's situation. Complicating his statistical studies was the fact that several of the largest picnics have scheduled June dates this year. They have had May dates in previous years. Until their business is known, Schmidt said, it will be difficult for him to compare the year's trend with earlier experiences.

Altho hampered by rainy weather over the week-end, Cincinnati's Coney Island came thru with okay business, all things considered. Tuesday's crowd of 18,000 was up about 4,000 from last year's figure and per capita spending was a little better, said Edward L. Schott, president and general manager. The best holiday attraction was Sunlite pool, which did fine business, altho all features got good play.

The park played to 10,000 Saturday, marred by rain at night, and a poor 9,000 Sunday, showers killing afternoon and night trade. Monday business and attendance was light, with schools still in session and many workers on the job.

Fireworks marked Decoration Day and the day before at Excelsior (Minn.) Park, but rain and a sudden drop in temperature during the afternoon of the second day played havoc with what had promised to be a good day's business. Another fireworks show is planned for July 4.

Toledo's Walbridge Park, managed by S. E. Custer, recorded business that was within $250 of last year. Crowds and spending were about the same. Weather was clear for the first three days of the week-end and, altho showers came on Memorial Day afternoon, Custer said they weren't enough to drive people home.

Snow at Denver's Lakeside Park a week before the holiday had caused some advance doubts about Decoration Day trade, but weather turned warm and was okay for the week-end. Results showed business about on a par with 1949. There was little difference in spending.

Figures were expected to show per capita spending off slightly at Wichita's two Joyland parks. However, weather was clear and business was pretty good, it was reported. At Kansas City's Fairyland Park weather had been poor all month and continued with threatening skies on Decoration Day and rain the day before, with a resulting skid in turnout.

CAN PLACE

Legitimate Concessions for each Sunday during the Summer.

LAKEVIEW PARK, ROYERSFORD, PA.

Duck Pond, Pitch, Lead Shoot, Bingo, Train Ride, Novelty and Ball Games, Etc., also Agents. Phone: Valley Forge 4561.

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4 Concession Stands, Midway Location, Fish Pond, Darts and other skill games.

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ROY ACUFF'S DUNBAR CAVE AMUSEMENT PARK

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ROCKY GLEN PARK

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Due to disastrous fire, we have space for rides on percentage basis. Liability insurance required. What have you?

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World's Largest Designer, Builder and Manufacturer

Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous

CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.

Roller Coaster Chain, Rails and Equipment on Hand.

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NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

TOP MONEY MAKER OF THEM ALL

AUTHENTIC MINIATURE TRAINS

• DRAWS THE CROWDS • EASY TO OPERATE

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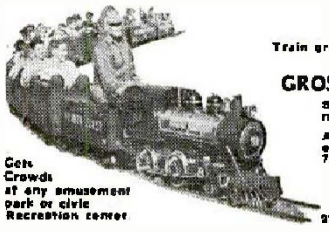
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Gets Crowds at any amusement park or civic Recreation center

MINIATURE STEAM TRAIN

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GROSS $2,500 TO $15,000 A SEASON

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WANTED LOCATION

For new Streamline Kiddie Train. Capacity 30 passengers. Portable with Trailer. Includes 600 ft. of Track. Wire, write or telephone.

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RIDE HELP WANTED

First or Second Men for No. 16 Wheel, Fly-o-Plane and 24-Car Caterpillar. No moving. Rides now in operation. State all first letter. No tickets, pay your own wires.

Griffen Amusement Park

Jacksonville Beach, Florida

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Indianapolis Improvements To Cost 600G

Up Grandstand Cap. 2,200

INDIANAPOLIS, June 3.—Indiana State Fair here has begun construction of a new $250,000 conservation building and a $250,000 addition to its horse barn, two major projects in the annual's $600,000 rebuilding program, Carl Tyner, secretary-manager, announced.

The new conservation hall, not scheduled for completion this year, altho the foundation has been poured, is located on the north side of the track and will be built of Indiana limestone. It will contain a main exhibition hall 190 by 65 feet and a smaller one, 95 by 65 feet. The horse barn addition will be ready for this year's fair.

Enlarge Grandstand

Grandstand capacity will be increased to 14,000 this year by the addition of 1,100 permanent paddock seats and the erection of temporary bleachers to hold a like number. Shuttle busses will be introduced for the first time this year for intergrounds transportation.

Premiums at this year's annual will total $378,000, an increase of $6,000 over 1949 and harness racing purses will total $147,000.

Off-season, fair-sponsored activities drew large crowds during the four-day Decoration Day week-end. An antique show in the main exhibition hall drew 65,000 thru the turnstiles and an exhibit of hot-rod race cars, held in the manufacturer's building to coincide with the annual 500-mile automobile race here, pulled a total of 14,000.

Conn. Issues New Listing of Annuals

HARTFORD, Conn., June 3.—Distribution of a new issue of the 1950 listing of Connecticut fairs has been announced by Joseph C. Bartlett, Association of Connecticut Fairs president.

Among additions is the Washington Fair, which is being revived and sponsored by the Washington Lions' Club. Dates for the event are set for August 31-September 2. A number of other fairs not noted on the listing issued several months ago also are contained in the new schedule, Bartlett said.

M. Kolakoski Dies In Race Car Crash

PLAINVILLE, Conn., June 3.—Mitchell Kolakoski, 31-year-old stock car driver of Suffield, Conn., was killed in a crash at Plainville Stadium here May 28.

State Police Inspector George Mitchell said that the cars were bunched in a controlled skid on a turn during the first race when Kolakoski's car shot from the pack, struck a crash wall and overturned.

Charlotte Horse Show Set

CHARLOTTE, N. C., June 3.—Plans are being shaped for the Charlotte Horse Show to be held at Southern States Exposition Fairgrounds June 8-10. All proceeds of the show will be donated to the Charlotte Spastics Hospital. Committee includes Phil Van Every, publicity chairman; Henry Morris, president, Mecklenburg Saddle Club, co-sponsor of the event, and Doak Flintom.

Oklahoma City Awaits $1 Mil To Commence Work on New Plant

OKLAHOMA CITY, June 3.—Oklahoma State Fair will begin construction of its new fairgrounds here within six months if the annual's request for $1,000,000, part of a city bond issue voted last month, is granted, C. G. (Pete) Baker, secretary-manager, announced. The fair's allotted $4,750,000 is part of a $36,000,000 bond issue which was okayed by voters.

Plans call for completion of the fair plant by the end of 1951 and for occupancy the following summer. Fair officials met this week with architects and engineers for discussion of the general layout of buildings and installation of electricity, water and sewers. The new plant will be a combination vocational training center and a fairgrounds and the two organizations will utilize the buildings.

The aim to complete buildings by the end of next year has been set to allow time for development of a huge landscaping project.

Attractions for this year's annual are set, according to Baker. Royal American Shows will again provide the midway attractions with the Barnes-Carruthers Theatrical Enterprises producing the grandstand show.

Joie Chitwood's Auto Daredevils will hold forth in front of the grandstand the first three days with two big-car dates, two stock-car meets and one midget auto race program also skedded. Thearle-Duffield Fireworks, Inc., will stage the pyro attractions.

Lubbock Plans 25G Plant Improvements

LUBBOCK, Tex., June 3. — Panhandle South Plains Fair here will spend $25,000 in plant improvements this year, a major portion for concrete paving, Neil H. Wright Jr., president, announced.

About 12,000 square yards of paving will be completed this year, including approaches to the livestock barns and walkways. In addition the annual has launched a painting program. Plans for new exhibit buildings are being mulled, but none will be ready this year.

Feature attraction this year will be a pageant produced by the John R. Rogers Producing Company, which will employ local talent and portray the history of Lubbock. The pageant will be staged nightly in front of the grandstand. Bill Hames Shows repeat as the midway attraction.

Show Events Added At Conn. Exposition

STRATFORD, Conn., June 3.—Educational events will be among entertainment features presented by Disabled American Veterans at the Connecticut State Exposition at the Chance-Vought plant here Friday (30), it was announced this week.

Bookings include a family of Hopi Indians from Arizona, under direction of James E. King of the Somers Mountain Indian Trading Post, Somers, Conn. Another feature will be Sharkey, a trained seal under direction of Mark Huling. Fly-casting contest and water ballet also will be staged.

Del Mar, Calif., Annual Will Feature Home Talent

DEL MAR, Calif., June 3.—San Diego County Fair, June 30-July 9, will again feature community participation days. Practically every city and town in the area will take part with local talent to be paraded daily at the fairgrounds here, Henri Warner, promotional activities director, announced.

Shaunavon, Sask., Adds To Grandstand Capacity

SHAUNAVON, Sask., June 3. — Shaunavon Agricultural Society here has added another section to its grandstand to bring capacity to 650.

A third addition is planned to increase capacity of the stand to 1,000.

Calif. Okays Galt Grandstand Repairs

GALT, Calif., June 3.—An agreement made with the State division of architecture to do most of the repairing of the grandstand at the fairgrounds here has set into action final preparations for the Sacramento County Fair, July 14-23. Ancil Hoffman, chairman of the board of directors, made the announcement.

Preparations for the annual had been held up because the architects would not approve the use of the grandstand unless extensive repairs were made. Top of the south grandstand will be removed and a netting used until a permanent roof can be installed.

In a discussion regarding concessions, Sam Kellett, the new secretary-manager, was authorized to get things in shape as soon as possible.

Motorcycle races will be featured on closing day and Al Lauer was guaranteed $2,000 to put on the show.

Chico, Calif., Annual Draw Hits '49 Level

CHICO, Calif., June 3.—The Third District Agricultural Fair, which closed its five-day run here Sunday night (28), equalled its 1949 attendance of 30,145.

Operating on the theme of the Silver Dollar Fair, premiums were paid with the newly minted bucks.

Accommodations for livestock in both senior and junior divisions were increased in 1950, Maurice J. Hogan, secretary-manager, said. The home economics department topped the first time the 1,000 entries mark.

Morrilton, Ark., Annual Renames Coleman Prez

MORRILTON, Ark., June 3. — Ernest Coleman was re-elected president of Conway County Fair and Livestock Show skedded here September 20-23. R. W. Morgan Jr. was renamed secretary-treasurer.

An additional livestock barn will be added to the four already on the grounds. Annual plans to operate all concessions this year with rides to be furnished by Fidler's United Shows.

Edmonton, Alta., Lighting Upped 400% at 40G Cost

EDMONTON, Alta., June 3.—Lighting in the Edmonton Exhibition Association-owned Gardens has been increased 400 per cent at an approximate cost of $40,000, according to James Paul, association's secretary-manager.

All wiring in the building was changed.

Ryley, Alta., Annual Names Westmancoat Prez

RYLEY, Alta., June 3. — R. K. Westmancoat has been named president of the Ryley and District Agricultural Society here.

S. Munkedahl and L. Pepper are vice-presidents, and A. R. Cross, secretary-treasurer.

J. Dan Baldwin New Manager Of Ky. Annual

LOUISVILLE, June 3. — J. Dan Baldwin has been named manager of the Kentucky State Fair, it was announced by Smith D. Broadbent Jr., president of the fair board. Appointment was made May 29 and Baldwin will take over the duties Wednesday (7).

Baldwin has been director of the division of markets in the State Agriculture Department. He is a native of Kentucky and was a teacher before his appointment to the marketing post in 1941.

He was in the marketing department of the University of Alabama from 1944 to 1948, when he returned to the Kentucky Agriculture Department.

Action Expected On Det. Attractions

DETROIT, June 3.—Contracts for major name entertainment at the Michigan State Fair are slated for approval not later than June 15, when the new premium books go to press. Dickering over entertainment has been moving slowly since the award of the midway contract several months ago to Al Wagner's Cavalcade of Amusements. Earlier reports indicated that Bob Hope, who played the fair last year for three days, might return, but these are now considered dead.

High asking price for talent has been one factor in delaying bookings this year, with the fair management feeling that the budget will have to be kept down even tho top names are wanted. Preference, according to Manager James Friel, is for new names this year.

Dick Frederick, who handled advertising and publicity for the fair last year, has been renamed to the post. Frederick runs his own independent agency in Detroit.

Wright Named Chairman Of ESE Education Group

SPRINGFIELD, Mass., June 3.—Stanley W. Wright, superintendent of schools in West Springfield, will be chairman of the education service committee of the Eastern States Exposition. He replaces Franklin P. Hawkes who headed the group last year.

Committee membership comprises superintendents of schools thruout Hampden County. Its objective is to emphasize the educational opportunities available to school children at the exposition each fall.



J. DAN BALDWIN has been named manager of the Kentucky State Fair, it was announced at Louisville last week. He takes over the post June 7.

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ASSURE SUCCESS
WITH
Selden THE STRATOSPHERE MAN
TRADE-MARK
Patrons demand this act because it is one of the most thrilling and awe-inspiring ever to be performed . . . 138 feet above the crowd on a 28-foot swaying pole that brings gasps from everyone in the stands.
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NOW BOOKING
RODEOS, ATTRACTIONS, THRILL SHOWS AND OTHERS FOR
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Gary, Indiana. Seating capacity 5,000.
Write dates open, terms, etc., in 1st letter.
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CARNIVAL WANTED
FOR
HARPER COUNTY FAIR & STOCK SHOW
In conjunction with
4-H Club Fair & American Legion Jubilee
AUGUST 22, 23, 24 AND 25
Want at least 8 good Rides, 5 Shows and 20 Concessions.
C. V. TERRELL, Chairman
HARPER, KANSAS

ATTENTION!
JULY 4TH CELEBRATIONS, FAIRS, PARKS, ETC.
★
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GRANDSTAND SHOWS—CIRCUS UNITS
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GOOD CLEAN CARNIVAL
For Atchison County Fall Fair, Aug. 23, 24, 25, also the 26th if desired. Write or wire
HARRY FUELLING
Rock Port, Missouri

WANTED
Rides and Concessions for Blue Grass Fair and Horse Show, June 27-July 1. One of best counties in State for Fair. Write at once to:
GLAVE SIMS
Harrodsburg, Ky. Phone 110

WANTED
CARNIVAL FOR
Shelby County Fair
August 22-24, 1950. Contact
JACK SWANSON
Harlan, Iowa

WANTED
Independent Rides for Paw Paw District Fair
August 21-26—Write
William L. Coogle, Sec.
Rivesville, West Virginia

Southwest Florida Fair
Fort Myers, Florida
February 5th-10th inclusive
C. C. SENSEMAN, Chairman
2208 Broadway

Chitwood Unit Draws 1,200 at Bridgeport

BRIDGEPORT, Conn., June 3. — Joie Chitwood's Auto Daredevils, first thrill show to play here this season, drew 1,200 persons Wednesday (24) at Candlelight Stadium despite cold weather.

Org announced in local newspaper that it would return later, with a tentative date set for July 2. Show left here for Pitman, N. J.

Lethbridge Prizes $5,500

LETHBRIDGE, Alta., June 3.— Lethbridge and District Exhibition and Rodeo this year will offer the largest prize list in its history, Charles E. Parry, secretary-manager, announced. Prizes will total $5,500. A new fence is being built around the race track, and the fair board office is being renovated.

Owensboro Gets Charter

OWENSBORO, Ky., June 3.—Tri-State Fairgrounds here has been granted a charter by the secretary of state for the staging of carnivals and auto racing. Capitalized at $3,000, incorporators include O. Z. Eidson, M. H. Carlin and M. V. Hoskins.

EXCELSIOR GETS

(Continued from page 66)

contest is set for August 13. Shogran took one girl to the Miss America award in 1948 (BeBe Shoppe) and produced a second-place winner in 1947 (Elaine Campbell).

Another promotion to start soon is the weekly broadcasts from the park pavilion of a two-hour radio show over WCCO of the Twin Cities. This year, in addition to its Saturday night show, WCCO will stage a broadcast from the park every Friday night.

Installations Redecorated

The 17 rides, 10 games, Funhouse, Glasshouse and 6 refreshment stands have been refurbished. All but caramel apples and candy stands, operated by John Romas, are owned by the park, which is owned by Fred W. Pearce Enterprises, Detroit. Added this year are waffle ice cream, sandwich and automatic doughnut machine stands and a milk bar which has been doing good business when weather is okay.

Business has been off because of the poor weather. The park has yet to have a week-end which it can compare with 1949 to determine the trend of business.

The dance hall started off well with Bud Strawn and his 11-piece orchestra in their seventh year here. Friday nights are dedicated to high school students. On Saturday nights the dance hall offers hotel-style music for adults.

WE HAVE OPENING
For the following Concessions: Fish Pond, String Game, Duck Pond, Cigarette Gallery, Jewelry, Pitch Till You Win, Ball Game.
Fair dates July 31 to Aug. 4.
RUSH CO. AG. ASSOCIATION
E. E. PRIVETT, Secy.
RUSHVILLE, IND.

CARNIVAL WANTED
FOR ANY WEEK IN JUNE OR JULY
Lancaster County Colored Fair Association
WILLIAM CLINTON
Asst. Secretary
Lancaster, S. C.

CARNIVAL WANTED
Five or six Rides, thirty-five Concessions wanted to show at our Nineteenth Annual Fair date, September 11 thru 16, 1950.
SEBASTOPOL COMMUNITY FAIR
Sebastopol, Miss.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended June 2.

The complete List of Fair Dates was published in the issue dated April 8. 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

Kingman—Mohave Co. Fair. Sept. 3-4. Harry R. Phillips.

CONNECTICUT

Avon—Hartford Co. 4-H Fair. Aug. 25-26. Beatrice Kraus, Newington, Conn.
Berlin—Berlin Grange Fair. Sept. 15-16. Mrs. Esther O. Lamb.
Bloomfield—Bloomfield 4-H Fair. Aug. 18-19. E. I. Johnson, Hartford, Conn.
Mansfield—Echo Grange Fair. Sept. 9. Fred Rosebrooks, Willimantic, Conn.
North Stonington—New London Co. 4-H Club Fair. Sept. 1-2. Eugene Rainville, R. D. 3, Norwichtown.
Rocky Hill—Rocky Hill Grange Fair. Sept. 8-9. Dorothy B. Herrick.
Southbury—Pomperaug Grange Fair. Aug. 25-26. Thomas Closzick, Woodbury, Conn.
Wapping—Wapping Fair. Sept. 2. Mrs. John Porcheron.
Warren—Litchfield Co 4-H Fair. Aug 25-26. Lucy Goodwin, R. D. 3, Torrington, Conn.
Washington—Washington Fair. Aug 31-Sept. 2. W. E. Morgan.
Woodstock—Woodstock Fair. Sept. 2-4. Donald Williams, R. 3, Putnam, Conn.

INDIANA

Greenfield—Hancock Co. 4-H Fair. Aug. 8-11. E. A. Chatham.

LOUISIANA

Livingston—Livingston Parish Fair Assn. Sept. 22-24.

MICHIGAN

Allenville—Mackinac Co. Fair Assn. Sept. 14-17. Unto Makela, Moran, Mich.
Big Rapids—Mecosta Co. Fair Assn. Aug. 22-26. Norman Mason.
Decatur—Decatur Agri. Soc. Aug. 24-26. Clayton F. Howe.
Goodells—St. Clair Co. 4-H Fair. Aug. 24-26. C. S. Parsons, Smiths Creek, Mich.
Hastings—Barry Co. Free Fair. Aug. 1-5. P. W. Kelly.
Hudsonville — Hudsonville Community Fair. Sept. 7-9. Alvin Jager.
Kalamazoo—Kalamazoo Co. Agri. Soc. Sept. 25-30. Hartman Kakabaker.
Lowell—Kent Co. 4-H Agri. Assn. Aug. 22-25. E. G Olstrom, Grand Rapids, Mich.
Ludington—Western Mich. Fair Assn. Sept. 19-23. Irving L. Pratt, Scottville, Mich.
Manchester — Manchester Community Fair. Sept. 21-23. Clifford Walsh.
North Branch—North Branch Fair Assn. Sept. 28-30. George N. Seelye.
Norway—Dickinson Co. Free Fair. Sept. 1-5. Frank L. Molinare, Iron Mountain, Mich.
Petoskey—Emmet Co. Fair Assn. Aug. 21-25. Lyle E. Dunham.
Saline—Saline Community Fair Sept. 26-30. Charles H. Osgood.

MINNESOTA

Kasson—Dodge Co. Fair Assn. Aug. 3-6. V. T. Sander, Dodge Center, Minn.

MISSOURI

Ava—Douglas Co. Fair. Sept. 7-9. Ray Royce.

PENNSYLVANIA

Mill City—Falls-Overfield Fair Assn. Sept. 21-23. Mrs. Doris Gregory.

TENNESSEE

Brownsville—Haywood Co. Fair. Sept. 6-9. L. M. Smith

TEXAS

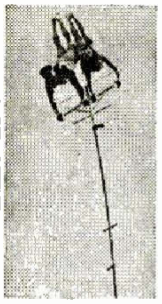
Amarillo—Tri-State Fair. Sept. 18-23. Rex E. Baxter.
Brenham—Washington Co. Fair Sept. 21-23. Mrs. Robert Lange.
Bridgeport—Wise Co. Fair. Sept. 13-16. Mrs. Cecil Bullard.
Center—Shelby Co. Fair Assn. Oct. 3-7. Guy Cowser.
Clifton—Central Texas Fair. Sept. 28-Oct. 1. L. E. Tennison.
Liberty—Trinity Valley Expo. Oct. 18-21. Mrs. John Gravich.
Pampa—Top o' Texas Fair. Aug. 9-12. E. O. Wedgeworth.
Temple—Cen-Tex Fair. Sept. 18-23. W. W. Wendland.

WYOMING

Gillette—Campbell Co. Fair Assn. Aug. 24-26. Melvin E. Lynch.

Alpine County To Be Revived

SACRAMENTO, June 3. — After 50 years of inactivity, the 18th District Agricultural Association is being revived and will stage a fair this year in Alpine County. Gov. Earl Warren has appointed a seven-man board to direct the event. The association was organized in 1880 as the Eastern Slope Agricultural Association. It was reorganized as the 18th District in 1887. Eleven fairs were held prior to 1901.


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The STAR DUSTERS
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A Double Handstand on a Single Sway Pole.
Hand-balancing Adagio poses on 18-inch platform.
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CELEBRATION, PARK OR FAIR
BILLY OUTTEN
DIVING SENSATIONS
COMEDY ● THRILLS ● BEAUTY
PLUS A FLAMING HI DIVE
Geo. M. Harton Agency
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Swing & Sway the "Orton Way"
THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS
With their own original creation
A FLIRTATION IN THE SKY
Represented by: AL MARTIN AGENCY
Hotel Bradford, Boston, Mass.
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ATTENTION!
FAIR SECRETARIES
Contact
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ERNIE YOUNG AGENCY
For Your 1950 Grand Stand Show
if you are looking for NEW IDEAS
203 N. Wabash Avenue, Chicago 1, Ill.
Phone: CEntral 6-0661

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COIN TELESCOPE

$790
TIME PAY PLAN
American Telescope Co.
EVANSVILLE 8, INDIANA

WANTED: A CARNIVAL
To play Suwannee County, Live Oak, Florida, County Fair and Livestock Show. Date can be arranged for week October 2. For particulars contact
S. C. KIERCE, Secretary, Live Oak, Florida

CARNIVAL WANTED
OHIO COUNTY FAIR
IN HARTFORD, KY., WEEK SEPT 4-9, 1950.
Write to:
J. R. RUSSELL
Hartford, Ky.

WOM Scores Big at Two Jersey Spots

Takes to Date Par '49

PLAINFIELD, N. J., June 3.—Frank Bergen's World of Mirth Shows scored good business over the Decoration Day week-end at New Brunswick, N. J., Saturday (27) and here on the holiday. Business at both spots was considerably ahead of last year's grosses, despite the loss of many working hours to rain.

This date, actually outside the city limits, is the 17th consecutive sponsorship of the org by the Arbor Hose Company. Business here Wednesday thru Friday was good, Bergen said. All that is needed for a record gross is fair weather tonight, he added.

The weather was far from favorable thruout most of the New Brunswick engagement, but Bergen said the gross exceeded the 1949 take by a sizeable margin.

As the result of continuing high per capita spending, all departments are maintaining their 1949 pace.

Morris Lev was added to the press staff here. Gerald Snellens will handle the advance, while Lev remains with the shows.

Bergen said that four new Downey light towers will be added next week. Arthur Campfield, head of the canvas firm bearing his name, visited here and measured units for new bally cloths, with delivery skedded before the fair dates. Campfield will also build a new 60-foot round top for the Posing Show.

With the addition of Garfield, located in the populous Patterson-Passaic-Clifton area, the org's Jersey trek now totals five weeks.

Prell Biz Okay At Early Dates Despite Weather

NEW YORK, June 3. — Prell's Broadway Shows, which ended the first part of its tour tonight at Richmond, Va., and jumped to Jersey City, N. J., has been playing to fairly good business below the Mason-Dixon line, despite considerable inclement weather, Joe Prell reported here this wek.

While considerable rain has been encountered as the org moved north, the clear nights have at least been warm, Prell said. As a result, when clear weather prevailed, patrons stayed on the lot and spent freely.

Charlottesville, Va., was one of the best dates played. Org opened there with a paid gate of 4,000 and drew a Saturday night closing crowd of 6,500. Two dates were played in Richmond and both were good. Fayetteville, N. C., was a blank, even tho it was stretched to two weeks after the opener failed to draw soldier pay from Fort Bragg because the troops were on maneuvers.

Prell was here to iron out final details for a two-week engagement, beginning June 12, at Forest Hill, L. I., N. Y. Location is on Queens Boulevard, main Island artery, and Prell said the stand looms as a red one, even tho it is located in New York City and playing costs are tremendous. Date is under auspices of the 40 and 8, American Legion, and promotion, including various contests, is intensive.

The Jersey City date also gives promise to big grosses, since Prell's will be the first org to play the location in several years.

Prell also announced the signing of the Hatfield (Pa.) Fair, which he said would be reorganized.



AL C. BECK, veteran show exec, has been named credit manager-special representative for Charles A. Lenz, showmen's insurance man.

Peoria, Ill., Gives Hennies First Winner

Holiday Yields Huge Day

PEORIA, Ill., June 3. — Hennies Bros.' Shows, harassed by rain, wind and cold since leaving Hot Springs quarters, played to ideal weather and large crowds here this week to rack up their first winning stand of the season.

Decoration Day (30) drew an estimated turnout of 9,000 at night and 1,000 in the afternoon. Shows broke in a new lot at Loucks and University streets to big business despite competition from Tex Ritter's Rodeo at the fairgrounds.

Monday night's opener was the best first night of the season so far, with a free gate for women. This feature will continue at all still dates.

Org set up in good time. The first wagon hit the lot at 1 p.m. and by 9 p.m. shows were in full operation with the exception of the light towers. Shows move to Kenosha, Wis., from here.

Baltimore Mulling New Show Laws

BALTIMORE, Md., June 3. — An amendment empowering the local police department with the right to veto carnival permits has been proposed for incorporation in a new carnival ordinance pending in the city council. Bill would transfer from police department to the city building inspector's office the duty of issuing such permits.

Grand Juror's Association recently attacked the bill, saying that it would assign to politicians the right of granting permits. The ordinance would restrict the use of public highways by carnivals to that part of the road immediately adjacent to the non-profit institution sponsoring the org's stand.

Carnival permits would be subject to the approval of the police commissioner, chief of the fire department, city highway engineer and the building inspector. Prior to present administration, issuance of carnival permits depended upon the mayor's office. Following his inauguration, Mayor Thomas D'Alesandro had city council enact an ordinance transferring the duty to the police department.

After the injury of a circus spectator, it was found that there was no way to insure recompense or indemnity by a show after it had left the city. The mayor then requested city officials to prepare a new bill to insure greater protection for the carnival-going public.

Applicants for carnival permits would pay a $5 filing charge, provide satisfactory evidence of the possession of indemnity insurance protecting the city against liability in case of accident and a certificate from the State Tax Commission if the applicant is a non-resident corporation. Proof of financial responsibility also would be required of the applicant.

Pennsy Spots Hot and Cold For C&W Org

Anto Hits Cetlin

NEW CASTLE, Pa., June 3.—Cetlin & Wilson Shows corraled good Decoration Day business here after blanking out for the second week at Harrisburg, Pa., where a holdover date was skedded in an attempt to salvage the original booking. However, cold and rain continued and crowds and spending were sparse, despite considerable publicity resulting principally from the co-operation of all local radio stations.

Co-Owner Issy Cetlin was severely injured here Monday morning (29) when struck by a car which, reportedly, ran thru a red light. At the New Castle Hospital Cetlin was reported to have received a brain concussion and multiple cuts. Altho his condition was reported improving, Cetlin will undergo a series of examinations before being released.

At Harrisburg, Lou Straton, talker on the Raynell Girl Show, was taken sick. He was first taken to Walter Reed Hospital, Washington, and after examination transferred to the Naval Hospital at Bethesda, Md.

In view of the good holiday business here, this date could be a big winner. Holiday attractions included a fire company parade, which ended on the show's midway, and a fireworks display at night.

A tie-in with local merchants is expected to build today's kiddie matinee at which a bicycle will be given away.

John Cavanaugh, 50, Dies of Injuries After Truck Crash

NEW YORK, June 3.—John (Slim) Cavanaugh, 50, of Springfield, Mass., who presided over the lunchroom of the National Showmens' Association (NSA) here for the past several years and a showman for 20 years, died Monday, May 29, at St. Mary's Hospital, St. Mary's, Pa., of head injuries received Sunday, May 28, when a truck he was driving overturned.

At the time of his death Cavanaugh was associated with Frank (Shrimpie) Rappaport in operating concessions with Mickey Percell's Pioneer Shows. Accident occurred due to bad road conditions at Driftwood, Pa., while the org was en route to Johnsonburg, Pa. Cavanaugh was examined by a local doctor and ordered to St. Mary's Hospital, 18 miles away, where he died.

Cavanaugh entered outdoor show business with Sam Prell, and had been associated with Rappaport for the last 10 years. He is survived by two sisters, Margaret M. Cavanaugh and Mrs. Bernard Killiard; and two brothers, Joseph W. and Francis B. Cavanaugh.

Funeral services were held by members of Pioneer Shows at Driftwood following his death. Funeral arrangements also were made by the Sampson Funeral Home of Springfield, Mass. Burial was in the family plot at Calvary Cemetery, Chicopee, Mass., Friday (2).

All Washed Up

NEW YORK, June 3. — The mother of three young sons tried to turn her offspring over to police here, claiming that her husband, a concessionaire, was out of work because New York's much-publicized rain maker was a bit too successful in his efforts.

Mrs. Elizabeth Cygan pleaded that her husband had been unemployed since last October and that if Dr. William F. Howell, Gotham's $100-a-day cloud-buster, had left well enough alone he might be working and providing for the children instead of looking for another job.

Police lent a sympathetic ear to the woman's tale and suggested she go to he municipal lodging house for aid.

RAS Business In St. Louis Exceeds 1949

Show To Play Winnipeg

ST. LOUIS, June 3.—The Royal American Shows thru Thursday (1), the 15th day of their 18-day still date stand at Grand and Laclede, were ahead of last year's business for the corresponding period. Every day, except Friday (23), which was hit by rain, provided a better gross than its mate of last year, Carl Sedlmayr Sr., RAS owner, said.

Increased business was chalked up in every department. Leon Claxton's *Harlem in Havana*, perennial top money-getter here, was way ahead of its '49 gross.

RAS will go into Winnipeg for a still date as scheduled, Sedlmayr announced. The Winnipeg stand, the last before the show goes into fairs, is set for June 22-July 1.

Show closes here tomorrow night, then goes to Davenport, Ia., where it opens Wednesday (7) and runs thru June 17.

Vivona Unit Scores Big at Irvington, N. J.

IRVINGTON, N. J., June 3.—Playing its home base here, Vivona Bros.' Amusements of America opened strong Monday, May 22, continued with solid biz thru the week and wound up the date Saturday drawing 5,000 children for a kid's matinee. Weather for the week was fairly good.

All units of the org were functioning from the opening day of the stand, and show personnel reported good takes for the week. Local Veterans of Foreign Wars unit, with committee headed by Lloyd Goldberg, extended all possible co-operation.

The Irvington Herald-Review gave the shows a good press, devoting a page of pictures to the org and a number of stories. Two new light towers for the midway have been completed and are in operation. While here, many visitors from World of Mirth and Ross Manning shows turned up on the lot, with Maxie Sharpe, Vivona business manager, aiding in the entertaining.

Happyland Org Contracts Medicine Hat, Alta., Event

MEDICINE HAT, Alta., June 3.—Happyland Shows have been signed to provide the midway at the three-day stampede here this year in place of Crescent Canadian Shows, D. A. Scholten, events business manager, announced.

Latter org originally was skedded, he said, but has been sold to American interests.

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MICHIGAN'S LARGEST ANNUAL
4TH OF JULY CELEBRATION
HILLSDALE, MICH.
Can place legitimate Concessions of all kinds except Bingo and Novelties. Contact us today.
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JOLLYTIME SHOWS
WANT
Good Caller for Ted Cole's Bingo.
CONCESSIONS: All kinds working for stock. Also Cookhouse Help.
SHOWS: Wild Life, Penny Arcade, Motordrome, Unborn.
Harry Fink wants good Half and Half and Working Acts for Side Show. No Chasers or Drunks.
All replies to
WES PRICE
This week, Simpson, Pa.; next week, Throop, Pa.

4th OF JULY OPEN
CARNIVAL OR CIRCUS
Coming out way should contact us at once. Note: Hill's Greater Shows did fine Memorial week.
Pueblo's Lakeside Park
Pueblo, Colorado

FOR SALE
BINGO—16 x 32, used 2 seasons. 2 Pole Top, Side Walls, Bally, 90 Stool, Center Flash. Complete except P. A. System. $300.00 worth of Stock. First $750.00 takes it.
25 Ft. Drop Frame Steel Trailer and 1941 R-7 International Tractor. Excellent shape.
Set of 12 Diggers (Merchant Men. Top, Frame, Wiring, complete. A Center Joint, not Arcade type. First $750.00 takes it. Top only two months old.
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WANTED
WHEEL FOREMAN.
MERRY-GO-ROUND FOREMAN.
Other Good Ride Help.
Shows and Concessions.
MOUND CITY SHOWS
Address: Benton, Mo., June 7-11; Collinsville, Ill., week June 12.
FOR SALE—LOOPER, GOOD AS NEW

WANTED
Legitimate Concessions of all kinds. Rides—Train, Boat or any Ride not conflicting. Ollie Bryer, come on. Have complete line-up for Athletic Show; need Manager. Also Girl Show or Side Show Top available. What have you? Don't write, wire or come on. Will place you.
YAGER UNITED ATTRS.
Abingdon, Ill., June 5-10; Bushnell, Ill., June 12-17; then as per route.

WANTED
Assistant Manager for finest Mechanical City on road. Must be A-1 semi truck driver and handy man. Also Boss Canvas Man. Positively no wolves or boozers. Salary discussed at interview.
JAMES O'BRIEN
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6 BIG DAYS—August 1-2-3-4-5-6
MAX ELLIS, Secy.
Sponsored by American Legion
West Union, Ill.

Dayton Nets Cavalcade Big Holiday Biz

Shows, Concessions Lead

DAYTON, O., June 3.—Al Wagner's Cavalcade of Amusements chalked up big business here this week on a new lot just outside the city limits. Decoration Day crowds both afternoon and night were large despite competition from near-by Lakeside and Frankie's Forest Park. Shows and concessions were top money winners. Rain and mud again crabbed business tonight, a regular Saturday feature since the opening.

Entire show was not set up due to the derailment of three flats in Vincennes, Ind., en route here from Evansville, Ind. The three cars were left behind in order to bring the rest of the show into Dayton on schedule. No property damage or injury was incurred.

Louis J. Berger, org's general agent, was back on the show here for a conference. Visitors here included Walter J. Beachler, local fireworks exec; Dutch Wilson, Mrs. Charles Lavine and the latter's mother and father, all of Dayton; Billy Breese, Johnny J. Denton Shows, and Gene Hairlin. On Friday night (2) Mr. and Mrs. Al Wagner and Sally Rand played host to E. Walter Evans and Bill Sachs, of *The Billboard*; John Anderson, of the Enquirer Printing Company, and Barney Rapp, booking agent, all of Cincinnati.

Personnel line-up includes:

Staff

Al Wagner, general manager; Joe S. Scholibo, manager; Louis J. Berger, general representative; Herb Shive, publicity director; George Harr, special agent; Arthur Atherton, secretary-treasurer; Harry Touart, assistant secretary; O. J. (Whitey) Weiss, concession manager; Hershell (Arkie) Bradford, superintendent of transportation; Joe Kemper, superintendent of admissions; Leo Houtt, chief of the electrical department; Frank Segar, shop foreman; Dr. Serg Uriing, show doctor; Joe Pearl, mailman and The Billboard agent.

Rides

Moon Rocket, N. E. (Snake) Fowler, foreman; Malcolm B. Price, Pony Ride, Howard Williams, foreman; Frank Morris and Paul Harlee, Tilt-a-Whirl, J. W. Garland, foreman; Edgar Cox, Caterpillar, Paul Reynolds, foreman; Willard Smith, Little Dipper, George Stithem, foreman; Oliver Lee Pierson, Baby Rides, Sailor Gardner, foreman; Charles Singleton, Octopus, E. Summey, foreman, Willie Stevens, Ferris Wheels (3), John P. Glover, foreman; Elmer Bullard and Brick Gordan, Hi-Ball, John H. Milne, foreman, Fly-o-Plane, Mississippi Baker, foreman; Joseph Kelln, Merry-Go-Round, Al Sevoe, foreman; Floyd Lance.

Shows

Star-Studded Revue, Sally Rand, featured, Coralie and Lary Kane, comedy; Estella Montillo, dancer; Harold Rand, singer and stage manager; Billy Richards, comedy; Gus Schultz, band; Ruth Wiele, wardrobe; Charlie Pearson, projectionist; Frank Leggitt, electrician.

Mitzie Show, Paul Markoff, producer and director; Ed Keck, manager and talker; Mack McGinnes and Blackie Johnson, tickets; Frenchy Gaynor and Rocky Clark, canvas; Mitzie Brown, featured; Madaline Weiss, Lois Parker, Leah Touart, Tobe Clark, Gypsy Brady, Marjorie Day.

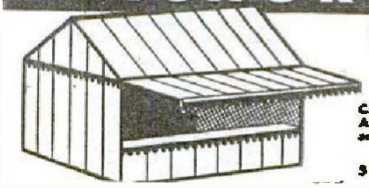
Minstrel Show, Charles Taylor, manager, Mrs. Charles Taylor, director. War Show, George Marshall, manager; Mrs. George Marshall, cashier; Bobby Evans, guard;, Mike Marshall, general utilities.

Concessions

Cookhouse, Mrs. Al (Hattie) Wagner, owner, Ben Buck, chef; Johnny Adams, cashier; candy, Mrs. Wagner owner, Hymie Cooner, manager; Gus Bethume is managing Mrs. Wagner's two grab stands and Lola Hunter her six eat.

NEW TENTS (camouflage)
16 ft. by 37 ft., 2" mesh, good for Ball Games, Fences, etc. One, $10.00; two or more, $8.00 each. Send deposit.
AL NICHOLS
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SECOND HAND SHOW PROPERTY FOR SALE
$50.00 Concession Tent, 8x14, Side Wall, Awning. Baby Show, 13 specimens in glass jars, chrome. $15.00 Velvet Curtain, dark brown, 12x14'; others. $1.75 Streamers, 12 Pennants, 12x18; larger sizes. $90.00 Cameras, 4-for-dime outfit. Bargain.
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CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS
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Plastic coated Gray goods give a High Gloss Finish—9 Beautiful Colors
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FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY
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BINGHAMTON, N. Y., FAIR, JUNE 12 TO 17
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Want Legitimate Concessions.
Shows—Penny Arcade, Fun House, Ten-In-One, Motor Drome, shows of merit.
Ferris Wheel Foreman.
For Sale—High Striker. Can be booked on show, 20 by 20 Marquee, two 20 by 20 show tops, Kiddie Airplane Ride, eight-car stream line Whip, Double Loop-o-Plane, five semi trailers and tractors.
We have New York and Pennsylvania finest routes of fairs and celebrations.
Johnnie Lash wants Count Store Agents. Shrimpie Rappaport wants Skillo Agents.
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This week, Endicott, N. Y.

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ONE CARNIVAL for CHARRO DAYS
RUNNING TIME JAN. 27 THROUGH FEB. 4, 1951
Must be clean, have good Rides and Concessions. No grift.
Bids will be opened June 20, 1950.
Mail bids to CHARRO DAYS, INC., Brownsville, Texas.

WANTED FOR
DIAMOND JUBILEE CELEBRATION
SUPERIOR, NEBR., SEPT. 18 AND 19
Outstanding Acts—Clean Shows—Rides of All Kinds—Balloon Ascension.
Any attraction of merit for celebration of this type. Don't pass this up—It will be one of Nebraska's biggest celebrations. Contact
ORAN KING and R. VERNON McBROOM, Co-Chairmen

Rocky Mountain Empire Shows
Want for Belle Fourche, July 1 thru 5; followed by Pierre, Hot Springs, Custer, all South Dakota; then eights weeks of Fairs and Celebrations in Colorado and Nebraska.
RIDES: Octopus, Spitfire, Rolloplane, Looper and any rides that do not conflict.
SHOWS: Want Monkey Show or any clean well-flashed Show. Will book legitimate Concessions. No gypsies. Can use capable Ride Help. Need Bingo and Race Horse Men.
Montrose, Colo., June 5 to 10; Glenwood Springs Strawberry Festival, June 12 to 17.

FOR SALE—MERRY-GO-ROUND
Parker 2-abreast, jumping horses. Good top and sidewall. Sound condition. Beautiful flash. Splendid machine for park. $3000.00 cash.
MARIE K. SMUCKLER
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BEAUTIFUL PUNKS. Doz. $27.00
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Man and Wife for Venus Show. Canvasman and Ticket Seller for Girl Show. Also Concession Help. Inexperienced Girls for Posing Show. Billy Milton, contact me. Paul, wire me at once.

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Cook House, any and all Hanky Panks, Tilt Foreman, also Wheel. 7000 Brighton Boulevard, Denver, Colo., now; Hugo, Colo., June 12 to 17. Wire

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HOME STATE SHOWS
WANT

for State Legion Convention, Grand Forks, June 7th-13th; Cooperstown Fair, 14th-17th. Hanky Panks, Grind Shows. Ride Men who drive; Minstrel Show People. Grand Forks, N. D., this week.

WANTED
BINGO—PHOTO
DIGGERS, FLOSS AND APPLES

Stock Concessions, Long Range and Ball Games. Privilege $17.50. Want Auto Ride. No flats, no grapes. Ted Cole and Joe Water Wilson, wire. Address:
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Fostoria, Ohio, this week

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MIDWAY CONFAB

Compared with bookie joint reports, gossip, via the midway grapevine, sounds good.

James E. (Whitey) Crumb, a member of the cookhouse staff on Royal Crown Shows, expects to return to the road soon. He's been confined to Robert Long Hospital, Indianapolis, since May 14. . . . Highlighting Decoration Day activities on the Royal Midwest Shows during the stand in Marion, O., was the public wedding of **R. (Digger Bob) Zehringer** and **Barbara Shannon** in front of the Ferris Wheel, which attracted an estimated 8,000. **Bill Harris** reports. Harris was best man, with **Marilyn Joyce**, maid of honor. When the shows closed for the night the newlyweds were honored at a party in the bingo tent. They will honeymoon in Detroit. . . . **Pete Wambach**, well known in carnival circles, is doing radio and news work in Harrisburg, Pa., where he's director of Capitol Services. . . . **Charles S. Noell** reports from Beloit, Wis., that he has resigned as general representative of United Exposition Shows. . . . **Vicki Welles** has joined James E. Strates Shows as a feature on **Jack Norman's** revue. . . . **Curly Francis** and family, formerly with Buff Hottle Shows, are operating **Anna Tilley's** long range shooting gallery on Turner Bros.' Shows. Francis recently took delivery of a new house trailer.

Coincidence is when concession rates jump up just as the first fair comes up.

When the John H. Marks Shows played Philadelphia, General Agent and **Mrs. Allen Travers** entertained **Mr. and Mrs. John H. Marks** and **Mr. and Mrs. Michael Roman** at their home there. Later **Mrs. Mabel Strates** entertained Marks, **Guy Mackley**, Mr. and Mrs. Roman and **Mrs. Harry Schreiber** at her home in Corning, N. Y. . . . **Charles (Curly) Mason** reports he has resigned as general agent of American United Shows after 11 years with the show. He will stay with the No. 2 unit thru its Rigby, Idaho, stand ending June 17. He has made no plans for the remainder of the season.

Manager advised that he didn't want an explorer, but wanted a general agent who knows routes.

P. Burnett Deane, former fast sketch artist with **Pete Kortes's** World's Fair Museum, is in Wesley Hospital, Wichita, Kan., recovering from the last of a long series of operations which kept him off the road for two years. He expects to be on tour soon and would like to read letters from friends. . . . **Pauletta and Jayetta**, annex attractions on Side Shows with Motor City Shows and Dailey Bros.' Circus respectively, celebrated their birthdays at a recent party at Niagara Falls, N. Y. . . . **Joe Teska**, following a 760-mile hop from Houston to Independence, Mo., joined Snapp Greater Shows with his Mechanical Farm Show. . . . When Endy Bros.' Shows day and dated the Ringling-Barnum circus in Philadelphia, **Joseph Lehr** visited **Mrs. Hazel Cabriskie**, who has the popcorn, candy apple and cotton candy stands on the Endy org. Lehr says that Hazel's husband, Jimmy, is chief electrician and in charge of the Diesels on the shows.

Best way to decide whether a midway actor is an amateur is to watch whether he chews gum on belly or stage.

Mr. and Mrs. John C. Weer will attend the graduation of their son, John Jr., from Chicago Junior Military Academy June 9. Weer will leave the Johnny J. Jones Exposition to attend, while Mrs. Weer will fly from their Miami home. John Jr. is a cadet major and has won four letters in athletics.

W. J. Thomas, brother of J. C. (Tommy) Thomas, general agent for Royal American Shows, visited Sam and Shirley Levy, co-owners of

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Top the Midway With Myco Plush Toys



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32-inch Bears, Assorted Colors	$3.25	$36.00
28-inch Bears, Assorted Colors	2.75	30.00
20-inch Bears, Assorted Colors	2.00	21.60
14-inch Bears, Assorted Colors	1.10	12.00
30-inch Drum Majors, Assorted Colors, Dolls	3.25	36.00
26-inch Drum Majors, Assorted Colors, Dolls	2.25	24.00
17-inch Drum Majors, Assorted Colors, Dolls	1.10	12.00
New Plush Striped Tigers	3.50	39.00
Plush Horses, Goats and Mules	3.00	33.00
36-inch United Nations Dolls	4.00	45.00
18-inch Cuddly Stuffed Dolls, Good Intermediates	.35	3.60

25% DEPOSIT ON ALL ORDERS, BALANCE C.O.D.

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FOR PIQUA, O., ANNUAL CORN FESTIVAL
OCT. 3, 4, 5, 6 AND 7, 1950.
Thrilling Acts or High Acts
Send photos and best offer to
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c/o PIQUA CHAMBER OF COMMERCE PIQUA, OHIO

FREAR'S UNITED SHOWS
WANT

Jewelry, Photos, Fish Pond, Lead Gallery, High Striker. Want Agents for Nails, Blower, Bowling Alley, must be able to take money. Agents for Basket Ball, Heart Balloon, Dart, Penny Pitch, Ollie Bryer wants Ball game and Cork Gallery Agents. Cecil Fortner and John Wilson, come on. Manager for Girl Show, Athletic Show. Ride Help. Merry-Go-Round Foreman, Ride Foremen. Second Men on all rides. Write or wire. Hiawatha, Kan., this week.

HAVE 100% SPOT IN 100% PARK
FOR
Special Indoor Attraction

Park caters to Families and Servicemen. Nothing sex or offensive. Building 18/40. Can be Walk Thru, Side Show Attraction, Horror or what have you. P.C. 30%. Formerly used as Snake Show Building.

SEASIDE PARK
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A. B. ROGERS SHOWS
WANT

Popcorn and Apples, Ball Games, Balloon and Addem Up Darts, Glass Pitch. Ralph Lee, contact. New Milford, Conn., this week; Winsted June 12-17.

FOR EXPORT
Popcorn Machines & Concession Equipment & Supplies
BLEVINS POPCORN CO.
NASHVILLE, TENN.

WANTED
COOKHOUSE HELP
From front to back. People who worked for me before answer.
W. W. BLAKEY IMPERIAL SHOWS
Madison, Wisconsin, this week, then as per route.

KELLY
WANTS AGENTS
For Buckets, two, and Hanky Panks. If you are capable and work as told, you can't help but win money.
Art B. Thomas Shows
Wyndmere, June 19-20; Sheldon, 21-22; Litchville, 23-24; all North Dakota.

WANTED
Ferris Wheel and Tilt Foremen. A reliable man who does not drink and can handle the job. Will pay $60.00 per week; must drive semi. Will be in Waterloo, Ill., June 8-21; Greenfield, Ind., June 13-18.
PECK AMUSEMENTS
C. B. PECK, Owner

MAGIC CITY SHOWS
Last Big Week in the Strawberry Country. Can use Age, Scales, Fish Pond, Duck Pond, Pitch-Till-U-Win, and Ball Games, Glass Pitch, Coke Bottles. Some P.C. open. Will book Grind Stores that grind. Shows of all kinds, own equipment and transportation. Can use one more Kiddy Ride. Any Major Ride not conflicting. Good territory for Roll-a-Whirl. All replies: This week, O. D. (BUD) POINT, Westmoreland, Tenn.

WANTED
Wheel Foreman, General Ride Help, Relief Caller, and Bingo Help.
LEONARD GOULD
2772 East 75 St. CHICAGO, ILL.
Phone: ESsex 5-7318

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Lawrence Greater Shows, when the org played Dover, O. . . . Mrs. Lew Dufour was admitted to Jewish Hospital, St. Louis, May 30 to undergo treatment for arthritis. She expects to be hospitalized for two months.

Managers tell us, "We must prepare for this and that fair," but they never check to see whether we did or not.

Personnel of the Club Onyx, Cetlin & Wilson Show feature, includes in the cast **Gene and Edith Smith, Jeanie Mae Lewis, Willie Gatewood, Barbara Shorter, Princess Carlotta, Thelma Kind, Emily McDonald** and **Horatio Ballard.** Members of the band, led by **George Stubbs,** include **Irving Johnson,** drums; **Agnew Gary,** trumpet; **Edward Davis,** alto sax; **Arthur Daniels,** tenor sax and **Harry Robinson,** bass. **Peter Garey** is the talker, and the ticket boxes are manned by **William (Heavy) Harris** and **Paul A. Michael. Joe Hatfield** is boss canvasman, assisted by **James Whisenhunt.** Crew members are **Clarence Williams, Robert Homes** and **William Jones.**

In this land of opportunity a fellow with a concession can almost always find somebody to advance him eating dough and vouch for his nut.

CARNIVAL WANTED

WEEK JULY 29TH TO AUG. 5TH FOR

FAIRMONT-HAHNTOWN VOLUNTEER

FIRE CO. JUBILEE WEEK

Drawing population, 15,000 to 20,000. Contact

JACK SCALLY

R.D. #1, Irwin, Pa.

GIRLS - - - GIRLS

Roland Porter

Wants Girls for two (2) Girl Shows, Hula, Strip, Oriental, or what have you? Top salaries and good working conditions. E. Jackson and Dolores, Georgia, Kay Smiley, Irene Back, E. Stapleton, and all others Helen Mylum and myself contacted this spring, wire immediately.

ROLAND PORTER

c/o J. J. Kirkwood Shows, Trainer, Pa.

P.S.: Jerry O'Brien connected with this show —those who know him, wire.

WANT

2 TALKERS 2

FOR MONKEY CIRCUS

Must join at once.

Pat Southerland, answer.

LEO CARRELL

c/o ROYAL AMERICAN SHOWS

DAVENPORT, IOWA, until June 17.

HELP WANTED

Second Man on No. 5 Eli Wheel. Foreman and Second Man on Screwball (Octopus Men can qualify!). Good pay and good working conditions to sober and reliable men. If you qualify, wire and come on

A. J. SUNNY

3006 E. 130th St. Cleveland 20, Ohio

Phone: WA 1-4679

GIRLS WANTED

For Girl Show and Posing Show. Experience not necessary. Wardrobe furnished. Top salary. Write

ARTHUR SELLERS

185 N. Wabash Ave., Suite 1928

Chicago, Illinois

WANTED

Wheel Foreman, $50.00 per week. Come On.

Phone: Valley Forge 4561

D. VAN BILLIARD, Oaks, Pa.

Tex Davis has joined the Sammy Lane Shows to deal percentage for Patterson's concessions. **Bo Dodson,** Kansas City agent, is also with Patterson's concessions on the Lane org, reports **Walter L. Whitmer.** . . . **Mr. and Mrs. Ben Levine,** concessionaires, who were in an auto collision near Ocala, Fla., are recuperating at their home in Miami Beach, Fla. Mrs. Levine suffered a cerebral concussion. Levine received bruises. . . . **Prof. Don Ramos,** mentalist with United Exposition Shows, was forced to lay off as a result of injuries received in a May 31 auto accident en route from Chicago to Beloit, Wis. When recovered he expects to play fairs with a magic company.

Seeing a midway manager wine and dine a manager of a dead fair, a concessionaire said, "H-m-m-m! There's another kind of a guy who thinks he can win."

Joining the Mighty Hoosier State Shows recently, **H. J. McAllister,** with "Mazie and Her Queens of Burlesque," did good business in Columbus, Ind. Soldiers' pay day there gave all attractions an okay play. . . . **Mrs. Sammy Glickman** is staying at home in Jersey City, N. J., this year while her husband works a concession with Hennies Bros.' Shows. Glickman has sold his concessions. . . . **Joseph Lehr** and **Charles Roth** opened April 8 in Philadelphia with spot the spot. They got their first full week recently with the Krause Amusements at the Broad and Bigler streets lot there.

Beginners on the Gate & Banner Shows paid respectful attention to an old-timer's tale of how he worked his way up until they learned he borrowed a buck to pay for his laundry.

Jean Mercer has joined her daughter, **Zora Blaire,** on M. A. Srader Shows, where **George DeBond** is front man on Zora's Girl Show. **Margaret DeBond** has the Side Show impalement act for **Bill Kennedy.** . . . **Lee Creson** and L. D. (Bill) **Dollar,** of Lee Amusement Company, visited **Walter B. Fox** at his home in Mobile, Ala., while on a recent buying trip in that city. Another recent visitor to the Fox apartment was **Frank B. Hildebrand,** who was in town on business connected with his Warren Bros.' Circus. . . . **Mr. and Mrs. Dugan Wells** took delivery on a new trailer in Kansas City, Mo., recently, as did **Mr. and Mrs. W. H. Brunk** and **Mr. and Mrs. Albert Martin.**

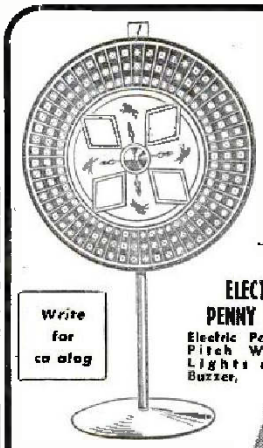
George French, advance agent for Meeker's Shows, is in the hospital at Kellog, Idaho, recovering from injuries sustained in an auto accident. He was recently visited by personnel of the American United Shows.

A recent visitor to The Billboard's Chicago office, **Bill Naylor,** press agent for Hennies Bros.' Shows, told his latest "show-must-go-on" stories. The Hennies show, playing Peoria, Ill., recently found itself without tractor drivers. It was three concession agents, **Joe Mandrick, Joe (Fat) Paladchuck** and **Billy Tuer,** who saved the day. They worked until all wagons were on the lot and placed.

Talla Tivoli, Rubaina Tyler and **Carolyn McIntosh** recently trekked to Chicago for new wardrobe. . . . Women of the Wallace & Murray Shows recently gave a baby shower for **Mrs. Eileen Cook** in **Maxine Cyrs's** cookhouse. Attending were Mrs. **Cyrs, Mrs. Babe Keller, Opal Cummings, Mrs. Wallace, Mrs. Griffith, Jeanne Gray, Bess Hunt, Pat McMinn, Jeanne James, Margie Logan, Reba Hensley, Mrs. Husted Wilburn** and **Babe Stone.**

Lew Alter and his Congress of Living Wonders switched from Granite State Shows to Phil Isser's I. T. Shows (second unit), joining the latter org at Great Neck, N. Y., May 22.

BIG SIX DICE WHEEL



This new Big Six Dice Wheel is made of 1½" marine plywood. The size of the wheel is 60" in diameter, and it is mounted on a steel stand which can be dismantled in two parts.

All hardware used is brass and chromium.

The wheel is decorated with plastic sheets, chromium moldings and beautiful pictures.

A sure money maker!!

PRICE $250.00 Ea. FOB Brooklyn. Crating is included in the price.

Write for catalog

ELECTRIC PENNY PITCH

Electric Penny Pitch With Lights and Buzzer.



Two jackpots with red light. All other winners white light. For every winner it lights up and the buzzer rings. GOOD MONEY MAKER. Board size 38" by 48".

A stationary wheel on top for the lights.

Price $100.00 Ea.

Immediate delivery

Send 25% deposit with order

CARDINAL MFG. CORP., 430 Keap St., Brooklyn, N. Y. EVergreen 7-5027

NOTICE TO ALL MEMBERS OF THE

MICHIGAN SHOWMEN'S ASSOCIATION

Please Remit Your Death Contributions for the Following Members:

Abraham Mandell

Ora (Pop) Baker

Fred (Frenchy) Williams

Don't Become Delinquent! Protect Yourself! Remit Now!

PAUL GREELEY, SECY.

N. Y. GAIETY SHOWS

THIS WEEK BATAVIA, N. Y., NEXT SALAMANCA, N. Y.

Want Side Show Operator with his own personnel. We have beautiful front, tent fully equipped. Girl Show Dale Barron get in touch with me.

WANT HELP—Electrician at once: Merry Foreman, Chairplane, Tilt, etc. Want few more Concessions. High Striker, Six Cat, Bucket, Bowling Alley, String, Race Horse, Pitch Till U Win, Blower, etc. Wire

ANTHONY SANTILLO

Batavia, N. Y., this week.

CARNIVAL WANTED

For week of August 21 to 26, 1950, inclusive, at Sunset Market, 1 mile north on Seventh Street, Lebanon, Pa. Would also like prices on renting two or three large tents.

For further information contact:

IREN S. LIGHT, P. O. Box 546, Lebanon, Pennsylvania

THE JOLLY SHOWS

Want to book Octopus, Rolloplane, Tilt or Spitfire for giant Catholic Celebration right in heart of Washington, 2 Big Weeks starting June 19. Raffles, Giveaways every night. All Catholics behind this one. Big last year, bigger this year. Followed by Greenbelt on the Streets July 4th week, 16 hours of action on the 4th; then the Northern Virginia Fair at Manassas. We carry no grift or gypsies. No Concessions wanted. Book your Ride with a clean show that gets money. Write, wire or call.

THE JOLLY SHOWS

2235 FIRST ST., N. W., WASHINGTON 1, D. C. Michigan 6051

BILL ENFANTE **JACK ROBINSON**

DUMONT SHOWS

WEST KITTANNING, PA., JUNE 5 TO 10TH, MEADVILLE, PA., JUNE 12 TO 17TH

Want Balloon Dart, Guess-Your-Age, Hoop-La, Guess-Your-Weight, Slum Clothes Pin, Ball Game, Photo, String Game, Glass Pitch.

All address: LOU RILEY, Mgr., as per route

LOOK - - - AT LIBERTY - - - LOOK

COL. A. L. SYKES-McRORIE

General or Special Agent, Business Manager, Billposter, Lot Man, Promoter, Press and Radio. Experienced—Sober—Reliable. Write or Wire

215 JACKSON ST., TRENTON, N. J.

Have best 4th July date in East booked. Open for Carnival.

Materiale protetto da copyright

PINE STATE SHOWS

CARUSO AND WHITESIDE

Can place Concessions of all kinds. Candy Floss, Custard, French Fries, Long Range Gallery, Cigaret Gallery, Fish Pond, Balloon Darts, Coke Bottles. Will sell exclusive on two Ball Games; any and all Hanky Panks open. Agents for office-owned Clothes Pin Joints and Skillo. Also P.C. Dealers. Only two Grind Stores on midway. SHOWS—Fun House, Glass House, any worth-while Grind Show. Girls for Hawaiian Show. Girls for Girl Revue. Experience unnecessary. RIDES—Will book or buy Octopus or Spitfire. Place any Ride not conflicting. Good proposition to set of Kiddie Rides. (Bill Jones, contact.) Foreman for Chairplane. Second Man on other Rides. Those joining now will be given preference at our long list of Fairs and all winter in Florida. All replies:

JOHN CARUSO, MGR., OR A. R. (DUTCH) WHITESIDE, CONCESSION MGR.

P.S.: This Show will positively show Jacksonville, N. C.; Asheboro, N. C., this week.

W. R. GEREN presents

MIGHTY HOOSIER STATE Shows

Want Hanky Panks, Jewelry (Mr. Schultz), Pitches, Ball Game, Basket Ball, Bumper, Mouse Game, any legitimate outfits. Shows with own transportation and outfits complete. Give me committee money. Now booking for the following celebrations: Paris, Kentucky, June 12 through 17; downtown, Corydon, Indiana, V.F.W. Celebration, June 19 through June 24; Meringo, Indiana, American Legion Celebration, June 26 through July 1; then the mammoth Fourth of July, July 4 through July 8, Camden, Ohio; followed by Marion, Indiana, Street Fair. All replies:

BILL GEREN

Western Union, this week, Shelbyville, Kentucky.

CAPELL BROS.' SHOWS

"AMERICA'S CLEANEST MIDWAY"

CAN PLACE AT ONCE—FOR 14 FAIRS AND CELEBRATIONS STARTING AT SHOAM SPRINGS, ARK., ANNUAL REUNION, DOWNTOWN CITY PARK, 50,000 PEOPLE LAST YEAR, SIX BIG DAYS AND NIGHTS, JUNE 19-24, WITH HENRYETTA, OKLA., JULY 4, AND YALE, OKLA., REUNION TO FOLLOW.

Can place Hanky Panks of all kinds, grower privilege and good treatment. Will place nicely flashed Grind Stores and Skillos. (Boys who were with us before, get in touch now.) Have good deal for sober, reliable Legal Adjuster who can handle this size show. (Hotel boys and gin rummy players, save your time.) Want Manager for complete Side Show to join at once (we have all inside props). Men and Wife for Snake Show. Useful Show People, contact now. This show carries 10 Rides, 8 Shows and Free Act. Works six nights a week, no lay-off. Don't write; wire or phone now. All replies to

JACK OR BOB CAPELL,

Okmulgee, Okla., this week; then as per route.

P.S.: Slim Cunningham is no longer with show.

WANT L. B. LAMB SHOWS WANT

FOR

JUNE 12-17—CAPITOL GROUNDS, DES MOINES, IOWA—JUNE 12-17
5 KIDS' DAYS—200,000 KIDS' DAYS' TICKETS OUT—5 KIDS' DAYS
FOLLOWED BY BEARDSTOWN, ILL., FISH FRY AND 19 FAIRS
ALL FAIRS AND CELEBRATIONS STARTING JULY 4

SHOWS— SPECIAL PROPOSITION TO MOTORDROME. GOOD DROME SPOTS. CAN USE GRIND SHOWS.
RIDES— CAN USE ONE FLAT RIDE—CATERPILLAR, WHIP, SCOOTER, TILT OR PRETZEL.
CONCESSIONS— HANKY PANKS—STOCK CONCESSIONS. POSITIVELY WORK IN IOWA. NO BUYBACKS, NO P.C.

EVERYONE WIRE: L. B. LAMB, MGR., OTTUMWA, IOWA.

P.S.: FOR SALE—SMALL COOKHOUSE, COMPLETE, WITH OR WITHOUT TRANSPORTATION.

JOHNNY J. DENTON SHOWS #2

SNEEDVILLE, TENN., ALL THIS WEEK

Concessions: High Striker, Popcorn, Jewelry, Novelties, Ball Game, Fish Pond, Pitch-Till-U-Win, Mitt Camp, Custard or any one working for stock. Shows: Have top for Penny Arcade, Unborn Show, Girl Show, Snake Show or Monkey Show. Earl Denton wants Swinging Ball Agents. The following people contact me: Jack Renfrow, Red Neck Eaves, Lattip Sisters, French Faye.

All replies to BOB ROBERTSON or EARL DENTON

JACK KORIE WANTS

Enlarging show, two more outstanding Freaks and Novelty Acts to join at once. If features, salary no object. Mental Act, Mallotts, answer. State all. Reply

JACK KORIE, Ross Manning Shows, Sharon, Pa.

W. G. Wade Biz At Early Stands Close to 1949

DETROIT, June 3.—W. G. Wade Shows returned here Monday (29), opening for the holiday week at the south end of Pontiac, under CIO auspices. This marked the 10th consecutive year for Wade on the same lot under the same auspices. Weather was favorable but attendance was down from last year.

Wade business, since opening, has been not far under that for the same period last year altho weather hurt the two weeks prior to the Pontiac stand. Shows opened formally March 16 with a few rides on Livernois Avenue on Detroit's west side, but moved to Springfield, O., for the official opening April 20, under auspices of Veterans of Foreign Wars. There, as at Fort Wayne, Ind., which followed for the American Legion Post, rain and mud kept patronage down.

Shows enjoyed a good pick-up at the next stand, Jackson, Mich., where it played inside the old prison walls. Patrons were required to go thru a couple of doors and the high guarding walls of the institution to reach the lot in the prison yard. Date was under sponsorship of the Army Battalion Fund. Stands at Kalamazoo for the American Legion Post, 12th in a row for this sponsor, and for the Papermakers' Union at Port Huron, preceded Pontiac.

Wade has added a Rock-o-Plane and Looper this year and installed a new Caterpillar Diesel light plant, using 2,100 kilowatt units. Both are mounted on a single semi. Chrome trim has been used extensively on this unit.

Midway, as laid out at Pontiac, was generally quadrangular, with a diagonal midway across the center and every inch of ground utilized.

Shows move from here to Ann Arbor, then Battle Creek after which they play six weeks in the Upper Peninsula of Michigan, before starting a route of fairs that will take them thru Indiana and Ohio.

Personnel includes:

Staff

W. Glenn Wade, owner-manager; D. Wade, general agent; Walter (Wingy) Schafer, publicity; Mildred Miller, secretary; Joseph Beck, assistant secretary; George Foth, electrician; E. R. Hoover, assistant electrician; Ray (Bus) Crossland, ride superintendent; Hans Hansen, painter-carpenter; Fred A. Miller, legal adjuster; Irene Crossland and Hazel Bousho, front gate; Hazel Priddy, back gate.

Rides

Merry-Go-Round, K. E. Smith, foreman; William Weber, Donald Farrell. Ferris Wheel, David Grey, foreman. Tilt-a-Whirl, Elmo Knight, foreman; William Tishner and Norval Smart. Rollo-Plane, William Wolf, foreman; Carl Priddy. Little Dipper, Virgil Wood, foreman; Frank Driscoll. Boat and Train, Mrs. Mildred Miller, owner; Fred Busbo, train manager; Ralph Brown, boat manager. Octopus and Rock-o-Plane, Harry Mamas, owner; George Planky, Octopus foreman; Irving Kolter; Vincent E. Hamling, Rock-O-Plane foreman; Russell Blanchard, Looper, Dark Ride, Krazy Ina, Edward Ingals, owner; Arthur Shoemaker, Looper foreman; George Hill; Dark Ride, J. Rimsdell, foreman; John Dodgener; Krazy Ina, J. Rimsdell, foreman; Dan Emery, Scooter, Kiddie Plane and Automobile, Lloyd Burges, owner; Everett Salisbury, foreman; Charles Gibeaut; Plane and Automobile, Mr. and Mrs. James Futch, Peter Salisbury, foreman.

Shows

Snake Show, F. S Donaldson, owner-operator; J. E. Cooper. Penny Arcade, Raymond Korhn, owner. Glass House, W. F. Korhn, owner. Dope Show, Norman C. Wolfe, manager; Happy Bennett, inside lecturer and dope act; Rhea Walker, featured with Marion Paxton, Anita Sharp, Joyce Dru, Peaches Rose, Riki Roberts and Mary Little; Ray Ralston and Ed Smilley, tickets; Bill Moore, canvasman; Oscar Forrester, electrician. Posing Show, John Williams, manager; Vicki King, [illegible] Gottcher, Fern Daily and Mary Ellen Wilson, cast; Rudy Masters and Jackie Shields, tickets; Charlie Hill, canvasman. Diane Ross and her Monkey, Pat Murphy, manager; Tangara, Evelyn Styles, Barbara Jo, Needrema, Anitra, Tandalaya, dancers; John Trembly and Jack Knowles, tickets; J. Clark Davis, electrician; Ma Schultz, wardrobe; Jack Carey, canvasman; Harold Williams, musical director.

Side Show, Charles H. Hodges, operator; Bob Larson, manager; J. J. Stevens, inside lecturer; Blackie Smith and Whitey Grant, tickets; Grant Crailey, torture and strong man; Charles Barnett, sword ladder; Great Jimmy, human pincushion; Lady Leona, mentalist; Marguerite Smith, large pythons; James Jagger, fire eater and tattooer; Electra, atomic wonder; Zola Williams, gorilla girl, working the annex as an added attraction.

Cookhouse, Fred A. Miller, owner; Ed (Whitey) Spagel, manager; Ethel Spagel, cashier; A. J. Miller, kitchen; Dan Smith, assistant; William Case, dishwasher; Charles Henry, quartermaster; Ed Douglass and James Hilton, griddleman; La Vern Van Vorst and Henry Eulow, countermen.

Cashiers, Edna Henry, Tilt-a-Whirl; Kay Foth, Ferris Wheel; Flo Schafer, Merry-Go-Round; Mildred Wood, Octopus; Phyllis Planky, Rock-O-Plane; Helena Tishner, Boats and Trains; Mary Ingalls, Looper; Mrs Lloyd Burge, Scooter.

Concessions

Louis Burt, cotton candy and candy apples; Daniel Jessop, popcorn and taffy; Chester Boyd, high striker; Fred A. Muller, French fries; William Duncan, dart stands (2); George Moyer, buckets; Mr and Mrs. John Hennessee, fish pond and spindles; Fenley Clark, cigaretty galleries (2); Malcolm Lewis, wheel; Mildred Miller, big six; Mr. and Mrs. William Stevens, penny pitch and cigarette gallery; Parker Dairy Company, Ben Cranor, manager, ice cream; W. O. King, long range gallery, Gordon Miles, manager; Thomas O'Neal, racer; Nick Shamshak, jewelry; Nick Karavas, fish pond; Johnny Russell, rizzle dazzle and bowling alley; V. Jameson, high striker, short range gallery and bozo drop; Mr. and Mrs. William McLaughlin, photos and darts; Mr. and Mrs. H. Harrington, novelties; Harry Mamas, corn game, Leo Mamas, manager, and five independent concessions; Johnny Miller and Steve Davis, palmistry; Frank and Winnie Wosniak, ball game and fish pond; Brooks Johnson, diggers.

WANTED AT ONCE

Agents for Balloon Games and Ball Games.

CLYDE

WORLD OF MIRTH SHOWS

Perth Amboy, N. J., this week; Garfield, N. J., next week.

WANTED

SIDE SHOW ACTS

HELEN GOLDEN

PAGE BROS.' SHOW

Scottsville, Kentucky

WANTED TO BOOK

Shows of any kind. Have eight Rides. We play Minot, North Dakota, June 12-17; Valley City, North Dakota, to follow.

ROGERS BROS.' SHOWS

Benson, Minn., June 5-7.

WANTED

FOR ANNUAL STANDARD BRANDS RODEO

At Smithville, Oklahoma, June 15, 16, 17; all Celebrations and Fairs to follow.

SHOWS: 10-in-1, Monkey Snakes, Animals, Illusion. STOCK CONCESSIONS: Jewelry, High Striker, Glass Pitch, Fish or Duck Pond, Balloon Dart, Novelties, Lead or Cork Gallery. Can use reliable Ride Help.

RAINES AMUSEMENT CO.

Albert and Rose Raines, Heavener, Oklahoma, this week; Smithville, next week.

WANT for WANT

JIMMY SIMPSON'S BIG REVUE

Colored Musicians and Performers, one more A-1 Trumpet, Trombone that can read and fake. Chorus Girls, high brown singing and dancing Comic, A-1 Candy Pitcher. Berth and board. State salary. Write or Wire.

JIMMY SIMPSON

World of Mirth Shows, week of June 5, Perth Amboy, N. J.; June 12, Garfield, N. J.

FOR SALE

LATE MODEL 18-CAR CATERPILLAR

Best cash offer only. Can be seen and operated in Chicago. In excellent condition.

JOSEPH DISPENSA

10 W. Chicago Ave. Hinsdale, Ill.

WANTED

Top Scale Men for Top Canadian "A" Circuit starting June 30. Call or write:

W. ZAITCHICK

2126 Benson Ave. Brooklyn 14, N. Y.
ESplanade 2-6871

WANTED

CONCESSIONS, PITCHMAN, CARNIVAL, CIRCUS AND OUTDOOR ACTS

AIRPARK FARMERS' MARKET

Hicksville, L. I., N. Y.

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NOW DELIVERING!

New Apex 4 Star Carnival Wheels





Apex 5 Star BINGO BLOWERS



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

Heavy Duty Mounted **BINGO CARDS** In Various Colors

MORRIS MANDELL, INC.
36 East 13th St. (Dept. B), New York 3, N. Y.
Phone GRegon 3-5912

BILL KEMP WANTS

Drome Riders

LADY AND MEN STRAIGHT RIDERS, TICKET SELLERS WHO CAN MAKE SECOND OPENINGS. NO DRINKING TOLERATED. NO COLLECT WIRES, PLEASE. ANSWER

ROYAL-AMERICAN SHOWS

Davenport, Iowa, until June 18; then Canada.

WANTED

Ferris Wheel Foreman and Ride Help that drive Semis. Come on. Wanted to book Ferris Wheel on No. 2 Unit. Exmore, Va., June 3 to 10; Parksley, Va., June 12 to 17. Cliff and Scotty get in touch with me.

JOHN KEELER
Modernistic Shows

FOR SALE

Loopoplane at a bargain; Corn Game, 16x30, new Top, used Side Curtains, $400.00 including Speaker; one 6x8 Concession Frame and Top, $60.00; one 12x12 Center Concession with Fly, $75.00; one 10x12 Concession Frame and Canvas, $100.00; two Ball Games, 20x17 deep with Canvas Floor Frames and Tops, $200.00 each; Girl Show Front, blow-up Pictures, two 60 kw. 3-phase Gen. Motor Light Plants, first class shape; one Octopus, 1947, like new.

FRANK BURKE
Care Joyland Park
2801 So. Hillside Wichita, Kansas

VOLUNTEER SHOWS

CAN USE

Small Cookhouse or Grab. Agents, Swinger, Buckets, and Hanky Panks. Want Photos and one Line-Up Store.
Want Small Bingo, $35.00 a week, to join at once.
FOR SALE: Complete Cookhouse.
Baxter, Tenn., this week; Woodbury, Tenn., week of June 12th.

WANT SKOOTER FOREMAN

MUST BE A "SKOOTER MAN"
Must be able to get ride up and ready for operation opening day.
SALARY AND PERCENTAGE
Don't answer if you can't cut it.
Also Ferris Wheel Second Men.

Cavalcade of Amusements
La Fayette, Ind., this week.

WANTED

10 or 12 Ride Carnival for the

AMBOY ANNUAL FALL FESTIVAL

August 17-18-19, three days, Amboy, Ill. Contact Amboy C. of C. immediately or

FRED R. BYBEE
Chairman

Lawrence Greater Enters Win Column At Two Ohio Towns

DOVER, O., June 3. — Lawrence Greater Shows played its second consecutive winning stand here following an eight-week siege of rain and poor business. Opening night (29) drew an estimated 3,000 to the midway, and Decoration Day was equally profitable.

Org set up on the fairgrounds under auspices of Veterans of Foreign Wars, of near-by North Philadelphia, moving here from Chillicothe, O., first good money date of the season.

Walter D. Nealand joined here as publicity director. Both North Philadelphia and Dover newspapers cooperated with considerable space. Willard Chaplin, advertising agent, billed heavily within a 25-mile radius of Dover.

Org tied up with a new W. T. Grant store here for a kid's matinee and a free show in the store basement, where moppets were entertained by Earl Myers, magician, and Gene Shafer and Betty Teffeteller, midgets. In addition, 5,000 school tickets were distributed.

Fitzi Brown, business manager and concession owner, returned to the show after a brief absence, and is teamed with Richard (Pat) MacGee on several concessions, including bingo.

Personnel line-up includes:

Staff

Mr. and Mrs. Sam Levy, co-owners; Willard Chaplin, advertising manager; Walter D. Nealand, publicity director; J. L. Machamer, secretary-treasurer; James Grimsley and Fred Hoyt, transportation; Bob Bushae, head carpenter; John Blakely, ride superintendent, and James Blankinship, electrician and Diesel mechanic.

Rides

Merry-Go-Round, Louis (Pop) Guth, foreman; Ferris Wheels (2), Bob Stone, foreman; Ride-o, Bob Young, foreman; Whip, Bob Smith, foreman. Fly-o-Plane, Andrew Dixon, foreman; Rolloplane, Bob Burton, foreman; Caterpillar, Duke Wright, foreman, pony ride, M. Boersole, foreman; kiddie rides, Charles Carpenter, manager.

Shows

Girl revue, Bill Horton, manager; French Casino, Bill Woodhall, manager; Harlem Revue, Leonard Duncan, manager; Side Show, Earl Myers; Penny Arcade, Wimpy Schnepel, manager; cafeteria, Mr. and Mrs. John Garrett, owners-managers.

Great West Suffers 3G Loss From Winds

EXSHAW, Alta., June 3. — The Great West Shows, owned by B. J. Winsor, Red Deer, Alta., suffered an estimated $3,000 damage here Wednesday (17) when the show was hit by 60-mile-an-hour winds.

A Ferris Wheel and Merry-Go-Round were wrecked, a Side Show tent was torn to shreds, an ice cream stand was blown several hundred yards, and a concession tent travelled a quarter mile. Only piece of equipment left standing was a children's Ferris Wheel.

No one was hurt, altho nine men were sleeping in tents when the winds hit.

Repairs to equipment have been made and the show has resumed its route.

All-American Expo Sold to Chas. Griggs

DALLAS, June 3.—Herman Reynold's All-American Exposition Shows were sold here this week to Charlie A. Griggs, manager of Pepper's All-State Shows, with the latter expected here Monday (5) to close the transaction.

Equipment in the deal included 9 rides, 14 trucks and trailers, 4 shows, a Funhouse, a front arch and Diesel plants. With the show went contracts for 14 fairs and a July 4 celebration.

J. Ed Brown Under Knife

GLENDALE, Calif., June 3. — J. Ed Brown, veteran showman, underwent a serious operation here Saturday (20) in Community Hospital. Altho recuperating, he will be confined to the hospital for another 10 days.

W. G. WADE Shows WGW

WANTED FOR

Romulus, Michigan Chamber of Commerce
ROTARY CLUB FAIR
June 12-June 18

Coldwater, Michigan Chamber of Commerce
FISHERMAN'S JUBILEE
June 21-June 24

Legitimate Concessions of all Kinds. Can place Roll-O-Plane, Octopus, or Rock-Plane for balance of season.
North Webster, Indiana, 10th Annual Mermaid Festival to follow these.
Write or wire
C. D. MURRAY, Mgr.
9600 Broad Street Detroit 4, Michigan

TIVOLI EXPOSITION SHOWS

WANT FOR THE FOLLOWING ROUTE OF BONA FIDE CELEBRATIONS AND FAIRS:

Janesville, Wis.; Linton, Ind., July 4th; Tuscola, Ill., Celebration; Woodstock, Ill., Fair; Belvidere, Ill., Fair; Menomonie, Wis., Fair; Madison, Wis., Celebration; Du Quoin, Ill., State Fair; Brownsville, Tenn., Fair; Camden, Ark., Fair; Magnolia, Ark., Fair; El Dorado, Ark., Fair; Vicksburg, Miss., Fair; Belzoni, Miss., Fair (more big ones pending).

SHOWS: Can place Mechanical Snake, Fun House or any first class Show that will meet the standard of our Midway. Bert Sackstein wants Front Man to make openings on Wild Animal Circus Show, good proposition. Stan Wrisley wants Front Man for 10-in-1 Show, also can place few more good Acts.

CONCESSIONS: Place few more Hanky Panks. Bob Chism wants Counter Help and Griddle Man, also Kitchen Help for first class Cookhouse. Whitey Lutz wants several good Agents.

RIDES: Will book Spitfire, Dark Ride, Pony Ride, Rollo Whirl.

HELP WANTED: Want Boss Canvasman to handle Big Top for Ice Revue, must be able to drive Semi. Ride Men who can drive Semis wanted for all Rides. Tilt Foreman wanted at once.

All replies to DIXON, ILL., JUNE 4-10, THEN PER ROUTE.

H. V. PETERSEN — *GENERAL MANAGER*
B. J. COLLINS — *GENERAL AGENT*

GOLDEN WEST SHOWS

"THE Best IN THE WEST"

WANT

Motorized Shows, Train, Pony Rides, Kiddie Rides and legitimate Concessions. Biggest Fourth of July in all California, Pleasanton, Alameda Co. Fair. Wire or come on. Marysville-Yuba, Sutter Co., Calif., Rodeo and Horse Show, this week; Grass Valley American Legion, next week. Wire

HARRY POLISH FISHER

PLAYING PHILA. CITY LOTS

AND SURROUNDING TOWNS

WANT ALL KINDS HANKY PANKS

Good jobs for reliable Ride Foremen, Caterpillar; Joe DuPont, write. Wheel, Octopus, Merry-Go-Round, Roll-o-Plane.

JAKE SHAPIRO, Mgr.

ZIMMERMAN AMUSEMENTS

Chancellor Hall Hotel, 13th & Walnut, Philadelphia.

BEAMS Attractions

JOHNSTOWN, PA., CELEBRATION, June 12 to 17

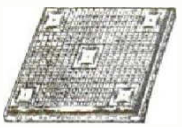
Get with a show that has been playing territory for 21 years and knows money spots. Parades, fireworks every week, free gate.
Can book Hanky Panks. Excellent opportunity for 10-in-1, Monkey Show or other attractions appealing to family trade. Second man who can drive semi for Merry-Go-Round. Capable Agents. Write or wire.
M. A. BEAM or STEVE DECKER, Clymer, Pa., this week

CUMBERLAND VALLEY SHOWS

WANT WANT **WANT WANT**

On account of disappointment can use Fish Pond, Ball Game, Slum Sets, String Game, Bumper, Cigarette Cork Gallery, Bowling Alley, Clothes Pin Pitch, Coke Bottle and a flashy Photo Gallery. Animal Show, Wild Life Show, Snake Show, Mechanical City, Motordrome, Penny Arcade, Fun or Glass House. Any capable Show except Girl Show. Need Foreman on Merry-Go-Round, sober and reliable. Drunks stay where you are. Address all mail and wires this week to
ELLIS WINSTON, So. Pittsburg, Tenn.; then as per route

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PENNY PITCH GAMES

Size 46x46". Price $42.50.
Size 48x48". With 1 Jack Pot, $50.00.
Size 48x48", With 5 Jack Pots, $55.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price $27.50

BING GAMES

75-Player Bingo, Complete $4.00
100-Player Bingo, Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

AGENTS WANTED

For Basketball, Coke, Slum Blower, and Cork Gallery. Opening June 12, Des Moines, State Capitol Grounds.

ANDY RASMUSSEN
c/o L. B. Lamb Shows Ottumwa, Iowa

WANTED
FREAKS & NOVELTY ACTS

Opening in Chicago for 92 days. Contact

Frank's Theatrical Agcy.
203 N. Wabash Chicago, Ill.
Phone: DEarborn 2-3342

FREE ACT WANTED

For Byesville Homecoming, August 7-12, Byesville, Ohio.

Fisher Graham, The Oaring 3 of the Air, kindly contact.

HOWARD L. McCREARY

WILL TRADE

Practically New
ALLAN HERSCHELL FLUID DRIVE
KIDDIE AUTO RIDE
for WALK THRU FUN HOUSE

Built on Semi Trailer. No Tractor Required.

KEN DAVIS
c/o Merriam's Midway Shows—As Per Route

CARNIVAL WANTED

Rides—Shows—Concessions
July 24-29

WOOD COUNTY C.I.O.-P.A.C.
505 Juliana Street Parkersburg, W. Va.
Phone 2-3721

LEGAL ADJUSTER
AT LIBERTY
HARVEY W. LAMON
COATES HOUSE HOTEL
10th & Broadway Kansas City, Mo.
P.S.: Will go anywhere.

TEX EANES

Wants Ride Help, First and Second Men. Write or wire

C/O RIDLER'S UNITED SHOWS
Pontiac, Ill., this week; or per route

WANTED
TO BUY OR LEASE

Merry-Go-Round for Kiddie Park. Call or Write.

FOX VALLEY KIDDIE PARK
Box 310B, Rt. 34 & 65 Naperville, Ill.
Phone: Naperville 808 M2

JIMMIE ANNIN
I AM AT LIBERTY

Wire me collect.

FRED SCIFRES
c/o WESTERN UNION, ALTON, ILL.

WANTED

Used Merry-Go-Round Horses—Small, medium or large; must be jumpers and in good condition. Will pay top price.

Griffen Amusement Park
Jacksonville Beach, Florida

CARNIVAL WANTED

For one week in July or early August. Sponsored by American Legion Post 535. Contact

EDDIE HAWKINS, Commander
1593 E. Broad St. Athens, Ga.

CLUB ACTIVITIES

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, June 3.—The regular meeting was called to order by President Mike Krekos. At roll call of officers the absence of Third Vice-President Art Craner and Treasurer Dwight W. Kane was noted. President Krekos invited Past President Sammy Corenson and Dr. E. P. Mannheim to the rostrum to fill in.

The following names were proposed for new membership and elected: David Kaun, Harry Lewis, Kenneth A. Larson, Leon Moore, Lester Larson, Mrs. Berta Harris, Katie Raye Hagler, William J. Estrada, Archie Long, Jack O. Cantrell, Frank V. McCollister, David E. Wilson, George R. Gordon, D. P. Haffner, Val Bitz, Robert Bitz, Joseph W. Richards, Mary Jane Richards, George Parsons, Homer Beezley, Lydia Mary Parsons, Leonard Niccum, Charles Hamilton and John Yates.

Sick and Relief Committee: Mr. and Mrs. Otto Boehn, who have both been ill, were welcomed to the meeting. Fred Hansen and Jack Brooks reported visiting Fred Ferguson at Marine Hospital. Fred Weidmann reported that Bonnie Townsend fell and injured her leg again. President Krekos reported visiting John Deduces at Sutter Hospital, Sacramento, where John is recovering from an auto accident. Dr. Mannheim reported that all his patients are doing well.

President Krekos reported better weather this week and consequently better business on all shows. He noted that 24 show people became members of Show Folks in one week as a result of our membership drive. The president thanked all for their efforts and directed Corresponding Secretary Albert Roche to write letters of thanks and appreciation to Tony Soares, of the Pacific United Shows; Anthony Masseth, of the Redwood Empire Shows; Eddie Harris, of the West Coast Exposition Shows, and Polish Fisher, of the Golden West Shows, for their help and co-operation in our membership drive. The special membership drive, which will end November 1, has for its object the bringing of all show people into Show Folks of America for a special price of $10, which includes initiation fees and dues for an entire year.

National Showmen's Association

1564 Broadway, New York

NEW YORK, June 3. — Members were saddened over the death of John (Slim) Cavanaugh May 29 as a result of an auto accident at Driftwood, Pa., May 28. Izzy Cetlin, co-owner of Cetlin & Wilson Shows, was in an auto accident several days ago and is at Jamison Memorial Hospital, New Castle, Pa. He is recovering and expects to be discharged soon. Ben Rubin is recuperating at home from surgery. True Perkins, Irving Udowitz, James Cox and John O'Rear are on the sick list and would like to hear from members. Sympathy was extended to Larry Marcaccio and Rudolph Jabcuga, both of whom recently lost their fathers.

Secretary Ethel Weinberg visited the O. C. Buck Shows May 26 during the org's stay at North Tarrytown, N. Y. Owner Oscar C. Buck was out of town but she was welcomed by Secretary Dick Tolman and had chats with Sidney Goodwalt, Charles Zucker, Harry Schwartz, Larry Newman, Gene O'Donnell and Luke Siefker. Among Ladies' Auxiliary members present were Julia O'Donnell, Mildred Schwartz and Ann Marcaccio.

Recent visitors were Louis Gordon, Alex Lassaw, David Solomon, Morris Glass, Joseph Prell, Mack Brooks, Ben Rosenberg, Sam Finkel, Edward Turbin, Louis Light, Henry Fein, Lee Lewis, Tom Coffey, Joseph Agule and Saul Seligson.

If you wish to receive your mail being held here advise us of your present address. Books for the auto award are ready for distribution and will be mailed upon request.

JOYLAND MIDWAY ATTRACTIONS
WANT FOR V.F.W. CELEBRATION

July 1 to 4
CENTER LINE, MICHIGAN — PARADES, FIREWORKS, BANDS

Can place Duck Pond, Ball Games, Lead Gallery, Balloon Darts, Scales and Age or any legitimate Concessions.

July 6th to 16th, Van Dyke, Michigan,
July 17th to 23rd, Melvindale, Michigan,
July 25th to 31st, South Lyons, Michigan, On the Streets.
August 3rd to 6th, Ubly, Michigan, On the Streets.
Other Celebrations to follow. Wire or write.

ROSCOE T. WADE
16845 Lindsay Phone: Vermont 55252 Detroit 35, Mich.

GEORGE CLYDE SMITH Shows

WANTED

Ball Games, Swinger, Pitch Till You Win, Hoop-La, Age, Scales, Six Cats, Photos, String Game, Spot the Spot, Novelties, Penny Arcade. Wanted—Monkey Show, Wild Life, Snake Show, Girl Show, Side Show Acts. Will book Pony Ride, Spit Fire, Tilt. All replies to

GEORGE CLYDE SMITH SHOWS
Curwensville, Pa., this week; Coalport, Pa., next week.

SOUTHERN VALLEY SHOWS

WANT WANT

CONCESSIONS OF ALL KINDS: Especially want Scales, Striker, Lead Gallery, Novelties, Ball Games, Basket Ball, String Game, Hoop-La and any others not conflicting with what we now have. SHOWS: Want to book Snake Show, 10-in-1, Mechanical Show or any Show of merit. Would like to hear from Motordrome Operator. Also want to book Spitfire Ride for balance of season. This show has 24 bona fide Fairs and Celebrations along with the biggest July 4 week in Arkansas, around Court House Square, Lake Village, Ark., on beautiful Lake Chicot. All the State Dignitaries will be there. Those joining now will be given preference July 4 week.

ALL REPLIES:
EDDIE MORAN, Mgr.
Paragould, Ark., this week; West Memphis, Ark. (Downtown), June 12 thru 17.
P.S.: Also have the Arkansas State Wide Beauty Contest Celebration, Helena, Ark., June 26 thru July 1.

SAM TASSELL SHOWS WANT

Week June 12, 69th and Marshall Road, Upper Darby, Penn.
Shows of all kinds. No girls. Rides not conflicting, mostly flat. Concessions—Rotary, Floss, French Fry, Baseball, Fish Pond, Age and Weight, Novelty, Jewelries, Hi-Striker or any Concessions working for stock. Contact me

SAMUEL TASSELL
5839 WALNUT ST. Phone: GRanite 2-5852 PHILADELPHIA 30, PA.

WANTED
HEAD CANVASMAN

For Girl Revue who can get it up and down; one who is used to big tops and who can handle men. Can also use two good Workingmen. Can also use Line Girls. JOANNE ZUNIGA, contact me immediately. Wire, don't write. No collect wires.

JACK NORMAN
JAMES E. STRATES SHOWS
Norwich, Conn., this week; then per route.

WANTED

Kiddie Rides, leased or on percentage, or will buy. Electrician for a 100kw. Good Pay. Opening Parkside, Chester, Pa., June Twelfth to Seventeenth.

A & K AMUSEMENT CO.
3210 Edgemont Av., Chester, Pa.

CATERPILLAR WANTED

With or without transportation, or will book Whip, Rockoplane or Pontes. Fun House. Any clean, non-conflicting Show. Side Show Acts Help, contact J. A. Knight. Stock Stores, Hanky Panks, Ball Games open. Second Man on Tilt. St. Genevieve, Mo., now; Madison, Ill., next; Flanagan, Ill., 3rd-next Celebration and Park Dedication follows; Geneseo, Ill., in Shady Park (annual), July 3-4-5. Contact DYER'S GREATER SHOWS.

FOR RENT
LOT IN HEART OF CONEY ISLAND, 35x100

Suitable for Pony Track, Mule Ride, Kiddie Rides, Outdoor Shows or what have you. Rental—$700 for season or percentage.

Phone: BSplanade 2-9877
MR. LEFKOWITZ

WANTED

Experienced Ride Foremen for Rock-o-Plane and Octopus. Must be sober and reliable. No collect calls accepted.

HADJI DELGARIAN
2303 N. Melvina Chicago, Ill.

ROSE CITY SHOWS
WANT

Agents for Fish Pond, String Joint, Pitch-Till-Win, Cat Rack, Dart Balloon, also someone to take Animal Show, plenty animals. Can use Second Man on Rides that can drive semi-trucks. Bremond, Texas, June 6-10; Lindale, Texas, 12-17; Sulphur Springs, Texas, June 19.

W. E. KILGORE, Owner & Mgr.

ROCCO SHOWS
ROCCO & SON

Six 55-Ft. Neon Light Towers,
10-Mile Auto Searchlights.
10 Rides—30 Concessions—4 Shows.

Can use more Concessions and Shows for Butter Days at Sauk Centre, June 9-10-11 (annual affair), and entire season. What have you? Contact for prosperous season—36 Celebrations, 10 Fairs. Waldorf, Minn., June 5-6-7; Howard Lake Strawberry Festival, June 16-17-18. 2424 No. Fairview, St. Paul, Minn. NEstor 9870.

C. J. THAMES
WANTED—DANCING GIRLS—WANTED

$40.00 Weekly and Bonus. Easy work, pay nightly. Join Springfield, Ohio, now.

C. J. THAMES
Care Magic Empire Shows

W. S. MALARKEY
CAN PLACE

All kinds of legitimate Concessions on percentage. also Rides, for War Dads' Outdoor Fair, Johnson City, N. Y., June 19-24; also a few weeks to follow. All maiden spots and all very good locations. Wire

W. S. MALARKEY
2 Clifford St. Binghamton, N. Y.

CONCESSIONS WANTED

Now booking legitimate Concessions for Annual V.F.W. Street Fair, Huntington, Ind., July 31 to Aug. 5. Cassidy and Baukhman, call me.

W. O. RANDOL, Fair Mgr.
Markle, Ind.

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BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Bowl'n Pitcher, Pa.
June 3 1950.

Dear Editor:

Readers of *The Billboard* have often asked Pete Ballyhoo to tell them how he acquired his first midway and built it up to what it is today. Up to now the boss has kept mum on his fame-and-fortune story. Today he released the much-looked-for info after much persuasion. Here it is, as told by Pete Ballyhoo:

"During the winter of 1932, with my bride of three weeks, Spindle Lou, I trouped with an out-of-doors and out-of-money midway in Florida. The show had been rained out for two weeks, and thru popular demand of its manager's bankroll we were held over for a third week at Orange Pulp, Fla. On a Sunday night my wife and I were playing stud on the bed for matches. It was a warm night, so we left the door open to get a breath of air. As we were both great tobacco chewers, my wife, who is a neat housekeeper, placed the cuspidor in the middle of the bed to avoid splattering the walls and floor.

"Another roomer happened to walk by the open door and, seeing the cuspidor between us on the bed, stopped to mooch a chaw of scrap. Seeing the game in progress, he invited himself in, and to make the game interesting immediatly raised the ante from matches to nickels. During his short stay, the stranger kept cracking, while looking at his watch 'I've checked out and don't want to miss my train. It leaves in 40 minutes.'

"Luck was with me. By train time I was in his $10,000 bill for $3.65. We had no change for such a large bill, and being in a hurry to catch the train he left the 10G note with us with instructions to send the change to him. However, he left in such a hurry that he forgot to leave his address. We never heard from him again. Because the room was illuminated with only a 10-watt globe, neither my wife nor I got a good look at him. We doubt very much if we would recognize him should we ever meet again.

"No doubt many readers will think that it was then that I went for myself by investing in show equipment. The answer is yes and no. We held the 10G note for several days, expecting him back. We often thought of getting it changed. Every footstep on the stairs hurried us to the door to see if he had returned so we could give him his dough. On Saturday my wife decided that we would get it changed.

"Not knowing anybody in the town who could identify us at the bank, we decided to give it to the shows' manager and let him get it changed at the bank by being identified by a committeeman.

"Our manager blew with the 10G note, leaving his show on the lot. That's when I took over. We had to play over another week. The weather cleared and we moved. It isn't so much the 10G note or my rise as a manager that I want to emphasize. It's the moral of the story: Always warm up to people who chew tobacco."

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., June 3. — Visits during the week ending May 27 included Carl Bill Shows at Chili, N. Y., and Spencer Explosive Company. Also visited were Gaiety Shows, Reno DiMarco concessions and Al Boxall concessions, exhibiting jointly under auspices of the Firemen's organization at East Rochester, N. Y., Wednesday (24) and again Saturday (27). On Saturday (27) we visited Jones Concessions at Sea Breeze, N. Y., and Manager Sam Lipsih.

The Commissioner of Labor of New York has named a Minimum Wage Board to consider and recommend minimum wages in the amusement and recreation industries in this State. The industrial bulletin issued by the State for May, 1950, devotes a number of pages to consideration of the various problems common to outdoor amusements and it is apparent that the board named is expected to take a broad view of the entire subject. About a half page of the publication is devoted to *The Billboard* and its place in the amusement industries insofar as practical operation are concerned, and the State publication observes that "Most showmen consider the current issue of *The Billboard* an absolutely essential piece of working equipment."

WANTED

Ticket Sellers who make openings, Novelty Working Acts. Long season with winter work. Prefer attractions now on West Coast.

A. J. BUDD

216 Willow Road Palo Alto, Calif.

Baker United Wins Despite Weather

INDIANAPOLIS, June 3.—Baker United Shows, despite inclement weather, has been getting grosses on a par with 1949 and in some cases business has topped figures of a year ago, Owner-Manager Tom L. Baker announced here.

Org played a one-night stand Sunday (28) in Catholic Youth Stadium here under Catholic church auspices, which sponsored a $35,000 giveaway and a program which featured Bud Westmore, Rosemary Lane and Lionel Hampton and his ork.

Shows moved here from near-by Beech Grove where they ended up a winner, altho they lost one night to rain.

Avery's Modern, Patterson Circus Tie-In for Cele

DETROIT, June 3.—Avery's Modern Shows will join forces June 8 for a four-day stand jointly with the Patterson Circus at Flint, Mich. Event will be under sponsorship of the Holy Redeemer Catholic Church.

Avery shows, which have been playing just west of Detroit at Inkster, on Plymouth Road, open this week-end at Flint under auspices of the Elks, but will return to Livonia, new Detroit suburb, for a special festival opening June 13. Event will celebrate the incorporation of Livonia.

Galax Sets Cele Dates; Shan Bros. for Midway

GALAX, Va., June 3. — Dates for Galax Volunteer Firemen's 17th annual carnival and celebration in Felts Park here have been set for July 3-8, Elbert L. Lundy, secretary, said this week. He added that Shan Bros.' Shows will provide the midway.

A mammoth parade, with the Gary, W. Va., High School band in the lead, will be a feature of the Fourth of July festivities.

Imperial Contracts Buchanan, Mich., Cele

BUCHANAN, Mich., June 3. — Imperial Shows will provide the midway at the week-long July 4 street celebration of the Optimists Club here.

Tommy Sacco, Chicago, booked the org into the date.

GEORGE W. NELSON SHOWS

The carnival with a community spirit

PLAYING STATE CELEBRATIONS, TWO EACH WEEK IN MINNESOTA

DETROIT LAKES, MINN., JULY 1-2-3-4

Will book concessions, one of a kind, String Game, Cigarette Gallery, short or long Range Gallery, Cane Racks, Jingle Board, Basket Ball, Clothes Pin, Bumper, Fish Pond, Milk Bottles, Glass Pitch, Hi-Striker, Ice Cream or Custard.

SHOWS: Any grind show except Fun House, well-flashed Girl Show. Howard Kumalae or Curly Suel, contact. J. Ramsey wants Pea Pool dealers. Toby Young wants clerks for balloon and tag stores. Bingo help, contact Ben Elsen.

RIDES: Will book Spitfire or Octopus after June 15. Granada, Minn., June 6-7-8.

Come where the privilege is small.

All replies to GEORGE W. NELSON, as per route

W·G·WADE Shows

WGW

BATTLE CREEK, MICH., June 12-17

CAN PLACE—LEGITIMATE SKILL AND MERCHANDISING CONCESSIONS OF ALL TYPES. Also Good Opening for ILLUSION and LIFE SHOW.

NOTICE—We are STILL CONTRACTING for SHOWS AND CONCESSIONS to make the five-week tour of the Upper Peninsula of Michigan with this Unit. Gladstone, Mich., the First of the Five Towns. Opens Monday, June 19. So, Contact NOW—

W. G. WADE SHOWS

Ann Arbor, Mich., All This Week.

INTERSTATE SHOWS

WANT WANT

SHOWS: Will book Monkey Show, Fun House, Glass House. Will give good proposition to Motordrome with or without transportation. Edt Walsh wants Girls for Girl Show. Jimmy "Lucky" Valentine wants Acts for Side Show to join on wire. RIDE HELP: Want Foremen and Second Man for Twin Wheels, Tilt, Chairplane, Rolloplane, must drive semis. CONCESSIONS: Will book Frozen Custard, Guess-Your-Age, High Striker, Jewelry, Novelties, Long and Short Range Gallery or any Hanky Panks at reasonable prices. Tony Pelcher wants Help for Cookhouse. Want Combination Billposter and 24-Hour Man who knows how to promote children's matinees. Want outstanding Free Act to join week of Fourth and for balance of Fair season. First Fair begins July 10. All joining now will be given preference at Fairs.

All replies to H. B. ROSEN, Mgr., Xenia, Ohio, this week; then per route

PAGE BROS.' SHOWS

Martin, Tenn., 4th of July, and 12 Fairs starting July 17th.

Want Hanky Panks of all kinds, Arcade, Custard, Pop Corn. Manager with Acts for Side Show and Geek and Girl Show, we have all equipment. Operator for Fun House. Ride Help on all Rides; must drive. Drunks, don't answer.

Scottsville, Ky., now; Glasgow, Ky., next week.

P.S.: Ride Superintendent who can and will handle 9-Ride Show.

AMERICAN MIDWAY SHOWS

WANT WANT

COOKHOUSE, BINGO, DIGGERS, STOCK CONCESSIONS. CAN PLACE FUN HOUSE AND SIDE SHOW ACTS. WANT RIDE HELP WHO DRIVE. Blackwell, Okla., July 3 and 4; then 18 Fairs and Celebrations. Only one still week until Thanksgiving. Join now for a big season.

Address: Per Route

PETE KORTES WANTS FOR PARKS

Ticket Sellers who can make openings. Can also use two more good Side Show Acts. Address: Care Flint Tavern, Flint, Michigan, until June 11; then Queens Hotel, Montreal, Que., Canada.

FIDLER'S UNITED SHOWS

WANT

ELECTRICIAN WHO CAN DRIVE SEMI TRAILER AND HANDLE CATERPILLAR DIESEL AND GENERAL ELECTRIC SEARCHLIGHTS. ALSO WANT RIDE SUPERINTENDENT WHO CAN HANDLE MEN. If you drink, save your time and mine.

Address: PONTIAC, ILL., THIS WEEK.

BRASS CITY SHOWS

Can place Hanky Panks, $21.00 week. Want Rides—Jenny, Octopus, Funhouse or Grind Show. Want Foreman for Wheel. Playing Carbondale, Penn., June 5-17.

Contact: CHARLES PICKARD, Gen. Agt.

Don't write—come on, will place you.

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LONE STAR SHOWS

Free Gate—WANTED—Free Gate

For VETERANS OF FOREIGN WARS MAMMOTH JUBILEE, Sidney, Ohio, June 12-18

25,000 People on Sunday

Can use all kinds of Hanky Panks for this spot and the rest of the season. Our fairs start last week in July.

WANT Long-Range Shooting Gallery, Duck Pond, Hoopla, Fishpond, Hi-Striker, Penny Pitch, Glass Pitch, Pitch-Till-You-Win, Jewelry, Mug Outfit, Huckly Buck, Nail Game, Watch-La, Ball Games. Will book French Fries, Snow Cones, Custard, Cotton Candy. Will book set of Diggers; must be neat and clean.

SHOWS—Motordrome, Animal Show, Fun House; good territory for Penny Arcade. Will book Girl Show; must have three or more girls, with own equipment. Will book any ride not conflicting with the ten we own. Can place Ride Help; top salary. Must be licensed drivers. Watch The Billboard for fair route.

J. R. McSPADDEN, Owner JOHN REED, Bus. Mgr.

All this week Bucyrus, O.

P.S.: Will give route of our fairs upon request.

Morris Hannum Shows

One of the Great Eastern Shows

COATESVILLE, PA., JUNE 12-17

WANT

Arcade, Motor Drome, Mechanical City and Monkey Shows.

Big Philadelphia Celebration with Free Gate. Car given away immediately following. All replies to **MORRIS HANNUM**

Penn Harris Hotel, Harrisburg, Pa., this week; then Coatesville, Pa., June 12-17.

HELLER'S ACME SHOWS

WANT SHOWS, RIDE HELP, WHIP FOREMAN AND CHAIRPLANE FOREMAN. WANT Bingo Manager. Cliff Lambert, phone, reverse charges. Fair Lawn, N. J., this week; Riverdale, N. J., next week. Big Elks' Fourth of July Cele., Ridgewood, N. J., on Elks' grounds. First carnival in 20 years. Hammonton, N. J., Big Celebration, July 10 to 15. Mt. Carmel Celebration, Roseto, Pa., July 24, including Sunday and Monday, closing August 1.

All answers to HARRY HELLER

Phone Wycoff 40333-M. Campgaw, N. J.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

LAKE CHARLES, LA., JUNE 5 TO 15—AUSPICES POLICE DEPT.

Can place legitimate Stock Concessions—Hoop-La, Glass Pitch, Bowling Alley, Duck Pond, Watch-La, Pitch-Till-U-Win, Scales, Axe, Set Outfits, Diggers, Ill Striker, Grocery Store, Aluminum Wheel, American Palmistry. Can place one or two Major Rides for July 4th Street Celebration. Shows with own outfit except Geek or Girl Shows. We have seven Louisiana and Mississippi Fairs. Show is booked solid until November 1. Concessions joining now given consideration at Fairs.

All replies ED GROVES, Mgr.

Lake Charles, La., June 5 to 15.

Harry Craig's HEART of TEXAS Shows

Featuring the Great Wilno, Original Human Cannon Ball

Will book, to add to our office-owned shows, a fast-stepping Girl Show, Fun House, Motordrome, Illusion, Monkey or any Grind Show not conflicting. Will book Little Dipper, Caterpillar, Octopus, Looper, or what have you? Want Spitfire Foreman. Can also use good Ride Help that drives. Will book Photo Gallery, Glass Pitch, Novelties, Darby. Have special proposition for Man with Bingo. Will book Diggers, Popcorn, Candy Apples, Buckets, String Game, Ball Game, Fish Pond, French Fries, High Striker; also Scales and Axe. Want Agents for Grind Stores, contact Barney Allen. Want Agents for Bowling Alleys, contact Red Bronks. All address: HARRY CRAIG, Hereford, Texas, this week; Borger, Texas, next week; then Canadian, Texas, Roundup and Rodeo, followed by the BIG ONE, Woodward, Okla., Fourth of July Celebration.

GRACELAND GREATER SHOWS

WANT FOR AMERICAN LEGION ANNUAL CELEBRATION ON THE STREETS

AT ROODHOUSE, ILLINOIS, JUNE 12-17—Automobile Given Away.

Concessions: Photo Gallery, High Striker, Ball Game, String Game, Age and Scale. Lead Gallery. P.C. open with one or more Hanky Panks. Shows: Motordrome, Wild Life, Snake Show. Ten-in-One. Ride Help: Foreman on Chairplane, Second Man on all 10 Rides.

All replies HARRY ALKON, Centralia, Ill., this week

J. A. SPARKS SHOWS

Will sell "X" on Cookhouse, Popcorn, Candy Apples, Floss, Sno Cone, Jewelry, High Striker, and Long Range Shooting Gallery. Good opening for Ball Games and Fish Pond. Very reasonable privilege. Will book few more flat outfits. Want Man with acts to take charge of Side Show. Will book Wild Life, Monkey Show, and Animal Show with own outfits. Also want Motordrome and Mechanical City. Have opening for Rolloplane, Octopus, and Rollawhirl.

Address J. A. SPARKS, Richmond, Ky., this week

FROM THE LOTS

Monarch Imperial

COTTAGE GROVE, Ore., June 3.—For six weeks the shows have encountered high winds and cold weather, curtailing business operations. Members of the Douglas Shows exchanged visits with Monarch folks at Myrtle Point and Coos Bay, Ore. Manager E. O. Douglas, Mrs. E. Forrester and Norman Schu were guests of Manager Howard Clifford. Art and Eddie Anderson, concessionaires, left at Crescent City, Calif., to join Meeker's Show. E. Clifford's bird store and confectionery stand have topped the midway weekly.

Martin E. Arthur visited at Watsonville, Calif.; Bill Holt at Ukiah, Calif., and Adolph Yoakum at Coos Bay, Ore. Bee Bee Willis has left to join her family on the Dolan Shows in Colorado. A birthday party was given by the folks for Edward Clemm. Manager Clifford is building a marquee featuring two panel trucks, decorated and lettered in red and white. Visiting at Eureka, Calif., was Tex Cordell, former carnival owner now in business at Eureka. Vic Davis and his crew left in Watsonville. A Girl Revue, operated by Mr. and Mrs. J. Lorraine, has been added.

This org, formerly known as Clifford's Greater Shows, will continue its tour thru Oregon and Washington before returning to California in the fall.—WALTON de PELLATON.

Motor State

TRENTON, Mich., June 3.—Shows opened Monday night after some difficulty over light inspection. The office-owned Monkey Speedway bowed here. Visitors included newlyweds Mr. and Mrs. G. William Brown, son and daughter-in-law of Mr. and Mrs. Robert Brown, bingo operators; Don Spence's wife and children, Mr. and Mrs. Jack Gallagher and Mr. and Mrs. Ed Diebert.

Mr. and Mrs. J. J. Fredericks played host Decoration Day to Mr. and Mrs. Art Krug, Mr. and Mrs. Stanley Klenvinski and children, J. Fredericks Sr., and Mr. and Mrs. Molser. Jack Ziegler was called away last week because of his mother-in-law's death.

Org had a good week-end in Easton Rapids, Mich. Biz in general was above the average. Shows were hosts to orphans from the National VFW home.

Drago Amusements

DELPHI, Ind., June 3.—Shows' run into Peru, Ind., last week was made in record time. It being the first move of the season, every one was ready to spring opening night. Org got good weather, with crowds and spending doubling that of last year. Saturday matinee, with rides reduced to 9 cents, was big. Free groceries were given away nightly on all ride ticket stubs and upped biz.

Slim Chester's bingo topped the concession line-up, with the lead gallery second and Mary Miller's derby close.

Octopus and Merry-Go-Round lead the rides. Ray and Edith Crabil joined with kiddie autos and wound up topping all the moppet rides. Roy Randall is well pleased with the idea of the new meal tickets on his cookhouse.—BESSIE BIRSHMAN.

George Clyde Smith

SCALP LEVEL, Pa., June 3.—Rain and mud killed three nights here. Bill and Flame Emery joined with their Flame Show. Clyde Lyle, magician, joined the Side Show, while Mrs. Lyle will work illusions. Red Sharer came on with slum spindle; Mark Cobe, photo gallery; Danny Eli and Barney Johnson, palmistry booths. Manager Smith has placed his No. 2 Ferris Wheel and several other extra rides in a park.

Biz was hurt by cold and rain at Carrolltown, Pa. Leonard Gordon joined with Posing Show. Leon (Shorty) Semon has taken over the Side Show, replacing Fat Usher.—F. A. NORTON.

Keystone Attractions

SOUTH DANVILLE, Pa., June 3.—Concession line-up includes Mr. and Mrs. Kader Barnhill, fish pond, pitch-till-you-win, grocery wheel and three p.c.'s; Bruce Benchoff, short range gallery; Harry Kemp, stock spindle; Mr. and Mrs. Al Stafford, bingo, string game, penny pitch; Mr. and Mrs. A. (Doc) Cook, two ball games and cigarette gallery; Jacobs & Walters, two stock wheels; Mr. and Mrs. Charles Schumacker, ice cream; William Soles, high striker; Mr. and Mrs. Hugh Cross, French fries; Mr. and Mrs. Savidge, milk shakes; Martz and Cole, popcorn and candy apples; Sohr and Martz, with Mrs. Ruth Hauck, cookhouse, and Mr. and Mrs. Frank Salem, novelty stand.

Charlotte Hauck and Anna Mae Latchford are the dancers on the Girl Show. Rides include Ferris Wheel, Doc Cook; Merry-Go-Round, John Cole; Kiddie Swings, William Soles, and Kiddie Train, Peck Martz. A new sound truck is being used for lot and street advertising and a new transformer is on order.

Peck Martz is secretary and treasurer; the writer is president and general manager; Kader Barnhill, mail-man and *The Billboard* sales agent; John Cole, lot superintendent; Harry McKinley, electrician, and Charles Schumacher is caretaker of the lots. —MEL SOBER.

L. B. Lamb

WASHINGTON, Ia., June 3.—Move here from Princeton, Ill., was made in record time. Estell and Mary Barr stopped off at their Rock Island, Ill., home and picked up their granddaughter who will be with the show for part of the summer.

Mr. and Mrs. Ross Sinderson returned from Indianola, where they attended the funeral of Sinderson's mother. Mrs. Imo Lamb was skedded to leave soon for Nevada.

Duke Mitchell joined with his fish-pond and fish bowl concession and the Caloinas came on with balloon darts. Twisto McCormick took his son to St. Louis to have him treated for a snake bite.

Florida Flames Revue, piloted by Bernice Lamb, has been topping shows. Mac McLenahan framed a snow ball concession for his mother. L. B. (Barney) Lamb has developed a new game called Winner to take the place of bingo. The writer and Mrs. Murray visited the latter's mother in Clinton, Ia., on her birthday.—ERNIE MURRAY.

Heart of Texas

FLOYDADA, Tex., June 3.—Shows have been battling West Texas dust and wind storms for 13 weeks, but owner Harry Craig is optimistic about the season. Some spots have outgrossed last year, while a few have fallen below.

Glen Brunk is advance agent; Happy Jack Long, marker; Jack Cooper, press agent; D. A. Dale, electrician; John (Mac) Harrison, mechanic; B. McDonald, in charge of the red and white wagon; Jack Moran, front and greeter, and Harry Craig, owner. W. W. Wilno's cannon act is the free act. New to this territory, he has been going over strong. — JACK COOPER.

AGENTS WANTED

AT ONCE

One Razzle and one Roll Down Man. These are new Concessions. We work every week and this show draws people. Contact DALE BARRON or DANNY FROWLEY.

Jeanne Barron wants Girl Show Help. Can use Man and Wife. Best working conditions and pay each night. (Tiny girls won't last.)

c/o SHAN BROS.' SHOWS
Martin, Ky., this week

General Agent Wanted

Who knows Illinois and Indiana territory. All replies:

BOX ST. L-29

The Billboard, Arcade Bldg., St. Louis 1, Mo.

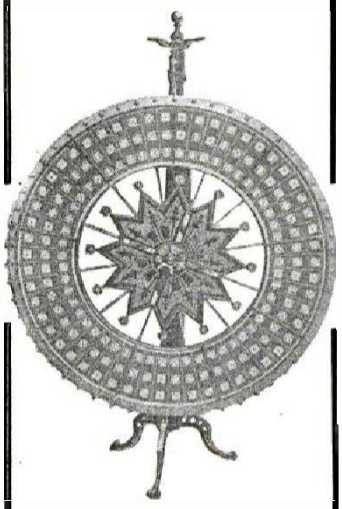
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Royal Midwest

MARION, O., June 3. — Shows moved in here from Elwood, Ind., where they registered a fair week's business, which was hampered by two nights of rain. Local date proved to be the best of the season so far for the rides, with the Ferris Wheel getting top play. General Manager Bill Harris reports spending on a level with last year. He said children's matinees, with merchandise tie-in and giveaways are proving popular. Press Agent C. W. Hall is in charge of all children's activities. Decoration Day was big.

Jack Vincent's cookhouse topped the midway with Bob Harris's dart store second. Bill Adams, head of the office-owned rolldown, took delivery on a new car. Dave and Betty Rutherford visited from Detroit.—GEORGE MURPHY.

It's the Original!



EVANS'

JUMBO DICE WHEEL

The Finest Ever Made

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' *Original* Jumbo Dice Wheel has the extra, brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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LIMA, OHIO
PARKS SHOW GROUNDS

Kibby & Bellefontaine Ave.

Good condition for Large Circuses and Carnivals.

JOHN J. KLAY

Phone 47641 Lima, Ohio

CARNIVAL WANTED

For VFW Celebration, July 4th week celebration, in heart of city. $1000.00 fireworks appropriation. Anticipated crowd 20,000 people. Contact

V. PERRY SIEWERT

Phone 150 or write Box 186, Wisconsin Rapids, Wis.

WANTED
20TH ANNUAL COMMUNITY CELEBRATION
Boswell, Indiana, July 3 and 4

Will book Carnival or Independent Rides. Former Concessionaires, write or wire. Could use small Circus. Free gate.

EDGAR BURNETT

Box E, Boswell, Indiana

Gem City

BELVIDERE, Ill., June 3.—Org was here this week after moving from a good business spot on the city hall lot in East Peoria, Ill., where the show set up after zoning code made it impossible to play Peoria.

Two kid matinees and a bicycle giveaway hyped business at the East Peoria spot, but the org bucked a personal appearance of Jack Benny there.

Mr. and Mrs. Cash Wiltse joined at East Peoria to help on promotions. John Shelley was joined by his wife and daughter. W. E. (Bill) Snyder was guest speaker at the East Peoria Optimist Club luncheon.

Visitors: Bill Naylor, press agent, and Jack Kaplan, special agent, Hennies Bros.' Shows; Guy Derry, Everett W. Ritchey, Marshall Witlow, Frank Wilkinson, Carson (Billy) Marcus and Bob Hoffman.

Staff: Thomas E. Hickey, general manager; W. E. Snyder, general agent and business manager; Bill Jack, secretary-treasurer; Harry Thomas, assistant manager; John Beem, general superintendent; Roy Bailey, ride superintendent; Hank McGuire, Diesel engineer and electrician; Pete Ohnemus, chief mechanic; Dave Carroll, press and radio; Ronald J. Henderson, advertising director; William Huntington, mailman; Pop Livings, night watchman; Walter Payne, concession secretary; front gate and light towers, Wilbur Smith; searchlights, Charles Coleman, and painter and decorator, Howard Straub.

Rides: Merry-Go-Round, Arkie Johnson, foreman; second man, Leonard Trainer; tickets, Mrs. Dixie Bailey. Rolloplane, Ray Posey, foreman; second man, William Smith; tickets, Sally Hickey. Tilt-a-Whirl, E. J. Alfert, foreman; second man, E. C. Wood; tickets, Mrs. William Smith. Screw Ball, William Newman, foreman; second man, Bill White; tickets, Mary McGuire. Flyoplane, Robert Taylor, foreman; Larry Hancock, second man; Cathryn Goodale, tickets. Ferris Wheels (2), Frank Goodale, foreman; Bugs Hancock, second man; Little Rabbit, third man; Bill Probus, tickets. Roll-o-Whirl, Carl Wiedman, foreman; Margaret Underwood, tickets. Kiddieland rides, Donald Webb, Kiddie Auto; James E. Sweet, boat ride; Mary Ellen Castle, Rocket; Pat Castle, train; Hobby Derby, Roy Dillon.

Side Show: Jimmie Chavanne, manager and front; Curly Critchette, front, Ernest Durling, No. 1 box; Frank Long, No. 2 box; Joe Manning, No. 3 box; Mike Certello, No. 4 box; Louise Chavanne, sword swallower and emsee; Joe Drake, iron eyelids; June Manning, four-legged girl; Johnny Covington, frog boy; Francis Crichette, sword box and Punch; Frank Hall, human blockhead; Professor Zangar, mentalist; Allen Hunsicker, impalement; Janulta Hunsicker, electric chair, and Sandra-Lee, annex. *Gay New Orleans*, Pee-Wee Parker, manager; Ethel McCoy Parker, assistant manager; Bobby Grant, stage director and emsee; Bernice Pettis, Millie Pearson, Helen Russell, Fannie Freeman and Ruth West; Willie Swain, piano; Maurice Larkin, sax; James Smith, trumpet; Allen Rogers, trombone; James E. Bowler, drums. Snake Show, Sailor Katzy, manager; Paul Quirk, front. Rainbow Revue, Sailor Katzy, front; Irene Katzy, emsee; Nikki, Fifi and Betty. Illusion Show, Jimmie Chavanne. Monkey Speedway, Fred Wolf, manager; Mrs. Fred Wolf, tickets. Glass House, Fred Wolf, manager.—DAVE CARROLL.

20th Century

KANSAS CITY, Mo., June 3. — Shows played here the week of May 22 under American Legion Post auspices to unsettled weather and fair biz. Leonard Martin, son of Albert Martin, co-owner, joined after finishing studies at school in Ottawa. Mrs. Marie Gaskins, wife of Frank Gaskins, general agent, returned to her home in Laurel, Miss., to enter hospital for treatment. Harry W. Hennies was a recent visitor. — FRANK GASKINS.

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

WANT FOR NEW YORK CITY, JUNE 12 TO 24

LONG ISLAND TO FOLLOW

WANT Midget Show, Fat Show or any Grind Show.
WANT Boat Ride, Little Dipper or any ride not conflicting.
WANT Photo, Novelties, Jewelry and all kinds of Grind Stores.
WANT Arcade.

Our fair season starts last week in July. Those booking now given preference.

All address

SAM E. PRELL, 216 Custer Ave., Newark, N. J.

Jersey City, N. J., this week; Forest Hills, N. Y., next week, on Queens Boulevard.

RALPH DECKER presents

JOSEPH J. **KIRKWOOD** SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

PRINGLE, PA.

FIREMEN'S MUSTER AND CELEBRATION, JUNE 12 TO 17

Can place Kiddie Rides. Tilt, Caterpillar. Shows—Want Side Show, Wild Life, Minstrel, any novel Show with own equipment. Concessions—Age, Scale, Custard, Hanky Panks of all kinds, Pan Game, Grind Stores, Wheels, Percentage. You all know this spot from last year, best carnival spot in Pennsylvania. Wire, no time to write.

All address RALPH DECKER, Wilkes Barre, Pa.

W. C. KAUS SHOWS

WANT WANT WANT

Due to conditions, changing route and would like to hear from Hanky Panks and others who are interested in playing this territory with us and be with us for the FOURTH OF JULY CELEBRATION at Oakland, Md.

WANT LONG AND SHORT RANGE GALLERY, PHOTOS, CORK GALLERY, PITCH TILL U WIN, BALLOON DART, FISH OR DUCK POND, STRING GAME AND OTHERS. ALL HANKY PANKS, CUT PRICES. WANT SIDE SHOW, MONKEY SHOW, ANIMAL SHOW, ILLUSION, WALK THRU OR OTHERS WITH OR WITHOUT OWN OUTFITS. WILL BOOK FOR COMMITTEE MONEY AND TAX. CAN USE GIRL SHOW. MUST HAVE THREE GIRLS. WE HAVE TOP FOR SAME. WILL PLACE ONE FLAT RIDE FOR BALANCE OF SEASON. Want to book FREE ACT for our Fourth of July Celebration.

Write or wire W. C. KAUS SHOWS

Now playing Winchester, Va.; next week, Front Royal, Va.

FIDLER'S UNITED SHOWS

PONTIAC, ILLINOIS, JUNE 5-10, IN CITY CHAUTAUQUA PARK

THIS IS A SPONSORED CELEBRATION FOR THE POLICE DEPARTMENT, WITH BIG ADVANCE TICKET SALE. TO BE FOLLOWED BY JANESVILLE, WISCONSIN, JUNE 12-17.

Want Concessions of all kinds. Come in for last few days this week. Can place Ride Help on 12 Major Rides, must drive semis. Will book Shows with or without own Equipment. (Iodine Bailey, wire where we can reach you.)

ADDRESS: SAM FIDLER, Mgr., per route above

F. M. SUTTON SR. PRESENTS

GULF COAST SHOWS

WANT ONE MORE BIG RIDE—TILT, OCTOPUS, ROLLOPLANE. WANT SHOWS. CAN PLACE MAN AND WIFE FOR SWELL FRAMED SNAKE SHOW. HAVE PLENTY OF SNAKES. WANT CONCESSIONS OF ALL KINDS. WILL SELL "X" ON LONG RANGE GALLERY, SCALES, MITT CAMP

HARRISON, ARK., JULY 4. SEVERAL GOOD FAIRS IN MISSOURI AND ARKANSAS.

ADDRESS: F. M. SUTTON SR., Mgr., Lebanon, Mo., this week

Legion Celebration, Springfield, Mo., June 12-17.

CENTENNIALS AND FIREMEN'S CELEBRATIONS

West Brownsville, Pa.—100 Years—June 26-July 1.

Butler, Pa.—Bosqui 100 Years—July 3-8.

Cherry Tree, June 12-17.

Kane, July 26-29.

Free Port American Legion, 1st Show in 9 Years.

FAIRS

Washington — Stoneboro — Meadville — West Alexander — Claysville

Want Shows: Monkey, Snake or any good Grind Show. Want Frozen Custard, Photo Gallery. Chgowick, Pa., June 5.

EDDIE DIETZ, Eddie's Expo Shows

165M MONROE ST., BUTLER, PA.

SUNSET AMUSEMENT CO.

WANT

Spitfire Foreman who can drive semi. Can place Second and Third Men on Rides, must drive. Will book Arcade, must be under canvas. Can book Unborn, Mechanical, Snake or other self equipped Shows.

Iowa City, Iowa, this week; Newton, next.

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ESPECIALLY FOR YOU!

(SAVE AD FOR FUTURE REFERENCE)

HAMMOND ORGAN RECORDINGS OF ALL-TIME FAVORITE SONGS

ESPECIALLY FOR AMUSEMENT OPERATORS

SPECIAL RELEASE

* #2000—Mary's a Grand Old Name . . . Carolina in the Morning . . . . . Fox Trot
* #2001—The Merry-Go-Round Broke Down . . . When You Wore a Tulip . . Two Step
* #2002—Alexander's Ragtime Band . . . The Darktown Strutters' Ball . . Two Step
* #2003—In a Shanty in Old Shanty Town . . . School Days . . . . . Waltz
* #2004—McNamara's Band . . . The Yankee Doodle Boy . . . . . March
† #2005—When You and I Were Young, Maggie . . . Carry Me Back to Old Virginny . . . . . Fox Trot
† #2006—While Strolling Thru the Park One Day . . . The Glow Worm . . . . Fox Trot
† #2007—Deep in the Heart of Texas . . . There Is a Tavern in the Town . . Two Step
† #2008—The Man on the Flying Trapeze . . . A Bicycle Built for Two . . . Waltz
† #2009—Parade of the Wooden Soldiers . . . Kiddie March Medley . . . . . March

GENERAL CATALOG SELECTIONS

* #243—Beer Barrel Polka . . . Pennsylvania Polka . . . . . Polka
* #364—Jealousie . . . LaCumparsita . . . . . Tango
* #432—Who . . . Zing! Went the Strings of My Heart . . . . . Two Step
* #451—Me and My Shadow . . . I Said My Pajamas (And Put On My Pry'ers) . . . . . Fox Trot
* #471—Dinah . . . I Can't Give You Anything But Love . . . . . Fox Trot
* #472—Rio Rita . . . Oh Thos 3 Sing . . . . . Two Step
† # 88—In My Merry Oldsmobile . . . The Blue Danube . . . . . Waltz
† #307—Dark Eyes . . . Ay Que Vida . . . . . Tango
† #439—The Caissons Go Rolling Along . . . March Medley (4 Different Songs) . . . . . March
† #478—The Band Played On . . . Barcarolle . . . . . Waltz

* ASCAP † Non ASCAP

Ten-inch, 78 R.P.M., double-sided records pressed from DANTOLITE NM-3C. A new break-resistant material.

Fast, Snappy Marches! Bright, Gay Fox-Trots! Lively, Swingy Waltzes! Two-Steps! Polkas! Ragtime! Novelty!

Priced at 79¢ each, tax included, postage extra — Shipped C. O. D. unless check, including postage costs, accompanies order.

WRITE FOR GENERAL CATALOG LISTING OVER 400 SONGS!

Dance-Tone Record Distributing Co.

1 Boulevard, Revere 51, Mass. Dept. C

ALAMO EXPOSITION SHOWS

For Biggest Fourth of July Celebration in the State of Missouri

LEBANON, MO., JULY 1-2-3-4

RIDES: Can place Pony Ride, Train, Boat Ride. SHOWS: Grind Shows of merit that do not conflict. CONCESSIONS: Photos, Custard, Jewelry, Root Beer and Hanky Panks. Warren Murphy can use Man for Penny Arcade. Bill Williams wants Man who can grind on Monkey Show. Can use Side Show Acts, also Annex Attractions, have opening for Special Agent that can Post and handle Details. We furnish truck. All contact

JACK RUBACK, Mgr.

June 5-10, Lawton, Oklahoma; June 12-17, Ardmore, Oklahoma; June 19-24, McAlester, Oklahoma.

AMERICAN UNITED SHOWS #2

WANT

For 16 Fairs and Celebrations. Two Spots a Week.

Hanky Panks of all kinds, Athletic Show Manager with Talent, Side Show with own Equipment, 25%. Special Deal for Merry-Go-Round. Will buy Six Cat Outfit.

Dillon, Mont., June 6-10; Rigby, Idaho Pioneer Celebration, June 12-17.

CELERY CITY SHOWS

Wanted for opening June 14 to 18, Kalamazoo, Mich., American Legion Jubilee. Free Acts—Fireworks—Boat Races.

Owing to disappointment, can book Ferris Wheel or any other Ride not conflicting. Want Concessions of all kinds. Will sell "X" on Bingo, Popcorn, and Grab. 10 good spots to follow.

All replies to HENRY FISHER

304 PYTHIAN BLDG., KALAMAZOO, MICH. PHONE 3-0058

P.S.: Want Agents for P.C.

MIGHTY HOOSIER STATE SHOWS

UNIT #2

Want for several weeks in Indianapolis. Show now at Morris & Penn Sts. Come where the money is.

CONCESSIONS: Arcade, String Game, Grab, Jewelry, Photos, Glass Pitch, Scale and Age, and Custard. SHOWS: Good spot for Grind Shows. No girls, flaps, PC or gypsies. Will book or buy a Ferris Wheel. Paul T. Robertson, Mgr. Address:

329 NO. OXFORD ST., INDIANAPOLIS, IND. PHONE: CAPITOL 5728.

LEE BECHT SHOWS

WANT WANT

A few more legitimate Concessions that work for stock. Booking only one of a kind. Box Ball, Add'e'm Dart, Bumper, Hoop-La, Snow Ball, Jewelry, Novelties, String Game, Short Range, Photo, etc. No Gypsies or Racket.

Decatur, Ind., On the Streets, June 6-10; Portland, Ind., On the Streets, June 12-17.

LONE STAR RIDES Want

FOR LORE CITY, OHIO, HOMECOMING, JUNE 12 TO 19

With other good Fairs and Celebrations to follow.

Will book Merry-Go-Round for the season. Want a flashy Bingo, Pitch-Till-You-Win and Stock Stores of all kinds. Age, Weight, Novelties, Photo, Shooting Gallery, Cane Rack, etc.

LONE STAR RIDES, J. C. BAKE, Mgr., Toronto, Ohio

FROM THE LOTS

B. & C. Expo

OSWEGO, N. Y., June 3.—Org was here this week after moving from Baldwinsville, N. Y.

Shows line-up: Owner, Myron Colegrove; office manager, Harold Lewis; billposter, Charles Briggs; advance agent, William Lewis; ride superintendent, Ray Sanford; electrical superintendent, Ralph Wright; lot superintendent, Bud Barker; transportation superintendent, George Crowe, and mail and The Billboard agent, Vangie Sanford.

Concessions: Age and weight, Bert Paul; bear pitch, G. Wright; midway cafe, Mr. and Mrs. Gerald Barker; milk bottle and ball game, McGregor; bowling alley, Mr. and Mrs. Zimmer; lead gallery, Tiny Watson; arcade, Mr. and Mrs. Bailey; French fries, Florence Guest and Bob Woodstock; fish bowl and dish pitch, Bob Darrell; popcorn, Hilda Colegrove; candy apples, Ned Bevins; bingo, John and Gertrude Lowe, with Cosmo Italiano, Billy Kelly and Bill Redman as helpers; glass pitch, Hilda Wright; candy floss and ice cream, Jim Buccini; cat rack, R. Sanford Jr. and Betty Berg; novelties, engraving, Joe Lytell; pitch-till-you-win and duck pond, Vangie Sanford; razzle dazzle, Jim, Toddie and Kelly, and darts, Mrs. Charles Briggs.

Rides: Merry-Go-Round, M. Bissell, D. Clark; Ferris Wheels, Roy Judd, M. Shoemaker, Slim Maye; Spitfire, R. Johnson, T. Simons; Chairplane, Albert Bullard, Bill Padd; Kiddie Auto and Airplane rides, Lester Colegrove, George Crowe, and kiddie train and swings, Mr. and Mrs. O. J. Bach.

Shows: "Parisian Girl Revue," Dick Killinger, Marie Killinger, exotic dancer; Rose McGee, Hawaiian dancer; Circus Side Show, L. L. Jeffery, talker, fire eater, sword swallower and iron tongue; Clayton Page, Hindu torture; Chief Kaimang, Zulu chief; Iola May Judd, annex, and Lorayne, electric chair escape; Wild Life, Don and Verne Helgerson; Monsters Alive, Captain Jeffery, talker; Congo, inside; Monkeyland, Paul Culver.

Recent visitors included Mr. and Mrs. William Bowman and daughter, Mrs. Harry Agne, and son, Richard, and his wife, all of Syracuse; Mr. and Mrs. Frank Vogt, of Florida; Kenneth Darling, of Palmyra, N. Y.; Mr. and Mrs. J. Smith, of Bodus, N. Y.; Curley Evans, Camp Dix, N. J.; Fletcher Petri, of the King Rest Shows, and Gene and Jack Coombs and Betty Olinger, all of Addison, N. Y.—MRS. RAY SANFORD.

Smith Amusemeut

CUSHING, Okla., June 3. — Org was here this week after a good stand at Kingfisher, Okla., its first stand in this State.

Manager Roland Smith has purchased a new General Motors Diesel light unit. Tilt-a-Whirl foreman Henry West made a trip to Winona, Miss., to bring his family on the show. Lee Springfield has the Merry-Go-Round in first-class shape. Business Manager Prescott has returned from a booking tour thru Kansas, Missouri and Arkansas. Mrs. Roy Edsale, concessionaire, has taken delivery on a semi-tractor unit. Mr. and Mrs. John Hayes have a new Pontiac station wagon. George D. Lowe and Dale Edsale were married May 11. Clay B. Lowe and Corrinne Dodd exchanged vows May 5. George and Dale Lowe have a new house trailer. Frank Yagla's cookhouse is kept busy. Tilt-a-Whirl is topping the rides, followed by the Merry-Go-Round. George Seller's girl unit is No. 1 in the show line-up. — MRS. LAWRENCE SMITH.

Redwood Empire

EUREKA, Calif., June 3.—Org was hit by high winds and cold weather for the Sportsman Show date here. Attendance was lower than expectations, but the season's gross so far is 20 per cent above last year. Heavy activity in the lumbering country has improved conditions to a point that almost equals the war years.

K. B. Kaufman, general agent, has signed for Railroad Celebration at Dunsmuir, Calif., June 18-20. With the coming of fairs and celebrations in Oregon, Owner Tony Masseth is greatly enlarging the show. He has already added a new Parker Kiddie Auto ride and H. Gilbert has put on a new novelty stand. Louis Ristick has had a high striker shipped from the East. James Barber is adding a fish pond.

Due to the cold weather here, several of the personnel were laid up with colds. Wayne Hjulberg, of the Mouse Show, was in the hospital for five days with strep throat. James Barber was confined for three days. Louis Ristick smashed his toe with a sledge while erecting his high striker.

Modernistic

EXMORE, Va., June 3. — Shows opened here to good weather, which brought out free spending crowds. Org has a free gate and is featuring as a free act Phill and De Phill in a high pole and slide-for-life turn.

Concessions: Art Peneau, Mr. and Mrs. Fred Barlett, Mr. and Mrs. Taylor Trout, Mr. and Mrs. Ralph Keegan, Mr. and Mrs. Adelard Ouellette, Mr. and Mrs. Robert DeTap, Mr. and Mrs. Russell Hendricks, Mrs. Edna Marshall, Mr. and Mrs. Wutnefield and Mr. and Mrs. Al Long, who manages four concessions for Mrs. Elsie Keeler, who also owns the bingo.

Org carries six rides, managed by Stanley Riddle and Blackie Rising. Included is a new Fire Truck owned by Mrs. Keeler.

Shows include Atomic Power and Midget, operated by Mr. and Mrs. Logan, and Wild Life and Monkey Circus, Alberta and Blondie Mack. Elton Dexter has charge of the front on the Monkey Circus, and Eldon Gideon manages inside.

All rides and equipment flash new paint and canvas. The writer handles mail and is *The Billboard* agent.—AL DEXTER.

Superior

FOLSOM, Calif., June 3.—Shows opened their sixth stand of the season here. Jerry O'Brien is operating the Penny Arcade. In the absence of Manager Wyatte Shepherd, org was managed by Shorty Wrightsman with rides under direction of Cupcake Woronuk.

Line-up includes, in addition to Shepherd, Mrs. Shepherd, bookkeeper; Lowell Long, electrician; Ferris Wheel, George (Tex) Craner, Clyde Cresnell, and Vyella Hinds, tickets; Merry-Go-Round, Jack Bloom, Portuguese Joe, and Starr Woronuk, tickets; Octopus, Cupcake Woronuk, Art Hinds, Bill White, and June Long, tickets.

Barrell Roll, Ray Estelita, Bob Horn, tickets; Baby Ride, Joseph (Shorty) Franklin; Pony Ride, Larry Sipe. Mr. and Mrs. J. F. (Mac) McCaffrey, have two kiddie rides, and C. F. Albright has four concessions. Carl and Peggy Richardson have the floss and grab stand. Newlyweds Mr. and Mrs. Arthur Herbert Hinds joined here.—STARR WORONUK.

PENN BAZAAR

Playing Best Spots Industrial Penna.

WANTS

Set Kiddie Rides. Concessions—Age, Scale, American Palmistry, Frozen Custard, Stock Wheels, any Concession that works Merchandise. Positively do not want any strong Stores. Will place Percentage if you have Hanky Pank to go with it. Address:

DAVE JACKSON

Trainer, Penna., this week

MARVEL SHOWS

Want Hanky Panks of all kinds, come on. Street Celebrations till October. Elizabeth, Ill., June 8-10; Amboy, Ill., June 12-17; Walnut, Ill., June 22-24; many to follow. Biggest July 4th in Illinois Everything open. Contact

LEW REESE—MARION FULLERLOVE

FOR SALE—Shooting Gallery on two-wheel trailer; will book the same.

FOR SALE

12 ERIE DIGGERS

Good Shape, $1,200

P. O. Box 334, Ft. Scott, Kans.

WANTED

Help on new Fly-o-Plane and Man to take Jungleland or Wild Life Show, or will consider sale. Show booked for season. Bill Bridlestine, answer.

STECK, Jefferson, Iowa, June 9-10.

WANTED

Strong Annex Attraction. No Sex. Also place two Working Acts. Salina, if at liberty, contact me.

CLAUDE BENTLEY

James E. Strates Show, Norwich, Conn.

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All-Maritime

ST. JOHN, N. B., June 3. — Org sacrificed space for location at its season bow here, setting up on a recently cleared lot in the heart of town under Syrian-Lebanon Association auspices. Location fronted on a busy street for the two-day stand.

Only two rides, Merry-Go-Round and Chairplane, were set up. Remainder of the space was used for games and refreshment stands. Org operated with a paid gate for the first time.

Rides and stands sported new paint, work having been completed in quarters under supervision of Len (Kid) Dryden, manager.

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANT GIRLS
Exotic and Specialty. Must be Attractive. Good Salary. For finest shows on road.
KING REID SHOWS
WINOOSKI, VT.

ARCADE PIECES FOR SALE
1 Mills Punching Bag, refinished and reconditioned, with brand-new bag, $100.00; 3 Exhibit De Luxe "Streamlite" Card Venders, $40.00 Ea. 3 Model "E" Exhibit Card Venders, new paint, A-1 condition, $20.00 Ea. 1 Undersea Raider, A-1 condition, original factory paint, $75.00. Machines now in operation on Penny Arcade on Turner Bros.' Shows. Contact ANDY ALLEN, c/o Turner Bros.' Shows, Joliet, Ill., this week; Blue Island (147th & Western, Chicago), Ill., next week.

ANYONE KNOWING THE ADDRESS OF
Joseph Lucas (Lupo)
Former Burlesque Showman of Dallas, Texas please notify by wire, collect or by letter.
J. M. RIED SHOWS
1000 Oak Street Dallas, Texas

WANT
A few Rides and Concessions for our July 4th Veterans of Foreign Wars Picnic, which is an annual event for our V.F.W. Post. We do not want any gambling (Roulette Wheels and such) or Girl Shows of any kind.
VICTOR D. McCOY
Sikeston, Mo.

AT LIBERTY
COOK HOUSE, SMALL SIT-DOWN GRAB AND 2 PERCENTAGE TABLES
Address:
BOX 168, c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

WANT
Ferris Wheel Foreman, $50.00 a week. Must be sober. Pay every night. Also want Chairplane Foreman, $40.00 a week.
I. K. WALLACE
General Delivery, Berkeley Springs, W. Va., or Washington Hotel.

WANT **WANT**
First Class Talker for Side Show, highest per cent paid.
ANNEX ATTRACTIONS
TIVOLI EXPO SHOWS
DIXON, ILL.

SMOKY CARSON
Contact
ALTO ORR
c/o Myers Shows, Linwood Park, Atlanta, Ga., this week; Rome, 10-17.

COOKHOUSE FOR SALE
14x20, fully equipped, newly painted and ready for business. 1946 International 1½-Ton Truck, made for sleeping quarters, equipped with lights. Will sell with or without truck. Can be seen at
"DAN" DANIEL MOTOR CO.
Huntsville, Ala. Phone 1096 or 3318-M.

American United

SILVERTON, Idaho, June 3.—This spot is the sixth of the season for the No. 2 unit, which has played only one blank to date. The org was brought out this year as a light, fast-moving unit capable of playing two spots a week. At this writing 16 fairs, rodeos, etc., have been signed.

Line Up

O. H. Allin Jr., manager; Grover Wright concession manager; Mrs. Irene Allin, secretary; Octopus, Oscar Smith, foreman; John Machin, second man, Ferris Wheel, Jim Rupert, foreman; Shorty Robertson, second man and show mechanic. Delbert Peterson, electrician and calliope; Rolloplane, Russel Smith, foreman; Jesse Rhodes, second man. Kiddie rides, Pat McLean, foreman; Girl Show, Doreen Johnson, manager; cookhouse, Jimmy Wels; floss, Catherine Mason; shooting gallery, Roy Wilson; balloon, watchia and slum wheel, Mr. and Mrs. John O'Kelly.

Yager United

NORTH CHILLICOTHE, Ill., June 3.—Opening here Monday under firemen auspices brought good crowds and strong spending. Decoration Day biz was very good. Athletic Show, office owned, opened here. New cookhouse is operated by Audrey Fetta and J. L. Smith. Outfit will play two spots in this State and then on to Iowa. A new Roll-o-Whirl has been purchased by Owner Harry Yager. Recent visitors were Mr. and Mrs. Edgar Yager, the show owners' parents, and Mr. and Mrs. R. Rasmussen, Mrs. Harry Yager's parents. Mr. and Mrs. Deb Sheldon are scheduled to join soon.

Staff: Harry Yager, owner-manager; Mrs. Lulu Yager, secretary-treasurer, and Tex Fetta, ride superintendent. Recent visitors: Mr. and Mrs. D. Sheldon, Mary and Peter Lemanski, Joe Stoneman and Mr. and Mrs. Dick Hawkins. Mr. and Mrs. Mentz have popcorn and candy floss. — LULU YAGER.

James H. Drew

MARMET, W. Va., June 3.—Org's business is running 30 per cent ahead of last year as the result of good weather on week-ends.

Two new trucks have been added and a new 100-kw. transformer. Org is carrying 8 rides, 4 shows, 30 concessions and a free act.

Recent visitors included Bill Scanlon, Mighty Page Shows; Ben Luce, Lillian Ollman, John Galligan and George Pence, Gooding Amusement Company; L. P. Brady, United States Shows; John Swisher, Royal Blue Shows; Billy Burton, Harry's Greater Shows; Ace Turner, Atlanta, and Johnny J. Denton.

Volunteer

GAINESBORO, Tenn., June 3.—Org had the usual Saturday night rain at Celina, Tenn., last week. Five out of seven Saturdays have been rained out. Mr. Crandell has returned from a business trip to Toledo. William X. Reno, in charge of publicity and banners, has been doing okay. Mrs. Hockett with her two kiddie rides; Ray Nord, train; Richard Welch, snowballs, and A. Smith, cotton candy, made a Sunday jump to Lafayette Song Festival. It was a blank, due to bad location.—DOROTHY HOCKETT.

RIDES FOR SALE
1947 Fly-o-Plane, very good condition, newly painted, ready to operate. 24-Car Caterpillar, in operating condition, needs minor repairs. Will give terms to responsible parties.
Griffen Amusement Park
Jacksonville Beach, Florida

Folly Beach, S. C.—Wanted for—Isle of Palms, S. C.
Will book for season at Folly Beach, S. C., Fun House, Glass House or any Show of merit that will get money; also Novelties, Hanky Panks, Hoop-La, Ball Games with flash.
Also want for Isle of Palms, S. C., Wheel, Whip or any Major Ride that will not conflict. Want Hanky Panks, Ball Game, Hoop-La, Novelties, Darts, Fish Pond. Both beaches 12 miles from Charleston. No tear down. Work 7 days a week. Good crowds. Plenty of money.
Wire or Phone
PAT JOHNSON, Folly Beach, S. C. Phone 2523

LAST CALL FOR ITALIAN FESTIVAL of CHICAGOLAND
STILL ROOM FOR
BOOKINGS CLOSING FOR
Chicago's Greatest Carnival, Show and Exhibition
JULY 21 THRU AUG. 6, 1950
CLEAN SHOWS
NOVELTIES
GAMES
and
NEW ATTRACTIONS
WILL HAVE FREE ATTRACTIONS
Submit written bids describing your amusement and space required.
ITALIAN OLD PEOPLE'S HOME
Melrose Park, Cook County, Illinois

TURNER BROS. Shows
WANT **WANT**
Cookhouse, one that caters to showfolk. (Wright, of Paris, Ill., wire.) Will book Side Show, Motordrome or any Grind Shows with own transportation. Can place a few more Hanky Panks.
Call or wire CECIL TURNER
Joliet, Ill., this week; 147th & Western, Chicago, next week (mail address, Blue Island, Ill.); then the Big One, North Chicago.
(Mobile Phone Number—ZA-52637)

HARRY'S GREATER SHOWS
AMHERSTDALE, W. VA., JUNE 5-10; OCEANA, W. VA., JUNE 12-17
With 3 more weeks in the coal fields, including good Fourth of July Celebration. All first-show-in. Street Celebrations and Fairs until October.
Want Concessions, 1 of a kind only. Can place Photos, Custard, Long or Short Range, Scales and Age, Punk Rack, Cork Gallery, String Game, Basket Ball, Bumper and Palmister. Want Fun House, Snake or Monkey Show for committee-paid percentage. Want 2 Agents for only Milk Bottles on show.
All replies to HARRY BOYLES, Amherstdale, W. Va., this week

GEM CITY SHOWS
WILL BOOK ANY HANKY PANKS NOT CONFLICTING. RIDE HELP. Want Second and Third Men on all Rides, must drive semis. No drunks or chasers need apply, as you are wasting your time. SHOWS: Will book Mechanical Show or any Show not conflicting.
Address THOMAS D. HICKEY, Mgr.
Waukegan, Ill., this week; Aurora, Ill., next week.

FOUR COUNTY FIREMEN'S CONVENTION and BANGOR DIAMOND ANNIVERSARY, Bangor, Pa.
On the streets in the heart of town, with parades and civic activities.
FIRST event downtown in 15 years.
WANT CONCESSIONS OF ALL KINDS—EATS, DRINKS, Novelties, Balloons, Jewelry. NO PC or PALMISTRY. Will place Stock Wheels that will work for 10c. Want Grind Shows of all kinds. Plenty of people here. This is the biggest date in Eastern Pa. this season. All address:
GARDEN STATE SHOWS
Wharton, N. J., NOW.

PLAYTIME SHOWS #1 UNIT
Want for the Big One, Wakefield, Mass., June 12
And best still dates Northern New England, including Woodside, N. H., July 4th, and eight Fairs.
Hanky Panks, one of a kind; Custard, Floss, Scales. Shows of all kinds. Kid Rides, Flat Ride.
No grift or gypsies.

WANT **WANT** **WANT**
NORTHWEST EXPOSITION SHOWS
Rides, Concessions and Shows for 15 Fairs and Celebrations. Open on Streets, Sandy, Oregon, June 15-18; Strawberry Festival, Big Fourth, McMinnville, Oregon, June 30 to July 4. All contact:
NORTHWEST EXPOSITION SHOWS, D. B. HINEBAUCH
P.O. Box 4643, Bellwood Branch, Portland 2, Oregon

FLOYD O. KILE SHOWS
Want To Join at Once—Ball Games, Coke Bottles, Long or Short Range, Candy Floss, Stock Stores and catering Concessions. Robert Cole, contact now. Kiddie Autos, Swings; excellent Kiddie Ride spots. Also Octopus, Chairplane, Tilt, Spitfire now. Fun House, Grind Shows of all kinds; must be neatly presented. We play 10 late Fairs starting Aug. 28. Want 3 Major Rides. Owners, contact now; get 8 weeks extra work this fall. Show out till Dec. 15. All around sober and reliable Ride Men, good deal here. We play in town and first in every spot. No grift. All replies:
FLOYD O. KILE
NEW ROADS, LA., JUNE 5-12; MARKSVILLE, 12-18.

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Flashbacks

25 Years Ago

M. G. Helm, president of Electric Park, Kansas City, said that a fire which struck the spot did estimated damage of $100,000. . . . Seven members of the C. R. Leggette Shows were injured in a train wreck near Pawnee, Okla. . . . **Ike Matina**, of the Ike and Mike midgets, rejoined the Hagenbeck-Wallace Circus in Boston after a stay in the hospital at Paterson, N. J. . . . **R. M. Striplin**, manager of Southeastern Fair and Exposition, Atlanta, was planning increased emphasis on entertainment and educational features at the 1925 annual. . . . Robinson's Elephants, under the direction of **Dan Noonan**, opened their park season at Grand View Park, Signac, N. J. . . . **Ben Krause** announced that he would return to the States with his carnival after a successful stay in Cuba.

Frank J. Taylor's Great American Circus, built by **Jim Babcock** and **Frank Taylor**, opened its season in Omaha, Neb. . . . **James D. Lee** was engaged to manage York County Fair, Rock Hill, S. C. . . . **Mr. and Mrs. Harry A. Rose**, of L. W. Leesman's Golden Rule Shows, visited the Kansas City office of The Billboard. . . . **Mr. and Mrs. John G. Robinson** and one of their twin daughters, **Mrs. Leonora Moujey**, left Cincinnati to attend a Shrine convention in Los Angeles. They planned a trip to Alaska following the confab.

Lewis P. Randall, former manager of Delaware State Fair, Wilmington, was named secretary of Connecticut State Fair, Hartford. . . . Concessionaires with the Lippman & Jager Shows included **Jimmie Dupree, J. Brown, C. Rose, Whitey Cutler, Leonard Littrout, Chester Reese**, and **Mr. and Mrs. Smith**. . . . Crew of the Ringling-Barnum Advertising Car No. 3 included **Charles G. Snowhill**, manager; **T. K. Titus, Wilbur Winn, Leo Haggerty, Raymond Morris, Charles Berg, Harry Service, A. O'Donnell, Harry Smith, Ike Fichten, Bob Tinkham, Rube Wolff, H. Schmitters, A. Bush, Duky Brown, Michael O'Brien, John Hutchison, C. King** and **John Bosanko**.

Col. C. E. Robbins was chosen manager of Bates County Fair, Butler, Mo.; **H. L. Oberwsather**, vice-president; **Dave Meeker**, secretary, and **Homer Duvall**, treasurer. . . . Staff of the J. C. Weer Amusement Company included **J. C. Weer**, owner-manager; **Mrs. J. C. Weer**, secretary-treasurer, and these ride managers: **Thomas A. Weer, Ralph Freeburn, Henry Miller, Floyd Nichols, J. T. Anderson** and **George Booker**. . . . **T. D. Newland** was press agent and superintendent of inside tickets with the Walter L. Main Circus. . . . Manawa Park, Des Moines, was in its fifth season under the management of **F. B. Stewart**. . . . **R. W. Gardner**, secretary of Lethbridge Exhibition, reported that the Abner K. Kline Shows had been booked for the fair. . . . Col. **Fred J. Owens** reported good business on the De-Kreko Bros.' Shows with his Strange Girl and Jungleland shows.

Deaths: Mrs. Aage Christensen, circus woman; **Thomas H. Hewer**, circus man; **Ferdinand Lambert**, circus performer; **Peter Lieberman**, outdoor showman, and **Sargeant Price**, strong man.

10 Years Ago

Jack Hoxie and **Dixie Starr** were signed to put on the concerts with the Bud E. Anderson Circus. . . . **Thomas C. Foley**, general manager of Conneaut Lake (Pa.) Park, was slated to be host at the annual meeting of the Pennsylvania Amusement Parks Association . . . **Henry J. Lund**, publicity superintendent of Minnesota State Fair, St. Paul, was named managing director of the St. Paul Winter Carnival. . . . **Mrs. Carl J. Sedlmayr** and **Mrs. Fred Wilson** were visiting in New York. . . . **Robert Yacopi, Peter Luken** and **Austin Rivers**, of the Ringling-Barnum show, were in a Boston hospital. . . . Power's Dancing Elephants opened a two-week engagement in Kennywood Park, Pittsburgh, with **Mrs. Jeannette Power**. . . . Gillespie County Fair Association, Fredericksburg, Tex., elected **H. A. Ries**, president; **Otto Henke**, vice-president; **Otto Burgdorf**, secretary, and **Max J. Bierschwale**, treasurer.

Roland W. Richards resigned his post of publicity director of West's World's Wonder Shows to accept a similar post with Dodson's World's Fair Shows, succeeding **Floyd Newell**. . . . **Max Fleischer** left Cole Bros.' Circus to operate concessions on the West Coast. . . . Acts booked by the **George A. Hamid** office into Riverside Park, Agawam, Mass., included **Flying Allens, Deteros, Santanellos, Flying Valentinos, Four Grotefonts, Torrence and Victoria, Queens of the Sky, Peaches Sky Revue, Great Peters, Waldo Trio, Eric the Great, Atenos Brothers and Five Albanis**. . . . **Harry E. Ritchhart**, secretary of Tri-County Fair, Aurora, Mo., reported the booking of the J. L. Landes Shows.

Staff of the McPherson United Shows included **E. M. McPherson**, general manager; **J. C. Mack**, public relations; **C. Proudley**, advance agent; **Mrs. E. M. McPherson**, secretary; **C. Kellenback**, electrician, and **Lucky Mott**, mail man and The Billboard agent.

Curt McClelland, who toured with circuses presenting Punch and Judy, quit the road to enter the printing business in Canton, O. . . . **Prince Nelson**, high wire act, opened in Summit Beach Park, Akron, for a week, first of a series of acts signed by **Ben H. Voorheis**, promotional director. . . . Members of the Paradise Night Club Revue, owned and operated by **Mrs. Jack Wilson** and **Mrs. I. Cetlin**, on the Cetlin & Wilson Shows, included **Paul Lewis, Art Parent, Mitzi Miller, Letha Ball, Princess Olga, Wesley Charles, Tony Baldwin, Tilly Frenier, Martha Lucas, Virginia Lee, Tels Brown, Avis Bissinger, Esther Watters** and **Winnie Porter**. . . . The Ringling circus celebrated the 50th anniversary of its founding on May 19, en route from Washington to Philadelphia. The show gave its first performance May 19, 1884, at Baraboo, Wis. . . . **Al** and **George Wish** were operating the concessions at Joyland Park, Lexington, Ky. . . . **Buck Kidd's** championship motorcycle races were booked for Canadian National Exhibition, Toronto, and Illinois State Fair, Springfield.

Deaths: **William E. Barton**, former circus man; **Jack Compton**, pyrotechnician; **Arthur Davis**, carnival man; **Henry DeArmiti**, circus man; **Jack Duncan**, showman; **Rose Gallagher**, concessionaire; **William S. Hannemeyer**, carnival man; **John L. Lutz (Frank Howard)**, trapeze performer; **Thomas B. McDonagh**, fairman; **Fred L. Warren**, circus musician, and **Allie T. Wooster**, showman.

Bazuka Distributor Named

SAN DIEGO, Calif., June 3.—Bazuka, the air cannon, will in the future be distributed by Bazuka Sales Company, Cal Swalm, a member of the firm said. Swalm said that dellvery is now being made on the guns within three weeks from time of order. A mobile demonstration unit is being readied and will appear in the Miss San Diego Pageant in Pacific Beach, after which it will head East on a tour of shows.

Wallace Advises Edmonton

EDMONTON, Alta., June 3.—City is planning a new site for its Borden Park Zoo and will call in John E. Wallace, zoological architect for the St. Louis Zoo, to sketch plans and suggest what animals Edmonton should have.

CARNIVAL ROUTES

(Continued from page 62)

Baker United: Greencastle, Ind.
Beam's Attrs.: Clymer, Pa.; Johnstown 12-17.
Bechi, Lee: Decatur, Ind.; Portland 12-17.
Bee's Old Reliable: Frankfort, Ky.
Belle City: Sheboygan, Wis.; Waupun 12-18.
Bernard & Barry: Timmins, Ont., Can.; Val D'Or 14-20.
B. & C.: Carthage, N. Y.
Big 4 Am.: South Elgin, Ill.
Big State: Sundown, Tex.
Bill, Karl W.: East Rochester, N. Y.
Blue Grass: New Castle, Ind.
Bogle, F. C.: Jerico Springs, Mo.
Bohn & Son: Alva, Okla.
Bonne Valley: Webster City, Ia.; Belmond 12-13-14.
Brass City: Carbondale, Pa., 6-17.
Brodbeck: Larned, Kan.
Buck, O. C.: Menands, N. Y.
Buckeye: Antwerp, O.
Burdick Greater: New Braunfels, Tex.
Burke, Harry: Jeanerette, La.
Burkhart: Morton, Ill.; Peru 12-17.
California: Livermore, Calif.
Capell Bros.: Okmulgee, Okla.
Capital City: Danville, Ky.
Carr, Lawrence: Norwood, Mass.
Cavalcade of Amusements: La Fayette, Ind.
Central States, No. 1: Herington, Kan.
Central States, No. 2: Emporia, Kan.
Ceklin & Wilson: Uniontown, Pa.
Chance, Jimmie: St. Marys, O.
Cherokee Am. Co.: Hillsworth, Kan.
Coleman Bros.: Keene, N. H.
Collins Bros. United: Holdrege, Neb., 13-17.
Collins, Wm. T.: Fargo, N. D.; Brainerd, Minn., 12-17.
Columbia: Millinocket, Me.
Continental: Plattsburg, N. Y.
County Fair: Edgemont, S. D.
Crafts Expo.: Watsonville, Calif., 8-11.
Crafts 20 Big: Glendale, Calif.; Beaumont 14-18.
Crescent Am.: Festus, Mo.
Crescent Canadian: Edmonton, Alta., Can.; Camrose 12-14; Wetaskiwin 15-17.
Cumberland Valley: South Pittsburg, Tenn.
Dan-Louis: Franklin, O.; Montpelier 12-17.
De Luxe: Wilbraham, Mass.; East Hartford, Conn., 12-17.
Del-Mar: Berlin, Pa.
Denton, Johnny J., No. 2: Sneedville, Tenn.
Diamond Midway: Plymouth, Ill.
Dickson's United: Cleveland, Okla.
Dobson's United: Rochester, Minn.; N. St. Paul 16-18.
Douglas Greater: Eugene, Ore.
Down River Am. Co.: Monroe, Mich.
Drago, Paul Am.: Albany, Ind.
Drew, James H.: Manchester, O.
Dumont: West Kittanning, Pa.; Meadville 12-17.
Dyer's Greater: Ste. Genevieve, Mo.; Madison, Ill., 12-17.
Eastern Am.: Farmington, Me.
Eddie's Expo.: Cheswick, Pa.; Cherry Tree 12-17.
Elliott, Frank: North Sydney, N. S., Can.
Endy Bros.: Trenton, N. J.
Evans United: Lexington, Mo.; Carrollton 12-17.
Fair Am. Co.: Danville, Va., thru June 24.
Ferris, Carl D.: Wallsville, N. Y.
Fidler's United: Pontiac, Ill.
Fleming, Mad Cody: Manchester, Ga.
Francis, John: Phoenix, Ill.
Franklin, Don, No. 1: Brownfield, Tex.
Franklin, Don, No. 2: Marble Falls, Tex.
Frear's United: Hiawatha, Kan.
Garden State: Wharton, N. J.; Bangor, Pa., 12-17.
Gayland Am. Co.: Mowequa, Ill.; Marox 12-17.
G. & B. Rides: West Union, W. Va.; Marietta, O., 13-17.
Gem City: Waukegan, Ill.; Aurora 13-17.
Gentsch, J. A.: Crawfordsville, Ind.
Gifford's: Mountain View, Okla.; Blanchard 14-17.
Gold Bond: (North Park) Rockford, Ill., 6-11.
Gold Medal: Portsmouth, Va.
Golden West: Marysville-Yuba, Calif.
Gooding Am. Co., No. 1: Lancaster, O.
Gooding Am. Co., No. 2: Natrona, Pa.
Gooding Am. Co., No. 3: Bellaire, O.
Gooding Am. Co, No. 4: Maple Heights, O.
Gooding American Expo.: Beaver Falls, Pa.
Gooding Greater: Moundsville, W. Va.
Gooding Park Attrs.: (64th & Harvard) Cleveland, O.
Gooding Ride Unit: Columbus, O.
Graceland Greater: Centralia, Ill.
Grand American: Ames, Ia.; Afton 12-17.
Granite State: South Portland, Me.
Grant's Am.: Sligo, Pa.
Greater Rainbow: Wymore, Neb.; Byron 13-14; Utica 14-18.
Groves Greater: Lake Charles, La., 5-18
Gulf Coast: Lebanon, Mo.; Springfield 12-17.
Hagenaick Rides: Wagoner, Okla.
Happy Attrs.: Benwood, W. Va.; Wellsburg 12-17.
Happyland: Owosso, Mich.
Hannum, Morris: Harrisburg, Pa.
Harry's Greater: Amhersidale, W. Va.; Oceana 12-17.
Hawkeye State: Mound City, Mo.; Tarkio 12-17.
Heller's Acme: Fair Lawn, N. J.; Ridgewood 12-17.
Hennies Bros.: Kenosha, Wis.
Henson, J. L.: Campbell, Mo.
Heth, L. J.: Owensboro, Ky.
Hiawatha: Toledo, O.
Hill's Greater: Denver, Colo.
Home State: Grand Forks, N. D.; (Fair) Cooperstown 14-17.
Hottle, Buff: Kenner, La.
Illiana Expo: Merrillville, Ind.
Imperial: Beardstown, Ill.
Imperial Expo.: Madison, Wis.
Imperial Expo.: Medford, Ore.
Interstate: Xenia, O.
Jan Am.: Hilbert, Wis., 16-18.
J. & H.: Shenandoah, Va.
Johnny's United: Tell City, Ind.
Jollytime: Simpson, Carbondale, Pa.; Throop 13-18.
Jones, Johnny J., Expo.: Bradford, Pa.
Jones United: Marion, N. D.
Karras, Gust, Greater: Atchison, Kan.
Kaus, W. C.: Winchester, Va.; Front Royal 12-17.
Keystone Attrs: Burnham, Pa.
Kile, Floyd O.: New Roads, La.
Kinland Am.: Cornelia, Ga.
La Cross: St. Albans, Vt.
Lagasse Am. Co., No. 1: Lawrence, Mass.
Lagasse Am. Co., No. 2: Central Falls, R. I.
Lamb, L. B.: Ottumwa, Ia.; Des Moines 12-17.
Lane, Sammy: Pierce City, Mo.; Greenfield 12-17.
Lawrence Greater: Bridgeport, O.
Lee United: Rochester, Mich.
Lone Star: Bucyrus, O.
Magic City: Westmoreland, Tenn.
Magic Empire: Springfield, O.
Maine Am.: Presque Isle, Me.
Manning, Ross: Sharon, Pa.
Marion Greater: Clinton, S. C.
Marks, John H.: Syracuse, N. Y.
Marvel: Elizabeth, Ill.; Amboy 15-17.
McKee, John: Moberly, Mo.; Macon 13-17.
Meeker's: Dallas, Ore.; Pendleton 13-16.
Merriam's Midway: Kanawha, Ia., 6-7; Radcliffe, 9-10; Manilla 12-14; Panora 15-17.
Merry Midway: Shelburn, Ind.
Merryland: Lawton, Mich.; Nashville 14-17.
Midway of Mirth: Winchester, Ill.
Midwestern Expo.: Seneca, Mo.
Mighty Hoosier State: Shelbyville, Ky.
Mighty Page: Ronceverte, W. Va.
Model: Richmond, Mo.
Model Shows of Canada: Ormstown, Que., Can.
Modernistic: Exmore, Va.; Parksley 12-17.
Monarch Imperial: Dallas, Ore., 7-12.
Moore's Modern: Chanute, Kan.
Mosher's: Columbiaville, Mich.; 8-10.
Motor State: Lapeer, Mich.; Reynolds Corner, O., 12-17.
Mound City, No. 1: Fenton, Mo.; Collinsville, Ill., 12-17.
Mound City, No. 2: Chamois, Mo.
Nelson, George W.: Granada, Minn., 8-8.
Nessler's: Morrison, Ill.
New York Gaiety: Batavia, N. Y.; Salamanca 12-17.
Northern Expo.: Worthing, S. D.
Page Bros.: Scottsville, Ky.; Glasgow 12-17.
Palmetto Expo.: Greenville, S. C.
Parada: Hamilton, Mo.
Paul's Am. Co.: Cassville, Mo.
Peck Am. Co.: Watseka, Ill.; Greenfield, Ind., 12-17.
Peerless Celebration Am.: Buckhannon, W. Va.
Penn Premier: Easton, Pa.
Pine State: Asheboro, N. C.
Pioneer: Endicott, N. Y.; Binghamton 13-17.
Playland: Mt. Clemens, Mich.
Playtime: East Greenwich, R. I.
Powelson Expo.: Minerva, O.; Port Washington 14-17.
Powelson Greater: Galion, O.; Mt. Gilead 13-17.
Purvis: Waverly, Va.
Prell's Broadway: Jersey City, N. J.; Forest Hills, N. Y., 13-17.
Raines Am.: Heavener, Okla.; Smithville 12-17.
Redwood Empire: Crescent City, Calif.; Dunsmuir 14-18.
Reid, King: Winooski, Vt.
Rocco: Waldorf, Minn., 5-7; Sauk Center 9-11; Rockford 11-13; Howard Lake 15-18.
Rockwell: McCook, Neb.
Rocky Mountain Empire: Montrose, Colo.; Glenwood Springs 12-17.
Rogers Bros.: Benson, Minn., 5-7; Crookston 9-10; Minot, N. D., 12-17.
Rose City: Bremond, Tex.; Lindale 12-17.
Royal American: Davenport, Ia., 7-18.
Royal Blue: Nitro, W. Va.
Royal Crown: Canton, O.
Royal Midwest: Fostoria, O.
Sam Valley: Alton, Kan., 6-7; Olen Rider 8-10; Forsomo 13-14.
Schafer: Yoakum, Tex.
Shan Bros.: Martin, Ky.
Siebrand Bros.: Idaho Falls, Idaho.
Silver Slipper: Stanford, Ky.
Smith Greater: South Boston, Va.
Smith, George Clyde: Curwensville, Pa.; Coalport 12-17.
Smith's Am. Co.: Cushing, Okla.
Smith's Funland: Pine Grove, W. Va.
Southern Valley: Paragould, Ark.; West Memphis 12-17.
Sparks, J. A.: Richmond, Ky.
Speier, M. A.: Scott City, Kan.
Standard: Lovell, Wyo.
Star Am. Co.: Hamburg, Ark.
State Fair: Denver, Colo.; Hugo 12-17.
Steck: Jefferson, Ia., 9-10.
Stephens, C. A.: Evarts, Ky.
Stipe's: St. Paul, Minn.; Osseo 15-18.
Strates, James E.: Norwich, Conn.
Sunset Am. Co.: Iowa City, Ia.; Newton 12-17.
Tatham Bros.: Monticello, Ill.
Thomas Joyland: Weirton, W. Va.
Tidwell, T. J.: Hardin, Mont.
Tip-Top: Mattydale, N. Y.
Tip Top: Chetek, Wis.
Tivoli Expo.: Dixon, Ill.
Turner Bros.: Joliet, Ill.; (147th & Western) Chicago 15-17.
20th Century: Mitchell, S. D.
Twin City: Windsor, Mo.
United Am.: Thornton, R. I.
United States: Iaeger, W. Va.
Utah Expo.: Circleville, Utah, 5-7; Tanguitsch 8-10; St. George 12-17.
Veterans United: Ortonville, Minn., 5-7; Dawson 8-10; Marshall 12-17.
Vivona Bros.: Hoboken, N. J., 6-17.
Vogt's Southern Am.: Amarillo, Tex.
Volunteer: Baxter, Tenn.; Woodbury 12-17.
Wade, W. G., No. 1: Ann Arbor, Mich.
Wade, W. G., No. 2: (Ferry & Chene Sts.) Detroit, Mich.; Romulus 13-18.
Wallace Bros.: Champaign, Ill.
Wallace & Murray: Beckley, W. Va.
W. E. Attrs.: Ecru, Miss.
West Coast Expo.: Crest, Calif., 6-11; North Sacramento 14-18.
Western: Bellingham, Wash.
Wheeler, Eide L.: Coeburn, Va.
Williams, Ray: Sandusky, O.
Wilson Famous: Fulton, Ill.; Savanna 12-17.
Wolf Greater: Albert Lea, Minn., 6-10; Robbinsdale 9-11; New Ulm 12-14; Granite Falls 15-18.
Wolfe Am.: Buena Vista, Va.; Moorefield, W. Va., 12-17.
World of Mirth: Perth Amboy, N. J.; Garfield 12-17.
World of Pleasure: Lansing, Mich.
Yager United: Abingdon, Ill.

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Big Gate at AOW Competitions; Challenge Trophy to Twin City

ELIZABETH, N. J., June 3.—In winning the America on Wheels (AOW) challenge trophy for the third time in the 10th annual AOW championship held May 22-26 at Twin City Arena here, the Twin City Skating Club was awarded permanent possession of the trophy, and the William Schmitz-directed chain of rinks will be required to offer a new award at next year's contests.

This year Twin City skaters nosed out the Hackensack (N. J.) Arena club by a slight margin. Previously Twin City had won two legs on the trophy, while the clubs of Mount Vernon (N. Y.) Arena and Paterson (N. J.) Arena had each won it once.

Interest in this year's championships reached a high pitch, AOW officials reported. Good crowds attended daytime sessions to watch competitions in artistic skating events, while large crowds turned out at night for the speed contests. Highlight of the week was Wednesday night when racing finals were held in several divisions, coupled with senior mixed pairs.

General Manager Schmitz called attention to the huge growth of the chain's championships since their inception. At the beginning there was only a handful of skaters competing in one event. This year's contests, running morning thru evening for five days and comprising competition in all events and divisions, attracted more than 300 skaters from AOW's nine rinks.

Results:

Juvenile division, girls' figures, Madelyn Higgins, Hackensack; Susan Cole, Hackensack; Carol Gompper, Capitol Arena, Trenton, N. J. Boys' figures, George Bonocore, Hackensack; Edward Swarts, Alexandria (Va.) Arena. Dancing: Joan Robeck and Edward Swarts, Alexandria; Susan Cole and George Bonocore.

(See BIG GATE on page 98)

Mont'l Coliseum Leveled in Fire

MONTREAL, June 3.—Still wearing their skates, scores of patrons wheeled their way out of the old Coliseum here Sunday night (28) as a blaze engulfed the tinder-like wooden structure within minutes. No one was reported injured.

Only a small section of the dome-roofed building, devoted to office space, went undamaged. The Coliseum had also been used for boxing and wrestling matches. Said to have been the oldest rink in Canada, the 50-year-old building was valued at a figure in excess of $200,000.

Thousands of people jammed the streets near the rink and hampered firemen in fighting the fire. Flames leaped 100 feet in the air at the height of the blaze. About 25 streams poured tons of water into the fire, but it was only after the framework collapsed that the fire died down.

Apdale Gives ARSA Opinion on Plastic

NEW YORK, June 3.—Exception is taken by George F. Apdale, president of the United States Amateur Roller Skating Association, to the complaint made in *The Billboard* of May 27 by Paul J. Gilbert, of the Stockton (Calif.) Rollatorium, against the scheduling of the California championships on a plastic surface at Montebello Rol-o-Drome.

It is apparent, said Apdale, that Gilbert is not familiar with the kind of skating surfaces on which we have been skating State and national championships for the past three years. It should be noted, he said, that we conduct one of the finest world championships ever held at the National Arena, Washington, on plastic.

Apdale also stated that the association has never received any complaints from skaters on plastic surfaces, altho many inter-club, State and national contests have been held on the surface in past years. "I would say that approximately 50 per cent of the rinks in which we skate have floors of plastic," he said, and pointed out that in deciding sites of championships there is a set rule regarding dimensions of a skating surface and that either plastic or maple is acceptable.

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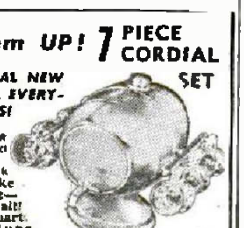
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SPECIALTY JOBBERS, WAGON JOBBERS — We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers' items. Eagle Specialty Co., Akron 14, O. je2

TITANI MORE BRILLIANCE, FIRE AND REfraction than the diamond; dealers only; no catalog. Blubonnett Jewels Exchange, 250 Carter, Ft. Worth, Tex.

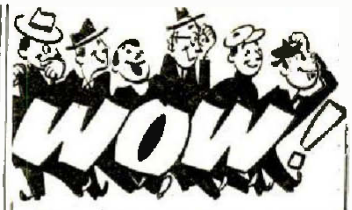
WHERE TO BUY IT INFORMATION—ALMOST anything; write, listing items. Donald Kelly, SG-9844 Whitcomb, Detroit 27, Mich. tfn

(Continued on page 86)

NOTICE

CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL SUMMER SPECIAL, TO BE DATED JUNE 24, WILL CLOSE WEDNESDAY, JUNE 14.

Get your ad *in* NOW for this all-important special issue.



These Items Sell FAST!

Here are just a few of our many FAST PROMOTIONAL items. Come in or write for our list.

Plastic Cups & Saucers, 4 of each, assid. colors, in litho box. ..... set 40¢; dz. sets $6.00

Picnic Set #1. Has 4 cups and 4 large divide dinner plates. Comes packed 4 colors in carrying case ... set $1.25, dz. set 14.40

Picnic Set #2. Same as No. 1 but with pint size vacuum bottle. ..... set $2.20; dz. set 23.00

Vacuum Bottles, U.S.A. make. Unbreakable Polyethylene cup. None better made .. ea. 84¢; dz. 9.00

Roll Film No. 127, 8 exposures. A knockout value ..... ea. 2¢; 1000 lots .05

Mr. Beak (Big Nose), realistic flash-like plastic mounted on superior frame ...dz. $2.75; gr. 30.00

Waste Basket, Metal Top and Bottom, assid. decorations..dz. 2.20

Wood Salad Bowls, 5" wax finish, irreg. ..... dz. 3.00

Slippers — Heavy, hard plastic soles. $1.25 retail value ...dz. 4.50

Oily Nail Polish Remover, 2 oz. bottle. New, unique package. ..... dz. 66¢; gr. 7.20

Needle Books, "Century of Progress." Big assrt. with needle threader ..... gr. 8.75

TERMS: 25% deposit—balance C. O. D.

ORDER FROM NEAREST BRANCH

UNIVERSAL MDSE. CO.

741 MAGAZINE ST. | 5400 SO. SANTA FE
NEW ORLEANS, LA. | LOS ANGELES, CALIF.



SELLS ON SIGHT!

CHICO, the acrobatic monkey, performs on your rear view mirror as you drive. Looks Real — Feels Real — Life Like! A Real Money Maker

$2 per dozen $20.40 per gross

Display Card Free with each 3 doz. order. Rush your order today. 25% deposit with order . . balance C. O. D. Allow for postage on prepaid orders.

WHOLESALE BLADE CO., Dept. B
P. O. BOX NO. 194 BUFFALO 5, N. Y.

LUCKY NOVELTY **PRIZE BOXES**

ASSORTED NOVELTIES OF ALL KINDS

5¢ items $4.50 Gr | 25¢ items $12.50 Gr
10¢ items 7.00 Gr | 50¢ items 24.00 Gr
$1.00 items $48.00 Gr

SLUM

GIVEAWAYS ALL USABLE ITEMS
TOYS—GIFTS—NOVELTIES, ETC., ETC
FOR CHILDREN, ADULTS

Some items retail up to 25¢ ea.

3000 PCS., $25.00 Lot

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

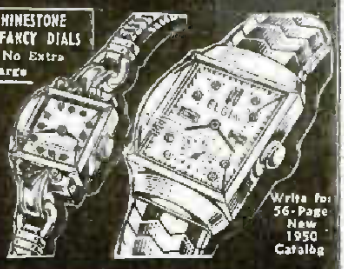
MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

EXPANSION SALE

We are clearing our stocks to make room for workmen. Extra savings are yours.

Men's and Ladies' Nationally
FAMOUS WATCHES
★ ELGIN ★ BENRUS ★ GRUEN
★ BULOVA ★ WALTHAM

RHINESTONE & FANCY DIALS At No Extra Charge



Modern new designs. Reconditioned and rebuilt, guaranteed like new. Complete with leather strap.

7-JEWEL **$8.45**

15-Jewel, $10.65
17-Jewel, $12.65
21-Jewel, $16.95

Gold Plated Expan. Band, 95¢ add.

Write for 56-Page New 1950 Catalog

IDEAL BOARD NUMBERS!
Men's New Watches



with stainless steel stretch band

$2.50

lots of 4 (sample, $3.95)

Radium dial and hands, sweep second hand. Chrome case.



PENDANT NECKLACE AND EARRING SET

Assorted styles, gold plated with imitation diamond, cameo and onyx. Terrific board numbers, priced right. Boxed with $9.95 retail price tag. Sat

$1.25

Lord and Lady Scot
WRIST WATCHES
$6.59

10k R. G. P. yellow case, late models. Guaranteed like new.

15-J . . $8.95
17-J . . 9.95



Wholesale Only. 6 Watches Minimum. (Sl Additional for Samples)

Because of the great response to our CLOSE-OUT RING SALE, we had to go to additional expense to fill our orders at the same close-out price. Included are rings that sold wholesale at $36 doz. While they last. Asst. doz. (2 doz. asst. with tray.)

$9.95

25% with order—balance C. O. D.

JOSEPH BROS.

5 S. Wabash Ave. Dept. B-3 CHICAGO 3, ILL.



Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison.

Our set is the original and the real McCoy.

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

$6.00 Per Dozen **$70.00** Per Gross

SAMPLE SET, $1.00

IMMEDIATE SHIPMENT

25% Deposit—Balance C. O. D. Send cash or money order.

HARRIS NOVELTY CO.

1102 Arch Street Philadelphia 7, Pa.
Phone Market 7-9848



POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. $2.90

Less Than Case Lots, $3.00 Each

Include 25¢ Postage for Sample Order

Do You Have Our No. 59 Catalog Issued In 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter

WISCONSIN DELUXE CO.

1902 N. THIRD ST. MILWAUKEE, WIS.



Fine Quality IMPORTED BINOCULARS

COMPLETE WITH NECK STRAP, SHOULDER STRAP AND LINED HEAVY LEATHER CARRYING CASE.

8x30 Prism Binocular

The lenses are scientifically ground and polished. Guaranteed full power and the 30mm objective lense assures a full clear view. Pupillary adjustment and individually focusing guarantee satisfactory results. Black leather body with polished enamel trimming. Height closed 4¼ inches, extended 4½ inches.

No. X200|461 Each **$24.50**

Same as above with coated lens.

No. X200|465 Each **$26.50**

7x50 Prism Binocular

Made in occupied Japan and released for sale through the command of the Allied Powers. The unanimous choice of the Armed Forces. Bright, clear and precise field of vision. Individual eye focusing, adjustable for pupillary distances. Black japanned trim on light weight aluminum body Open 7 inches, closed 6¾ inches.

No. X200|439 Each **$32.50**

Same as above with coated lens

No. X200|453 Each **$35.50**

Popular Styled LIGHTERS

PISTOL LIGHTER

An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 2¼ x 2¼ inches with 1¾ inch diameter base. Individually boxed.

No. X83|832 Per Dozen **$8.50**

LAMP LIGHTER

A replica of a small table lamp. Pulling chain operates mechanism. Chrome finished base with colored enamel shade. Overall dimensions 4 inches high, 2½ inches in diameter. Individually boxed.

No. X83|839 Per Dozen **$16.50**



BEST QUALITY

CAMERA LIGHTER

WITH COMPASS

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. X83|822 DOZEN **$14.40**



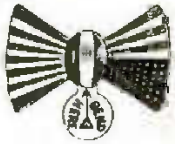
ELECTRIC HORSE CLOCK

Beautifully modeled 10½ inch high horse. 6 inch high clock mounting with Western motif. Horse and clock in highlighted bronze finish on mahogany finish wood base. Manual starting electric movement. Overall dimensions: 17 inches wide, 11½ inches high, 5 inches deep.

No. X62W788. Each.....$4.95

BOW FLAG

All metal — to be used in place of old cotton one. More durable; longer lasting; bright colors. Overall dimensions 1⅛x¾ inches.



NO. X51N9 PER GROSS . . **65¢**

Good Quality MR. BEAK

(Schnox ! !)

Plastic spectacle and hawk nose. Very realistic plastic nose in flesh color, spectacle in black plastic. Can be worn over regular glasses. .. ...

No. X22N3 Now!

DOZEN $2.00

NEW CARNIVAL NOVELTIES DAILY

WRITE FOR INFORMATION. We carry an excellent selection of carnival goods such as Coolie Hats, Parasols, Whips, Balloons, etc. WATCH FOR OUR ADS!

25% deposit required on all orders

N. SHURE CO.

200 W. ADAMS STREET CHICAGO 6, ILLINOIS

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

SPECIALS!

HORSE CLOCKS

Highly polished bronze on Mahogany base, 17x10½". Reg. $6.45, now only ..... $4.95 EA.

BEAK, NOSE & GLASSES

Plastic life-like. closeout ..... $1.75 DOZ. $19 GROSS

PISTOL LIGHTERS

Automatics, black inlaid handles, heavy chrome, full 3" long, reg. $18 doz., now..... $13.95 DOZ.

DOUBLE HEAD ELECTRIC SHAVERS

Perfex in Simulated Pigskin Case complete with $22.50 price tag ..... $2.35 EA.

MEN'S SWISS WATCHES

Chrome case, sweep hand, radium hands & dial with Silvertone Expension Band..... $2.69 EA.

3 PC. PEN SETS

Ball pen, mech. pencil, lever-fill fountain pen. Gold plated caps. Gift Box ..... 36¢ ea. gr. lots 38¢ doz. lots

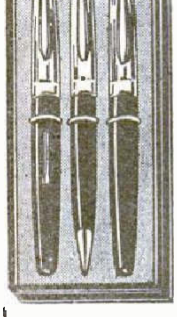
Fountain Pens, lever-fill ..... 6¢ ea.
Sun Glasses with side shades ..... 11¢ ea.
Flashlights with battery and bulb.... 22¢ ea.
Eversharp Pens ..... 40¢ ea.

Above prices are for 12 or more.
Bargain Price List sent with order.
25% deposit, balance C.O.D.

MIDWEST PRODUCTS
1231 West Third Street Dayton 7, Ohio

DIRECT

From Manufacturer



"ROYAL"

The King of Them All!

- Precision
- Flash
- Quality

FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

Gr. $54.00
Sample Doz. $6.00
25% Deposit, Bal. C. O. D. f.o.b. New York.

MODERN PEN MFG. CO.
395 Broadway, New York 13
Phone CAnal 6-8016

SLUM

GIVE-AWAY ITEMS FOR ADULTS AND CHILDREN

1,000 PIECES FOR $6.75

ASSORTED TOYS—GIFTS—NOVELTIES

NOVELTIES AT DEEP CUT PRICES

Dart Balloons ..... Gr. $ .65
Serpentine Balloons, 42 inch ... Gr. 2.40
Cat Head Balloons, 10 inch .... Gr. 4.80
Lash Whip-Tipp—84 inch .... Gr. 13.95
Sweeper Canes—Lancaster ..... Gr. 7.80
Hawaiian Leis—U. S. A. ..... Gr. 2.90
Spanish Hat, Felt, Large ..... Gr. 33.00
Western Horses, Bronze Finish Metal—2½ in., Doz. $1.00; 4½ in., Doz. $4.50.

Send for New 1951 Free Catalog. Satisfaction Guaranteed or Money Refunded. 25% Deposit With Order, Balance C.O.D.

OPTICAN BROTHERS
Since 1909
300 W. Ninth St. Kansas City, Mo.

FREE CATALOG

BIG PROFITS! Sell watches, rings and jewelry specialties. Lowest market prices to you. All merchandise guaranteed. Write for Free Catalog—No obligation.

MARVEL WHOLESALE WATCH CO.
Dept. G • 501 Pine St. • St. Louis 1, Mo.

AGENTS & DISTRIBUTORS

(Continued from page 80)

WHY NOT SELL "NUSILVER, NUCHROME, Nubrass, Plating Liquids"? Cloth applied. Or "Quick Silverware and Jewelry Deplatinizing-Atomic Metal Plates?" Un to 900% profits. Or "Fisherman's Depth Causes?" All are sensational eye-popping demonstrators. Sample offer free. Manufacturers, 508-BH NY St., Aurora, Ill. jc10

WOODEN NICKELS — CLEAN, POWERFUL, goodwill builder for pitchmen and advertising salesmen; tremendous profits; cost $1.50 per hundred, postpaid (no samples). Wm. Callaghan, Box 1493, Great Falls, Mont.

YOU GET SURE PROFITS WITH SIBERT Merchandise, Chattanooga 4, Tenn. Complete picture price list free.

ANIMALS, BIRDS, PETS

A BIG COMPLETE SUMMER PRICE LIST AND Special Bulletin just released; write for free copy. America's largest and best Dens $20 to $50; "Complete Snake Show," $60; Giant Diamondback Rattlesnakes, $10; Giant Blue Bulls, $15. Immediate shipment. 100% live arrival and absolute satisfaction guaranteed; for fastest and best service wire; Western Snake Farms, Box 6222, Oklahoma City, Okla.

BABIES DRAW CROWDS—MAMA BOA AND 10 Babies, $15; Mama Rattler and 10 Babies, $15; plenty others. Reptile Gardens, El Paso, Tex. je24

BABY CHIMPANZEES, TAME MANGABEYS, Green Monkeys, Baboons, Giant Anteater, Sunbear, Baby Ringtail Monkey, Rhesus Monkeys, Jungle Rats, Boa Constrictors, Pheasants, Wildlife Cages; Snake Dens at $15, $25, $35. Chase Wild Animal Farm, Egypt, Mass. je17

CHIMPANZEES—TWO TRAINED MALES, 5 years old; walk tight rope, ride pony and unicycle, somersaults and many other tricks; wear clothes and shoes; $700 each without props. Two Chimpanzees, females, cage animals, weighing 70 pounds each; priced, $500 each, f.o.b. New York. Trefflich's, 228 Fulton St., New York.

CLEAN STOCK, PROMPT SHIPMENT—COMplete Snake Shows; Dens or singles; Boas, $1 ft.; big Rattlers, $1.50 ft.; Dragons, $7.50; Gilas, $10; plenty others. Reptile Gardens, El Paso, Tex. je24

FOR SALE—RETIRING FROM SHOW BUSIness; own two, two-legged pigs; full grown and healthy; a real sight; make offer. Gordon Tompkins, Rt. 1, Box 66, Lancaster, Calif. je10

FOR SALE—2 BROWN MALE LLAMAS, 2 YRS. old, $300 each; 2 White Male Llamas with Small Brown Spots, are 1½ years and 3 years, $325 each. Prices are f.o.b. Catskill, N. Y. Deposit on crate, $25. Catskill Game Farm, Inc.

FRESH SNAKES—DIAMOND BACK RATTLEsnakes, unfix (Jumbo) sizes at $1 lb.; Harmless Snakes, Blue Bulls, Yellow Bulls and Boas, $1 lb. Order no less 15 lbs.; wire order. World's Reptile Importer, Laredo, Tex.

LIVE WILD ANIMALS, BIRDS AND REPTILES from all over the world; one of the largest and most reliable importers; send for our free price lists regularly. Mertns Bros. & Ward Box C, Spuyrkill, N. Y. jy1

LIVE SNAKES — RATTLERS, MOCCASINS, Copperheads, hot or fixed; S. A. Boas, Mother and Baby Combo, Bulls, Kings, Chickers, Pilot, Coast, Waters, Adders, Singles or Dens, any price. Foreign Reptiles. Phone 369 or wire Ross Allen Silver Springs, Fla. je24

MONKEYS, BABY RINGTAILS, CINNAMONS or White-Faced Blacks; Golden Spider Babies; Marmosets, all $20 each, 4 for $100. Howler Monkeys, $50; Jaguarundi Kittens, $35; Baby Ocelots, $30; Baby South American Deer, $75; Bleeding Heart Doves, $39 pair; all kinds Birds; write. Miami Rare Bird Farm, Box 100, Kendall, Fla. jy1

REPTILE LIST FREE; HOBBY CATALOG, 10¢—European Lizards, $7.50 dozen; Chameleons, $12 hundred; Chalns, $2.50; Skink Lizards, $3 dozen; Newts, $8 hundred; Cricket Frogs, 75¢ dozen. Quivira Specialties, Topeka 44, Kan. je17

TRICK AND HIGH SCHOOL HORSES, 2 AND 6 years old; been on stage many times, kneel, lay down, count, work arithmetic, make love, roll barrels, shake hands, many tricks and many others; write. Bill Young's School for Horses, Apex, N. C.

WANTED—CHEETAH, TIGER, PUMA, LION or Leopard Cub; young as possible. Bobbyella Porter, Herscher, Ill.

WHY TAKE A CHANCE ORDERING ELSEwhere? We've been serving America's snake showmen for over 40 years and know the business; we have stock on hand to care for your order, large or small, with the same prompt efficient service for all. Snake King, Brownsville, Tex.

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS—$3.50 (28 words), Texas or elsewhere. M. E. Pennebaker Advertising, San Marcos, Tex. Je10

ANALYZE HANDWRITING FOR PROFIT!!!—$1 puts you in business, including all Supplies, Charts, Signs. Instructions! (Free information!) Graphologers, POB 971, Philadelphia. Je10

CONSIDERING STARTING A COMMUNITY paper? Send $1 for folio outlining plan of procedure. Fred Lamson, Dept. O, 33 W. 16th St., New York 11, N. Y.

EARN EXTRA MONEY—SELL STOCK ALPHAbets, numerals and custom made Decals; up to 50% commission; free sales kit. Radiant Decal Co., 66 West Washington, Chicago-2, Ill., Dept. 469. je24

FLORIDA OPPORTUNITY BULLETIN—EXCITing new weekly publication listing hundreds actual job openings, employment and business opportunities, farm lands, city lots, homes for sale, etc.; latest weekly employment, trade, real estate reports from all sections "Sunshine" State; trial subscription next six issues only $1. Florida Opportunity Bulletin, Box 4674F, Jacksonville, Fla.

FOR SALE—SUPER BARGAIN; FIRST CLASS, fully equipped Popcorn Trailer. Glen Bates, 2412 N. Washington, Kokomo, Ind.

FREE FOLIO—700 MONEY MAKING DEALS. Business Plans, Formulas, Mail Order Ideas, wholesale supply sources, unusual items. Kolambia, Box 572, Dept. A, Dayton 1, O. je10

LEARN LINOTYPING (TYPESETTING)—HIGH wages; big demand for our graduates. Write Texas Linotype School, Box 2194, Houston, Tex.

NEW ELECTRIC MACHINES BAKES GREASEless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3505 S. Fifteenth, Minneapolis 7, Minn. no

NOW YOU CAN START YOUR OWN BUSINESS by mail on small capital; tested plans show how; free details. Opportunity, Middlehurg, Va. je10

PERFUME—WHOLESALE BIG PROFIT TRIAL ounce, Florida Bouquet, $1; we have a large selection of modern French odours. Fischborn, 350 Lincoln Road, Miami Beach, Fla. je24

QUICK SIGN PAINTING—USE LETTER PATterns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 31. je17

SALESMEN—SIDELINE; EARN $3,000 NEXT 5 months selling calendars, advertising specialties; buyers everywhere; big commissions advanced; samples free. Continental Calendar, 542-C South Dearborn, Chicago.

SELL DELICIOUS SNOWBALLS — TREMENdous profits; make them yourself; Ice Shaver with four flavors, and instructions; enough for 500 snowballs, $2 plus four pounds postage; free folder; supplies and equipment. Snowball Co., 9534L Lemturner, Jacksonville 8, Fla. jy1

$124.50 GUARANTEED WEEKLY—AT HOME, sparetime; rush $1 (deposit). Ultra-Employment, Box 791, San Antonio, Tex. je10 no

1947 SPITFIRE FACTORY REBUILT WITH 1950 Model conversions; complete with ticket booth, fence and power; also 1947 K-7 International, only 17,000 miles, with 30 foot semi especially adapted for Spitfire; equipped with winch, tackle, roller and full length Possum belly; truck and trailer cost in excess of $5,500; will sacrifice complete outfit for $6,500. Wire Carroll Hawley, 1705 W. 10th St., Spokane, Wash. je10

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 100 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS', BURLESK COMICS', MINSTREL Props, Wigs, Accessories; Free lists! (Assortments, $5) "Happy" Morgan Clown Headquarters, 2404-N Fifteenth, Philadelphia. je10

SINCE 1869—COSTUME BARGAINS: CHORUS, dollar up; principals three up; no catalog; state wants. Gutlenberg, 9 W. 18th St., New York 11, N. Y. je9

THEATRICAL FOOTWEAR—HIGH HEEL LACE Boots, Shoes, etc.; also custom made; write for particulars. Comax, 2130 Langdon Ave., Dallas, Tex.

FORMULAS & PLANS

THERE IS A MATHEMATICAL REASON WHY numbers on the board are in consecutive order and not so on the roulette wheel; those in the know do quite well; send self-addressed, stamped envelope; no money. Box 539, Billboard, 1564 Broadway, N.Y.C. je10

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Conkers, $225 complete set; 50 all electric from $155. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy22

FOR QUICK SALE — 1 CHALLENGER 1949 Floss-King, $200; one 12x18 Tent and Stand, complete with Side Flaps, $200; One Pop Corn Warmer, 6x8, like new, $25. Contact Thompson Dist. Co., 4610 N. Kilbourn St., Chicago 30, Ill.

FOR SALE—SECONDHAND SHOW PROPERTY

ATTENTION, ROADSHOWMEN! RUN LOAN Free Films; educational, travel, documentary. Educational Film Center, 133-B Murray St., Elizabeth 2, New Jersey.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35 mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; D.O.S. Cinema Supply Corp., Dept L, 602 W. 52d St., New York 19. je24 np

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. je24

COTTON CANDY TRAILER—LITTLE BEAUTY. built to last; five by eight, insulated, well designed; low counters, built-in cabinets, Nashville machine, rheostat, voltage booster; used five months, $785. 219 W. Eleventh, Houston, Tex.

(Continued on page 88)



STERLING VALUES mean GREATER SALES



No. 191-H
MEN'S IMIT.
HEMATITE with Gold Flash Sides

$3.50 doz., $39 per gr.



No. 191-C
MEN'S IMIT. DOUBLE HEAD CAMEO
Gold Flash Sides

$3.75 doz., $42 gr.

Send for Free Catalog. Minimum order 1 dozen. Send 25% with order, balance C. O. D.

STERLING JEWELERS
44 East Long Street Columbus 15, Ohio

To decorate bars — To give as gifts —



Hand-painted in full color: "Fifth," "Flask" & "Pinch Bottle"

MINIATURE "GAG" BOTTLES

Cherished Collector's Items!

"Bottoms Up!" "Both Potted!" "Attraction!" "Don't Drink Water!" "Let It Ring!" ...and many others!

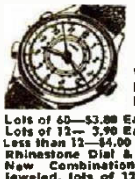
Sells on Sight! Also Gift Box Assortments -

Now Retailing at $1 each

Here's the ideal way for your customers to add a gay touch to their bar or recapture room. Realistic miniature bottles, containing non-alcoholic authentic flavors—but they'll want to leave the bottles intact. Hand-painted full color "gags"—not for Aunt Tillie! Send for $10 ass't on your letterhead. COLOR CATALOGUE mailed FREE on request.

Miniature Specialties Co.
Calumet Bldg. Miami, Fla.

TARA-JEWELED CHRONOGRAPH



$3.70 Each

Cross Lots

With beautiful chrome Expansion Band. The Band sells the Watch.

Lots of 60—$3.80 Each With Expansion Band. Lots of 12— 3.90 Each With Expansion Band. Less than 12—$4.00 Ea. With Expansion Band. Rhinestone Dial & Gold Plated, 50¢ Higher. New Combination Calendar-Chronograph, jeweled, lots of 12 and up, $4.95 Each with Expansion Band. 1 year guarantee. Push pins, sweeps, chrome case. No less to you on bad watches. We replace all steppers free. All orders filled day received. State if air mail. Sample Watches add $1.00. 10% Deposit, Balance C. O. D.

B & B JEWELRY SALES
407 Travis St. Houston 2, Texas
Phone—Day: CH 7427—Night: WE 6200

O-BABY!



KEY CHAINS

Sensational!! Brand New!! It's Hot!! Sells on Sight! BIG MONEY MAKER! Real photographs of beautiful, gorgeous models. Shocking poses. Transparent, magnifying plastics. Ideal for identification or advertisement on reverse side. Key chain illustrated actual size. SAMPLE DOZ., $1.00. $8.50 GROSS. 5 gross or over, $8.00 per gross. 25% deposit on C.O.D orders.

ROGER WILLIAMS MFG. CO., 49 Westminster St., Providence, R. I.

CHEWING GUM

WHOLESALE ONLY

Factory-Fresh — Cello Wrapped. All Flavors! Prize Pack Chicks! Ball Gum, all types and sizes.

AMERICAN CHEWING PRODUCTS CORP.
9th and Mt. Pleasant Ave. Newark 4, N. J.

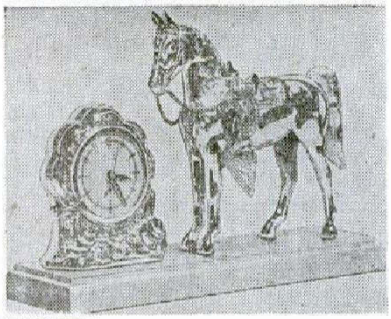
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DON'T BE HALF SAFE!

Original

HORSE CLOCK

Gold & Silver Two-Tone Finish
17" LONG, 12" TALL



Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish.

ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

If not for resale, add Federal Excise Tax.
25% Deposit, Balance C. O. D.
Telephone: ORegon 3-4338

#215-G $6.60 Each in Doz. Lots

Samples, $7.50 Each

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

PARKS, CARNIVALS, CIRCUSES and SEASHORE RESORTS

SPECIAL

Gold Plated Bucking Bronco Horses. Per Gr.	$12.00	Rabbits' Feet with Key Chain. Per 100.	$ 4.00
Jumping Fur Dogs. Per Doz. $2.00 Per Gr.	22.00	Twinkies that light up—latest sensation, Per Doz.	3.75
Itchy Dogs. Per Gr.	27.00	Air Force Sun Glasses with Leather Case—Big Flash. Doz. $6.50. Gross	72.00
#14 Mottled Cat Balloons—red box. Per Gr.	6.00	Zipper Wallets with Card Holder Embossed with Pictures. Per Doz.	4.00
#11 Mottled Print Balloons—red box. Per Gr.	4.50	Paper Parasols. Per Gr. $9.00, $12.00 &	24.00
Hopalong Cassidy Toss-Ups. Per Gr.	9.00	Snake Tulips. Per Doz.	2.00
#9 Stars & Stripes Balloons. Per Gr.	6.50	Feather Dolls. Per Gr. $9.00 to	48.00
Mickey Mouse Balloons. Per Gr.	4.00	The new sensation Plastic Tri-Bombers, selling like wildfire. Per Gr.	20.00
Dart Balloons—best make. 5 Gross	3.00		

HARRIS NOVELTY CO.

1102 Arch St. Phone: Market 7-9848 Philadelphia 7, Pa.

NEW CARNIVAL AND NOVELTY CATALOG READY

STATE BUSINESS WHEN REQUESTING COPY

Plush Toys, sparkling Plaster, first, second and third self Bingo Prizes, Slum, new Jap imports and a thousand other items. All at the lowest prices.

MA 10—Pocket Combs. Gr.	$ .90	MA102—Wood Bottles. Ea.	$ .65
MA 11—Plastic Cigarette Holders. Gr.	1.85	MA103—Aluminum Bottles. Ea.	1.10
MA 12—Jap. Charm Knives. Gr.	2.00	MA104—Dart Balloons. Gro.	.65
MA 13—Finger Traps. Gr.	1.00	MA105—Feathered Darts. Gro.	4.50
MA 14—Fur Monks, 5 in. Gr.	4.50	MA106—Daisy Cork Guns. Ea.	5.25
MA 15—Imp. Hawaiian Leis. Gr.	1.75	MA107—Corks. Per 1000	2.50
MA 16—Jap. Flying Birds. Gr.	6.00	MA108—Hoop-La Rings. Doz.	.70
MA 17—Jap. Paper Parasols. Gr.	8.50	MA109—Cane Rings. 100 for	4.50
MA101—Baseballs. Doz.	2.00	MA110—Clothes Pin Rings. 100 for	4.50

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

WE OPERATE ON CENTRAL DAYLIGHT SAVING TIME

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

NOVELTIES and SPECIALTIES
PARKS—CIRCUS—CARNIVAL STREETMEN

Bouncing Fur Dogs	$2.25 Doz.; $24.00 Gr.	Felt Cowboy Hats	$3.00 Doz.; $34.50 Gr.
Assort. Plush Dogs	2.25 Doz.; 24.00 Gr.	Felt Fireman Hats	3.00 Doz.; 21.60 Gr.
Paper Parasols	Sm. $9.00 Gr.; Med. $10.50 Gr.; Lge. 33.00 Gr.	Felt Jockey Cap w/Pom Pom	4.00 Doz.; 48.00 Gr.
Silk Parasols	$6.00 Doz.; 68.00 Gr.	Chinese Coolie Hat, 12"	2.00 Doz.; 22.50 Gr.
Jap Fur Monkeys	.85 Doz.; 9.00 Gr.	#10 Multi-Color Baseballs	6.50 Doz.; 72.00 Gr. (Can be inflated to 22" diam.)
Amer. Fur Monkey w/Bell	2.25 Doz.; 26.00 Gr.	Flying Birds w/Sticks	$ 9.00 Gr.
6" Feather Doll w/Hat & Beads	1.75 Doz.; 18.00 Gr.	Lancaster Swagger Canes	8.00 Gr.
Feather Backs for Dolls	.80 Doz.; 9.00 Gr.	Hawaiian Leis	2.25 Gr.
32" Dowel Sticks	$1.50 per C; 10.00 M	70-L Comic Buttons	$3.25 per C; 30.00 M
24" Reed Sticks	.60 Gr.		

SLUM

Mottle Combs	$ .90 Gr.	Lead Slum	$1.50 Gr.
Finger Traps	.90 Gr.	Cigarette Holder	2.50 Gr.
Bird Warblers	3.75 Gr.	Whistles	.90 Gr.
Paper Fans	3.75 Gr.	Assort. Plastic Charms	1.00 Gr.
Hickory Pipes	2.00 Gr.	Corn Cob Pipes	3.50 Gr.
Nose Blowers	.90 Gr.	Lge. Stone Rings	2.75 Gr.

A 25% Deposit Required With All Orders

THE S. AND P. NOVELTY CO. 428 SIXTH ST., N. W. WASHINGTON 1, D. C.

OUR NEW CATALOG NO. 511

NOW BEING MAILED OUT—WRITE FOR YOUR COPY

YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

MERCHANDISE Advertisers

this is the issue

for summer business

The Billboard

Summer Special

ad deadline **JUNE 15**

Not many days left until the advertising deadline for The Billboard's big SUMMER SPECIAL.

That means the time of the year when buyers of merchandise are on the lookout for items that will go well in their summer business.

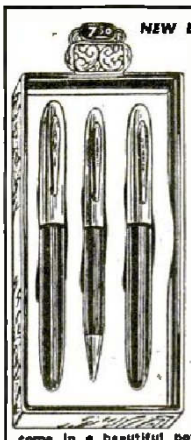
Don't miss out on the BIG issue that these buyers will use as a "guide" for merchandise ordering.

Send your reservation and copy NOW!

THE BILLBOARD

2160 PATTERSON ST. CINCINNATI 22, OHIO

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NEW LOW PRICES ON ALL PEN SETS

WE WILL NOT BE UNDER-SOLD

$4.50 Per Doz.

$48.00 Per Gr.

self-filler

The original 3-piece Pen set that has a fountain pen with a self-filler, a mechanical pencil that repels and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed $7.50 price tag, and also a guarantee slip at a new low price of $4.50 per dozen—$48.00 per gross. This is the same pen set that we formerly sold at $45.00 per gross. Sample 75c. We guarantee all sets. This is a real buy and the best buy in the country.

SPECIAL

3-Piece Pen Set, all gold finish

$5.50 Per Doz. $63.00 Per Gross

Sample $1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag $10.00.

SPECIAL

Filigree Ball Point Pen and Key Chain with colored stones.

$2.00 Per Doz. $22.50 Per Gross

FLASHLIGHT KEY CHAIN

ALL GOLD $2.25 PER DOZ.

SPECIAL

Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of $3.50 per dozen or $39.00 per gross. All cellophane wrapped. Sells on sight.

Sample 50c.

We supply mats for 3 and 4 piece pen sets. 4 piece pen set consisting of Knife, Ball Point Pen, Fountain Pen and Pencil in a beautiful box.

$6.00 Per Doz. $70.00 Per Gr.

Five-Way Pen Set

Includes Mechanical Pencil, Ball Point Pen, Lighter, Flashlite & Self-Filling Fountain Pen in beautiful box. Gold finish.

Per Doz., $8.00 — Per Gross, $95.00

We ship same day when we receive orders. We ship all over the world.

HARRIS NOVELTY CO.

1102 ARCH ST. PHILADELPHIA, PA.

PHONE: MA 7-9046

GET ON THE GRAVY TRAIN WITH BUSY FANNY



This luscious dish shows oodles of movement and is the fastest selling LIVING PICTURE. 5x7 gold frame, $7.20 per doz. NEW POPE PIUS living picture, also MADONNA WITH HANDS IN THIRD DIMENSION, both $6.00 per doz. Here's another trip on the gravy train with a new one, "SLEEPING BEAUTY." A breath-taking beauty sound asleep—all she does is breathe — and that's enough. The manufacturer states that this picture will be ready for distribution by June 15—not before. Send your order in now for prompt shipment, $7.20 per doz. TWO DOZEN ORDERS ARE POSTPAID UNTIL FURTHER NOTICE. Dozen orders are plus 25c postage. Remittance in full saves C.O.D. charges of 50c. Minimum shipment TWO SAMPLES FOR TWO DOLLARS. 15 years this address. JOBBERS, please write for large quantity prices.

EASTERN SALES CO.

P.O. Box 1847 Akron 9, Ohio

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 86)

CRETORS, STAR, LONG-EAKINS POPPERS, Peanut Roasters, Geared Kettles, Copper Caramel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. jy22

FOR SALE—30 BY 60 SQUARE END TENT, O'Henry make, fire proof, like new, no patches (top only), Poles, Stakes and Marquee, $350; old side wall free. C. O. Berry, Sardis, Ga.

FOR SALE—3 GENERAL MOTORS, 8 CYLINDER, 1200 speed, 75 KVA, 3 wire, 110-220 volt, 60 cycle, each with exhaust silencers; steel switchboards, meters and control for synchronizing if desired; also automatic safety cut-offs on oil and water, all like new; also have one each complete package units, gasoline, engine generators, electric start in ratings 7½ KVA, 12½ KVA, 30 KVA, 3 wire, 110-220 volt, 60 cycles; some 3 phase, 4 wire, all A-1 condition; also one each Caterpillar and General Motors, Diesels, 37½ KVA, 3 wire, 110-220 volt, 60 cycle, condition A-1 complete; ready to ship; inspection invited; priced to sell; write or wire. Summer Electric Rewinding Co., Sumter, S. C. je10

GIRL IN FISH BOWL, LENS AND DIRECTIONS, $20. 4931 Crescent Ave., Buena Park, Calif.

GIRL IN FISH BOWL ILLUSION (LENS, $20) with free direction to make; supply limited; new Trapeze Crane, $25; Ice Show with portable ice rink for guaranteed up to $3,000 week, sponsored dates, $6,500. Heme Co., 97 Arch St., Butler, N. J.

NEW OUTDOOR RIGGING FOR SALE, MADE by Ricardo; type, 80 foot high ladder effect with rings, muscle grind, bar-swivel, slide brake, stakes; selling account illness. Write Dainty Ann Howe, c/o Adams & Soper Agency, 190 Boylston St., Boston, Mass.

SHOOTING GALLERY — 15-SHELL LOADING Tubes, 75c dozen; $5 100; deposit on c.o.d.'s. H. E. Sherbahn, Warne, Neb.

SUPER-WIZARD FLOSS MACHINE, SNO-Konette Ice Shaver; 3 Dispensers; everything like new; come get all for $250. Ray Loman, Midway of Mirth Shows, Winchester, Ill.

WALK-THRU SHOW FOR SALE; CHEAP; TOP and panel front. Write Covered Wagon, 223 Sullivan, Rolla, Mo.

35MM. SOUND FEATURES FOR OUTRIGHT sales; lowest prices; also rental service; listings. Oakley Films, 242 Kontner, Nelsonville, O.

$100 BUILDS 12 PASSENGER KIDDIE CHAIRplane, complete plans, $5; Major Chairplane, $10; others; free plan catalog. Brill, 228-B North University, Peoria, Ill.

INSTRUCTIONS BOOKS & CARTOONS

BY GEORGE—PEPPY JOKES, WISE CRACKS, Band Novelties, Anecdotes, Patter, Dialogs. George's Bulletin, $1. McHenry, Ill.

FOR MEN: 210 CARTOONS, 220 PAGES, 10 fun-packed booklets, $1 postpaid. Steele, Box 4763, San Francisco 3.

GAG-ATIONAL NEW COMEDY BOOKLET — "Quiet! M.C. at Work" No. (number 2); for M.C.'s and performers; repleto with openings, introductions, ad libs, insults, song titles, $1. "Karma to Komedy," Box 1223, Hollywood, Calif. je10

6-WING PIANO BY MAIL—30 SELF-TEACHING lessons, $3; over 50 publications, classical and popular; order boprhythmology new pop piano solo, $1; new work. Write for list. Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb.

$250 WEEK REPORTED—ILLUSTRATED BOOK "506 Odd Successful Businesses" free; work home; expect something odd. Pacific 1, Oceanside, Calif.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10c—Joker's Novelties, Magic, Fast-selling Specialties! (Pitchmen's Headquarters.) Ariane Mfg. Co., 4462-B Germantown, Philadelphia. je10

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit less than pound, easily concealed; brochure, specification, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. jy15

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35c. Ireland, E-109, N. Dearborn, Chicago 2.

CIGARETTE VANISHER—FULL TYPE; NEW low price, $17.50 a gross; it's terrific; sample, 25c. Buddy's Distributors, 188 Mitchell St., S. W., Atlanta, Ga.

NEW #22 CATALOG MINDREADING, MENtalism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books; 164-page illustrated catalog, 50c, wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. jy15

NEW CAMERA MECHANISMS—1¼x2, 2¼x2¼; Aluminum Casting Rubber Roller, trouble proof, $15 each. Studio, 4840 W. Fort St., Detroit 9, Mich.

PUNCH AND JUDY FIGURES, THEATER, Professional, new. Props, Cases, Dialogs, Scenery, $175. Hackman, 315 W. Seymour St., Philadelphia.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. jy5

MISCELLANEOUS

BELLY TANKS, $9.95; STEEL, SIX OR TEN foot size, free picture. Buck's Auto Wrecking, 1625 "I," Merced, Calif. je17

CARNIVAL PLASTER ITEMS! WE HAVE them! Pay us a visit. Liquid molding rubber, $2.95 per quart; $7.95 a gallon postpaid. Plastercraft Supply Co., 3061 St. Clair Ave., Cleveland 14, O. je10

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100 $34.56; 7x100', $63.04; 8x100', $71.53; 9x100', $80.; 10x100', $88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: CAdillac 5681. je10

MUSICAL INSTRUMENTS, ACCESSORIES

ANTIQUE ZITHER IN CARRYING CASE, over 100 yrs. old; complete instructions, diagrams, music in German, English; 32 strings; make offer. Mrs. Anna L. Howard, 83 N. 4th Ave., Beech Grove, Ind.

GIBSON GUITAR, PERFECT CONDITION, IN leatherette case, $35. Mrs. Anna L. Howard, 83 N. 4th Ave., Beech Grove, Ind.

PERSONALS

HAVE A CHICAGO MAIL ADDRESS—BUSIness or personal; information free. Schultz House, 3116 N. Seminary, Chicago. je24

JIM SMITH, GET IN TOUCH WITH AL Danenberg.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACKGROUNDS; Photo Mounts, Chemicals, Paper, Rings and Comic Cards for small photos. Miller Supplies, 1533 Franklin, St. Louis 6, Mo. jy29

COMPLETE STOCK DIRECT POSITIVE SUPplies: Direx and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. jy8

DIME PHOTO OUTFITS CHEAP — ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jy1

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jy1

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. je24

PHOTO COPY ENLARGEMENTS FROM ANY photo: 5x7, 50c; 8x10, $1; coloring 50c extra. Acorn, Box 1655, Washington, D. C. je10

PHOTO FRAME, CLOSEOUTS — PERFECT goods at below manufacturer's cost, only while they last. Gold Plated Metal Frames, Velour Slide Easel Backs for 5x7 photo, $4.80 dozen; for 3x5, $3.60 dozen; attractive Glass Frames for 5x7, $3.35 dozen; $18 hundred; for 3x5, $1.60 dozen; $12 hundred; Leatherette Easel Photo Frames for 3x5, dozen, $1.50; hundred, $9; Wooden Frames, 5x7, Slide Easel Back, $3.60 dozen. International Sales Co., 414 E. Baltimore St., Baltimore, Md.

SEND FOR FREE LIST 16MM. SOUND FEAtures and shorts; we also buy, sell and trade. Belmont Films, 76 Forest Way, Clifton, N. J. jy1

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. je24

16MM. FEATURES TO EXCHANGE FOR Sound Shorts; send list of what you have. Tom Gillespie, 6 Hospital Dr., Logan, W. Va.

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AACHEN PRESS, 1422 W. STILES ST., PHILAdelphia 21, Pa. Business, Professional, Personal and Party Cards; 500 process engraved, $4.15; no c.o.d.'s. 2.

ATTRACTIVE 100 8½x11 LETTERHEADS AND 8¾ Envelopes, Hammermill Bond, five lines copy, $2 postpaid; no c.o.d.'s; samples. Dickover Printing, 3233 Cleveland, Kansas City 4, Mo. jy1

AUTO BUMPER SIGNS—3x28"; ALSO 7x20" Foldovers. 100, $9; 250, $18; quick service! Solintay's Colorprint, Knox, Ind.

LOWER WINDOW CARD PRICES—FLASHY three-color 14x22 heavy cardboard posters, $5.50 hundred; special cards for July Fourth celebrations, same price; in 17x25 size, $10 hundred; also bumper cards. Tribune Press, Earl Park, Ind.

PRINT YOUR OWN—6x10 HAND PRESS Prints, Cards, Tickets, Circulars and full size Sales Letters; ten different sizes of type; Ink, Type Cases, extra Chases, Furniture, Leads, everything for a complete print shop; cost over $300, will sacrifice for $200, prepaid to your door; used only three weeks; instructions included; samples of work available on request. Glen, Howel, Ky.

QUALITY PRINTING AT LOWEST COST—Booklets Catalogs, Publications, Stationery; free price list. Adams Printing, Dept. RR 30 W. Washington, Chicago 2, Ill. 4-24

ROADSHOWMEN! 16MM. SOUND FEATURES, $22.50; Shorts, $2.50 up; trades accepted; free lists. Mogull's, 112B W. 48th, N. Y. C.

RUBBER STAMPS—3 OR 4 LINES, $1 POSTpaid; Stamp Pads, 50c. Smallwood Printery, 2715 Vine, Cincinnati, O. je10

SPECTACULAR LETTERHEADS STYLED BY gifted nationally famed typographers; all topnotchers should ask for a free look-see at these futuristic stylings priced at $15 up. McKeown, 107 S. Capitol Ave., Indianapolis 25. je10

200 6¾ WHITE ENVELOPES AND 200 WHITE bond Letterheads, 8½x11, $3 postpaid in U. S. Webster's Printshop, Farmland, Ind. je10

(Continued on page 90)

OUT IN FRONT!

NEWEST--FASTEST SELLING STONE RINGS IN AMERICA TODAY--REPLICAS OF HIGH PRICED RINGS



UNBEATABLE GROUP!

ROSE QUARTZ ●
TURQUOISE ●
PIERCEL JADE ●
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FIRE OPALS ●
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20 STYLES
30 Different Stones

$7.20 DOZ. ASS'T

All Adjustable Gross, $79.80

● STERLING AND GOLD FINISH ●

Minimum order, 1 Doz.
25% deposit, balance C.O.D.

WHITE PLASTIC RING BOXES $12.20 GROSS

UNIVERSAL RING CO.

P.O. BOX 525 NEW BRITAIN, CONN.



A MILLION SALES with

CIRCLINE

Fluorescent Fixtures

The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

LOWEST PRICES

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DESIGNERS • MANUFACTURERS • DISTRIBUTORS

FLUORESCENT FIXTURES

145 N. 7th St., Phila. 6, Pa., LOmbard 3-7789

WOLF TAILS

Price Per Hundred

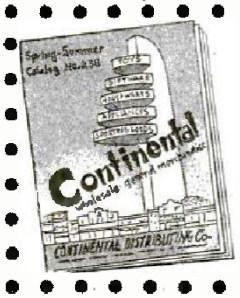
GIANTS ....18 to 24" Long....$50

LARGE ....16 to 20" Long....$40

MEDIUM....14 to 17" Long....$30

Arctic Fur Co.

1900 Third Avenue, Seattle, Wash.



New Ready! 1950 CATALOG

OVER 200 PAGES OF "LIVE MERCHANDISE"

This new Catalog is the biggest ever issued. It contains thousands of new, up-to-the-minute items including Giftware, Appliances, Clocks, Lamps, Aluminumware, Glassware, Blankets, Smokers, Slum, Canes, Imported Novelties, Sporting Goods, etc.

IMPORTANT: Nature of business must be stated.

CONTINENTAL DISTRIBUTING COMPANY

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BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

NOVELTY MEN—CIRCUS AND PARK SPECIALS
GET TOP MONEY—WITH MYCO NOVELTIES



Whips . . .

Special Dart Balloons	.45 Gr.	Imported Hawaiian Leis	1.75 Gr.
4x18 Asst. Color Balloons	1.00 Gr.	American Leis	6.50 Gr.
7" Asst. Color Round Balloons	2.00 Gr.	Comic Sayings Felt Hat Bands	1.25 H
5x24 Asst. Color Balloons	2.75 Gr.	Worth 831 Baseballs	2.25 Ds
9 in. Asst. Color Round Balloons	2.75 Gr.	Swagger Canes	8.00 Gr.
11 in Mottled Animal Print Balloons	4.50 Gr.	Crook Handle Canes	2.00 Dz.
14 in Mottled Kat Balloons	6.00 Gr.	Western Horses	$1.50 to $9.50 Dz.
24 in. Balloon Reed Bricks	.90 Gr.	Electric Gold-Plated Horse Clocks	4.50 Ea.
32 in. Heavy Balloon Reed Sticks	1.50 Gr.	Large Plush Bears	30.00 Dz.
Flying Inside Whistling Birds	9.00 Gr.	Glamour Girl Dolls	36.00 Dz.
Cowboy Lash Whips	12.00 Gr.	Beacon Blankets, Case Lots	2.50 Ea.
Lancaster Red, White & Blue Batons	13.50 Gr.	Slum—Pocket Combs	1.00 Gr.
Silk Parasols	$4.00, $6.00 & 7.50 Dz.	Wedding Rings	.75 Gr.
American Fur Top & Tail Monkeys	27.00 Gr.	Cigarette Holders	1.75 Gr.
Imported Fur Monkeys	$6.00, $8.40, $16.20 & 21.00 Gr.	Blow Outs	1.00 Gr.
Feather Celluloid Dolls	$8.40, $9.60, $14.40, $17.20, $28.00 & 42.00 Gr.	Finger Traps	1.00 Gr.
Feather Back Dresses	9.00 Gr.	Swiss Warblers	1.00 Gr.
Jocko—Circus Monkeys	9.00 Dz.	Return Balls	4.50 Gr.
		46-Lipne Comic Buttons	1.00 H

25% Deposit—Balance C. O. D.

MILTON D. MYER CO.

332 THIRD AVENUE — ORDERS SHIPPED SAME DAY — PITTSBURGH 22, PA.

IMMEDIATE DELIVERY ON THIS HOT ITEM!

PISTOL LIGHTER



FASTEST SELLING LIGHTER EVER OFFERED!

Virtually sells on sight! Big, flashy, chrome finish pistol gives instant flame when you pull the trigger! Fully automatic. Small enough to fit the pocket—yet large enough for realism. Lustrous, moulded black plastic handle grip. Stands 2½" high and measures 3" long. Has removable table stand. Latch on this profit-maker now!

Now! $18.00 DOZ. SAMPLE $2.00

JR. SIZE PISTOL LIGHTER (SAMPLE) $1.50 $12.00 Dz

New! PEARL HANDLE PISTOL LIGHTER — As above but with pearl grips. $24.00 Doz. SAMPLE $2.50

25% DEPOSIT WITH ORDER Bal. C.O.D. F.O.B. DETROIT — WRITE FOR FREE 1950 CATALOG

GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.



NOTICE, ENGRAVERS AND DEMONSTRATORS

3 Styles, Nickel Silver Idents.....$2.85 doz. up

5 Styles, Nickel Silver Signet Rings..... 1.85 doz. up

New Line Hand Painted Jewelry for Engraving
New Line Pearl Jewelry for Engraving

Send for new Pages for Catalog you have or if you have none will send one.

DEXECO, INC.

— formerly —

Dexter Engraving Jewelry Co.

191 SOUTH STREET, cor. Plain St. — PROVIDENCE 3, R. I.

The "ADMIRAL" SPORTSTER!



Hat Sensation of the Year!

PERFECT FOR BOTH MEN AND WOMEN

IDEAL FOR DRIVING — BOATING — ALL SPORTS

- COOL MESH SIDES (the last word in comfort)
- RUGGED TWILL CONSTRUCTION
- ALL TAPED SEAMS
- HEAVY LEATHERETTE SWEATBAND

A long, practical visor—the underside lined with green twill for additional eye-protection.

COLORS: White, Red, Royal Blue, Maize, Tan, Green.

$6.00 Doz.

$5.40 doz. in lots of 6 doz. or more

PACKING: 1 dozen assorted sizes of ONE COLOR to the carton. NO SPLIT CARTONS. Specify colors wanted. SAMPLE—75¢ postpaid

Terms: 25% deposit with order, bal. C.O.D., F.O.B. New York.

PARKSMITH CORPORATION 250 Fourth Avenue New York 3, N. Y.

Sensational New Low Prices!

7-JEWEL SWISS WATCHES

LADIES' OR MEN'S

$7.95

Genuine Swiss Movements Precision Re-built and GUARANTEED LIKE NEW!

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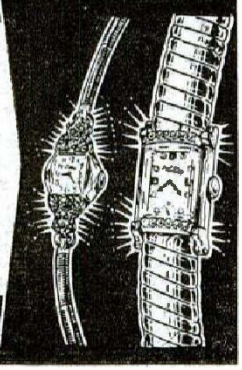
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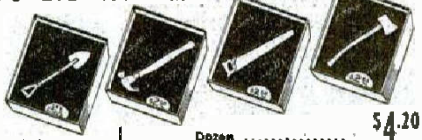
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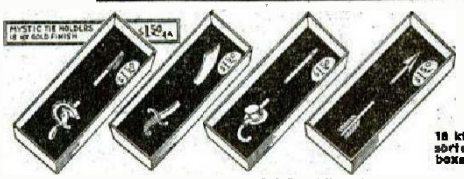
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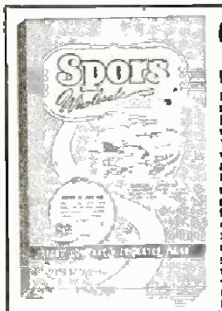
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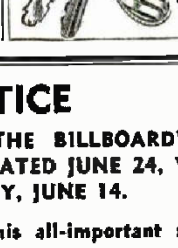
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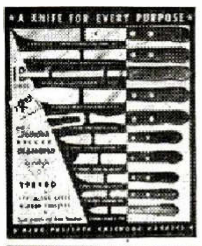
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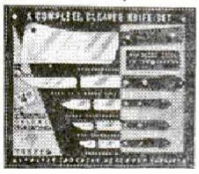
McIntyre, Wm. S. Stutz, Jim, (License Plates), 30c 6c

Abbott, Ernie H.
Adams, A. F. (All Adams, Dewey F.
Adams, Harry
Adams, Ralph J.
Admire, J. C. (Agent)
Allend Maurice
Allen, H. E.
Allen, Wilbur H.
Anderson, Arthur (Chuck)
Andre, Russell
Angeloff, Keiro
Annin, Jimmie
Anthony, Milo
Archer, Mrs. H. L.
Ardelts, Eli
Atayde, Pie
Atkison Bill
Aiotte, F. W.
Baggerley, Glenn
Bailey Willard
Baker, Beth
Baker, Gilbert
Baker, R. E. (Mgr., Follies of 1951)
Baker, Stanford
Baldwin, A. R.
Barette, Beulah
Barfield, Helen
Barfield, J. F.
Barrett, Tony
Barron, Carl
Baxter, Mrs. Dinah (Gals City Revue)
Beaird, Gilbert L.
Beals, Mattias
Beatty, Walter
Belano, Paul
Bell, Fred "Mabel"
Bell, Geo. R.
Bellows, Alan
Bernard, Arthur Orthy
Berofsky, Harry & A.
Bishop, Al
Black, James Dee
Blackburn, Ed
Blain, Fanny
Blyholder, Paula
Bogart, Jack (Great Jason)
Bond, Tony
Bordonaro, Sammy
Buttom, John
Bonde, C. F.
Bowers, Ralph (Bingo)
Boyd, Frank "Carolina"
Brad, Fred
Brady, Tom
Breditor, Sol
Bridges, Donna
Broome, E. H.
Brown, Erwin J
Bryant, Mr. Mickey
Burch, C. M.
Burke, S. E.
Burke, Mrs. Billie
Burke, Mrs. Merle
Burns, G. N.
Burns, Doc J. A.
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Caravello, Jack J.
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Cearley, Gordon
Chapman, Gene
Chase, Mildred
Cisala, Mrs. Jana
Clair, Wm. B.
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Cline, Kenneth
Coe, Carlton
Coleman, Bob
Comerota, Vinnie
Condell, Louis
Cook, Jay (Scott)
Cooper, Jackie
Cooper, James
Cope, Jimmie
Corbell, Vern (West Bros. Circus)
Cory, Roy
Cotton, Ray
Coulson, Donald W
Coutes, Raywood
Cox, Loftin Gilbert
Cox, Wm. C.
Cramer, Mrs. Margaret L
Crews, Sam (or Barn)
Cristo, C. Leo
Cuasco, Joe
Cutlip, Loyd
Daries, Wm. W.
Davis, Edw. (Pops) (Saxophonist)
Davis, E. R.
Davis, V. A. (Vick)
Day, Andy
DeGrace, Mrs. Daisy
DeMill, Sr. Enrique Mell Henry)
DeVal, Peaches
Dean, Ted
Dearn, Bert
Deason, Roy W.
Decker, A. D.
Delaney, Paul
Delano, Mrs. Charlotte
Delap, Robt. Frenchy
Delator, Roy
Dell, Reata
Delph, Tommy
Demetro, Archie
Demetro, John
Demetro, Steve
Demetro, Tom
Dengler, Geo.
Denison, Mrs. Italph
Denton, Edw. E.
Detwiler, Art
Dilbert, M. H.
Dix, Dan
Dougherty, J. J.
Drake, Mrs. Geo.
Drew, Elaine
Driscoll, Acrobat Bill (Clown)
DuBois, Bill
Duncan, Kenneth La
Dunlap, Geo.
Durrence Agnes
Dvoraky, Herman
Edgerettu's White Horses
Ellis, B. E.
Elliott, Thelma Jean
Ely, Tom (Jones Bingo)
Enswiller, Albert
Esserett, Capt. Ernest
Evans, Evan M.
Evitts, Geo. L.
Farmer James & Parks, Jack
Feiert, Mrs. Ervie
Ferris, Eddie
Fiem, Mrs. Mizzie
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Forbes, Chas H
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Freeman, Art
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Gamel, Calvin
Gaura, Leo
Geffrey, Mrs. Mike (Jewelry)
Garabity, Wm. F.
Gibson, Curley & Marie
Gilmore, Roger
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Glenn, Ernest Montgomery
Giddens, Blackie
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Goldberg, Herman
Gomez, P.
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Gosh, Byron
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Gray, Jannita
Green, Carl M.
Greenwald, Geo.
Griffin, Willard C.
Guertin, Jack
Guinn, J. C.
Gulette, Wm.
Haddad, Eugene
Hadgi, Simon
Hall, Dean O.
Hardesty, Mrs. Lulu
Harris, A. A.
Harris, Fred (Manipo)
Harrison, Mrs.
Harrison, Mrs. Ruth
Harson, Geo. E.
Hatcher, Johnie
Haywood, Mrs. Zona
Heaths, The (Magicians)
Heck, Mrs. Elaine
Helms, James
Henderson, F. Grafton
Hendrix, Mrs. Betty
Henley, Mrs. Bob
Henry, Mac
Henry, Mel
Hill, Will H.
Hines, C. F. (Doc & Pony Showman)
Hobram, Lord
Hoffman, H. E.
Hood, Fred
Hooper, Frank
Horn, Miss Corky
Horn, Paul
Horn, R. N. (Deacon)
Horrell, Russell
Horwin, Edw.
Hsu, Lee
Hostetler, Mrs. Chas
Howard, J. R.
Hubble, Sylvester Geo
Huffle Mrs. T.
Hunting, Douglas S.
Hutchens, John T.
Hutchinson, John T
Ingelheim, Louis
Jackson, Earl
Jackson, Mrs. Louise B.
Jackson, Valdo O
Jeffrey, Mrs. Cathrine
Jenkins, Brownie "Doc"
Jernigan, C. T.
Jenkins, R. A.
Jernigan, Joe
John, Mr. Reide
Johnson, Alfred L
Johnson, Dorothy Coly & Mrs.
Johnson, Frank
Johnson, Winnie
Johnson, Pete
Johnson, Pete T.
Johnson, Willis M.
Johnson, R.
Jones Bingo Boys
Jones, Glen
Jones, H. W. & Family
Jones, James Dewey
Jones, Rella
Jones, Robt. (Smokey Joe)
Jordan, Vance
Judy, Russell F.
Kakazena, Tom
Kaplan, Mrs. G.
Karr, Mrs. M.
Katzy, Sailor
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Kenner, Mr. Ben
Kernan, Mrs. Vicki
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King, Ellen
King, Jerry
King, Jerry
King, Mickey
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Lambert, Barbara
Lamon, Harry W.
Lamrock, Hi
Landers, Wm. J.
Landrox, Fred (Magician)
Lane, Edith
Langman, Lawrence L.
Lankford, Harold Douglas
Lanning, Mrs. Donna
Larkin, Vern
Larkowski, Margaret
Laughead, Frank (Drummer)
Laughlin John & Laurence, Wilford Oliver
Lawrenchuk, Steve
Lee, Coleman
Lee, Francis
Lee, Robert T. (Hungry)
Leon, Bill
Leslie, Burt
Lie, Henry (Holiday in Ice)
Liebtke, Doris A.
Lilly, Geo. W.
Lindsay, Ky Pockets
Lindsay, W. J.
List, Mrs. T. W.
Loehr, Mrs. Nita
Lonelon, Chief
Lopez, Coconut Joe
Lorena, Donald
Loter, Happy & Minnie
Lovell, Seth (Buddie)
Lowrie, W.
Lutz, Whity
MacEachern, Rod
McArthur, Jack
McBride, Lawrence
McBrian, C. L. (Curly)
McCarmick, Mrs. Jess
McClellan, Bill
McCullough, C. W
McDaniel, Gene
McDonald, Harry B
McDonald, Ray
McDonald, Kenneth
McGill, Frank
McGlone, Ken
McIntyre, Bill
McKinney, Alex J.
McKinney, Tom
McMin, Mrs. Pat
McPeak, James M.
Marklin, James
Malen, Tom
Malman, M.
Mann, Jesse
Manner, Lock
Mansfield, Mrs. Ruby
Marcus, Robert
Maricle, R. A.
Markham, J. D.
Marion, Joseph J.
Martin, Benny
Martin, Carl G. (Lawmans Shows)
Martin, Joseph C.
Martindale, W. H.
Martins United Shows
Matthews, Sport
Max, Mrs. Lillian
Maye, Jr., Dannie J.
Mercy, Mrs. Virginia
Merritt, Mrs. Freda
Merrel, Mrs. R.
Middleton, Odell
Mielney, Mrs. Leo J.
Mikloiche, Mrs. Joseph
Miller, (Whitie) Albert
Miller, Mr & Mrs. Donald B.
Miller, Mrs. R. A.
Miller, Ephrem
Miller, Walter
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Mitchell, Miller F.
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Mitchell, T. S.
Moffett, Danny & Jean
Montau, Al
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Morgan, Geo
Morgan, Willard Curtis
Morrison, T. C.
Morsby, Warren M.
Myres, Harrey
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Newman, Sol
Newton, Harold
Nickels, H. H.
Nicolas, John
Norwood, Mrs. Louise
Nowalk, Walter
Nelson, Elmer T.
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O'Connell, Mr. E. B.
O'Day, Wm. H.
O'Donnell, D. O.
O'Donnell, Mrs. Ruth
O'Dell, Dell
O'Hara, Joseph P.
O'Hara, E
O'Kay, Dolly
O'Matia, Mike
Odell, Dixie Lee
Oliver, James A
Olszewski, Charles J.
Oneal, Mr. & Mrs. Chubby
Onlaski, Mary F.
Osteen, Cliff
Ottis, Paul
Owens, Ted
Pace, W. C. Seagle
Pairchin, Jim
Palmatier, Dick
Parker, Ray
Parker, Walter L.
Parks, Jr., Wm. Comer
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Patti, Teresa
Pavlett, Lucky
Pawles, Leon
Pease, Vaughan
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Peters, Frank E.
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Pierson, H. Alton
Pierson, Cassie
Pine, E. A.
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Prulich, Chester
Pugal, Helen
Qualls, Knox
Quinlan, Robert
Rae, Ginger
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Ramsdell, Lon B.
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Reese, Manuel
Reese, Sammy
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Rogers, Johnny
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Smith, Hadd
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Smith, Oral E.
Smith, Ramsay
Smith, Rona Belle
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Snowden, Mr. & Mrs. Bob
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Spencer, Mrs. Francis
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Stafford, Cleo
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Starr, Tex
Steblar, Joe (Steblars shows)
Steele, Donald
Sterling, George
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Stevens, Mrs. Stella
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Stone, Darel E.
Stone, Jackson Wilson
Stone, Kenneth R.
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Streeter, Karl G.
Stuber, Fay
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Swinewood, Odell
Sylvan, William
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Tarbell, Doctor
Tarbis, Mrs. Bee
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Taylor, Lee
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Wallace, Mrs. Peggy
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Wheeler, Tania Lee
Whitefeather, Chief
Whitey, Edward F.
Whittaker, Casey
Will, Otis Lee
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Williams, Demetta Helen B
Williams, Lawrence L.
Williams, Lois
Willis, Claude
Wilson, Big Al
Wilson, Dick
Wilson, Harry
Wilson, Mrs. Harry E.
Wilson, Loyd (Wilson Greater Shows)
Winslow, Loyd (Pee Wee)
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Winters, Wm. J.
Wolfe, Eddie
Woods, Johnnie (Toledo)
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Wright, Doug
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Wright, John Edward
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Young, Johnny (Red)
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Zachree, Jim & Kay (Live Writers)
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Zomp, Paul
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Kilron, Jack
Kennaman, Fred H.
Kernes, Jim
King, Larry
King, Martha
Kline, Fred D.
Knowles, Frances E. & R. Carl
Korman, Carroll
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LaRoy, Harry
LaTour, Frank
Ledbetter, Floyd
Leitner, Carl
Lee, Coy Cecil
Lipari, L.
Longdon, David R.
Lock, Bill
Lundy, Russell
Lynn, John J.
McCabe, Ray (Big Mac)
McCormick, Jack
McCormick, Jack W.
McDaniel, Harvey Lee
McKay, Joseph J.
McKeown, Mrs. Grace
MacCreery, Joseph R.
Madison, R. L.
Males, J.
Majeski, Polly Jo
Marshfield, Artie
Mellor, Robert F.
Miller, Mr. & Mrs. Don Ruth
Milner, C. C.
Montgomery, Glen
Moore, Mr. & Mrs. Babe
Moreno, Mrs. Geraldine
Morgan, Mrs. Hester
Mullican, Clyde
Nitterich, Miss Alberta
Nolin, Harry
Nolin, Harry Jr.
Notle, I. E.
O'Connor, Thomas Joseph
Parsons, Miss Jean
Patrick, T. W.
Payne, James
Pierce, Wendell
Potter, Howard
Prichette, Lyle M.
Radloff, Milton
Randell, Maurice
Ray, Herman
Reinhardt, George
Rich, Arthur A.
Rolland, Anna Lee
Rosenfeld, Jimmie Lon
Rosier, Roy
Sandusky, Durb
Schnepel, William
Seidor, Glenn
Shingledecker, Billie
Silcox, Mr. & Mrs. Joe
Smith, Zoa M.
Snook, Albert T.
Snow, George Herbert
Sovan, Mr. & Mrs. M. J.
Spieles, Mathias
Squillace, Joe
Staley, Herschell Marrin
Staley, Loyal G.
Stanley, Mrs. Jerry
Stonecipher, Otto Lee
Strahl, Edward J.
Strumill, Herbert
Sullo, Michael
Taylor, Mr. & Mrs. Carl
Thurman, B. W.
Tomlin, W. F.
Turney, Victor Thomas
Trunnell, Donald E.
Vick, Floyd Glen
Waite, Floyd "Ace"
Waits, G. B.
Waldo Bros' Music Follies
Walk, Mrs. Lillian
Warren, William F
Watson, Ben O.
Webb, Mary
Weir, Joe
Weston, Bettie
Wetherbee, Mr. & Mrs. Harold
Wheeler, Mrs. N. E.
Whitehurst, Paulina
Wilson, John
Williams, Mr. & Mrs. Walter
Wiltse, Cash
Woods, F. A
Woodward, Matt
Yowell, Willis
Zinn, K. A.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

Aarsun, Michael P.
Abraham, Angelica
Adams, Dewey
Bell, Mr.
Block, Eric
Borden, Lee
Brady, Miss Fern
Brazell, Mathew
Bush, L. A.
Curley, Jack
Daniels, W. C. Jr.
Davis, James
Detlefsen, Adalina
Donohue, Ruth
Emmerling, Alex
Goodrich, George and Betty
Gudoff, Maurice
Guetary, George
Hughes, Thomas
Hutchins, William
Ice, George T. (Tex Walker)
Irsay, Margaret
Jerauld, Margaret Gousell
Jerome, John
Keegan, Ralph & Caroline
Keller, Millie
Kennedy, Cecil
Lamont, Mickey
Lane, "Curly"
Leagan, Harry
Maclove, Don
Mitchell, Tom
North, Mrs. R.
Nichols, Lea
Pomeroy, Emily C.
Quesenberry, Cecil C.
Rose, Leonard
Rozelle, Joyce
Russel, Gilbert
Rutledge, Tracy
Silva, Candy
Strom, E. C.
Tomaini, Aurillo
Tranger, Don & Alpha
Weinberger, Mr.
Wellings, Bobby
Williams, (Allegany Shows) Jack
Wilkinson, K.
Wilson, Marriot
Wilson, Ted
Wilson, Mr.
Young, Albert

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Anderson, Mary
Andes, Gene
Atwell, Norman
Bailey, Albert
Baker, Bonnie
Barnett, E. T. (Tuffy)
Bates, Robert
Berry, F.
Carter, Mr. and Mrs. Bart
Dorland, John
Drake, Jim
Duane, Clyde
Garland, K. G. and Sandra
Halstead, Virginia G.
Hinkel, Shorty
Jolstead, Bob
Kadlec, Raymond and/or Edwin
Kelly, Edith
Knodell, Mr. and Mrs. Emil R.
Kyer, John L.
Leahy, Joseph
Levine, Chas.
Lewin, R.
Miller, Mr. and Mrs. Don-Ruth
Murphy, Rose
Myers, Cecil
Phillips, Pearl
Powers, Babe Patricia
Remus, Wendall
Schrofer, Leonard
Sons of Fun
Starr, Zero
Swenson, Aut
Thompson, C. W.
White, Theodore
Young, Albert

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Adams, John
Allen, Louis
Allin, Bob C.
Allison, Cornelius Y.
Arsenault, Albert
Bales, Pete J.
Bannon, Bill O
Barry's Attractions
Bartlett, Phillip
Bayanger, Mrs. Mabel P.
Bean, Mrs. Margaret
Beem, John H.
Bell, Adron, E. J.
Boatwright, Bruce E.
Boreman, Lorraine P.
Brady, Mr. & Mrs. Hardy
Brinkley, L. & M. Fletcher
Brown, Royal T.
Buck, Buddy
Calcian, C. A.
Canipe, Walter
Carter, Olin C.
Clonkey, Roland
Coleman, Leonard
Coster, Dewey
Davis, George
Davison, James
Donahue, Mr. & Mrs. Jack
Donaldson, Charles Slim
Dorrell, James V.
Dunbar, Gale
Eastman, William H.
Eckhurst, Carl
Edwards, R. C.
Eisenhorst, Kenneth
English, E. W.
Esmol, Ray
Faria, Joseph
Fleming, Mrs. Pearl
Friend, John D.
Fritts, Wallace R.
Gardner, Pauline
Haddix, Ray
Hampton, Dudley W.
Hancock, Ronald G.
Harmon, Patty
Harris, George
Harvey, Henry
Henderson, Gaster
Henderson, John
Henderson, Tommy
Henley, Mrs. Irene
Herman, Al H.
Higgins, Woodrow W.
Hith, Robert
Holdstein, Sam
Holmes, Loyd
Howard, John
Howe, C. J.
Howell, Jack E.
Humphner, C. H.
Hyland, H. C.
Jones, Cody
Kealey
Kelly, Edith
Knodell, Mr. and Mrs. Emil R.
Kyer, John L.
Leahy, Joseph
Levine, Chas.
Lewin, R.
Miller, Mr. and Mrs. Don-Ruth
Murphy, Rose
Myers, Cecil
Phillips, Pearl
Powers, Babe Patricia
Remus, Wendall
Schrofer, Leonard
Sons of Fun
Starr, Zero
Swenson, Aut
Thompson, C. W.
White, Theodore
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FIREWORKS

ALL-AMERICAN ASSORTMENT

THE LARGEST SELECTION WE HAVE EVER OFFERED AT THIS PRICE

MEN WHAT FUN! DON'T DELAY! SEND YOUR ORDER TODAY!

$10.00

Over 592 pieces of fire crackers — 36 electro-cannon salutes (bulldogs) — red devils, whistling chasers, 2 shot repeaters — Roman candles — Humdinger — whistling devil — fountains — cones — sparklers — aerial bombs — snakes — 2" and 3" salutes — imported sky rockets and other — and many free punk.

Order shipped Railway Express only. None sent C.O.D. Enclose money order. Name nearest express office.

HURRY — HURRY! STOCKS ARE LIMITED! GET YOUR ORDER IN NOW!

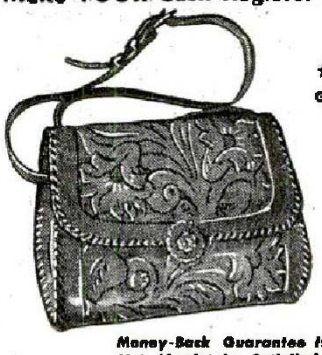
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GOPHER FIREWORKS INCORPORATED

603 FIRST AVENUE, NORTH MINNEAPOLIS, MINNESOTA

Make YOUR Cash Register RING! **GENUINE COWHIDE BAGS**

★ New ★ Smart ★ Sought After



Genuine Hand-Tooled, Hand-Laced Bags. With that Real WESTERN LOOK!

Large Shoulder Bag, Lined, Zipper. ($35 Retailer) **$12.75**

14-inch Handbag, Double Zipper, Lined. ($30 Retailer) **$11.75**

11½-inch Handbag, Zipper Lined. ($20 Retailer) **$8.75**

8-inch Bag, Zipper, Not Lined. ($5.95 Retailer) **$2.75**

6-inch Bag, Zipper, Not Lined. ($4.95 Retailer) **$2.25**

Hand Tooled Wallets ($3.95 Retailers) **$2.75**

SOLD WHOLESALE FOR RE-SALE ONLY



Money-Back Guarantee If Not Absolutely Satisfied

SAMPLE ORDERS FILLED IN ANY QUANTITY

ORDER BY MAIL. Send check or money order in full confidence. Postpaid if remittance sent in full — or send 25% deposit, balance C. O. D.

ATLAS Novelty Company 1128 16th Street Denver 2, Colo.

IT'S SEX-SATIONAL



NEW! DIFFERENT!

Original "STRIP-TEASE" Model Photos Now in "Pin-Up Albums"

Close-ups of Hollywood, New York and Chicago Beauty Models in all their closest beauty.

Sells on Sight! Watch the boys' eyes pop when you show them these photos.

12 Different 2¼x4 Glossy Photos to an Album — 10 New ALBUMS Every Month

New only $34.40 per gross.

Doz. lots, $3.20 per doz.; assrt. sets.



RUSH $5 CHECK OR MONEY ORDER FOR 1/2 DOZ. SAMPLE ALBUMS (Min. Order).

Sorry, No C. O. D.'s or Free Samples.

SATISFACTION GUARANTEED.

Send your order today with confidence to

R. & E. SALES Dept. M P. O. BOX 26, TRIBOROUGH STATION, NEW YORK 35, N. Y.

FAST DEPENDABLE SERVICE

TALK ANYWHERE TO ANYONE INSTANTLY!

WITH INTER-TALKIE—NEW LOW COST—SIMPLIFIED SYSTEM!



Over 10,000,000 lawyers, dentists, doctors, retail stores, garages, apt. houses, homes and SMALL BUSINESSES OF ALL KINDS NEED AND WANT this new! Instant action Intercom system. Different from ALL THE REST—COSTS LESS THAN HALF—HAS TWICE THE FEATURES. Factory guaranteed for 3 years—Simplified installation—Customer does it! Over 70 new 1950 models take care of EVERY need. Just "push" a button to talk—"release" to listen. Can be from 10 ft. to ½ mile apart! NO AC SOCKET CONNECTIONS—Loudspeaker volume—Can be heard 50 to 100 ft. away if desired!

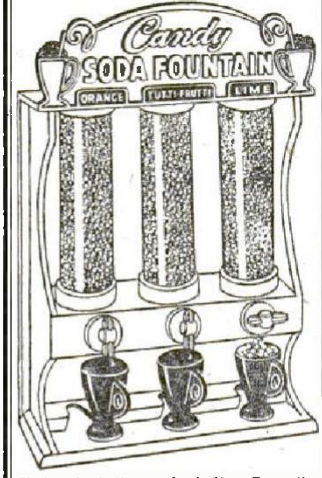
MANY INTER-TALKIE DEALERS EARN $300.00 PER WEEK!

Others in spare time average $100.00 weekly easily! WE FURNISH YOU ACTUAL 3 MINUTE DEMONSTRATION KIT, SALES AND TECHNICAL MANUAL, ADVERTISING LITERATURE, CUSTOMER INFORMATION—ALL AT NO COST TO YOU on a bonus sales plan. This is a NEVER BEFORE OFFERED—sales opportunity—Not to be compared with others. Write us for full details and you will see why INTER-TALKIE salesmen earn more ALL THE YEAR ROUND THAN OTHERS with 1,000 "gadgets" in their line. Get in on the ground floor with this NEW ITEM manufactured by a company with 20 years experience in Electronics and Radio.

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THE EXCITING NEW CANDY SODA FOUNTAIN



Made of shatterproof plastic. Turn the handles and cups fill with candy "bubbles"—looks like a real ice cream soda! Brilliant colors—lots of flash. Individually boxed in full-color carton. Priced to sell fast.

$4.00 Doz. Sample, 50c
REFILLS: 90c Doz. $9.00 Gr.

JUST RECEIVED—ANOTHER SHIPMENT IN TIME FOR FAIRS



FAMOUS MILKING COW

Perfectly detailed cow that drinks and gives milk. Making money for Fair Workers, Stock Show Workers and all Concessionaires. Complete with Milking Pail. $8.40 DOZ.

25% With Order—Balance C. O. D.
Add 5% for Postage

THE MACK CO.
32 North Wells St. Chicago, Illinois

AMAZING COPY OF $20,000 DIAMOND NECKLACE—Every stone set by hand in its own tarnish-proof prong setting. Only an expert can detect the difference. Over 100 Carats of these dazzling KIMBERLY GEMS set in both chain & pendant. Drapes softly on the neck exactly like the expensive original. Pendant enhanced with hand-set square-cut simulated diamonds. Doz. $24. Sample ..... $ 3.00

Flexible KIMBERLY GEM hand-set bracelet to match. Doz. $24. Sample 3.00

Flexible KIMBERLY GEM drop earrings to match. Doz. $8. Sample 1.00

PER DOZEN SETS, ALL 3 PIECES, $50. Sample 5.00
All three gorgeous pieces in 7x8 inch impressive triple platform box, each article displayed on its own platform—white satin lined, pale blue velveteen cover—$75 gold embossed price tags—add 50c per set.

SENSATIONAL OFFER! Send $10 for this 3-pc. set and sample set of $15, $24 & $42 doz. sets—all beautifully boxed — retail value of 4 sets over $100.

GENUINE DIAMOND SET in 14K gold filled cross. Gold filled chain & velvet box included, $19.50 segs. Doz. 18.00

25% Deposit, Balance C. O. D.

Ted Burke Industries
10 West 27th St., New York 1, N. Y.

SELL ULTRA-BLUE STOCK SIGNS



To stores: over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. Make money on our fast selling signs.

COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11 ..... $1.00
15 Samples Ultra-Blue Religious Signs 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
Above Samples Mailed Postpaid.
100 Ultra-Blue Stock Signs, 7x11, $6.00. No COD's.
L. LOWY, 812 Broadway, N. Y. S. N. Y., Dept. 554

COMIC LABELED
15 OF 'EM — EACH ONE A LAFF RIOT!
$2.40 Doz. — Minimum Order 5 Doz.
25% dep., balance C.O.D., F.O.B. Chicago, Ill.
G. S. BAIN CO.
1930 S. State St. Chicago 16, Ill.
MINIATURES

MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

Charlie Shear wants all Billboard readers to see the movie, "Young Man With a Horn." The Park Row scenes, starring **Kirk Douglas**, were shot in front of Charlie's store. . . . For the automobile market: **Foster Products** is offering a miles-per-gallon and motor-tune-up gauge. Retailing at $7.50, the gauge is simple to install near the steering wheel. . . . Anti-Stall is reported to start cars that are stalled by wet wires. An eight-ounce can sells for $1.39. . . . Also, plastic auto seat covers now are shown for $1. They come with an elastic for snug fit and are detachable. . . . **Danco Corporation** has introduced a new line of imported miniature pipes as $1 retailers. Such designs as alligators, horned bull, monkey, etc., are featured. . . . **Jarco's** sew-kit is a 39-cent seller. For purse or charm bracelet, the kit's metal tube carries needles, pins, three tiny spools of thread and stop-runs. . . . Announced to the trade as a combination of many games in one, Players Choice now is exhibited by **E. S. Lowe Company**. Pocket-sized, the two-tone plastic game wheel may be employed for poker, dice, plus and minus, etc.—a $2 item. . . . **Belvidere, Inc.**, is offering a carded kiddie wrist purse as a 10-cent retailer; also a comb and case at the same price. . . . As a 50-cent business man's item, **International Export & Purchasing markets** Kardpak. Thumb action removes one business card at a time from the calling card case. . . . Moscow Mule Mug is a plastic, metallic coppertone mug with a golden-colored mule insignia. **Plas-Tex Corporation** retails the item for 20 cents. . . . **Eunice Novelties** is offering an electric clock that keeps running for 30 hours after the house current has been cut off. Inside the clock, a clutch instantly activates a spring-driven balance wheel until restoration of current, whereupon, energized magnets stop the balance wheel and the electric motor resumes operation. . . . Motto plaques "To my chief" and "To my squaw" are 98-cent retailers. In humorous Indian dialect, the plaques extol the virtues of a spouse. **Burwood Products Company** is the producer . . . As a $1 item, Roller Rule pencil has hit the market. Roll the top of the pencil over distance to be estimated, and pencil indicator scale will register accurate measurement. . . . **Leo Stein**, of the **Frey Company**, is enthusiastic about the sales potential of Clip-On Buttons. At 10 cents per card, three men's shirt buttons are displayed for easy inspection. The threaded buttons appear to be hand sewn. Actually they clip to the shirt via flexible prongs. . . . In the toy field, **Topic Toys** is offering Dipsy Diver, a 98-cent item. A diving boat "sails" on a transparent plastic sea scape. Press the smoke stack of the diving ship, and diver descends to the sea floor and walks by an octopus and treasure chest. . . . As a 10-cent seller, **Whitman Publishing Company** is delivering pocket-sized Better Little Books With 192 pages in color, the hard cover books feature popular comic characters. . . . The cradle set will go for **Commonwealth Plastic's** new Merry-Go-Round and elephant rattles. There's plenty of noise and interesting motion in these transparent, gaily-colored 25-cent numbers.

West Coast:

Lou Rubin, of SATIS-factory Sales, is back from New York and Chicago. While in the East, he lined up some new items and the firm will be popping with them soon. . . . **Gene Hoffman**, of **Wholesale Specialty Company**, has received a large shipment of bronze and gold horses to take care of the big demand for this type of merchandise. . . . **Duke Lanfre**, who has brought such items as the Cutie Projector and the Squeeze Water Thru Metal, took advantage of the four-day Decoration Day holidays to visit some amusement areas. He is working on a new item that, he said, will exceed anything that his firm has brought out in recent months. . . . Firms along Merchandise Row were open the day before Decoration Day to take care of last-minute needs of pitchmen and concessionaires. . . . **G. Gottsinger Sr.**, of **Universal Merchandise Company**, is back from a business trip to New Orleans, where the firm has a branch.

Chicago:

Cook Bros. are about ready to bring out some new items. They will be priced low enough so that the boys can make a buck. . . . **Barry Kadison**, of N. Shure Company, has returned from a jaunt to the Bahamas. He reports he enjoyed the sun, German beer and gin. . . . **Handy Ann Products**, Division of **Silco Manufacturing Company**, Minneapolis, announced release of a new type of tie rack. It requires no nailing or screws to install. Just hang it over the top of a door and it's ready for use. It holds 96 ties and retails for $2.50 postpaid.

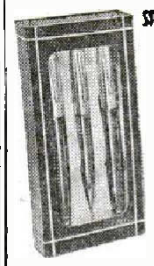
ITCHY DOGS
Best grade with Key attached, $21.95 gr., $2.00 dz.
Swiss Warblers, 85c gr. Ex. large 33 in. JAP PARASOL, best grade, wooden handle, $5.50 dz., $63.00 gr.
Immediate delivery. Orders shipped same day received.
M. NOWOTNY & CO. 907 ROOSEVELT AVE. SAN ANTONIO 10, TEX.

JOKES AND TRIX ALWAYS SELL!

RUBBER JOKES	Doz.	MAGIC TRICKS	Doz.	NOVT. & JOKES	Doz.
GORY FINGER	$1.50	Col. Change Silk	$7.20	Fake Do-nuts	$ .80
Worm (carded)	.60	Brass 5c to Dime	5.50	Fake Buns	.40
Crawfish (carded)	.65	Orig. Penny Dime	7.25	Jump. Finger	.40
Terent. Spider	.90	Fold. Half Dollar	21.00	Nail Thru Finger	.60
Red Lobster	1.85	Double Head Coin	4.80	Mouse in Trap	1.60
Wiggly Willy	1.20	Rattle Coin Box	2.75	Fremenst Mask	7.80
Joke the Snake	1.00	Slide Coin Box	.70	Merm'd Key Chain	.75
Sammy Snake	2.10	Magic Panel Bd.	.75	½ Potty Key Chain	.75
5" Monkey	2.00	Anti Gravity	.90	Perc. Nail Pot	.65
Mickey Monk	2.50	Folding Nickel	5.00	Buck & Chuck	3.25
Mighty Mo Ape	6.00	Thumb Tips	.90	Nudie Pencil	4.80
Jocko 10" Monk	3.50	Phantom Block	6.00	Squirt Quarter	1.00
SKEEZAPUSS	1.10	X Ray Animals	3.00	Squirt Choc. Bar	.50
72" Plateliffers	1.00	Flagpole Sitter	3.50	Squirt Cigarettes	.50
Rass Tong. Monk	.80	London Pop Up Tie	4.80	Joke Lumetester	3.00
Lizard, Impt.	.75	Vanish. Watch	1.60	Opera Glasses	3.50
Chameleon, 4"	.40	Mult. Rabbits	1.35	PISTOL LIGHTER	9.60
Chameleon, 6"	.70				
Alligator, 6"	1.60				
Lizard, 9"	1.80				

NEW FUNNY COMIC BUSINESS CARDS, sets ..... .60
OUR SPECIAL YANK-A-TOOTH, Card of 12 ..... .75

FLORIDA FUN FACTORY, 536 Collins Ave., Miami Beach, Fla.



SPECIAL REDUCED PRICES FOR JUNE AND JULY
"What a Buy"
EXTRA ! !
BIG 3 ★ Pen ★ Pencil ★ Ball Point Pen
in 5 pastel colors — DeLuxe window boxes.
$4.50 Doz. 10% discount in gross lots
Don't compare with cheaper numbers.

NEW LARGE ELECTRIC BIRD CAGE
"It's Different"
All chrome construction, precision timed. Miniature Blue Bird dances a constant jig when clock is in operation. Operates on 110 volts, AC current. $5 each $56 dozen

Comb. Ball Point Pen, with flash light	Doz. $3.60
Comb. Ball Point Pen, with lighter	3.25
Mystic Flash Pencil (12 different art mode(s)	5.00
Nudie Cutie Pencil	4.80
Ball Point Pen, filigree with chain.. ($22.50 gross lots)	2.00

Sample of each, $2.25.

Sun Glasses—Aviation type, extra fine quality, "Army Air Force" in gold imprinted on case, with sweat bars and temples . . . . . $6.50 Doz.

Genuine Mother of Pearl Handled (Grips) Pistol Lighter . . . . . $20.00 Doz.
Sample, $2.50

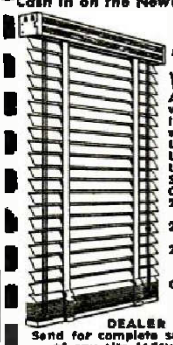
Black Handled Pistol Lighters from $7.50 to $18.00 Doz.
6 Samples, $10.00.
Also American-made Pistol Lighters.

WOLF PACK (the original)—$3 beauties in natural colors, fine plastic finish—$13.00 Doz. Sample, $1.50.

Send for current price list.
25% deposit, balance C. O. D., plus postage.
We prepay with full remittance.

UNITED ENTERPRISES
175 Fifth Ave. New York, N. Y.
ORegon 3-2619 Suite 1810

Cash in on the Newest Item Offered!



LIFETIME ALUMINUM (Not Steel) VENETIAN BLINDS
All sizes — lightweight — self-leveling — rustproof — white or eggshell—LOWEST PRICE IN U. S. YOU CAN UNDERSELL THE STORES & MAKE GREATER PROFIT!
23" to 36" long $3.20
24" to 36" long 3.60
25½" to 36" long 3.80
25% Dep., Bal. C.O.D., F.O.B. N. Y.
IMMEDIATE DELIVERY.
DEALER ORDERS INVITED!
Send for complete sales kit and sample of any size today—$4.00 postpaid.

BERLEE MFG. CO.
1893 Vyse Ave. New York 60, N. Y.

LIGHTERS! WORLD'S LOWEST PRICES

$2.95 QUALITY GENUINE AUTOMATIC PISTOL LIGHTER. Doz. ..$6.00
Black handle — nail file — sells elsewhere up to $20 doz.

POCKET LIGHTERS, brilliantly polished duraluminum. Deluxe craftsmanship. A beautiful gift. Boxed. $3.50 retailer. Doz. 9.00

TABLE LIGHTERS — silver plated with beautiful engraved tray. Boxed. Set is $3.00 retailer. Doz. 9.00

25% Deposit, Balance C. O. D.

Ted Burke Industries
10 West 27th St. New York 1, N. Y.

BINGO PROMPT SHIPMENTS
SPECIALS
LAPBOARDS
FLASH BOARDS
BINGO BLOWERS
Write for Free Catalog
H. A. SULLIVAN
104-22 BLVD., DEPT. 1
ROCKAWAY BEACH, N. Y.

CLEAN UP
WITH PLASTIC RAYON TOWELS
Powerful Quick Demonstrator. Grease, ink stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells $1; $54 gross. Send $1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.
SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

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Biggest Profit Makers in WATCH History

RHINESTONE DIAL WATCH
In 14K Gold Plated Case



$4.25
- Brand New
- Written 1-Year Service Guarantee
- 9 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like $50 Watch
- Individually Gift Boxed
- Genuine Leather Strap Matching Gold Plated Link Expansion Band, $1.00 Addl.

14K Gold Plated CHRONOGRAPH



$3.95
- Jewel Movement
- Assorted Radium Dials
- 1 Yr. Service Guarantee
- Instruction Sheet
- Guaranteed New
- Not Rebuilt

(With Strap and gift box, 20c add.)
With Matching Gold Plated Link Expansion Band, $1.00 Addl.
Above prices for orders of 6 or more watches $1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

Here and There:

Bill Carsky, of Casey Concession Company, Chicago, announces the exclusive distribution of the tiger robe concession item. Bill says that since announcing the item in last week's Billboard, he has been kept busy filling orders. . . . Atlas Novelty Company Detroit, is moving to 536 Woodward Avenue because of impending demolition of its block for a civic center project. The firm expects to expand its activities in the jobbing field in early fall. . . . Nonporous, washable lamp shades of vinylite in a variety of styles and colors are being marketed by the L. A. Goodman Manufacturing Company, Chicago. They are cleaned by wiping them with a damp cloth. . . . Car-Plate, a new liquid auto wax that can be applied in 20 minutes and requires no buffing, has been developed by S. C. Johnson & Son, Inc., Racine, Wis. . . . A Vaposector-Mistorizer, designed for improved insect control, is announced by West Disinfecting Company, Long Island City, N. Y. The combination features a 25-ounce A.C.-D.C. electric sprayer which is adaptable to either area-fogging or direct-contact use. . . . A new, small-size hair curler of flexible vinylite plastic in a variety of colors has been introduced by Tip-Top Products Company, Omaha. . . . Another vinylite product, a see-where-you're-going children's umbrella, is being produced by Eichenbaum Umbrella Company, New York. . . . Liquid Glass Corporation, New York, is offering nationally its Mirrex-5, a 94-cent auto polisher that is said to give a high luster lasting six months and protecting the finish from heat, water and salt air corrosion. . . . Weighing less than three ounces, a miniature battery-powered fan which fits the palm of the hand is being distributed by M. B. Price Associates, New York. It measures 3¾ by 1½ inches and is said to be ideal for personal use or for barbershops, etc. . . . A new clothes dryer for bathroom use offers 15 feet of drying space. The product, held to walls by suction cups and supporting over 12 pounds, is supplied by the Wallace, Davis Company, Hamden, Conn. . . . H. Glick, president of Glick's, Detroit jewelry house, reports a large shipment of imported novelty merchandise en route to his establishment.

JOBBERS ATTENTION
TELEVISION MECHANICAL PENCIL
NEW LOW PRICES
PUSH BUTTON & SEE TWO SENSATIONAL GIRLS



ASSORTED PICTURES TO EACH 1 DOZEN PACKAGE
Original Manufacturers
CORDELL PRODUCTS, Inc.
784 Southern Blvd., N. Y. 55, N. Y.
Phone: DAyton 8-0783

RHINESTONE DIALS AT NO EXTRA CHARGE
TESTED PROMOTIONS FOR BIG PROFITS



★ ELGIN ★ BULOVA ★ GRUEN ★ BENRUS ★ WALTHAM
Brand new 1950 medal cases for gents and ladies. Requilt and guaranteed like new.
15-Jewel, $10.65
17-Jewel, $12.65
21-Jewel, $16.65
7-JEWEL $8.45
Gold Plated Stretch Bend, 95c additional. Leatherette Gift Box, 45c additional.

SWISS WATCHES
For men and women. Guaranteed like new. 7-Jewel $6.59
18-J., $8.89; 17-J., $9.89

RHINESTONE CASE Guaranteed Watches
Copies of expensive $300 and $500 watches. Rebuilt movements guaranteed like new. 7-Jewel, $8.95; 17-Jewel, $10.95



Men's and Ladies' Fast Selling RINGS
1/30 K. R.G.P. extra heavy mountings with white center and ruby colored side stones.



No. 504 Doz. $16.50



No. 501 Doz. $12.50



No. 309 Doz. $14.50



No. 234 eng. No. 255 wed. Doz. $7.50

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.
MIDWEST WATCH CO.
5 S. Wabash Av Dept. B-10 Chicago 3, Ill.

FREE! New 54-page 1950 catalog jammed with premium items.
WHOLESALE ONLY!

NEW LOW PRICE!
STOCK UP NOW!
Pistol Lighter

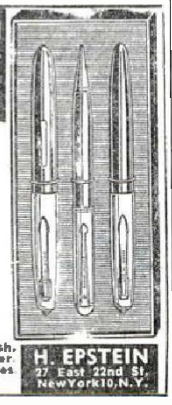


Black Handle—Our Own Import.
Immediate Delivery.
DOZEN.... $9.00
Dos. (In 6 Doz. Lots) $8.40

ADDITIONAL SPECIALS! Doz.
WALKING BEAR, large size $7.20
PISTOL LIGHTER, nickel plated .. 8.00
CONTINENTAL PISTOL LIGHTER, large size, Black handle 14.40
MR. BIG NOSE, plastic frames, rubber beak 1.80
FUN TOOTH, hot item, boxed .... .80
HORRIBLE FINGER (original), ind. boxed 1.80
DREAM GIRL PENCIL.. Lights up. 3.95
SNAKE TULIP. Out pops snake .. 1.75
ARMY & NAVY TYPE SUN GLASSES 6.75
CAMERA CIGARETTE LIGHTER, small size 9.00
25% deposit with all C. O. D. orders.
Send for free novelty catalog
BENGOR 119 5th Ave. New York 3, N. Y.

BURKE UNDERSELLS EVERYBODY!
SACRIFICE—$10 Each Pipes. Doz. $ 9.00
Genuine "Mastercraft" finest imported briar. Each pipe in silk bag plus suede box. Factory guarantee and booklet with $10 price insurance. Sample $1.
$7.50 Each CUFF LINK & TIE BAR SETS. Doz. Sets 9.00
Famous make—24 kt. gold plated, in plush boxes.
$19.95 AUTOMATIC POP-UP TOASTER, ultra modern design—brilliantly chrome plated—fully guaranteed. Each $6.50. In lots of 3 each 5.95
CUTLERY SET, including Cleaver. Handsomely boxed. Each $1.50. In lots of 3, each 1.20
16 PIECE WATERLESS "BUCK-EYE" COOKWARE SETS—Quadruple thick—Full ten (10) gauge virgin aluminum, not to be confused with thinner 12 gauge, which is much lighter. THIS SET IS WORLD FAMOUS "BUCK-EYE." Sample $11. Minimum order 6, each set 9.97
50 PIECE ORIGINAL WM. ROGERS SILVERWARE. The finest extra heavy sterling plate, reinforced with STERLING SILVER at ALL points of wear. Featuring the luxury grip — oversize — hollow silver handles. 50-pc. service for 8, complete 14.97
In mahogany chest add 2.00
25% Deposit, Balance C. O. D.
Ted Burke Industries
10 West 27th St. New York 1, N. Y.

DIRECT From Manufacturer
Sensational Value



Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.
Free Cartridges.
SPECIAL PRICE
$54.00 Per Gross Sets
Sample Set, $1.00.
Smart gold-plated finish. 25% deposit with order. Send $2.50 for Samples
H. EPSTEIN 27 East 22nd St. New York 10, N. Y.
ORDER NOW!

STEP UP YOUR SUMMER PROFITS
The Most Sensational Camera Ever Produced! Nationally Advertised
WITH THE NEW INSTA-FLASH CAMERA
Attractive DISPLAY BOX



The lowest priced flash camera with twin-lens reflex action on the market—a terrific sales feature. New ejector for hot flash bulbs as plus safety feature ● Takes 12 2¼"x2¼" pictures from a 620-size roll film ● Twin Meniscus lenses, optically ground, pitch-polished, with built-in sun shade ● Handsomely styled, satin-finished aluminum front, with neck strap.
ORDER NOW—Immediate delivery. Send cash in full or 25% deposit for balance C. O. D. Net 10 days to well-rated firms. F. O. B. Chicago.
FILM...#620 $1.80 doz.
$3.50 Each in Doz. Lots. SAMPLE PREPAID $4.00
Special Prices to Quantity Buyers
ALLIED SALES 311 N. Desplaines St. Dept. BB-10, Chicago 6, Ill.

ALL 24 KT. GOLD PLATED CAPS
Unbelievably Low Priced
3-PC. PEN SETS—Self-filler fountain pen—automatic repel—propel pencil. Good ball pen—in fancy box. $7.50 type. Gross $47. Doz. .. $4.20
4-PC. SETS with knife or flashlight to match. Gross $70. Doz. 6.00
SENSATIONAL NEW NUDE POSES Light-Up Pencil—better—brighter image. Just press the button & nude appears. Gross $54. Doz. .. 4.60
FLOATING NUDE PENCIL—Choice bright gold or fleshtone figure (Paris nature boy or baby on potty, same price). Gross $43. Doz. 3.75
GENUINE "REYNOLDS" BALL PENS, 2¢ EACH in 1000 lots. Same leakers—all work with minor adjustments—sold as is—100 for $2—doz. $1—or 100% perfect at $12 gross.
25% Deposit, Balance C. O. D.
Ted Burke Industries
10 West 27th St. New York 1, N. Y.

BURKE MURDERS PRICES ON SUN GLASSES
Prices below include (1) handsome leather case; (2) 20-20 insurance certificate; (3) 100-yr. written guarantee; (4) each in colorful box.
AVIATOR'S SUN GLASSES with GENUINE 20-20 4-BASE optometrist lenses. Original retail price, $2.98. Never before has a U. S. BUREAU OF STANDARDS 20-20 LENS been offered near this price. Extra strong, bright 24K gold plated frame. Doz. .... $ 7.20
Same 20-20, but in the sensational "MIRROR" lens. Person looking at the lens sees his image. Person looking thru the glasses has PERFECT SUN-PROTECTED VISION. Original price, $4.98. Doz. 16.80
25% Deposit, Balance C. O. D.
Ted Burke Industries
10 West 27th St. New York 1, N. Y.

PRICES NEVER HEARD OF BEFORE
HULA LAMPS—$10.00. HORSE CLOCKS—$4.95
25% Deposit on Order, Balance C.O.D.
BUFFALO'S LEADING CARNIVAL, BINGO AND PRIZE REPRESENTATIVE
THRIFT WISE PREMIUMS, INC.
800 Jefferson Avenue, Buffalo 8, New York. Phone: Mohawk 1689

NEW Suction-Cup Auto Flag-Holder
For JULY 4



For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4½x6". Sensational seller. Sell for 50c each. Samples, 25c.
Doz. $2.20
Grs. $24.00
25% deposit with order, bal. C. O. D.
Adjustable, used in Horizontal or Vertical Position.



Write for List of Over 350 Popular Items.
GORDON MFG. CO.
110 E. 23 St., Dept. BF, New York 10, N. Y.

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OAK-HYTEX
HEPKAT BALLOONS



AGATE COLOR DESIGN For EXTRA FLASH!

No. 10K-AG... $6.25 Gro.
No. 15K-AG... 7.50 Gro.
Plus Shipping Charges

WORKERS AVAILABLE
ORDER FROM YOUR JOBBER TODAY!

The OAK RUBBER CO.
RAVENNA, OHIO.

Pipes for Pitchmen

By Bill Baker

J. A. WHYTE . . . well known in pitch circles, has returned to Florida where he again will deal in all types of sea shells and shell novelties. Whyte was active in that field from 1923 thru 1945 when he sold his business to enter the fluorescent sign business in New York and Washington.

A man at work and dollars at work are the only forms of income in which the pitchman is interested.

Pitchmen are the only ones who think they have more sense than their tips.

THE RAGAN TWINS . . . Madaline and Mary came out of Hillbilly Holler, Benton, Ark., into civilization long enough to make them wonder if they want to return. The gals went into St. Louis to visit Teresa Sidenberg at her beauty salon and then bundled up Teresa and took her to Chicago in their new jeep where all went on a shopping spree. While in St. Louis the Ragans were entertained by Billy (Zoot) Reed and Jumpin Joe Russo, who were playing the Top of the Town nitery. They also were guests of George and Estella Ragan at a benefit show staged at the *Harlem in Havana* top on Royal American Shows by the International Showmen's Association. They also were overnight guests of Estella Regan during their Mound City stay. Georgia Boyer and Arlene Sidenberg operated Teresa's business during her absence.

Stop using your temper and watch it improve.

The pitchman is successful because he works at his profession.

BIG AL WILSON . . . card from Kansas City, Mo., that he's still working the fair returns in the Katz store there. He advises that the 40th Street location is okay on Sundays. Following an engagement in Independence, Mo., Al heads for St. Louis for the same chain.

Many a pitchman has turned a flop into a success.

Some veteran pitchmen we know still practice showmanship because they know it pays off.

HERNY H. VARNER . . . is compiling data and anecdotes of his travels in the United States and Canada and hopes to get enough material for a book he plans to write soon.

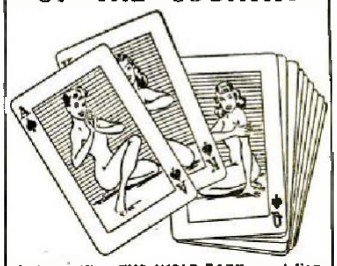
Impatience many times stems from stupidity.

There are some pitchmen who have resurrected ideas and items that were money-getters years ago and are watching them click all over again.

FRED W. LANGER . . . following a lengthy silence, advises that he's been working kitchen gadgets to good returns around Buffalo. "Since we were blessed with the arrival of a daughter, I've been confining my activities to within a short radius of Buffalo, which permits me to get home for the weekends at least. As a result, I've lost

(See Pipes for Pitchmen on page 98)

THE SENSATION OF THE COUNTRY



It is terrific. THE WOLF PACK regulation size playing cards with 52 different Hollywood glamour girls. They are gorgeous and in full poses.

SPECIAL PRICE $11.50 Per Doz.
SAMPLE PACK, $1.25
IMMEDIATE DELIVERY
25% Deposit, Money Order or Cash. Balance C. O. D.

HARRIS NOVELTY CO.
1102 Arch Street Philadelphia 7, Pa.
Phone: MArket 7-9848



Sells on Sight!
4-PIECE SILVER PLATED SMOKERS' OR SERVING SET

- Here's the item to add to your "Big Profits" list. The easy-to-sell deal you've been looking for. A 4-piece silver-plated smoker's or serving set that looks and feels like heavyweight silverplate. Made of tarnish-resistant metal and GIFT BOXED for EASY, PROFITABLE sales. Board the gravy train! Order a sample dozen and see for yourself!

Sample Set—Send Only $2 Post Paid
$18 DOZ. Gift Boxed
25% deposit, balance C.O.D., F.O.B. N. Y. C.

MAGGIN'S 992 Fulton Street Brooklyn 16, N. Y.

We Will Not Be Undersold

"DREAM GIRL PENCIL"

New, sensational propel-repel pencil with gold-plated top and point, plastic barrel. PRESS THE TOP OF THE PENCIL AND THE BARREL LIGHTS UP! UNDER THE SPOT-LIGHT APPEARS A RAVISHING BEAUTY IN EXCITING, NATURAL FULL COLOR! Nothing like this on the market. The greatest sensation in the country today!

$4.80 DOZ.
$54.00 GR. (Asst. Beauties)
SAMPLE, $1.00





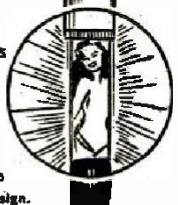
Genuine "Everlast"

FLOATING GIRL & BOY PENCIL*

- UNCONDITIONALLY GUARANTEED
- NO LEAKERS
- ALL PERFECT

Jet black pencil with highly polished gold-plated ring, shade, clip and point. Black and gold combination results in a strikingly attractive pencil. It pays to buy this precision make by a superior writing instrument manufacturer.

$4.80 DOZ.
$48.00 GR.
SAMPLE, $1.00



When ordering, specify either floating boy or floating girl design.
*Patent Pending

25% Deposit—Money Order, Balance C. O. D. Allow for postage on prepaid orders. Write for list of hot specials!

IMPERIAL MDSE. CO. 893 Broadway New York 3, N. Y.

#7

IMMEDIATE SHIPMENT
ON ALL OAK PRODUCTS
25% dep. with order, bal. C. O. D.
New 44 pg. 1950 catalog free upon request.
M. K. BRODY
1116 S. Halsted St. Chicago, Ill.

CLOSE OUT

See Shell and Fish Scale Brooches and Earrings, beautiful numbers, assorted colors. Regular $3.00 to $6.00 per dozen.

$1.20 PER DOZEN
$12.00 PER GROSS ASSORTED

Our Shell Religious and Souvenir Lamps and Ash Trays are getting big money everywhere. Free catalogue.

J. A. WHYTE & SONS
1225 S. W. 8th St.
Miami, Fla.

Our Money Back Guarantee was born in 1923. Over 40,000 satisfied Billboard customers.

NYLONS
Ladies'—Men's
PRICES $1.50 TO $10.00 DOZ.
51 and 54 gauges. We guarantee satisfaction or money refunded.
Warren Hosiery Mills
2400 Dayton Blvd. Chattanooga 5, Tenn.

MEDICINE MEN
A very effective laxative furnished you in powder form. All you have to do is to dissolve it in hot water, bottle and you are ready to go. One pound will make 32 of the 8-oz. bottles for which we furnish 32 labels. This product has been marketed by a Finley Co. for over 25 years. Send your order today and get started.
Finley Laboratories, Inc.
3566 Olive St. St. Louis, Mo.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1-day Service ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Frisco Pete 604 WEST LAKE ST., CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE.... CALL FRANKLIN 2-2567

$7.20 CROSS & UP



SAMPLE ASSORTMENT $2.00

GRAB BAG MERCHANDISE ON HAND AT ALL TIMES 5c EACH

25% DEPOSIT REQUIRED ON C.O.D. ORDERS —PLEASE STATE YOUR BUSINESS

NEWEST SALES SENSATION

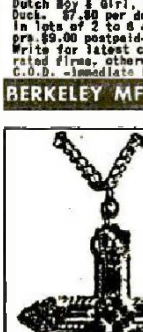


Snuggle Hug
SALTS AND PEPPERS

Cute little darlings—they hug each other—only 3" high—one can't resist picking them up separately or together—apart they look as silly as most lovesick victims do—beautifully decorated china salt and pepper—ideal for tables, hostess gifts, wedding presents, prizes—choice of Bunny, Bear, Dutch Boy & Girl, Boy & Dog, Mary & Lamb, Duck. $7.80 per doz. prs., F.O.B. Chicago. In lots of 2 to 6 doz.—SAMPLE ORDER 1 doz. prs. $9.00 postpaid—jobber setups available. Write for latest circular—Open account to rated firms, otherwise 25% deposit—balance C.O.D.—Immediate Delivery.

BERKELEY MFG. CO. 2720 ARCHER AVE. CHICAGO 8, ILL.

HOLY YEAR CROSS
and chain
1950'S BEST SELLER



ACTUAL SIZE

$6.50 per doz.
Sample, 75¢

Beautiful gleaming gold finish—set with 19 sparkling rhinestones. "Holy Year, 1950" stamped on back. Gold plated neck-length chain. Attractively carded.

25% deposit on C.O.D.'s—we pay postage. State your business. Write for price list.

JOHN BERKOWITZ & SONS
Rings—Costume Jewelry—Pearls
713 East Douglas Wichita, Kansas

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DIRECT from Manufacturer

DREAM GIRL PENCIL

by "Royal"

The King of Them All!

All metal pencil (except plastic window) in a beautiful, highly polished gold finish. No plastic section—no interior parts.

Assorted Models and Poses

Press top and barrel lights up to reveal a gorgeous girl that you will want to own in a nutshell. we offer you an unbeatable combination — pretty girls in Royal precision writing instruments!

$6.00 Doz. $60.00 Gr.

25% Deposit, Balance C. O. D., F. O. B. New York.

MODERN PEN MFG. CO.

393 Broadway NEW YORK 13

Phone: CAnal 6-8016

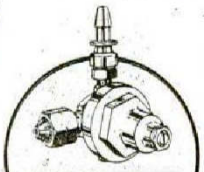
YOUR Sales & Profits GO UP WHEN YOU SELL *floating* BALLOONS!

. . . and you can fill 'em and sell 'em easier and faster with the Hi-Ball* Balloon Filler!

There's no doubt about it . . . everyone — men, women and kiddies always prefer a helium-filled *floating* balloon.

You can cash in on the favorite by using a Hi-Ball Balloon Filler, because you'll fill 'em faster with no wasted helium due to leakage.

ORDER FROM YOUR JOBBER TODAY!



HI-BALL BALLOON FILLER No. 10692A $8.00

EASY, FAST FILLING . . . Simply slip balloon over nozzle and press down . . . a one-handed operation.

LEAKPROOF . . . All the helium goes into your balloons — none wasted by leakage.

ADJUSTABLE . . . Pressure easily set for fast filling of any size balloon.

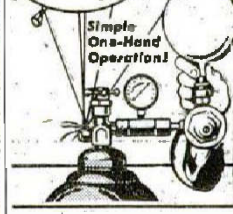
BALLOON MANUFACTURERS and JOBBERS! Write for details about profitable sales plan, including folders, catalog cuts, etc. on the new Hi-BALL Balloon Filler!



HI-BALL GAUGE ADAPTER No. 10697 $5.50

The Hi-Ball Gauge Adapter shows at a glance the approximate amount of helium remaining in the cylinder — no running out of gas unexpectedly when the crowds are big.

Simple One-Hand Operation!



The BASTIAN-BLESSING Company

4201 W. Paterson Ave., Chicago 30, Illinois

Pioneers and Leaders in the Design and Manufacture of Precision Equipment for Using and Controlling High Pressure Gases

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AMAZING OFFER!

The Greatest Promotional Watch Ever Developed!

The New LOWILL

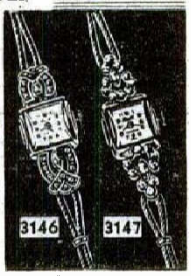
7 Jewel Only $9.95

Retails as high as $39.50.

17 JEWEL—$12.95

Retails as high as $49.50

Beautiful Hand Set Rhinestone Case — Rhodium Finish. Lavishly boxed with retail price tag. Finest movement — Guaranteed for 1 year!



25% with order—balance C.O.D.

BUY AT WHOLESALE PRICES AND SAVE!

FREE: NEW WHOLESALE CATALOG OF BIG-PROFIT ITEMS.

LOUIS PERLOFF

WHOLESALE JEWELERS

DEPT. LQ, 737 WALNUT STREET, PHILA. 6, PA.

SELLS ON SIGHT

No. 911



$10.50 Doz. Sets Boxed

$108 Per Gross

Beautiful matching necklace and earring sets in assorted jewel colors. Set in 18 kt. Hamilton Gold Plate with sparkling rhinestones and Navettes. Boxed in sets $10.50 per doz.; $81 per gross.

25% with order, balance C. O. D.

Guaranty—Money back if they don't move. Better boxed sets available on request.

JULWIN CO. 844 Sixth Ave.

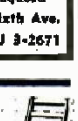
New York 1, N. Y. Tel.: MU 3-2671

STEEL OR WOOD

CHAIRS

Folding or Non-Folding

Prompt delivery if desired. Minimum order, 4 doz. State quantity.



ADIRONDACK CHAIR CO.

1140 B'way, N. Y. (27 St.), Dept. 6. MU 3-1385

FIREWORKS WHOLESALE

MILLER'S FIREWORKS & NOVELTY CO., INC.

Holland, Ohio, on Route 246, West of Toledo

A CARNIVAL OF BARGAINS

TAKE A TIP-TRADE WITH KIPP

TAKE A TIP-TRADE WITH KIPP

BATONS, CANES and WHIPS

	Gross
Red, white and blue twirling Ball Baton, doz., $1.50	$16.50
Red, white and blue Ball Batons, doz., $1.25	13.50
White Maple Cane, doz., $3.25	24.00
Crook-handle Chesterfield Cane, doz., $2.00	22.50
Crook-handle Bamboo Cane, doz., 90¢	10.50
Long Lash Whips, doz., $1.20	13.50
Lash Whip with Whistle, doz., $1.25	14.50

NOVELTY HATS

	Gross
Spanish Hats, doz., $2.90	$34.50
Chola Hat, doz., $2.25	26.00
Ten Gallon Cowboy Hat, doz., $3.25	36.00
Large Coolie Hat, doz., $3.00	33.00
Medium Coolie Hat, doz., $2.00	22.50

FUR MONKEYS

Size	Doz.	Gross
3"	40¢	$ 4.50
4"	80¢	9.00
9"	$1.20	17.50
13"	3.25	37.50

SLUM

	Gross
Plastic Thimbles	65¢
Silver Wedding Rings	65¢
Crickets	95¢
Screamer Whistle	$3.5
Cash Stone Rings	90¢
Folding Flower Fan	95¢
Pocket Combs	90¢
Fingertraps	$1.00
Stogeurs	1.00
Plastic Cigarette Holders	1.85
Jap Toothpick Knives	2.15
Plastic Pea Shooters	2.15

JAPANESE PAPER PARASOLS

Diameter	Doz.	Gross
18"	80¢	$ 9.00
22½"	$2.25	24.00
28"	3.50	36.00
30"	4.00	48.00
32"	4.80	54.00

CARNIVAL SUPPLIES

No. 25 Daisy Cork Gun, ea.	$5.25
Cork Gun Corks, per 1000	2.40
Dart Boards, ea.	60¢
French Weighted Feather Darts, doz.	1.20
Dart Balloons, 9 pass, 70¢, 10 gross	7.00
Worth Special Beeballs, doz.	2.25
Hoopla Rings (3¾" to 7"), doz.	70¢
Penny Pitch Chart, 4½ square, each	4.95
Wood Milk Bottles, ea.	85¢
Aluminum Milk Bottles, ea.	1.10

CELLULOID FEATHER DOLLS

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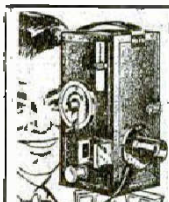
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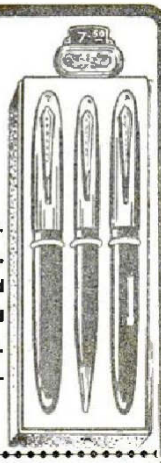


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CAMERA LITER	$8.40 DOZ.;	$96.00 GR.
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ALL GOLD PLATED PEN SET	$3.50 Dz.	$63.00 Gr.
4-piece Pen & Knife Set	5.75 Dz.	66.00 Gr.
5-way Pen Set w/lighter & flashlight	8.50 Dz.	96.00 Gr.
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ITCHY DOGS		12.50 Gr.
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24" MOTTLE BEACH BALLS	3.00 Dz.	30.00 Gr.
SILK PARASOLS, 20"	3.75 Dz.	43.20 Gr.
SILK PARASOLS, 23"	4.75 Dz.	54.00 Gr.
SILK PARASOLS, 26"	6.00 Dz.	66.00 Gr.
SILK PARASOLS, 30"	7.00 Dz.	81.00 Gr.
PAPER PARASOLS, 18"	.80 Dz.	9.00 Gr.
PAPER PARASOLS, 20"	1.10 Dz.	12.00 Gr.
PAPER PARASOLS, 24"	1.75 Dz.	19.80 Gr.
PAPER PARASOLS, 30"	2.25 Dz.	25.80 Gr.
SILVER AIRSHIP PKG.	.80 Dz.	9.00 Gr.
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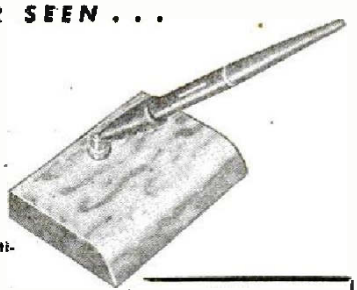
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ONLY $7.20 DOZEN (plus shipping charges) Sample $1.00

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PIPES

(Continued from page 96)

contact with some of the boys. I've been buying my stock from N. K. Morris Company. He's currently making a kitchen set that I think will be a money getter for the coming fair season. I've noted that my old friend, Red Hallie, is working scopes out in Hollywood. How about piping in, Red. Wonder what Phil Kraft has been doing since I last saw him in Buffalo. How about a pipe from Louis A. (Smitty) Smith? I've been wondering if he returned to the pitch business or if he's still in the mail-order profession. How are the rest of the boys finding business around the country? I'm finding the stores that I have been working are extremely tough. There's little traffic and no money. I have yet met many workers who amount to anything. In fact, the ones I have seen will never make pitchmen and the longer they remain in the game the more heat they will cause the regulars. I wish there was some way to make some of these so-called promoters conform to a set of standards before hiring and sending out workers. From some of the specimens I've seen lately they do more harm to us than can be imagined. How about a few pipes from old-timers like Ed Murray, Bill Westphal, S. A. Shackelford and Mark Jarrett."

BIG GATE AT AOW

(Continued from page 83)

Hackensack; Kathleen Ryan and Mickey Petro, Bladensburg (Md.) Arena. Pairs, Susan Cole and George Sonocore, Hackensack. Girls' speed, Allee Beisler, Twin City. Boys' speed, Raymond Musser, Hackensack; Otto Erdman, Twin City.

Novice division, ladies' figures, Patricia Johnston, Twin City; Eloise Hamel, Hackensack; Constance Sahlin, Twin City. Men's figures, George Cummings, Twin City; David Freitag, Hackensack; Louis Meyers, Capitol. Dancing, Elizabeth Goller and John Bernhard, Alexandria; Irene Schneider and Edgar Swinney, Alexandria; Carol Gompper and Louis Meyers, Capitol. Pairs, Barbara Von Dreele and David Freitag, Hackensack; Doris Williams and William Shepherd, Twin City; Carol Gompper and Louis Meyers, Capitol. Ladies' pairs, Doris Williams and Constance Sahlin, Twin City; Lorraine Dolen and Margie Adair, Capitol; Barbara Von Dreele and Medelyn Higgins, Hackensack. Girls' speed, Eileen Leflin, Boulevard Arena, Bayonne, N. J. Boys' speed, Daniel Gresco, Twin City; John Bernhard, Alexandria; David Freitag, Hackensack.

Intermediate division, Ladies' figures, Joyce Sonocore, Hackensack; Terry Pobut, Capitol; Alma Yeoman, Paterson. Men's figures, Hugh Devore, Twin City; Richard Anderson, Hackensack; Henry Malluck, Paterson. Pairs, Ruth Schulte and John Haddad, Paterson; Lucille Brown and John Callahan, Twin City; Faye Simons and Harry Fiagle, Bladensburg. Dancing, Norma Malluck and Jacob Den Bleyker Paterson; Grace Dandrea and Andrew Kraemer, Hackensack; Sonia Pasis and Robert Rucker, National Arena, Washington. Fours, Lee Beelits, Dorothy Feeney, Clinton Widmer and Joseph Palasco, Boulevard. Girls' speed, Elizabeth Cunningham, Twin City; Arlene McKeon, Hackensack; Barbara Thompson, National. Boys' speed, Donald Phillips, Hackensack; Donald De Roo, Paterson; Edward Swenson, Hackensack.

Junior division, ladies' figures, Marie Grosso, Mount Vernon; Lee Beelits, Boulevard; Violet Moore, Twin City. Men's figures, Jacob Den Bleyker, Paterson; John Haddad, Paterson; Jack Frank, Twin City. Dancing, Ruth Schulte and John Hadded, Paterson; Audrey Mallette and Harold Hunt, Hackensack; Joan Morris and Patrick Kiernan, National. Mixed pairs, Diane Lanzotti and Marvin Schwartz, Twin City; Elizabeth Cunningham and Hugh De Vore, Twin City; Alma Yeoman and Jacob Den Bleyker, Paterson. Girls' speed, Mary Thompson, National; Elisa Kruck, Hackensack; Joan Dittus, Boulevard. Boy's speed, Edward Horan, Twin City; Burton Speed, Hackensack; Teddy Freitag, Hackensack.

Senior division, ladies' figures, Diane Lanzotti, Charlotte Ludwig, Mary Leahey, all of Twin City. Men's figures, Jude Cull, Twin City; Leonard Baggaley, Hackensack; Daniel Ryan, National. Dancing, Daniel Ryan and Jean Thomas, National; Peggy Victs and Bruce Forster, Boulevard; Doris and Alfred Dahl, Twin City. Mixed pairs, Charlotte Ludwig and Jude Cull, Shirlee Ludwig and John Frank, Doris and Alfred Dahl, all of Twin City. Ladies' pairs, Charlotte Ludwig and Mary Leahey, Twin City; Ellen Stoeckel and Ruth Donnelly, Paterson; Shirlee Ludwig and Diane Lanzotti, Twin City. Men's pairs, Hugh Devore and Alfred Dahl, Twin City; John Haddad and Jacob Bleyker, Paterson. Fours, Charlotte Ludwig, Mary Leahey, Jude Cull and John Callahan, Twin City; Ruth Schulte, Alma Yeoman, John Haddad and Jacob Den Bleyker, Paterson; Doris and Al Dahl, Betty Cunningham and Hugh Devore, Twin City. Ladies' speed, Frances Olsen, Hackensack; Catherine Paterson, Twin City; Gloria Barry, Boulevard. Men's speed, Raymond Plump, Hackensack; Arward Williams, National; Albert Smith, Boulevard. Five-mile relay, Raymond Plump and Edward Swenson, Hackensack; Edward Horan and Elmore Zeck, Twin City; Arward Williams and William Conners, National.

All Extra Heavy Mountings

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1/30 14K R. G. P. Two White Stones



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1/30 14K. R.G.P. Simulated onyx, 2 simulated diamonds. Choice Masonic, Odd Fellows, Elks, Eagles, Moose emblem initial or simulated diamond in white setting.

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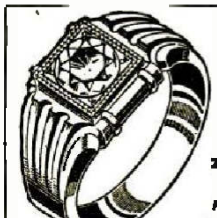
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100/10 (1000 1½" Chinese), $1.50 Bndl.; 80/10 (1280 1½" Chinese, $1.95 Bndl.; 12 Doz Chinese Sky Rockets, 85c Gross; 4 Doz. Boxes No. 8 Sparklers for $2.00. F. O. B. Center, Texas. Cash with order.

HURST & JONES FIREWORKS, CENTER, TEXAS

SALESBOARD SIDELIGHTS

The boys from Superior were on hand thru the recent three-day board exhibit at the Sheraton Hotel in Chicago energetically handshaking old friends and making new ones. The sales brigade included Irv Sax, Chester Sax, Irv Crecnfield, Lou Kauffman, Joe Brodsky, Dave Altshauler and Jim Eggert. New to the board line-up at Superior Products, Inc., Chicago, were the featured numbers of the firm's exhibit—the Glo-Boards. A series of six boards, they are nickel punch Glo-Jack, Big Hit, Super Fives, dime play Glowing Cash and Citation, and 25-center Flashy Cash.

Gam Sales Company, Peoria, Ill., was well represented at the show by Ira Michaels, Sam George and Maurie Sax. New ticket items were Dividends, a four-column pad deal, Pot O Gold, Double Play, Baseball Bingo and E-Z Pickin. All featured the booming sectional play idea. . . .

in Philadelphia it's RAKE
Now Available
In the East at Factory Prices!
Complete line of
QUALITY PLAYING BOARDS
in all sizes
Immediate Delivery From Stock—Fast Overnight Service
Operators and Jobbers! Write for New Low Price List Today!
Rake COIN MACHINE EXCHANGE
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Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.
W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

BLACKHAWK BOARDS
JAR DEALS
Write for list
Galentine Novelty Co.
South Bend 24, Ind.

At the Pioneer Manufacturing Company booth, Charles Lucenti, Bob Erath, Harold Boex and William Wollenpert held the official greeting honors. Boys talked up the brand new Play Ball and Bingo boards, both quarter play.

Jerry Scanlan, Chicago manufacturer, was the genial host in the pellet board booth. Jerry debuted Silver Bell, a bell machine stand type board with a simulated coin escalator to top off the bell touch. Three columns of pellets, released by players pushing a spring button at the top of each, total up winners by the color combination method, much like actual bell play. Other pellet numbers shown included 1000 Winners and a Little Chief Fortune board.

Jack Morley and sales manager Bill Stone were among the boys doing host duty at the Consolidated-Container Corporation, St. Louis, exhibit. Some of the new numbers released from 25-cent play Treasure Island, dime punch Pic Your State, which featured an array of miniature auto licenses for each of the 48, and 5-center Oh! La-La, a key chain board. A huge salesboard face, with cut-out space for a person's head, was set up before the booth. Bill Stone did the photo taking chore whenever a visitor desired to be snapped with his head gracing the giant board illustration.

Harlich Corporation, Chicago, introduced the first of a new series of girl boards, all nickel play, with Just My Type and Rollin' In Dough. A new coin number, in five and dime play, was Twin Winners. Sam Feldman, sales manager, and Jack Brody, sales director, pointed out that merchandise boards made up about 10 per cent of the firm's display. . . . Triangle Manufacturing Company, Minneapolis, unveiled new card games, new spindle tickets with metal horses, and a four-color four-section ticket deal, in five and dime play, called Rainbow. Present to tell the Triangle sales tale to visitors were Jay Zelle, general manager, and Jay Goldman, general sales manager. Firm also showed 15 boards of the coin, money and merchandise type

Gardner & Company, in its Chicago plant and showrooms, did its 1950 open house presentation "up brown." Visitors came in steadily and threatened to create standing room only conditions especially in the evenings. Hosting the event was Saul Wyatt, Charles Leedy, Joe Robinson, Jack Mandelbaum, firm's Pennsylvania representative, and several others. Talk of the Gardner show were the model hostesses, tasty buffets at noon straight thru to late evening hours, community sings, plant tours, liquid refreshments offered up by Howard from the private bar, special television entertainment room live musical entertainment on piano and accordion, and the new board releases.

New Boards, Cabinet Debuted by Walters

CHICAGO, June 3.—A new back drawer and drawer lock was introduced on its coin-operated salesboard cabinet by the R. C. Walters Manufacturing Company, St. Louis, at the ACMMA convention in the Hotel Sherman here this week. In addition, firm announced four new 1,000-hole boards, bringing its board line to 18 numbers.

New boards are the Big Fifty and Plenty of Cash, quarter play; Dollars for Dimes, dime play; Strike It Rich, nickel punch, and Play Color in all three play prices.

On hand at the booth were R. C. Walters, Eddie Robert, Tom Langcaster and John R. Chaney.

Attorney Hits Salesboard Inclusion in Johnson Bill

WASHINGTON, June 3.—Declaring that the Johnson Bill is contrary to "the fundamental principles established by the founders of our government," J. Bond Smith, a Washington lawyer, representing the Hamilton Manufacturing Company, salesboard manufacturers of Minneapolis, asked the House Interstate and Foreign Commerce Committee Thursday (1) to make certain that salesboards are not included in the legislation.

Smith reminded the committee that altho a Department of Justice spokesman at earlier sessions of the hearing (*The Billboard*, May 13) had testified that the Johnson Bill was not intended to include salesboards, the Federal Trade Commission's spokesman nevertheless had recommended that the bill be broadened specifically to include salesboards. Smith then went on to cite court decisions, attorney generals' opinions and other findings to show that federal legislation of this nature is contrary to the constitution and would invite "confusion."

Smith's scholarly presentation of his subject in a heavily-authenticated brief consisting of 24 printed, single-spaced pages drew praise from three of the committee members when he concluded his remarks.

Invalid and Expensive

Smith asserted that the Johnson Bill would be invalid "because it attempts to vest in an administrative officer the power to define a federal criminal offense." He declared that the legislation would require huge increased federal outlays for administration and enforcement, and that it would overload the courts, subjecting business firms to heavy litigation costs even tho found innocent.

He pointed out that the proposed measure intrudes on home rule, and he reminded the committee that powers to enforce the local anti-gambling laws already is vested in the communities and States. He condemned the FTC for asking in this legislation what the United States Supreme Court in the case of FTC vs. Bunte Brothers had declared the FTC could not do.

Smith, who himself was associated with a federal agency which later became the FTC and who subsequently served as an attorney in the post office department prior to entering private practice in the nation's capital, described the history of salesboards as "a system of advertising and selling merchandise."

He said "the boards have been used for that purpose for over 40 years. The small merchandise manufacturer and the small retailer need that method of advertising to build up their businesses and to meet the competition of their big competitors, who have within their financial reach means of advertising not within the financial reach of the small manufacturers or retailers, such as magazine and newspaper space, billboards and the radio."

Commercial Benefits

As examples, Smith cited how a neighborhood retailer can use a salesboard to offer a "fair chance" to customers to win a candy bar or other article of merchandise. The chance is offered free, and if the customer fails to win "he is no worse off than he would have been if the board had not been on the counter," Smith said The board stimulates trade and attracts customers, he said.

Similarly, a manufacturer who wants to introduce a new line of candy or some other new line of goods can make arrangements with retailers along a similar course, Smith said. He went on to point out that "some big competitors" sought to stop that advertising and selling method after its use for many years, and the FTC "relied on the testimony

(See Attorney Hits on page 100)

DISCOVER YOUR GOLD MINE ON "MULE TRAIN"
5¢ PLAY
2250 HOLES
DEFINITE PROFIT! $57.25
THE HOTTEST BOARD IDEA IN THE COUNTRY!
SUPERIOR PRODUCTS, INC.
2133-59 W. FULTON STREET CHICAGO, ILLINOIS

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No charge accounts.

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CIGARETTE MACHINES—THE BEST BUYS IN reconditioned cigarette machines are at Central; write for details; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CIGARETTE MACHINES—THE BEST BUYS IN reconditioned cigarette machines are at Central; write for details; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CIGARETTE-NYLON MACHINE—WRITE FOR catalogue; all makes and models are refinished to work and look like new; all work guaranteed; we buy and sell Used Equipment. Mirrors, Parts, Locks, Quarter Conversions, King-size Chutes; new ideas developed. Steiner Mfg. Co., 363 Hudson Ave., Brooklyn, N. Y., founder Uneeda-Pak Products Corp., famous for "E," "A" and 500 models. Established 1927.

DIGGERS—ELECTRO HOISTS, MUTOSCOPES, Roll Chutes, Merchantmen, Erias, for carnivals. Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—PRACTICALLY NEW SHUFFLE-Bowl conversions to fit any length shuffleboard; will revive the play on your shuffleboard; $125 each. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

FOR SALE—MUSIC MACHINE ROUTE OF late model Seeburgs and Wurlitzers; also Free Play Pin Balls; exclusive territory; big pay roll, dam to start in '51, second in size to Grand Coulee; reason for sale, retiring. Box #C-133, c/o Billboard, Cincinnati, O. je24

FOR SALE—2 5¢ MILLS CHROME FRONT, 2/5c Payout, $45 each; 1 25¢ Mills Blue Front, new cabinet and rebuilt 3/5c payout, $65; 3 10¢ Black Cherry original 3/5c payout, $60 each; 3 5¢ Black Cherry original, 3/5c payout, $55 each; 1 5¢ Golden Falls, 2/5c payout, $65; 1 5¢ Jewell Bell, 3/5c payout, $100; 1 25¢ Golden Falls, 3/5c payout, $75; 1 10¢ Brown Front, 3/5c payout, $30; 2 5¢ Q. T., like new, $45 each. All machines in good working order. Send 1/3 deposit. Frank Guerrini, Burnham, Pa. je17

FOR SALE—3 POPCORN SEZ (WRITE). FRANK Guerrini, Burnham, Pa. je17

FOR SALE—1 5¢, 1 25¢ WAR EAGLE; 1 5¢ Waiting Rotatop; 1 5¢, 1 10¢ Pace; 2 5¢ Blue Fronts; 1 25¢ Saturn Face; 1 10¢, 1 50¢ Gooseneck; 1 5¢ Blue Vest Pocket; make offer for all or part or will exchange for late phonographs or orig. flipper games. Nobro Novelty Co., 538 Bryant St., San Francisco, Calif.

HOUSE CLEANING—28 DUCK HUNTER BALL Gum Machines, $18 each; guaranteed equipment; 42 Advance Model D Ball Gum Machines, $3.50 each; 36 Silver King Ball Gum, $4; 5 Slots, Little Duke 1¢, $35. Sample sent. 1/3 deposit, balance c.o.d. Vince Sales, 1132 Hensley Ave., Hamilton, O.

STAMP FOLDERS DIRECT FROM MANUFACturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP FOLDERS—LOW AS 22¢ PER THOUsand; direct from manufacturer; immediate delivery; write for prices and sample. C. Gallo, 1926 W. 13th St., Brooklyn, N. Y. je17

TEN PACE SENIOR SARATOGAS, WITH rails, free play or pay out. Mini Vendor attachment, $19.50 each; Greetchen Counter Cigarette Machines, $5 each; Two Exhibit Card Machines, A-1, $5 each; Collapsible Steel Stands for A.B.T. Challengers, $2.50 each. 1/4 certified deposit, balance c.o.d. Standard Scale Co., 1609 Delmar, St. Louis 3, Mo. np

WURLITZER 1017 WITH (10) WIRELESS 5¢ boxes, perfect, $330; United Super Shuffle, $150; Shuffle Skill, $50; guaranteed like new; 1/3 deposit. S. & W. Music, Anniston, Ala.

6 MULTISCOPE MOVIE MACHINES—COMplete with rolls, perfect condition, $20 each; also 10 Scientific Poker Tables with Stools, perfect condition, at $50 each. Herman Wolff, 2056 W. 22d St., Brooklyn 24, N. Y., or call Coney Island 6-2021.

9 A.B.T. SKILL GUN MACHINES, 1¢ PLAY, elect. scoring; grand condition and ready for location; owner has other business and will sacrifice the lot for $200, f.o.b. R. Duncan, 21 Belmont, Winchester, Ky.

16MM. "SOUNDIES" USED PRINTS FOR PANOram Projection; only complete stock in existence; price as low as $13.95 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. SBA, Davenport, Iowa. je17

30x60 FLAMEPROOF TENT, SQUARE ENDS, first class condition, stored Iowa. James Heron, c/o Billboard office, St. Louis.

40 GOOD USED ADVANCE MACHINES FILLED with Gum and Charms, $4.95; like new machines, filled, $8.50; used Hart Chrome Ball Gum Machines, unfilled, $8.75; 3 for $25; write for free price lists. Graeff, 1252 Broadway, Toledo 9, O. je17

NOTICE

CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL SUMMER SPECIAL, TO BE DATED JUNE 24, WILL CLOSE WEDNESDAY, JUNE 14.

Get your ad in NOW for this all-important special issue.

SALESBOARDS—JAR TICKETS
NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description		Profit	Net Price
300	25¢	KWARTER KOLORS, THICK	Def.	$18.00	$ .90
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.45
1000	5¢	5¢ CHARLEY, THIN	Def.	17.00	.75
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	.80
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.90	1.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

JAR TICKETS
RED, WHITE AND BLUE LUCKY SEVEN
BINGO TICKETS
on Slicks—Sizes
1000-1200
1240-1600

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock. Plan Tip Definite. Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS—JAR TICKETS

Holes	Play	Description		Profit	Price
400	5¢	WIN A BUCK, Thick	Def.	$ 7.00	$ .45
300	25¢	Kwarter Kolors, Thick	Def.	15.00	.45
1000	25¢	Charley Board, Thick	Def.	50.00	.80
1200	25¢	Jack Pot Charley, Thick	Avg.	52.00	.90
1200	25¢	Texas Charley, Thick	Avg.	102.90	1.50
1000	5¢	Squeakie, Thick	Avg.	34.15	1.00
2392	5¢	Jack in Barrel, Thick	Avg.	49.75	3.00
300	25¢	Fin & Sawbuck, Thick (5-25s)	Avg.	33.15	1.85
2000	10¢	It Grows on Trees (Die Cut)	Avg.	71.00	4.00

Jar Tickets—Bingo Tickets, 1000, 1200, 1260, 1680, Tip Boards.

All orders shipped same day received. 25% deposit, balance C. O. D.

LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS

10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. Box 86-R 322 2nd St. Phone Lexington 6-3218 HUNTINGTON BEACH, CALIF

ATTORNEY HITS

(Continued from page 99)

of representatives of big competitors" even tho "those who were against that method were still prospering." Smith asserted that the method is in good repute, with salesboards being used "at church bazaars and picnics, by various veterans' organizations, labor unions and lodges."

Charity Fund Raisers

"These organizations find them of important practical use in their efforts to raise money used by them for charitable and other laudable purposes," he said. "These people are better qualified to judge whether or not the use of the boards is immoral than are biased commercial concerns who want to handicap their smaller competitors.

"The primary purpose of boards being advertising and not gambling, they are in a somewhat different category from some of the other devices considered by the committee," Smith said.

Referring to testimony submitted by the Department of Justice and FTC at the hearing last month, Smith said the FTC's spokesman admitted that the attorney general was "right" in not putting punch boards in the bill banning interstate shipment of gambling devices. He said "the commission could hardly deny that the Department of Justice, this committee and the Congress are loaded with 'much more important matters' and each could 'spend its time on much more important matters' by leaving to the State and municipal officials things which our system of government assigns to them and which they can do and will do if the people of the particular State or municipality really want them to be done."

Public Not Concerned

Smith also recalled that the FTC's spokesman had acknowledged that the commission has failed to stop use of the boards. "If the use of punchboards in the various States were of serious concern to the people, this situation would not exist," he said.

Pointing out that Federal Court decisions afford no basis for this legislation, Smith offered numerous citations from cases and asserted that FTC's assumption of jurisdiction over interstate shipment of boards has not been passed upon by the Supreme Court. "It remains to be seen whether the Supreme Court will sustain the commission in barring from interstate transportation a device susceptible of being used for the purpose of selling merchandise thru lot or chance where the manufacturer of the device is not selling, nor interested in the sale of merchandise other than the board," he said.

Smith further recalled that Congress "has consistently refused to enact any such law" as the Johnson measure proposes. He pointed out how similar measures introduced in 10 different terms of Congress since the 86th Congress have failed to pass, with most of them dying in committee.

Cites Cummins' Opinion

Continuing, Smith cited an opinion written in 1937 by then Attorney General Homer Cummins discouraging the federal government from legislating on the subject. The Johnson Bill, Smith said, "contravenes fundamental principles of federal jurisdiction while all experience points to the superior abilities of local authorities to meet the case."

"Administration," he said, "would require a large police force, numerous additional lawyers, and would load the federal courts with cases of a kind which belong in police courts, taking a large amount of time which the judges need for other and more important work." He recalled the nation's plight during liquor prohibition and then cited an opinion written by Supreme Court Justice Felix Frankfurter in the FTC vs. Bunte Brothers case in which the jurist stressed the tradition of local law for governing local business.

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PUSH CARDS

Designed and Manufactured by

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LOUISVILLE COIN MACHINE CO.

#330 E. BRECKENRIDGE ST.

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LOUISVILLE 3, KY.

SAME LOCATION FOR 20 YEARS

We Carry the Boo-Jay Products Line of Punch Boards and the "Original Jar-O-Do Tickets and Pad Deals" at Factory Prices.

GIVE TO THE RUNYON CANCER FUND

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Communications to 188 W. Randolph St., Chicago 1, Ill.

OPS SEE BANNER SUMMER BIZ

On-Location Advertising Helps Fla. Op Build Play, Locations

PANAMA CITY, Fla., June 3.—Utilizing a colorful "public relations card" which quickly identifies the operating company with each phonograph, pin game, and other amusement devices on location, is a policy which has paid excellent dividends for Jimmy Williams, head of Williams Novelty Company, here.

Williams feels that operators who do not place a card in the corner of the machine, or use such an inconspicuous one that it commands little attention, are making a serious mistake. Such cards, prominently displayed with the firm's slogan, under the glass of phonographs, pin games, etc., particularly where machines are new, shiny, and well kept, has attracted a lot of attention from players, and more important, has been the original point of contact with many store-owners desirous of obtaining machines from the Williams Novelty Company.

Promotion Value

"There are at least a dozen locations where the fact that my card was large and readable, intrigued the tavern-owner, druggist or bar-operator," Williams said.

The card which Williams uses is 4 by 6 inches and is printed in heavy, black type, giving the name of the firm, address and telephone number, together with the slogan, The Best in Coin-Operated Equipment. Spotted in the lower left-hand corner of such pin games as Gottlieb's Select-a-Card, and Rock-Ola's Shuffle Lane, the cards are "silent salesmen" which promote good will in general and more specifically, lead to new locations.

Most Locations Set as 1950 Season Gets Under Way; New Equipment Lures Heavy Play

States Vie for Visitors With Special Celebrations

CHICAGO, June 3.—With the Decoration Day week-end officially launching the summer season, operators of all types of coin machines in tourist and resort areas which play a major role in the profit picture during the year, are looking to one of the best seasons since the end of the war. As of this week, most operators in the vacation areas had completed their license arrangements and had either set up or were moving equipment to the resorts. Because of the expected increase in travelers this season (more cars are on the road than ever before) and with new areas opening up, operators in these areas are using more new vending, music and amusement equipment in these seasonal locations this year than has been the case for many years past.

The operator enthusiasm for the coming season comes not only from all parts of the United States, but visitors to the All-Industry Coin Machine Show here last week from Canada, Nova Scotia and Mexico were equally impressed. For example, the Nova Scotia Lobster Carnival on July 11 and 12 has always been a drew for tourists, but this year advance reservations indicate the turnout will be one of the largest since before the war. Canadian ops are looking to a heavy influx of U. S. visitors this summer and report these visitors, already well versed in coin machines, make excellent customers for their machines while touring the provinces.

Visitors to the Pacific Northwest are expected to spend some $375,000,000 during their stay in that territory this summer, some $25,000,000 more than the all-time high set last year. Additional recreational facilities have been set up thruout the area bounded by the Continental Divide and the

(See Ops See Banner on page 121)

Mpls. Pioneer Bill Cohen To Liquidate Biz

45 Years in CM Field

MINNEAPOLIS, June 3. — Bill (Sphinx) Cohen, of Silent Sales Company, coin machine pioneer in this territory, is planning to retire from business after 45 years, it was learned here this week. The news caused the heaviest changes in the coin machine industry here in many years.

Signs pointing to Cohen's liquidation of his coin machine holdings and eventual retirement in "about a year" are these:

(See Cohen To Quit, page 119)

Bally Schedules First Deliveries Of Turf Kings

CHICAGO, June 3.—Bally Manufacturing Company thru General Sales Manager Jack Nelson announced this week production on a new oversized replay pinball game which may be played as either a five or one ball. It is called Turf King.

(See Bally Skeds on page 114)

Good Season Seen by Ops In S. Carolina

Last Quarter Good

COLUMBIA, S. C. June 3.—Indications are that South Carolina coin ops will have a banner resort business this season. Some ops feel, they may even get back into the groove of past lush years.

Most distributors in this area report good business in the past three-month period. Jim Faulk, of F. A. S. here, is especially pleased with the way his Wurlitzer 1250 is moving.

On the routes, ops report they can feel the seasonal decline in many locations, but report the summer stands are generally taking up the slack.

Arcades are still holding up, despite the heat and loss of soldier trade, owners report.

Comet Unveils 1950 Line of Counter Units

CHICAGO, June 3.—Comet Industries, Inc., unveiling its new line of five counter games during the ACMMA-sponsored All-Industry Show here last week, is now in production on the units and deliveries are being made, Ted Rubenstein, president, announced.

Units, which were one of the highlights of the show in the counter game field, include the following models, all new:

The Comet, a non-coin operated unit featuring cigarette reels, 1 or 5-cent play, no coin chute, no cash box. Automatic payout tokens. Also available in coin-operated cigarette reels model in 1 or 5-cent play.

The Meteor, coin-operated, featuring fruit reels, 1 or 5-cent play, automatic payout tokens of various combinations redeemable for cash or merchandise. Also available in non-coin-operated model.

Ciggy, 1, 5 or 10-cent play featuring fruit or cigarette reels, ball gum vender with coin divider.

The Mite, 1, 5 or 10-cent play, cigarette or fruit reels. Ball gum vender. Hinged reward sign covers reels when not in operation. Unit has special refill door to permit servicing (refilling) by location. Has coin divider.

The King, 1, 5 or 10-cent play. Five-reel poker play. Ball gum vender with coin divider.

Johnson Bill Hearings End

Justice Dept. Favors Changes

Attorney General's office wants amusement games out of Johnson Bill

WASHINGTON, June 3.—The Department of Justice informed the House Interstate and Foreign Commerce Committee this week that it favors a "clarifying" amendment exempting "machines for pure amusement" from provisions of the Johnson Bill to restrict interstate transportation of gaming devices.

The Justice Department's latest view was disclosed in a letter to Rep. Robert Crosser (D., O.), chairman of the committee, who read the letter into the record Thursday (1) as hearings resumed on the legislation after a lapse of three weeks.

The letter, signed by Peyton Ford, assistant to the attorney general, stated:

"It has come to our attention thru

(See Justice Department on page 121)

Big Future in Coin Mchs. Down Under, Says Tex Morton

HOLLYWOOD, June 3.—Australia may get another coin machine operator if Tex (Ozzie) Morton, veteran outdoor showman, lines up anything while in the United States. Morton arrived here on what he said was his first real vacation in 18 years. He plans to tour the nation, primarily in the interest of his shows but will keep an eye peeled for equipment that can be used in his territory.

Vending equipment is practically nil at present in the country "down under" despite a demand for music machines, Morton declared. He could not remember seeing any kind of a merchandise vender in his travels. Cigarette machines are out of the question because of the scarcity of the commodity, but apple, milk and peanut machines would make money for an operator, Morton believes.

(See Coin Machs. on page 114)

Call Future of Bill Uncertain

House committee expected to rewrite definition of "gambling devices"

WASHINGTON, June 3. — The House Interstate and Foreign Commerce Committee, which yesterday (2) officially concluded public hearings on the Johnson and Preston bills to restrict interstate shipment of gaming machines, indicated here today that the future of the legislation is highly uncertain. Rep. Robert Crosser (D., O.) chairman of the committee told *The Billboard* that he hopes to convene the committee in executive sessions on the legislation "at the earliest opportunity," but he pointed out that the committee's heavy press of other business makes it "very uncertain as to just when the executive deliberations can take place."

It is generally agreed that the

(See Johnson Bill on page 120)

CLEVE, CALIF. OPS CONVENE

Rosy Outlook Keys CPMA Annual Meet

Discuss New Speeds

CLEVELAND, June 3.—Optimism and a reaffirmation of faith in the future of the music industry as a whole, dominated the Cleveland Phonograph Merchants' Association (CPMA) 11th annual convention at the Hollenden Hotel here Thursday (1). It was highlighted by a spirited business session, which explored operating problems of national proportions, and a banquet which drew a turn-away crowd in excess of 800 operators and guests, music machine manufacturers and distributors, record representatives and recording artists.

Led by CPMA President Jack Cohen, the luncheon business discussion was built around the competition of local television offered music operators in Ohio, and particularly Cleveland, merchandising, record speeds, long range rental experiments, obsolete equipment and revenue averages in key cities. At this session, Cohen, who also was convention chairman, was assisted by co-chairman Sanford Levine, James Ross and James Burke, and convention director, Sam Abrams. Ross stated that the association had elected to counter the inroads of TV by proving to the location owner that the receiver should only be working for special events and only when patrons request it. CPMA, Burke added, is also stepping up its campaign to show that TV belongs in the home not on public location. This is being handled thru a double cartoon series which stresses the advantages of television in the home. As Cleveland video now stands, Cohen explained, the main coverage is baseball, football, wrestling and other sporting events. At first it was believed that televising sports would

(See ROSY OUTLOOK on page 114)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

G-MEN JUMP DEALERS, DISTRIBS. U. S. dragnet snares eight Philly firms on alleged price fixing. Probe may be national (Music Department).

MUZAK CUTS VINY DISK COSTS. The Muzak Corporation reduces price of vinyl platters of all speeds (Music Department).

PLATTERY REPS GO FOR DEEJAYS. A flurry of pacts are being inked by diskeries, with emphasis on oatune disk jockeys (Music Department).

SMALL BUSINESSES MAKE UP AMUSEMENT INDUSTRY. According to Social Security records 82 per cent of biz is made up of small enterprises (General Department).

RAINBOW TO SPARK WILLIAMS PROMOSH. The diskery plans an all-out drive to push the Buddy Williams ork diskings (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special Billboard feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

MAPOA Elects Officers For '50; Hold An. Banquet

DETROIT, June 3. — Business of delegates to the State meeting of the Michigan Automatic Phonograph Owners' Association (MAPOA) was separated from the annual banquet this year, with the election of officers providing the principal activity, according to Roy W. Clason, business manager.

Morris Goldman, of the Morris Music Company, who has headed the association for some years, was again re-elected. Harry Norton, of the Lincoln Vending Company, was elected vice-president, succeeding Ben Okum, of the Okay Vending Company, who retired because he is switching over to a position as a distributor for Mercury, making him ineligible. Edward Grodzicki, E and A Music Company, was elected secretary-treasurer.

Eddie Clemons, of the Music Service Company, and James Jeffrey, of Jeff's Music Company, were elected to the board of trustees, while Marty Rice, of the Rice Music Company, was named by the president to the board under the "presidential prerogative" in the by-laws.

Hold Annual Banquet

Climax of the season for the MAPOA was the annual banquet held the night before Decoration Day, giving everyone a chance to relax without worrying about early business hours the next day. The event was held for the first time at the Four Dukes Supper Club and drew a near-capacity crowd that included operators, their families and friends as well as civic leaders.

Irving Ackerman, counsel for MAPOA, was master of ceremonies and introduced the guests of honor, including John Kozaren, chairman, and Harry Henderson, member, Michigan Liquor Control Commission; Gerald K. O'Brien, Wayne County prosecuting attorney, and his assistant, Nathan Kaufman; Nathaniel H. Goldstick, assistant corporation counsel of Detroit, and his associate, Paul J. Wieselberg; Louis Miriani, president, and Charles Oakman, member

(See MAPOA ELECTS on page 119)

800 Turn Out For CMG's Ladies' Night

Bay Area Firms Hosts

OAKLAND, Calif., June 3.—California Music Guild members, joined by State, county and city officials and music machine suppliers, staged their 11th annual Ladies' Night banquet and ball in the Leamington Hotel Bowl here Thursday night (1). With nearly 800 in attendance, five automatic phonographs and 46 other items were awarded as door prizes.

Hosts for the evening were the various distributing firms in the bay area. R. F. Jones, of the R. F. Jones Company, Seeburg distributors for San Francisco, donated a 100-record Select-o-Matic and the sumptious buffet dinner. The machine was awarded Bill Remington, Marysville operator. G. G. Silla won the A. M. I., donated by Walter Huber, San Francisco, and J. Peskin Company, Los Angeles. The Wurlitzer from Deloss Osborn went to Roger Novelty Company, Salinas; the Rock-Ola from George Murdock & Associates, San Francisco, to L. A. T. Soldeen, and the Evans from Golden Gate Novelty Company to E. & F. Music.

Tickets for the phonographs were given as an acknowledgment of a $20 contribution to the general activities fund. The money received from these ducats will be used by the organization for public relations, charities and a radio broadcast that is scheduled to start soon. The 46 other items were courtesy awards, with everyone participating in the drawing.

500 Members

Lee Spear, vice-president, paid tribute to George Miller, president and treasurer. Miller also is the president of the Music Operators of America. Spear told the audience that the association was formed in 1934 and this was followed by a division in Fresno the next year. Today the California association has nearly 500 members and embraces a territory from the Oregon line south to the Kern County line.

Miller took over to welcome some of the distinguished guests. These included Mayor Clifford Richell and wife; Larry Marvin, Sacramento local; James Quinn and wife, board of equalization; Harry Bartel, board of supervisors and Police Chief Leslie Lyon. Orrin Tucker, who is playing an engagement at the Claremont Hotel in near-by Berkeley, made an appearance.

Entertainment included a floor-

(See CMG on page 114)

Coin Tele Activity in L. A.

Distribs, Ops Make Hay Via Pay-See Sets

Commissions Average 15%

LOS ANGELES, June 3. — Coin-operated television sets, which began to roll off the production lines locally only a short time ago, are going strong and bringing new blood into the operator field. At least three distributors are offering these sets and an Eastern manufacturer has established a West Coast office.

With seven television stations offering approximately 60 hours of programs daily, operators are reported busy installing sets in bars, bowling alleys, hotels, motels and allied spots. However, the number of music machine operators moving into the field

(See COIN TELE on page 119)

Traveling Display

INDIANAPOLIS, June 3.—Southern Automatic Music Company here has added a new traveling sales display designed to bring the mountain to Mohammed. A truck, designed especially for the firm, allows for a full display of the AMI line, including a Model C phonograph, wall boxes, speakers, hideaways, etc.

Under the supervision of George Burch and Herman Perkins, the truck will travel to remote sections of the territory covered by the distributor, and can, with only a few minor connections, give an on-the-scene demonstration for operators.

Firm officials say initial response to the "Traveling Salesman" truck has been excellent. Operators say it saves them time, and they can save a trip here and still get their new equipment as needed.

T & L Appointed Wurlitzer Rep In 3-State Area

NORTH TONAWANDA, N. Y., June 3.—Appointment of T & L Distributing Company, Cincinnati, as distributor in that territory was announced this week by Ed R. Wurgler, general sales manager of the phonograph division, Rudolph Wurlitzer Company. T & L, which will maintain complete parts and service departments as well as showrooms for the 1250 at its headquarters at 1321-23 Central Parkway, Cincinnati, will cover 20 Ohio counties, 7 Indiana counties and 12 in Kentucky.

T & L office in Cincinnati is managed by Leonard J. Goldstein, who has been a distributor of coin machines for the past 15 years. He said the firm's headquarters are now being remodeled and the showrooms enlarged in order to display the Wurlitzer line. Trained service personnel also will be stationed at the offices.

Huber Distrib In New Quarters

SAN FRANCISCO, June 3.—The Huber Distributing Company, handling AMI and other coin machine products in Northern California, this week moved from its Emeryville, Calif., offices to new headquarters at 1118 Howard Street here.

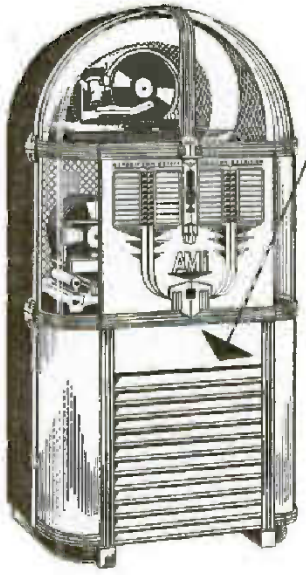
Walter A. Huber reported the move had been made to better serve operators in the territory covered by the firm. The new quarters include showrooms and service facilities and a complete parts department. It is located in the vicinity of leading record wholesalers.

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A Clean Grill!

A clean machine always makes more money! One of the outstanding features of the "C" is its new plastic grill, fresh as a sunny morning, new as the next tick of your watch. Take a swipe at it with a damp cloth and it's as clean and bright as the day it was shipped from the factory. How different from the old fashioned grill cloth that collects dust and dirt and advertises the age of the machine like gray hairs on the human head!



If any "C" grill louvers ever need replacement, they can be installed inexpensively and with great ease and speed. This clean, plastic grill is the only one on any modern juke box. Without a clean grill you simply can't have a clean machine!

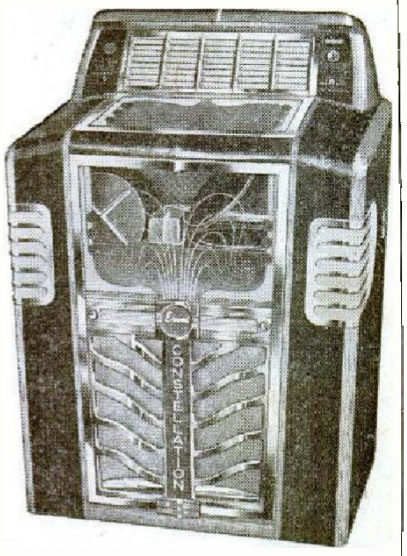
AMI *Incorporated*

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Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

A Lot Extra, Every Way, To Give You a Lot More . . . Always!

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20 RECORD,
40 SELECTION
CONSTELLATION



Front to back—side to side—top to bottom . . . Evans' Extra Quality stands out! There's more beauty in Evans' advanced styling . . . greater appeal in Constellation's life-like reproduction . . . better performance in Evans' refined mechanical and electrical design. It adds up to extra-profitable operating! See your Evans Distributor or write Factory direct for complete information.

AVAILABLE NOW—Evans' Record Popularity Meter for Original Constellation
GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation

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1528 W. Adams St., Chicago 7, Illinois

MORE FOR YOUR MONEY!

WURLITZER
1015 ..... $249.00
ROCK-OLA
1428 ..... $339.00
SEEBURG
146M $259.00
THESE PHONOGRAPHS ARE THOROUGHLY RECONDITIONED—LIKE NEW!

WALL BOXES
SEEBURG
W1-L56 (NEW) $37.00
3W2-L56, 5¢, 3 WIRE . 29.00
W1-L56, 5¢ WIRELESS . 24.50
WB-12, 5/10/25 ..... 17.00
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WS-22, 5¢ 8.95
DS20-12, 5¢ 8.95
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Hightone, E.S.	79	850	79	Deluxe 39	59
Colonel	59	950	79	Standard 39	59
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Record Reviews

(Continued from page 37)

RATINGS: OVER-ALL · DISK JOCKEY · RETAILER · OPERATOR

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS
	POPULAR	
VIC DAMONE (Glenn Osser Ork) Mercury 5429	**I Hadn't Anyone Till You** Styled in the manner of the old Tommy Dorsey jobs, this is one of Damone's standout ballad offerings. Strength of both performance and tune should win big play.	87--87--87--87
	Vagabond Shoes Warbler unveils a winning rhythm style in a superior rendition of a highly fetching new novelty ditty. Side could be a very big item.	89--89--89--89
THE FOUR JOKERS Apollo 1163	**The Little Green Man** Quartet sings a clever novelty ditty about a Martian observer of our neurotic civilization. Smart material, better suited to floor presentation, but disk may get some play for its originality.	67--74--70--64
	Catalina Lena Material is lightweight novelty, presentation uninteresting.	50--50--50--50
THE BARTON BROTHERS (Irv Carroll Ork) Apollo 1161	**The Silverware Song** Dull material gets an uninspired vaude treatment from the duet.	44--44--46--42
	The Tip Song Dismal material falls flat as a pancake.	34--34--38--30
JOHNNY HARTMAN (George Williams Ork) Apollo 1162	**Only for You, Lucia** A fine bary voice is held under wraps in a slow, tedious clefting under-recorded.	62--64--62--60
	Nobody's Got It Better Than Me As with flip, Hartman is handicapped by the recording.	62--64--62--60
JACK HUNTER (Frank Huntermark Ork) Gotham G-235	**Walking With a Dream** Warm bary vocal on English and Italian on an okay ballad. Orking has interesting color.	71--72--71--70
	Over Somebody Else's Shoulder Another listenable slow ballad offering.	69--70--69--68
WILLIE KELLY'S DIXIELANDERS Corona 102	**Collegiate** This imaginatively produced record has a good chance to catch on as a novelty click. The old tune is done with smart extra material and an archaic vocal and ork sound of much appeal.	86--86--86--86
	Yes, We Have No Bananas More of the same on another oldie. A catchy job, but flip has the edge.	84--84--84--84
CONNIE HAINES Coral 60221	**Of All Things** Thrush sells hard, aided by a punching ork treatment, but the effort is wasted on this rhythm ballad from the forthcoming "Duchess of Idaho" flick.	67--67--67--67
	Let's Choo Choo Choo to Idaho A spirited if not inspired production tune from the same flick gets an all-out job here for a more convincing side than flip.	75--75--75--75
FRANKIE FROBA & HIS GANG Decca 27034	**Rikki Tikki Toon** Froba and gang corn it up happily on zingy new rickety-ticker. Orksters raggy 88'ing and a barbershop quartet carry the ball.	72--72--71--73
	Two Sweethearts Quartet and piano are featured again on a gaslight waltz weeper beamed at saloon jukes.	70--70--68--72
EDDIE CONDON ORK (Jimmy Atkins) Decca 27035	**Jazz Me Blues** Atkins, a fine folk warbler, struggles valiantly with a wordy lyric as Condon and some of his regulars pound out the Dixieland classic.	65--66--65--64
	Maple Leaf Rag Ralph Sutton's brilliant ragtime piano and a fine ensemble rideout make an exciting side with some commercial possibilities.	82--82--81--83
VERA LYNN (Bob Farnon Ork) London 716	**Our Love Story** The sweet-singing English thrush does her usual high-grade job with a pretty, slow ballad. Pleasant but not exciting listening.	74--74--74--74
	I Never Knew I Loved You Nice nostalgia in this sentimental ballad and Miss Lynn's feelingful rendition.	76--76--76--76
MANTOVANI ORK London 711	**Love Is a Song** The big ork applies an effective symphonic-variations treatment to a delightful melody. Good light salon side, emphasing sweet strings.	68--72--68--64
	Hejre Kati Effective light concert job features rapid-fire fiddle effects in a rich, gay full-ork setting.	73--76--74--68
CLAIRE "SHANTY" HOGAN-BOBBY WAYNE (Jack Pleis Ork) London 693	**M-i-s-s-i-s-s-i-p-p-i** Boy-gal approach to the promising new rhythm novelty is middling cute, but doesn't have the moxie of competitive versions.	71--70--70--72
	Sam's Song Team is too casual on this novelty that's been making a mild stir. Lackadaisical treatment lacks snap.	65--65--63--67
LEONARD KELLER ORK London 691	**My Dream** Pretty danceable side suffers from lackluster recording.	64--66--64--63
	Don't Stop Now Novelty oldie is rendered in tasteful dance style, with boy-gal vocal. Same lifeless tone, however.	69--70--68--70
DICK JAMES (The Stargazers) London 710	**Somewhere at the End of the Rainbow** Happy old-timey tune is socked out in spirited fashion by the fine British warbler. Orking is bright and tanky.	77--76--76--78
	Let's Do It Again Similar stuff with rag-tune orking and Jolsonisms by James. A catchy bit, recalling the musical tastes of the '20s.	83--84--82--82
EVE YOUNG & STUART FOSTER (Jack Pleis Ork) London 692	**Marianne** Miss Young and the former TD warbler show great promise as a harmony team on the old-fashioned ballad. Sensitive orking helps.	70--71--70--70
	Sometime Dreamy ballad duet follows the pattern of the original Tommy Carlyn disking but adds an effective soprano obbligato. Intonation slips mar the total effort, however.	71--71--70--72

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Record Reviews

RATINGS: OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS
	POPULAR	
TED STRAETER MGM 10725	**Fancy Free** Breezy Arlen-Mercer tune from "Petty Girl" flick gets the same feathery vocal and piano treatment of Straeter's "Most Beautiful Girl in the World." An attractive show item in 6/8 meter.	71--74--72--68
	I Could Write a Book Fine, sophisticated song from the Rodgers and Hart "Pal Joey" score, gets tasty society dance treatment here.	73--74--73--69
KIRBY STONE QUINTET MGM 10726	**I'll Get Myself a Choo Choo Train** Contagious new rhythm ditty is springboard for some riotous satire on Sammy Kaye, Baby Snooks and Jimmy Durante.	78--80--78--75
	Arithmetic A "Build a Bungalow" type shuffler provides another effective side for the bright little gang.	73--74--72--74
VICTOR YOUNG ORK Decca 27048	**The Third Man Theme** The zither hit has been dressed up with a lyric. This smooth vocal-ork version could open a modest new market.	71--72--70--72
	Mona Lisa As on the flip, Don Sherry is the vocalist with a chorus. Sensitive tune is climbing via King Cole's version, and this disking could score on a smaller scale.	76--75--76--77
MICKEY DEE AND SKINNER Command 5025	**I Know I Got More Than My Share** The Van and Schenck-style duo has resurrected some attractive turn-of-the-century material.	67--68--66--68
	I'm Gonna Sit Right Down and Write Myself a Letter Better beat and zingier harmony on this oldie, tho stronger vocal presence would have helped.	69--68--68--71
KAY BROWN-THE STATION HOUSE JAZZ BAND Mercury 5427	**Teasin'** The new thrush does a cute-as-pie job with the coy hunk of material which was introduced in a stronger Connie Haines version.	75--75--74--76
	A-Razz-A-Ma-Tazz Gal does a Teresa Brewer on the contrived rag-tune novelty. Catchy, lively side	75--76--74--76
MINDY CARSON (Henri Rene Ork) Victor 20-3801	**I Wish, I Wish** The "Candy and Cake" gal offers a lively little novelty with similar lilt and engaging lyric.	81-82--80--80
	I'm Bashful Another folksy little novelty, this one featuring a conversational tuba. Could score for a bright clefting.	85--86--84--84
DINAH WASHINGTON (H. Zimmerman Ork) Columbia 38857	**I Still Get a Thrill** The up-and-coming revival ballad gets a warm, easy reading by Dinah and group. Could be big if the tune breaks.	87--88--87--86
	Simple Melody Thrush gives the Berlin revival a zingy try in a dubbed duet with herself. Interesting jock fare.	81--82--80--80
JUNE NELSON (Virgin Islanders) Jubilee 5029	**Why I Run** Amusing calypso in the authentic style. Novelty could also go in rhythm-blues nabes.	74--77--74--70
	No Clothes On Rumba dancers can use this one, tho the lyrics are too blue for jock play.	67--NS--69--66
JO STAFFORD-PAUL WESTON Capitol 1053	**Sometime** With piano neatly interweaving strains from "Traumerei," Miss S. brings her sweetest "Whispering Hope" tones to bear on the pretty ballad revival. Process is then reversed with the gal humming the classic effectively.	87--88--87--86
	No Other Love Melody is a Chopin derivation. Lovely conception and execution by the thrush. Quiet, relaxing stuff.	80--82--80--78
NAT (KING) COLE Capitol 1063	**A Little Bit Independent** Another would-be revival gets an expressive, tightly rhythmic reading by Nat, his trio, and a gal group. Should get some action.	82--83--82--82
	I'll Never Say Never Again Bright bounce ditty, a big hit in the early '30s, is slightly less attractive here.	77--78--77--76
KEN GRIFFIN Columbia (33) 1-648	**When I Lost You** Fine Berlin waltz oldie is played in perfect dance tempo by the organist, 78 R.P.M. version should be a steady juke standard.	77--77--75--78
	Are You Lonesome Tonight? Another waltz oldie—this one already a big revival via Blue Barron's waxing—should do business in this instrumental go.	79--78--78--80
EDDIE "PIANO" MILLER Rainbow 50011	**Tippy Canoodle Canoe** Another old-timey Miller slicing of spirit, lightheart and infectiousness. Tune is catchy tho hardly world-beating.	77--77--76--79
	The Lonesomest Whistle Undistinguished disking of a new, light rhythm ditty	62--63--60--63
VICTOR YOUNG ORK Decca 27033	**Sam's Song** Young, in a pop effort, makes a simple, tasty slicing of this growing bounce ditty with vocal group and ork blended neatly.	77--77--77--77
	Driftin' Down the Dreamy Ol' Ohio A lilting new old fashioned waltz is treated to a gay, sweeping ork-chorus etching.	76--75--74--78
GORDON JENKINS ORK Decca 27031	**Blue Sails** Lovely slicing establishes a lush, lazy mood with a neat guitar-and-voices first chorus blend. Tune is a pretty oldie. First chorus could sell this biscuit.	85--85--84--84
	Santa Catalina Pretty, subdued, moody Jenkins' treatment of a lovely, but lightweight, ballad spots a good Sandy Evans' warble.	76--79--74--74

(Continued on page 117)

Cleveland Music Notes

At the luncheon meeting, President Jack Cohen named every member and guest present, including firm name and home city as he introduced each, a memory trick for which he is famous. . . . **Morris Gissert**, Cleveland Coin Machine Exchange and AMI distributor, was among the banquet guests. . . . **Virginia Holcomb**, association secretary, did her usual top job of handling late banquet arrivals from out of town, tho this year she was really snowed under with the overflow crowd.

Frankie Mullec not only performed during the floorshow, but also played some dinner tunes. Frankie rushed back from a four-day honeymoon in New York to be on hand for the Cleveland doings. . . . Among the guests making the longest trips to Cleveland were **E. J. Stuber**, San Francisco, and **Gerardo Sampedro**, Havana operator. . . . The Decca Cleveland reps at the cocktail party were **Bill Green, Bill Richter** and **Ed Russell**. . . . **Dave Braun**, Regal Record Corporation, left the banquet floor and drove to Detroit. Earlier Thursday (1) he was doing business in Pittsburgh.

Among the Permo staffers on hand were **John J. McFadden**, division manager who resides in Columbus, O. **Ed Kenney**, Kenney's Amusement Company, attended the show with **Mrs. Kenney** and **Mr. and Mrs. Harris** and **Bill Presser**. Kenney is a noted hunter and is a regular at Huron, S. D., in October when the pheasant season opens. . . . **Meyer Marcus** and son, **Arthur**, sat with **Joe Davis** and **Bob Houston** at the banquet. Arthur says the bar box biz is going strong. He has the Encore line. . . . **Roy Clason**, Detroit, could not get away for the biz session but was around when dinner was served. . . . **Max Callison**, Capitol v.-p., was in five major campaigns in the European theater of World War II. High point however, was the Potsdam Conference where he hobnobbed with such notables as **Jimmy Byrnes, Ed Pauley**, etc. He says they all treated him like royalty. . . . **Ed Ratajack**, AMI official, was supposed to have been on hand but instead was running back and forth between a Chicago hospital for a look at his three-day-old son. The Ratajacks have been married 16 years.

Jimmy Ross says that the Cleveland Shuffleboard Congress is still active and he expects to have leagues running over the summer. . . . **Mrs. Jack Cohen**, who also is a songwriter, was on hand with her attractive daughter. . . . **Herb Wedewen**, Northern Music, Inc., introduced **Ed A. Wurgler** and **A. D. Palmer**, Wurlitzer execs, to several operators from the Cleveland area. Palmer is confident that Cleveland will be one of the brightest spots for the new Wurlitzers. Both had to wait until Friday (3) to catch a plane for North Tonawanda, N. Y. . . . **Lee Dixon** may be back in the Cleveland picture before long. . . . **Sam Abrams** handled the introductions of distinguished guests at the banquet. He was director of the convention.

Joe Davis, whose "In the Valley of Golden Dreams" was picked as the July Hit Tune, says he really enjoyed being associated with the "Daddy's Little Girl" song because it made so many kids happy. . . . **Blue Barron** not only took an active part in the floorshow but actually was the host for the cocktail party. Blue is from Cleveland and couldn't be more popular here even if he were playing with the Indians and leading the American League in hitting.

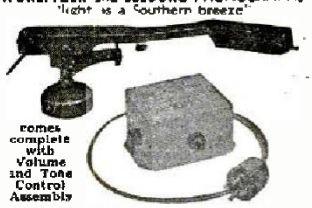
Aids Kids

CHICAGO, June 3.—Listeners to the 16½-hour Cerebral Palsy Telethon conducted by columnist Irv Kupcinet over TV station WBKB here last Saturday and Sunday heard a familiar name announced by disk jockey Ernie Simon early in the drive for funds. That name was Jimmy Martin, record distrib, who services many of the music machine ops in this area as well as thru five Midwestern States.

Simon, stationed on State Street during the drive for funds, reported that Martin, who did not want to appear on the show, or even to have his name mentioned, had actually cleaned out his wallet and given the contents to the drive.

Before the day was over, operators, along with other Chicagoans, had chipped in $250,000 to aid the stricken children.

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CANDY MEN SWEETEN KITTY

Promosh Up As Biz $'s Slip Lower

2,000 at NCWA Meet

NEW YORK, June 3.—With candy sales dipping from last year's billion-dollar volume at the wholesale level, competition among manufacturers to offer greater value, more promotional aids and to accommodate special sales channels, such as venders, seems due for sharpening.

This was made clear at the convention of the National Candy Wholesalers' Association (NCWA), which attracted almost 2,000 persons to the Commodore Hotel here this week to attend business sessions and to view over 90 exhibits.

Trade spokesmen noted that almost all producers were now turning out bars at prewar weights. There was little chance of adding to the retail price of the traditional 5-cent bar in the predictable future, they said, altho 10-cent sellers were thought to have cut themselves a permanent niche in the over-all market.

A problem clinic, scheduled to take up vending yesterday (2), failed to discuss this phase of merchandising, as it bogged down in a lengthy conference on fair-trade practices. With NCWA officially on record as supporting minimum sales price agreements, conferees sought methods of stimulating new pacts and enforcing price structures at the retail level.

In informal discussion, jobbers were urged to keep separate from

(See CANDY MEN on page 109)

Reps To Sell Koffee King In New Areas

Keep Two Distribs

NEW YORK, June 3.—Indevco, Inc., which recently acquired manufacturing and sales rights to the Koffee King machine (*The Billboard*, May 20), outlined marketing plans this week calling for use of sales representatives rather than new distributors. Two established distributors will be retained, according to Alexandre Zvegintzov, vice-president, but new territories will be developed thru representatives, soon to be named.

Thurston-Dunn, Inc., of Providence, R. I., handles the coffee vender in all New England States except Connecticut. That State is covered by the A. & G. Distributing Corporation, of New Haven.

At the same time, Zvegintzov declared the company will offer Koffee King operators a package supply-service, making available frozen concentrate, cups and liquid concentrate from a single source. The service was described as being available at the operator's option, leaving machine purchasers free to obtain supplies from other sources.

He also said a pilot operation will soon be set up in the New York area under the name of Servo-Chef, Inc. Managed by Indevco executives, it will serve as a proving ground for new service techniques.

Pop-Stinguisher

McKINNEY, Tex., June 3.—Proving that carbonated soft drinks can be a real safety item in addition to a tasty thirst quencher, Clifton Igo, manager of the Dr. Pepper warehouse here, tells this tale: Making deliveries recently, he noticed an auto on fire. The fire department arrived to find the blaze extinguished—Clifton had grabbed a couple of bottles from his truck, removed the caps, shook them to generate gas, and played the stream of pop on the car.

Need for Unity of Purpose, Effort Stressed at NAMA's Oakland Tri-Regional Meet

Gordon, Richardson Get Region XI Posts

OAKLAND, Calif., June 3.—Need for unity of purpose and effort in the vending machine industry was stressed at the tri-regional meeting of the National Automatic Merchandising Association (NAMA) here yesterday (2). With Region XI hosting Regions X and XII, the regionaires officially met Arthur C. Dudley, association's newly appointed Western representative. Jack Gordon, Glenn-Rowe Cigarette Service, San Francisco, was named chairman, and Ralph Richardson, Candy Venders, Berkeley, co-chairman of Region XI, and Ed Stanton, General Venders, Los Angeles, was re-elected for the second year to head Region X.

Robert D. Kerley, Allied Automatic, Inc., here presided at the all-day session in the Victory Room of the Leamington Hotel. He conducted the meeting in the absence of James Wilhite, Canteen Service, Inc., San Francisco. Kerley, a former Region XI chairman, welcomed the NAMA-ers, and got the meeting started with reports on West Coast legislative problems.

Davre Davidson, Davidson Bros., Los Angeles, a new member of NAMA's board of directors, spoke for Region X and told the group that

(See NEED FOR on page 108)

Spacarb Distribs Take On Mills Coffee Vender Sales

NEW YORK, June 3.—Ike Houston, Spacarb official, and Bert Mills, the Bert Mills Corporation, Chicago, jointly announced that as of Thursday (1) Spacarb became a non-exclusive distributor for the Mills hot coffee vender.

Mills' Coffee Bar venders will be sold nationally by Spacarb to all operators, not only to operators of Spacarb equipment, it was stated. Mills said that his firm's distributors would continue to handle the machine also on a non-exclusive basis, with the exception of four Southern States, where an exclusive coverage would be in effect.

With the announcement of the new line, Spacarb also reported the expansion of its sales representation. New representatives are Maurice Baruch, Maurice Spillane, H. I. Hagmaier, Jerry Le Beda, James Hosler and J. B. Carpenter. New distributors are E. L. Granger, Kansas City, Mo.; Harvey Smith, Atlanta, and Eugene Bryant, Greenville, S. C.

Spacarb's seven established distributors and remaining sales representatives, along with those newly named, will handle the Mills vender along with the Spacarb line, it was stressed.

SuperVend Sales Delivering; Patent Suit Settlement Made

DALLAS, June 3.—With production stepped up to 50 machines per day, three-drink SuperVend cup beverage machines are moving out again to operators, spokesmen for Texas SuperVend and of SuperVend Sales Corporation said this week.

Last Monday (29), Judge M. M. Miller and his associates from Texas SuperVend met with I. H. Houston in the New York offices of Spacarb, Inc., to arrange for a settlement in a patent action which Spacarb had brought against SuperVend.

Mixing Drink Feature

The lawsuit involved the "mix-a-drink" principle featured on Spacarb drink units and covered by patents of the Frosti-Drink Corporation, Spacarb's patent holding subsidiary. In district court, Dallas, Frosti-Drink won a decision which held the SuperVend unit violated the mixing patent. An injunction, to stop the sale of SuperVend equipment from infringing upon this patent, accompanied the decision.

SuperVend appealed the decision, but this week agreed to drop the appeal and make a settlement with Spacarb interests in order to expedite the shipment of equipment.

Settlement Provisions

The provisions of the settlement included:

1. Texas SuperVend agreed to pay a sum of $48,000 to Spacarb interests. A spokesman for SuperVend said that $6,000 had already been paid on this amount and the remainder would be paid monthly over a period of two years.

2. A locking device has been built into all new SuperVend production to prevent the mixing of drinks once a customer has deposited his coin. SuperVend spokesmen said this locking device was placed on all machines produced after the Dallas court issued its injunction.

3. A written warning will accompany each SuperVend unit, telling the purchaser that removal of the locking device would constitute a violation and make the violater subject to court action.

SuperVend Sales Not Involved

The patent action was brought against Texas SuperVend, Judge Miller and his associates. The SuperVend Sales Corporation, Chicago company headed by Mike Hammergren to handle national sales of the three-drinker, was not involved in the action.

(See SuperVend on page 109)

Ninth Divisional Office Is Opened By Cole Products

CHICAGO, June 3.—Cole Products Corporation, manufacturer of the Cole-Spa three-flavor cup vender, this week announced the opening of a new divisional office in Milwaukee. The office, ninth of its kind to be opened by the firm, will be managed by Ben Alberts, formerly president of Albert Wholesale Grocers, Inc., and sales manager of Selectric Sales Company.

Offices are located at 223 East Detroit Avenue, Milwaukee. Albert Cole is president of the firm.

Set Up Wilhite Company in Chi

CHICAGO, June 3. Formation of the Wilhite Company here was announced this week by Hollis S. Wilhite, president, and Andrew H. Wilhite, sales manager. Firm, with offices at 512 N. LaSalle Street, will market nationally a three and five-column penny bulk vender manufactured by W. G. Parrish, Inc., Chicago.

The company plans to set up and sell complete, operating routes of penny equipment in all sections of the country. Currently, sub-distributors are being appointed for some areas, with sales representatives for others.

Price of equipment, with minimum number required to set up a going route, was not made known. However, it was stated the per unit price was competitive with that of similar new equipment sold "in operation."

In addition to the first two penny models, the three-column M-300 and five-column M-500, Wilhite shortly will introduce one and two-column nickel venders for bulk merchandise.

New Ice Cream Vender by S & S

SAN JOSE, Calif., June 3.—The S & S Vending Machine Company, manufacturer of ice vending equipment here, has announced development of an automatic ice cream machine. The unit, offering three-flavor selection and a 61-pint capacity, stands eight feet high and is six feet wide and 10 feet long.

Selectivity is accomplished by three separate conveyors, each with a 61-pint capacity. Officials state the vender is waterproof, has walls 10 inches thick and redwood fiber insulation. An operating temperature of 10 degrees below zero is maintained by a one-half horsepower compressor. Also included are an inside waterproof light, time clock and exterior floor light. A multiple coin-control switch permits the use of any combination of nickels, dimes or quarters.

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Copper & Nickel, large, 1,000	5.00
Silver Wedding Rings, 1,000	5.95
Toy Watches, 2 gross	2.50
Stone Set Rings, 1 gross	1.95
"Hop Cat" Buttons, 1,000	8.95
Plastic Colored Rings, 1,000	2.50

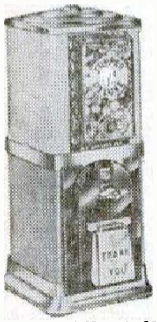
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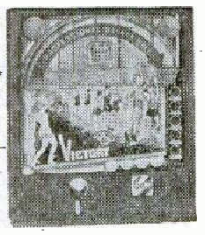
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All other Victor models on hand available for immediate delivery.

Victory Basketball Game



Plenty of action—return ball feature—1¢ or 5¢ play. Real Money Maker! 22½" High, 18" Wide 5" Deep.

Simple mechanism—guaranteed trouble free

$32.50 EA.

⅓ DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION

713 Ensor St. Baltimore 2, Md.

WE'VE GOT . . .

TOPPER

Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, $43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.

540 2ND AVE., N.
BIRMINGHAM 4, ALABAMA



IT'S SENSATIONAL
THE NEW ACORN 5¢

ALL CHARM VENDOR

Immediate Delivery

RAKE
COIN MACHINE EXCH.

609 Spring Garden St.
Philadelphia 23, Pa.
LOmbard 3-2676

Spacarb Philly Cup Mach. Service Firms in Merger

PHILADELPHIA, June 3.—Merger of the Spacarb Philadelphia Company and the Cup Machine Service Corporation has been announced. Spacarb is a Pennsylvania corporation, while Cup Machine was originally incorporated in the State of Delaware, and was located here at Tulip and Palmer Streets. Spacarb has offices at 1217 Market Street.

The name Cup Machine Service Corporation will be retained. Its offices at Tulip and Palmer Streets will be continued, with the registered office of the corporation in Delaware located at 1007 Market Street, Wilmington.

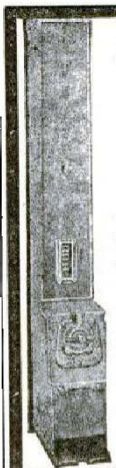
The articles of merger, filed under the provisions of Pennsylvania's business merger law, were filed with the Department of State of Pennsylvania May 22.

2-Key Coin Machine Lock Set by Deutsch

CHICAGO, June 3.—Deutsch Lock Company, Inc., Hammond, Ind., introduced a new dual key Coin Machine Special lock during the ACMMA show last week. It permits simple master-keying, easy resetting. Master key unlocks counter clockwise, while the normal key operates clockwise, Jules Deutsch, official, pointed out.

While either key operates the lock independently of the other, the master key will unlock every lock (of the new design) which the operator installs; the "normal" key, which may be retained by locations if so desired, will operate only the one lock for which it is fitted. This eliminates the carrying of extra keys by servicemen. Too, should a master key be lost, a new tumbler may be installed in each lock (at 17 cents per lock).

In lots of 100 with eight keys each, the Coin Machine Special lock costs 77 cents; price graduates up to $1 per lock with two keys for orders of 24 or less.



ADVANCE
21-A • Unit-C
STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, package gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3⅜" wide and 2¼" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 5¢ or 10¢ mechanisms.

ORDER TODAY!

J. SCHOENBACH
DISTRIBUTORS OF ADVANCE VENDING MACHINES
1647 Bedford Ave., Brooklyn 25, N.Y.

EXCLUSIVES! ORIGINALS!
Imported CHARMS & NOVELTIES

Start them on a mad dash to your machines — after something different — these exciting, new charms and novelties no one else has!



SPECIAL!
Sparkling hand-painted colorful RINGS—adjustable to any child's fingers. Add estimated mailing cost overage refunded ... $1.35 gr.

WRITE to be placed on our mailing list

INTERNATIONAL VENDING MACHINES SUPPLY
69 9TH STREET, SAN FRANCISCO, CALIF.



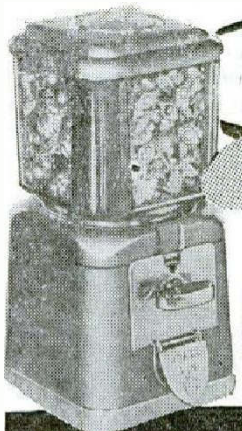
A New Profit SENSATION

The Atlas Midget Vendor, a new profit sensation! A real opportunity no operator can afford to pass up. Check these PLUS features: very little servicing; fits ALL locations; the only good vendor on the market at such a rock-bottom price.

Don't miss the year's biggest opportunity—order today.

Salesmen and Distributors—Write NOW

ATLAS EST. 1925
MANUFACTURING AND SALES CORP.
12220 TRISKETT RD. DEPT. 610 CLEVELAND 11, OHIO



THE GREATEST MONEY MAKER OF THEM ALL

The NEW **ACORN 5¢**

ALL CHARM VENDOR

Here is the perfect follow-up to the famous Acorn All-Purpose Vendor. Designed to sell, and sell, and sell, it has unlimited possibilities and opens tens of thousands of new locations. Certain to produce the biggest profit harvest of 1950.

ORDER TODAY!

Complete Details on Request

DISTRIBUTORS
A few choice territories are still open. Write, wire, phone
M. J. ABELSON
Gen. Sales Mgr.
1349 Fifth Ave.
Pittsburgh, Pa.
Phone: ATlantic 1-6474—6479

OAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California

Pacific Coast Dist. OPERATORS VENDING MACH. SUPPLY CO. 1023 S. Grand, Los Angeles 15, Calif.



MR. OPERATOR!

DID YOU KNOW?
There are less used or rebuilt VICTOR MACHINES offered than any other make.

DID YOU KNOW?
That you can buy TOPPER as low as $10.00 in lots of 100 or more.

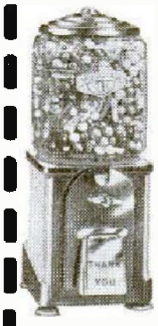
DID YOU KNOW?
You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

BETTER WRITE FOR TIME PAYMENT PLAN

ROY TORR
LANSDOWNE, PA.

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VICTOR'S AMAZING NEW
TOPPER
Special June Offers



1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only..... $50.00 (with plastic globes) $52.00.

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only..... $36.00

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only..... $51.25

Samp. Topper, $11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, $14.95 EA.
WRITE FOR INTRODUCTORY OFFER.

RAIN-BLO GUM 140, 170 or 210 count, in 25¢ cartons, 27¢ lb. In lots of 150¢ or more with freight prepaid. 25¢ lb., less 2%

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 25¢ lb. 140¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
25 lb. carton
Large 55¢ lb.
Small 50¢ lb.
Full Cash With Order.

Plastic Autographed Baseballs, $3.00 per M
Metal plated, $5.00 per M.

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 3-7993

Need for Unity of Purpose Stressed at NAMA Meeting

(Continued from page 106)

one-third of California's municipalities had per machine taxes. Going deeper into the tax problem, he declared that the personal property tax, especially in Southern California, was exceedingly high. With a petition already circulated and assuring the personal property tax inequality a spot on the fall ballot, Davidson emphasized the first importance of unity. He said that only with the co-operation and backing of operators, location owners and customers could the matter be adjusted.

Region XI Report

Region XI's legislative report was presented by Dick Parina, of Messrs. Parina & Company, San Francisco, who pointed out the fact that only concerted effort on the part of the members could reduce or eliminate the per machine levy.

Clifford Bergerson, Sterling Tobacco Company, Seattle, reported on the legislative battles he had witnessed in Region XII. He cited two test cases in which the Washington operators had lost in the police and superior courts. Bergerson said, however, that cases involving taxes had been won and that he was confident that rulings against machines in certain municipalities would be overcome in time.

Dudley, the new addition to the NAMA staff and stationed in Sacramento, was introduced by Kerley. In presenting him, Kerley pointed out that Dudley had been manager of the Sacramento Chamber of Commerce for 28 years, assistant manager of the Los Angeles Chamber of Commerce five and with the Oregon State Chamber of Commerce two. He also is a past president of the California Chamber of Commerce Managers' Association.

Dudley's subject was *The Task Ahead in Eliminating the Per Machine Tax*. He charged that the vending industry had experienced this sort of taxation because of the whims and politics of various governmental agencies along with the man who has one, two or perhaps more machines. Hitting at the part-time operator, the new representative said that this man would rather pay a per machine levy if he can't slip by and pay no tax. He referred to the sideline operator as "one of the stumbling blocks in the elimination of per machine legislation and securing logical business license ordinances."

Biz Licensing

Dudley declared that most cities had found gross volume of business licensing sound and that he felt it logical that it be applied to the vending industry. He urged the following scale on average monthly gross receipts as a basis: Less than $500, $1.50 per quarter; $500 to $1,000, $3; $1,000 to $2,000, $5; $2,000 to $5,000, $7.50. The scale, all on a quarterly basis, runs to $25 for volume from $20,000 to $25,000.

The new NAMA staffer, the only paid representative outside of the Chicago headquarters, declared that this system of licensing had proved profitable and easily administered from the standpoint of the municipal governing body.

Clinton S. Darling, association executive director, prefaced his talk by stating that he was representing four people. He briefly outlined the work done by William Fishman on accounting for operators and told of the findings of Charles Greasley on group insurance for operators. In assuming the role of Ernest Fox, Darling outlined the coming convention and exhibit. He filled the fourth part by describing the public relations work done by Aaron Goldman in using cups, matches and stickers to promote the Community Chest Drive in Washington.

George Seedman, NAMA's president, addressed the group thru Ed Stanton. This marked the first time that Seedman had addressed the members as an operator. Up to this time he had been associated with the Rowe Corporation but now is a member of the Rowe Service, Los Angeles.

In his letter, Seedman reviewed NAMA's start 10 years ago and told of the effective work done by the Eastern committee.

"It is now my purpose to create on the West Coast a Western committee composed of operators who have the well being of the entire industry at heart. This Western committee will act in conjunction with our three regional chairmen on the West Coast. We will co-ordinate and assist Arthur Dudley in his work.

"If we can accomplish for the West what the Eastern committee did on the Atlantic seaboard, we will do much for the industry and the association.

"We have a crying need for good salesmanship, the kind that sells our methods of doing business to the general public and to other industries—salesmanship based upon good service, good equipment and fair dealing." Stanton read from Seedman's letter.

Reps Listed

At the luncheon session Darling talked on *NAMA—Your Organization*, telling how it has helped individual operators.

The afternoon session was devoted to panel discussion on *Let's Get Down to Brass Tacks About Business*. Ralph Richardson, new XI co-chairman, served as moderator. Representing the operators and their fields were beverage, Larry Granfield Sr., County Beverage Company, San Diego; candy, Martin Lang, Canteen Service, Berkeley; cigarettes, Kerley, Oakland, and penny-bulk, William A. Dunlap, Ford Gum & Machine Company, Sherman Oaks. Manufacturers' panel included peanuts, Edward H. Jenanyan, Circus Foods, Inc., San Francisco; candy, H. C. Wirth, Hershey Chocolate Corporation, San Francisco; cigarettes, Jack O'Connor, Philip Morris Company; matches, John Behr, Ohio Match Company, San Francisco; gum, George Wilbur, William Wrigley Jr., San Francisco, and cups, Matthew A. Oliver Jr., Lily-Tulip Corporation, Los Angeles.

Following adjournment, the Philip Morris Company entertained the group at a cocktail party.

Popcorn
MACHINE OPERATORS AND DISTRIBUTERS



SupRpopt Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Wire or Write for Prices.

supRpopt co.
5958 BAUM BLVD. PITTSBURGH 6, PA.

FOR SALE
REVCO ICE CREAM VENDING MACHINES
Good condition. Reasonable price. Also good 1947 Refrigerated Truck. Will finance for responsible buyers.
BOX D-363, BILLBOARD
2160 Patterson St. Cincinnati 22, Ohio



ATTENTION —25¢ & 30¢ CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES
UNEEDA, 8 Cols. $100.00
UNEEDA, 6 Cols. 90.00
Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
8 Col., Model E, 240 Pack. Cap. 62.50
ROWE PRESIDENT, 10 Col.... 97.50
Rowe Royal 10 Col., 400 Pack Cap... 87.50
Rowe Royal 8 Col., 308 Pack Cap.... 85.00
Rowe Imperial, 6 Col., 180 Pack Cap. 60.00
Special! 4 Col., 100 Pack Cap. 32.50

CIGAR MACHINES
7 Col., 175 Cap. $27.50
1 Col., 50 Cap. 17.50

CANDY MACHINES
ROWE, 120 Bar Cap. $75.00
CANDYMAN, like new, 72 Bar Cap., Enclosed Base..... 62.50
VENDIT, 150 Bar Cap. 57.50
U-Select-It 35.00
UNEEDA 105 Bar Cap. 75.00
UNEEDA, 40 Bar Cap. 23.50

SALE
$62.50
DuGrenier
MODEL W, 9 Col., 308 pack cap.
7 Col., 255 pack cap.
$59.50

SALE
NATIONAL
CANDY VENDER
$100.00
9 Col., 162 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

Get Yours Now!
FREE
WITH
Vend
SUBSCRIPTION
It Staples, Tacks
DOES 50 JOBS!



the purse 'n pocket stapler that does a man-sized job!

Goes everywhere—has 50 time-saving uses in home, school, office, travel. Sturdily constructed of chrome-finished steel with durable red Tenite top. Has famed Swingline split-second loading and tacking features.

Complete with 1000 Genuine "Tot 50" Staples in plastic gift box.

Vend Magazine
2160 Patterson St.,
Cincinnati 22, Ohio

Please send me FREE "Tot 50" Swingline Stapler with 1,000 genuine "Tot 50" Staples PLUS one year subscription to VEND Magazine for which I enclose ONLY $3, the regular subscription price of VEND.

5-10-V

Name _____

Address _____

City _____ Zone ___ State ____

Occupation _____

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Lily-Tulip Cup Dividend

NEW YORK, June 3.—Lily-Tulip Cup Corporation declared a quarterly dividend of 62½ cents per common share. It will be payable June 15 to stockholders of record June 1.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 48 . . . test it . . . try it on your own route under your own conditions *without risking a penny!* Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwesterner . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

Immediate Delivery on ALL NORTHWESTERNS
RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street, Philadelphia 23, Pa. LOmbard 3-2676
2120 Fifth Avenue, Pittsburgh, Pa. COurt 1-3842



Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

Candy Men Hypo Promosh as Biz $ Slips Lower

(Continued from page 106)

their regular wholesaling functions any vending departments they might establish. Such departments must carry their own weight as independent, tho allied, operations, it was stressed. A vending route operated by a wholesaler might open the door to the sale of other items carried to new location contacts, jobbers were told. C. M. McMillan, executive secretary, estimated that as many as 30-40 per cent of all NCWA members are already in the vending machine business to some degree.

While all major candy manufacturers exhibited at the confab, little in the way of new bars suitable for venders was introduced. All such confections had been announced earlier. Due emphasis was laid on bars for the summer trade.

Cadbury-Fry, Inc., British candy manufacturer, did announce plans for further penetration of the vending market. H. H. Cummings, executive, disclosed that the firm's three nickel bars would be made available in 100-count vend packs later this summer. At that time they would be offered $2.70 a hundred, 30 cents under the present list.

The convention, which opened Wednesday (31), closes tonight (3). It will be followed by a four-day meet of the National Confectioners' Association, which opens at the Waldorf-Astoria Hotel Monday (5).

SUPERVEND SALES

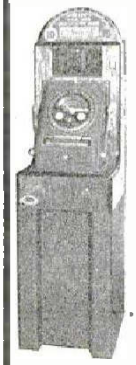
(Continued from page 106)

Miller and Hammergren reportedly have entered into a conditional sales agreement which calls for SuperVend Sales to build 3,000 units during the coming year. For each unit, Texas SuperVend will receive $75. On completion and payment of the 3,000 machines, Hammergren's company reportedly will assume complete control and Miller will retire from the vending machine business.

Correction

In the May 27 issue the price and capacity of the Fred Hebel Company ice cream vender was incorrectly stated. Machine continues to list for $800, with a 175-bar capacity.

STANDARD TYPERS



READY FOR IMMEDIATE SHIPMENT

Rebuilt and Refinished Machines that look and operate like NEW.

NEW MACHINES, REPAIR PARTS and ALUMINUM DISCS

We rebuild Old Greetchen or Standard Typers LIKE NEW or accept them on trade for Guaranteed New or Rebuilt Machines.

OPERATE A PROVEN MONEY-MAKER 365 DAYS EVERY YEAR. BUILT TO LAST A LIFETIME.

STANDARD SCALE CO.
1609 DELMAR BLVD. ST. LOUIS 3, MO.

VENDING MACHINE SALESMEN

The fastest selling—biggest profit machines for the operator—our men selling 1948 volume—deals can still be made if you have the right machine—Top commissions to real promotional producers who can travel and finance themselves until under way. Tell us who you've sold for and what you sold—and we will send full information. No curiosity seekers or free sample artists need apply. Exclusive territory assigned. Write now.
BOX CH-133, The Billboard, Chicago, Ill.

Atlas Tool Names Bob Foushee Head Of Service Dept.

ST. LOUIS, June 3.—Appointment of Bob Foushee as service manager of the Atlas Tool & Manufacturing Company was announced this week by George A. Delf, official. Foushee, who was formerly with National Rejectors, will also do research work for Atlas in addition to directing ice cream, candy vender and shoeshine machine service activities.

Delf reported that tooling for volume production on firm's ice cream bar vender, priced at $595, has been completed and output would soon be under way.

Chase & Sanborn Intros New Java

NEW YORK, June 3.—Following several months of location testing, Chase & Sanborn has placed on the market a soluble powdered coffee developed specifically for vending machines. The coffeee, offered to the trade in 2½-pound jars, differs from the firm's instant coffee for home use in that its "free-flowing" qualities have been improved to preclude caking, according to Robert L. Kob, executive.

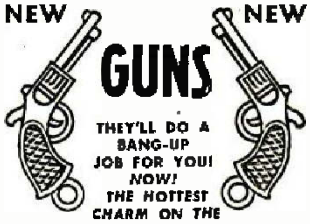
He said Chase & Sanborn is currently expanding its frozen concentrate division, with new customers being found among independent operators. The company has long packed the concentrate for Rudd-Melikian franchise operators under the Kwik-Kafe trade name.

The powdered preparation was tested in upper New York State and New England, Kob said.

Robert Greene Ties Knot in Las Vegas

NEW YORK, June 3.—Robert Z. Greene, president of Rowe Manufacturing Company, Inc., and an official of the National Automatic Merchandising Association (NAMA), flew to Las Vegas last week to be married. The bride was Nancy Greif, widow of a clothing manufacturer. The ceremony took place Saturday (27).

NEW GUNS NEW



THEY'LL DO A BANG-UP JOB FOR YOU! NOW! THE HOTTEST CHARM ON THE MARKET!
(Same size as illust.)

PLASTIC (6 Bright Colors) ....$4.25 per M
NICKEL PLATED ..... 6.50 per M
SILVER PLATED ..... 7.50 per M
GOLD PLATED ..... 7.50 per M
NEW INLAY FINISH ..... 8.25 per M

Large Asstd. SPORT CHARMS
(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)
PLASTIC (6 Bright Colors) ....$3.75 per M
COPPER PLATED ..... 6.00 per M
GOLD OR SILVER PLATED .... 7.00 per M

ALPHABETO CHARMS
(A to Z and 10 Numerals)
PLASTIC (Assorted Colors) ....$2.00 per M
COPPER PLATED ..... 4.00 per M

EXCELLENT FOR 5c ALL-CHARM VENDORS
OPPORTUNITY FOR DISTRIBUTORS
Order now! Don't delay! Empty your machines!

PAUL A. PRICE CO. Dept. B
220 Broadway, New York 7, N. Y.

GET NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street. Pittsburgh 20, Pa.

ONLY Northwestern Sales & Service Co. offers 30-DAY MONEY BACK TRIAL!!!
ON
Northwestern MODEL 49 SPECIAL

Order this famous Northwestern vendor today. Operate it for 30 days. If you don't agree that it cuts your service time and costs in half—that it SELLS more—that it EARNS MORE MONEY — return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose by this sensational offer and we know we'll gain another satisfied customer.

PRICES
LESS THAN 25 $13.75
LESS THAN 100 $13.55
100 OR MORE $13.35



Time Payment Plan Available — Trade-Ins Accepted

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 W. 42nd ST., NEW YORK 18, N. Y. Chickering 4-0142
4105 16th AVE., BROOKLYN, N. Y. GEdney 8-3600

CALIF. TINY VENDING ALMONDS, 88¢ LB.

French Fried and Packed Right at the Orchard. Write for Quantity Prices

900/1000 Count Per Lb. NONE SMALLER

Vacuum Packed in 5# Tins, 6 Tins to Case

STANDARD SPECIALTY CO., 5115 E. 14th St., Oakland 1, Calif.

10 NEW ITEMS!
NEW LOW PRICES

	Price per M
COMIC-STRIP CHARMS, Plastic	$ 4.00
Metal-Plated	6.75
GROCERY STORE CHARMS	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR, That Actually Cuts	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS, Plastic	4.00
Metal-Plated	6.50
ANIMAL HEADS, Metal-Plated	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPPY SUPER-CHARM MIX, 400 Ass'td in Bag	2.00
EPPY FORTUNE BALL MIX, 1 Gross Ass'td in Bag	1.75
FAMOUS #1 CHARMS, Plastic	2.50
Metal-Plated now	4.25
BIG FAMOUS #2 CHARMS, Plastic	3.00
Metal-Plated now	5.00

EPPY
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L.I., N.Y.

ATTENTION CHARM USERS

SENSATIONAL NEW • TERRIFIC

"Bring Your Dead Machines Back To Life"

SCATTER PINS **COSTUME JEWELRY**

Each a Terrific Sales Booster
Eleven New Items

$11.52 Gross; Quantity Buyers, Write
11 Samples, Postpaid, $1.00

Terms: 1/3 down, balance C. O. D.
F. O. B. Pittsburgh, Pa.

Sidmor VENDING CO.
2035 FIFTH AVE. • PITTSBURGH 19, PA.

CMI Protests Tax

CICAGO, June 3.—Charles W. Davis, clerk of the House Ways and Means Committee, informed Dudley Ruttenberg, Coin Machine Institute (CMI) executive secretary, that altho the commitee has completed tentative action to retain the federal $10 amusement machine tax, CMI recommendations for repeal of the tax will be made available before final disposition is made.

Previously Ruttenberg, who is also CMI's general counsel, wrote to committee Chairman Robert L. Doughton to reconsider its action in retaining the tax. Ruttenberg claimed the $10 tax was working a hardship on the amusement game industry which is still for the most part at the same nickel prewar level play price.

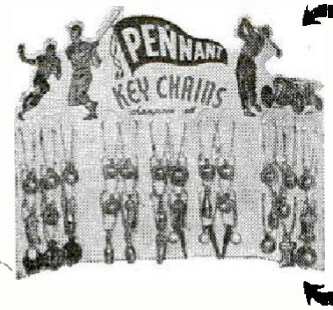
Chain Ends Cut Price Sale of Candy Bars, Gum and Cigarettes

NEW YORK, June 3.—The D. A. Schulte, Inc., chain has announced its elimination of cut prices on nickel candy bars and gum thru its 175 retail outlets in various sections of the country. President H. Cornell Smith stated the former practice of selling items at three-for-12 cents is being discontinued, with a straight nickel peg to be used in the future.

Move is in line with the firm's recent upping of cigarette prices to the full 20-cent per pack retail peg. Latter is reported to have been instrumental in stabilizing the cigarette price situation locally.

Intros New Juice Dispenser

LOS ANGELES, June 3. — A Fountain of Juice dispenser has been announced by Majestic Enterprises, Inc., here. Equipped with transparent plexiglass bowl of 5½ gallon capacity, refrigeration is thermostatically controlled. Unit has a top of highly polished stainless steel with baked enamel sides of 18 gauge metal. Juice is kept in constant agitation by circulating pump that gushes beverage thru stainless steel spout in center. Dispenser is 31 inches high and 17 inches wide. Drip pan and trimmings are available in colors with this Model 420.



BALL GUM OPERATORS
TRIPLE YOUR SALES with Pennant Key Chain Cards
Each card contains 36 DIFFERENT KEY CHAIN CHARMS! Install one card with every ball gum machine—with 36 winners—and get a terrific turnover!

Sample, $2.00
4 Cards, $7.00
40 Cards, $67.50
1/3 Dep., Bal. C.O.D.

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
LOmbard 3-2676

VENDING MACHINE SALESMAN

Selling machines through business opportunity ads. We have the most complete line of vendors in the promotion business, and our men's commission will average 40% of the gross take, which is the highest commission in the business. Interested in high-class man capable of breaking in distributors on an over-right basis.

Write or call UNIVERSAL VENDORS OF ST. LOUIS
2807 N. GRAND, SUITE 214, ST. LOUIS, MO. Phone: LUcas 3251

ATTENTION: VENDING MACHINE SALES ORGANIZATIONS!

Can furnish new electrically illuminated ball-gum machines on drop shipment basis. Gum contains "fortunes"—this feature optional. Large selling areas granted permitting exclusive territorial selling. Civic Club sponsorship plan. 100% mark-up. Only legitimate, established organizations considered. Write:

BOX B-375
c/o THE BILLBOARD CINCINNATI 22, OHIO

Map Opposition To Pa. Drink Tax

PHILADELPHIA, June 3. — The Pennsylvania State Federation of Labor is preparing an all-out effort for the repeal of the State soft drink tax law. The demand was expressed originally in one of several resolutions adopted at the closing session last week of the federation's 48th annual State convention in the Benjamin Franklin Hotel.

The resolution, submitted by Local 249 of the Teamsters' Union, set forth that the tax threw hundreds of workers out of jobs in the bottling industry and allied crafts. The tax was attacked as discriminatory and "economically impossible" for the bottler or merchant to absorb.

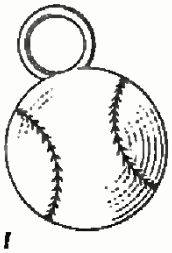
James L. McDevitt, president of the State federation, described the soft drink levy as a "nuisance tax."

The soft drink levy, adding a penny to every nickel bottle, has effected the bottling and vending fields alike. Morris Levy, president of the Sweetie Beverage Company here and president of the Pennsylvania Association of Soft Drink Bottlers and Manufacturers, also revealed plans for an all-out effort to repeal the levy when the State Legislature resumes sessions in 1951.

Newman Starts Own Business

BROOKLYN, June 3.—Ben Newman, who recently resigned his post with Mason Au & Magenheimer as vice-president and sales manager, has gone into business for himself as free-lance candy broker. Under the firm name Ben Newman & Associates, he has set up offices at 50 East 21st Street here. He was associated with Mason for 25 years.

IT'S A HIT!
EVERYBODY IS TALKING ABOUT THESE SURE-FIRE SALES SENSATIONS



NEW!
BIG BASEBALLS WITH TEAM NAMES!

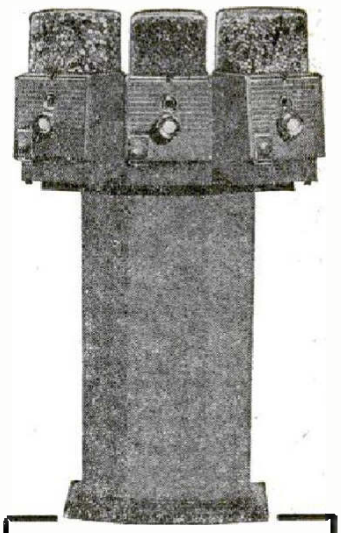
Plastic, 6 asst. bright colors	$ 4.50 per M
Copper Plated	8.00 per M
Silver Plated	11.00 per M
Gold Finished	11.00 per M

Karl Guggenheim INC.
33 UNION SQUARE • NEW YORK 3, N. Y.

BALL-GUM, INC.
UPHOLDING THE INTEGRITY OF ITS SLOGAN
"Specialists in the Manufacture of Ball Confections"
is going "all-out" to help increase your sales and profits by supplying you with superior products. We are now manufacturing and shipping ball gum of a quality never before available; all standard sizes in any quantity.
ALSO—15/16's AT A *NEW COUNT* OF 70 TO THE POUND
WRITE for SAMPLES & QUOTATIONS

BALL-GUM inc.
2610 WEST 19TH STREET • CHICAGO 8, ILLINOIS

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern
CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

IT'S HERE
BRADLEY COLORED BUBBLE BALL GUM
All Popular Sizes. Highest Quality.
25¢ PER LB.
F.O.B. Chicago
250 FREE pieces of Bubble Gum with each 25-lb. order. Freight paid on all 100 lb. orders and over.
CASH WITH ALL ORDERS
Bradley Associates, Inc.
1650 No. Damen Ave. Chicago 47, Ill.

BRAND NEW
LUCKY BOY VENDORS



$9.75 EACH 1¢ or 5¢ MODEL
Lots of 5, $8.75
Lots of 25, $7.75
Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 500 Balls Gum. Fully guaranteed. ⅓ Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

BIG PROFITS, NO SELLING
$28.95 returns you $105.00



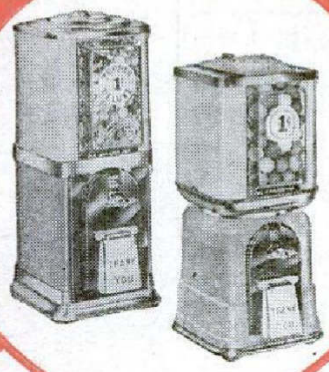
Every $10.00 invested thereafter returns $32.50. Here's how. Rush your order for one Silver-King Ball Gum Vendor and 10,500 balls of Gum. Place in any store, gas station, restaurant

PROFITS START AT ONCE
Vending Machines Take In
CASH DRY—NIGHT

Send $10.00 deposit machine and 50 lbs. gum will be shipped A-1 ONCE, pay $18.95 balance on delivery plus express charges, or write today for "FREE" details on starting a route of these FAST MONEY MAKERS

SILVER-KING CORP., Dept. 089
622 Diversey Pkwy. CHICAGO

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VICTOR

THE GREATEST NAME IN BULK VENDING

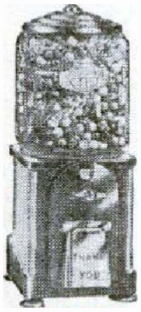
. . . . And here's the proof

TOPPER DELUXE

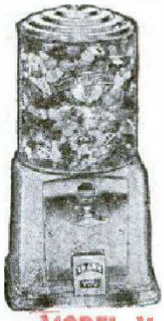
Tops in performance and beauty. Never have there been so many new ideas put into a bulk vendor. Also, in 5c model for perfect vending of charms exclusively.

JUMBO UNIVERSAL

Vending Jumbo-Size Ball Gum. The latest thing in ball-gum vendors. For greater capacity try the JUMBO UNIVERSAL SPECIAL.



TOPPER



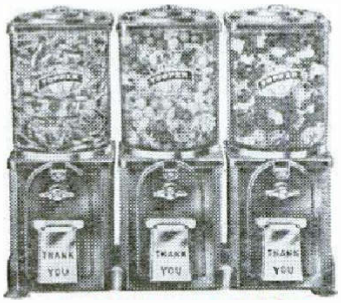
MODEL V



UNIVERSAL



DOUBLE UNIT TOPPER



TRIPLE UNIT TOPPER

PLASTIC GLOBE NOW STANDARD EQUIPMENT



NOW . . IT'S VICTOR'S REVOLVING SUPER-MARKET

The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential.

SEE THESE MACHINES TODAY AT YOUR DISTRIBUTOR . . . OR WRITE DIRECT TO



BASKETBALL

It's really new . . . a PENNY-PLAY COUNTER GAME that has the play.



HOT-POP

Height 31 inches. Holds bushel of popcorn.

America's Finest Vendors—Industry's Greatest Values

VICTOR VENDING CORP.

5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

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NAPKIN DISPENSER
Quizzette



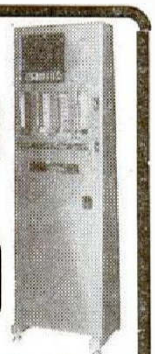
Introductory Special Only
$15.95
WITH $50.00 WORTH OF MERCHANDISE
BIG RETURNS—SMALL INVESTMENT

Buy one Napkin Dispenser Quizzette, plus ten refills, total 5,000 cards, for only $15.95.

Let dispenser work for you in any location food is served. It will return $40.00 net to you in a short time. Your profit starts at once. Works day and night for you. Send $5.00 down each machine, we will ship at once, or write today for "FREE" details on starting a route of these FAST BUGPROOF, DURABLE MONEYMAKERS.

CONTINENTAL SERVICE & EQUIPMENT CO.
3830 Holbrook Avenue Detroit 12, Mich.

FITS ANY SPOT!
ALKUNO
CIGARETTE VENDOR
You need a cigarette machine like this — 4 columns—160 capacity —silver quarter only —regular and king size—no matches.
MODEL 600
Metal cabinet and Base.
Ht. on Base, 60" Wt. on Base, 78 Lbs.
PRICE
MACHINE...$65.00
BASE..... 12.00
Immediate Delivery In Green Metal Lustre Finish



Other ALKUNO Models — 660, Silver Quarter, Free Matches—661, Two Dimes, Free Matches — 601, Two Dimes, No Matches.
Write for Catalog of Complete Line Including 5c Cracker Vendor
Alkuno & Co. 408 Concord Ave. New York 54, N. Y. MElrose 5-7757

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES



TOPPER
(Illustrated)
Lots of 100 $10.00
Sample, $11.25.
Victor's Universal
JUMBO
1" Ball Gum Vendor. Best Location-Getter in Years!
Immediate Delivery
½ Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

Supplies in Brief

Recall Candies, Gum

HARTFORD, Conn., June 3.—Commissioner Theodore J. Richard, of the Connecticut State Food and Drug Commission, has disclosed that inspectors have been removing from the market 18 brands of chewing gum and candies sweetened with saccharin and dulcin.

Both, he said, are non-nutritive. Gums and candies sweetened with the substances are used by persons on restricted diets, largely diabetics. Connecticut State law prohibits the use of any non-nutritive substance in confections unless specific exemptions are granted by law.

At the same time, he said, inspectors are covering drug outlets, wholesale and retail, thruout Connecticut for uncoated Oxylin tablets which the Federal Food and Drug Administration has warned contain "dangerous amounts of boric acid."

New FTC Code

WASHINGTON, June 3.—Federal Trade Commission (FTC) this week issued a proposed fair trade practice code for the cocoa and chocolate industry. Together with codes previously promulgated for candy jobbers and manufacturers, the new code virtually completes the agency's task of drafting rules covering the entire confectionery field.

Similar to the other codes, the rules for fair trade in the cocoa industry ban such practices as deception, simulation of trade marks and names, false invoicing, use of loss leaders with intent to injure competition, over-clogging channels of distribution with the same intent, offering price or service discrimination and entering into combinations to fix prices or restrain trade.

Cig Sales Up

WASHINGTON, June 3.—Cigarette sales hit a seven-month high of 32,036,000,000 in March, Commerce Department reported. Cigar sales amounted to 453,631,000, the highest monthly mark since November.

Despite earlier predictions by Agriculture Department that cigarette sales would slump this year, the first three months of 1950 showed sales at a rate ahead of last year's record pace. Total sales for the first 1950 quarter were 86,971,000,000, as compared with 84,439,000,000 for the same 1949 period.

Cigar sales totaled 1,283,037,000 for the first 1950 quarter, compared with 1,295,505,000 for January-March, 1949.

Sugar Report

WASHINGTON, June 3.—Heavy demand for sugar during the week ended May 6 pushed 1950 distribution above the 1949 rate for the first time, according to Agriculture Department.

Distribution for the first week in May totaled 161,696 tons, compared with 125,010 tons for the same period week last year. Total 1950 distribution thru May 6 was 2,336,464 tons, an increase of 1,938 tons over the same 1949 period. Total 1950 distribution thru the week ended May 13 reached 2,498,283, with 161,792 tons chalked up for the week.

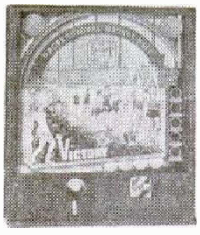
Peanut Candy

WASHINGTON, June 3.—Peanut candy is gaining in popularity, according to the Department of Agriculture. For the 1950 peanut season thru April 30, some 89,000,000 pounds of goobers were used in candy, compared with 74,000,000 pounds for the similar period last season.

This gain represents a reversal of the trend that had been in effect since the war's end. Following demobilization and the end of large-scale military buying, peanuts use in candy began a steady decline.



VICTOR 5¢ ALL CHARM VENDOR
The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tons of thousands of new locations.
1 to 23, $13.95 each; 24 to 47, $13.75 each; 48 to 99, $13.50 ea.; 100 or more, $12.95 ea.
All other Victor models on hand available for immediate delivery.
Victory Basketball Game
Plenty of action—return ball feature—1¢ or 5¢ play. Real Money maker! 22" High, 18" Wide, 5" Deep.



Simple mechanism—guaranteed trouble-free.
$32.50 EA.
GET ON OUR MAILING LIST FREE!
ART GRAEFF CO.
1232 BROADWAY TOLEDO 9, OHIO

New Washer Cleaning Program Effected by Self-Service Laundry

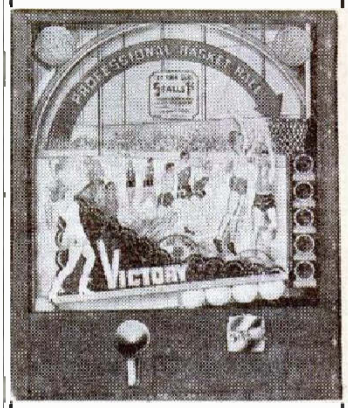
CHICAGO, June 3.—Robert W. Soaper, head of Self-Service Laundry, Inc., reported this week the recent adoption of a special "appearance conditioning" cleaning program for firm's coin-operated washers in apartment house locations. A contract, calling for once a month exterior cleaning at a set per unit rate, was given to Gloss Glaze Company, a local firm which has developed a new-type polishing agent for porcelain and similar finishes.

The appearance maintenance plan was worked out when it was found regular Self-Service repair men could not adequately handle such cleaning chores. The addition of specialized cleaning equipment to a man's regular repair tools and parts supply made too bulky a load, it was found. Too, pin-pointing machine cleaning as a special chore resulted in a better job and year-round top eye-appeal for coin washers, Soaper declared.

Gloss Glaze Company also performs a similar equipment cleaning service for coin laundries, going over the machines on a monthly per unit basis, Soaper said.

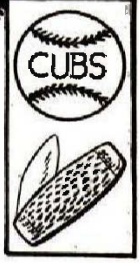
BALL GUM
Bubble or "Chicle"
All Sizes
From 3/8ths to new 1-Inch Jumbo
NEW CHARMS
Brilliant colors
Opaque or Translucent
BARKER BRANDS, INC.
Sea Bright, N. J.

BASKET BALL
Newest Counter Game on the Market
Precision Built by
VICTOR
So you know it's good!



Sample $32.50
YES! It can be bought on Time Payment.
In lots of 10 from
ROY TORR LANSDOWNE, PENNA.

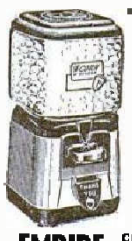
NEW CHARMS
READY FOR YOU NOW
They're Really Beauties, Too
KNIFE (Scout). Per 1000 ... $10.00
BASEBALLS, ½", with team names, white with black seams. Per 1000, 5.50
BASEBALLS, ¾", white with black seams. Per 1000, 8.00
All Postpaid.
Write now to get on our mailing list.



Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS
BRILLION · WISCONSIN



Rush Your Order Today
VICTOR'S
NEW TOPPER
1 to 5 Cases $43.00 Per Case ($10.75 Per Machine)
6 to 11 Cases $42.00 Per Case ($10.50 Per Machine)
25 Cases or More $40.00 Per Case ($10.00 Per Machine)
R. H. ADAIR COMPANY
6926 W. Roosevelt
Oak Park, Illinois
Phone: EUclid 6-9219



BIG MONEY MAKER
1c or 5c
ACORN
ALL PURPOSE BULK MERCHANDISER
Immediate Delivery
EMPIRE COIN MACHINE EXCH. 1012 Milwaukee Ave. Chicago 22, Ill.

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U. S. Champs Crowned in Peoria

M & T Steps Up Production on New Conversion

CHICAGO, June 3.—M & T Sales, after introducing its new Speed Bowler conversion at the ACMMA show here last week, announced this week that the unit, which now features clearly marked strike zones and further animation on the backboard, is in production and deliveries are being made. Ted Rubenstein, firm president, said that due to the results obtained at the all-industry show, the production schedule for the conversion had been stepped up.

The unit uses bowling scoring principles and features disappearing pins. Speed Bowler can be attached to a shuffle game in less than an hour, with the serviceman handling the replacement on location.

Op Offers Free Case of Beer to Build Game Play

PANAMA CITY, Fla., June 3.—When play began to slack off on a new Shuffle Lane installed in the bar section of the building, the Old Dutch Restaurant here came up with a solution in the form of a "free case of beer" award weekly to the player who rings up the highest score.

Jimmy Williams, Panama City operator, who made the installation in the Old Dutch tavern, has found that "providing an incentive" will invariably boost play often as much as 300 per cent. He splits the cost of the weekly prize with the tavern management.

Plays are electrically scored on the Shuffle Lane. Frequently there have been instances in which players have added $3 or more to the hourly intake of the Shuffle Lane in an attempt to better each other's score.

Puck Patter

Chicago:

Art Weinand, vice-president and director of sales, Rock-Ola Manufacturing Company, reports the new weights which the firm is producing were officially introduced to the shuffleboard field last week. The firm also brought good news to the field with an announcement at its recent distrib meeting that it was in shuffleboard to stay. Incidentally, a Standard board was featured by Pacific Shuffleboard Bowling Company at the recent ACMMA show to display its new conversion unit.

Herb Perkins, president of Purveyor Shuffleboard, reports response to his products during and after the ACMMA Show was excellent. Perkins played host to **Bill Tucker**, former Purveyor sales manager, during the show. Tucker is now cabinet productions technical consultant for Crosley Division of the Avco Manufacturing Corporation, Cincinnati.

Orders have been coming in steadily for the new M & T shuffle conversion, which was unveiled at the show, according to **Ted Rubenstein**, president. Firm is also in production on its Lite-a-Pin unit. Ted and his crew at the show were happy with the operator response to their

(See Puck Patter on page 114)

U. S. Tournament Notes

One of the most colorful units at the Peoria championships was the woman's team representing Chuck's Tiny Lodge, Midlothian, Ill., in the cushion title session. Captained by **Bobbie Cavallini**, this unit arrived in Peoria early Saturday (27) and won the championship later that night with only two hours of sleep. Other players on the Tiny Lodge team were **May Lash, Gladys Stork, Ann Braden, Irene Shreffler** and **Jean Connally**. All are employees of the location and Miss Connally is the organist there. . . . Best comeback at the tourney was the South Jersey combo, in the men's longboard. One of the favorites in the main event, the Camden team lost on a heartbreaker opening day but because of the double knockout system returned to the armory Sunday (28) and walked off with $1,500 for second place.

Kid Gloves, whose real name is **George Lisk**, is now living in Peoria. This headliner gave an exhibition Sunday afternoon that had the players and spectators wondering if he used trained pucks. The kid specializes in trick shots and also blindfold matches. In the latter, Kid Gloves has a spectator tell him where the pucks are and asks the spectator to call a shot. The Kid then makes a perfect play and leaves the crowd gasping. . . . **George Lawler**, Brooklyn trick shot artist, also performed.

Among the American distributors in Peoria for the title matches were **Bob Miles**, Columbus, O.; **Howard Conlon**, Schnectady, N. Y.; **Woody Cowan**, Dallas; **Frank Coleman**, Philadelphia; **Fred Salecki**, Tucson, Ariz.; **John Weiss**, Boise, Idaho, and Ogden, Utah; **Clayton Beebe**, Peoria; **Dan McFall**, Chicago; **Jimmy Bournes**, Cleveland and Toledo; **Chuck Miller**, Racine, Wis.; **Jack and George Miller**, New Orleans; **Chuck Baird**, La Crosse, Wis.; **Lou Ritter**, St. Louis and **Len Haigh**, Detroit.

The teams making the longest trip to Peoria represented Mac's Bar, Boise, Idaho, 1,985 miles, and Carlors Billiards, Ogden, Utah, 1,640 miles. **Armend Martens** captained the Boise team, comprised of **Hugh Garvis, Morris Kulp, Gus Lindstrom, Bruce** and **Mel Foster**. . . . Led by **Captain Darold Fielding**, the Ogden group included **Frank Archuletti, Robert Fielding, William Eddy, Cliff Camp, Wendell Bowman** and **Bob Harris**.

Robert Carroll, ASLI director in Wisconsin, was unable to be in on the big doings in Peoria because of a family emergency. . . . Another woman's contingent to walk off with the bacon was from the Wayside Inn, La Crosse. With Captain **Hessie Gaskill** encouraging an all-out effort, this team included **Joann Evenson, Edna Holft, Ella Mae Wakeen, Jenny Smith**, and **Ruth Osgood**. . . . The Men's Cushion champs from I'm Inn, Overland, Mo., have been playing as a unit for two years. They are **Al Pellet, Jimmy Smith, Richard Poelker, Ed Leonard**. Sponsor **Ed Ryden** and **Captain Roy Chambers**. They chartered a private bus for the U. S. meet.

Besides TV star **Linda Danson**, celebrities at the armory included **State Treasurer Ora Smith, Mayor Joe Malone, State Senators Jim Carrigan and Clyde Traeger, Shirley Armstrong**, who is Miss Peoria, and **Nancy Deitrich**, Shuffleboard Maid of Honor from Springfield, Ill. . . . **Vern Goff**, Chicago advertising executive, was an interested spectator at the armory. He roomed with **Ken Poulsen**, ASLI director, when both were undergraduates at the University of Wisconsin. . . . **Howard James**, U. S. Tournament manager, and **Don Freeburg**, new editor of American's Shuffleboard World, attended City College of New York (CCNY) which won the college basketball crown from Bradley University. While in Peoria they contacted several friends they met at the game in New York's Madison Square Garden two months ago.

One of the most difficult decisions which the U. S. tourney officials had to make concerned turning down outstanding teams from many sections of the country because they had not played in the State sessions early in May. They told the disappointed team captains that it would not be fair to enter teams which had not played qualifying matches. But they also promised to contact the team heads next spring when State tournaments are played. . . . Three of the hardest working people at the armory were **Lee Allnut**, chief scorekeeper, who stayed up all Saturday night (27) to get the 21 boards in shape for Sunday's play, and **Bill Houlihan** and **Bob Burton**, Station WEEK (Peoria) announcers, who were official tourney announcers.

Good sportsmanship prevailed thruout the meet. Despite the tough defeats some teams had to swallow at the armory they were later seen toasting their conquerors in local shuffleboard locations. . . . Peoria businessmen were pleased with the crowds of out-of-towners and restaurants and locations with juke boxes did a land office business.

No Gold Brick

CHICAGO, June 3.—A standard Shuffleboard League of eight teams, playing the southeastern part of the city during the regular season, has set up a summer competition which threatens to overshadow even the regular seasonal play.

Eight of the teams in the league are competing for a trophy which is probably the most sought-after gimmick to be offered in the history of the game. Each week the trophy changes hands, and when it passes to a new location, it is given the No. 1 spot in prominence within the location.

There are no names inscribed on the trophy, nor is it embellished in any manner. But teams fight to the last for the chance of gaining possession of it.

And what is this trophy. A 2½-cent brick, picked up by one of the league players from a pile of old bricks which had been discarded by a builder.

Edelco Unveils NewConversions

DETROIT, June 3.—Edelco Manufacturing is now in production on the two conversion units which it unveiled at the ACMMA show here recently. One unit is for all shuffle games and features folding pins. The other, called Shuffle Score, is for 22-foot shuffleboards, is located in the middle of the board and permits from one to four players to participate simultaneously.

Shuffle Score can be installed on a shuffleboard in a few minutes and features upright light-up pins. Both conversions score 30 points for a strike, thereby speeding up play.

East, Midwest Teams Garner Major Awards

ASLI Holds First Annual

By Tom McDonough

PEORIA, Ill., June 3.—Judged a success by league heads from 14 States, tournament officials and players alike, the first annual United States Shuffleboard Tournament ended at the Peoria Armory early Monday (29) morning with the Rupsis Grill team of Schenectady, N. Y., winning the major prize of $2,500 in the men's longboard competition.

Sponsored by American Shuffleboard Leagues, Inc. (ASLI), the event drew 44 men's and women's teams which had qualified in either the longboard or cushion divisions during State tournies this spring. A total of $10,443 and other valuable prizes were won by the top contingents.

ASLI Foots Bill

Tho the entire expense of the promotion was underwritten by ASLI and top staffers traveled to all sections of the country to explain the U. S. meet to players and league heads. The event was handled on a non-partisan basis and players and teams were invited solely on their ability regardless of the make of board used in sponsoring locations. Major groundwork for the meet was handled by Ken W. Poulsen, ASLI executive director, and Howard W. James, U. S. tournament manager and ASLI tournament manager. In addition to working ceaselessly on the 14 State meets early in May, Poulsen and James spearheaded local interest last week by appearing on several radio programs with Linda Danson, TV star of the Ken Murray show, who was elected queen of the first annual. They also lined her up for personal appearance tours in Peoria department stores, theater clubs and for a ceremony on the city hall steps with Mayor Joe Malone.

Overtime Play

The U. S. meet began Saturday (27) morning and was scheduled to end the next night. However, the excellence of play, plus the cautiousness of participants since so much was at stake, caused matches to last as long as several hours in some instances. All competition was on a team and best five out of nine game basis with the point system used exclusively. The competition was carried off with a minimum of confusion which was a tribute to the 50 referees under the direction of Chief Scorekeeper Lee Allnut, plus the efforts of the grievance committee. Since the referees were from all parts of the country and the grievance group also was selected on a sectional basis, the two met in a joint session Friday (26) to work over all rules and to eliminate the possibility of disputes. The grievance committee was composed of Clayton O. Beebe, Peoria; Howard C. Conlon, Schenectady; John Weiss, Ogden, Utah; Bill Raab, Newark, N. J., and Poulsen.

Other Champs

Winners in the three other divisions were: Wayside, LaCrosse, Wis., Women's longboard, $1,000; I'm Inn, Overland, Mo., men's cushion, $000, and Chuck's Tiny Lodge, Midlothian, Ill., $449.05. These teams, plus the Rupsis unit, are U. S. champions in their respective divisions.

The tournament used the double knock out system, which gave teams

(See U. S. Champions on page 114)

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Bally Skeds Turf King Deliveries

(Continued from page 101)

The game includes many of the proven features of Bally's Citation as well as other recent products such as advancing odds, mystery selections and wild scoring holes, Turf King also embodies double score principles, the section shift idea, by which purse and show pockets actually score as win pockets, and the build-up bonus. Nelson emphasized that these scoring ideas are used with a new approach which Bally calls Players' Choice. Under this Players' Choice set-up, the patron plays, according to judgment in making selections.

In the L and R feature, the main change is that when a ball drops in the L or R pocket it lights all seven selections for the next game if its corresponding light is lit on the backglass. When all four A-B-C-D bumpers light up after being hit in rotation, the next winner gets double points. Principle behind Players' Choice idea is that patron may continue to flash all advantages by dropping in added coins or select a group of advantages for concentrated play. Selection of concentrated advantages is accomplished by means of symbol buttons on the front rail. These are a horseshoe, a star, a clover and a pennant.

CMG Ladies Night Turn Out Hits 800

(Continued from page 102)

show emseed by Nilo Milo. On the bill were Betty Brownell, vocalist; Chong Wau Troupe, tumblers and balance, and the Mercer Brothers, comedy dancers. Dottie O'Brien and Robert Clary appeared thru the courtesy of Capitol Records. Dick Reinhart and orchestra played for the show and dancing.

Miller was assisted in the arrangements by his board of directors, which includes Lee Spear, vice-president; Joe Silla, chairman; Frank Morgan, Fritz Althaus, Harold Munson and Clem Stetson.

Rosy Outlook Keys CPMA Meet; New Speeds Discussed

(Continued from page 102)

hurt attendance at the parks, stadiums and arenas but, Cohen disclosed, thus far sporting attendance is holding up and if anything creating new live fandom.

Others to talk on the subject were Harold Copeland, head of the Youngstown, O., association chapter, and Ed Gradzicki, Detroit operator. Copeland said that operators in Youngstown were in competition with baseball video from Pittsburgh, Cleveland and Columbus but that after the initial TV interest in typical locations wore off the sets began moving into the home and music grosses came back and continued to improve. He predicted a similar experience for Cleveland in the near future. Gradzicki explained that in Detroit games were televised but twice weekly and since the Tigers were on the road half of the season anyway, TV in Detroit posed no problem.

Copeland spearheaded the merchandising subject by telling the business session group that there was still plenty of room for improvement in giving immediate service calls, keeping up with the new hits and above all having the phonographs on location appear neatly polished with records and needles at peak performance. All present showed keen interest in the speed battle. In Cleveland, Herb Wedewen, president of Northern Music, Inc., Wurlitzer distributors, said experiments are being conducted with 45's which thus far indicate higher rates of play, better tone quality and longer record life. Copeland also stated that Leo Dixon, formerly of Cleveland, has had one-third of his equipment operating with a 45 mechanism with similar favorable results. Cohen indicated that more Cleveland operators were about to test the 45 speed.

One of the high points of the business meet was the long range rental program started in the Detroit area by Bill Patterson, Patterson Music. Patterson explained that approximately four years ago he instituted a rental program designed to improve the location owner's interest in music play. Basically, the plan is that the location agrees to a one to two-year contract which stipulates a flat rental per week. He stressed that this is in no way front money but a straight rental deal with the location controlling the coin box and the operator providing records and service.

At this point approximately 90 per cent of Patterson's locations are under contract, all have higher play rates than previously and the location owners thus far have always sought renewals when the contracts were about to expire. Patterson said that the program has helped him because the only service calls he now gets are bona fide machine malfunctions and simple calls such as nickel jamming have been eliminated. It has also released his servicemen to make more calls since the routemen do not have to worry about collections.

Among the others at the luncheon meeting were Secretary Virgina Copeland, Ed Kenney, Coleman Stutz, Joseph Solomon, Alfred Atwell and Laddie Miklovic, all CPMA members; James O'Brien, Ohio Record Sales, Cleveland; Thorpe Thompson and Max Callison, Capitol Records; Buddy Kaye and Carl Lampl, songwriting team; Joe Davis, music publisher who brought Bob Houston, singing star for Celebrity Records. Before the meeting adjourned Cohen announced that Davis's song, *In the Valley of Golden Dreams*, and sung by Houston, was voted the CPMA hit tune for July.

The evening activities got under way with a cocktail party in the Hollenden's A, B, C, D parlors, attended by several hundred operators and guests from all parts of the country. The manufacturers delegation was led by Ed R. Wurgler, general sales manager, phonograph division, Rudolph Wurlitzer Company, and A. D. Palmer, advertising and sales promotion manager of the same firm. Both came in from North Tonawonda, N. Y., for the convention.

With standing room only attendance prevailing at the banquet the huge crowd was treated to an all-star show headed by Blue Barron and his MGM recording orchestra. It was emseed by Dusty Davis, comedy star. Among the other headliners performing were Gordon Jenkins, Decca; Frank Yankovic, Columbia; Sheila Barrett, satirist; Johnnie Bachemin, dancer; Frank Mullec, Continental; Maria Neglia, violin virtuoso; Pour-a-Drink Dorenfield, comedian; William Boehm, light opera tenor; Tommy Larue, Cleveland singer, and Houston, who gave the crowd a preview of the CPMA hit tune for July, *In the Valley of Golden Dreams*.

Coin Machs. Future Big Down Under

(Continued from page 101)

Bottle or cup venders have not yet made their appearance. Coca-Cola refrigerating units are quite common but the payment is on the honor system and no coin mechanisms are used.

Music machines are found more often in milk bars and at soda fountains, Morton said. Bars are open from 10 a.m. to 6 p.m. and 10 a.m. to 11 p.m. in various sections, depending upon the law. However, music operators have not yet tried the late closing bars for spots.

Morton believes that coin-operated equipment has a great future in Australia. He bases this upon the fact that each year 250,000 persons are coming into the country and there is a serious labor shortage.

U. S. Champions Crowned in Peoria

(Continued from page 113)

beaten in early competition a chance to come back against other foes and finish in the big money. In each instance, however, the champions went thru the meet undefeated.

The remainder of the $10,443 was distributed as follows:

Men's Longboard: 2d, Crystal Tavern, Camden, N. J., $1,500; 3d, Embassy Club, Kenosha, Wis., $1,000; 4th, Duffie's Tavern, Peoria, $600; 5th, Keyhole, Racine, Wis., $400; 6th, Shea and Williams, Chicago, $200; 7th, Tom's Tavern, Grand Rapids, Mich., $150; 8th, Matt's Grill, Schenectady, $150, and 9th thru 12th, Easy Way, Dallas, Triangle, Grand Rapids, Mich., Gay Nineties, Tucson, Ariz., and Glass Hat, Springfield, Ill., $79.82 each.

Women's Longboard: 2d, 615 Club, Peoria, $550; 3d, Greenwood Ladies, Toledo, $267.08.

Men's Cushion: 2d, Transfer Tap, $457.59.

PUCK PATTER

(Continued from page 113)

products, and reported meeting a number of ops whom they had known only thru correspondence.

Julian Crum, Shuffleboard Specialists executive, is another who reported highly satisfactory results at the convention. Julian said operators and distributors alike had displayed renewed interest in shuffleboards and, as a result, it looked like a good season for both new and used boards. **Phil Cohen**, firm head, was also impressed by the response.

Detroit:

Philip Schacht, who recently formed the Action Coin Games Company, is concentrating largely on shuffleboard operation under the new licensing set-up here, and is proclaiming "shuffleboard is the only thing to operate today." . . . **Fred Chlopan**, business manager of the Michigan Shuffleboard Association, and his wife, **Alberta**, were guests at the Michigan Automatic Phonograph Owners' annual banquet at the Four Dukes Monday (29).

PURVEYOR SUMMER SPECIALS!

United Shuffle Alleys	$ 99.50
United Shuffle Alleys With Speed Bowl Conversion	175.00
Nation Wide Shuffle Pool	179.50
Universal Twin Bowler	189.50
Nation Wide (One Player) Baseball Game—Like New	195.00

NEW EQUIPMENT
ATOM-JET
PACIFIC SHUFFLEBOARD BOWLING CONVERSION

CONVERSIONS MAKE SHUFFLEBOARDS IN DEMAND!
CASH IN NOW ON THESE LOW PRICES . . .
ROCK-OLA
PURVEYOR SPORTSMAN
NATIONAL
MARVEL
NATIONWIDE
AND MANY OTHERS
11 ft.—18 ft.—22 ft.
$75.00 and up — ALL IN FIRST CLASS CONDITION.

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Keeney Bowling Champ
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WANT
LATE 5-BALL AND 1-BALL GAMES—
CASH OR TRADE

Purveyor Shuffleboard Co.
4322-24 N. Western Ave. Chicago, Ill.
Phones: JUniper 8-1814 or 8-1815 or 8-1816

$150 SHUFFLEBOARD
NEW MAPLE OR MASONITE TOP
BEST MADE
24-HR. DELIVERY
United Shuffle Alley, rebuilt, like new $119.50
Best New ELECTRIC SCOREBOARDS.....$95
RECONDITIONED SHUFFLEBOARDS.....$75
NEW MAPLE TOPS, $125
1" MASONITE (Dio-Stock) TOPS, $100
SHUFFLEBOARD Specialists
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GIVE TO THE RUNYON CANCER FUND

COINMEN YOU KNOW

Washington:

Silent Sales System opened its two Baltimore-vicinity arcades prior to Decoration Day. Newer of the two is in Kiddieland Park, making its bow this year. About 40 machines have been installed, according to **Ira T. Byram**, with emphasis on the penny variety designed to draw the youngsters. Silent Sales in introducing Bowl-'n-Shuffle both in Kiddieland Park and at the Bay Shore Park location, with a total of 22 machines. The Bay Shore arcade has about 75 machines altogether, making it one of the largest such operations in the area, Byram said.

Arthur E. Selnick is the new manager of the record department of Kaufmann-Washington Company. He was formerly with Decca in Philadelphia. Selnick reports a couple of sleepers—**Sonny Burke's** waxing of "Mambo Jambo" and the new **Buddy Johnson-Ella Johnson** disk coupling, "You Got To Walk the Chalk Line" and "Keep Me Close to You."

Improved design and better temperature control will feature the new frozen orange juice vending machine being readied by Vend Mart Corporation, scheduled to be launched next month. One change reported by Veepee **Frank V. Connelly** is the raising of the coin changer to make it more accessible. Connelly adds

(See WASHINGTON on page 116)

Los Angeles:

Walter (Solly) Solomon, of J. Peskin Company, off to San Francisco for a week-end visit combining business and pleasure. . . . **Bill Schrader**, of Pacific Shuffleboard Bowling, is back in town following a trip to Chicago where he showed the new game. . . . **William E. Happel**, of Badger Sales, on a motor trip to Milwaukee. While there, he will visit with his father, Carl Happel, who heads the Badger Novelty Company. Happel will be out of the city for another two weeks. . . . **Al Weymouth**, of Weymouth Service, cigarette operators and distributors of the Electro machines, to San Francisco on business. While there he will attend the NAMA district meeting.

George Seedman, of Rowe Cigarette Service, off on another business junket. . . . **Paul Blair** has moved from the Balboa Fun Zone on Balboa Island and is now operating his own arcade in the zone's vicinity. . . . **Wayne Irick** and Bill **Ferguson** have opened their arcade at the new Venice Lake Park near Venice, Calif. . . . **Robert McNaughton**, vending machine operator, returned by plane from his trip to his old home grounds, South Bend, Ind. . . . **Stan Russo**, Western representative for the Stoner line, back from a trip to Fresno and San Francisco.

(See LOS ANGELES on page 125)

Vital Statistics

Births

A son, Mark, to Mr. and Mrs. Ed Ratajack, May 28, in Presbyterian Hospital, Chicago. Father is Western sales manager for AMI, Inc.

Marriages

Robert Z. Greene, president of Rowe Manufacturing Company, Inc., and Mrs. Nancy Greif in Las Vegas Saturday (27).

Deaths

Mrs. Rosaria Curro, mother of Melo and Ted Curro, last week. Sons are associated with Metropolitan Amusements, Milwaukee.

New York:

Tom Connolly, former music op who sold his route to **Mac Pollay**, has opened a bar and grill on Third Avenue. His partner in the enterprise, **Mike Forde**, also used to operate a juke box route here. . . . **Sal Trella**, of Elkay Music, returned last week-end from his latest trip to Florida.

Les Boyd, of the Ace Distributing Company, is back from a two-week fishing trip on Long Island Sound. He runs his own boat. . . . **William Tandler**, of the Vendomatic Machine Corporation, is spending much of his time these days in Boston watching the progress of Filene's out-of-store vending department. Two of Tandler's machines are being used in the experiment.

Philip Shorin, vice-president of Topps Chewing Gum, and **Charlie Zubrin**, merchandising director, welcomed coinmen **Moe Mandel**, of Northwestern Sales & Services; **Nate Rake**, of Philly's Rake Coin Machine Exchange, and **Ben Smith**, of the ad agency bearing his name, to their booth at the National Candy Wholesalers' Association convention last week.

Al Denver, president of the Automatic Music Operators' Association (AMOA), was an invited guest at a luncheon June 1 for New York citizens who have given outstanding aid to the Police Athletic League (PAL). **Mayor O'Dwyer; James B. Nolan**, deputy police commissioner, and **Gene Tunney**, chairman of PAL's fund-raising division, spoke.

H. J. (Pete) Foster, Spacarb sales manager, entered a hospital last week for a check-up. . . . **Harry Rosen, Meyer Parkoff's** partner in the Atlantic New York Corporation, has returned from Florida. . . . **Turk Nassar**, who recently reactivated his route in Walden, N. Y., was in town last week on a shopping trip.

Dallas:

Arthur C. Hughes, vice-president of S. H. Lynch & Company, Dallas, distributors of Seeburg music systems, sailed from New Orleans recently on the S. S. James Lykes for a three-month European tour which will include visits to nine stations. In addition to handling business for his company's import division, he will join the pilgrimage to holy places in Rome and other cities.

Hughes was honor guest the night before sailing at a dinner at Antoine's in New Orleans given by S. H. Lynch & Company with **S. H. Lynch**, president, and **E. D. Furlow**, vice-president, as co-hosts. Guests included officials of J. P. Seeburg Company, Chicago—**N. Marshall Seeburg**, president; **C. T. McKelvy**, director of sales, and **Fleming Johnson**, production manager. Also present at the dinner were company branch managers from Houston, San Antonio, New Orleans, Memphis, Oklahoma City and Dallas.

Pittsburgh:

Lester Hardman, head of the Penny King Company, is hailing the new trend to nickel all-charm venders as further indication of the value of charms as a salable item, strictly on their own. He started supplying charms about a year ago, and claims he has produced over 50,000,000 charms during the past 12 months.

The new nickel charmers are developing a brand new market for this product, Lester feels. Penny King's latest bids for charm business are its baseball glove, bat and ball series, and a musical instrument series, skedded for introduction last week. Looking ahead to the fall, Hardman has designed new elephant and donkey pieces to tie in with the political campaigns.

Detroit:

Philip Schacht, who has operated a route here for several years, has dropped music operations entirely in order to concentrate on games. He is reorganizing his operation, formerly conducted under his own name on Ferry Avenue, and has formed the Action Coin Games Company, with headquarters on Monterey Avenue. . . . **Albert Ashe** announces the grand opening of the new offices and salesrooms for Mercury Distributors Saturday and Sunday, June 10-11, at 3727 Woodward Avenue, with open house for the trade.

Wilbur B. Hughes, Spotrim Corporation, reports a major shortage of supplies in the trim field for coin machines. . . . **J. M. Henry**, sales supervisor of the Standard Products Company, has moved to the Port Clinton plant. . . . **Rube Hiltman**, of the Miller-Newmark service staff, is planning a trip to California during his forthcoming vacation.

Horace T. Rankin, now service chief at Miller-Newmark, has discontinued operation of the Michigan Coin Recorder Company which he formerly headed . . . **A. Jordan Spring**, who formerly had the . . . O-Lite Company, is now operating under his own name. . . . **Harry Gaylord** reports orders now being taken for early delivery on the new Scoope ball gum vender. . . . **Mrs. Michael Weinberger**, wife of the founder of the S and W Coin Machine Exchange, who has been ill for some time, is in Providence Hospital for observation. . . . **William J. Spa** and **James Sweeney** are establishing the Detroit Tradiovision office on Holcomb Avenue, as local distributors for Tradio radio and television.

Mrs. Grace Ziegler, owner of the Ziegler Music Company, is reopening her amusement rides at Island Lake Park for the 30th consecutive season. . . . **Erwin Baldridge**, local operator of amusement games, is reopening his Penny Arcade at Island Lake for the summer. . . . **Leo Weinberger**, owner of Leo's Amusement Company, is disposing of some of his equipment.

Ben Okum, of Okay Vending, celebrated his son's ninth birthday with a specially dedicated song by Two Ton Baker. . . . **John Kirschner**, operator of Jack's Music Company, is opening the Radio City Appliance & Chrome Furniture Company store in Ferndale, specializing in television.

Indianapolis:

Morton Weinberger, of the Louisville office of Southern Automatic Music Company, was a visitor here over Decoration Day and attended the 500-mile classic. . . . **Sam Weinberger**, head of Southern Automatic, returned after attending the Chicago convention, and reports operators' enthusiasm over the Model "C" AMI. He also reports the display of the Amivox, AMI's new speaker, and the 46 r.p.m. conversion meeting with operators' approval.

L. E. Lee is the new bookkeeper at Southern Automatic. . . . A new

(See INDIANAPOLIS on page 125)

Boston:

Burl Ives, who sang his songs and conducted the square dance at which 10,000 made whoopee at Boston in the Garden recently, dropped in to visit the Trimount Coin people at 40 Waltham Street. He was much impressed with the Seeburg-100, and told **Irwin Margold**, general manager, that he saw a great future for the music machine. He pointed out that the large number of selections made it particularly good for folk songs, and that he was becoming more and more convinced that there is a definite field for his type of music on music machines.

Chicago:

H. M. Schael, president of Victor Vending Corporation, along with **Robert W. Norling**, sales manager, is enthusing over the initial reception given the firm's new Super-market revolving stand unit with four Deluxe Topper bulk venders. Idea of the revolving type stand is to conserve space yet offer a wide variety of merchandise. Victor also reports good acceptance on its jumbo ball gum vender and the new all-charm nickel unit introduced last week.

Bert Mills, the Bert Mills Corporation, sees a rising demand for hot soup and tea venders, along with coffee units, and made it a point to include machines so labeled in his show display last week. . . . **Jimmy Johnson**, the traveling head of Globe Distributing, is back in "travelin' trim" again following a sojourn in his home city during the ACMMA confab. He's all set to hie out on long-range tours with his coin sorting and counting equipment again.

Fred Hebel, Fred Hebel Corporation, is back following a business trip in behalf of his five-selection ice cream bar vender. Machine, which lists for $800 and offers 175-bar capacity, is going out on location in mounting numbers, he says. . . . **Leon Segal**, Kandy Korner, is finding diversification of his candy machine route, in the form of penny

(See CHICAGO on page 116)

Twin Cities:

Harold Lieberman, of Lieberman Music Company, and his wife brought their son, **David**, home from San Bernardino, Calif., Wednesday (31), where they had taken him from New York in the hope that he would recover from his long illness. Back in his own surroundings, his parents and doctors are hopeful the youth will snap out of his illness just as suddenly as he was stricken. David has been suffering from colitis for about a year. . . . **Hy Greenstein**, of Hy-G Music Company, Minneapolis, was signed up as a full-fledged member of the Minneapolis Aquatennial Association this past week and will play host during the annual Aquatennial festivities here in July.

Bill (Sphinx) Cohen, of Silent Sales Company, has both his sons graduating from school this month. **Jesse**, 21, graduates from the University of Minnesota, College of Science, Literature and Arts, and has won entry into the Harvard Law School. **Donald**, 16, is graduating from Washburn High School, Minneapolis.

(See TWIN CITIES on page 116)

Milwaukee:

Roger Bookmeier, of Bookmeier Sales Company, Green Bay, and **Al Ripley**, Decca rep, are looking forward to their fishing excursion to Shawano in a few weeks. . . . **Eddie Piontek**, serviceman and routeman for Green Bay's Durand Sales, is celebrating his 17th year in the coin machine business. Eddie was formerly with Northern Sales until five years ago, when he joined the Durand staff.

Bill Ballard, record buyer for Union Sales, of Green Bay, reports recent conversion of most of their shuffleboards to bowling games with good play resulting. Feather in cap of **Harry Daul**, Union Sales topper, is their recent installation of wired music set-up at Bay Beach, Green Bay's largest amusement park.

Another Green Bay operator in the limelight these days is Badger Sales Company's **N. R. Boetcher**, who reports excellent results with his new half-sized shuffleboards. Cutting standard sized 20-foot boards in half and placing head boards for scoring on each half has resulted in placing more converted

(See MILWAUKEE on page 116)

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5 BALL PINGAMES

TUCSON	$125.00	BLACK GOLD	$185.00
TELECARD	85.00	TRIPLE ACTION	35.00
TRADE WINDS	40.00	CHICO	45.00
BUCCANEER	89.00	VIRGINIA	50.00
GRAND AWARD	75.00	CONTACT	25.00
WILLIAMS ALL STARS	55.00	MAJOR LEAGUE	60.00
RONDEVOO	58.00	WISCONSIN	50.00
ROBIN HOOD	55.00	CRAZY BALL	25.00
SUMMER TIME	55.00	BUILD UP	30.50
SPINBALL	25.00	HUMPTY DUMPTY	40.00

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KEENEY BONUS SUPER BELL, 5¢-10¢ .. 175.00
BUCKLEY TRACK ODDS, D.D.J.P. 100.00

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WURLITZER 1015 ..... $245.00
ROCK-OLA '46 ..... 175.00
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SPECIAL ENTRY ..... $ 35.00
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Available in Fireball Section of South Louisiana with country being opened for over twenty (25) years. Business fine. Man must choose in my case money or wife. Approximately $25,000.00 investment. All new equipment with exception of very few pieces. Music M-100, AMI B Models, Gaming Equipment, Winterbooks, Bonuses, Criss Crosses. If you are a live wire it's time to get on the ball. Inquire.

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c/o The Billboard Cincinnati 22, O.

COINMEN YOU KNOW

Milwaukee:

(Continued from page 115)

shuffle boards or shuffle bowl games in smaller spots which had no room previously for full sized boards. Boetcher and his staff did the work by themselves at their workshop.

For the fifth year in succession, **Marie and Bill Lucassen**, of L. & S. Novelty, Kaukauna, Wis., were part of a group of friends who made up a party which journeyed to Indianapolis over the Decoration Day vacation to take in the 500-mile races.

The first softball game in the Appleton city tavern league was won by the Cigarette Service Company team by the impressive score of 22-2. **Russ Dougherty, Wally Cotton** and **Hank Staedt** were in there swinging all the way.

George Jaber, of Fond du Lac, is mighty pleased with his recent installation of new Seeburg music boxes. The big need for ops these days, according to George, is stronger co-operation between all coin machine people so as to make for better financial returns for all legitimate operators.

Marianne Fessler, of Sheboygan's Fessler Company, is adding angling to her list of achievements. Already a tennis and golf award winner, Marianne recently went shopping for fishing equipment. **Eldred Fessler** is also dusting off his rod and reel, and the two should make a record breaking brother and sister combination.

Making the rounds of operators with his line of premium equipment recently, was the Ace Manufacturing Company, rep, **M. Hoelderle**.

Charles A. Miller, Racine shuffleboard distributor, was refused a license to operate in Milwaukee County by a recent Circuit Court decision. Ruling was based on a shuffleboard license ordinance which requires license applicants to have been residents here for at least two years.

Chicago:

(Continued from page 115)

bulk equipment, paying off. Leon finds a modern bulk unit adds to and at the same time consolidates location coverage, benefiting both the location owner and the operator.

Tom King and **Paul Crisman**, heading King & Company, are convinced of the wide popularity potential of the New Northwestern 10-column penny tab gum vender. With unit's introduction only a few weeks passed, operator queries and orders for the machine are already edging up to okay levels, they say. . . . **Bob Alexander**, Alexander Postage Stamp Service, has increased his operation of dual weighing scale-stamp vender units, following his placement of a few such units earlier this year. Bob says he's using Hamilton Scale Company's combination scale-stamp vender models to good advantage, securing some new scale locations he "couldn't touch" before.

At Exhibit Supply Company, final preparations were being made on the enlargement of the engineering department, which is under the direction of **Ed Hughes**. With the new set-up, firm expects to carry out its over-all production plans with more dispatch. . . . **Frank Mencuri**, sales manager, has completed two brief trips plus taking in the ACMMA show in the past two weeks. . . . Vice-President **Joe Batten**, a rabid baseball fan, takes personal interest in revising the baseball cards used in card venders. . . . Executive Vice-President **Ford SeBastian** is one of the busiest persons at Exhibit these days now that the arcade and game divisions are in full sway and production on arcade pieces is being stepped up.

Les Rieck, manager of H. C. Evans' music division, planned to attend the Cleveland Phonograph Merchants' Association's annual convention in Cleveland June 1, but pressing business kept him away. . . . **Ray Cunliffe**, Chicago operator, was another who couldn't make the Cleveland journey because business was on the upswing. . . . Despite the general feeling that the end of May was too late to hold a coin convention, several local firms disclosed this week that they were satisfied with the orders resulting from the ACMMA. One reason for the sales seems to be that conventioneers dropping into Chicago found a lot of sincere optimism in these parts.

Universal Industries is getting steady response to its Winner, a one-ball game, and also Shuffle Tournament, shuffleboard conversion. . . . **Mel Binks**, president, and **Bill Ryan**, vice-president, played host to a steady stream of visitors at the plant and also took time out to look into Universal's expansion plans which are moving ahead of schedule. . . . **Alvin Gottlieb**, D. Gottlieb & Company, reports Bank-a-Ball is proving the best turret shooter five ball the firm has made . . . **Charlie Pieri**, Keeney's new sales manager, is drumming up a lot of interest in the Double Bowler and Duck Pins shuffle games, featuring disappearing pins. Their main difference is that Double Bowler is 9½ feet long, while its running mate is an eight-footer.

Herb Perkins, head of Purveyor Distributing, reports response to the Atom-Jet unit, which he displayed at the ACMMA Show, has been so heavy he is still trying to catch up on the backlog of orders in his office. Unit is a remote-control pin-type game, with patrons playing the unit from their seats at a bar. **Tom McNeill**, who also worked in the Purveyor booth, said the firm has received calls from its three-State territory steadily since the show ended.

Washington:

(Continued from page 115)

that his company's location picture is "quite favorable." He attributes much of his new business to the morning **Bing Crosby** show for Minute Maid, which is now being aired in Washington.

Atlas Amusement Company opened a new arcade Decoration Day week-end at its offices at 1360 H Street, Northeast, according to **Anthony J. Cicala**. The location holds 20 machines.

Harvey Goldman, Capital Amusements, Inc., is leaving for a 10-day vacation in the Poconos. Decoration Day week-end business was not up to expectations.

The **Teddy Crawfords** celebrated their silver wedding anniversary. He is co-owner of the Sterling Novelty Company and is looking forward to an upswing in business this summer.

Max (Waxie-Maxie) Silverman, Quality Music Company, now sponsors four radio shows on which he plugs his record of the week. Silverman also is using teevee and movie trailers, tying in with mass displays of the Record of the Week.

Al Mazur, Mazco Enterprises, reported thieves broke into his machines four times recently.

Twin Cities:

(Continued from page 115)

Dave Ziskin, who recently opened Dave's Distributing Company in Minneapolis, plans to bring along a mechanic and the head office girl from the Silent Sales Company force with which he formerly was associated. The move will be made as soon as the Silent Sales firm, of which Dave was vice-president, dissolves. . . . **Bill Percy**, Wurlitzer service instructor at Lieberman Music Company, has been on jury duty the last two weeks to snafu the phonograph department, according to **Jonas Bessler**, sales manager. . . . **Bud Harrison**, Minneapolis operator, is adding bowling game equipment to his route in an expansion move.

Hy Greenstein is enthused with the Coral record revival of "Little Bit Independent" and "Simple Melody" by **Bob Crosby** and **Georgia Gibbs** and predicts these will be big hits, with operators already buying the platters for their music machines. . . . **Fred Fixel**, of Pembina, N. D., has written friends in the Twin Cities that he will have to replace floors in all five of the downstairs rooms of his house because they were so badly damaged by the floods from the rampaging Red River.

Les Rogstad and **Hy Sandler**, salesmen for Lieberman Music Company, left after the Decoration Day week-end for their respective territories to push Wurlitzer 1250 phonographs. . . . **Kelly Diedrich**, of Chaska, Minn., keeps adding more shuffle novelty units to his route.

Gabby Cluseau, Grand Rapids, Minn., is adding Shuffle Alley games to his operation. . . . Another expansion with shuffle games plus music is that of **E. A. Coddington**, Minneapolis operator. . . . **Frank Davidson**, Spooner, Wis., coinman, is buying Twin Bowlers for his route. . . . **Irv Gorson**, Hy-G Music Company record expert, says Dixieland jazz platters are selling better than ever with operators loading their machines with them. . . . Operators in the Twin Cities last week included **Bill Welch** and **Glen Bischel**, of Chippewa Falls, Wis.; **Glen Racliff**, Superior, Wis.; **Harlan Beach**, Alexandria, Minn., and **Elgin McDaniel**, Wadena, Minn.

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WE'RE MAKING ROOM FOR THE BUILDERS . . .

EXPANSION SALE

GOTTLIEB BOWLETTES
BRAND NEW..... $169.50
Reconditioned, $139.50

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BRAND NEW..... $179.50
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Flat top models $125.00

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5% Discount on above in lots of 5 machines or more
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WRITE FOR PRICES

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IN CONNECTICUT
IT'S
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NEW ENGLAND BRANCH
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CLOSE OUTS!
New Gottlieb Select a Card
New Keeney Lucky Strike, 5¢
New Evans Shuffle Ten Strike
WRITE FOR PRICES
New Williams 9½' Twin, latest Model, with gutters $240.00
New Keeney Twin Pins, 5¢ 140.00
New Bally Hot Rods 195.00
Used Hot Rods, very clean 149.50
Just 21, like new 149.50
Bally Big Inning, very clean 225.00
Williams Star Series, very clean . 200.00
1015 Wurlitzer, clean, checked ... 250.00
Gottlieb Bowlette, like new 175.00
Dime Pool Table, factory reconditioned like new 99.50
Bally Citation, very clean 250.00
United Sweet Alleys, like new ... 195.00
Bally Trixie Bell, 5-10-25¢ 249.50
Keeney Single Bonus, 5¢ 129.50
Keeney Gold Nugget, 5-25¢ 200.00
Bally De Luxe Draw Bell 175.00
Bally M. B. Draw Bell 99.50
Write for price on new United Shuffle Express, Universal, Chicago Coin; new Genco, United, Exhibit Five Ball Games.
K. C. VENDING CO.
800 N. 3rd St. Philadelphia 23, Pa.
MArket 7-6865 or 7-6391

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big PROFITS . . .
NEW . . SENSATIONAL . .
PACKED WITH PULL!
Amazing, Different, Sure-Fire Game
FLYING SAUCERS
• Jet-Designed
• Compact—Can Be Carried in Your Car
• Sells for Less Than $200
Wire—Write—Phone
INTERNATIONAL MUTOSCOPE
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IN PERFECT SHAPE AND READY TO SHIP
COLLEGE DAZE $119.50
SHARPSHOOTER 99.50
BOWLING CHAMP 82.00
JUST 21 ..... 169.50
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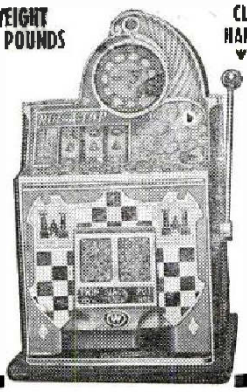
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Distribution Coin Operated Machines for the following territories: Maryland, District of Columbia, Virginia, and West Virginia Write or call Mr. Harvey Goldman.
CAPITOL AMUSEMENTS, INC.
621 Pennsylvania Ave., S. E.
Washington, D. C.
Phone: Lincoln 4-6275

Record Reviews

(Continued from page 105)

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS: OVER-ALL · DISK JOCKEY · RETAILER · OPERATOR
POPULAR		
ART MORTON-THE EVELYN BELL NIGHTINGALES MGM 10715	**Ashes of Roses** Heavy hunk of sentiment is the vehicle for a promising new warbler.	74--75--72--75
	Troubled Heart, Troubled Mind Less meat here.	61--62--60--60
SPIRITUAL		
THE NIGHTINGALES King 4362	**Something Within Me** Zestful, moderately paced spiritual is recorded with fine clarity and builds excitingly.	78--78--78--NS
	It's a Highway to Heaven Brighter number is also well-recorded by the distinctive-sounding male quartet.	78--78--78--NS
SILVERTONE SINGERS Mercury 8182	**Call On Jesus In Secret Prayer** Rich chant is put over with slow, rhythmic building by solo chanter and striding group.	73--74--73--NS
	By and By This gospel side is a more ordinary effort.	70--70--70--NS
SACRED		
JOHN DANIEL QUARTET Bama 121	**If You Gain the Whole World** Competent male harmony group turns in a pleasant-enough prayer-meetin' rendition of a fair sacred tune.	69--69--69--NS
	Land Across the Sea Brighter tune holds more interest, and the group gives it a rousing, rhythmic go.	72--72--72--NS
DINAH SHORE-GENE AUTRY Columbia 38828	**The Old Rugged Cross** The label's two top-selling artists with chorus and organ, turn in a sincere rendition of the popular standard. Should sell for a long time.	82--82--82--NS
	In the Garden Lovely, familiar hymn is harmonized with warmth and charm by the duo.	79--80--79--NS
INTERNATIONAL		
GEORGE KAINAPAU-THE ROYAL HAWAIIAN SERENADERS Bell LKS 525	**Lei of Stars** This disk, like many others issued by the label simultaneously, was cut in Hawaii. Pretty song is beautifully sung in English by a fine falsetto tenor and typical group.	71--73--72--68
	Kaulana O Hilo Hanakahi Another excellent, soft-toned rendition of a fine scoring. Material here for spinner segs. In Hawaiian.	70--73--72--66
RICHARD KAUHI'S QUARTET Bell LKS 521 (Hawaiian)	**Sometimes I'm Happy** Fly little Hawaiian jazz combo is similar to the Soft Winds unit here. Will have a tough job finding its market here.	59--60--58--60
	Nani Waimea Brisk jazz opus is crooned in Hawaiian. Curiosity fare for jocks.	61--65--59--58
JOSEPH LASICKY ORK Mercury 2092	**Baby's Lullaby** Brisk Slovenian-type waltz, with organ, accordion, etc. is danceable, tho vocally feeble.	65--68--65--67
	Let's Dance Polka Lively Slovenian polka in the Yankovic style merits box play.	73--72--72--75
MACK STRIEGL & HIS ALPINE VALLGERS Command 2002	**Buffalowski Rheinlander** Excellent instrumental rheinlander could go in German, Swiss, Scandinavian, and Polish nabes.	70--70--69--71
	Na Jare Oom pah polka is for German and Swiss sectors.	68--68--67--69
PHIL GLISZCZYNSKI & POLKA BAND Decca 45103 (Polish)	**Wedding At Witak's Polka** Clean-cut polka band gets a live, distinctive sound. This side has a Polish vocal by the leader. Attractive material.	73--73--72--73
	Here and There Bright, crisp rheinlander is inked with a strong, zingy beat. Okay for Polish and Germanic nabes.	75--75--74--76
LATIN AMERICAN		
BOBBY CAPO Seeco 7041	**Insomnio (bolero)** Broad-phrased, somewhat tricky melody gets a strong try from Capo who sings it in dance tempo.	76--76--76--75
	Amor Y Mas Amor (bolero) A real virtuosic crooning job by the Latin Sinatra, who alternates punchy mambo phrases with broad melodious lines in an attractive number.	81--82--80--80
BOBBY CAPO Seeco 7053	**Antipatico (bolero)** A beautiful ballad effort by the golden-toned lad from Puerto Rico. Soft gal trio adds a warm touch.	83--84--82--82
	Besame La Bembita (son montuno) Capo-with-trio vocal scoring shows Yankee jazz influence. Excellent production, contagious material, and danceable beat.	81--84--80--80
TROPICAL ORK Seeco 864	**Que Rico El Mambo (mambo)** Tho not recorded with the high fidelity or technical crispness of the Perez Prado version, there's a solid, danceable beat here.	74--72--74--77
	Mambo No. 5 Another Prado number which the composer himself cut more skillfully, tho this version is at least as danceable.	72--70--72--75
PUPI CAMPO ORK Seeco 4121	**Pierdete (mambo)** Provocative modern mambo orking is mixed with afro chanting by Campo and gang in a full-flavored dance side. Good mambo piano here.	76--77--76--75
	Que Te Parece, Cholito (mambo) Rhythmically, this is the better side with its taut, eccentric patterns.	77--78--77--76
EDMUNDO ROS ORK London 769	**Chiquita Bacana (Marcha)** The London Latins turn out an infectious novelty bit with titillating English lyrics. Could get fair pop play.	71--72--71--70
	My Favorite Samba A moderately paced samba, this should be okay for dancing, tho it's lacking in real Brazilian flavor. Novelty lyric is in English	68--68--69--67

(Continued on page 118)



$139.50
BRAND NEW
ROL-A-TOPS
5c-10c-25c PLAY
1 Cherry Pay 2—1 Cherry Pay 3—Mystery 3-5 Payout; Standard—Mystery 3-5 Payout, Club—No Lemon on First Reel.
Above Prices F. O. B. Chicago
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COIN MACHINES FOR
EVERY AMUSEMENT PURPOSE
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Bally's
SPEED BOWLERS
Slightly Used
If Interested, Call
New Orleans Novelty Co.
115 Magazine St. New Orleans 12, La.
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CORRECTION!
Abco Novelty's New Counter Game
TILT-TEST
was advertised at a price of $34.50 in several distributor ads in the June 3rd Billboard.
The correct price should be
$27.50
Due to increased production the price was reduced substantially to make this savings possible.

ARCADE PIECES FOR SALE
1 Mills Punching Bag, refinished and reconditioned with brand-new bag, $100.00. 5 Exhibit De Luxe "Streamlite" Card Venders $40.00 Ea. 2 Model "E" Exhibit Card Venders, new paint, A-1 condition, $20.00 Ea. 1 Undersea Raider, A-1 condition, original factory paint $75.00. Machines now in operation on Penny Arcade on Turner Bros. Shows. Contact ANDY ALLEN, c/o Turner Bros. Shows, Joliet, Ill., this week; Blue Island (147th & Western, Chicago), Ill., next week.

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RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

Quantity

☐ ALI BABA	$44.50
☐ ALICE IN WONDERLAND	44.50
☐ AQUACADE	34.50
☐ BANJO	34.50
☐ BARNACLE BILL	54.50
☐ BAZAAR	29.50
☐ BERMUDA	29.50
☐ BUCCANEER	59.50
☐ BUTTERFLY	29.50
☐ CARIBBEAN	29.50
☐ CATALINA	29.50
☐ CINDERELLA	34.50
☐ CONEY ISLAND	29.50
☐ CRAZY BALL	29.50
☐ CROWN JEWELS	29.50
☐ DEW-WA-DITTY	49.50
☐ FLOATING POWER	59.50
☐ GRAND AWARD	54.50
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☐ MARDI GRAS	34.50
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☐ RAMONA	39.50
☐ ROBIN HOOD	34.50
☐ SALLY	34.50
☐ SCREWBALL	34.50
☐ SHANGHAI	29.50
☐ SOUTH PACIFIC	149.50
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☐ SUMMERTIME	39.50
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UNITED
☐ SHUFFLE ALLEY
With Beautiful Light-up Pin Conversions $129.50

Exhibit's Competitive Pistol Game:
☐ "SILVER BULLETS"
Brand New in Crates $195.00
Like New 159.50

PARTS CLEARANCE
$110.00 in assorted CASH TRAY PARTS—$35.00 in assorted SILVER KING PARTS.
PRICE FOR ALL . $50.00

Scott-Crosse Co.
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Rittenhouse 6-7712

FOR SALE
UNITED SHUFFLE ALLEYS
With Lite-a-Pins
A-1 Condition—Very Clean
$99.50
⅓ Deposit—Balance C. O. O.
Chillicothe Amuse. Co.
Chillicothe, Illinois

MECHANIC WANTED
Chicago Distributor wants capable Mechanic immediately. Inside work. Must be experienced on all types coin equipment. Excellent opportunity. Send full details, including salary expected. BOX 360, c/o The Billboard, 188 W. Randolph, Chicago, Ill.

ATTENTION!

Chrome Vest Pocket	$ 34.50
United Shuffle Skills	49.50 Ea.
Williams Star Series	175.00
Williams Quarterback	875.00
Seeburg Prewar Wallboxes	2.50 Ea.

OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

Record Reviews

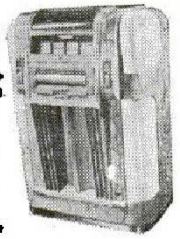
(Continued from page 117)

RATINGS: OVER-ALL · DISK JOCKEY · RETAILER · OPERATOR

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS
	CHILDREN	
DINAH SHORE Columbia MJV-66 (1-10")	**The First Day at School (Parts I and II)** Little production was written by Gerald Marks and Milton Pascal. In charming song and narration, it covers the exciting experiences of beginning school, making it sound quite attractive. Fine performance by Miss Shore, and a beautifully packaged disk.	79--80--78--NS
STEVE BARRY Adventure 45-A-18 1-7" (45)	**The Jumbo Record of 21 Mother Goose Songs (2 parts)** Longer-playing 45 rpm platter covers a lot of material. Barry sings informally, with small ork, and does a big selection of only the most popular nursery songs. Big value here.	79--78--80--NS
	HOT JAZZ	
MUGGSY SPANIER & HIS DIXIELAND BAND Mercury 5424	**Lazy Piano Man** Floyd Bean composed and is featured on piano in this moody, feelingful slow blues which also spots a bit of Muggsy, blowing a fine muted solo.	72--75--72--69
	Dixie Flyer Muggy's punching horn style helps spark a driving two-beat original instrumental effort.	70--73--70--66
	COUNTRY & WESTERN	
LEON CHAPPELL Cap 1008	**True Blue Papa** Jazzy opus, in the "Ding Dong Daddy" vein, is taken at a danceable lilt, but the warbler fails to impress.	62--62--61--64
	You Hear Me Talkin' Not much to this country blues, with some affected dialect.	60--60--60--60
BOB ATCHER Cap 1007	**My Pillow Knows** Sob-filled side finds Atcher projecting with more character than usual.	74--75--73--73
	One Kind Word Buoyant opus is rendered Western style. Didactic ditty has only moderate strength.	66--66--65--66
TEXAS JIM ROBERTSON Victor 21-0334	**Yesterday's Kisses** The big-voiced one wrestles with a routine hunk of material here.	68--67--67--69
	One Kind Word Didactic ditty is warbled and orked with no special virtues.	68--68--67--69
LEON McAULIFFE Col 20706	**Bonaparte's Retreat** McAuliffe provides Western-style coverage of the hit from the hills. A strong, full, vocal and instrumental reading all in great dance tempo.	82--81--81--83
	What, Where, and When Harmony blues tune is simple, retentive, plaintive stuff that could catch. Penetrating, danceable rendition.	83--83--83--83
KENNY ROBERTS Coral 64045	**Boogie Woogie Yodel Song** Slight blues opus gives Roberts a chance to show off his sweet upper tones.	76--77--76--76
	Billy and Nanny Goat Cute novelty could go in both folk and kidisk markets. Uses the "ate three red shirts right off the line" theme.	82--82--83--82
LOWELL BLANCHARD Mer 6260	**Jesus Hits Like the Atom Bomb** Blanchard with the Valley Trio hands the new spiritual hit some hillbilly treatment, but dulls its bite with some mimmicking mannerisms.	74--76--75--70
	Feed 'Em in the Mornin', Change 'Em, Feed 'Em in the Evening Blues Tennessee Ernie is way out in front with this one, the Blanchard does a creditable job. Thrown in some "Mama" effects on guitar.	73--72--72--76
ARCHIE CAMPBELL (The Old Timers) Merc 6253	**The Turn of the Wheel** Campbell warbles, with purity and feeling, a middling moralizer. Pleasant, unobstructive side.	72--72--72--72
	The Picture of You Another quietly convincing job by Campbell, here on a mild weeper.	70--70--70--70
HANK THOMPSON Cap 1016	**Take a Look at This Broken Heart of Mine** Thompson charms with an arresting torcher in bright tempo. This one has the makings.	83--83--83--84
	She's a Girl Without Any Sweetheart Waltz ballad isn't up to flip in conception or impact.	68--68--68--68
BILL BOYD Victor 21-0335	**Red River Rag** Fiddles and guitars make merry on a dancey country rag.	71--71--71--71
	Come and Get It Bill and Jim Boyd harmonize a harmless bit on nonsense while combs jazzes it up in back.	68--68--68--68
JERRY BYRD (The String Dusters) Merc 6255	**Three String Swing** Slick guitar picking on a country riffer that has a passing resemblance to "Air Mail Special."	72--74--72--70
	Kilima Waltz Relaxed Hawaiian-flavored waltz is plucked pretty.	73--73--73--74
EDDIE ZACK Decca 46245	**That Silver Haired Daddy of Mine** Warbler delivers in a sweet poignant voice, with neat assist from fem harmonizers.	73--73--73--73
	Dill Pickles Accordion fireworks on the resurrected old rag ditty.	66--66--64--68
SAM HINTON ABC 230	**Old Man Atom** Slick, authentic folk style editorial based on the atom bomb is a provocative and topical slicing which should find action with literati, folk collectors, deejays and in city folk spots.	82--84--82--80
	Long John Traditional-type authentic folk material is well done by Hinton. More for folk music fanciers than for country belt.	70--71--70--69

100%
RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH OUR RECONDITIONED EQUIPMENT

MILLS THRONE



Fully repainted. Perfect condition. Ready for location.
$99.50
(Crated)
⅓ with all orders, balance C. O. D.

SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHONOS AND GAMES

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855 N. BROAD STREET PHILADELPHIA, 23, PA.
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Nevada, Lucky Star, Oscar, Vanities, Dolly	$ea. $25
Chicago Coin Baseball, Exhibit Mystery, Flat Top, Midget Racer, Big Parade, Marvel Baseball, Canteen, Lewis, Smarty, Dynamite Lightning, Spot Cha, Five & Ten, Victory (Clean & checked)	15

ONE BALLS

Pre-War	$10

ROLL DOWNS

Tally Roll, Advance Roll, Esso Arrows, Mimi and Ballyhoo Steel Ball	$15
Hits and Runs, Eight Balls	25
Pokerino	50

MUSIC AND ACCESSORIES

Wurlitzer Twin 12—Steel Cabinet, Adapted	$80
Mills Throne—clean, amp. checked	40
Seeburgs: Gems, $40; Vogues, $50; Casino, $50; Classic	60
Rock-Olas: Windsor, $40; Standard	80
Boxes: Rock-Ola, Buckley, Seeburg 30-Wire	$2.50

ARCADE

Chicago Coin Hockey Single	$45
Seeburg Japs, Bally Rapid Fire, Barrel Rolls	25
Supreme Skee Rolls	20
Bowl-A-Bomb	15
Crating on Skee Rolls—extra	10
Bang-A-Fifty	50

Terms: 1/3 cash with order, balance C. O. D., F. O. B. Grand Rapids.
E. & R. SALES COMPANY
813 College Ave., N. E., Grand Rapids 3, Mich.

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Sensational
Different Jet-designed Game!
The Pacemaker at the Chicago Coin Machine Convention
FLYING SAUCERS
Packed With Profit! Pulls Crowds! Compact! Cost Less Than $200!
Wire—Write—Phone.
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ARCADE AND LOCATION EQUIPMENT
COUNTER GAMES (NEW)

A.B.T. Guns	$40.50
Advance Shocker	10.75
Ideal Card Vendor	19.50
Kicker & Catcher	35.00
Mercury Grip	29.50
Steeplechase	39.50
Whirl-a-Ball	19.50
Bingo (Used)	12.50
Totalizer (Used)	25.00
Skill Test (Used)	35.00
3-Way Grip (Used)	17.50
Hit-a-Homer	27.50

JUNE, 1950, LARGE ILLUSTRATED EQUIPMENT CATALOG—ON REQUEST
MIKE MUNVES
577 10th Ave. at 42nd
N. Y. 18, N. Y. (Bryant 9-4677)

Materiale protetto da copyright

Cohen To Quit Biz After 45 Years in Field

(Continued from page 101)

The Silent Sales Company Corporation is in the process of being dissolved. Cohen is president; Dave Ziskin, vice-president, and Ben Friedman, secretary-treasurer.

Ziskin already has severed his connections with Silent Sales and has opened his own firm, Dave's Distributing Company, with headquarters at 1815 Riverside Avenue, Minneapolis.

Friedman is negotiating to buy out Cohen's interest in Pioneer Distributing Company, a cigarette machine operation, and already has rented new quarters at 1316 Nicollet Avenue. Going with Friedman are Sol Rudick and Fred Nassauer, who own shares in the business. Recently Pioneer disposed of more than 100 of its St. Paul stops to Fritz Eichhinger, St. Paul operator, and is concentrating on its Minneapolis locations only.

Cohen sold his share in Coin-a-Matic Amusement Company, Minneapolis operation, to Harry Shepherd. The latter retained Harold Liberman, of Acme Music Company, to manage the Coin-a-Matic operation for him.

Cohen has disposed of the L & M Sales Company, formerly Minnesota Machines, to Ted Lawn and a partner.

Cohen still retains a small share in Williams Novelty Company which is being operated by Marty Kantor, who also operates the Harmony Music Company, but probably will sell it.

The "Sphinx" told *The Billboard* about each of these developments, yet indicated talk of his imminent retirement is premature. Asked if it would be "in about a year," he indicated it would.

Cohen, who is 65, has been in the coin machine business since 1905 when he began operating and distributing Regina electric pianos and hexaphones. He formed the Silent Sales Company, which now occupies quarters at 200-208 11th Avenue, S., Minneapolis, about 1930 when pinball machines came on the market. While Cohen wouldn't comment, it was reported that he plans to invest in real estate in behalf of his two sons, Jesse, 21, and Donald, 16.

Dave Ziskin, in opening his new Dave's Distributing Company, has acquired a one-story building with 10,000 square feet of space. Included is a drive-in facility to permit operators to move their vehicles into the shop building to load merchandise.

The building now is occupied by an automobile dealer who will move out in 30 days, according to Ziskin. He then plans extensive remodeling to get the structure into proper shape for showroom and service space for his jobbing undertaking. Ziskin emphasized that he will remain strictly in the distributing business and plans no operating.

He said he now is negotiating for the acquisition of several lines on an exclusive basis but that he plans to carry all lines manufactured for service of operators. A service shop will be installed, he said. He left Silent Sales Company two weeks ago and already is doing business by telephone at his new location, Ziskin said. He acknowledged he had backing from others but declined to indicate who they are.

Comar Intros New Switch

CHICAGO, June 3.—A new snap-action switch for use with relays, limit switches and other electric coin machine applications was announced last week by the Comar Electric Company here. The new unit is specially designed to accommodate high inductive loads with a minimum of arcing, giving it a high ampere rating, according to firm officials.

The switch, which is adjustable to operating movement and over-travel, is compact in size and weighs one ounce.

Coin Tele Activity in L. A.; Distribs and Ops Make Hay

(Continued from page 102)

or augmenting their juke box routes is practically nil.

Heretofore, location owners have been following the general practice of buying their own sets, and the opportunity of getting revenue from television is said to appeal to the locations. Currently the location commission is about 15 per cent of the gross.

25-Cent Chutes

Two of the three distributors checked by *The Billboard* were offering sets that give a half-hour for 25 cents and the other 15 minutes for a dime. The dime set representative said that he originally had sets with quarter chutes but changed to a dime at the insistence of the operators.

Walter Carle, who resigned as director of news and public service at KTTV here a few months ago, is handling the sales for Carle & Sherman. This firm has the exclusive national distributorship for the Coin-TV, the set that operates on a dime.

Coin-TV is offered with a 12½-inch screen and a 16-incher is soon to be placed on the market. The cabinet, made with ¾ inch mahogany veneer, is 21 by 21 by 20 inches. Equipped with a Welcome timer, the set with the smaller screen sells in lots of five for $235 each. The 16-inch set will sell for approximately $260.

Carle & Sherman will sell single units, however, even tho prices are quoted in lots of five. In this quantity the firm offers to secure locations at the rate of $25 each. Carle explained that a large percentage of this amount went to the salesman securing the spot.

A service policy for $55 is also available thru this firm. It covers unconditional service for one year, parts warranty, insurance against fire, theft and marine comprehensive, the latter insuring the set on location or in transit.

Table Model

Joseph Torrens, formerly a New York practicing attorney, has had the local distributorship for the Vis-A-Tone coin-tele for four months and considers himself an old-timer in the business. The set is a table model with a 16-inch screen. Torrens points out that one of the features is the metal cabinet in bronze colored baked enamel. Wooden cabinets are available in the console and table models.

Showing the metal cabinet model only, Torrens said that the set had been approved by the city's building and safety department. Equipped with a quarter National coin mechanism, the set can be operated with an indoor or outdoor antennae. Vis-A-Tone also features a one-knob picture control.

Torrens declared that one of the things of interest to operators is the fact that the coin box and slug rejector swing on the door. This allows free range in the event the chassis is to be removed.

Sam Weston, of Master Vision Coin-O-Matic, has made arrangements with a cabinet maker and a parts manufacturer for the necessary materials for his sets, which the firm assembles.

16-Inch Screen

Master Vision employs a 16-inch screen on both its table and console models. The consoles are 25 by 25 by 40 inches. The speaker is located under the set and is protected by a strong latice grill. Double locks are used on the back panel as well as the coin box. Passed by the city's laboratories, the set is equipped with National slug rejector. The principal finish offered is blonde, and the tops are treated to protect the finish from cigarette burns, acids or alcohol. The console model of this set sells for $285.

Harold Parrow is the local representative for Covideo, an Eastern concern. His territory is within a radius of 25 miles of the City Hall. Parrow said that his set has a 10-inch screen and is encased in a metal cabinet. A plan is under way to offer sets with 14-inch rectangular black tubes. The set gives 30 minutes for a quarter. Covideo also has a $60-a-year service. The locally made sets use RCA-licensed equipment.

The manufacturers have equipped their sets with adequately sized coin boxes. Vis-A-Tone still holds $50 or $60, and Coin TV, $35 to $40.

Distributors believe that coin-television is just coming into its own in this area. While the coaxial cable is anticipated, it will be over a year before it reaches here. At the present, work is going forward on a cable connecting San Francisco and Los Angeles. However, it is possible that micro-wave transmission between the two cities will be in action before the cable.

Practically all of the sports are available over the local stations, an important point to operators. There is some discussion over intercollegiate football but the problem is expected to be ironed out.

MAPOA Elects Officers for '50

(Continued from page 102)

of the Detroit Common Council, and Andrew Baird, sheriff of Wayne County.

Also Robert Ball and Jack Carlisle, *The Detroit News*; Ralph Turcot, chief of detectives; Inspector Herbert W. Case and Lieutenant Schwartz, Detroit censor bureau; Mark Beltaire, *Detroit Free Press* columnist; William Carlson, Secret Service chief; Inspector Felix Faden, Detroit Police Department; William C. Ryan, undersheriff, and William E. Bufalino, vice-president of Service Drivers and Helpers' Union.

Cancer Fund Donation

Morris Goldman, president of MAPOA, talked briefly and presented a substantial check, representing the proceeds of the banquet to George Edwards, former president of the Detroit Council and head of the local Cancer Fund drive. A special ovation was given Roy Clason, business manager of the association, for his preparations for the banquet.

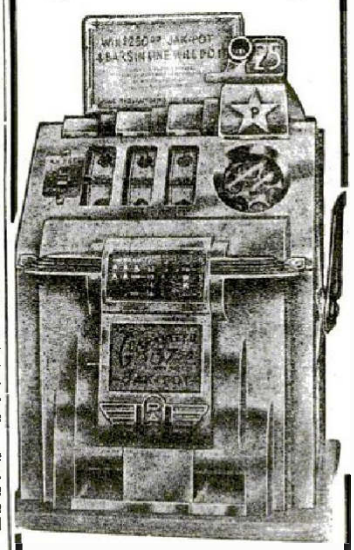
A three-hour floorshow was presented in two segments and included top talent from numerous local night clubs, including the Four Dukes, Alamo, Northwood Inn, Club Gay Haven, Club 509, Elmwood Hotel, Military Inn, Club Bali and the Club Rio, as well as recording artists made available thru various recording companies.

Floor Show

Acts in the first half included Larry Kent, emsee; Marion Sage Dancers (5); Four Dukes, male comedy quartet; Tony Fernandez, Cuban singer; Guy Mitchell, Columbia Record artist; Jackie Kannon, comedian; Carroll and Gorman, male piano-vocal duo; Dave Martin and His Supper Clubbers Orchestra; Dixie Five, United Record artists; Little Jack Little, singer-pianist, and Dick (Two-Ton) Baker, Mercury Record artist.

Second half included, in addition to some of the above doing a second turn, Two Belmont Brothers, jugglers; Candy Johnson and His Peppermint Sticks. Alben Record orchestra; Rose Nelson, Danceland Record artist; Gladys Cooper, sepia singer; Dave Ferris, tenor soloist; Evelyn Waters vocalist; Tanya, dancer, and Dick Haviland, emsee.

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Johnson Bill Hearings End; Uncertain Future Seen for Act

(Continued from page 101)

legislation would have little or no chance of coming out of committee if congressional leaders find a way to bring Congress to a wind-up by the end of July. Some high congressional leaders, however, are talking in terms of keeping Congress in session until mid-September.

Expect Revisions

In two days of hearings this week, the Crosser committee received several thousand more words of testimony adding up generally to what had previously been asked in four days of hearings last month (*The Billboard*, May 13). It apears more certain than ever that the committee will struggle to clarify the wording of the Johnson bill and narrow it down so that its provisions would exclude virtually everything but slot machines. Just how much legislation can be written with the framework of the federal constitution is a problem. But the committee is obviously bent on tackling it.

Even the National Association of Attorneys General (NAAG), which first recommended the legislation, added its voice in testimony this week to other witnesses urging modification of the text on the basis that the definition of banned "gambling devices" is too broad. NAAG's spokesman at the hearing this week was Attorney General Hall Hammond of Maryland. Earlier on the witness stand was Alfred U. Krebs, counsel for the National Federation of American Shipping, Inc., who urged that the bill be modified to exempt from its provisions all slot machines aboard vessels at sea.

Calls Bill Invalid

J. Bond Smith, counsel for the Hamilton Manufacturing Company, Minneapolis salesboard manufacturers, asked the committee to exlude this type of merchandise from the bill's definition, and he went on to criticize the legislation as invalid (see separate story). Committee members demonstrated interest in these arguments and appeared to be giving considerable weight to proposals for specific exemptions for amusement devices along lines of suggestions made at earlier hearings by Herbert Bye, Railroad Show Owners' Association (RRSOA), and Dudley Ruttenberg and John Pickering, Coin Machine Institute (CMI).

When Chairman Crosser will be able to schedule full-committee executive consideration of the bills is problematical. The committee agenda is booked solid with other matters every morning thru June 16. It is possible for the chairman to request House permission to meet in the afternoons to mull the proposed legislation, but such a request is unusual.

Still to be received by the committee is Budget Bureau clearance for Justice Department to ask funds for administering the bill if enacted. Such clearance is usually a perfunctory matter, but Rep. Lindley Beckworth (D., Tex.,) second ranking majority committee member asked Justice to prod Budget for a speedy okay.

Administrative Problems

Representing NAAG, which is composed of the 48 State attorney generals and U. S. Attorney General J. Howard McGrath, Attorney General Hammond, of Maryland, told the committee the definition of gambling device in the bill is so broad that "it raises problems of administration." Hammond suggested the committee might study some of the State laws to see how they define gambling devices. Rep. Charles Wolverton (R., N. J.) immediately suggested that it might be better if NAAG drafted a definition for committee consideration.

In connection with Hammond's objection to the definition, Drew O'Keefe, special assistant to U. S. Attorney General McGrath, claimed later that a half dozen NAAG members helped draft the Preston-Johnson bill and were in accord with all of it "in principle and word by word."

Hammond read to the committee a resolution of the Midwestern regional NAAG adopted in Chicago, May 19, in which sub-group endorsed "in principle" the Johnson-Preston bill and urged "passage of adequate legislation of this sort."

Are Pins Included?

When Hammond returned to the subject of the definition of gambling device, he was asked by Rep. Oren Harris (D., Kan.) if he thought the bill as presently worded would restrict pinballs. Hammond replied, "Pinballs might well be included."

Harris and Wolverton repeatedly plied the Maryland official with questions about the propriety of the federal government aiding the States in enforcing local laws. "Isn't this an extension of federal powers, resulting in more centralization?" Harris queried at one point. Hammond declared, "Nobody is more fanatic about centralization than I, but this bill has nothing to do with that. It is just a help to the States."

Wolverton told the witness there was little success in a law passed to aid dry States in keeping out liquor and asked if it wouldn't be better to leave gambling law enforcement to local officials rather than "all this rigamorole?" Hammond said that local enforcement was adequate in many cases but that the bill "would be an added weapon."

Wolverton commented, "I should not like it to be generally thought that such a bill would help particularly." Harris then asked Hammond if he was sure the bill would aid local enforcement officials. "It would be of material benefit," Hammond asserted. He added, "I am sure the attorneys general of other States agree with that almost unanimously."

Questions Certification

Hammond testified his main concern about the bill in its present form is centered around the section whereby all gambling devices are presumed illegal in a State unless the governor certifies to the Justice Department that they are legal. He pointed out there is no machinery specified in the language to cover Maryland where four counties permit consoles, while the others ban them.

He further commented it might be better to have the State Legislatures make the certification. "Also," said Hammond, "there is no provision for de-certifing—if there is such a term." He went on to say a certain machine might be legal at one time and so be certified and then later the Legislature might reverse itself and vote to ban the machine. "What do we do then?" he asked, rhetorically.

Before the Maryland attorney general left the stand, Wolverton got back to the point he has made during his questioning of nearly all witnesses on the legislation. "Suppose Congress raises the excise tax substantially on slot machines, wouldn't that help?" "It's an idea," commented Hammond.

Calls Justice Official

The last witness before Chairman Crosser announced the public hearings "are adjourned," was O'Keefe, who had been listening in on the sessions for the Justice Department but was not scheduled to testify. Rep. John Bennett spotted him at the back of the room and asked that he be questioned.

Bennett wanted to know if the Justice Department was sincere in not intending to take after amusement machines. O'Keefe replied, "Certainly." The Michigan freshman congressman then wanted to know if in view of the Justice Department letter suggesting an amendment, the agency was changing its mind about the definition. "Not at all," said O'Keefe, "the letter is just to clarify committee thinking. We think the definition as written is all right."

Bennett said it appeared to him that the wording "designed or adapted" for gambling was causing the trouble. "Why 'adapted'?" he wanted to know. The Justice Department representative replied that adapted machines were put into the restricted class to take care of pinballs to which a pay-off mechanism has been added.

Military Sentiment

Beckworth, who presided over last month's sessions, and Harris called O'Keefe's attention to published reports that Defense Secretary Louis Johnson recently ordered bell machines out of the Officers' Club at the Pentagon and asked for comments. "I think it is an indication that the Secretary is in sympathy with our efforts," O'Keefe said.

He was asked if the military was cosulted about the section of the bill specifically banning gambling devices on military installations and other federal property. O'Keefe said that Justice had not conferred with the Defense Department. Beckworth wanted to know if Justice would ask the defense secretary to knock out all bells in military clubs. "We have no present authority to do so," replied the witness, "that's one of the reasons we sponsor this bill."

Wolverton asked O'Keefe for figures on how many Justice Department prosecutions have been made under federal laws designed to aid State law enforcement officials. O'Keefe said he didn't know offhand. A clerk handed Wolverton a letter from Justice on the subject. After glancing at it, Wolverton said the number of cases filed under such laws as the Federal Firearms Act, Stolen Vehicles Act, and the Mann Act "appears to be meager."

Speaking for National Federation of American Shipping, Inc., lawyer Krebs told the committee he has "substantial reason to believe that the authors and sponsors of these bills did not intend to extend their juridiction to such machines (gaming) or devices on vessels while at sea and outside of the territorial waters of the United States and its possessions, nor did they believe that the bills as drafted included such jurisdiction." He said that the bills go beyond the intent of the authors and he invited the committee to have that statement corroborated.

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Justice Department Favors Changes in Johnson Bill

(Continued from page 101)

the recent hearings held on S 3357 (Johnson Bill) by the House Interstate and Foreign Commerce Committee, that there has been some question as to whether or not the members of the attorney general's conference on crime and the Department of Justice were in favor of or intended to include in this bill machines manufactured for pure amusement.

Pinballs Should Be Excluded

"During the meetings of the subcommittee on federal legislation of the attorney general's conference on crime, the question of machines manufactured and used purely for amusement was discussed and it was the intention of this committee to exclude from the bill this type of machine. It was also the intention of the Department of Justice that such machines for pure amusement should be excluded.

"In the event the committee desires to further clarify the bill, it is suggested that it might include a sentence in Section 1 of S 3357 along the lines that 'anything of value' shall not mean pure amusement."

This section, in its present form, defines "gambling device" to mean "any machine or mechanical device, or parts thereof, designed or adopted for gambling or any use by which the user as a result of the application of any element of chance may become entitled to receive, directly or indirectly, anything of value."

The Justice Department had previously gone on record as stating that the bill is intended to exclude juke boxes and vending machines, but a Justice spokesman at the previous hearing said he thought pinball machines were not given similar protection under the bill. Whether the Justice Department's latest proposed wording would definitely exclude pinball machines and similar devices from the terms of the bill was still a matter of conjecture. Officials of Coin Machine Institute (CMI), who were present at the resumed hearings, voiced hope that the intent of the latest Justice proposal was to make it clear that interstate shipment of pinball machines would not be made illegal under the bill.

At the previous hearing (*The Billboard*, May 13) CMI's witnesses—Dudley Ruttenberg, general counsel, and John Pickering, public relations director—urged specific exemption for amusement games. Pickering, in his testimony last month, urged the committee to modify the language of the definition of gambling device to add: "The term shall not be deemed to include bowling alleys, pinball machines, target machines, miniature athletic machines, toys and games, or any similar machine or device designed for amusement."

Clarification along similar lines was also urged at the previous sessions by Dow W. Harver, attorney for toy manufacturers of the U. S. A., Inc., and by Herbert W. Bye, Chicago lawyer, who appeared for the Railroad Show Owners' Association.

Ops See Banner Summer Biz; Most Locations Set for 1950

(Continued from page 101)

Pacific North Coast. Included are many new dude ranches, natural locations for all types of coin machines.

South Dakota, traditionally a vacationland, this year expects a record number of visitors during the summer months and has prepared special lures for the vacationers, including Western celebrations, rodeos, pageants, parades, etc.

Season in the Dakotas will actually get under way in mid-June and will run thru Labor Day with much of the action centered in Deadwood, Custer, Belle Fourche, Rapid City, Hill City, Key City, Sturgis and Lead. Events are scheduled on practically a daily basis thru September 1.

The Aquatennial, to be held in Minneapolis July 21-30, is expected to draw some 1,000,000 persons to the Twin Cities, with many of the visitors continuing their vacations thru the State. Hy Greenstein, Minneapolis distributor, is on the board of this event. Fishermen flock to this State in the summer, and ops have found fishing camps a good coin machine location. Season climaxes with the annual Lake Superior Trout Round-Up in Duluth September 2-4.

Michigan is another favorite vacation area for Midwesterners, rich in resort areas which will be blanketed by operators this season. Only major event on the schedule so far is the Upper Peninsula State Fair in Escanaba August 15-20.

Wisconsin operators completed purchasing their licenses and assigning their equipment for the many summer resorts in this State several weeks before the Decoration Day week-end. Altho weather was spotty, ops reported grosses ranging from 10 to 30 per cent higher than the same period last year and reservations running well ahead of '49.

Equipment Report

Just as there will be a wide variety of attractions to draw the tourist and his dollars in most States this summer, so there will be a wide variety of coin machines on hand to serve them.

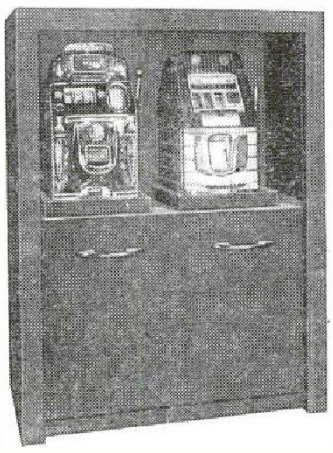
Shuffle games and shuffleboards head the list of amusement equipment in locations, such as roadside taverns and restaurants, dude ranches, resorts, etc. Pin games, counter units and other types of such equipment also are being put out by operators.

Music again will be strong in the more permanent type of locations, with operators shifting equipment so as to get attractive units in the resort areas where dancing plays an important role in the entertainment program.

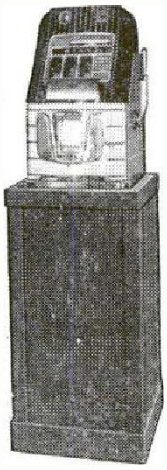
Vending machines are expected to be bigger than ever this year, especially those handling soft drinks, candy and cigarettes.

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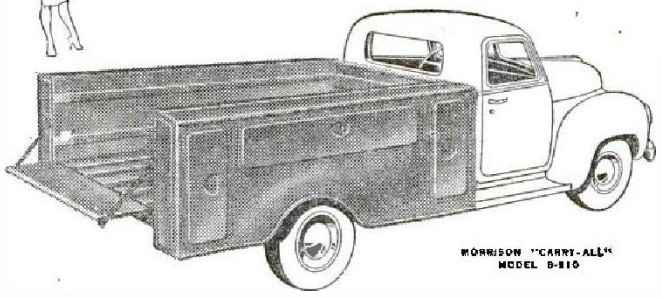
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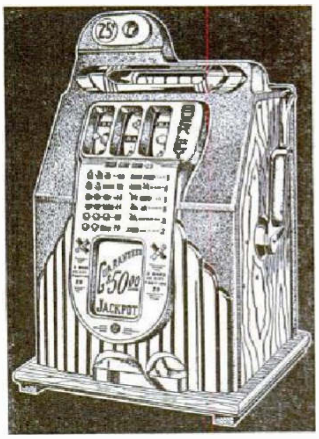
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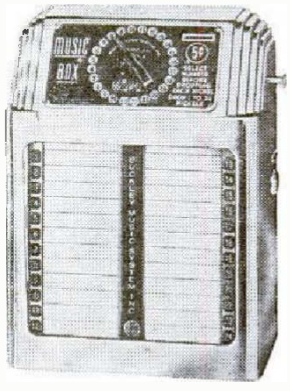
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Will have available—Photo Finishes—Champions—Citations—and Gold Cups. Attractively priced—Contact us immediately.

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10 5¢ Gushers, new	$18.50
A.B.T. Electric Skill Guns, new	49.50
Silver King Target Gum vendor, new	32.50
Silver King Target Gum Vender, used	19.50
A.B.T. Challengers, used	20.00
Acme 1¢ Shockers, new	19.50
Five Jacks, 1¢, new	59.50
Kickers & Catchers, new	32.50
Three of a Kind, new	18.00
Punch A Ball, new	18.00
Tilt-Test new	22.50
20 Used A.B.T. Electric Guns Each	32.50
Victor's Basketball	32.50

SLOTS

5¢ Silver Chief	$45.00
10¢ Silver Chief	75.00
5¢ Black Cherry	95.00
10¢ Black Cherry	105.00
5¢ Blue Front	65.00
10¢ Blue Front	75.00
25¢ Blue Front	85.00
10¢ Pace	50.00
10¢ Golden Falls	115.00
5¢ Chrome Bell	75.00
10¢ Chrome Bell	85.00
10¢ Glitter Gold	75.00
5¢ Roll A Top	50.00
10¢ Treasury	45.00
10¢ Comet	45.00
5¢ Extraordinary	75.00
10¢ Extraordinary	85.00
25¢ Dixie Bell	75.00
Columbia	75.00
1¢ Q. T.	40.00

TERMS: ½ deposit with all orders, balance C. O. D.



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MACHINE EXCHANGE, INC.

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ALL PHONES: TOWER 1-6715

GIVING 'EM AWAY

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8—Williams Twin Shuffle Bowlers	$174.50
1—Liberator	24.50
27—1¢ Mutoscope Moving Picture Machines (Fl. Mod. W'Reels)	24.50
15—Mutoscope Reels for Above	7.50
9—1948 Quizzers, Free Play (Fl. Mod. with 2 Sets Film)	49.50
3—1948 Quizzers (Brand New in Orig. Factory Cartons—Fl. Mod.)	79.50
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3—Exhibit Gulf States Diggers	174.50
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7—Williams Quarterbacks (with Star Series Bats & Handles)	89.50
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1—DeLuxe Photomatic (Postwar)	295.00
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1—Mutoscope Sky Fighter (AS IS—Needs Repairs)	29.50
2—Strikes & Spares (Late Model—AS IS—Needs Repairs)	49.50
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6—5/25¢ Twin Bonus Super Bells	$174.50
6—5¢ Bally Reserve Bells	174.50
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1—5/25¢ Keeney Gold Nugget	174.50
1—Victory Special	22.50
1—5¢ Evans Races, C.P.O.	179.50
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3—5/10/25¢ Bonus Super Bells (Like New)	369.50
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1—Aireon Super Deluxe	$49.50
2—Rock-Ola Premiers	39.50
2—Rock-Ola Standards	44.50
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4—Wurlitzer 700	89.50
1—Wurlitzer 850	69.50
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5—Packard Wall Boxes (Postwar)	13.75
14—5¢ Seeburg Mod. W1-L56 Wireless Wall Boxes (1947 Model)	14.50
14—Wurlitzer Wall Boxes	$ 2.00
11—5/10/25¢ Seeburg Mod. WS-10Z Wall-O-Matic Wireless Wall Boxes	4.50
12—5/10/25¢ Seeburg Mod. DS20-10Z Select-O-Matic Wired Wall Boxes	5.00
17—5¢ Personal Music Boxes	2.00
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1—Pentagon Magic Mirrored Cabinet	39.50
3—Mirror Tone Deluxe Mirrored Cabinets (5/10/25¢ Slots—24 Selector)	39.50
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Just '21,' Like New	$159.50
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Singapore	25.00
Round-Up	69.50
Triple Action	44.50

ONE BALLS

Victory Derbys	$ 45.00
Gold Cups	125.00
Citations	279.50
Special Entrys	69.50
Jockey Specials	95.00
Gottlieb Bowlette, Like New	$174.50
Ali Babi	55.00
Havana	22.50
Major League Baseball	35.00
Dew-Wa-Ditty	49.50
Genco Whizz	25.00
Summertime	44.50
Blue Skies	49.50

CONSOLES

Keeney Super Bells, F.P., P.O.	$ 44.50
Jumbo Parades, C.P.	44.50
Mills 3 Bells, Like New	195.00

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3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

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Genco Bing a Roll	89.50	Bermuda	29.50
Bally Hy Roll	69.50	Spinball	29.50
Triple Action	39.50	Catalina	29.50
Trade Winds	39.50	Thrill	39.50
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VICTORY DERBY, C.P.	35.00
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CONSOLES

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KEENEY 5 & 25c GOLD NUGGET	200.00
BALLY'S DOUBLE UP	200.00
BALLY'S RESERVE BELL	200.00
BALLY'S DRAW BELL, M.B.	80.00
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BALLY SHUFFLE CHAMP	WRITE
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UNITED SHUFFLE ALLEY	104.50
GENCO BOWLING LEAGUE	99.50
WILLIAMS TWIN BOWLER	164.50
CHICAGO COIN BOWLING ALLEY	174.50
KEENEY PIN BOY	144.50
GENCO BOWLING LEAGUE (9 ft.)	149.50

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1100 WURLITZER	$374.50
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SEEBURG H 146M	224.50
SEEBURG K.C. 1 SPECIAL	89.50
SEEBURG BOXES (3-W-2-L-56)	25.50
SEEBURG BOXES (W-1-L-56)	24.50
SEEBURG PREWAR BOXES	7.50

SLOTS

MILLS VEST POCKETS (Like New)	$35.00
MILLS BLUE FRONT, 5¢	39.50
WATLING '48 ROLATOP, 5¢	49.50
COLUMBIA DELUXE, 5¢	$74.50
'46 PACE, 25¢	64.50
BUCKLEY CHROME, 25¢	89.50

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- Automatic Score Totalizer
- 5 Simulated Baseballs
- Real Baseball Play
- 1c or 5c Play

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Here's an outstanding opportunity to cash in on added income. We have an unusually fine group of top-notch trade-ins rebuilt to give years of good service . . . and ready for immediate delivery. With a minimum investment you can begin earning bigger profits by taking your pick from these quality rebuilt phonographs. Get your order in now for the best in the group.

USED EQUIPMENT

POST WAR PHONOGRAPHS

Seeburg 147-M	$339.50
Seeburg 148-M	289.50
Wurlitzer "1015"	350.00
Wurlitzer "1100"	350.00
Rock-Ola "1422"	149.50
AMI Model "A"	350.00
AMI Model "B"	425.00
Aireon "1200"	59.50

WALL BOXES

SEEBURG:	
3WS-L54	$59.50
W4-L36	39.50
W1-L56	24.50
50 Wire	3.50
WURLITZER:	
3020	$35.00
3045	19.50
Packard Boxes	12.50

PREWAR PHONOGRAPHS ALL IN WORKING CONDITION

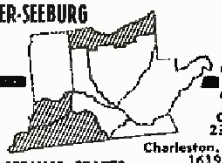
Seeburg LaTone, RC.	$89.50	Seeburg Crown	$49.50
Seeburg Colonel, RC.	49.50	Seeburg Rex	39.50
Seeburg Major, RC.	69.50	Wurlitzer "850"	79.50
Seeburg Classic	59.50	Wurlitzer "500"	49.50
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New Solotone Master Entertainers and New Solotone Master Entertainers Boxes Model "A"

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DOUBLE BOWLER and DUCK PINS

9½ ft. · 8 ft.

Twin Play—Rebound—Flyaway Pins! Absolutely Fastest at All! Proven Greatest Player Appeal!

$ $ $

ARCADE

Dale Gun—Late Model	$ 69
Lite League	69
Telequiz—1948, Like New	120
Keeney Submarine Gun	49

CONSOLES

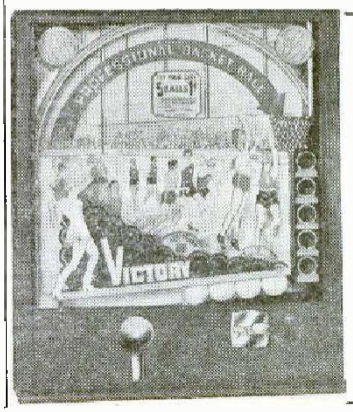
Bally DRAW BELL, Metal Button	$125
Bally DRAW BELL, Red Button	125
Bally DE LUXE DRAW BELL	140
Bally TRIPLE BELL, 5-5-25	225
Evans RACERS (Like New)	295

SHUFFLE GAMES

Reconditioned! Guaranteed!

Gottlieb BOWLETTE	$179
Chicago Coin BOWLING ALLEY	175
Bally SHUFFLE BOWLER	145
United SHUFFLE ALLEY	110
Rock-Ola SHUFFLE LANE	99
Genco BOWLING LEAGUE	99
United SHUFFLE SKILL	55
Genco GLIDER	49

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BASKET BALL GAME

The first really new PENNY-PLAY COUNTER GAME offered to the trade in the post-war market. Features 5 ping-pong balls for sensational action, life and suspense. Automatically totalizes the score. Simplified mechanism eliminates service calls.

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NEW CIGARETTE STRIPS ON ALL SMALL MODELS
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METEOR—Coin operated—FRUIT REELS, 1c or 5c play. Automatic payout tokens of various combinations redeemable for cash or merchandise.

Also available in non-coin model in 1c or 5c play. TAX FREE. No coin chute—no cash box!!! Location owner turns a key to permit operation. Special register protects operator's profits.

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WE STOCK Parts for Daval Counter Games



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KING—1c, 5c or 10c play—five reel POKER play. Ball gum vender. 75%-25% divider.

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LUCKY INNING



Terrific Action!
Thrilling Animation!
Tremendous Appeal!

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MANUFACTURING COMPANY
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CHICAGO 24, ILL.

Creators of Dependable Play Appeal!

SEE IT— BUY IT at Your Distributor NOW!

5 INNINGS—5¢

RECONDITIONED SHUFFLE GAMES

!!! ?? . . AT A PRICE—ACT NOW . . ?? !!!

UNITED SHUFFLE ALLEYS	$100.00
Light-Up Conversion—$20.00 Extra.	
BALLY SHUFFLE BOWLER, 9½ FT.	150.00
CHICAGO COIN BOWLING ALLEYS, 8 FT.	150.00
CALIFORNIA SHUFFLE PINS, 12 FT.	95.00
GENCO BOWLING LEAGUE, 10 FT.	129.50
UNIVERSAL TWIN BOWLER, 8 FT.	179.50
GENCO GLIDER, 8 FT.	50.00

All of these Games thoroughly gone over, cleaned and ready for location. Please send one-half deposit, cash, cashier's check or money order and state method of shipment preferred.

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on Request

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Aquacade	89.50	Carolina	62.50	St. Louis	84.50
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Band Leader	90.00	Crazy Ball	35.00	Trinidad	34.50
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BOWLING GAMES: Keeney Pin Boy with Lighted Pins $189.50; Keeney Ten Pins 80.00; Keeney Line-Up $ 77.50; Rock-Ola Shuffle Lane, 9½' 179.50

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Keeney's LUCKY STRIKE — Keeney's A-B-C BOWLER

Rocket, Lucky Inning, Arizona, Banks Ball

NEW MILLS VESTPOCKETS $45.00

Keeney's Electric Cigarette Vendor. Mills "21" Ball Regular, also New Chrome "21" Bell, Mills Blue Bell, Mills Black Beauty, Mills Bonus Bell, New Regal Cabinets for all Mills Bell Machines. Dawney-Johnson Coin Counter.

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The Bowling Game Champion

BRAND NEW PREMIUMS EVERY WEEK
This Week: Stunning Gold Women's Jewel Sets—Large Asst. Bracelet, Necklace & Earrings—Only $4.50.

Best Buy of the Week
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SHUFFLE BOWLER
$150.00

Citations	$269.50
Lexingtons	250.00
Jockey Club, '47, like new	89.50
Bally Entry	65.00
Keeney Gold Nugget	179.50
Williams All-Stars	115.00
Double Up, 5c	350.00
Dale Guns	85.00
DeLuxe Draw Balls	169.50
United Shuffle Alley	125.00
Wms. Twin Shuffle	145.00
Mercury Shuffleboard	100.00
Rock-Ola Shuffleboard	150.00
Wurlitzer 1015	249.50
Wurlitzer 1017A, like new	249.50
Wurlitzer 750	150.00

HOLLYCRANE . . $395.00
Late Model — Complete Factory Reconditioning

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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

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WE NEED

8 48 Seeburgs	6 1015 Wurlitzers
6 47 Seeburgs	6 1100 Wurlitzers
6 46 Seeburgs	6 48 Rock-Ola Magic Glo

LIBERAL ALLOWANCE TOWARD SEEBURG SELECT-O-MATIC 100

THIS EQUIPMENT IS NEEDED FOR AN EXPORT ORDER. WE ARE IN A POSITION TO ALLOW YOU TOP PRICES.

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SAVE MORE ON OUR TOP QUALITY RECONDITIONED EQUIPMENT

LOOK AT THESE SPECIALS

American Shuffleboard, 12' Cushion $195.00 (plus crating)
Chicago Coin Rebound 49.50
Genco Glider 59.50
Rock-Ola Shuffleboards, 22 Ft. .... 100.00 (plus crating)
Shuffle Alley, A-1 Condition 149.50

SAVE ON 5-BALLS

Aquacade	$89.50	Monterrey	$29.50
Bally Hoo	29.50	1-3-3	39.50
Big Top	49.50	Paradise	39.50
Blue Skies	49.50	Puddin' Head	34.50
Bonehead	49.50	Ramona	39.50
Boomerang	34.50	Rancho	39.50
Bowling Champ	99.50	Saratoga	39.50
Boston	99.50	Screwball	34.50
Carnival	49.50	Sally	39.50
Contact	39.50	Summertime	39.50
Floating Power	79.50	Star Dust	39.50
Jamboree	99.50	Tampico	99.50
Magic	49.50	Tennessee	34.50
Major League	29.50	Trade Winds	34.50
Melody Roll	29.50	Triple Action	34.50
Merry Widow	34.50	Wisconsin	29.50

HERE ARE REAL VALUES

Singapore, Rocket, Tornado, Bonanza, Nevada, Oscar, Torchy, Play Boy, Big League, Cleopatra, Bronco, Double Barrel, Hawaii, Honey, Manhattan, Margie, Nudsy, Ranger, Sea Isle, Show Girl, Stormy, Rio Rita

YOUR CHOICE $19.50 Each 6 FOR $100

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WRITE FOR OUR PRICE LIST
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WISCONSIN'S LEADING DISTRIBUTOR

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4227 W. Vliet St. Milwaukee 8, Wisc
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Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Michigan

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At give away prices

The following machines are on location. They look like new and are as good as new.

3 Wurlitzer 1100's @ ....$355.00 ea.
5 Wurlitzer 1015's @ .... 215.00 ea.
1 United's Shuffle Alley 100.00
1 Dale Gun @ 50.00

1/3 deposit, balance C.O.D.

BRUCE MUSIC CO.
WILLIAMSBURG, KY.

acme PHONO PLASTICS

ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU. NOT SPRAYED OR PAINTED. ALMOST ¼" THICKNESS—PERFECT FIT.

A Complete Line of Phonograph Plastics.

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Ten cent coin-operated miniature railroad, switches, signal and speed controlled by player. In beautiful glass cabinet 4¼ by 6½ 8850: On exhibition at Mike Munves, 527 10th Ave., New York.

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BOX D-378
Care Billboard Cincinnati 22, O.

COINMEN YOU KNOW

Los Angeles:

(Continued from page 115)

Thelma Lisher, of the Gremlin Orange Company, Stockton, in the city in search of a vending machine manufacturer who can make a machine that will handle the company's refrigerater item. . . . **Ben Korte**, of Glendale, along coin row looking over machines. He visited the Crafts Shows when they played this vicinity at Burbank and Van Nuys. . . . **Larry Hansford** in from Lompoc. . . . **Lucille and Paul Laymon** back from the Chicago show. Laymon, Bally distributor, had planned on driving back to the Coast but had to ditch these plans because of his inability to get a delivery there. . . . **Bill Nesbitt**, of Arcadia, a visitor. . . . **Jack Neil**, of Riverside, made one of his frequent trips into town.

Charlie Daniels, of Paul Laymon Company, is leaving for his home town grounds, Indianapolis, with **Mrs. Daniels** early in July. . . . **L. Zaboski**, of Gardena, on coin row. . . . **Perry Irwin** a buyer from Ventura. . . . **Clyde Truss**, of Oceanside, in the city after a lengthy absence. . . . **C. E. Stephens** here from Sierra Madre. . . . Pomona was represented by two buyers—**S. L. Griffin**, of Valley Coin Machine Company, and **Lloyd Barrett**.

Indianapolis:

(Continued from page 115)

self-service Bendix laundry has been opened at 806 Fort Wayne Avenue, known as the Washerette. . . . **Irving Kepler** has joined the sales organization of the Shaffer Music Company, and will devote his time to the city trade. Kepler comes from the Columbus, O., office of the company, where he has served in a sales capacity for a number of years.

Earl Craig, Anderson, Ind., operator, was a business visitor on coin row, buying records and supplies. . . . The most sought after records from juke box operators are "Nola" and "I Love You Because." The former record is in such demand that operators are obliged to wait their turn for the platter. . . . **William De Salm** and **Johnny Casola**, of the United Manufacturing Company, Chicago, sales department, were guests of **Mrs. Lollie Berman**, of Sicking, Inc., over the holidays and while here visited the 500-mile race.

Harold Meeker, Meeker Music Company, is reported to have sold his juke box route in Anderson, Ind., to **Smily Phillips**, a new operator, who was formerly in the restaurant business.

THE BEST OF THE LATEST EQUIPMENT

SHUFFLE GAMES
Chicago Coin Bowling Classic
Universal Super Twin Bowler
Rock-Ola Shuffle Jungle
Keeney Duck Pins
Williams DeLuxe Bowler

5-BALLS
Gottlieb Bank-a-Ball
Williams Lucky Inning
Exhibit Jeanie
United Yuma, Arizona

NEW FALCON SHOE SHINER, $125.00

KIT OF THE SHOW!
Conversion for Shuffle Alley with DISAPPEARING PINS. Play lumps immediately!
$79.50

KEENEY'S BOWLING CHAMP —simple to install on your Shuffleboard. No cutting or marring of board. Automatic scoring—1 or 2 can play. ORDER TODAY!

Reconditioned and Refinished SHUFFLE GAMES
United Shuffle Alley $125.00
Ctrl. Coin Bowling Alley .. 175.00
Bally Shuffle Bowler, 9½ Ft. 175.00
Genco Glider 40.00

BELLS
Orig. Black Cherry, 5-10-25c $99.50
Mills 5c, 10c, 25c Blue Front 69.50
Mills 5c, 10c, 25c Brown Front 74.50
DeLuxe Draw Bell, like new 175.00

WANT TO BUY OR TRADE LATE MODEL PIN GAMES, 1-BALLS JENNINGS CHALLENGERS, 5c-25c. SEND LIST TODAY!

USED PHONOS $35 Each
Colonels, Cadets, Majors, Concert Grands, Regals, 24's, 500's, 600's, Standards, DeLuxes, Commandos, Thrones.

CLASSICS—VOGUES LO-TONES $50.00 Ea.
ALL PHONOS AS IS, COMPLETE.
$10.00 Extra for Crating.

GAMES—Ready for Location

Citation, F.P.	$269.00
Special Entry (1-Ball F.P.)	69.00
Playboy	37.00
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Samba	49.00
Humpty Dumpty	49.00
Triple Action	49.00
Suspense	49.00
Shooting Star	49.00
Monterrey	49.00
Jack & Jill	50.00
Trinidad	50.00
Carnival	55.00
Ballerina	57.00
Rancho	59.00
Sally	59.00
Sunny	59.00
Cinderella	59.00

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Just a few of many at Southern Automatic!

JUST 21	$164.50	BOWLETTE	$174.50
GENCO BOWLING LEAGUE, 10 FT.			$159.50
QUARTERBACK	$129.50	TWIN SHUFFLE	$199.50
CHICAGO COIN BASEBALL			$199.50
FLOOR SAMPLE SELECT-A-CARD			$169.50
EXHIBIT SHUFFLE BOWL ATTACHMENT			$ 79.50

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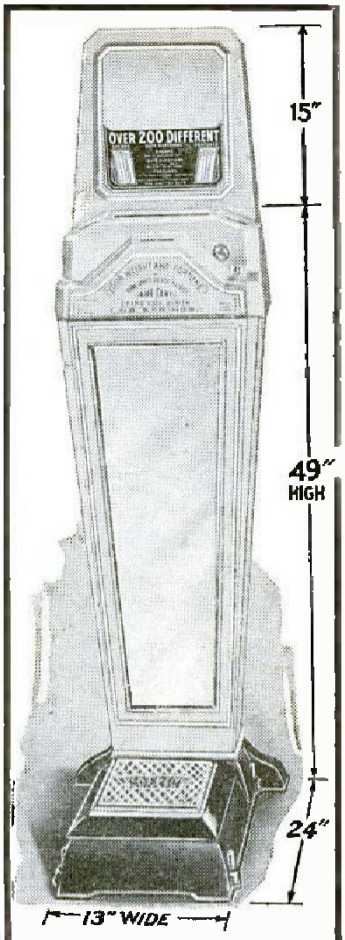
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WEIGHT, 165 LBS.

$25 DOWN
Balance $10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS

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Mills Glitter Gold, 5-10-25c	49.50
Mills Glitter Gold (Rebuilt), 50c	59.50
Mills Black Gold Criss Cross (Rebuilt), 5-25c	79.50
Pace 1948, Red, 1-5-10c	64.50
Pace 1946-'47, 5-10-25c	44.50
Pace 1946-1947, 50c	74.50
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WANT TO BUY—Jennings Standard Chiefs

Prices F. O. B. Los Angeles or Reno, Nev. ⅓ with order, balance C. O. D.

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SENSATIONAL! NEW!

BASEBALL CONVERSION UNIT



CONVERTS your old Bally, United and Rock-Ola Bowling Games to BASEBALL GAMES at a FRACTION of new game costs!

NOW! 2 GAMES in Place of ONE!
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• No Wiring • No Soldering • Just Plug In

COMPACT . . . COMPLETE!
Conversion unit consists of complete insert for light box and pin panel.
FITS MOST BOWLING GAMES

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Some Choice Territories Still Available
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THE GAME THAT PRESENTS A REAL "REPEAT PLAY" CHALLENGE TO ALL PLAYERS

Flashing Panorama of Moving Animals for Skill Targets.
Racing Panther on Backboard Falls Off High Cliff When Skill Target Is Hit.
5,500,000 Points — Possible High Score.
Two Wates for Speedy Game —15 Shots for 10c.
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Entire Mechanism Located in Light Box.

The Game For Your "TOP" Locations.
It's "TOPS" As A Money-Maker

Shuffle-Jungle Is A Fast Moving, Hard Hitting, Exciting Game That Holds The Interest Of All Players—Beginners—Average—And Experts.

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Only 6½ Feet Long and 2 Feet Wide—Shuffle-Jungle Can Be Operated In All Locations—Even Those In Which Space Is At A Premium.

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SHUFFLE TEN STRIKE

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GIVES YOU REAL—Not Synthetic—PIN ACTION!

They carom, they teeter, they fly from the Alley!

5½-INCH PINS—AUTOMATICALLY RESET! • DIRECT VIEW AUTOMATIC SCORING COUNTER! • COMPARATIVELY NOISELESS ACTION! • FASTER THAN EVER!



SIDE MECHANISM DOOR

NEW STAINLESS STEEL PIN BOARD!

8 FT. LENGTH
IDEAL SIZE FOR MOST LOCATIONS!

RECESSED CHUTE AND SAFETY PUCK — RETURN CUP PROTECT PLAYERS!

Operators and Distributors who saw Shuffle Ten Strike at the ACMMA SHOW agree that it's THE CLOSEST THING TO REAL BOWLING EVER BUILT INTO A SHUFFLE TYPE GAME! Don't confuse with ordinary shuffle bowling games!

AUTHENTIC SCORING—Strikes—Spares—Doubles—Turkeys!
RAISED ALLEY—REAL RECESSED GUTTERS!
AUTOMATIC PUCK RELEASE delivers puck at start of game
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SEE EVANS' CONSTELLATION AD ON PAGE 104

SPRING BARGAINS!

8' Shuffle Games		9' Shuffle Games	
GENCO Bowling League	$ 99.50	Bally Shuffle Bowler	$139.50
UNITED Shuffle Alley	109.50	Bally Speed Bowler	269.50
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WILLIAMS Deluxe Bowler (with disappearing pins)	239.50		

Regular $29.50 light-up conversion installed for $15.00 extra.

ALL MACHINES THOROUGHLY OVERHAULED TO APPEAR AND PERFORM AS GOOD AS NEW!

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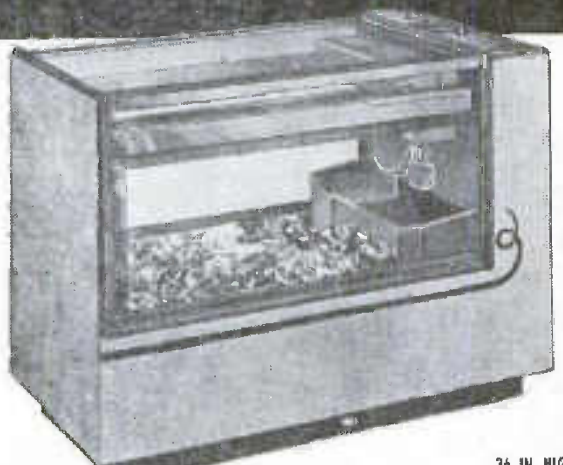
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MINIATURE COIN-OPERATED INDUSTRIAL CRANE



36 IN. HIGH
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√ *Gets Continuous Play*
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√ *Large Super-Size Play-Field*
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√ *Choice of Merchandise or Free Play Models*
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NO OTHER COIN-OPERATED EQUIPMENT CAN COMPETE WITH THIS AMAZING SKILL-GAME

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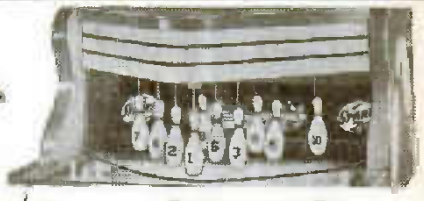
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WITH REALISTIC UPRIGHT

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Just Imagine!
ONLY 45 SECONDS PER GAME!



8 FT. LONG

SEE IT AT YOUR DISTRIBUTOR NOW

SPEED
45 SECONDS TO PLAY
REBOUND Action
OR
1 Players 2
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CUSHIONED GUTTERS
FOR SILENT PLAY
AUTOMATIC SCORING
PLAYERS COMPETE FRAME BY FRAME

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IT'S HERE!!! A BRAND NEW

CONVERSION

"SPEED BOWL" FOR UNITED SHUFFLE ALLEY



NEW BACKBOARD GLASS

•

NEW DISAPPEARING PINS—
FAST ACTION
INDIVIDUALLY NUMBERED
QUIET OPERATION

SPEED BOWL is absolutely the newest and finest conversion for United Shuffle Alley. It has been designed to bring in the MAXIMUM PROFIT for United Shuffle Alley Operators. SPEED BOWL conversion comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield. READY FOR QUICK INSTALLATION. SPEED BOWL is the answer to lagging profits. Now you can hold those locations with this sensational conversion.

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THE PLAY-WRITE IS THE HIT OF '50!



Posed by Elaine Winn, Professional Model

At the recent ACMMA Coin Convention in Chicago everyone was looking for an entirely new type of machine, and the PLAY-WRITE filled the bill.

Top Operators in different parts of the country after nine months' trial report to us from location tests: "It is the BIGGEST thing that ever hit the machine industry."

- Can be operated in almost any territory (we estimate 95%).
- Can be operated in any kind of location, from a small Gas Station to the Finest Clubs in the country.
- Your investment is small.
- 100% Fool Proof.
- Your locations must account for the exact total intake.
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- The Play-Write automatically records each individual play and winner.
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- No competition if you secure your territory NOW, as The Play-Write is covered by United States and Canadian Patents—make your deal NOW and protect your own territory.
- This machine is made under the direction of a precision machine engineer with eighteen years' experience.
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- This Play-Write does not conflict with any other machines or games—it is an ALL-NEW type machine—it is in a class of its own.

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NEW NEW SPEED RECORD 60 SECONDS a GAME

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A NEW SENSATION FAR FROM THE ORDINARY

1 OR 2 PLAYERS 10c-20c

FAST PLAY
SWIFT ACTION
TOTALIZER
THAT RECORDS SCORE
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ALL MECHANISM
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that DISAPPEAR
WHEN ROLLOVERS ARE
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ALL VISITORS—WELCOME TO OUR SHOWROOMS!

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21 BELL
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EXCLUSIVE! KEENEY'S
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Double Bowler, 9½ ft. Rebound } 1 or 2 Players
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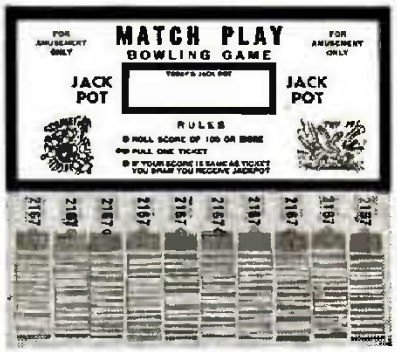
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COMPLETELY LEGAL STIMULATOR
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TEST LOCATIONS SHOW IT DOUBLES OR TRIPLES PLAY!
Card contains 150 tickets, numbered from 100 to 250. Jackpot is advanced $1.00 each day until hit. A proved business booster and money maker!
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WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES
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. . . EARNINGS that TOP 'EM ALL!
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Non-Rotation Numbers, 1 to 15 plus FREE PLAY Awards on 8-Ball • TOP CORNER KICKOUT POCKETS for EXTRA Numbers and Additional Play • MYSTERY SIDE KICKOUT POCKETS Light Up for FREE PLAYS • SPECIAL NUMBER COMBINATIONS for Added Scoring and FREE PLAYS • STRAIGHT SHOTS • BANK SHOTS • FLIPPERS!

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"There is no substitute for Quality!"

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NEW SHUFFLE ALLEYS
Automatic Scoring

- ★ Keeney's Lucky Strike & King Pins
- ★ United's Double Shuffle Alley
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- ★ Chicago Coin's Twin Bowler
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We have many used Shuffle Alleys at reduced prices for prompt shipment.

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New and Used

5¢ Blue or Brown Fronts	$ 69.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Bells	85.00
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10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
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10¢ Standard Chiefs	159.50
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5¢ Mills Q.T., A-1	65.00

New Mills and Jennings Slots and Consoles.

New Safes — Single, Double, Triple Revolv-arounds.

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Exhibit Dale Guns	$119.50
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Here's Your "Honey"

EXHIBIT'S JEANIE

Here's a beauty that's ringing up sensational profits. A 5-ball game loaded with action ON THE PLAY FIELD. New scoring features—bobble bumper; jitter action; player controlled flippers.

Surprise Bonus

WOW! TWO BEAUTIES

WILLIAMS SWEETHEART

Truly a "Honey" in any location. This game has everything. Entirely new play field — thumper bumpers — flip reset — 10 kickout holes and replay scoring. It's tops on the play parade for operators everywhere.

She's Got Everything!

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Williams TWIN SHUFFLE, Brown ...	$185
Cabinet With Gutters.	
Chicago Coin BOWLING ALLEY	175
Gottlieb BOWLETTE, F. S.	175
Bally SHUFFLE BOWLER	145
Bally SPEED BOWLER	275
Keeney KING PIN	225
Genco GLIDER	90
Chicago Coin SHUFFLE BASEBALL	225

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CONSOLES

BALLY

SPOT BELL	$395
Deluxe DRAW BELL	150
Regular DRAW BELL	125
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Keeney CONSOLES	$225
3-Way BONUS SUPER BELL	295
TWIN BONUS SUPER BELL	225
SINGLE BONUS SUPER BELL	175
GOLD NUGGET	200
EVANS	
25¢ WINTERBOOK	$350
5¢ WINTERBOOK	325
1948 BANOTAIL	225

SPECIALS in Half Dollar SLOTS

All originals, guaranteed like new.

JEWEL BELL	$160
BLACK CHERRY BELL	150
GOLDEN FALLS	150
Jennings MONTE CARLO	295

ARCADE AND MISC.

Exhibit DALE GUN, Latest Models, Repainted, Reconditioned	$ 75
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TOTAL ROLL	20
TELEQUIZ, 1948, Like New	125

NEW SHUFFLE GAMES

EXHIBIT'S **STRIKE**

One or two players. Flyaway Pins. All the excitement, all the thrills of bowling.

UNIVERSAL SUPER **TWIN BOWLER**

A sensation all over the country. Just like real bowling. Strikes, spares, flyaway pins —authentic bowling scoring.

Shuffle Game Closeout

Brand New, Original Crates—Latest Models—

Hurry, Going Fast!!! Phone! Write! Wire!

PIN GAMES

DE-ICER	$145	RAMONA	$ 95
BANJO	50	BUCCANEER	65
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1-2-3	75	JACK & JILL	75
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SCREWBALL	65	MONTERREY	60
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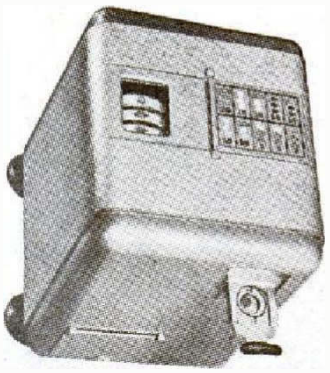
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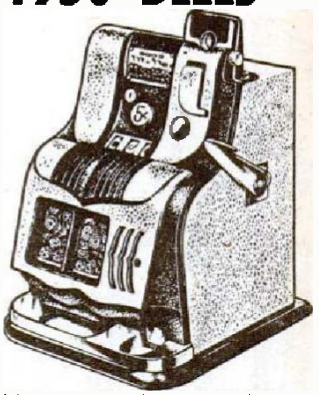
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Buttons & Bows, w/f	99.50
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WURLITZER MODEL 1100	WRITE	NEW EVANS CONSTELLATION	WRITE

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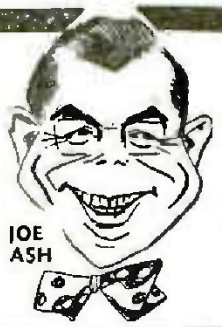
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QUIZZERS (LIKE NEW)	149.50	BALLY CHAMPION (NEW)	WRITE
CHICAGO COIN PISTOL	124.50	BALLY CITATION	$295.00
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EXHIBIT SILVER BULLETS	189.50	UNITED SHUFFLE ALLEY	179.50
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BALLY HI ROLLS	49.50	WILLIAMS TWIN SHUFFLE	224.50
KEENEY TEN PIN	179.50	BALLY SHUFFLE BOWLER	199.50
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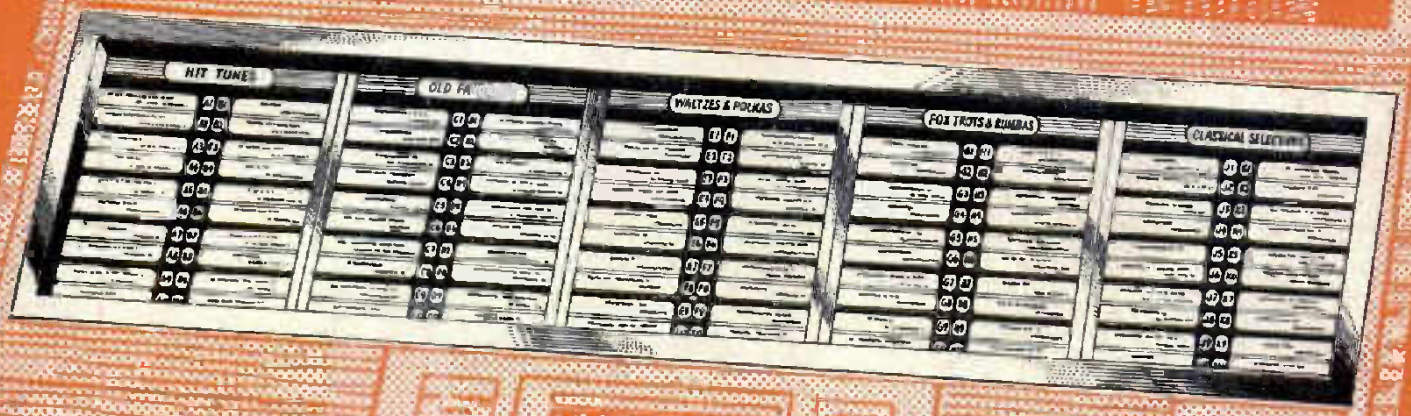
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